

# DIRECTOR OF EVENTS

Visit Big Bear | Big Bear Lake, CA







## Big Bear Lake

Big Bear Lake is Southern California's four-season mountain lake escape. Located in the heart of Southern California - and an easy drive from Phoenix and Las Vegas - Big Bear Lake is the jewel of the San Bernardino National Forest and is known for excellent fishing, snowboarding and skiing, hiking, mountain biking, and so much more!

USA Today's readers just voted Big Bear Lake the #4 lake in the entire USA overall and, for water sports - the Top Lake in California in both categories in the poll. Our City has a permanent population of 6,000, and the surrounding County area has an additional 14,000 population. 2/3rds of our homes are part-time occupied by 2nd homeowners and vacation rental homes. Cool, crisp, clean air, 300+ days of sunshine, and endless recreational opportunities are our trademarks. Our Lake is Southern California's best trout lake, with kayaking, paddle boarding, jet skiing, wakeboarding, and sailing. Our Forest roads and trails host mountain bikes, jeeps, hiking, and backpacking. Our Ski Resort features So Cal's premier summertime mountain biking and racing. Of course our two Ski Resorts are #1 in So Cal for Skiing and Snowboarding. And our Octoberfest and 4th of July Fireworks are also #1 in So Cal.

Wildlife flourishes in Big Bear's alpine environment. The area is home to [bald eagles](#), bears, mountain lions, bobcats, coyotes, deer, and more plus about 29 species of protected rare plants, some indigenous to the area. Big Bear Lake is a manmade, fresh-water lake 7 miles long and a 1/2 mile wide. Maximum depth reaches 72 feet and the shoreline spans over 22 miles. Big Bear is home to one of the nation's few solar observatories and alpine zoos for injured wildlife.

Big Bear specializes in outdoor recreation like [fishing](#), [water sports](#), [hiking](#), [biking](#), horseback riding, and [winter sports](#). A [9-hole golf course](#), [7 public campgrounds](#), [great restaurants](#), [entertainment](#), and [shopping](#) offer an experience for everyone to enjoy. The [Big Bear City Airport](#) is open 24/7 and is equipped for night landings.





## HOTELS, VENUES AND ATTRACTIONS

Our two ski resorts and two snow play areas are So Cal's #1 winter recreation destinations. Our Holiday Inn Resort and Best Western Chateau are being joined by an under-construction Hotel 2 Suites/Hampton Inn. We also have 2,500 vacation rental homes, two Bed & Breakfasts, a Hostel and many lodges and rustic cabins. We have five public marinas on the Lake with rental pontoon boats, fishing boats, paddle boards, kayaks, jet skis, and three Tour Boats. Our downtown Village area is the center for tourism retail, restaurants, sports bars, and a 3-screen theater. The County has opened a new \$7 million Big Bear Alpine Zoo with bears, snow leopards, mountain lions, foxes, eagles, and raccoons - all presented in an "up close and personal" environment. We have a wild, mating pair of Bald Eagles, Jackie, and Shadow, who have a nest overlooking the lake and have produced several baby eagles over the years. They have their own nest live cam with 606,000 viewers.

## ABOUT VISIT BIG BEAR

Visit Big Bear (VBB) originally began as the Resort Association over 25 years ago. The Resort Association is still our "underlying" non-profit organization, with Visit Big Bear as our current DBA. We have a seven-member Board of Directors, six are elected by our Membership - 2 from traditional lodging, two from vacation rentals, two from local retail, restaurant, activities, etc. - and one member is appointed by Big Bear Mountain Resort, owner of the two ski resorts that contribute to our Tourism Business Improvement District (TBID). Our primary funding is from our TBID which was originally approved by our City Council in 2016 for five years. The City Council renewed our TBID in 2021 for ten years. All lodging businesses within the City of Big Bear Lake are required to pay the 3% TBID, which is collected by the City with their TOT and transmitted to VBB quarterly. The Ski Resorts contribute 2% of their lift ticket sales. Our current budget is \$4.3 million with a full-time staff of 11, including our CEO (5 staff members are in our Visitors Center). We contract with a Marketing Consultant, Marketing Agency, and PR Agency. Reporting directly to our CEO is our Chief Marketing Officer and our Director of Events.







## POSITION SUMMARY

The Director of Events is responsible for the strategic planning, development, and implementation of Visit Big Bear/TBID events, event grant programs, and tourism-based improvement strategies.

**Location: This position must relocate to Big Bear Valley and live in the area full-time.**

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Supervise the event grant program, 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.
- 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 and the goals of the organization.
- Manage the event grant process, including receiving and reviewing applications; make recommendations to the CEO, Event Committee, and Board of Directors; issue agreements; track budgets; and coordinate VB/TBID responsibilities.
- Works with event organizers to ensure accurate room night tracking and fulfillment of all grant requirements.
- Coordinates marketing efforts with the Marketing Director and Communications staff for the promotion of 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 a communication system to follow up with staff and clients to meet deadlines and expedite assigned responsibilities.
- Provide Events Resource support in coordinating events and their promoters with the City's Planning Department.
- Submit area events to media and organizational assets.
- Attend conferences to enhance knowledge and connections within the industry.
- Maintain various event/sales databases and create reports and spreadsheets.
- Develop, manage, and execute Visit Big Bear's local concerts and events.
- Performs all other duties as assigned.

## QUALIFICATIONS

- Strong leadership, creative, strategic, analytical, organizational, and sales skills.
- Portfolio of contacts and event promoters network.
- Demonstrated skills, knowledge, and experience in events development and execution, including planning, budgeting, implementation, and marketing.
- Experience in developing and managing budgets.
- Computer literacy in word processing, database management, etc.
- Ability to work with shared leadership and in cross-functional teams.
- Strong oral and written communication skills.
- Ability to manage multiple projects at a time.
- Out-of-town, overnight travel is required.
- Presentations and public speaking to small and large groups.
- Minimum of 5-7 years 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 advertising, marketing, business, or public relations preferred.



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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Nicole Newman.**

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