

VISIT BIG BEAR / TBID
NOTICE OF REGULAR EVENTS COMMITTEE MEETING
October 29, 2025

To: Frank Caruso, Danielle Goldsmith, Nick Lanza

Regular Session: Events Committee Meeting – 8 a.m. – 10:00 a.m. (PDT)

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 October 29, 2025, 8:00 a.m. Regular Events Committee Meeting – via the above Zoom link or in person at 40824 Big Bear Blvd, Big Bear Lake, CA. 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 Committee/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. Event Summary
2. Past Event Recap
3. Upcoming Events & Opportunities
4. Alpine Zoo Wild Lights
5. 2025 Grantee Reports Update
 - a. [Polar Plunge](#)
 - b. [Spartan Race](#)
 - c. [Holcomb Valley Trail Run](#)
 - d. [Highlander](#)
 - e. [Puptopia](#)
 - f. [Monster Down Hill](#)
 - g. [Big Bear Fun Run](#)
 - h. [Mx Grand Prix](#)
 - i. [Lakefest](#)
6. 2026 Calendar Preview
7. Film Festival Update
8. Next Meeting: November Committee Meeting: Wednesday, November 19th @ 8:00 AM

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 24th day of October 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. <https://docs.google.com/spreadsheets/d/1rfo3llr4lp-1VtOUv1vmDI4-08HRV4pdFgDfzAOdhQU/edit?usp=sharing>

Visit Big Bear / TBID – Events Committee Report

Date: October 29, 2025

Prepared by: Damien S. Navarro

Meeting Type: Regular Events Committee Session

Location: 40824 Big Bear Blvd / Zoom

1. Event Summary

Executive Summary

Late September to October has marked a transformative month for Visit Big Bear, demonstrating the full maturity of our events strategy as an integrated driver of tourism, culture, and community engagement.

What was once considered an “off-season” is now a vibrant travel period fueled by diverse, well-coordinated experiences — from fine art and live music to international events and family festivals. Lodging pacing rose **7% year-over-year**, and the valley sustained visitor momentum across multiple weekends, underscoring the successful repositioning of fall as a high-value visitation window.

Detailed Update

Events such as **Wine Walk, Plein Air Big Bear, the historical Oktoberfest, and The Big Bear Theater Project’s “Golden Voice” Gala** created cultural density — attracting both new visitors and regional press.

Meanwhile, hyper-local activations like the **Scarecrow & Día de los Muertos Contest** reached record participation with over **120 community entries**, driving thousands of digital engagements.

This blended strategy — **destination-level signature events paired with neighborhood participation** — is redefining how Big Bear delivers consistent value to visitors and residents alike.

2. Past Event Recap

Executive Summary

October's major events exceeded expectations across attendance, partner satisfaction, and media reach. Each activation strengthened Big Bear's brand equity, showcasing the valley's ability to deliver world-class experiences while preserving local authenticity.

Detailed Update

- **Big Bear Theater Project – “Golden Voice” Gala (Oct 25):**
A nearly sold-out benefit concert honoring the life and music of *Connie Francis*, performed by Monique Maffei, drew over 400 guests to the Big Bear Lake Performing Arts Center. The event's success reaffirmed the BBTP as a cultural cornerstone and elevated Big Bear's profile as a performing arts destination.
- **Plein Air Big Bear (Sept 15–Oct 26):**
Forty-five artists participated, producing over 200 works. The **Gallery Exhibition (Oct 17–25)** and **Awards Ceremony (Oct 26)** attracted art patrons from across Southern California, generating an estimated **\$70,000 in direct economic impact** and establishing Big Bear as a serious fine-arts tourism market.
- **Wine Walk (Oct 19):**
Featuring 30+ vendors and 700+ attendees, Wine Walk achieved its highest satisfaction rating yet, with 39% first-time out-of-market visitors.
- **Oktoberfest & Kodiak Race:**
Weekend visitation sustained high levels; content captured from these activations continues to bolster social engagement leading into winter.
- **Scarecrow & Día de los Muertos Contest:**
Delivered record participation and visibility, reinforcing the power of community-driven creative expression.

3. Upcoming Events & Opportunities

Executive Summary

The next six weeks will define the 2025–26 transition. Visit Big Bear is entering its most concentrated programming stretch of the year, launching three marquee initiatives —

Alpine Zoo Wild Lights, Hospitality Summit, and the Roads to Big Bear Campaign — that collectively hope to advance our mission to create cultural value and economic sustainability year-round.

