

VISIT BIG BEAR / TBID
NOTICE OF REGULAR BOARD MEETING
December 18, 2025

Regular Session Board Meeting – 8:00 a.m. Open Session Location:
In Person at Big Bear Visitors Center and via Zoom.

NOTICE IS HEREBY GIVEN that Visit Big Bear will be conducting the December 18, 2025 Regular Board Meeting In-Person at the Big Bear Visitors Center, 40824 Big Bear Blvd, Big Bear Lake, CA 92315 and via Zoom at 8 AM. The video link / conference call number will only be active for the meeting on Thursday, December 18, 2025.

Please use this link and number – the video link is <https://zoom.us/j/4403166685> and the call-in number is:
1 669 900 6833 Meeting ID: 440 316 6685. Said Special 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:

8:00 a.m. - CALL TO ORDER – President, Loren Hafen
PLEDGE OF ALLEGIANCE

ROLL CALL: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Clayton Shoemaker

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 time period.)

1 DISCUSSION/ACTION ITEMS

- 1.1 Meeting Minutes: November 20, 2025, Recommended Action: *Approve Minutes*
- 1.2 Grant Applications: Recommended Action: *Discussion and Approval*
 - 1.2.1 [Elevated Events](#)
 - 1.2.2 [Tour de Big Bear](#)
 - 1.2.3 [Meadow Park Activations](#)

2 INFORMATIONAL:

- 2.1 Marketing and Events Updates/Reports
- 2.2 Topline Analytics Review
- 2.3 Committee Meetings:
 - 2.3.1 Event Committee: January 15, 2026 @ 8:00 am
 - 2.3.2 Marketing Committee: January 15, 2026 @ 10:00 am
 - 2.3.3 Board of Directors: January 22, 2026 @ 8:00 am

3 CLOSED SESSION: CEO REVIEW

4 AJOURNMENT:

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 15th day of December 2025.



Travis Scott, CEO

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 BOARD MEETING MINUTES
November 20, 2025

Regular Session Board Meeting – 8:00 a.m. Open Session Location:
In Person at Big Bear Visitors Center and via Zoom.

8:00 a.m. - CALL TO ORDER – President, Loren Hafen
PLEDGE OF ALLEGIANCE

ROLL CALL: Christie Brewster, Nick Cargill, Frank Caruso, Danielle Goldsmith, Loren Hafen, Nick Lanza, Lawrence Lewis, Suzie Schmelzer, Kevin McDonald, VBB Staff, Zoom Attendees
Clayton Shoemaker arrived at 8:26 PM

PUBLIC COMMUNICATIONS:

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Note: This meeting is intended as a joint Marketing and Events Committee Workshop

1. DISCUSSION/ACTION ITEMS

1.1 Meeting Minutes: October 30, 2025, Recommended Action: *Approve Minutes*

Motion to approve meeting minutes made by Christie Brewster, seconded by Nick Lanza.

AYES: Loren Hafen, Nick Cargill, Frank Caruso, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

1.2 First Foundation Line of Credit: Recommended Action: *Approve, with Amount not to exceed \$200,000.00. Signatories/Advancers; Travis Scott, Nick Lanza, Loren Hafen*

Motion to approve Line of Credit made by Frank Caruso, seconded by Danielle Goldsmith.

AYES: Loren Hafen, Nick Cargill, Christie Brewster, Nick Lanza

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

1.3 Grant Applications: Recommended Action: *Joint Committee Discussion and Approval*

1.3.1 [Big Bear Moto](#)

A motorcycle event in Big Bear is proposed, three events in Big Bear grant request would be \$22,500, leveraging athletes' social media reach to attract Southern California business owners for networking and product launches.

Motion to approve as presented made by Nick Lanza, seconded by Danielle Goldsmith.

AYES: Loren Hafen, Nick Cargill, Christie Brewster

NOES: None

ABSTAIN: Frank Caruso

ABSENT: Clayton Shoemaker

1.3.2 [Big Bear Trail Fest](#)

🔗 Event Overview: A 3-day trail running event in Southern California, designed to be more accessible and affordable.

- Marketing Strategy: Leveraging social media, professional content creation, and local branding to engage the community and promote the event.
- Growth Strategy: Targeting a 10% annual increase in participants over the next three years while maintaining a grassroots approach.

Motion to approve \$75,000 + 100 room nights annually from 2026-2028 made by Nick Lanza, seconded by Nick Cargill.

AYES: Loren Hafen, Christie Brewster, Frank Caruso, Danielle Goldsmith

NOES: None

ABSTAIN: None

ABSENT: Clayton Shoemaker

1.4 Open Roads Campaign

- Campaign Goal: Reduce traffic congestion on Highway 38 during the holiday season.
- Campaign Strategy: Encourage people to take Highway 18 by offering incentives like a \$25 dining voucher and extending visitor center hours.
- Target Audience: Day-trippers unfamiliar with the area.

1.5 Winter Brand Campaign

- Winter Campaign Focus: Redefining winter in Big Bear by emphasizing warmth, connection, and creativity instead of perfect weather.
- Campaign Strategy: Utilizing a native, holistic approach across paid and organic platforms, focusing on being in the moment and leveraging UGC.
- Marketing Strategy: Showcasing Big Bear’s unique amenities and experiences beyond snow activities, such as spas, axe throwing, and zip lining, and emphasizing its accessibility from nearby cities.

2. INFORMATIONAL:

- 2.1 Topline Analytics Review – postponed to next meeting.
- 2.2 Marketing and Events Updates – postponed to next meeting.
- 2.3 Cal Poly Co-Branded Hospitality Training Completion Certificate
- 2.4 Committee Meetings:
 - 2.4.1 Event Committee: December 17, 2025 @ 8:00 am
 - 2.4.2 Marketing Committee: December 17, 2025 @ 10:00 am
 - 2.4.3 Board of Directors: December 18, 2025 @ 8:00 am

3. AJOURNMENT: 11:02 by Christie Brewster



We are pleased you have requested an application to apply for Visit Big Bear Event Grant funding. The purpose of this program is to increase visitation to Big Bear, drive overnight stays to our lodging partners, and generate incremental customer traffic for local retailers, restaurants, and tourism attractions.

These funds are made available through the TBID assessments collected by Big Bear Lake lodging facilities. For every occupied room night, an assessment of 3% is collected to fund the marketing of Big Bear Lake as a tourism destination through Visit Big Bear marketing initiatives and programs designed to increase the economic impact of tourism in Big Bear Lake.

Eligibility Requirements

Important First Step

DATE SELECTION CAN BE A CRITICAL ASPECT OF A SUCCESSFUL EVENT. WE HIGHLY RECOMMEND REVIEWING DATES WITH VISIT BIG BEAR STAFF PRIOR TO COMPLETING AN APPLICATION.

Any organization or individual presenting an event that supports the Event Grant mission statement/purpose is eligible to apply for funding. Applying organizations or individuals must meet the following criteria:

- Provide proof of dollar-for-dollar match for the requested funds.
- Proven ability to generate, track and report room nights, marketing ROI and event economic impact.
- Marketing plan, budget and event planning timeline must be provided with submitted application.
- Existing events must submit event history (up to 3 years,) including number of rooms booked, attendance and financial results. VBB Pro Forma Template included as a tool for required budget forecasts.

Goals of the Event Grant Program

1. To fund events that generates NEW room nights, preferably in non-peak months (March, April, May, June, September, November) or midweek high season.
2. To fund events that reach potential visitors outside of Big Bear Lake, 100+ miles.
3. To fund events that are growing and will increase the number of overnight stays or the length of stay.
4. To fund events that economically benefit the Big Bear Lake community.

Number of Grant Awards

There is no limit of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allocated each year by the Visit Big Bear board.

