



ALAMEDA
COUNTY
FAIRGROUNDS



CHIEF FINANCIAL OFFICER

THE COMMUNITY - Modern conveniences, hometown charm

Pleasanton, California is an affluent suburb of the San Francisco Bay Area where hometown charm meets big-city amenities. Pleasanton ranked fourth on the 2018 *Livability's list of Top 10 Places to Visit* in the US.

Pleasanton exudes charm. More than 165 stores and restaurants create a vibrant downtown area. Several historic 19th century buildings line the beautiful downtown and keep the city grounded to its roots. The scenic area offers many community events, like the annual *Friday Concerts in the Park* series, to make Pleasanton a designated California Main Street Community.

Pleasanton has remarkable year round weather, tons of community events and

beautiful outdoor recreational areas. It is home to 1,200 acres of parks, open spaces and trails that are ideal for every stage of life.

The city's public school system ranks among the top 10 in California. The two local high schools—Amador Valley and Foothill—are both among the best in the nation and offer spirited but good-natured rivalry.

Alameda County is home to over 1.6 million people living in 14 cities as well as six unincorporated communities and rural areas throughout 813 square miles. Situated in the East Bay, the county offers easy access to San Francisco, Silicon Valley and Napa Valley making it a great destination to live and visit.



THE FAIRGROUNDS - Community fixture

The Alameda County Agricultural Fair Association (ACAFA)

The Alameda County Agricultural Fair Association is a 501(c)3 non-profit corporation. ACAFA is completely self-supported and receives no funding from the Alameda County or State of California. The Fair Association produces the annual Alameda County Fair and manages the 267-acre Fairgrounds property in Pleasanton, California and operates as an agent of the County of Alameda.

Our Mission

The mission of the Alameda County Agricultural Fair Association is to assure the long-term viability of the Alameda County Fairgrounds, present an exceptional annual Fair that celebrates the heritage and diversity of Alameda County, and provide year-round opportunities for facility usage.

Our Vision

Our Fairgrounds will provide an inclusive, family-friendly environment where community, diversity, innovation and excellence are celebrated by all. We celebrate and inspire community...by being the best fair and gathering place.

About the Campus

- The Alameda County Fairgrounds sits on 267 acres with over 100,000 square feet of building space and 200 acres of rentable outdoor space
- The Pleasanton Equestrian Center, built in 2019, supports horseracing on our one-mile dirt track and hosts equine events and animal expositions
- The Marissa Hunt Youth Barn offers kids throughout Alameda County a place to raise livestock and show during the annual Fair
- Off-Track Betting Facility
- 9-hole Golf Course located in the middle of the Race Track and Driving Range
- Two RV Parks and Storage facilities used by travelers from around the world and those visiting events held on the Fairgrounds



As part of our mission to celebrate the heritage and diversity of the community ACAFA hosts over 250 private and public events each year, operates Pleasanton Off- Track Betting, and Fairpark RV campground.



In 1912, the Alameda County Fair made its debut in Pleasanton. It has been ranked among the top 50 Fairs in the United States.



The historic Pleasanton Race Track was built in 1858 by the Bernal family and is the oldest, one-mile dirt track in America. Live horse racing remains one of the Fair's flagship events.

THE POSITION – Chief Financial Officer

Date Opened: July 1, 2022

Salary: \$135,000 to \$175,000

Position Scope

The Chief Financial Officer will use financial expertise and analytic thinking to evaluate and maintain our organization's financial health accurately. The CFO will have broad responsibility across the organization related to financial, human resources and legal functions. The CFO directs functions such as accounting, annual audits, tax compliance, monthly close processes, monthly reporting, forecasting, budgeting, long range planning, modeling and ROI analysis. This hands-on role serves as chief advisor to the CEO on organizational-wide policy issues and aligns business strategy with human resources strategy. The CFO is an integral part of the leadership team helping to develop and plan organizational goals.

We are looking for a proactive, team-oriented leader who can thrive in a growing organization. An individual possessing extensive experience in directing and overseeing the financial, legal and human relations activities of an organization.



