



NEVADA COUNTY **FAIRGROUNDS**

Nevada County Fair

Proclaimed "California's Most Beautiful Fairgrounds" by the California State Legislature, the Nevada County Fairgrounds are located under tall pine trees in Grass Valley, California. The Fairgrounds boasts a Treat Street of approximately 30 non-profit community food and beverage booths located at the end of the marigold lined Gold Path. The Gentle Giant Monument, which depicts the working draft horse, marks the entrance to the Fairgrounds.

The Organization

The 17th District Agricultural Association (DAA) was established in 1884, stemming from legislative action in 1859 that authorized the formation of agricultural districts. While the Nevada County Fair has been around since 1938 – with the exception of the years during World War II – the first Fair at its current location, on McCourtney Road, was in 1947. The first buildings on the grounds were built in 1951.

The policy-making body for the DAA consists of nine Board members who are appointed by the Governor to serve four-year terms. The Board jointly empowers the Chief Executive Officer and his/her professional staff to implement all policy decisions. Current Board members are:

Arnie Romanello, President	
Karen Henderson, Vice President	
Sandy Ballou	Thomas Browning
Shanti Emerson	Simi Lyss
Jeanette Royal	Steve Steele
Andrew Trygg	

The Fairgrounds

The Nevada County Fairgrounds is an economic, social, and cultural treasure for Nevada County and is the hub of the region's major events and community activities. A copy of the economic impact report may be found on the fair's website.

The Facilities

- 100 forested acres.
- Lions Lake, with fishing for children 12 and under.
- Approximately 25 acres of shaded parking.
- RV site camping for trailers and motor homes.
- Five large event and exhibit buildings.
- Large Livestock Pavilion and Barns.

The signature event, the annual Nevada County Fair, has been recognized as one of the top 10 rural fairs in America. The Fair has promoted the Junior Livestock Auction for more than 50 years, as well as the AG Mechanics sale, which together generate close to \$500 thousand from the sale of quality market animals and mechanics projects entered into the Fair by over 300 FFA, 4-H, Grange, and Open Junior exhibitors. The Fair is attended by over 90,000 people and is classified as a Class IV level fair.

Other DAA-sponsored events include the Draft Horse Classic and Harvest Fair as well as the Country Christmas Faire. In addition, facility rentals account for more than 180,000 visitors each year attending trade shows, conventions, fundraisers, concerts, company parties, equestrian shows, wedding receptions, and birthday celebrations. Major interim events include the Strawberry Music Festival, California Bluegrass Festival, the Music in the Mountains concerts, the California Worldfest, and the Celtic Festival.

While the Nevada County Fairgrounds is a state facility, it is not supported by state or county taxes. The 17th DAA supports the surrounding communities by improving the quality of the Fair and the facilities to create important venues for education, recreation, and entertainment. It is responsible for providing a showcase for community pride and spirit to be enjoyed by all; evidenced by the year-round participation of more than 200 nonprofit organizations.

The DAA actively promotes the region's interests and has a long tradition of bringing communities together to celebrate diversity. It further encourages healthy competition, highlights special talents, recognizes community achievements, honors outstanding contributions, enhances partnerships, promotes volunteerism, showcases unique interests, and produces a wealth of healthy family activities and entertainment.

The Position

The Chief Executive Officer (CEO) is appointed by the Board of Directors (Board) of the 17th DAA. This position is designated to serve at the pleasure of the Board of Directors (i.e., at will). Under the direction of the Board, the CEO plans, organizes, implements, and administers the development and utilization of Fairground facilities that provide the general public with a variety of agricultural, entertainment, social, educational, cultural, and recreational activities.

Key responsibilities of the Chief Executive Officer include overseeing:

- Management of staff
- Finance / Accounting
- Marketing
- Interim Events
- Annual Fair
- Maintenance and operations

The new CEO will be expected to continue to expand the access and use of the facilities throughout the year using an entrepreneurial approach. In addition, the new CEO will interact effectively with the County of Nevada, the City of Grass Valley, and the community on future development issues related to the Fairgrounds and the surrounding greater community.



The Ideal Candidate

Personal attributes and qualities desired in the ideal candidate should include:

Leadership Skills

- Communicate the Fairground's vision and direction to employees and the public.
- Market the facilities creatively and become the face of the Nevada County Fair.
- Build positive and cooperative relationships with all members of the Board of Directors and staff.
- Work strategically with the Nevada County Fair Foundation.
- Understand the needs and interests of the local and region's diverse communities.
- Motivate all employees and lead by example.