Future Funding

Funds should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.



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Criteria

- Exclusively use the VBB lodging partners for all lodging needs, coordinated through the VBB.
- Market and promote the event, Visit Big Bear and its lodging partners via BigBear.com starting 90 days prior to the event start date.
- Marketing efforts should include, but are not limited to:
 - Use of VBB logos
 - Promotion of VBB lodging partners via BigBear.com
 - Acknowledgement of VBB Event Grant funding through sponsorship recognition, event collateral, and press releases.
 - Provide marketing materials (i.e. social media posts) that VBB partners can use to promote the event through their individual distribution channels.
 - A VBB banner(s) will be hung at the event location for the duration of the event. Said banner(s) will be supplied by the VBB.
- Provide a written post event report to VBB no later than 90 days after the event end date. If said report is not received by the applicable date future grant funds will not be awarded
- Post event report should include, but is not limited to the following:
 - Total number of local (number of attendees, delegates or visitors not staying overnight) participants and spectators.
 - Total number of out of town (number of attendees, delegates or visitors staying at least one night) event participants and spectators.
 - The total number of room nights generated in Big Bear Lake.
 - List of VBB lodging partners utilized by event organizer and room nights they received.
 - Estimated total economic impact that the event had on Big Bear Lake.
 - Amount of media coverage and marketing reach (social media, impressions, website visits).
 - The level of event growth that was a result of the grant funds received.
 - Provide a copy of event surveys and/or Events Resource Office survey if conducted for event.

Insurance

- The lead organization or entity selected for grant funding must provide a Certificate of Insurance and policy Endorsement naming VBB and the City of Big Bear Lake as an “additional insured” to its general and liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the VBB Board of Directors:
- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

Application Due Dates

All applications should be received by the VBB 6 months prior to the event start date.



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Application Process

Step one: Applicants should complete the grant application form, with a Pro Forma and submit it by the appropriate application deadline (6 months prior to event start date). The VBB will confirm the receipt of the application within two business days via email. If you do not receive confirmation, please contact the VBB at 909-866-6190.

Step two: VBB staff will review all applications for eligibility and scoring; if the application does not meet all eligibility criteria or the minimum score, the applicant will be notified.

Step Three: All qualified applications that receive a minimum score of 75 points will be forwarded to the Events Committee. Applicants will be notified and asked to have a representative attend the Events Committee meeting.

Step Four: The Events Committee will review applications at regularly scheduled meetings. Applications must be submitted by the first Wednesday of the month in order to be considered at the next Events Committee Meeting.

Step Five: The VBB Board of Directors will review and approve final applications forwarded by the Events Committee. A VBB staff member will contact each applicant to inform them of the outcome.

Letter of Agreement

Before grants can be awarded, recipients are required to sign a Letter of Agreement committing to meet specific requirements unique to the event and all criteria previously listed in this document. After the letter of agreement has been signed, up to 75% of the grant will be awarded based on agreed distribution dates and the remaining 25% based on major milestones pre-agreed to an achieved. The report must be submitted to stephnic@bigbear.com no later than 90 days post your event date. If the report is received past the deadline future support will be cancelled.

Non-Performance of Applicant

Failure to comply with the Letter of Agreement may restrict funding distributions to the applicant or require the applicant to repay the funding it has received from the Visit Big Bear.

Application Scoring

Each application will be scored using identical “yes/no” criteria:

- Does the event take place in “off-season” dates? (Spring or Fall)
- Has the event received grant support in prior years? How many years?
- Does the event generate significant overnight visitation?
- Is the application complete?
- Does the event have future growth potential?
- Does the event have “non-event” marketing/PR value? Does the promoter have prior success in this type of event?



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ACKNOWLEDGEMENT

I, Matthew Smith, have read and understand all the terms and conditions as written, described and provide in the above guidelines by the Visit Big Bear. On behalf of the applicant, we agree to comply with all guideline terms and conditions.

Event Grant Applicant

Visit Big Bear

Printed Name: Matthew Smith

Printed Name: _____

Signature: 

Signature: _____

Event/Organization: Elevated Events llc

Title: _____

Date: 11/16/2025

Date: _____



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Event Information

Event Name	Memorial Run & Ride, Sum Sum, PaddleFest, Lakefest , Turkey Trot, Solstice
Event Date(s)	5/23, 6/20, 7/18, 7/25, 11/26, 12/19
Number of Room Nights Expected	2500
Please provide details on how you arrived at the number of expected rooms.	Attendance x 50% visitors/ 2 per room x 1.5 nights = Room Nights
Event website	elevatedeventsbigbear.com
Contact Person	Matt Smith
Contact Email	m@elevatedeventsbigbear.com
Contact Phone Number	840-207-1740
Mailing address	1080 Dumas Ln Big Bear City, CA 92314
If grant awarded, make check to	Elevated Events llc
Funds preferred by (enter date)	4/1

Grant Details

Amount of grant requested	\$160,000
Type of Organization (i.e. Non-profit, llc, individual, etc.)	Limited Liability Company
Total Event Budget, Budget must include Lodging/Meal/Attraction dollars required, and any Paid AD VBB will be covering <i>*Please Attach Event Pro Forma VBB Pro Forma</i>	\$250,000

Project Summary

Fully describe the project including the goal/reason for the event/project. <i>*Please Attach presentation, Event details.</i>	2026 Elevated Events Annual Calendar
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In closing, would you like to provide any other comments or details for consideration?	Please see attached proposal and presentation. Thank you for the support!
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To be considered, an application must be complete and adhere to the specified format. Event must adhere to the mission of the TBID. Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the fourth Thursday of every month. Grant applications MUST be received by the 1st Wednesday of the month prior to the board meeting for consideration in the same month. Grant applications and marketing plans should be emailed to stephaniec@bigbear.com



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Note: Grant applications should be submitted a minimum of six months prior to the event.

Please note that the purpose of this Event Grant Program is to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on this program to seed ongoing events. In the majority of cases, this Event Grant Program will only approve up to a maximum of three years of grant receipt. Exceptions may be made on a case-by-case basis at the sole discretion of VBB.

The Visit Big Bear staff will encourage lodging to track the room nights from your event, but any additional information you can provide after the event regarding host lodging, out-of-area registration numbers, etc. will help us judge the city-wide lodging impact of the event.

FOR QUESTIONS, PLEASE CONTACT VISIT BIG BEAR:

Stephanie Castillo, Event & Marketing Administrator (909) 866-6190 ext 248
www.bigbear.com – PO Box 1936 – Big Bear Lake, CA 92315



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# ELEVATED EVENTS

# INTRODUCTION

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At the heart of this proposal is a clear philosophy: the most powerful way to market a destination is to invest in the life, energy, and experiences of the people who call it home.

Big Bear's identity isn't defined by ads or slogans — it's defined by moments: neighbors gathering at a finish line, visitors discovering live music on a summer night, families coming back year after year because an event became their tradition. When we create events that bring people together — to run, celebrate, explore, and connect — we're not just hosting festivals. We're building the very community that Visit Big Bear uses to tell the story of this valley to the world.

This calendar is more than a list of events — it's a strategy. It's how we turn culture into commerce, how we transform visitors into advocates, and how we ensure Big Bear isn't just a place people visit, but a place they return to again and again. By investing in the shared experiences that define this valley, Visit Big Bear becomes not only the storyteller of the region — but the heartbeat behind the story.

# CALFAR

- 01 **Memorial 5K Run & Ride**

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- 02 **Sum Sum**

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- 03 **PaddleFest**

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- 04 **Lakefest**

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- 05 **Turkey Trot**

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- 06 **Solstice**

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- 07 **Ultra Camp Big Bear**

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# MEMORIAL 5K RUN & RIDE

A SUNSET EXPERIENCE THROUGH 250  
YEARS OF AMERICAN HISTORY.