Detailed Update

Date	Event	Lead	Notes
Nov 1	Village Halloween & Lowrider Exhibition	David / Pandora	Día de los Muertos celebration with cultural vendors and live music
Nov 3	CinéMondays Launch	Damien / Matt	Weekly film series through Feb; cultural continuity for BBFF 2026
Nov 5–9	Alpine Zoo Wild Lights Opening	Stephanie / Karla	Ribbon Cutting (Nov 5) with Chamber, followed by four-day debut weekend'
Nov 12	Hospitality Summit	Mike / Sara / Stephanie	Chamber-partnered business summit debuting Roads to Big Bear
Nov 18	Roads to Big Bear Launch	Sara / Damien / Mike	50/50 Lodging + Dining promotion to extend weekend stays
Nov 27	Thanksgiving / Turkey Trot	Mike / David	Free admission for 2+ night stay guests
Dec 2	Giving Tuesday – Care for Big Bear	Sara / Damien	Community philanthropy campaign

4. Alpine Zoo Wild Lights ([press release](#))

Executive Summary

Alpine Zoo Wild Lights is poised to become Big Bear’s new signature winter attraction — an immersive, conservation-themed light experience that fuses art, education, and tourism impact.

The event exemplifies Visit Big Bear’s pivot toward experiential storytelling and sustainable visitor growth. With projections of **30,000+ to 100,000 attendees** and a projected **\$1.4 million economic lift**, it represents both creative innovation and community stewardship in action.

Detailed Update

Launch Timeline:

- **Ribbon Cutting & Media Preview:** Nov 5 (Chamber & City partnership)
- **Public Opening:** Nov 6–9; open Wed–Sun through Jan 4, 2026
- **Produced by:** Visit Big Bear & BrightLife Designs

Creative Structure:

Five themed light zones — Gateway Grove, Glow Midway, Village of Light, Dark Sky Grove, and Santa’s Stables — combine over **1.5 million LEDs** with seasonal music and character meet-and-greets.

Production transforms the zoo into a multisensory, family-friendly journey that also funds conservation education through **Care for Big Bear**.

Current Progress (as of Oct 28):

- 95% installation complete.
- Power grid and sound testing scheduled Oct 28–31.
- Staff & volunteer training Oct 30–Nov 2.
- Social countdown campaign launching Oct 27; media day Nov 5.

Sponsors & Partners: Big Bear Disposal, Moonridge Coffee, Sessions Retreat, San Bernardino County Parks, and the Big Bear Chamber of Commerce.

Strategic Value:

This is more than a holiday event — it’s a scalable, long-term anchor that embodies Big Bear’s transformation into a destination where **nature and creativity intersect**. Wild Lights positions the Alpine Zoo as a must-visit winter experience and reinforces Visit Big Bear’s reputation for producing high-quality, mission-driven programming.

5. 2025 Grantee Reports Update

[Link to reports](#)

Executive Summary

Grantee reporting continues to demonstrate strong performance and transparency, underscoring the maturity of Big Bear’s event producers and the efficiency of Visit Big Bear’s oversight.

Detailed Update

- 90% of 2025 grantees have submitted post-event reports; the remaining 13% expected by Nov 5.
- Average ROI (still being assessed)
- Standardized one-sheet templates by Lara now streamline board review and data visualization.
- Early data suggests recording community and tourism impact from grantee-supported events.

6. 2026 Calendar Preview (working calendar)

Executive Summary

The draft 2026 Events Calendar reflects Visit Big Bear's next phase of evolution: a sophisticated, balanced, and strategically curated annual program that serves residents, visitors, and partners in equal measure.

Detailed Update

Key Data:

- **83 total projected events** (up 9% from 2025)
- **72% returning grantees, 28% new applicants**
- **93% partner retention rate** — strongest since 2019

Themes & Trends:

1. **Cultural Convergence:** Increasingly blended event formats (arts, culinary, music).
2. **Sustainability & Stewardship:** Growing integration of conservation storytelling across events.
3. **Youth Engagement:** More school collaborations, student art, and youth-led programs.
4. **Seasonal Distribution:** Balanced across quarters, improving business continuity and workforce retention.

