



Visit Big Bear Events Manager Opportunity

Big Bear Lake, California

MOUNTAIN LAKE ESCAPE



ABOUT BIG BEAR LAKE

Big Bear Lake is a unique mountain resort community located 100 miles northeast of Los Angeles and surrounded by the San Bernardino National Forest. About 15,000 residents make their home here full-time.

Altitude ranges from 6,750 to 9,000 feet. There are over 300 days of sunshine each year. Summer temperatures average around 80 degrees during the day, and 45 degrees at night. Winter brings about 100 inches of snowfall, and temperatures which average in the low 40's during the day, and mid 20's at night.

Pine and oak forests flourish in Big Bear's alpine environment. The area provides a natural habitat for approximately 30 wintering bald eagles and 29 species of rare plants, ten of which are indigenous to the area. Our lake is a fresh water lake seven miles long. The average width is 1/2 mile, with a maximum depth of 72 feet and over 22 miles of shoreline.



Our community is full of [recreational opportunities](#) such as fishing, water sports, hiking, mountain biking, horseback riding, tours and winter sports. The lake itself is home to eight marinas and one of the nation's only alpine solar observatories. Big Bear also features a rescue and rehabilitation zoo, a nine-hole golf course, seven public campgrounds, great restaurants, entertainment and lots of shopping. Big Bear's airport is open 24 hours every day and is equipped for night landings.

ABOUT VISIT BIG BEAR

Visit Big Bear is the official destination marketing organization for Big Bear Lake and operates the [Big Bear Visitors Center](#) which is attached to its office in downtown Big Bear Lake known as The Village. VBB is primarily funded through a Tourism Business Improvement District (TBID) with an annual budget of \$2.8 million for the 2019/2020 fiscal year.

VBB has a staff of 8 full-time and 2 part-time positions, is responsible for the [BigBear.com](#) website and produces the [Official Big Bear Lake Visitors Guide](#). VBB's Board of Directors has seven members who serve on four committees including Budget/Operations, Referral, Events, and Marketing.

Big Bear Lake is southern California's Mountain Lake Escape offering four seasons of recreational opportunities. VBB's primary market is leisure tourism that benefits from a strong winter and summer season. VBB currently works with three agencies: [Initiative](#) for traditional marketing, [85Sixty](#) for digital marketing, and [LYMAN](#) for public relations. The marketing budget for the 2019/2020 fiscal year is \$1.35 Million.



An emphasis has been placed on growing the event calendar, especially in the spring and fall shoulder seasons. VBB owns/operates three events including the [Grill & Chill KC BBQ Competition](#), [Fishin' for \\$50K](#), and the [Big Bear Lake Chili Cook-Off](#). Over \$340,000 has been allocated for an Event Grant Fund to develop new events or attract major events to Big Bear Lake. The [Spartan Race](#), [Kodiak 100 Ultra Marathon](#), [Tour de Big Bear](#) and the [Fox US Open of Mountain Biking](#) are some of the events supported by VBB.

Responsible destination development is also a priority for VBB. Over \$260,000 has been budgeted for tourism related investments in the 2019/2020 fiscal year. Projects supported by VBB include the new Fish Hatchery under construction by the Municipal Water District, High Altitude Training, and trail development.

AN EXCITING TIME TO BE IN BIG BEAR LAKE

Big Bear Lake is experiencing significant changes that will grow its appeal as a visitor destination for the next decade. The purchase/merge of Mammoth Resorts and Aspen Ski Company in 2017 created [Alterra Mountain Company](#), which is now the parent company of [Big Bear Mountain Resort](#). The [Big Bear Alpine Zoo](#) is moving to a new \$8.5 Million home to open Spring of 2020. The [Southern California Mountains Foundation](#) is working on a master trail plan that will add 10 miles of trails every year for 10 years. The [Moonridge Road/Rathbun Corridor](#) plan is in progress to revitalize Moonridge Road and connect trail systems.