- ✓ Night start in Moonridge
- ✓ Finish at Meadow Park
- ✓ Walk, Ride, Run & Race
- ✓ Immersive "Glow" experience with  
themed time period activations.

# SUM SUM FEST

ORIGINAL  
MUSIC

LIVE ART &  
PERFORMANCES

YOUNG ARTIST  
DEVELOPMENT

# PADDLEFEST & LAKEFEST

## **BIG BEAR PADDLEFEST** A COLLECTION OF MOUNTAIN LAKE SPORT RACES

- Paddle Races
- Adventure Race
- Swim Races
- Focused on the athlete experience.

## **LAKEFEST**

- Music, & Action Sports Focus
- Summer Party Vibe
- Entertainment, Performance, and Spectator Focus

KICKOFF AND FINALE OF BIG BEAR'S SUMMERFEST WEEK

# TURKEY TROT

THANKSGIVING DAY CELEBRATION

- ✓ 13 ANNUAL COMMUNITY FUN RUN
- ✓ COSTUME CONTEST, LIVE HOLIDAY MUSIC
- ✓ INCLUDES A LAP THROUGH THE ZOO

# SOLSTICE



PAGEN



LIVE MUSIC & DJ



WINTER FESTIVITIES



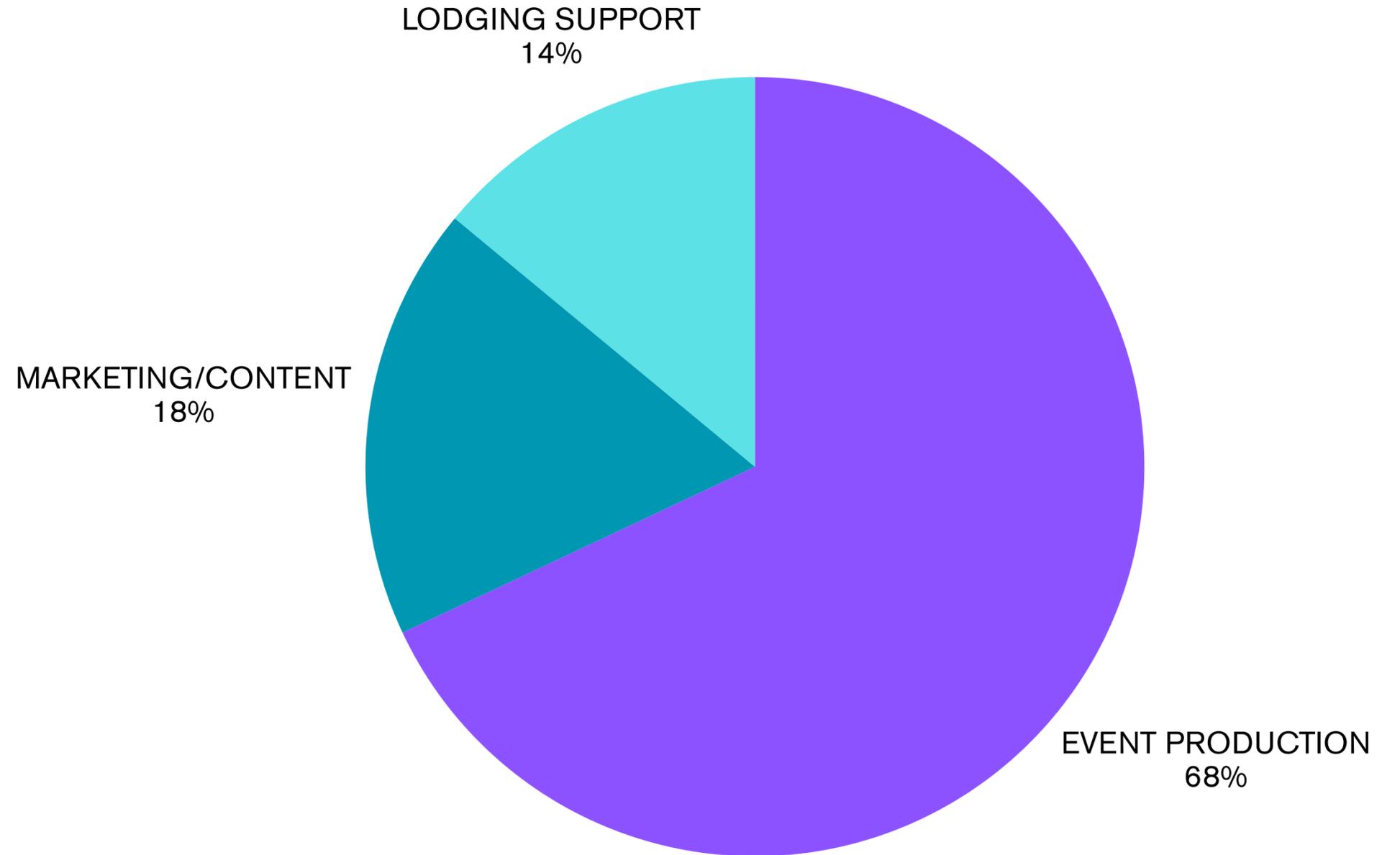
RITUALS

# ULTRA CAMP BIG BEAR

ESTABLISHMENT OF BIG BEAR LAKE AS THE PREMIERE ULTRA RUNNING  
TRAINING DESTINATION IN THE UNITED STATES

# ASK

VBB NAMED PRIMARY LODGING PARTNER FOR ALL EVENTS.



# GRANTS

MEMORIAL 5K RUN & RIDE - \$35K

SUM SUM FEST - \$10K

PADDLEFEST - \$15K

LAKEFEST - \$60K

TURKEY TROT - \$10K

SOLSTICE - \$10K

ULTRA CAMP - \$10K

TOTAL - \$150K

CONTENT DEVELOPMENT - \$30K  
PROMOTIONAL EFFORTS - \$10K

TOTAL: \$40K

# MARKETING SUPPORT

# LODGING

MEMORIAL 5K RUN & RIDE - \$2K

SUM SUM FEST - \$6K

PADDLEFEST - \$1K

LAKEFEST - \$10K

TURKEY TROT - \$1K

SOLSTICE - \$6K

ULTRA CAMP - \$4K

TOTAL - \$30K

# CONCLUSION

This proposal isn't just about funding events — it's about owning the story of Big Bear's next chapter. Every race, festival, and celebration we produce brings life, pride, and purpose to this valley. It builds the moments that people share, the traditions they return for, and the identity that Visit Big Bear uses to inspire the world to come see it for themselves.

With this partnership, Visit Big Bear steps beyond promotion and becomes the driving force behind the culture it markets — the name behind the energy, the experiences, and the community that make this place unforgettable.

Together, we're not just filling a calendar. We're creating the reason people circle the dates.

We're building the culture that fills hotels, restaurants, and trails — and the pride that keeps Big Bear thriving all year long. This is how we grow tourism. This is how we grow community. This is how we grow Big Bear.

[WWW.ELEVATEEVENTSBIGBEAR.COM](http://WWW.ELEVATEEVENTSBIGBEAR.COM)



**2026 ELEVATED EVENTS — MASTER EVENT PRO FORMA**  
 Presented to Visit Big Bear for TBID Consideration

Covering: All Events in the Elevated Events Annual Calendar

**EXECUTIVE SUMMARY**

Elevated Events LLC produces Big Bear’s most dynamic sequence of festivals, endurance races, and cultural experiences — the experiences that animate the valley, fill lodges and restaurants, support local businesses, and build the identity that Visit Big Bear markets to the world.

