

VISIT BIG BEAR / TBID

NOTICE OF SPECIAL EVENTS & MARKETING JOINT COMMITTEE MEETING

April 17th, 2025

To: Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker

SPECIAL Session **Events & Marketing Joint Committee Meeting – 8:00 a.m.**

Open Session Location: Zoom: <https://zoom.us/j/4403166685> and 40824 Big Bear Blvd, Big Bear Lake, CA 92315

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the April 17th, 2025, 8:00 a.m. Special Events & Marketing Joint Committee Meeting – via the above Zoom link. Said Meeting is being called pursuant to Section 54956 of the Government Code of the State of California for the purpose of considering the following matters:

OPEN SESSION

8:00 a.m. - CALL TO ORDER

Please Note: Agenda items may be moved at the discretion of the Board Members.

PUBLIC COMMUNICATIONS:

(Public comment is permitted only on items **not** on the posted agenda that are within the subject matter jurisdiction of Visit Big Bear. Please note that State law prohibits the Visit Big Bear Board from taking any action on items not listed on the agenda. There is a three-minute maximum time limit when addressing the Board during this comment period.)

1. Director of Engagement Narrative - A review of the “One Voice” Approach
2. Annual Brand Campaign – Presented by Damien Navarro – **Approval Required**
 - **Recommendation: Review & Approve**
3. Seasonal Marketing & Media Cadence: Seasonal Pillars
4. Top - Line Analytics (MARCH 2025): Spreadsheet to be Presented by Karla Reed
5. Event Status & Participation Dashboard
6. Year-Over-Year Event Performance (MARCH 2025): Polar Plunge & Restaurant Week
7. Content & Storytelling Expansion: Nature Web Series, PoC Shorts, June Trails Microsite, & AI Itinerary Builder
8. Creator & Media Partnerships
9. Email, SMS & Direct Response Insights
10. Producer collaboration framework
11. CEO & BOARD-LEVEL NOTES
 - Annual Meeting April 24th 5:00PM at the Event Center at Destination Big Bear
12. May Committee Meetings:
 - May 15th, 8AM, Events Committee
 - May 15th, 10AM, Marketing Committee

ADJOURNMENT: I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 14th day of April 2025



Travis Scott, Board Secretary

Visit Big Bear wishes to make its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the Office at (909) 866-6190. Notification 72 hours prior to the meeting will enable Visit Big Bear to make reasonable arrangements to ensure accessibility to this meeting.



VISIT BIG BEAR

JOINT EVENTS + MARKETING COMMITTEE MEETING

Date: Thursday • 17 April 2025

Time: 9:00 – 11:00 AM (PDT)

Location / Link: Board Room & Zoom (details in calendar invite)

1. DIRECTOR OF ENGAGEMENT NARRATIVE

The past 60 days have been a proving ground for the new “One-Voice” approach that fuses destination marketing with event production under a single engagement lens. By uniting storytelling, partner activation and community pride (via **Care for Big Bear**), we are:

- **Why the Merger Matters** – One content engine now power both inspiration and conversion.
- Converting inspiration into action (**CONVERT**): short-form CTAs drive to BigBear.com & LocalOTA.
- Tightening the Marketing↔Events loop (**STICK+CONVERT**): every marquee event runs a 4-phase plan (Tease → Announce → Convert → Recap) with shared creative.
- Centering locals: 34 % of 1,000+ new leads from KROQ Storms were residents thanks to Care for Big Bear badges.
- Momentum for the new brand: 8560’s creative refresh delivers one graphic language for all partners.
- New business: Submitted: Outdoor Media Summit RFP (2026); XGames (2027) RFP arriving May; LA28 bid deck out 18 Apr.
- Social pivots (Squatch Toks, Damien’s Corner, Monday Giveaways) now funnel audiences straight to **BigBear.com**, cutting reliance on third-party OTAs.
- Community sentiment has moved from net-negative to net-positive, mirrored by a 24 % revenue jump at Polar Plunge and a 162 % surge in Restaurant Week participation.

2 . NEW CREATIVE (8560)– BOARD APPROVAL

Before we ask for approval, here’s the “so what.”

A unified look-and-feel lets every partner, producer and merchant speak with one recognizable voice. The “Adventure Elevated” system scales from a TikTok bumper to a 40-ft banner without losing impact, and its stewardship-forward tone pairs naturally with Care for Big Bear messaging.

Motion: Approve creative system & May roll-out (print, web, merch, signage).

