



**SONOMA • MARIN**  
**FAIRGROUNDS &**  
**EVENT CENTER**  
FOURTH DISTRICT AGRICULTURAL ASSOCIATION

*Seeking applicants for the position of*

## **CHIEF EXECUTIVE OFFICER**

**Sonoma-Marin Fairgrounds & Event Center**

4th District Agricultural Association (DAA)

175 Fairgrounds Drive

Petaluma, CA 94952

[www.sonoma-marinfair.org](http://www.sonoma-marinfair.org)

**\$8,135 - \$9,960 Monthly Salary**

**Part of the State of California Employment Program**

**Filing Deadline: ~~Wednesday, November 15, 2023~~, Extended to**

**Wednesday, November 22, 2023, midnight**



## Mission Statement

*The Sonoma-Marin Fair promotes and showcases agriculture while displaying the diverse talents, interests, and accomplishments of the residents of California, especially the youth of Sonoma and Marin Counties. This is achieved by providing educational, entertainment, and recreational opportunities for the public while continually striving towards enhancing the promotion and preservation of California's agricultural heritage.*



## The Position

The Board of Directors of the Sonoma-Marin Fairgrounds & Event Center seeks an administrator to continue its 85-year success of being a beloved community asset and to identify opportunities to expand its annual Fair and other community events. The Chief Executive Officer of the 4th DAA is appointed by and reports to the Board of Directors. Under the direction of the Board, the Fair CEO plans, organizes, implements, and administers the 4<sup>th</sup> DAA's facility rental program, which provides the public with a variety of entertainment, social, educational, cultural, and recreational activities; directs the work of the staff of the 4th DAA; and does other jobs as required. Emphasis is on administration and management, financial accounting, planning, marketing, facility enhancement, community outreach, and public relations.



The Fair CEO is responsible for implementing the Fair Board's vision and assuring the Fairgrounds' financial success. The latter involves booking interesting, viable events throughout the year that attract attendance and maintain the reputation of the fairgrounds while ensuring compliance with State law, rules, and regulations. The Fair CEO develops marketing strategies to attract maximum use of the facilities and participation; attends all Board meetings and arranges to develop agendas and minutes; solicits the donation of funds or services.

## Overview

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**There are many aspects of Fairground activities, and Fair CEO functions that make this an exciting opportunity for a qualified candidate in this field.**

- A Class III+ Fair with an annual budget of almost 1.9 million and an annual attendance of approximately 60,000.
- The well-attended annual five-day Fair held in June represents the diversity of the community, showcases agriculture, local arts and crafts, junior livestock competitions, award-winning local wines, the internationally famous World's Ugliest Dog<sup>®</sup> Contest, and first-rate entertainment for the entire family.
- On January 1, 2024, the management of the fairgrounds facility will revert to the City of Petaluma. The 4<sup>th</sup> DAA will be a tenant of the fairgrounds facility, and the City will be responsible for maintaining the 55-acre fairgrounds property.
- Fairgrounds serve as an evacuation center during State of California emergencies.
- Major interim events include Chili Cook-off, 4<sup>th</sup> of July Fireworks, Petaluma Music Festival, RIP City Riders Car and Motorcycle Show, Latin Music Festival, RV and Auto Shows, Dog Shows and Agility Trials, Festivals, and other community events, etc.
- The annual "North of the Gate Wine Competition" features Gold Medal award-winning wines from more than 300 entries.
- The annual Petaluma Youth Ag Day affords 700 local elementary school students the opportunity of a hands-on agricultural experience.



- The Fair CEO enjoys a collaborative working relationship with the Fair Board and a variety of agencies, such as the City of Petaluma, the Department of Food and Agriculture, the Western Fairs Association, and the International Association of Fairs and Expositions. Candidates are encouraged to belong to or participate in a wide variety of community organizations and activities as the District Agricultural Association representative.
- The support and contributions of an experienced and competent staff.



- The Sonoma-Marín Fairgrounds and Event Center is in Petaluma, California. The 4<sup>th</sup> DAA covers both Sonoma and Marin Counties. Sonoma and Marin Counties are rich in agriculture, with diverse crops and food processing operations.

### Candidate Qualifications:

Ideal candidates will have at least four years in a CEO or administrator role in a nonprofit event center, fair organization, or similar institution. In addition, prior staff supervisory experience is preferred. Familiarity with agricultural education, community engagement, and board management will elevate the applicant's opportunity to be hired for this position.

### Required Applicant Materials:

*These items will be thoroughly evaluated to determine the most suitable applicants to continue in the selection process.*

- **Completed Application:** *Application available online <https://jobs.ca.gov/pdf/std678.pdf>*
- **Resume**
- **Letters of Reference:** *Three (3) letters of reference demonstrating your qualifications for this position.*
- **Contact Information:** *The contact information for your most recent three employers.*
- **Supplemental Question:**  
*Explain how you would program the annual fair to attract a diverse audience. Please describe your views and provide examples. Please limit your response to no more than one (1) page total.*

### The Process

The selection process will consist of the following:

- A screening committee will evaluate applicants' resumes, supporting materials, and applications.
- The applicants considered best qualified for the position will be referred to the DAA board of directors for further consideration.
- Personal interviews will be scheduled with a selected number of the most qualified candidates.
- The applications of all candidates will be held in strict confidence.
- The Fair Board or its representative reserves the right to contact selected individuals familiar with applicants' accomplishments.
- The fair board or its representatives may wish to visit the home community of the final applicant(s).
- The Board of Directors will make the final determination.

*Questions regarding application or selection procedures may be directed to: Tawny Tesconi, Tesconi Event And Management Solutions, 707-480-6947 or [jobs@TesconiSolutions.com](mailto:jobs@TesconiSolutions.com)*

## Compensation & Benefits

**Salary: \$8,135 – \$9,960** monthly.

The salary within the range will be based on the successful candidate's qualifications.

- State of California, Public Employees Retirement System (PERS)
- Annual Leave
- Health Plan
- Dental Plan
- Vision Plan
- Life Insurance
- Holidays
- Deferred Compensation Plan

## To Apply

If you are interested in this exciting career opportunity, please Email the required application, available online at <https://jobs.ca.gov/pdf/std678.pdf>, along with your resume, three letters of recommendation, a contact list for your three most recent employers, and your response to the Supplemental Question asked on page 4 to:

Tawny Tesconi, Tesconi Event And Management Solutions, [jobs@tesconisolutions.com](mailto:jobs@tesconisolutions.com)

*Candidates will receive an email confirming receipt of the application packet within 24 hours. Please get in touch with Tawny if you do not get a confirmation receipt email within that timeframe.*

