Placer Valley Tourism officially took over management of the Placer County Fairgrounds and Event Center in 2017 and re-branded to @the Grounds.

@the Grounds is a multi-purpose event facility on nearly 60 fully landscaped acres in the heart of Roseville, California. For more than 80 years, @the Grounds has been the home of the Placer County Fair along with countless other community, family and corporate gatherings.

@the Grounds event space consists of unique and flexible space. Our most exciting project yet, a 160,000 square-foot indoor multi-purpose facility Placer Valley Event Center, broke ground in January of 2019 and recently opened early 2020. This $34 million project will be the perfect fit for basketball, volleyball, wrestling, cheer, and gymnastics as well as meetings, trade shows and concerts.

![Placer Valley Event Center](image)

**PLACER VALLEY EVENT CENTER**

- 160,000 sq. ft. of indoor space
- Up to 12 basketball courts, 24 volleyball courts
- Meetings up to 6,000 attendees
- 35 ft. ceilings
- 10,000 Square Foot lobby with flexible gathering space
- Future expansion could include 30,000 Square Feet of additional space

Additional Event Space @the Grounds includes:

- Jones Hall, Johnson Hall & The Garden Room
- Placer County Fair
- @The Grounds RV Park
- All American Speedway
- Outdoor Barns

**PLACER VALLEY**

Comprised of three cities – Roseville, Rocklin and Lincoln – Placer Valley sits at the base of the Sierra Nevada Mountains in Northern California. We are conveniently located less than 30 miles from Sacramento International Airport, just off Interstate 80, roughly halfway between San Francisco and Lake Tahoe.

*Why Placer...* Placer County is one of the fastest growing counties in California. We routinely rank as one of the healthiest, and best county for quality of life. Our variety of places to live, top rate schools, outdoor wonderland, amazing weather, plentiful arts and history, and outstanding offerings for dining, shopping and entertainment, all help to explain our attraction of people and business. Learn more at [Choose Placer](http://www.chooseplacer.com).

Click [here](http://www.chooseplacer.com) for the Placer Tourism site.
Click [here](http://www.chooseplacer.com) for an additional Placer Valley Tourism Facilities Guide.
Discover Things to Do

- **Annual Events** - Supportive chambers and local organizations love to help plan and spearhead great annual events that members of the community and their visitors can look forward to every year.
- **Outdoors & Sports** - With championship golf courses, hundreds of miles of walking, jogging and cycling trails, and dozens of outstanding sports facilities, find out why Placer Valley attracts tens of thousands visitors.
- **Arts & Culture** – From state-of-the art movie theaters to live theater productions featured in the downtown districts of all three cities.
- **Family Fun** - Placer Valley is rich with activities for all ages: water parks, swimming pools, roller rinks, ice skating, trampoline fun centers, indoor skydiving and an adventure park!
- **Day Trips** – Spend the day exploring Placer Valley (Roseville, Rocklin and Lincoln) and beyond! Lake Tahoe and San Francisco are both less than two hours away and an easy day adventure!
- **Breweries** - The area has several breweries that offer a fun social setting for adults while boasting savory locally created hand-crafted beers.
- **Spas** - Bring a friend or spouse and pamper yourself with a day at a luxury spa for luxurious treatment including massages, yoga and much more.
- **Food & Drink** - From gourmet delicacies to specialty pub food, the flavor of dining out just got a little more interesting.

- **Shopping** - Westfield Galleria is greater Sacramento’s premier shopping destination, combining world-class luxury retailers, stylish first-to-market boutiques and gourmet restaurants. In Rocklin, the infamous “Toy Row” strip features luxury vehicles—Mercedes, Porsche, Land Rover, RV’s, and lots of boats, along with other upscale experiences.
- **Sports** - Each year, Placer Valley welcomes some of the biggest title events in youth, amateur and professional sports in the West. Sports facilities, team-friendly hotels, awards banquet space, professional tournament organizers, and convenient access off of Interstate 80, make Placer Valley Northern California’s sports destination.

Hotels

Whether here for a sporting event, business or leisure activity, with 25 properties there are a variety of hotels to choose from. We specialize in sports team accommodations, hotels for meeting travelers, and group rates. Click here for the hotel directory and here for events on the Events Calendar.

In the past couple of years, our cities have earned the titles of Top 10 Places to Raise a Family and Top 20 Places for First Time Home Buyers. Roseville, Rocklin, and Lincoln are all easily accessible off I-80 headed toward Sacramento or Reno. While each city in Placer Valley is distinct, it takes less than a 20 minute drive to get between.
POSITION SUMMARY

The General Manager (GM) will provide leadership and direction to the Ground’s and its team and suppliers, partners and customers, as well as to ensure the sustainable operation and management of the Grounds as a premier sporting, meeting, event, festival, fair and celebration destination.

PRIMARY RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:

Responsible for the successful planning, sales, operation and growth of the entire complex. Lead a motivated professional team ensuring excellent customer service to position the Grounds as “the place” in South Placer County and the Sacramento region for events, fairs, festivals and celebrations.