Community & Visitor Alignment:

The 2026 calendar's blend of large-scale attractions (Film Festival, Spartan, Wild Lights)

and local traditions (Wine Walk, Scarecrow Contest) ensures both economic growth and cultural authenticity.

Strategic Takeaway:

Visit Big Bear’s event ecosystem is shifting from quantity to *strategic cohesion* — a curated collection that tells one consistent story of Big Bear’s identity and evolution.

7. Big Bear Film Festival & CinéMondays

Executive Summary

The Big Bear Film Festival has officially evolved from a single event into a **year-round cultural engine**. With its Fall Preview completed and **CinéMondays** launching Nov 3, BBFF now bridges entertainment, community engagement, and destination storytelling.

Detailed Update

2026 Festival:

- **Dates:** March 25–31, 2026
- **Programming:** 5 days, 4 venues, new “Eco Film” track dedicated to environmental storytelling.
- **Sponsorships:** \$100,000+ secured (Utopia, NFMLA, Ghetto Film School, Vidiots).
- **Permitting:** Submitted Oct 25.
- **Press:** Featured in *Variety*, *Yahoo Entertainment*, *LA Excites*, *KTLA Weekend Drive*.

CinéMondays Weekly Series (Nov 3 – Feb 23):

- **Purpose:** Extend BBFF visibility and foster community participation.
- **Location:** Village Theaters North
- **Format:** Weekly themed screenings — Classic Legends, Holiday Films, Adventure & Altitude, and Local Lens.
- **Admission:** \$10 general / free for BBFF and BBTP passholders.
- **Partnerships:** Local restaurants and lodging partners offering “Dinner & a Movie” packages.

Strategic Value:

BBFF's continuous programming strengthens Big Bear's identity as a **creative mountain destination** while establishing it within the Southern California festival circuit. It leverages culture as a sustainable economic asset, aligning perfectly with Visit Big Bear's long-term strategy of elevating place-based storytelling and year-round engagement.

8. Next Committee Steps

Executive Summary

The Committee's next phase focuses on refining execution, capturing learnings, and positioning Big Bear's 2026 programs as models of tourism innovation.

Detailed Update

- Complete Alpine Zoo Wild Lights installation and execute launch (Nov 5–9).
- Review 2025 grantee reports by FY2025 closeout and prior to accepting new grants.

Conclusion

Visit Big Bear's 2025 portfolio demonstrates a clear shift from event production to destination orchestration.

We are now delivering **an integrated ecosystem** — one that connects cultural identity, community engagement, and economic impact into a sustainable growth model.

With Alpine Zoo Wild Lights, the Roads to Big Bear campaign, and the 2026 calendar, the organization stands as a national case study in how small mountain destinations can evolve into sophisticated, values-led cultural brands.

Big Bear is no longer defined by its seasons — it is defined by its story, and that story is being told 365 days a year.



VISIT BIG BEAR LAUNCHES FIRST-EVER NATURE-BASED HOLIDAY IMMERSIVE LIGHT EXPERIENCE AT THE BIG BEAR ALPINE ZOO

A New Southern California Tradition Celebrating Wildlife, Community, and Conservation Debuts November 6th

FOR IMMEDIATE RELEASE - October 28, 2025 - Big Bear Lake, CA — This holiday season, [Visit Big Bear](#) and Presenting Sponsor Tractor Supply invite guests to experience Alpine Zoo Wild Lights, the first immersive, nature-based holiday light walk in the San Bernardino Mountains — an experience that celebrates the preservation of the alpine wilderness using more than 1.5 million LED lights.

Produced by Visit Big Bear and hosted at the Big Bear Alpine Zoo, Alpine Zoo Wild Lights benefits **Care for Big Bear** and the Zoo's ongoing wildlife rehabilitation and conservation programs.

The celebration begins on **November 5, 2025**, with a **special ribbon-cutting ceremony hosted by the Big Bear Chamber of Commerce**, featuring invited guests, community leaders, and local residents for an evening of music, lights, and first-look festivities. The following night, on **November 6, Alpine Zoo Wild Lights officially opens to the public** with full ticketed admission, illuminating the Zoo in a wonderland of color, storytelling, and motion. The experience will **operate Wednesday through Sunday evenings through January 4, 2026**, with expanded hours during **Thanksgiving week (Nov. 19–30)** and throughout the holiday season (**Dec. 17–Jan. 4**) — **closed on Christmas Day**.

