

VISIT BIG BEAR / TBID
NOTICE OF REGULAR BOARD MEETING
September 18, 2025

Regular Session Board Meeting – 8:00 a.m. Open Session Location:
In Person at Big Bear Visitors Center and via Zoom.

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the September 2025 Regular Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom at 8 AM. The video link / conference call number will only be active for the meeting on Thursday, September 18, 2025.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is:
1 669 900 6833 Meeting ID: 440 316 6685. Said Special 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:

8:00 a.m. - CALL TO ORDER – President, Loren Hafen
PLEDGE OF ALLEGIANCE

ROLL CALL: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker

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 time period.)

1. DISCUSSION/ACTION ITEMS

Approval of Meeting Minutes:
August 28, 2025

2. INFORMATIONAL:

- 2.1 2026-2028 Kodiak Proposal
- 2.2 Topline Analytics Review
- 2.3 Marketing and Events Updates
- 2.4 Film Festival Updates
- 2.5 Committee Meetings:
 - Event Committee: October 16, 2025
 - Marketing Committee: October 16, 2025
 - Board of Directors: October 30, 2025

3. 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 15th day of September 2025.

A handwritten signature in black ink, appearing to read "Travis Scott", written in a cursive style.

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 / TBID
MINUTES OF REGULAR BOARD MEETING
August 28, 2025

Regular Session Board Meeting – 8:00 a.m.

Open Session Location: In Person at Big Bear Visitors Center and
via Zoom.

8:04 a.m. - CALL TO ORDER – President, Loren Hafen

PLEDGE OF ALLEGIANCE

ROLL CALL: Danielle Goldsmith, Loren Hafen, Nick Lanza, Nick Cargill, Clayton Shoemaker, Absent: Christie Brewster and Frank Caruso, VBB Staff and Zoom attendees

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Public Comment key points by Dan Gulbranson:

- Investigation: The speaker will investigate whether the organization is operating within the boundaries of California state rules and tax laws.
- Concerns about Favoritism: The speaker questions whether allowing Summit to have a tent with their branding constitutes favoritism, especially considering they are a major stakeholder and potentially in competition with other bike shops.

Public comment key points by Kelly Tinker on behalf of The City of Big Bear Lake:

- City's Concerns: The city wants the Big Air Film Festival to be successful while ensuring it aligns with city regulations and doesn't hinder the event's rollout.
- Desired Event Atmosphere: The city acknowledges the need for a citywide takeover feel for the festival to be successful and immersive.
- Meeting with the City: A meeting with the city is scheduled for the following week to address these concerns and find solutions.
- Goal: To create a supportive environment where businesses/events can thrive and grow year over year.
- Obstacle: Difficulty in obtaining necessary permits from the city can hinder business/event success and momentum.
- Support: Offering resources and collaborating with partners to provide support similar to successful signature events like Tour de Big Bear, Fun Run, and the Concert Series.

Public Comment response to The City of Big Bear Lake by Damien Navarro:

- Communication Efforts: Highlighting the proactive communication efforts made throughout the year, including meetings, event attendance, and sharing information about the film festival and event permit.
- Press Release and Public Response: Mentioning the submission of a press release with the intention of informing the city and community about the event and its components. BBFF has pulled any events that do not conform and reiterated that nothing is outside of each properties use permits, and nothing will be held outdoors.
- Collaboration with Planning Committee: Referencing the early engagement with the planning committee back in February/March regarding the film festival.

- Gold Fire Incident Management Thank You

1. DISCUSSION/ACTION ITEMS

- 1.1 Approval of Meeting Minutes:
 - July 24, 2025

**Motion to approve minutes made by Daniel Goldsmith,
seconded Nick Lanza.**

AYES: Loren Hafen, Nick Cargill, Clayton Shoemaker

NOES: None

ABSTAIN: None

ABSENT: Frank Caruso and Christie Brewster

2. INFORMATIONAL:

2.1 2024-2025 Annual Report to City and Membership [2024-2025 Annual Report](#)

Last year, the website and booking engine generated a direct economic impact of \$49.8 million, with an additional \$5.89 million in event impact. Public relations drove \$45,552,519.654 impressions, resulting in an advertising equivalency of \$477 million. We had 3,489 more placements than the previous year. The Visitor Center serviced 52,232 visitors, a 1% increase. September experienced the most significant year-over-year decline, with a 44.9% drop in visitors due to the Lion Fire. We added Mike, a member partner relations manager, to enhance member partner relations and foster event weekends. For further details, please refer to the annual report. We have prioritized the care for the big bear program, which has now become our primary focus.