This comprehensive 2026 Master Pro Forma outlines a **unified 5-year scaling plan** for each event in the Elevated Events portfolio, detailing the vision, attendance projections, TBID funding requests, marketing needs, and strategic direction necessary to position Big Bear as a **year-round cultural and adventure destination**.

With TBID support, each event will expand its reach, elevate its production quality, and deliver measurable tourism impact through lodging, media exposure, and sustained visitor engagement.

**2026 TBID FUNDING REQUEST SUMMARY**

| <b>Event</b>                | <b>TBID Production Grant</b> | <b>Year 1 Attendance</b> | <b>Year in Cycle</b> |
|-----------------------------|------------------------------|--------------------------|----------------------|
| Memorial Glow Run & Ride    | <b>\$35,000</b>              | 750                      | Year 1               |
| Sum Sum Fest                | <b>\$10,000</b>              | 500                      | Year 1               |
| Big Bear PaddleFest         | <b>\$15,000</b>              | 250                      | Year 1               |
| Big Bear’s Lakefest         | <b>\$60,000</b>              | 3,000                    | Year 2               |
| Big Bear Turkey Trot        | <b>\$10,000</b>              | 1,500                    | Year 1               |
| Solstice Winter Celebration | <b>\$10,000</b>              | 250                      | Year 1               |
| Ultra Camp Big Bear         | <b>\$10,000</b>              | 6                        | Year 1               |

Total TBID Production Grant Request: \$150,000  
 Content & Marketing Support Request: \$40,000  
 Visit Big Bear Lodging Support: \$30,000

**Total Partnership Value: \$220,000**

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## UNIFIED MARKETING & CONTENT STRATEGY (2026–2028)

Visit Big Bear becomes the **Presenting Sponsor and Exclusive Lodging Partner** across the entire Elevated Events calendar.

The unified strategy includes:

### Content Pipeline

- Sizzle reels, trailers, and hype videos
- Full recap films for each event
- Short-form vertical content for social channels
- Multi-event storytelling across seasons
- Expanded drone + action coverage
- Athlete, artist, and creator profiles

### Tourism Conversion Structure

- Visit Big Bear booking links on ALL websites
- Retargeting funnels built off event traffic
- Cross-event conversion opportunities (Memorial → Summerfest → Solstice)

### Destination Identity Building

- Year-round cultural narrative
- Seasonal campaigns tied to event moments
- Authentic content library for evergreen marketing

**This unified approach increases ROI on every TBID dollar and strengthens the valley's position as a four-season tourism destination with a robust local culture.**

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## INDIVIDUAL EVENT PRO FORMAS — FULL 5-YEAR PLANS

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### 1. MEMORIAL GLOW RUN & RIDE - 5-YEAR PLAN

Vision: Transform Memorial Weekend into the official kickoff to Big Bear’s summer season, with a signature nighttime glow run, ride, and community parade — creating a uniquely immersive early-summer tourism attraction.

TBID Grant Request: \$35,000

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#### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                                  | Registration Income |
|---------------|------------|----------------------------------------|---------------------|
| Year 1 (2026) | 750        | Launch year of new glow format         | \$30,000            |
| Year 2        | 900        | Regional growth, influencer push       | \$36,000            |
| Year 3        | 1,100      | Multi-evening programming potential    | \$49,500            |
| Year 4        | 1,400      | Larger parade + elite race draw        | \$70,000            |
| Year 5        | 1,750+     | Recognized SoCal holiday-weekend event | \$87,500            |

#### Year 1 Marketing Budget Allocation - Total: \$9,000

- Sizzle Reel + Shorts – \$2,000
- Live Event Coverage – \$3,000
- Glow Storytelling Content – \$1,500
- Social + Paid Ads – \$1,500
- Misc – \$1000

#### 3-Year Marketing Focus

Year 1: Launch + Local Awareness

Community parade, local influencers, glow identity.

Year 2: Regional Expansion

Stronger online campaigns, athlete profiles, content scaling.

Year 3: Regional/National Appeal

Elite race push, major creators, travel-oriented campaigns.

#### Closing Narrative

The Memorial Glow Run & Ride becomes the early-summer anchor for Big Bear’s tourism season, building a signature evening event tied to America’s history.

## 2. SUM SUM - 5-YEAR PLAN

Vision: A solstice-inspired evening celebrating art, sound, and light — one of Big Bear’s most creative cultural expressions. Uniquely tied to community arts initiatives, expanding the potential for cultural development in the valley.

TBID Grant Request: \$10,000

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### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                                    | Ticket Revenue |
|---------------|------------|------------------------------------------|----------------|
| Year 1 (2026) | 500        | Content creation, local arts integration | \$5,000        |
| Year 2        | 590        | VIP invite w/ creator push               | \$8,850        |
| Year 3        | 720        | Venue expansion, Regional talent         | \$14,400       |
| Year 4        | 900        | Multiday event integration               | \$22,500       |
| Year 5        | 1,150+     | Full weekend festival, camping           | \$57,500       |

### Year 1 Marketing Allocation - \$2500

- Sizzle Reel + Shorts – \$1,000
- Live Event Coverage – \$1,000
- Reels, Artist Features – \$500

### 3-Year Strategy

Year 1: Build creative identity

Year 2: Regional art + music networks

Year 3: Scalable “Solstice Week” cultural draw

### Closing Narrative

Sum Sum Fest is Big Bear’s celebration of **creative expression at its most authentic** — a solstice-season gathering where original music, live visual art, poetry, and performance blend into one immersive community experience. More than a concert or an art fair, Sum Sum is a living canvas: musicians debut new work, painters create in real time, poets take the mic, and the entire festival becomes an evolving showcase of local and regional talent.

### 3. BIG BEAR PADDLEFEST - 5-YEAR PLAN

Vision: Reestablish PaddleFest as the definitive lake recreation + endurance event, driving mid-summer tourism and lake activity while affirming Big Bear's position as a high altitude sports and training destination.

TBID Grant Request: \$15,000

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#### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                               | Registration Revenue |
|---------------|------------|-------------------------------------|----------------------|
| Year 1 (2026) | 250        | Local push, multi sport disciplines | \$15,000             |
| Year 2        | 300        | Establishment of weekend pass       | \$18,000             |
| Year 3        | 370        | Prize money, Professional divisions | \$27,750             |
| Year 4        | 450        | California series inclusion         | \$33,750             |
| Year 5        | 550        | Recognized national endurance event | \$41,250             |

#### Year 1 Marketing Allocation - \$3000

- Sizzle Reel + Shorts – \$1,000
- Live Event Coverage – \$1,000
- Reels, Artist Features – \$500
- Misc – \$500

#### 3-Year Strategy

Year 1: Relaunch + lake recreation push  
Year 2: Athlete recruitment + expanded divisions  
Year 3: Regional endurance recognition

#### Closing Narrative

PaddleFest becomes the opening weekend of Big Bear's broader **Summerfest Week**, driving both recreation tourism and destination visibility. Big Bear Lake offers a unique opportunity for Southern California to recreate on an alpine lake without traveling outside of their home zone.

#### 4. **BIG BEAR'S LAKEFEST** - 5-YEAR PLAN (Year 2–6)

Vision: Establish Lakefest as **Southern California's Summer Party**, growing into a 7,500+ attendee multi-stage celebration.

