

VISIT BIG BEAR / TBID
NOTICE OF REGULAR EVENTS COMMITTEE MEETING
September 17, 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 September 17, 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. RFP Conference Hosting Updates
5. Kodiak 2026-2028 Presentation (Approval Recommended)
6. Film Festival Update
7. Next Meeting: October Committee Meeting: Thursday, October 16 @ 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 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
REGULAR EVENTS COMMITTEE MEETING REPORT**

Date: Wednesday, September 17, 2025

Time: 8:00 a.m. – 10:00 a.m. (PDT)

1. SUMMARY

Prepared by: Damien S. Navarro

Reporting Period: August 15 – September 15, 2025

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 600 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

7. NEXT MEETING

Wednesday, October 16, 2025 @ 8:00 AM



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)



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.



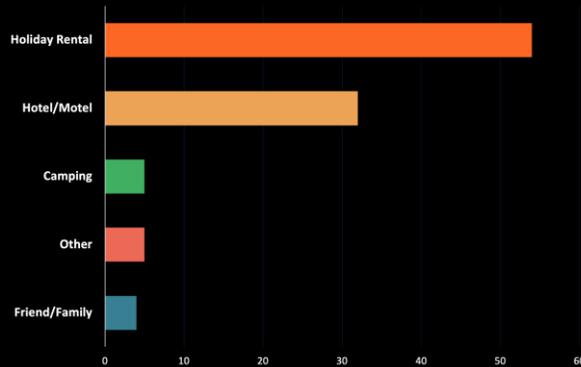
2024

16,500+ ROOM NIGHTS

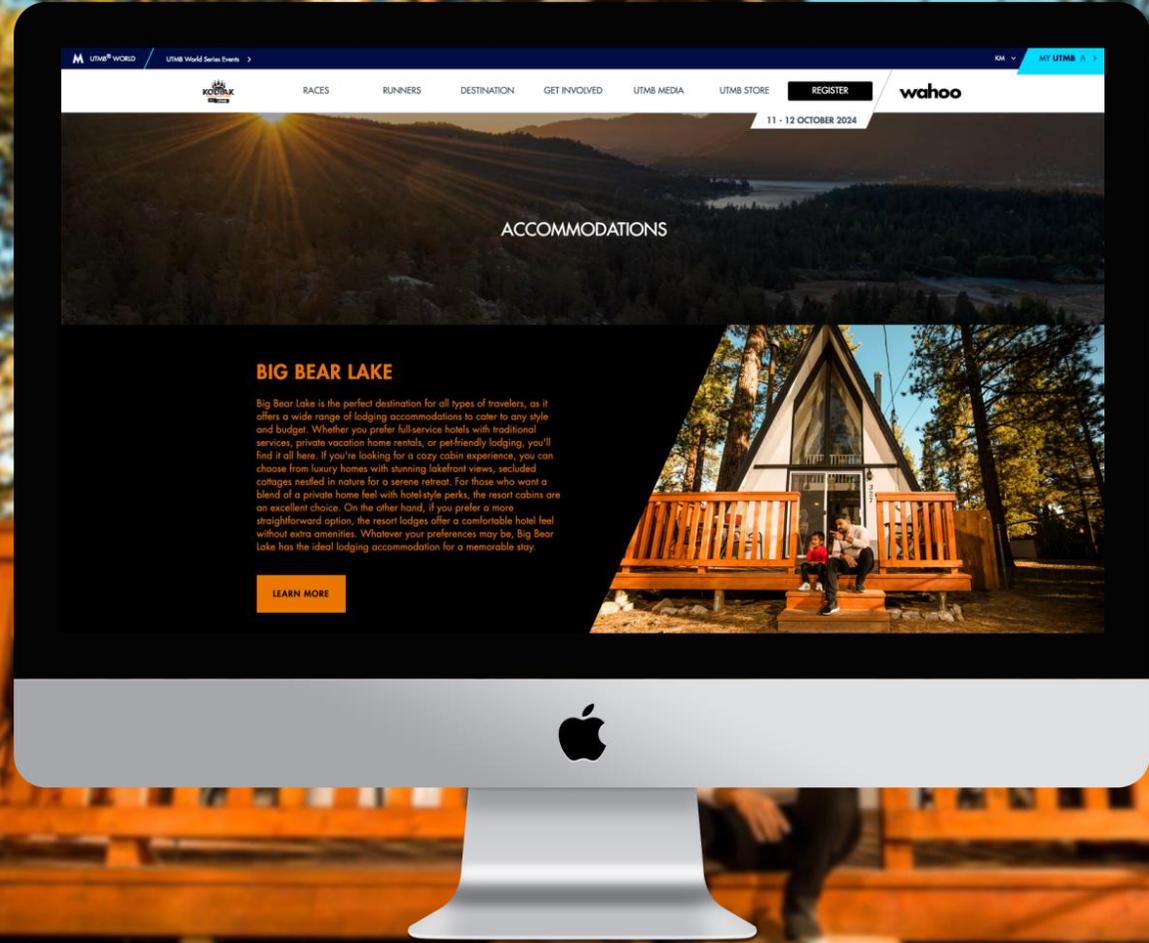
2025

25,000+ PROJ. ROOM NIGHTS

LODGING BREAKDOWN



STAFF LODGING PROVIDED BY



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



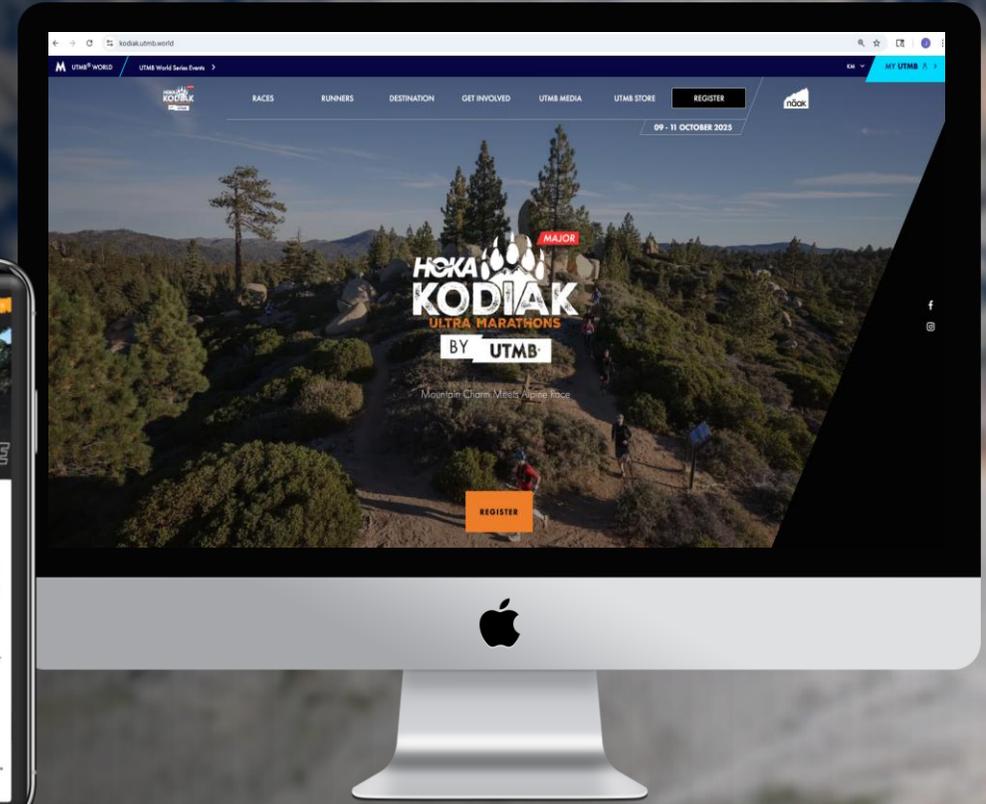
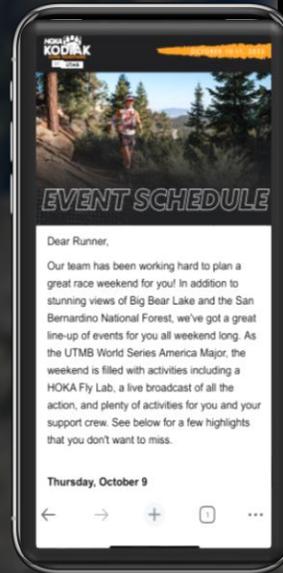
371,000+