2.2 2024-2025 Financial Audit Update –

We've completed our portion of the annual financial audit and are awaiting the audit reports. Once received, we'll include them on the next board agenda. You can receive them officially, and I'll pass the audit to the city as per our MOU.

2.3 Annual Meeting & Board of Direction Elections – proposing to move to May instead of April, moving it forward to May 21st election begins April 21st

- Annual Meeting: May 21, 2026 @ 5PM
- Seats for Election:
 - Loren Hafen, At Large
 - Nick Lanza, Private Home Management
 - Christie Brewster, Traditional Lodging
- Elections Begin: April 21, 2026

2.4 Topline Analytics Review

Marketing changes this year have led to a decline in clicks, but the smallest decline yet. Organic search and social media are up significantly, while paid advertising has decreased, indicating a positive shift towards organic promotion following suit with the year as all other months. We're pleased with the engagement.

2.5 Public Relations, Marketing and Events Updates

Increased consistency in attendance and launched new events, SkyFest was sold out and LakeFest has massive attendance. Marketing and events are operating hand-in-hand at this point and we're moving the needle. Public Relations in June & July produced the following: 1094 Placements, \$661,222,681 in media value and 5,223,859,398 impressions with 4 FAM visits hosted.

2.6 Big Bear Film Festival Status Review

Internal discussion needed on partnership communications and avoiding premature announcements. The film festival is scaled down for 2025 with a sponsorship goal of \$200,000 with \$100,000 secured not including in-kind donations and sponsorships tracked in a matrix. All events are indoors, and each event will be operated within existing use permits. Momentum is growing and the public relations response and value are huge with 3,176,968,360 impressions and a media value of \$405,877,080. With the BBFF being called the Darling of Film Festivals by Variety Magazine.

2.7 Committee Meetings:

- Event Committee: September 17, 2025 @ 8AM
- Marketing Committee: September 17, 2025 @ 10AM
- Board of Directors: September 18, 2025 @ 8AM

3. **ADJOURNMENT:** 9:33am by President Loren Hafen

A handwritten signature in black ink, appearing to read "Travis Scott", written over a horizontal line.

Travis Scott, Board Secretary



MAJOR

HOKA KODIAK

ULTRA MARATHONS

BY **UTMB®**

2026 – 2028
Host Venue Proposal

OVERVIEW



2024

1,844

REGISTERED ATHLETES

2025

2,764

6,270

ESTIMATED TOTAL VISITORS

9,860



89%

NON-LOCAL

2025 DISTANCE BREAKDOWN:

100 MILE: 496

100KM: 623

50KM: 744

25KM: 551

10KM: 350

100m, 100k, 50k distances all sold out in May* (5 months in advance)

SOURCE: The IRONMAN Group Registration Data and 2024 Post-Race Participant Survey



LODGING

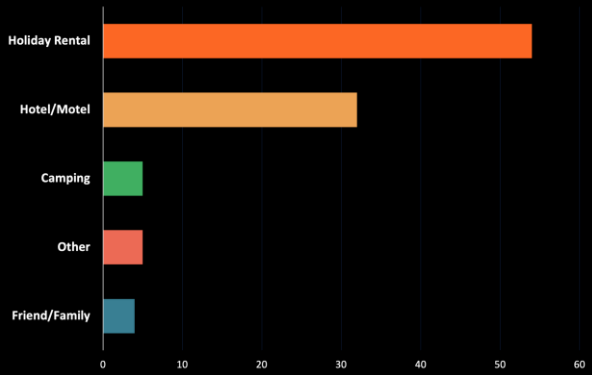
89% of participants in the 2024 Kodiak Ultra Marathons by UTMB stayed at least one night in a hotel or rental property during the event.