You Will:

Strategize

- Participate in creating the vision and strategy for the organization and ensure implementation of our vision and goals in finance and human resources
- Initiate development, communication and implementation of effective growth strategies and processes
- Support the organization by developing short and long-term financial goals
- Provide strong forward-looking analytical leadership
- Make recommendations to executive management and Board of Directors on all financial matters, budget, procurement and contracts
- Design financial models to benefit and evaluate different operational initiatives
- Develop forecasts, budgets and long-range plans to ensure alignment of proper resource allocation
- Identify capital requirements and secure financing
- Optimize the handling of bank and deposit relationships and initiate appropriate strategies to enhance cash and investment position
- Provide financial strategy recommendations to the CEO
- Actively participate in the Strategic Management Team through leadership and mentoring

Manage

- Partner with CEO and team to foster organizational culture and values
- Bring creativity and passion to the organization and possess a broad institutional perspective, which embraces change and innovation
- Prepare and direct annual budgets of \$27 M incorporating input from each department
- Provide financial monitoring of multi-million dollar capital master plan and secure debt financing as required
- Implement strategies and systems to improve financial performance
- Provide ethical executive leadership and counsel to department managers
- Create and monitor KPIs to assess business performance in real time
- Direct pension consultants and asset managers
- Identify and address potential financial risks for the organization
- Direct the overall financial plans and accounting practices
- Lead grant and contract management including designing proposals and business plans, negotiating contracts and awards, forecasting spending and providing decision support
- Direct and monitor assets management and inventories
- Provide leadership and management to the Accounting and Human Resources departments
- Set performance goals and provide timely and accurate performance feedback
- Guide and coordinate the integration of accounting systems and software including MAS 90, Paycom, EBMS, Yumapos point of sale systems, Saffire ticketing, ShoWorks and credit card terminals

- Supervise the accounting team in accounts payable, receivable, accruals, reconciliations and achieve a ten-day monthly close
- Steer human resources functions such as hiring, payrolls, taxes and benefits
- Determine organization's insurance, health care and benefit programs
- Manage annual reporting for County and State agencies
- Build relationships with organization and community leaders to drive better business performance
- Manage annual reporting for County and State agencies
- Direct third party legal counsel related to lawsuits, insurance claims, contracts, negotiations and risk assessment
- Coordinate annual third party audit and tax filings
- Oversee procurement policies and procedures and assure compliance
- Manage and procure ATM and cash-to-card vendors

Analyze

- Establish and monitor proper operational and financial controls to ensure operating efficiency and financial health of our organization
- Provide timely, accurate and complete reports to executive management and the Board of Directors on the financial and administrative status of the organization
- Direct financial accountability for multiple business entities, such as off-track betting, live horse racing, RV campground and storage, year-round events program and the Fair
- Present data driven trends to stakeholders to visualize projections to help drive business decisions
- Analyze cash flow projections regularly to ensure cash availability
- Prepare and analyze financial statements and profit and loss reports
- Prepare presentations for Board of Directors and committee meetings that effectively communicate the organization's financial position

You Will Bring:

Experience/Education

- Master's degree in Finance, Business or related field, CPA or equivalent education and experience
- 10+ years of Finance experience, 5 years must be in a managerial capacity
- Experience working as a financial leader in a 501(c)3 non-profit organization helpful
- Experience with grant management useful

Knowledge

- Knowledge of management and organizational leadership principles and practices
- Working knowledge of GAAP and other regulatory standards in accordance with financial management techniques and practices
- Working knowledge of point of sale systems, credit card terminals and related banking processes

Skills and Abilities

- Skill in strategic planning, budgeting and forecasting processes to lead teams in building complex models
- Excellent communication skills and techniques in writing reports, creating presentation slides and presenting data
- Ability to analyze and synthesize large amounts of data to identify and present meaningful observations and recommendations
- Aptitude to take initiative, work collaboratively, exercise sound judgment, make decisions and solve problem to achieve shared goals
- Ability to be self-directed, take ownership and see projects to completion in a timely manner
- Advanced skills in Excel required
- Expertise in developing people and building teams
- Proven leadership skills with the ability to inspire and motivate others to achieve
- Excellent negotiating skills
- Ability to sit for extended periods, walk outdoors in hot weather, occasionally lift and carry 15 lbs.
- Ability to work outside the normal business hours as demanded by events and programs
- Ability to travel for industry related business development and conferences

The Alameda County Fair team reflects our values—community, inclusive, excellence, collaborative, innovative, positive, environment and the celebration of our successes!

Alameda County Agricultural Fair Association is an Equal Opportunity Employer and encourages all qualified persons to apply.

Please submit your resume to:

jobs@alamedacountyfair.com

By mail: 4501 Pleasanton Avenue, Pleasanton CA 94566 Attn: Traci Brumm