



*Seeking applicants for the position of*  
**CHIEF EXECUTIVE OFFICER**  
(Secretary – Manager II)

**Lake County Fairgrounds**  
49th District Agricultural Association (DAA)  
401 Martin St.  
Lakeport, CA 95453  
<https://lakecountyfair.com/>

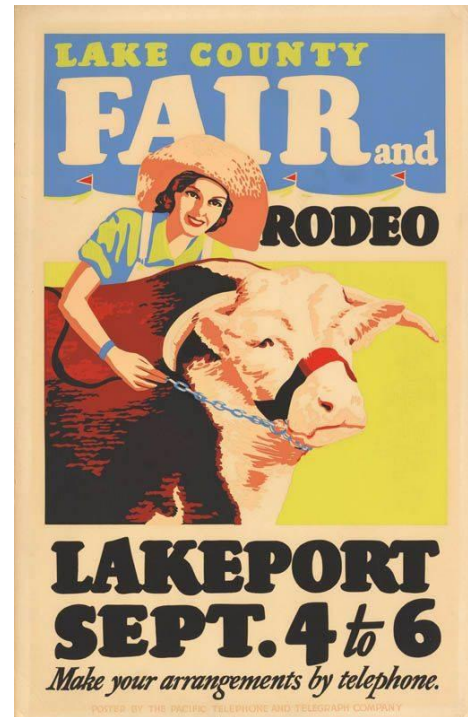
**\$7,853-\$9,614 Monthly Salary Range (Exempt Position)**  
**Part of the State of California Employment Program**  
**Filing Deadline: *Until Filled (Fall/Winter 2024)***



## Fairgrounds Description:

The Lake County Fair, proudly organized by the 49th District Agricultural Association, is the biggest annual event in Lake County. Spanning 34 acres, the fairgrounds feature seven major buildings offering over 65,000 square feet of public space, along with 2,900 grandstand seats and 1,500 parking spaces. In addition to the fair, the grounds host a variety of community and private events year-round, from auto racing and livestock shows to dinners, trade shows, and conventions.

Managed by a dedicated CEO and overseen by a nine-member Board of Directors, the fairgrounds are a vital hub for the community, providing both entertainment and support in times of need. According to a 2015 economic impact study, the facility contributed \$14.5 million to the local economy, with 238,000 people attending events throughout the year.



## The Position:

The Board of Directors at the Lake County Fairgrounds is seeking a forward-thinking administrator to continue its legacy as a cherished community resource and explore opportunities for expanding the annual Fair and other events. The Chief Executive Officer (CEO) of the 49th District Agricultural Association (DAA) is appointed by and reports directly to the Board of Directors. Under the Board's guidance, the Fair CEO leads the planning, organization, and management of the 49th DAA's facility rental program, which offers the public a diverse range of entertainment, educational, cultural, and recreational activities. The CEO also oversees staff operations and handles additional responsibilities as needed.

Key areas of focus for the Fair CEO include administration and management, financial oversight, strategic planning, marketing, facility improvement & maintenance oversight, community outreach, public relations, and more. The CEO plays a crucial role in executing the Fair Board's vision while ensuring the financial health of the fairgrounds. This involves booking engaging and viable events year-round, maintaining the fairgrounds' strong reputation, and ensuring adherence to State laws and regulations. Additionally, the Fair CEO develops marketing strategies to maximize facility usage, attends all Board meetings, manages agendas and minutes, and seeks out sponsorships, donations of funds or services to support the fairgrounds' growth.

