

STATE FAIR PARK & Event Center



Vice President of Operations and Production

Central Washington Fair Association, Yakima, WA

1301 South Fair Avenue, Yakima, WA 98901 | statefairpark.org



WHO WE ARE

The Central Washington Fair Association is a private non-profit 501(c)(3) organization with a long-term contract to operate State Fair Park.

State Fair Park is home to the Central Washington State Fair, Yakima SunDome, and Yakima County Baseball Stadium. This 125-acre campus is the largest multi-purpose venue in Central Washington, hosting over 200 events annually. The Central Washington State Fair is a ten-day Fair that has existed for more than 130 years, celebrating the heritage and agriculture of the Yakima Valley.

The Association has many new and exciting projects under development; expanding the RV park, developing a track to hold sprint boat racing events, and collaborating on projects with the City and County to improve infrastructure on and around the grounds. In addition, the Association is exploring opportunities to create new self-produced events, entertainment, and partnerships that will bring new programming and additional revenue opportunities to the property.

THE POSITION

The Central Washington Fair Association seeks a strategic thinking, team-oriented, and focused individual to help lead the organization forward into its exciting future by serving as the Vice President of Operations & Production (VP). This position reports directly to the President/CEO. The VP oversees, but is not limited to, the organization's day-to-day event and operational functions, oversight of major third-party services contracts, key stakeholder relations, Fair operations, development and management of capital budget and projects, and development/implementation of vital contract service RFPs.

In addition to non-Fair event/facility responsibilities, the VP will provide essential leadership and extensive operational support systems during the annual fair and related operations for planning and evaluation.

In conjunction with the President/CEO, the VP will provide direction and support to the management team. The VP will lead the design and implementation of operational strategies, review the efficiency of current operational functions, plan changes and updates to day-to-day operations, and collaborate with management to meet organizational objectives.

Specific Responsibilities:

Lead the events and operation team in the implementation and execution of all Association events, including the annual Fair and third-party client events.

Directly Supervise the Operations Manager, Event Manager, and Concessions and Exhibits Manager with indirect supervision of the Ticket Office Manager.

Act as the direct point of contact and oversight director of major third-party services contracts, including but not limited to Security, Crowd Control, Parking, Fair Carnival Services, Decorator Services, Sound, Stage, Lighting, and grounds rental tenants.

Provide hands-on support to the team as needed.

Provide organizational leadership and accountability to the operations team in managing and protecting physical assets.

Collaborate with staff to create annual budgets for all oversight areas, including Capital Projects.

Manage workflow strategy and organization related to event preparation and execution.

Develop and implement strategies to enhance future event growth, meet the organization's KPI and strategic objectives, and translate them into actionable goals with tactics and action plans.

Maintain and build strong relationships with vendors, partners, and stakeholders.

Practice "Best in Class" customer service, both internally and externally.

Administrative Responsibilities:

Work directly with the President/CEO to manage recruitment, staffing, and employee development with the operations and events team.

Prepare necessary reports and event overviews for the Board of Directors and President/CEO.

Cultivate and provide growth opportunities for rising talent within the Association.

Motivate and engage employees, especially direct reports.

Provide development, oversight, and management of budget tracking, cost control, labor forecasting, event reports/invoicing, and general comparative reports for operations and events.

Develop and update comprehensive management reports and manuals (i.e., Operations Manual, Annual Preventative Maintenance Plan. All information, processes, and manuals related to handling hazardous chemicals, Annual Security Plan, Safety Plan, Risk Management program, Annual Inspections, and Fire Code Rules and Regulations, etc.)

Acts as liaison with City and County Services for numerous facility-related functions (City codes, parking, licenses, permits, inspections, warranties, first responders, utility services, etc.).

Establish a resilient safety culture and strategies for same.

Manage a Reliability Centered Maintenance Program to ensure equipment, technologies, and operating systems function safely and efficiently.

Direct capital projects and technology integrations.

Demonstrate and implement the active commitment to environmentally and sustainable practices for facility and operations.