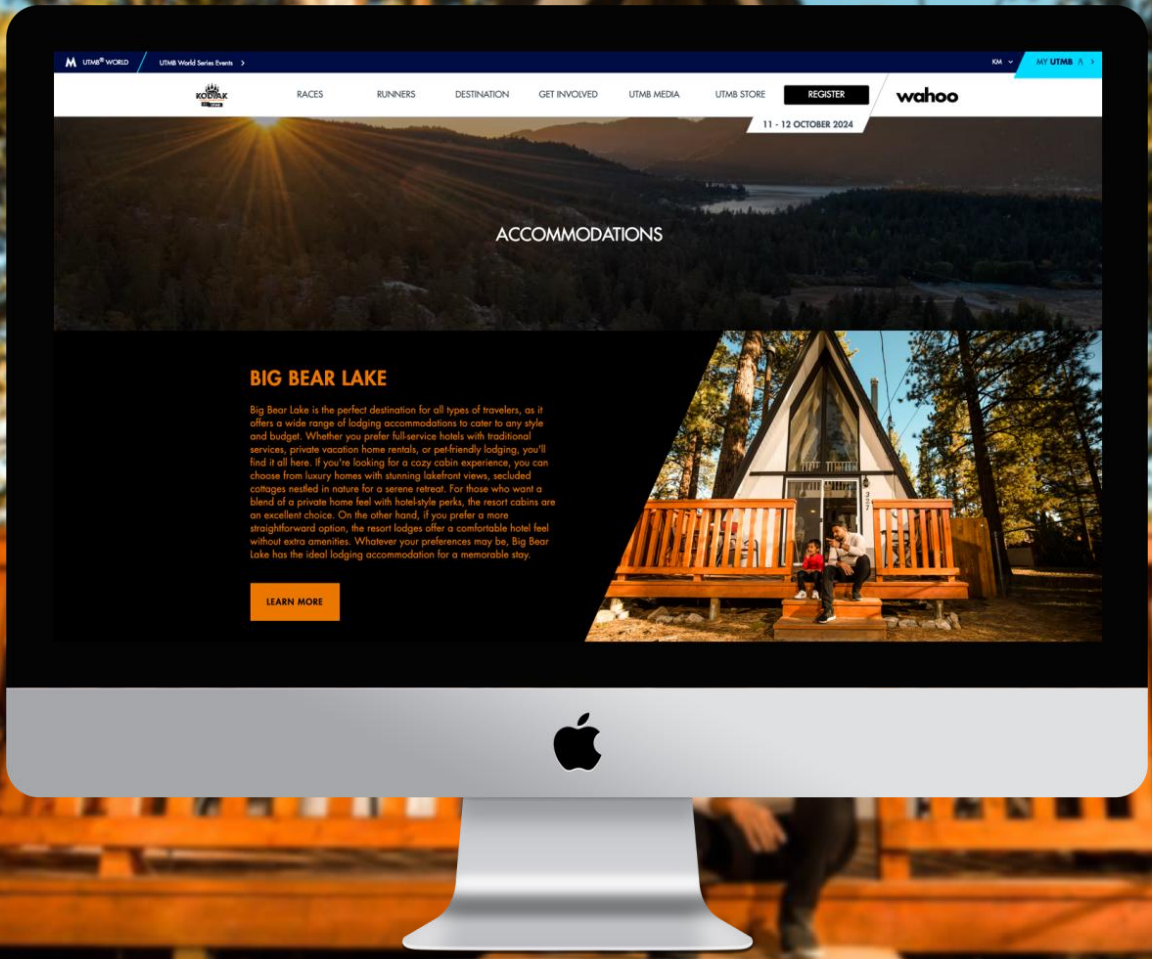
2024
16,500+ ROOM NIGHTS

2025
25,000+ PROJ. ROOM NIGHTS

LODGING BREAKDOWN



STAFF LODGING PROVIDED BY



KODIAK ULTRA MARATHONS

HOST CITY

The picturesque mountain town of Big Bear Lake served as the perfect host city for Kodiak Ultra Marathons by UTMB.

Beyond the Big Bear's extensive and challenging trails, participants were very pleased with the host community's laid-back mountain vibe. Big Bear's charming local shops, delicious dining options, and cozy accommodations, created a fantastic atmosphere for athletes and their supporters.

