

DESCHUTES COUNTY
O R E G O N

FAIR & EXPO DIRECTOR

\$109,783 - \$147,119

Plus Excellent Benefits

Apply by

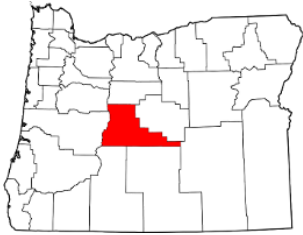
February 10, 2019

(First Review, Open Until Filled)

PROTHMAN



WHY APPLY?



Located in the heart of Central Oregon, Deschutes County serves as the outdoor recreation capital of the state. Both residents and visitors enjoy skiing, snowboarding, fishing, hunting, hiking, camping, rock climbing, bicycling, rafting, kayaking, and golfing, as well as a variety of annual festivals and sporting events. The natural beauty of the area, its mild climate, and diverse recreational opportunities make Deschutes County a great place to live, work, and play. Deschutes County offers the right candidate a challenging and rewarding career opportunity to lead an incredible venue that really can do it all!



Other local features include a vibrant visual and performing arts community, outstanding restaurant scene, extensive and respected health care network, and a high-quality educational system. The combined infrastructure investment totals in the billions of dollars and acts as a magnet for professional talent from across the U.S. and abroad.

The cities of Bend, the county seat, Redmond, La Pine, and Sisters are the four municipalities in Deschutes County. Roberts Field Redmond Municipal Airport connects Deschutes County to other major US western cities. In addition to excellent public and private K-12 schools, Bend is home to Central Oregon Community College (COCC) and Oregon State University's Cascade Campus.

THE COMMUNITY

For the past decade, the Central Oregon region has been recognized nationally and internationally as one of the best places to live. Deschutes County is conveniently located within a three-hour drive of Portland, Oregon, and within one hour of the Cascade Mountain Range. With an average elevation of 3,600 feet, the area enjoys a dry, high desert climate with cool nights and over 300 days of sunshine per year!

The countywide population is 190,000 spread over 3,055 square miles. Tourism brings over 1.5 million visitors annually to Deschutes County. The Mount Bachelor ski resort attracts tourists from throughout the nation. The nearby Cascade Lakes are also a large draw for tourists and the area boasts a concentration of 29 world-class golf courses.

THE COUNTY

Deschutes County is one of the largest employers in Central Oregon and the largest municipal government in the region. The County utilizes a professional staff of 1,020 full-time equivalents (FTE) and an annual budget of \$454.4 million to provide a broad spectrum of direct services for residents and visitors, including public safety, public and behavioral health, community development, road construction and maintenance, elections, assessment and taxation, solid waste, social services, and fair and expo facilities.

Indirect services that support county operations include finance, human resources, property and facilities management, internal auditing, information technology, legal counsel, and public information.



The Board of County Commissioners is the governing body and is comprised of three commissioners elected at large. The Board's duties include executive, judicial (quasi-judicial) and legislative authority over policy matters of countywide concern. The Board of Commissioners also acts as the governing body for other local public entities such as the Sunriver Service District, the 9-1-1 Service District, Black Butte Ranch and Extension/4-H. To implement policy and manage the day-to-day operations of the County, the Board appoints the County Administrator. Deschutes County is self-funded for health insurance, and to help control health care costs, the County has its own on-site clinic and pharmacy for employees and dependents covered by the health plan.

THE DEPARTMENT

Surrounded by a panorama of seven snowcapped mountain peaks, the Deschutes County Fair and Expo Center is located in Redmond, Oregon on a 320-acre campus. The Fair and Expo Center is known as the premier facility of its kind in the Northwest and is the venue for the annual Deschutes County Fair; the largest County Fair in the state of Oregon with over 293,000 visitors in five days. The Expo Center hosts more than 400 events annually with an emphasis on youth, agriculture and community. It was built roughly twenty years ago and is soon set to acquire an additional 140 acres from the State of Oregon, which will grow the campus to 460-acres.

The primary purpose of the Fair and Expo Center is to provide social, cultural, recreational, agricultural, commercial and educational opportunities for Deschutes County's residents and visitors. Fair and Expo Center staff are responsible for maintaining 167,000 square feet of exhibit space, 120,000 square feet of covered livestock and equestrian arenas, 400 horse stalls, and a 105 space RV park complex as well as a four-acre county park.

The Center Court of the facility offers a beautiful location for any outdoor event and features a showpiece water feature in a natural landscape setting on 3.65 acres. The area has beautifully manicured grass, ponds, a cascading waterfall, and even a windmill. Up to 85% of the grounds consist of landscaped lawns that can be rented for a variety of events from weddings, picnics, reunions, car shows, RV / motorcycle rallies, animal shows, and outdoor trade shows. The Deschutes County Fair and Expo Center also offers portable concessions, high speed wireless internet access, and a 5,000 square foot state-of-the-art kitchen that can provide meals for groups of up to 2,000.

The Fair and Expo Center, Deschutes County Fair, and on-site RV park operates with 12 FTE's on an aggregated total 2019 budget of \$4,599,596 with a reserve fund of \$1,595,883. The Fair and Expo Department also hires a significant number of temporary employees to staff food and beverage functions at the facility, which are sourced and contracted through a third party.



THE POSITION

Working under direction of the County Administrator and alignment with the general strategic and programmatic direction of the Fair Board, the Fair & Expo Director is responsible for planning, organizing, marketing and managing the year-around use, development, care and maintenance of the Deschutes County Fair and Expo Center facilities. The Director is also responsible for budget preparation and administration and representing the Fair and Expo department before various civic groups.