3 . SEASONAL MARKETING & MEDIA CADENCE



002

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Seasonal Pillars

Season	Signature Events	Hook & Why	Primary Channels	KPI
Spring (Apr–Jun)	Polar Plunge · Uncorked · Fishing 50K · Highlander	<i>Thaw & Thrive</i> – extend winter ADR, tease summer	Reels/TikTok, AllGear, Outside, NBC PalmSprings	Mid-week ADR, volunteer hrs
Summer (Jul–Sep)	4 July · Spartan · Tour de BB · Wine Walk · LakeFest	<i>Cool at 6,752°</i> – SoCal heat escape	OTT/CTV, Spotify, billboards, Outside.com	LOS > 3 nights, 80 %+ sell-thru
Fall (Oct–Nov)	Dia de los Muertos · Kodiak 100 · Film Fest · Oktoberfest	<i>Colors & Culture</i> – foliage + heritage	Influencer residencies, Brand USA, bilingual press	Shoulder-season ADR
Holiday / Winter Prep	Winter Wonderland series	<i>Snowbound Stories</i> – packages early snow reports with cozy itineraries	remotes, SEM takeovers	Q1 booking window

Weekly Content Rhythm

Mon = Giveaway reel (**CONVERT**)

Tue = Producer cross-promo (**STICK**)

Wed = “Rates for Great” lodging flash (**CONVERT**)

Thu = Inspiration Station blog (**STICK**)

Fri = CFBB badge + weekend preview (**STICK+CONVERT**)

Sat/Sun = Live UGC (**STICK**)

4 . SNAPSHOT OF ANALYTICS (MARCH 2025)

- Full Spreadsheet to be Presented by Karla Reed

5 . EVENT STATUS & PARTICIPATION DASHBOARD

Event	Goal	Sold	Pace	Marketing Tie-In
Fishing 50K	700	107	+18 %	Weekly “Gear-Up” IG Live + lake cam shorts
Holcomb Run	1,100	488	+9 %	REI collab & trail-prep reels



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Uncorked	600	271	NEW	Mother's-Day BOGO & sommelier TikToks
Highlander	600	358	Flat	Backpack-check Live 27 May
Spartan	7,500	4,115	+7 %	"Train at Altitude" YouTube mini-series
Memorial 5K	800	362	+10%	Eco-Expo bundle ads
Wine Walk (merchants)	30	22	+38 %	Merchant toolkit + cross-sell reels

6 . PLUS / DELTA – YEAR-OVER-YEAR SNAPSHOTS

Program	PLUS – Wins	DELTA – Tweaks
Polar Plunge	66K raised (+24 % revenue over 2024); Coverage in 14 Media outlets (STICK)	Add stay-and-dine bundles
Restaurant Week	+162 % in participating eateries (8-21); IG & Creator Tok Firsts (CONVERT)	Capture menu assets 6 wks earlier

7 . CONTENT & STORYTELLING EXPANSION

Nature Web-Series – “Lost In: Big Bear” (**STICK**)

- Ep 1 “Eagle Legacy” – Pilot (Drops Early May)
- Ep 2 “Lodging Lux” drops (Early June); Partnership with Destination Channel
- Ep 3 “Family Fun” films late April for future Family Fun Summer Campaign and microsite. Long-form feeds OTT ads, jumbotrons, and evergreen SEO.

Proof-of-Concept Shorts (**CONVERT**)

Squatch Toks | Damien’s Corner | Monday Giveaways – average 2.4 % swipe-ups to BigBear.com.

June Trails Microsite

One URL houses hikes, trail status, gear offers, event tickets—model for future topic hubs marrying **STICK** lore with **CONVERT** widgets.

AI-Driven Itinerary Builder

Beta launches with “Trail & Tail” plans (hike + weigh-in + dining). First test tied to Fishing 50K; itineraries auto-populate lodging cart within 60 s.

8 . CREATOR & MEDIA PARTNERSHIPS

Monthly deliverables from Mary Williams (family), Sol (Latino), Kym Dunmore (food), Brady (astro). SnapSea auto-tags all creator uploads, feeding press hub and microsites.

“Creator-of-the-Month” launches May (eco-tourism focus).



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Signed Siena – New Athlete Ambassador

9. EMAIL, SMS & DIRECT RESPONSE INSIGHTS (working)

Weekly send (road GIF + 48-hr lodging deal + one CTA).

Open 27 % (+5 pts) · CTR 5.8 % (+1.3 pts).

Interest segmentation and SMS goes live this summer; itinerary builder blocks dynamically insert into adventure/foodie/wellness segments.

10. PRODUCER COLLABORATION FRAMEWORK

Quarterly round-table (kick-off 5 May) with Beth (Theater), Susie (Trail), Film Fest. Shared toolkit: logo pack, ticket widget, cross-promo calendar. Each producer must deliver 1 **STICK** asset + 1 **CONVERT** asset weekly.

11 . CEO & BOARD-LEVEL NOTES

High-level levers & asks.

- Annual Meeting April 24

Prepared & submitted by

Damien S. Navarro – Director of Engagement
(with Marketing & Events teams)



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