32%
Kodiak Ultra Trail by UTMB Athletes and Visitors visited Big Bear Lake outside of event weekend



38
COUNTRIES

45
STATES



70%
MALE

30%
FEMALE



38
AVERAGE AGE



Questions	Completely Dissatisfied	Somewhat Dissatisfied	Neither Satisfied Nor Dissatisfied	Somewhat Satisfied	Completely Satisfied
Overall Host City Experience	0.91%	0.91%	2.27%	16.82%	79.09%
Local Transportation	0.45%	2.27%	23.64%	11.82%	61.82%
Restaurants	0.91%	2.27%	13.18%	18.64%	65.00%
Cleanliness	0.00%	0.91%	4.55%	13.18%	81.36%
Entertainment (e.g. Nightlife, Museums, Sporting Events, etc.)	0.00%	1.36%	27.73%	16.36%	54.55%
Other Amenities (e.g. Public Facilities, Visitor Center, WiFi Access, etc.)	0.00%	0.91%	19.09%	16.82%	63.18%


2024 ATHLETE COMMUNICATION

EMAIL

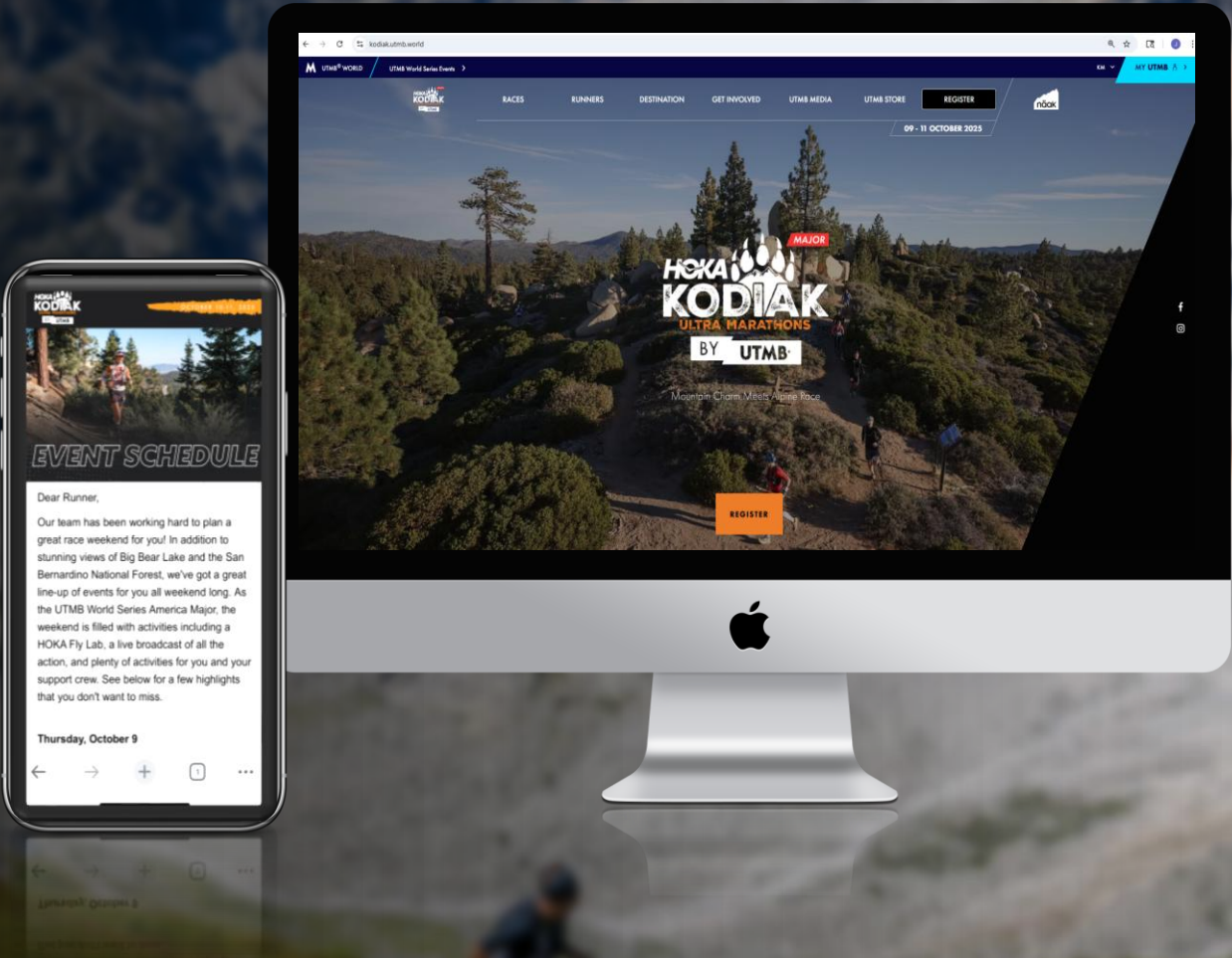
 **56%**
REGISTERED ATHLETE OPEN RATE

 **32%**
MARKETING OPEN RATE

WEBSITE

 **371,000+**
TOTAL PAGEVIEWS

 **80,000+**
TOTAL UNIQUE VISITORS



KODIAK ULTRA MARATHONS

2024 SOCIAL MEDIA



6,378
TOTAL FOLLOWERS

301
AVG POST ENGAGEMENTS

397,255
TOTAL IMPRESSIONS

79
TOTAL POSTS YTD



8,981
TOTAL FOLLOWERS

143
AVG POST ENGAGEMENTS

487,120
TOTAL IMPRESSIONS

115
TOTAL POSTS YTD



KODIAK ULTRA MARATHONS

2024 MEDIA



283

ARTICLES PUBLISHED



191,000,000+

TOTAL UNIQUE VISITORS TO PUBLICATIONS



\$1,800,000+

TOTAL AD VALUE EQUIVALENCY



MEDIA

2025 HOKA Ultra-Trail Australia by UTMB



353
ARTICLES PUBLISHED



188,000,000+
TOTAL UNIQUE VISITORS TO PUBLICATIONS



\$877,809+ (AUS)
TOTAL AD VALUE EQUIVALENCY

2024 Canyons Endurance Runs by UTMB



201