TBID Grant Request: \$60,000

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##### **Year 1–5 Attendance and Revenue Growth**

| <b>Year</b>          | <b>Attendees</b> | <b>Notes</b>                 | <b>Ticket Income</b> |
|----------------------|------------------|------------------------------|----------------------|
| Year 1 (2025)        | 1500             | <i>Friday night tickets.</i> | \$0 @ FREE           |
| <b>Year 2 (2026)</b> | 1500             | One day w/ ticket price      | \$30,000 @ \$20      |
| Year 3 (2027)        | 2500             | Higher level entertainment   | \$62,500 @ \$25      |
| Year 4 (2028)        | 5000             | Venue Expansion, Weekend+    | \$200,000 @ \$40     |
| Year 5 (2029)        | 5000+            | Must attend So Cal Festival  | \$250,000+ @ \$50    |

##### **Year 2 Marketing Budget Allocation - \$15,000**

- Sizzle Reel + Shorts – \$5,000
- Live Event Coverage – \$4,000
- Lakefest Storytelling Content – \$2,500
- Social + Paid Ads – \$2,500
- Misc – \$1000

##### **3-Year Strategy**

Year 2: Music and Entertainment focus

Year 3: National level performance

Year 4: Expansion of venue and sponsorships

##### **Closing Narrative**

Lakefest's grassroots momentum mirrors the success of the Kodiak Ultra and Tour de Big Bear, positioning this event as Big Bear's flagship summer festival. Organic growth consistently delivers the best weekend of live original music and entertainment of the year in Big Bear.

## 5. BIG BEAR TURKEY TROT - 5-YEAR PLAN

Vision: Solidify the Turkey Trot as the official activity for Big Bear's Thanksgiving weekend, blending athletics, family tradition, and holiday tourism.

TBID Grant Request: \$10,000

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### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                                   | Registration Revenue |
|---------------|------------|-----------------------------------------|----------------------|
| Year 1 (2026) | 1,000      | Infrastructure upgrades, added distance | \$35,000             |
| Year 2        | 1,250      | Expanded post race festivities          | \$43,750             |
| Year 3        | 1,500      | Live holiday broadcast                  | \$60,000             |
| Year 4        | 2,000      | Entertainment value expansion           | \$80,000             |
| Year 5        | 2,500      |                                         |                      |

*\*Participation since Elevated Events took over in 2023*

*2022 - 374*

***2023 - 522***

***2024 - 615***

***2025 - Currently 15% Ahead of 2024 Number***

### Marketing Budget Allocation - \$4,000

- Sizzle Reel + Shorts – \$1,500
- Live Event Coverage – \$1,500
- Social + Paid Ads – \$500
- Misc – \$500

### 3-Year Strategy

Year 1: Enhanced infrastructure

Year 2: Larger post race festivities

Year 3: Community Holiday celebration

### Closing Narrative

The Turkey Trot continues as one of Big Bear's longest-standing community traditions, enhancing the holiday weekend for locals and visitors. Event Grant money will be used to level up event infrastructure creating a more festive event including a custom inflatable turkey trot arch with Visit Big Bear branding, event signage and branded photo opportunities. Content developed can act as a general marketing asset for the holiday season in Big Bear.

## 6. SOLSTICE WINTER CELEBRATION - 5-YEAR PLAN

Vision: A pagan-inspired winter ritual, music, and nightlife festival — creating a post-Christmas destination event unlike anything else in the region.

TBID Grant Request: \$10,000

---

### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                      | Ticket Revenue |
|---------------|------------|----------------------------|----------------|
| Year 1 (2026) | 250        | Content creator push       | \$5,000        |
| Year 2        | 305        | Venue Expansion            | \$7,625        |
| Year 3        | 380        | National level talent      | \$11,400       |
| Year 4        | 475        | Exclusivity, high demand   | \$19,000       |
| Year 5        | 600        | Uniquely Big Bear, organic | \$30,000       |

### Marketing Budget Allocation: \$5,000

- Sizzle Reel + Shorts – \$2,000
- Live Event Coverage – \$1,500
- Social + Paid Ads – \$1000
- Misc – \$500

### 3-Year Strategy

Year 1: Content creator and VIP inclusion

Year 2: Venue expansion and high level performance

Year 3: Documentary and storytelling

### Closing Narrative

Solstice Winter Celebration is not a Christmas party — it is Big Bear’s **most exclusive, high-end winter experience**, designed for creators, athletes, musicians, and the cultural tastemakers who shape the identity of the mountain. Built around ritual, art, music, firelight, and winter magic, Solstice brings an elevated nightlife aesthetic normally found in destination cities like Aspen, Whistler, or Tulum and translates it into a uniquely Big Bear expression. Grant money will be used for talent acquisition, entertainment and performers.

## 7. ULTRA CAMP BIG BEAR - 5-YEAR PLAN

Vision: Transform Big Bear into a year-round endurance training destination by building a creator-driven camp series attracting athletes, brands, and influencers.

TBID Grant Request: \$10,000

---

### Year 1–5 Attendance and Revenue Growth

| Year          | Attendance | Notes                        | Registration Revenue |
|---------------|------------|------------------------------|----------------------|
| Year 1 (2026) | 6          | 2 events, content + bookable | \$6,000              |
| Year 2        | 24         | Multi sport Integration      | \$36,000             |
| Year 3        | 40         | Expanded calendar            | \$70,000             |
| Year 4        | 60         | Additional disciplines       | \$120,000            |
| Year 5        | 100        | Full year calendar, staff    | \$250,000            |

### Marketing Budget Allocation: \$1,500

- Sizzle Reel + Shorts – \$1,000
- Live Event Coverage – \$500

### 3-Year Strategy

Year 1: Content creator camp and invite opportunity

Year 2: Multisport inclusion

Year 3: Scalable staffing and infrastructure

### Closing Narrative

Ultra Camp Big Bear becomes a signature tourism product — one that directly markets Big Bear’s altitude, terrain, and endurance culture to a global outdoor audience. Expandable across a variety of sport disciplines and completely integrated with Big Bear’s tourism infrastructure.

## **ELEVATED EVENT STATUS**

All of the events on the Elevated Events Calendar are already happening. Visit Big Bear support will allow these events to grow faster, more professionally and with a consistent level of execution that is difficult to establish with small scale events. These events are not the major drivers of tourism that Visit Big Bear seeks to drive overnight lodging however they fill the gaps and create a strong cultural scene that has a greater impact on the perception of Big Bear as a must do destination.

## **GROWTH PHILOSOPHY**

Elevated Events look to grow the cultural offerings of events in Big Bear Lake. Through establishment of community focused, organically grown, and consistently produced events that make Big Bear locals proud of their hometown. This feeling is key to creating long term event stability. Visitors who engage with events that Big Bear locals cherish take away a feeling that is impossible to buy. These are the events that make Big Bear a more desirable destination every day of the year.

## **TBID GRANT MONEY USE**

Consolidation of Expenses - insurance, contracts, vendors etc.  
Production Team - consistent, experienced, reliable event staffing  
Infrastructure Enhancement - professional upgrades, branded materials

## **FINAL CLOSING STATEMENT**

Elevated Events represents Big Bear's most diverse and impactful collection of festivals, races, and cultural activations. This 2026 Master Pro Forma outlines a unified, scalable vision that leverages each event to build a **year-round tourism engine**, anchored by Visit Big Bear's leadership and TBID support.

Together, we can position Big Bear as **Southern California's year-round destination for adventure, culture, and community** — one season, one event, and one unforgettable experience at a time.

Matt Smith  
Elevated Events

# Executive Summary

## Elevated Events x Visit Big Bear 2026 Partnership

### Overview

Elevated Events LLC produces Big Bear’s most dynamic collection of festivals, races, and cultural experiences — the events that bring life to the valley year-round and define the community that Visit Big Bear markets to the world.

This partnership proposal establishes a unified sponsorship framework positioning Visit Big Bear as the Presenting Sponsor and Exclusive Lodging Partner across all Elevated Events productions, while expanding content development to strengthen destination marketing and year-round visibility.