## Overview:

**The Lake County Fairgrounds, a cornerstone of community life in Lakeport, is actively seeking a dynamic Chief Executive Officer (CEO). This role is ideal for an individual ready to lead and grow an institution with deep local roots and a strong connection to Lake County’s agricultural and cultural heritage. The position will be responsible for managing, executing, and fulfilling the following job responsibilities, plus additional roles as needed:**

- Oversees a Fair with an annual budget approaching \$700,000 and a yearly attendance of around 19,000 (based on the 2023 report), ensuring the Lake County Fair's continued success and financial stability.
- Leads the organization of the beloved four-day fair held over Labor Day weekend, which celebrates the diversity of the local community. This event highlights the region’s agricultural heritage, showcasing arts and crafts, junior livestock competitions, local wines, and exciting entertainment, including fan favorites like the demolition derby and carnival games.
- Manages the fairgrounds as a vital community resource, serving not only as a center for events but also as an emergency evacuation facility, offering critical support to Lake County during times of need.
- Coordinates year-round interim events, including Lake Fest, Jumpapalooza, the Blue-Ribbon Wine Competition, auto races, and livestock shows, positioning the fairgrounds as a dynamic hub for community activities throughout the year, bringing in over 200,000 patrons annually.
- Cultivates strong relationships with the Fair Board, government agencies, and local organizations, representing the 49th District Agricultural Association and actively engaging with partners to promote and expand the fairgrounds' reach in the community.
- Leads a dedicated team of staff members, fostering collaboration and maintaining the fairgrounds as a thriving, financially successful resource for Lake County.

This position offers a unique opportunity to continue the fairgrounds’ legacy as a vibrant center for culture, entertainment, and community while shaping its future growth.

## DAA Facility Facts:

- Acres: 34
- Parking: 1500
- Major Buildings: 7 (approx. 65,680 sq. ft.)
- Horse stalls: 40
- Grandstand (incl. bleachers): 3,500
- RV hook-ups: 35
- Racetrack: ¼ mile asphalt



## Candidate Qualifications:

Ideal candidates will bring a minimum of four years of experience in a CEO or senior administrative role within a fair organization, event organization, or similar institution. Strong leadership skills, including proven success in staff supervision, are highly preferred. Familiarity with agricultural education, community engagement, and board governance will further enhance an applicant's qualifications, positioning them as a top contender for this role.

## Desired Experience:

- Experience in Fair management or large event production.
- Experience in an executive leadership capacity or management role, including HR tasks
- Knowledgeable in the areas of purchasing, facility maintenance, technology, contracting, and negotiating.
- Experience selling tickets, managing admissions, and related tasks.
- Experience in business administration, public administration, marketing, public relations, communication, entertainment or related fields.
- Demonstrated knowledge and experience in developing and managing budgets, maintaining sound fiscal policy, day-to-day record-keeping including payroll, and preparing board and government-required reports.
- Knowledge and experience in long-term strategic planning, organizational restructuring and business development.
- Knowledge and experience in fundraising, grant, and sponsorship development.
- Ability to work cooperatively and communicate effectively with staff, board of directors, governmental agencies, local businesses, media, and the community.
- Knowledge and experience in recruiting, training, and supervising employees and volunteers; willingness to work extended or weekends when necessary.
- Experience working with a board of directors or governing body.
- Knowledge and experience in developing and implementing marketing plans and strategies, including experience with crisis management.
- Knowledge and experience in producing and directing community-relevant programs, entertainment activities, and special events.
- Knowledge in agriculture, livestock, farming, and youth programs such as Future Farmers of America (FFA) and 4H.
- Proficient computer skills with a working knowledge of office programs such as Excel, QuickBooks, and Word. Ability to create and deliver public presentations.
- An associate or bachelor's degree or educational certificate(s) in business, marketing, communications, or related fields preferred; Relevant professional experience applies.



## Compensation & Benefits:

**Salary: \$7,853-\$9,614** monthly range

The salary will be based on the successful candidate's qualifications with CalHR approval. An example of additional benefits include:

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

## Required Applicant Materials:

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

- **Completed Application:** Download the State of CA Standard Application available online: <https://calcareers.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; 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 select number of the most qualified candidates.
- All candidates' applications 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.



## To Apply:

If you are interested in this exciting career opportunity, please Email the required application, *available online at <https://calcareers.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 5 to Tawny Tesconi at: [Jobs@TesconiSolutions.com](mailto:Jobs@TesconiSolutions.com)

Candidates will receive an email confirming receipt of their application packet within 24 hours. *Please contact Tawny at (707) 480-6947 if you do not receive a confirmation receipt email within that timeframe.*