“Big Bear has wildlife in our DNA, and the Alpine Zoo is at the heart of it,” said **Travis Scott**, CEO of Visit Big Bear. “With Alpine Zoo Wild Lights, we’re celebrating the animals that call this mountain home while supporting the Zoo’s rehabilitation work and our Care for Big Bear stewardship mission. Just as important, this is for our community — a place for neighbors to gather after dark, celebrate the season, and help our small businesses shine.”

This inaugural event is made possible through the support of valued partners, including **Tractor Supply, San Bernardino County Regional Parks, Big Bear Chamber of Commerce, RE/MAX Big Bear, US Bank Big Bear, Big Bear Disposal, Big Bear Valley Electric Service, BrightLife Designs, Moonridge Coffee Company, and Sessions Retreat & Hotel**. Together, these partners have helped create a new holiday tradition for Big Bear.

A Journey Through Light, Story, and Stewardship

Guests will explore six immersive light zones, each designed to tell a story through color, texture, and motion — celebrating wildlife, community, and the mountain’s shared spirit.

The Wilderness Gateway — Guests begin their journey beneath a 20-foot illuminated archway adorned with gold garland and mistletoe. Wildlife silhouettes of local species line the path, symbolizing the Zoo’s mission to rescue and rehabilitate alpine animals.

Mountain Glow Midway — This glowing midway connects the entrance to the central plaza. Featuring Everwhite trees, string light canopies, and softly illuminated gift boxes, it serves as both a visual bridge and gathering area for guests. The Mountain Glow Stage will feature occasional live music, carolers, and community performances, adding a festive energy to the midway experience.

The Village of Light & Moonridge Coffee Co. Holiday Café — The heart of Alpine Zoo Wild Lights shines with warmth and community spirit. Anchored by a 15-foot golden Teddy Bear, two walk-through ornaments, and towering cone trees beneath a canopy of Firefly lights, the plaza offers a true winter village experience. The Moonridge Coffee Co. Holiday Café, adorned in pine garland and warm light, serves cocoa, cider, and seasonal cocktails, offering guests a cozy retreat amid the glow.

Care for Big Bear’s Dark Sky Grove — At the heart of Alpine Zoo Wild Lights’ message of stewardship and wonder, **Care for Big Bear’s Dark Sky Grove** invites guests to slow down and look both above and below. This tranquil zone glows softly in hues of warm gold and white, blending light and shadow to honor Big Bear’s pristine night skies. As visitors wander beneath Everwhite trees, projections of the **Milky Way ripple across the ground**, and luminous “starlight flowers” bloom along the path — as guests to learn about the **Care for Big Bear Dark Sky Initiative** to reduce light pollution and protect the mountain’s night sky for generations to come.

Veterans Reflection Point – Presented by Tractor Supply Co. — Nestled within the grove, this illuminated seating and tribute area honors those who have served. Designed in Tractor Supply’s signature rustic aesthetic, the space features subtle red, white, and gold accents, softly glowing lanterns, and signage dedicated to local veterans and their families. Guests can also explore 8–10 Tractor Supply holiday décor pieces, with a small QR code for direct online purchase.

Santa’s House & Stables — The journey concludes beside Santa’s House, across adjacent to the Mule Deer exhibit. Guests are guided through glowing snowmen and Everwhite trees toward an 11-foot illuminated sleigh surrounded by cone trees and a “Night Sky” canopy of blue-white lights — the perfect photo finale to close the evening.

“Every light in Alpine Zoo Wild Lights tells a story — of wildlife, of gratitude, and of community,” said Scott. “It’s not just a light show; it’s a celebration of what makes Big Bear special.”

More than a spectacle of lights, Alpine Zoo Wild Lights is designed with purpose. Every ticket supports Care for Big Bear, Visit Big Bear’s sustainability and stewardship initiative, and the Big Bear Alpine Zoo, one of only two alpine zoos in the United States. Together, they share a mission to protect the mountain’s wildlife, habitats, and heritage for generations to come.