ARTICLES PUBLISHED



722,000,000+
TOTAL UNIQUE VISITORS TO PUBLICATIONS



\$6,680,000+
TOTAL AD VALUE EQUIVALENCY



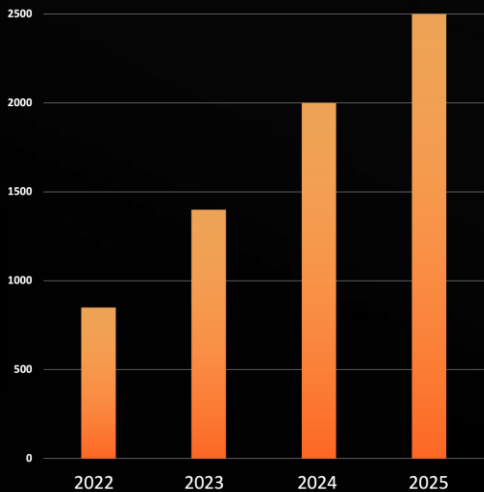
EVENT IMPACT

By becoming a Major, Kodiak Ultra Marathons has boosted the economic impact that the Big Bear community sees.

\$3.7M
2024 TOTAL ECONOMIC IMPACT

\$5.8M
2025 PROJ. ECONOMIC IMPACT

190%
PROJECTED EVENT GROWTH (2022-25)



2026 – 2028 Proposal

2026

\$120,000

*NORTH AMERICAN MAJOR DESIGNATION
+ MAJOR HVA Room Night Value (\$40k+)
+ Destination Big Bear Parking Lot Rental*

2027

\$120,000

*+ approx. \$20k+ Room Night Value
+ Destination Big Bear Parking Lot Rental*

2028

\$120,000

*+ approx. \$20k+ Room Night Value
+ Destination Big Bear Parking Lot Rental*

Total Investment:

\$360,000

*3-year Host Venue Extension
*with understanding the same additional
host benefits from current HVA would be
carried over to extension*





THANK YOU

Mike.Leone@team.utmb.world
Paul.Huddle@team.utmb.world
John.Poole@ironman.com
Susie.Schmelzer@team.utmb.world

Marketing/Events Report

Prepared by: Damien Navarro,

Reporting Period: August 15 – September 15, 2025

This past month marked a strong shift toward fall campaigns, with the Big Bear Film Festival (BBFF) serving as the cornerstone of our September strategy. Meanwhile, SkyFest drove both visitor engagement and night photography content, supported by strong PR impressions. Our media mix remained focused on high-frequency regional visibility through Entravision, Locale Magazine, 85Sixty (Digitan and OOH) and influencer-based activations.