Main responsibilities include:

- Supervise the financial affairs of the Deschutes County Fair and Expo Center.
- Develop and maintain long range financial plans for strategic marketing, capital improvements, and operations management.
- Provide short and long-range planning forecasts, evaluations, and recommendations.
- Supervise all financial operations including the collection, safekeeping, and distribution of revenue.
- Maintain inventory records of all facility equipment and recommends replacement schedule.
- Evaluate and recommend short-term and long-term capital outlay expenditures.
- In conjunction with the County Facilities Department, direct, oversee and monitor the work of outside consultants and contractors regarding the design, budgeting, and construction of facility development projects.
- Act as the primary advisor to the Deschutes County Fair Board on all matters relating to the business and financial affairs of Deschutes County Fair and Exposition center in accordance with Oregon Revised Statutes.
- Provide leadership, direction and oversight for the annual County Fair event in coordination with the Deschutes County Fair & Rodeo Association.
- Direct and manage strategy for negotiations with clients, prospective clients, and trade organizations for scheduling and booking of the Fair and Exposition facilities.
- Establish and administer contract rates and terms and executes agreements as the County's representative.
- Supervise the maintenance and operations of a specialized and integrated event management computer system and module programming.

OPPORTUNITIES & CHALLENGES

- 1. Facility Expansion Opportunity:** There are plans for development of three hotels located near the Fair & Expo Campus. The County seeks to complement nearby lodging development through expansion of the existing Fair & Expo facility to provide space necessary for a flexible meeting space to support large conventions and events. Feasibility studies have been undertaken but this will be a major opportunity for the new Director to pursue.
- 2. Sports Complex:** The County has explored the feasibility of using a portion of space on the campus to provide for large sporting activities. Currently the Portland Trailblazers play an exhibition game each year in the Fair & Expo Center's largest indoor pavilion. The new Director is expected to further explore this development opportunity and build consensus amongst the community and other stakeholder groups.
- 3. 100-Year Anniversary:** In 2019, the Deschutes County Fair will be celebrating its 100th year anniversary, which provides a great opportunity to promote the Fair and the history of the region. The new Director has the opportunity to use this historic moment to the Fair's advantage.
- 4. Traditions and the Future:** The County Fair has a strong tradition as an agriculturally oriented event. There is a desire to preserve the traditional western type fair culture of rodeos, animals, and agriculture orientation including a strong 4-H focus. In addition, the Fair is also known for booking major talent for concerts during the Fair to draw a broader audience. The Fair and Expo Director will meet the challenge of finding balance between tradition and providing for a broad range of audiences.



5. Strategic Planning: The County Commission and Fair Board meet annually to discuss goals and strategy for the Fair and Expo Center. The new Director will take the lead in bringing the groups together, being proactive and intentional about charting a course to formalize a clear strategic plan for the future.

6. Sales and Marketing: The Fair and Expo Center has a Sales and Marketing staff which communicates with potential users of the facility. The new Director will need to be able to evaluate the effectiveness of current tools and the use of newer strategies such as social media to improve impact.

7. Economic Development: The Director will be expected to work collaboratively with other tourism and hospitality leaders in the region to expand the market and continue the positive impacts that tourism has had on the local economy.

IDEAL CANDIDATE

Education & Experience:

A bachelor’s degree in finance, business, recreational management or a related field, and five years of increasingly responsible management experience in complex, multi-faceted operations, including administrative and management responsibility is required. Ten years of experience in Fair, Expo, or Convention Center operations is highly preferred, and knowledge and experience working with fairs and rodeos is a plus. Candidates must have or obtain a valid Oregon driver’s license within 30 days of hire.

Necessary Knowledge, Skills & Abilities:

- Proven experience evaluating talent, establishing expectations, and ensuring accountability.
- Knowledge of performance optimization, and the ability to review and update the business model as needed to reach performance goals.
- A proven track record in the event facility business.
- The ideal candidate will be a people person, an excellent communicator and diplomatic, be warm and engaging, while maintaining a backbone when necessary. Communications, customer service, and human relations skills are essential.
- A willingness to provide a fresh perspective and be both strategic and entrepreneurial.
- Experience with facilitation in a complex environment will be a plus.



- Experience with facility capital projects including concept, design, project management and funding.
- Knowledge of food service operations.
- Knowledge of the principles, practices and procedures of the fair and exposition industry including laws and regulations governing the fair industry, and strategic planning methods with an emphasis on services related to fair and exposition planning.
- Skill in project management as applicable to capital improvement projects, budget and financial management procedures and techniques, principles and practices of supervision, and contract negotiation.
- Skill in building positive relationships with citizen advisory boards and committees, and experience maintaining service contracts with external vendors.
- Ability to communicate effectively both orally and in writing, including effective public speaking.

Candidates may possess any combination of relevant education and experience that demonstrates their ability to perform the essential duties and responsibilities. The ideal candidate will be committed to excellent customer service.



COMPENSATION & BENEFITS

- **\$109,783 - \$147,119 DOQ**
- Generous health benefits with employee premium of \$90/month
- Generous paid leave starting at 18 hours per month accrual
- Employer paid Life/AD&D
- Employer paid LTD
- Voluntary supplemental insurance plans available through AFLAC
- PERS retirement program
- Deferred compensation programs (457 retirement savings plan; three investment companies to choose from)
- Section 125 Flexible Spending Account
- Life Assistance Program



Please visit:
expo.deschutes.org

Deschutes County is an Equal Opportunity Employer. All qualified candidates are strongly encouraged to apply by **February 10, 2019** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To **apply online**, go to www.prothman.com and click on "submit your application" and follow the directions provided. Resumes, cover letters and supplemental questions can be uploaded once you have logged in. If you are a veteran and wish to request veterans' preference credit, please indicate that in your cover letter, and complete and submit the veterans' preference form posted on the website as instructed on the form.



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