Event Details

Dates: November 6, 2025 – January 4, 2026

Hours: 5:00 PM – 9:00 PM

Location: Big Bear Alpine Zoo

Tickets: \$20 Adults | Free for Children under 2 (Discounts for Seniors, Students, and Veterans)

Purchase Tickets: bigbearzoo.org

Photos available [HERE](#) for download (credit: Courtesy of Visit Big Bear)

ABOUT VISIT BIG BEAR

Visit Big Bear is the official destination marketing organization (DMO) for **Big Bear Lake**, named “**#1 Best Lake in the U.S.**” by **USA Today** in 2025. The organization drives tourism, event production, marketing, and community stewardship for Southern California’s premier four-season mountain destination, which welcomes more than **7.1 million visitors annually**. Visit Big Bear leads the region’s hospitality and recreation strategy, connecting visitors and locals alike to the magic of the mountains. Learn more at www.bigbear.com.

ABOUT THE BIG BEAR ALPINE ZOO

The **Big Bear Alpine Zoo** is one of only two alpine zoos in the United States, specializing in the **rehabilitation and release of injured, orphaned, and imprinted wild animals**. Managed by the San Bernardino County Regional Parks Department, the Zoo is home to more than 160 animals across 80 species, including mountain lions, grizzly bears, eagles, owls, and wolves — many of which cannot be released back into the wild. The Zoo provides educational programs, guided tours, and conservation initiatives that inspire visitors to protect wildlife and the natural ecosystems of Southern California’s mountains. Learn more at www.bigbearzoo.org.

ABOUT CARE FOR BIG BEAR

Care for Big Bear is a sustainability and stewardship initiative powered by Visit Big Bear, dedicated to preserving the natural beauty, wildlife, and community character of the Big Bear Valley. From eco-education and volunteer programs to dark-sky initiatives and trail restoration, Care for Big Bear inspires everyone to help protect this one-of-a-kind mountain destination. Learn more at www.careforbigbear.com

###

MEDIA CONTACTS:

Chet Mehta and Lailani De Leon

VisitBigBear@pr-dept.com

VBB OWNED EVENT		
GRANTEE RETURNING		
NEW GRANTEE APP		
CO PROMO PARTNER		
Year	Date	Title of Event
2025		
	Nov - Jan 5	VBB - Alpine Zoo Holiday Walk of Lights
		Big Bear Revel Run (Postponed)
	Nov 15	Cal Comedy Underground
	Nov 27	Thanksgiving / Matt Smith (Turkey Trot) Pay Entry - 2 Nighs (Big Bear.com) -
	Nov 29	The Graduates the sound of Simon and Garfunkel
	Nov 29	Xmas Tree Lighting / Event Parade / Carolers (City)
	Thanksgiving Weekend	Santa / Jackie (Village) - Santaland - Santashack (Xmastree Corner - Decorate5K?) - Reach Out
	Dec 13	Cal Comedy Underground
	Dec 31	NYE Summit Tourch Light Parade
	Dec 31	NYE Wyatts Party
2026		
	Jan	
	Jan - April	Look at the BBMR Schedue to see what we can promote / support (Next Monthly)
	Jan	Spa Weekend (Promo)? (New)
	Jan 16-19	MLK Weekends at Snow Summit
	Fri Feb 14	Valentines Day Weekend (Saturday This Year)
	Feb	Breeze Air /SBD Package / Promo / Event (San Francisco in Big Bear)* - Care For Big Bear (New)
	Feb	KROQ Storms the Mountain / Bear Mountain
	March	VBB March to the Mountain Campaign (lift Tix Giveaway)
	March	Dine Big Bear w Temecula Wine Association* (30 Wineries up the hill)
	March 7	Smith jib & Jam

VBB OWNED EVENT		
GRANTEE RETURNING		
NEW GRANTEE APP		
CO PROMO PARTNER		
Year	Date	Title of Event
	March 20	Sum Sum Spring Music Equinox Festival (Elevated at Wyatts) - Spin?
	March 21-22	Big Bear Big Comedy Show (Mike Rotman's)
	March 25-31	Big Bear Film Festival
	March 28	Polar Plunge So Cal Special Olympics*
	Early April	Big Bear Lake Lowrider Invasion
	April	Bear Mountain Bear Break
	April	Bear Mountain Pond Skim & Costume Contest
	April 26	Bowling for the Zoo (Fundraiser)
	May 1	Restore the Bear Clean up
	May 2	Run Wild Through Moonridge 2026
	May 10	Mother's Day Brunch at Wyatt's
	May 16-17	Big Bear Spartan Race Trifecta
	May TBD	Maifest at Wyatt's
	May TBD	Jeep Jamboree 2026
	May 22-25	Memorial Day Weekend
	May TBD	Memorial Day BBQ Fest (Meadow Park - Alex)
	May 25	Memorial Day 5k Walk-Bike-Run Glow Run (Bear Mountain to Meadow Park)
	May-September	MWD Counting Carp Summer Kick-off
	May 30-31st	Fishin for 50K Tournament*
	June (Dates TBD)	Big Bear Theater Opening Week & Ongoing Season
	June 13-15	Holcomb Valley Trail Race* (Susie)
	June TBD	Big Bear City Summer Concert Series: (Night 1) & Ongoing
	June 21	Make Music Big Bear
	June 21	Village Wine Walk – Father's Day Weekend*