- Oversee continued development, enhancements and operation of the Grounds events including annual Placer County Fair, festivals and promotional events
- Aggressively promotes the use of the Grounds complex to maximize its utilization through various sources including Placer Valley Tourism, the amateur sports and meeting/event industries to ensure maximization of site usage and revenue streams.
- Negotiates lease agreements, contracts and agreements in the best interests of the Grounds.
- Develop and implement strategic short- and long-term goals to increase profitability using a combination of sales building and cost control, while ensuring a quality guest experience.
- Oversee an aggressive marketing/sales plan for sponsors
- Conducts marketing, budgeting and weekly staff / partner and sponsor (if applicable) meetings.
- Provides for control of day-to-day operations; assuring the coordination of plan, programs, tournaments and events; conducts post-event operational financial review and analysis.
- Provides or coordinates for timely and effective response to directives and requests received from internal and external organizations and individuals; assures and maintains the integrity of the complex in all forms of communication and personal contacts.
- Evaluates facility practices and recommends improvements to better reflect the needs of any customer or group, and/or to improve the efficiency and safety of operation, in compliance with laws and regulations, policies and procedures.
- Operate and maintain the Grounds in compliance with all State, Federal and local laws and policies
- Maintain high standards of cleanliness throughout the complex and ensure the facility and grounds are well-maintained and up to codes/standards in order to meet the general needs of users and the expectations of the Board and the County
- Make recommendations for capital improvements and request appropriations as needed
- Responsible for recruiting, training, supervising and evaluating administrative and supervisory staff.
- Other duties as assigned.

Managerial/Administrative:

- Responsible for managing and leading a large team of both full and part-time.
- Lead Team Members to deliver excellent customer service and set a positive example.
- Hire, schedule, train, evaluate, and certify the team to be skilled and knowledgeable on various operational, safety, and legal responsibilities.
- Responsible for all permanent full time, part time and temporary/seasonal employees
- Maintain departmental staff records; administer performance evaluations and disciplinary action in accordance with policy and procedures
- Monitor, recommend, implement, and communicate fee schedule changes as needed
- Strategically organizes, develops, schedules, and supervises day-to-day operations of the entire complex
- Resolve issues and/or conflicts as they arise
Managerial/Administrative (continued):

- High-level written communication, preparation and delivery of professional presentations, risk management with a focus on safety protocols.
- Develop and administer a yearly budget to the satisfaction of the CEO and Board, with monthly updates and forecasts for revenues and expenditures
- Other duties as required.

Qualifications, Knowledge and Skill...but not limited to:

- A dynamic leader with visionary abilities.
- Excellent communication and interpersonal skills and organizational ability.
- A great listener and collaborative.
- Ability to work with and maintain highly confidential information is required.
- Ability to work nights, weekends and holidays as required by event schedule.
- Ability to work simultaneously with a broad variety of vested interest groups and to foster a cooperative environment.
- Demonstrated knowledge of the principles and practices used in the successful management of event facilities.
- Technology savvy including knowledge of Microsoft Word, Microsoft Excel and be internet proficient.
- Ability to anticipate problems and implement immediate corrective action.
- Ability to perform effectively under significant pressure typically associated with meeting the demands and timetables of the event industry.
- Considerable knowledge of safety regulations and other federal, state or local laws and regulations.
- Strong orientation towards hospitality/customer service for the meeting, meeting, sports, events and entertainment industry.
- Strong knowledge of budgeting, event management, facility operating standards, building maintenance, custodial, personnel and office management.
- Effective supervisory skills. Ability to deal effectively with human resource and personnel problems; to deal constructively with conflict; to motivate, provide counsel and execute applicable solutions.
- Ability to work around animals typically found in a County fair/4-H environment (horses, cattle, pigs, dogs, etc.).

Education and Experience:

- AGM or GM with an arena, stadium, event or convention center preferred. Preferred experience working with publicly owned facilities, festivals and live event production. Director of Event Service in a larger venue or convention hotel.
- A 4-year degree is preferred and a minimum of 7 years of management experience leading a significant size team.
- Programming knowledge of various sport leagues, clinics, and tournaments is highly desirable.
- A proven track record in identifying and creating revenue, while driving service and guest experiences for ALL types of events
- Familiarity with fairs, 4H and FFA programs

TOP PRIORITIES:

1. Ensure @the Grounds service levels, operations and facilities are first in class by assessing high level of customer service and efficiency.
2. Access current team to ensure they are deployed to operate at a high and efficient level.
3. Review current policies and procedures...evaluate, revise and refresh to advance service levels, booking and financial mechanisms and operating efficiencies.
TOP PRIORITIES (continued):

4. Meet with the CEO to begin a strategic plan with accountable benchmarks/goals and begin to execute the strategic plan.
5. Understand the budget, operating forecast, revenue projections and funding.
6. The GM will be evaluated based on the financial performance of the facility, customer retention, new business development, and new program expansions. Other responsibilities will include staff development and innovation to ensure that we are meeting our clients expectations.

This description/posting describes the general purpose and responsibilities assigned to this job and are not an exhaustive list.

If interested in learning more about this great opportunity, please send your resume to the SearchWide Global Executive listed below.

Mark Gnatovic, Executive Vice President | SearchWide Global

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817-251-9118 (direct) | 817-789-9879 (mobile)

About SearchWide Global

SearchWide Global is a full-service executive search firm primarily for companies in the travel, tourism and convention, and hotel and lodging industries. We specialize in C-Level, Director and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.