### Partnership Goals

- Drive year-round tourism through anchor events that fill hotels, restaurants, and shops.
- Enhance Big Bear’s cultural identity through original music, sport, and community gatherings.
- Generate high-quality media content that Visit Big Bear can use across all marketing channels.
- Align community and tourism development to build local pride and visitor engagement simultaneously.

### 2026 Program Overview

| Category                                | Description                                                                                                         | Amount    |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------------------|-----------|
| Official Lodging Sponsorship            | Exclusive booking partner for all Elevated Events productions, with direct “Book Now” links through Visit Big Bear. | \$30,000  |
| Event Production Grants                 | Support for six major community festivals, endurance races, and music events.                                       | \$130,000 |
| Content Development & Marketing Support | Year-round video, photography, podcast, and live coverage production.                                               | \$40,000  |
| Total Annual Partnership Ask            |                                                                                                                     | \$200,000 |

---

### Included 2026 Events

- Memorial 5K Run, Ride & Walk – May 23
  - Sum Sum Fest – June 20
  - Big Bear PaddleFest – July 11
  - Big Bear’s Lakefest – July 25
  - Big Bear Turkey Trot – November 26
  - Solstice Winter Celebration – December 26
  - Ultra Camp Big Bear – Seasonal influencer/endurance camps
- 

### Deliverables

- Visit Big Bear branded as Presenting Sponsor on all event materials
  - Exclusive lodging partner placement with conversion tracking via booking links
  - Full media asset library (photos, reels, long-form recap films) delivered to Visit Big Bear
  - Branding integration in all teaser, live, and recap content
  - Post-event reports with audience reach, lodging impact, and social metrics
- 

### Payment & Disbursement Structure

| Funding Category                        | Total            | Payment Structure                                                                             |
|-----------------------------------------|------------------|-----------------------------------------------------------------------------------------------|
| Event Production Grants                 | \$150,000        | Paid in 9 equal monthly installments (April – December 2026) — \$16,667 per month             |
| Official Lodging Sponsorship            | \$30,000         | Lodging support redeemed as utilized through direct booking credits or reimbursement upon use |
| Content Development & Marketing Support | \$40,000         | Invoiced monthly (January – December 2026) at approx \$3,333 per month based on deliverables. |
| <b>Total Partnership Value</b>          | <b>\$220,000</b> |                                                                                               |

---

### Outcomes

- Increased visitation and overnight stays anchored by Big Bear’s official event calendar
- Authentic, community-driven content for year-round marketing and advertising

- Expanded economic and cultural impact across all four seasons
  - A clear pathway for Visit Big Bear to transition Lakefest into its official flagship event and future fundraiser for *Care for Big Bear*.
- 

Total Partnership Ask: \$220,000

Term: Calendar Year 2026

Elevated Events LLC

*Creating the community that builds the brand.*

---

### **Official Lodging Sponsorship — \$30,000 in Lodging Support**

Overview:

Visit Big Bear will serve as the exclusive lodging partner for all Elevated Events productions in 2026. Each event website, registration page, and campaign will include direct booking links to Visit Big Bear's lodging portal, driving measurable overnight stays and conversion tracking.

Applies to:

- Memorial 5K Run & Ride
- Sum Sum Fest
- Big Bear PaddleFest
- Big Bear's Lakefest
- Big Bear Turkey Trot
- Solstice Winter Celebration

This sponsorship ensures Visit Big Bear remains the go-to accommodation resource for every participant, spectator, and visiting partner throughout the festival season.

---

### **Event Production Grant Applications**

#### **Memorial 5K Run, Ride & Walk — \$35,000**

Date: Saturday, May 23, 2026

A complete reimagining of Big Bear's Memorial Weekend Run — transformed into a sunset glow event that blends sport, celebration, and remembrance.

- Community Parade opens the evening
- Immersive Glow & Audio Experience throughout the course
- Multiple Participation Divisions:
  - 7:30 PM – Community Walk
  - 8:00 PM – Community Ride
  - 8:15 PM – 5K Fun Run

- 8:30 PM – Elite 5K Race (30 invited runners, prize purse)
- All finishers arrive directly at the Memorial BBQ Festival, with the awards ceremony synchronized with Visit Big Bear’s Memorial Drone Show.

Focus:

Tourism activation, influencer visibility, and a family-friendly gateway to the summer season.

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### **Sum Sum Fest — \$10,000**

Date: June 20, 2026 at Wyatt’s

A summer solstice celebration of art, sound, and light.

- Live original music and performing arts
  - Interactive art installations and creative exhibits
  - Outdoor vendor village and craft food experiences
  - Third year of this growing community tradition.
- 

### **Big Bear PaddleFest — \$15,000**

Date: July 11, 2026

The official kickoff to Big Bear’s Summerfest Week.

- Lake-based endurance and recreation races: paddling, swimming, swim/run, and adventure divisions
  - Ideal for promoting Big Bear’s recreation economy and lake-based tourism.
- 

### **Big Bear’s Lakefest — \$60,000**

Date: July 25, 2026

The finale of Big Bear’s Summerfest Week — the valley’s largest summer event.

- 3 stages of original live music
  - Action sports and lake lifestyle demos
  - Vendor markets, craft food & beverage, and art activations
  - Regional and national talent bringing Big Bear to the center of SoCal’s summer map.
- 

### **Big Bear Turkey Trot — \$10,000**

Date: Thanksgiving Day — November 26, 2026

The 13th annual holiday fun run, officially kicking off Big Bear’s Thanksgiving weekend.

- 3-Mile and 10K course with zoo loop and Santa’s “pre-arrival” appearance
  - Themed costumes, music, and family-friendly festival atmosphere
  - Grant funds used to enhance participant experience, production quality, and post-event celebration.
- 

### **Solstice Winter Celebration — \$10,000**

Date: Saturday, December 26, 2026 (Sessions or Destination Big Bear)

A pagan-inspired winter solstice event combining ritual, art, and nightlife.

- Outdoor heated tent venue
  - DJs, live performances, fire dancers, and craft cocktails
  - A one-of-a-kind winter tourism draw designed to extend Big Bear’s seasonal visitor window.
- 

### **Ultra Camp Big Bear — \$10,000**

A series of four curated ultra-running training camps for influencers, athletes, and partner brands.

- Multi-day experiences based around major races (Kodiak, Leadville, etc.)
  - Hosted in partnership with The Yellow Post retail & media platform
  - Combines local business activations, brand tie-ins, and lodging integration
  - Goal: scale into a monthly tourism offering by 2027, establishing Big Bear as a top endurance training destination.
-

## **Event Content Development & Marketing Support — \$40,000**

### Overview:

In 2026, Elevated Events will expand its media capabilities to create a unified content strategy that promotes both event experiences and Visit Big Bear's brand narrative year-round.

### Objective:

Transform every Elevated Events production into a storytelling engine that drives tourism, builds community pride, and generates professional, reusable content for Visit Big Bear's ongoing marketing.

### Deliverables by Phase

#### **1. Event Promo — Pre-Event Awareness**

- Professionally produced teaser videos and campaign spots for each major event
- Podcast + social segments featuring athletes, artists, and local business partners
- Destination tie-ins to showcase lodging, dining, and recreation in partnership with Visit Big Bear

#### **2. Event Coverage — Real-Time Engagement**

- On-site production teams for photo, video, and live social coverage
- Drone footage and dynamic reels optimized for Visit Big Bear's social channels
- Branded integrations across all event media (logo placement, "Presented by Visit Big Bear" lower-thirds, backdrops, etc.)