VBB OWNED EVENT		
GRANTEE RETURNING		
NEW GRANTEE APP		
CO PROMO PARTNER		
Year	Date	Title of Event
	June 23-27	Highlander Adventure Race (Susie)
	June TBD	Outdoor Adventure Days
	June TBD	Summer Concert Series
	June TBD	Enchanted Garden Boutique Event
	7/4/2025 (Sat)	USA 250th Bday 4th of July BBQ + Fireworks at The Lake*
	July 4	Fireworks at The Lake (Rotary Club)
	July 4	Beach Watch Party & BBQ Event @ Meadow Park (Alex)
	July TBD	Music in The Mountains (Night 1) & Ongoing
	July TBD	Manx Club Dune Buggy Bash
	July 11-19	Summer Fest Big Bear (Paddle Fest, Ale Fest, Yoga Fest, Lake Fest)
	July 11-12	PaddleFest (Lakefest Part 1 - Competitions - Weekend 1) - Elevated
	July 18-19	LakeFest (Lakefest Part 2 - Music, Exhibitions, Food - Weekend 2) - Elevated
	July TBD	Big Bear Cowboy Challenge
	July TBD	Summer Concert Series
	July TBD	Music in The Mountains
	July TBD	Puptopia Dog Festival
	July TBD	Summer Concert Series
	July 25th - 26th	Monster Energy Pro Downhill
	July 31 - Aug 2	Tour de Big Bear*
	Aug TBD	Music In The Mountains (DSB)
	Aug TBD	Big Bear Theater Project Presents:
	Aug TBD	BBB Fun Run (Antique Car Show)
	Aug TBD	Conquer The Wall (Bear Mountain)

VBB OWNED EVENT		
GRANTEE RETURNING		
NEW GRANTEE APP		
CO PROMO PARTNER		
Year	Date	Title of Event
	August 16	Music In the Mountains (TLR)
	Aug 19-23	Moto Cross Grand Prix
	August Aug 7 – 9 & 13 - 16	SkyFest Big Bear
	August 30	Music In the Mountains
	Sept 12	Tough Mudder Challenge (Spartan)
	Sept - November	Oktoberfest
	Sept 4- 7	Labor Day Weekend
	Sept 5	Labor Day Drone Show Over the Lake* (Propose moving to Memorial Day)
	Sept 5	Labor Day Boat Parade of Lights
	Sep 4-6	Miners Days Big Bear Fair & Rodeo (Working Title)
	Sept TBD	Trout Fest
	Mid Oct - Nov 3	Scarecrow & Día de los Muertos Decorating Contest
	Oct TBD	Porsche Timeline Show
	Oct TBD	Kodiak 100 / UTMB World Series (Susie)
	Oct TBD	Wine Walk (Fall)* - Toddy Bear Crawl Exploration
	October TBD	Plein Air Art Festival
	Nov	Revel Marathon
	Mid Nov - Mid Jan	Alpine Wild Lights at Alpine Zoo
	Nov	Christmas Tree Lighting
	Nov	Thansgiving & Turkey Trot (Elevated)
	Dec	Festival of Lights Competition
	Dec 2	Giving Tuesday (CFBB)
	Dec 21	Winter EDM Music Event (Elevated)
	Dec-Jan	Holiday Takeover & Winter Wonderland Activations

VBB OWNED EVENT		
GRANTEE RETURNING		
NEW GRANTEE APP		
CO PROMO PARTNER		
Year	Date	Title of Event
		Christmas Village Markets & Seasonal Promotions