We are also launching new seasonal creative, finalizing Halloween Scarecrow Contest and Dia de los Muertos campaigns, and building momentum into the holiday season. Website traffic and email engagement continue to outperform YoY, with social still soft but stabilizing.

2. BIG BEAR FILM FESTIVAL REBOOT

- **Website** fully launched with schedule, passes, and lodging links.
- **How-To-Fest video series** and creator toolkits in Development.
- **Press coverage** includes Variety, Yahoo, DoLA, LA Excites, and Patch.
- **Digital campaigns** through Entravision, Locale, and Meta continue through month-end.
- **Key influencer partners:** My Hollywood Story, Jordan Connor, Laura Eckstein, Regina Luz Jordan, and more.
- **Utopia, Ghetto Film School, NFMLA, NALIP, Vidiots**, among top-tier partners.

3. PERFORMANCE SNAPSHOT

Web Traffic (YoY)

- Sessions: **+7.8%**
- Email Click-through: **+42%**
- Blog engagement: **+19%**

Social Media (Mid-Aug to Mid-Sept)

- TikTok: **1.1M video views**
- Instagram Reels: **+21% increase** from prior month
- Facebook: Steady, boosted via paid ads

4. PR & FIELD MARKETING

Coverage Highlights (Film Fest + SkyFest only):

- **Big Bear Film Festival Reboot:** Variety, Yahoo, DoLA, LA Excites, Gayety, Patch, MSN **【259†source】**

- **SkyFest:** Anna Camp, California Dog Life, IE Weekly, Good Day LA (scheduled segment), Visit California social push 【259†source】
- **Influencer Recaps:** Jordan Connor, Regina Luz Jordan, Laura Eckstein (Angeleno Magazine)

Press Value: Estimated **\$3.1M+** earned media during reporting period

PR-Dept and Koli continue to collaborate on influencer targeting, tentpole events, and national travel outlets.

5. WEB & CONTENT HIGHLIGHTS

- Top blog: "**Big Bear Stargazing Guide**" (linked to SkyFest)
- Email open rate: **28.6%** (up YoY)
- Most-clicked landing pages: **Events Calendar, Film Fest Passes, and Fall Travel Guide**
- Creative shifts: Fall fonts, harvest hues, nature/film imagery blend

6. CURRENT & UPCOMING CAMPAIGNS

Active:

- **Big Bear Film Festival Reboot– 2025 Fall Preview (BBFF) (Sept 25-28th)** Organic, Earned, Owned
- **SkyFest:** Boosted through \$5K programmatic + organic push
- **Dia de los Muertos & Scarecrow Contest:** Soft launch 9/15; big push starting Oct 1

In Production:

- **Wine Walk (Oct 11):** Ticket page live, email marketing starts Sept 25
- **Troutfest (Sept 27–28):** On-page promos; event reminder going out via newsletter
- **Halloween & Fall PR Package:** Launching with media desk 9/28

Supporting Platforms:

- Locale (video and feature), Entravision (bilingual digital + radio), Meta Reels Boosts, 8560 digital ads (retest week of Sept 22)

7. WHAT'S NEXT

- **Zoo Lights?** Proposal review in next internal meeting
- **US Rowing** follow-up (pending event grant + press concept)
- **Podcast Pilot** with Siena + Johnny (second half in post-production)
- **Q4 Campaign Planning:** Holiday lodging promo, seasonal PR bundle, and influencer callout for December experiences

- **Fall & Winter Marketing Planning Summit** scheduled for October

Late summer marked a major moment for Big Bear's event-driven economy. With SkyFest and Motocross both selling out, Lakefest drawing unprecedented lakefront activity, and Labor Day performing like a second Fourth of July, this period has seen record-breaking attendance and some of our most positive community feedback to date. Aaron Cooke (Motocross producer) noted the venue was "the best new motocross track we've activated in years" with multiple return sponsors and vendor interest.

With fall programming underway, we are shifting to hybrid activations (Recovery Rocks, Wine Walk, Film Fest Preview Weekend) and preparing for a major pivot: the Big Bear Film Festival will now be delivered in two parts—a **Preview Extended Weekend (Sept 25–28, 2025)** and a **full relaunch (March 24–31, 2026)**.