#### **3. Event Recap — Evergreen Marketing Assets**

- Post-event highlight videos and short-form reels for each production
- Long-form recap films that capture the story and spirit of Big Bear's community
- Content Library Delivery: Visit Big Bear receives all final media assets (photos, B-roll, reels) for use in tourism and destination campaigns

### Impact:

- Strengthens the year-round marketing pipeline with authentic, high-quality content

- Creates consistent visual identity for Visit Big Bear across multiple event types
- Extends ROI on every sponsorship dollar through lasting digital reach and media value



We are pleased you have requested an application to apply for Visit Big Bear Event Grant funding. The purpose of this program is to increase visitation to Big Bear, drive overnight stays to our lodging partners, and generate incremental customer traffic for local retailers, restaurants, and tourism attractions.

These funds are made available through the TBID assessments collected by Big Bear Lake lodging facilities. For every occupied room night, an assessment of 3% is collected to fund the marketing of Big Bear Lake as a tourism destination through Visit Big Bear marketing initiatives and programs designed to increase the economic impact of tourism in Big Bear Lake.

## **Eligibility Requirements**

### **Important First Step**

DATE SELECTION CAN BE A CRITICAL ASPECT OF A SUCCESSFUL EVENT. WE HIGHLY RECOMMEND REVIEWING DATES WITH VISIT BIG BEAR STAFF PRIOR TO COMPLETING AN APPLICATION.

Any organization or individual presenting an event that supports the Event Grant mission statement/purpose is eligible to apply for funding. Applying organizations or individuals must meet the following criteria:

- Provide proof of dollar-for-dollar match for the requested funds.
- Proven ability to generate, track and report room nights, marketing ROI and event economic impact.
- Marketing plan, budget and event planning timeline must be provided with submitted application.
- Existing events must submit event history (up to 3 years,) including number of rooms booked, attendance and financial results. VBB Pro Forma Template included as a tool for required budget forecasts.

## **Goals of the Event Grant Program**

1. To fund events that generates NEW room nights, preferably in non-peak months (March, April, May, June, September, November) or midweek high season.
2. To fund events that reach potential visitors outside of Big Bear Lake, 100+ miles.
3. To fund events that are growing and will increase the number of overnight stays or the length of stay.
4. To fund events that economically benefit the Big Bear Lake community.

## **Number of Grant Awards**

There is no limit of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allocated each year by the Visit Big Bear board.

## **Future Funding**

Funds should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.



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## Criteria

- Exclusively use the VBB lodging partners for all lodging needs, coordinated through the VBB.
- Market and promote the event, Visit Big Bear and its lodging partners via BigBear.com starting 90 days prior to the event start date.
- Marketing efforts should include, but are not limited to:
  - Use of VBB logos
  - Promotion of VBB lodging partners via BigBear.com
  - Acknowledgement of VBB Event Grant funding through sponsorship recognition, event collateral, and press releases.
  - Provide marketing materials (i.e. social media posts) that VBB partners can use to promote the event through their individual distribution channels.
  - A VBB banner(s) will be hung at the event location for the duration of the event. Said banner(s) will be supplied by the VBB.
- Provide a written post event report to VBB no later than 90 days after the event end date. If said report is not received by the applicable date future grant funds will not be awarded
- Post event report should include, but is not limited to the following:
  - Total number of local (number of attendees, delegates or visitors not staying overnight) participants and spectators.
  - Total number of out of town (number of attendees, delegates or visitors staying at least one night) event participants and spectators.
  - The total number of room nights generated in Big Bear Lake.
  - List of VBB lodging partners utilized by event organizer and room nights they received.
  - Estimated total economic impact that the event had on Big Bear Lake.
  - Amount of media coverage and marketing reach (social media, impressions, website visits).
  - The level of event growth that was a result of the grant funds received.
  - Provide a copy of event surveys and/or Events Resource Office survey if conducted for event.

## Insurance

- The lead organization or entity selected for grant funding must provide a Certificate of Insurance and policy Endorsement naming VBB and the City of Big Bear Lake as an “additional insured” to its general and liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the VBB Board of Directors:
- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

## Application Due Dates

All applications should be received by the VBB 6 months prior to the event start date.



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Application Process

Step one: Applicants should complete the grant application form, with a Pro Forma and submit it by the appropriate application deadline (6 months prior to event start date). The VBB will confirm the receipt of the application within two business days via email. If you do not receive confirmation, please contact the VBB at 909-866-6190.

Step two: VBB staff will review all applications for eligibility and scoring; if the application does not meet all eligibility criteria or the minimum score, the applicant will be notified.

Step Three: All qualified applications that receive a minimum score of 75 points will be forwarded to the Events Committee. Applicants will be notified and asked to have a representative attend the Events Committee meeting.

Step Four: The Events Committee will review applications at regularly scheduled meetings. Applications must be submitted by the first Wednesday of the month in order to be considered at the next Events Committee Meeting.

Step Five: The VBB Board of Directors will review and approve final applications forwarded by the Events Committee. A VBB staff member will contact each applicant to inform them of the outcome.

Letter of Agreement

Before grants can be awarded, recipients are required to sign a Letter of Agreement committing to meet specific requirements unique to the event and all criteria previously listed in this document. After the letter of agreement has been signed, up to 75% of the grant will be awarded based on agreed distribution dates and the remaining 25% based on major milestones pre-agreed to an achieved. The report must be submitted to stephnic@bigbear.com no later than 90 days post your event date. If the report is received past the deadline future support will be cancelled.

Non-Performance of Applicant

Failure to comply with the Letter of Agreement may restrict funding distributions to the applicant or require the applicant to repay the funding it has received from the Visit Big Bear.

Application Scoring

Each application will be scored using identical “yes/no” criteria:

- Does the event take place in “off-season” dates? (Spring or Fall)
- Has the event received grant support in prior years? How many years?
- Does the event generate significant overnight visitation?
- Is the application complete?
- Does the event have future growth potential?
- Does the event have “non-event” marketing/PR value? Does the promoter have prior success in this type of event?



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ACKNOWLEDGEMENT

I, Chris Barnes _____, have read and understand all the terms and conditions as written, described and provide in the above guidelines by the Visit Big Bear. On behalf of the applicant, we agree to comply with all guideline terms and conditions.

Event Grant Applicant

Visit Big Bear

Printed Name: Chris Barnes _____

Printed Name: _____

Signature: Chris Barnes _____

Signature: _____

Event/Organization: Tour de Big Bear _____

Title: _____

Date: 11/20/25 _____

Date: _____



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|                                                                                                                                                                               |                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Event Name                                                                                                                                                                    | Tour De Big Bear                                                           |
| Event Date(s)                                                                                                                                                                 | July 31 – Aug 2                                                            |
| Number of Room Nights Expected                                                                                                                                                | See Attachment                                                             |
| Please provide details on how you arrived at the number of expected rooms.                                                                                                    | See Attachment                                                             |
| Event website                                                                                                                                                                 | Tourdebigbear.com                                                          |
| Contact Person                                                                                                                                                                | Chris Barnes                                                               |
| Contact Email                                                                                                                                                                 | <a href="mailto:director@tourdebigbear.com">director@tourdebigbear.com</a> |
| Contact Phone Number                                                                                                                                                          | 951-970-6720                                                               |
| Mailing address                                                                                                                                                               | PO Box 537<br>Big Bear City, Ca 92314                                      |
| If grant awarded, make check to                                                                                                                                               | Big Bear Cycling Association                                               |
| Funds preferred by (enter date)                                                                                                                                               | Aug 31                                                                     |
| Amount of grant requested                                                                                                                                                     | \$150,000.00                                                               |
| Type of Organization<br>(i.e. Non-profit, llc, individual, etc.)                                                                                                              | Non-Profit                                                                 |
| Total Event Budget, Budget must include Lodging/Meal/Attraction dollars required, and any Paid AD VBB will be covering<br><i>*Please Attach Event Pro Forma VBB Pro Forma</i> | See Attachment                                                             |
| Fully describe the project including the goal/reason for the event/project. <i>*Please Attach presentation, Event details.</i>                                                | See Attachment                                                             |

In closing, would you like to provide any other comments or details for consideration?