Collaborate with Ticket Office/Entertainment Manager (and related service providers) to develop a strategy to drive year-round entertainment/concert opportunities.

Maintain consistent and effective communication with the President/CEO.

All other duties as assigned.

Perform annual performance reviews for all direct reports and other team members as directed by the President/CEO.

Professionally manage negotiating and mediating conflicts.

Ensure the organization's compliance with labor laws and internal policies (including operational, environmental, and procedural) are always adhered to.

Provide for the active leadership of the organization in the temporary absence of the President/CEO as directed and approved.

QUALIFICATIONS

Bachelor's degree in a related field and a minimum of five years' experience.

Additional experience or industry accreditations would be considered in lieu of a bachelor's degree. (Accreditations may include but are not limited to those provided by the International Association of Fairs and Expositions, International Association of Venue Managers, International Association of Amusement Parks and Attractions, International Facility Management Association, Accredited LEED Certification organizations, International Building Owners and Managers Association, and other accredited organizations that relate to the position responsibilities).

A proven track record of experience in any of the following disciplines/industries: Fairs, festivals, stock shows, rodeo, equestrian event facilities, theme parks, public assembly venues, agritourism facilities, conventions, auditoriums, aquariums, zoos, parks, outdoor amusement, sporting complex, retail shopping malls, entertainment, events, or the experience industry management with solid knowledge of operations management.

Physical Demands:

The employee must occasionally lift and/or move up to 25 pounds. While performing the duties of this job, the employee is regularly required to sit, stand, and/or walk for long periods. The employee must frequently reach with hands and arms and talk or hear. Extra daily hours and periods with minimal or no days off may be required during peak activity times. A portion of the necessary work is performed outside in varied weather conditions.

THE IDEAL CANDIDATE

A strong leader who thrives in a collaborative, dynamic, fast-moving environment while driving toward clearly defined goals and solutions.

Passion and a proven record in leading, managing, building, and coaching individuals and teams.

Ability and drive to learn, adapt and utilize evolving and current technologies (operational, digital, A.I., communication systems, mechanical, technical, etc.)

Exceptional strategic thinking, analytical skills, decision-making aptitude, and problem-solving capabilities.

Highly effective communication (verbal, written, and interpersonal), public speaking, influence management, and relationship-building skills.

Knowledge of Event Production.

Outstanding organizational skills, flexibility, and adaptability to manage several projects simultaneously.

Resolute work ethic with a consistent ability and willingness to work evenings, Holidays, and weekend hours during events.

Experienced in creating and managing budgets and demonstrated attention to detail and accuracy.

Working knowledge of equipment safety, facility maintenance, housekeeping, and building operations.

Steadfast personal qualities, including integrity, character, positive attitude, credibility, and commitment.

Completion of a background check.

Additional Qualifications that will be considered:

Knowledge of concert production.

Experience in event ticketing systems and reports.

Some knowledge of the agricultural/farming industries and/or Livestock/Equestrian Show industry.

Some fluency in the Spanish Language.

COMPENSATION

Vice President of Operations and Production is a full-time, exempt position, eligible to participate in the following benefits offered:

SALARY:

The annual base salary range is \$85,000 - \$92,000 plus a discretionary annual bonus.

BENEFITS:

Medical, Dental, Vision, Aflac, Life/AD&D, Long Term Disability, Long Term Care, 401k plan.

WORK/LIFE BALANCE:

Paid time off includes vacation, personal and sick leave.

Holiday recognition based upon organization policy.

Relocation assistance is available.

APPLICATION & SELECTION PROCESS

Please submit your resume with cover letter outlining your experience and accomplishments related to this opportunity. Email your resume and cover letter to Michael Bradley, MHB Productions, at mhbproductions56@gmail.com. Send all documents as PDF Files (traditional PDF) or Word.DOC (.DOCX). No Photos, please.

Questions, please contact Michael Bradley at mhbproductions56@gmail.com.