We are attracting national conference bids, and have begun early planning on 2026 flagship music programming, including **Bearstock**, a multi-day partnership with Spin Magazine, and are awaiting final approval on the Build a Bear year-round 30th Anniversary Celebration and US Rowing Team 3-year Training Program Activation.

2. PAST EVENT RECAPS (AUG 15 – SEPT 15)

SkyFest (Aug 22–24)

- Sold out event; over 300 tickets sold
- Partnered with Care for Big Bear and local Astronomy Club
- Earned media: IE Weekly, California Dog Life, Visit California

Motocross Grand Prix (Aug 21–24)

- Full sellout; 100+ riders and vendors
- Aaron Cooke: "Best new venue we've seen in years"
- Skullcandy, Monster, local F&B partners involved
- Elevated media coverage and drone footage captured for recap

LakeFest (Aug 22–24)

- Vendors, music, paddle demos, beach activities
- Community commented it felt like "Fourth of July, part two"

Labor Day Weekend (Aug 30–Sept 1)

- Drone Show + Boat Parade drew overflow attendance
- Lodging: up YoY compared to 2024 numbers
- Partner venues reported full bookings and double revenue

Other Observations

- Strong community turnout for all events (Vintage Bikes, Concert, Farmer's Market)
- Tough Mudder drew regional traffic and good PR coverage
- Visitor Center traffic elevated 17% from same weekend last year

3. UPCOMING EVENTS & OPPORTUNITIES

Wine Walk (Oct 11)

- Creative and campaign support underway
- 30+ vendors expected; gift guide tie-in

Recovery Rocks (Sept 26)

- Mental health and community care tie-in
- Joint partner event (Recovery Org + VBB)

Jerrod Niemann Concert (Sept 27)

- Outdoor music performance and car culture crossover
- 70% of vendor slots already confirmed

Troutfest (Sept 27–28)

- Fly fishing demo, vendors, and family-friendly content
- Dedicated newsletter + organic boost

Film Festival PREVIEW (Sept 25–28)

- "Fall Preview Weekend" now localized to Village Theater
- Smaller slate, anchor screenings, and community workshops
- Main Festival moved to **March 24–31, 2026**
- Festival remains in the black; major sponsors still active

Spin Magazine Concert – Bearstock (May 2026)

- Initial planning stages underway
- Concept: Multi-day destination music festival; Spin Magazine partnership confirmed
- Next step: location permitting, lodging blocks, advance media

4. RFP + CONFERENCE HOSTING UPDATES

Submitted RFPs (via Group Travel Family):

- **Select Traveler Conference 2027**
- **Going on Faith Conference 2027**

- **Group Travel Con 2026** 【282†source】 【283†source】 【285†source】

Each includes:

- First-option venue holds across Big Bear Conference Center, Sunnybrook, Chateau
- Full media and promotional package commitment
- Lodging rates + tourism co-op strategy
- Strong narrative around Big Bear as a "dupe" destination and four-season group haven

USRowing Site Visit (Aug 8–10) 【279†source】

- Lodging and lake access coordinated with Casetta Hotels
- Visit included lake tour, facilities, and hosted dinners
- Resulted in formal proposal under review for 2026–28 high-altitude training partnership
- Collaboration with Damien Navarro, Johnny Burnham, and Stephanie Castillo

5. Kodiak 2026-2028 Presentation (Approval Recommended)

- [Kodiak PDF](#)

6. FILM FESTIVAL UPDATE (BBFF)

Transition Plan:

- **Fall Preview Fest:** Sept 25–28, 2025
- **Full Festival Reboot:** March 24–31, 2026

Current Status:

- Festival remains financially stable
- All programming scaled to Village Theater and VSB for preview
- All Sponsors and partners remain committed
- Sponsors, staff, and programming continue into 2026

Next Steps:

- Film & Panel lineup for Fall Preview locked by Sept 18
- Fall toolkit and partner promo begins Sept 19
- Save-the-date for March announced at preview events

1. MARKETING SUMMARY

Prepared by: Damien Navarro, Director of Engagement

Reporting Period: August 15 – September 15, 2025

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