TOP ATTRACTIONS AND EVENT SITES IN BIG BEAR LAKE

[Big Bear Lake](#)

[The Village in Big Bear Lake](#)

[Big Bear Alpine Zoo](#)

[Action Zipline Tours](#)

[Big Bear Jeep Experience](#)

[The Cave](#)

[Big Bear Historical Society & Museum](#)

[Big Bear Mountain Resort](#) (Snow Summit and Bear Mountain)

[The Discovery Center and Music in the Mountains](#)

[Big Bear Snowplay](#) and [Alpine Slide at Magic Mountain](#)

[Miss Liberty Paddlewheel Tour Boat](#) and [Big Bear Pirate Ship](#)

[Helicopter Big Bear](#)

[The Hiking Trail System](#)

[Big Bear Convention Center & Oktoberfest](#)

POSITION SUMMARY

GENERAL FUNCTION

This position at Visit Big Bear is responsible for strategic planning, development and implementation of VBB's owned events, event acquisition, TBID Event Grant Program, and tourism based improvement strategies.

PRIMARY RELATIONSHIPS

This position reports to the Chief Executive Officer and serves as a member of the senior management team. This position participates with the Board of Directors, Chief Executive Officer and other management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective operation. Within the Organization, the position has primary working relationships with the Chief Executive Officer, senior management team, City Events Representative, staff, volunteers and consultants of the Events function, and related service providers.

DUTIES & RESPONSIBILITIES

The role includes but is not limited to the tasks listed below, which may be modified at any time depending upon the needs of the business:

- Supervise the TBID Event Grant Program and coordinate with each Events Owner to fulfill event logistical needs and service/support existing events - all for the purpose of increasing incremental lodging room nights during the off-seasons and mid-week.
- Research, identify and generate leads for new events with a focus on multi-day events with 10,000+ attendees.
- Manage the development and operation of VBB owned events.
- Develop Sponsorship Programs to support VBB owned events and other events as appropriate.
- Responsible for all TBID events allocations with Board approved goals for major events that increase off season and midweek overnight lodging room nights.
- Generate grant proposals for funding from outside agencies for the support of events, tourism development, and tourism improvement related infrastructure.
- Develop major events in shoulder seasons to increase overnight occupancy.
- Assist in marketing events for awareness and conversion to overnight visits.
- Develop and collaborate in business and marketing strategic plans to maximize ROI/goals of the organization.
- Manage the TBID Event Grant process including: receive/review applications; make recommendations to the CEO, Event Committee and Board of Directors; issue agreements; track budgets; and coordinate VBB responsibilities.
- Works with event organizers to ensure accurate room night tracking and fulfillment of all grant requirements.

- Coordinates marketing efforts with Director of Marketing & Communications for grant funded events.
- Represents the organization as the primary contact for event rights holders regarding marketing, promotion, increased overnight stays and TBID funding.
- Coordinate and partner with local event promoters to facilitate event growth that increases overnight stays.
- Devise system to follow-up with staff and clients to meet deadlines and expedite assigned responsibilities.
- Coordinate with City of Big Bear Lake's Events Representative to enhance events and increase event attendance.
- Prepare Press Release content/assets to submit to media.
- Attend conferences to enhance knowledge and connections within the industry.
- Maintain various event/sales databases and create reports and spreadsheets.
- Collaborate with the City's Events Representative to ensure events are following City/County procedures.
- Performs all other duties as assigned.

QUALIFICATIONS REQUIRED

- Strong leadership, creative, strategic, analytical, organizational and sales skills.
- Portfolio of contacts and event promoter network.
- Demonstrated skills, knowledge and experience in events development and execution including planning, budgeting, implementation, and marketing.
- Experience in developing event bids/proposals, pitching to event rights owner, and successfully securing events.
- Experience in developing and managing budgets.
- Ability to manage multiple projects at a time, work with shared leadership and in cross-functional teams.
- Strong oral and written communications skills.
- Out-of-town, overnight travel may be required.
- Presentations and public speaking to small and large groups.
- Computer literacy in Office Word, Excel, Outlook software. Ability to learn new software/database systems.
- Minimum of 5-7 years of experience in event development, promotion, planning, and marketing with demonstrated success, preferably in the not-for-profit and/or tourism industry.
- Bachelor's degree in marketing, business, or public relations preferred.

Visit Big Bear is an equal opportunity employer. Applicants will be considered without regard to race, creed, color, gender, age, national origin, disability, veteran status, sexual orientation, gender identity, or any other status protected under local, state or federal law.

If this could be a great opportunity for you, please respond via email with your cover letter and resume to:

Darien Schaefer

CEO, Visit Big Bear

dariens@bigbear.com

Visit Big Bear ♦ www.BigBear.com

40824 Big Bear Boulevard ♦ PO Box 1936 ♦ Big Bear Lake, CA 92315 ♦ (800) 424-4232