

VISIT BIG BEAR / TBID NOTICE OF REGULAR MARKETING COMMITTEE MEETING

September 17, 2025

To: Loren Hafen, Clayton Shoemaker, Nick Cargill

Regular Session Marketing Committee Meeting – 10:00 AM

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 September 17, 2025, 10:00 AM Regular Marketing Committee Meeting via Zoom. 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

10:00 AM - CALL TO ORDER

Please Note: Agenda items may be moved at the discretion of the Committee 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 time period.)

1. Marketing Summary
2. Big Bear Film Festival Discussion(s)
3. Performance Snapshot
4. PR & Field Marketing
5. Web & Content Highlights
6. Current & Upcoming Campaigns
7. What's Next
8. October Committee Meeting: Thursday October 16, 2025

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 12th day of September 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 / TBID MARKETING COMMITTEE REPORT

Date: Wednesday, September 17, 2025

Time: 10:00 a.m. (PDT)

1. MARKETING SUMMARY

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

8. OCTOBER COMMITTEE MEETING

Next Meeting Date: Thursday, October 16, 2025