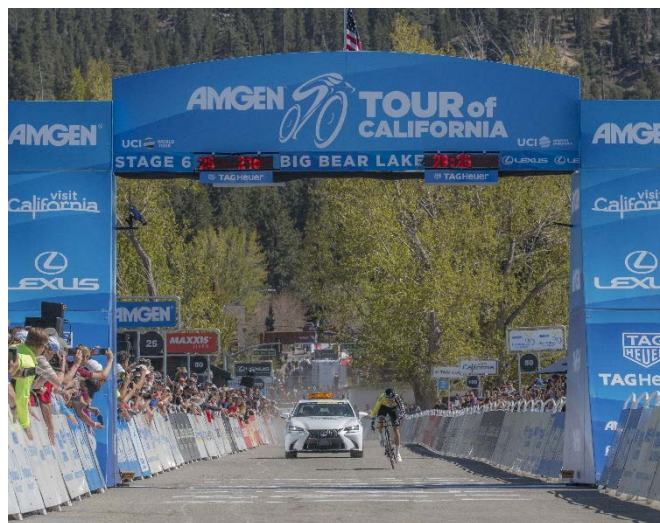




**Big Bear Visitors Bureau
Director of Events**

Big Bear Lake, CA

MOUNTAIN LAKE ESCAPE

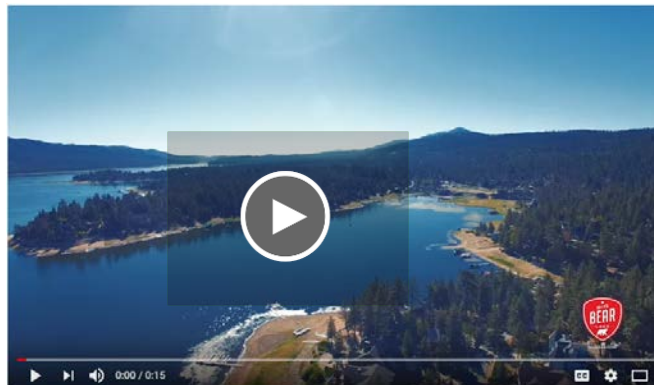


ABOUT BIG BEAR LAKE

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 21,000 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 public 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 THE BIG BEAR VISITORS BUREAU

The Big Bear Visitors Bureau 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. The BBVB is primarily funded through a Tourism Business Improvement District (TBID) with an annual budget of \$2.8 million for the 2018/2019 fiscal year.

The BBVB 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](#). The BBVB 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. The BBVB's primary market is leisure tourism that benefits from a strong winter and summer season. The BBVB currently works with three agencies: [Initiative](#) for traditional marketing, [85Sixty](#) for digital marketing, and [LYMAN](#) for public relations. The marketing budget for the 2018/2019 fiscal year is \$1.35 Million.



An emphasis has been placed on growing the event calendar, especially in the spring and fall shoulder seasons. The BBVB 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](#), [Supergirl Snow Pro](#), [Kodiak 100 Ultra Marathon](#), [Amgen Tour of California](#), and [Big Bear Comedy Festival](#) are events supported by the BBVB.

Responsible destination development is also a priority for the BBVB. Over \$260,000 has been budgeted for tourism related investments in the 2018/2019 fiscal year. Projects supported by the BBVB 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 2019. 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/Rathburn 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	Big Bear Mountain Resort (Snow Summit and Bear Mountain)
The Village in Big Bear Lake	The Discovery Center and Music in the Mountains
Big Bear Alpine Zoo	Big Bear Snowplay and Alpine Slide at Magic Mountain
Action Zipline Tours	Miss Liberty Paddlewheel Tour Boat and Big Bear Pirate Ship
Big Bear Jeep Experience	Helicopter Big Bear
The Cave	The Hiking Trail System
Big Bear Historical Society & Museum	Big Bear Convention Center & Oktoberfest

POSITION SUMMARY

GENERAL FUNCTION

This is a new position at the Big Bear Visitors Bureau responsible for strategic planning, development and implementation of Big Bear Visitors Bureau events, event acquisition, TBID Event Grant Program, and tourism based improvement strategies. The Director of Events reports to the Chief Executive Officer.

PRIMARY RELATIONSHIPS

The 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, Events Resource Office, 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 the Events Resource Office 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 BBVB owned events.
- Develop Sponsorship Programs to support BBVB 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 BBVB 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 Resource Office 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 Events Resource Office 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 promoters 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 is 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.

The Big Bear Visitors Bureau 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 to extend your professional reach, please respond through the [SearchWide Global](#) website or email your resume to the following SearchWide Executive:



Erika Donato, Researcher & Recruiter | SearchWide Global

globalwww.searchwideglobal.com | donato@searchwide.com

609-424-9126 (mobile)

About SearchWide Connect

Since 1999 SearchWide Global has been a traditional, full service, retained, consultative executive search firm. SearchWide Connect, will apply many of the core SearchWide Global quality standards with a focus on speed to market. The large database of hospitality professionals and connections deep within the industry, will allow quick access to the talent needed to fill positions.