Managerial Skills

- Effectively recruit, train, and supervise full-time and seasonal employees and volunteers.
- Maintain sound fiscal policy; develop and manage budgets.
- Prepare Board and government required reports including financial statement preparation, analysis, and presentation.
- Identify, evaluate, enhance, and generate new revenue opportunities including grants, fundraising, and sponsorship development.
- Administer contracts; oversee, review, and negotiate concession/vendor agreements, entertainment contracts, and interim tenants; determines financial impacts for the short- and long-term.
- Understand purchasing, facility and grounds maintenance, and technology programs and activities.
- Administer Board policy.

Effective Communicator

- Engaging style and is comfortable interacting with a full spectrum of individuals while fostering a collaborative environment.
- Create and deliver public presentations with a passion to promote the organization.

- Proactively provide information to the Board, public, and staff.
- Be open, honest, and forthright in all communication including media relations, public information, and communications with local and government officials.
- Represent Nevada County Fair and the DAA's interests in the local community, the region, the fair industry, and the state.
- Appreciate and effectively communicate the needs and interests of the DAA to the Board of Directors, the Foundation, and the community as well as city and county government officials.
- Work directly and positively with all state and local law enforcement and first responder agencies.

Outstanding Customer Service Orientation

- Expand the public's awareness and knowledge of the Nevada County Fair, including the rich history of the Fair and the agriculture community through community and media relations.
- Establish and promote the highest standards regarding safety, customer service, and the delivery of entertainment venues for the community.

Experience

- Business and public administration, marketing, public relations, communication, entertainment, agriculture, or related fields.
- Planning, organizational restructuring, and business development including capital planning, land use, and development.
- Developing and implementing marketing plans and strategies.
- Producing and directing community-relevant programs, entertainment activities, and special events to include agriculture related programs.
- Purchasing, facility maintenance, public relations, contracting, and technology.

In summary, the Board of Directors is seeking an energetic, innovative, and results-driven individual to employ a team approach to problem solving and be proactive in addressing issues. The new Chief Executive Officer will have many opportunities to excel in this often challenging environment.

The ideal candidate must be willing to relocate to Nevada County within 90 days after hiring. The CEO must be willing to work irregular hours and weekend events and to participate in community activities and organizations.



Qualifying Education and Experience

The Board of Directors desires an accomplished and experienced executive for this position and wishes to attract a broad spectrum of highly qualified and interested professionals to apply. The Board will consider all candidates who possess the right combination of experience and personal characteristics necessary to lead the 17th District Agricultural Association at the Nevada County Fairgrounds. Any combination of training and experience that would provide the required knowledge and abilities may be qualifying. This may include a Bachelor's degree or significant increasingly responsible senior level experience, with a demonstrated track record of success in a public or private enterprise that is deemed comparable in size, scope, and complexity. Qualifying experience may be drawn from (a) fair or related event planning; (b) public sector generalist background; (c) private sector executive leadership in an organization with similar size and complexity that includes working with a Board of Directors and a thorough understanding of the Board/CEO relationship; or (d) a combination of executive level experience that effectively demonstrates a keen understanding of the mission of the 17th DAA.

All qualified candidates are strongly encouraged to submit career credentials for review and consideration.

Candidates should be aware that the Board, working with Ralph Andersen & Associates, reserves the right to determine the best combination of education and experience required for this position.

Compensation

A competitive annual salary range (\$84,720 to \$103,848) is offered for the position and placement within the range will be based on the candidate's salary history, qualifications, and experience. The benefit package offered by the 17th District Agricultural Association includes:

- Health, Dental, and Vision plan – Employee plus family coverage
- Annual Leave – Vacation and Sick Leave
- Life Insurance
- California Public Employees Retirement System

To Apply

This is a **confidential recruitment process** and will be handled accordingly throughout the various stages of the process. Candidates should be aware that references will not be contacted until mutual interest has been established. **The first review of resumes will begin shortly after the closing date of March 30, 2015.**

Electronic submittals are strongly preferred via email to Ralph Andersen & Associates at apply@ralphandersen.com and should include a compelling cover letter, comprehensive resume, salary history, and five (5) professional references.

Ralph Andersen & Associates will conduct preliminary interviews during April with qualified candidates. The Search Committee will review all qualified individuals and will be involved in selecting candidates for the on-site interview and evaluation process. Candidates may be asked to complete a series of written responses for further consideration and review by the Board. In addition, in depth backgrounds and verifications will be conducted on the top candidates. Following this comprehensive evaluation, the top candidate(s) will be presented to the Fair's Board of Directors for final appointment. Ideally, the new Chief Executive Officer will join the 17th District Agricultural Association and Nevada County Fair in June, or at a mutually agreeable date.

If you have any questions or would like to discuss the opportunity further, please contact Mr. Norb Bartosik at (916) 630-4900. Confidential inquiries are welcomed.



mail: P.O. Box 2687, Grass Valley, CA 95945
11228 McCourtney Rd., Grass Valley, CA 95949
phone: 530-273-6217 fax: 530-273-1146
website: www.nevadacountyfair.com