

# **WISCONSIN STATE FAIR PARK EXECUTIVE DIRECTOR POSITION DESCRIPTION**

Position: STATE FAIR PARK  
EXECUTIVE DIRECTOR

Classification: Public Official per Wis. Stats. 19.42 (13)(c) and 20.923(4)(e)(12),  
Permanent, Unclassified

Reports to: Wisconsin State Fair Park Board of Directors

## Position Summary

Under the general direction of the State Fair Park Board, the Executive Director of the Wisconsin State Fair Park serves as the chief executive office for the State Fair Park organization and is responsible for the management and strategic direction of the agency including supervision of the senior management team and all aspects of the fairs, exhibits and promotional events for agricultural, industrial, educational, and sports and recreational purposes. The position is responsible for establishing and overseeing the agency's operating budget, capital projects and financial objectives through execution, monitoring and regular reporting on attainment of the long range strategic planning and objectives for the facility and organization. The Executive Director is also responsible for establishing and managing the State Fair Park personnel, operational procedures, programming, administrative functions, and policies for all aspects of the operation while ensuring compliance with State laws and regulations, including those established for personnel management and purchasing, and, when possible, implements additional measures to achieve the most competitive pricing and efficiency without sacrificing quality of services or products. The State Fair Park Executive Director, in tandem with the Board of Directors, provides executive leadership and community outreach at multiple levels of government, including to local entities, in respect to State or community relations, assurance of maintaining a strong rapport with local and State officials in matters of compliance and serves as a liaison with other state agencies and fair operations in other states.

## Education Requirements

Minimum of a four year college degree in Business Administration; Fair Industry Management, Agriculture Business or Marketing; additional degree(s) including MBA and CFE (Certified Fair Executive) preferred.

## Experience Requirements:

Five to eight years of management and supervisory experience required. Proven leadership is essential. Previous experience in government structure and Fair industry strongly preferred. Knowledge of Agriculture industry, exposition sales and operations, racing and racing related enterprises, land management and development, and Marketing beneficial.

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### Skill Requirements:

Ability to manage preparation and provide direct oversight of budgetary and financial operations; exceptional communication and organizational skills; analytical and strategic planning experience; strong understanding of state government structure and process; and ability to work with the agency's diverse staff and Board of Directors.

### Operational and Strategic Planning

- Facilitate the development of State Fair Park Business and Strategic Plans as it relates to the mission established by the State Fair Park Board; provides the necessary leadership which results in plans being transmitted to all levels of the agency.
- Lead the Agency's management and Board of Directors through all facets of planning and development including but not limited to capital, strategic, business, event and financial while establishing the overall vision for the future in tandem with senior management and/or the Board of Directors.
- Directs the attainment of agency bureau plans/objectives and provides the leadership necessary for attainment of objectives with emphasis on directing, guiding, counseling, and prioritizing.
- Able to offer creative solutions and sound judgment in addressing urgent issues and developing plans, directions, and guidance on projects from conception to completion.
- Measures results related to agency Business and/or Strategic Plans and provide leadership leading to evaluation results and performance at all levels.

### Administration, and Management of State Fair Park Programs

- Provide leadership of the entire Fair Park facility, the State Fair event, the Agency's employees and Board of Directors. Act as the primary liaison to the Wisconsin State Fair Park Youth Foundation and other agencies for the State of Wisconsin.
- Formulate, establish and regulate policies for adoption by the Board of Directors related to production and operation of the annual Wisconsin State Fair and Wisconsin State Fair Park.
- Executes the policies, directives, and administrative rules of the State Fair Park Board.
- Advise, in a timely fashion, the Board of Directors of important matters pertaining to all aspects of the operations of the Wisconsin State Fair Park.
- Supervise the conduct of fairs, exhibits and promotional events for agricultural, industrial, educational, and recreational purposes, including the annual Wisconsin State Fair; oversee police and security operations at State Fair Park.
- Establish overall goals and objectives of Wisconsin State Fair Park and events produced by the agency. Develop plans, advises, and makes decisions regarding course of action to be taken in the implementation of programs and state regulations which are the responsibility of State Fair Park. Effectively communicates direction to all management and reviews performance and results against these objectives.

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- Maintain a profitable schedule of events for the Fair Park providing quality service to contractors, licensors, and the public.
- Appoints all staff authorized for performing the duties of the State Fair Park Board.

### Financial Oversight and Capital Projects

- Develops and administers the agency budget; establishes the necessary priorities for proper use of the monies allocated; and audits and approves major expenditures.
- Recommends to the WSFP Board an annual operating and capital expenditure budget, program of work and accountability of assignments.
- Routinely inform the WSFP Board on the financial condition and progress toward achievement of the adopted objectives and goals.

### Supervision of the Senior Directors and Agency

- Ability to build and maintain a team that has the passion and drive to accomplish monumental projects in constricted time frame and budget.
- Jointly establishes program-oriented activities with Senior Directors and assigns special projects to staff as needed.
- Holds regular meetings with Senior Directors and staff to evaluate and determine the progress made in the attainment of agency Business Plan; provides counseling and leadership on a daily basis on any program concerns that may arise.
- Coordinates the activities of the bureaus to assure cooperation and efficient utilization of resources in meeting program objectives.
- Counsels with the Senior Directors and staff regarding their staffing needs and hiring goals, training of staff, and other personnel related duties.
- Maintain current position descriptions and responsibilities for each position and oversees the conduct of annual performance reviews.

### Maintenance of Inter-Agency, Public and Legislative Liaison.

- Represents State Fair Park at state agency meetings or conferences and at councils and associations of state fairs.
- Conduct presentations as required at state budget and audit hearings and reviews, and any relevant state committee meetings.
- Recommends changes in state statutes and administrative rules that will result in better administration of current programs.
- Recommends and develops new legislative proposals and rules to meet the needs of the State Fair Park Board.
- Responds to contacts made by state and federal legislators and public interest groups and provides the necessary information and facts to help them evaluate industry or consumer concerns.
- Responds to requests from news media, civic, educational, and other interested groups to convey agency mission and objectives.
- Relate effectively to a diverse audience with varied interests and demographics.
- Develops and maintains effective lines of communications with other agencies concerned or involved in related activities.

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- Plans for public information programs using news releases, radio, tapes, TV shows, and other means available.

Coordination of capital project development, agricultural promotion, Milwaukee Mile and Wisconsin State Fair Park (WSFP) Youth Foundation relations.

- Oversees the development and administration of the agency facilities plan and capital project requests for the State Building Commission.
- Develops the memorandum of understanding with the Department of Agriculture, Trade and Consumer Protection (DATCP) for the conduct and promotion of fairs, exhibits, educational, and promotional events related to agriculture and other DATCP activities at State Fair Park.
- Works with the WSFP Youth Foundation to generate increased funding for WSFP programs and projects.
- Assist in presentations and the overall procurement of contractually obligated income, including naming rights, sponsorships, signage, exclusive partnerships, and other relationships with companies to enhance revenues.