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

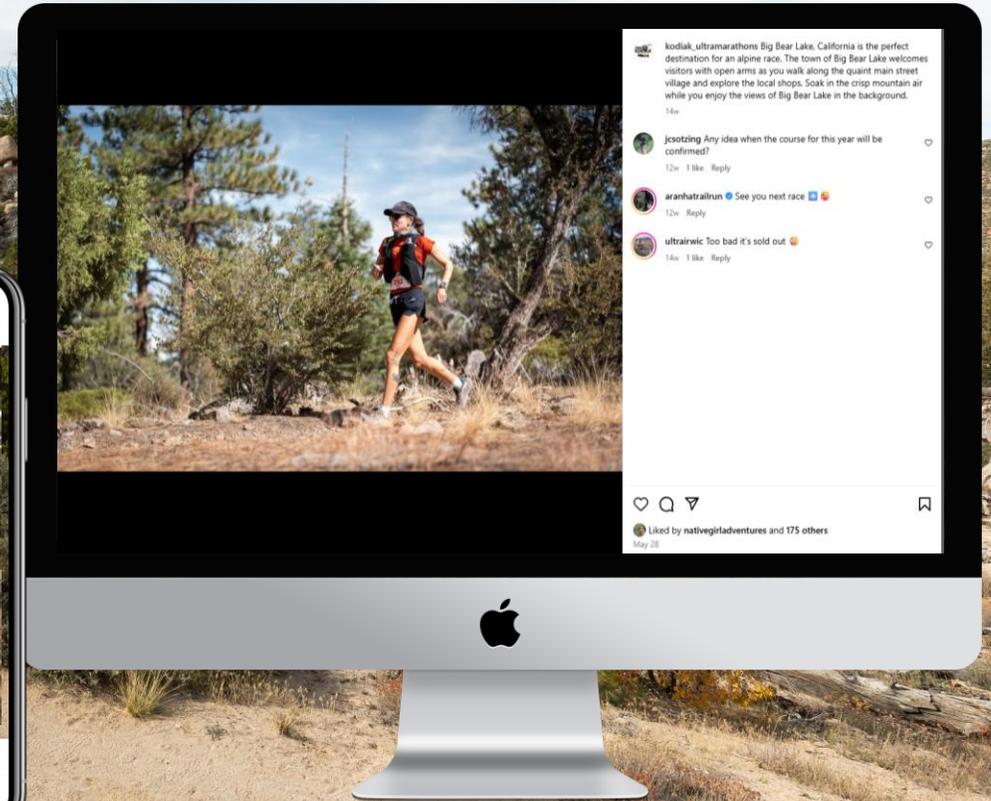


8,981
TOTAL FOLLOWERS

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

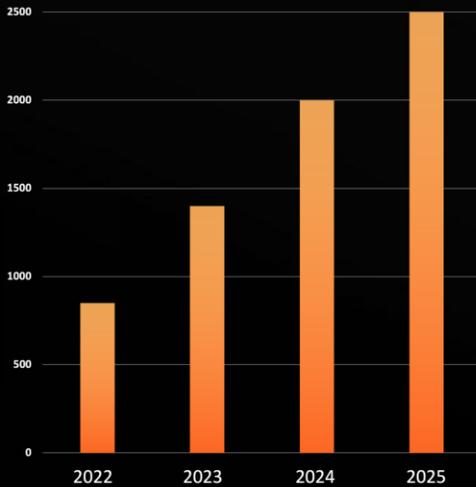
2024 TOTAL ECONOMIC IMPACT

\$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

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