To be considered, an application must be complete and adhere to the specified format. Event must adhere to the mission of the TBID. Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the fourth Thursday of every month. Grant applications MUST be received by the 1<sup>st</sup> Wednesday of the month prior to the board meeting for consideration in the same month. Grant applications and marketing plans should be emailed to [stephaniec@bigbear.com](mailto:stephaniec@bigbear.com)  
Note: Grant applications should be submitted a minimum of six months prior to the event.



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Please note that the purpose of this Event Grant Program is to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on this program to seed ongoing events. In the majority of cases, this Event Grant Program will only approve up to a maximum of three years of grant receipt. Exceptions may be made on a case-by-case basis at the sole discretion of VBB.

The Visit Big Bear staff will encourage lodging to track the room nights from your event, but any additional information you can provide after the event regarding host lodging, out-of-area registration numbers, etc. will help us judge the city-wide lodging impact of the event.

---

**FOR QUESTIONS, PLEASE CONTACT VISIT BIG BEAR:**

**Stephanie Castillo, Event & Marketing Administrator (909) 866-6190 ext 248**  
**www.bigbear.com – PO Box 1936 – Big Bear Lake, CA 92315**



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Tour de **BIG BEAR**

Projected 2026 Economic Impact

| | |
|----------------------------------|-----------|
| Total event participants : | 6000 |
| Registration fee per participant | \$ 133.00 |

| | |
|---|-----|
| Enter the % of non-local respondents who traveled at least 50 miles to participate in the event defined | 98% |
|---|-----|

| | Median Values from 2025 Survey |
|--|--------------------------------|
| Estimated people in travel party | 3 |
| Number of people in travel party who participate in this event | 2 |
| Length of trip | 3.25 |

| Estimated amount of money per day party will spend in Big Bear on the following categories: | |
|---|--------------------------------|
| | Median Values from 2025 Survey |
| Lodging | \$ 350 |
| Food and Beverage | \$ 135 |
| Souvenir shopping | \$ 60 |
| Non-bicycling entertainment | \$ 60 |
| Transportation | \$ 60 |
| Other | \$ 200 |

2025 Survey Results; percentage of respondents with value greater than 0 based only on non-local respondents who traveled at least 50 miles to participate in Tour de Big Bear

| Estimated amount of money per day party spent in Big Bear on the following categories during your trip. | |
|---|--|
| | Percentage of respondents with values greater than 0 |
| Lodging | 76% |
| Food and Beverage | 95% |
| Souvenir shopping | 49% |
| Non-bicycling entertainment | 73% |
| Transportation | 57% |
| Other | 73% |

| | |
|-------------------------------|--------------|
| Total Economic Benefit | \$ 6,970,336 |
|-------------------------------|--------------|

| Calculated Variable | Total |
|---|--------------|
| Total Number of Participating Parties | 3000 |
| Total Number of Non-local Parties | 2940 |
| Total Lodging Spend | \$ 2,541,630 |
| Total Food and Beverage Spend | \$ 1,225,429 |
| Total Souvenir Shopping Spend | \$ 280,917 |
| Total Non-bicycling Entertainment Spend | \$ 418,509 |
| Total Transportation Spend | \$ 326,781 |
| Total Other Spend | \$ 1,395,030 |
| Total Event Registration Spend | \$ 782,040 |
| | \$ 6,970,336 |

Tour de **BIG BEAR**

Projected 2027 Economic Impact

| | |
|--|-----------|
| Total event participants : | 10000 |
| Registration fee per participant | \$ 135.00 |
| | 1084355 |
| Enter the % of non-local respondents who traveled at least 50 miles to participate | 98% |

| | Median Values from 2025 Survey |
|--|--------------------------------|
| Estimated people in travel party | 3 |
| Number of people in travel party who participate in this event | 2 |
| Length of trip | 4 |

| Estimated amount of money per day party will spend in Big Bear on the following categories: | |
|---|--------------------------------|
| | Median Values from 2025 Survey |
| Lodging | \$ 350 |
| Food and Beverage | \$ 150 |
| Souvenir shopping | \$ 75 |
| Non-bicycling entertainment | \$ 75 |
| Transportation | \$ 75 |
| Other | \$ 200 |

2025 Survey Results; percentage of respondents with value greater than 0 based only on non-local respondents who traveled at least 50 miles to participate in Tour de Big Bear

| Estimated amount of money per day party will spend in Big Bear on the following categories during your trip. | |
|--|--|
| | Percentage of respondents with values greater than 0 |
| Lodging | 76% |
| Food and Beverage | 95% |
| Souvenir shopping | 49% |
| Non-bicycling entertainment | 73% |
| Transportation | 57% |
| Other | 73% |

| | |
|-------------------------------|---------------|
| Total Economic Benefit | \$ 14,822,500 |
|-------------------------------|---------------|

| Calculated Variable | Total |
|---|---------------|
| Total Number of Participating Parties | 5000 |
| Total Number of Non-local Parties | 4900 |
| Total Lodging Spend | \$ 5,213,600 |
| Total Food and Beverage Spend | \$ 2,793,000 |
| Total Souvenir Shopping Spend | \$ 720,300 |
| Total Non-bicycling Entertainment Spend | \$ 1,073,100 |
| Total Transportation Spend | \$ 837,900 |
| Total Other Spend | \$ 2,861,600 |
| Total Event Registration Spend | \$ 1,323,000 |
| | \$ 14,822,500 |

| TOUR DE BIG BEAR 2025/26 MARKETING INITIATIVES | FREQUENCY | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
|--|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|
| ADMINISTRATIVE | | | | | | | | | | | | | | |
| Team Meetings | Bi-Weekly | X | X | X | X | X | X | X | X | X | X | | | |
| Finalize 2026 Marketing Plan & Budget - Asana Project Board | 1x | X | | | | | | | | | | | | |
| Expand Lodging Partnership (Meetings, Facilitate offers & promotions) | Monthly | X | X | X | X | X | X | X | | | | | | |
| NEW! Expand CaliPass Partnerships to include 4-5 other California events | Monthly | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Metrics / Goals / Reporting | Quarterly | | | | | X | | | | X | X | X | | |
| Develop & Distribute 2026 Post Event Surveys & Results Report | Annually | | | | | | | | | | X | X | | |
| Open 2027 Registration | 1x | | | | | | | | | X | | | | |
| Finalize 2027 Event Marketing Plan & Budget | 1x | | | | | | | | | | | X | | |
| BUSINESS DEVELOPMENT | | | | | | | | | | | | | | |
| Update Free Race Calendar Listings | Annually | | X | | | X | | | | | | | | |
| Club Outreach (Clubs, NICA, Youth Development Teams) | Monthly | | X | X | X | X | X | X | | | | | X | X |
| Cycling/Running Event Outreach | Monthly | | | X | X | X | X | X | | | | X | X | X |
| Booth at CaliPass Partner Events: Grow Brand Awareness, Gather Opt-in/Expand reach | Per Schedule | | | | | X | | | | X | | X | | |
| Meet with potential Sponsors & Exhibitors | | | | | | | | | | | | | | |
| Exhibitor Sales | Monthly | | X | X | X | X | X | X | | | | | X | X |
| Sponsorship Sales | Monthly | X | X | X | X | X | X | X | | | | X | X | X |
| NEW! Brand Ambassador Program | Monthly | X | X | X | X | X | X | X | X | X | X | X | X | X |
| PROGRAMMING TO PROMOTE | | | | | | | | | | | | | | |
| NEW! Expanded VBB Lodging Partnership: Bundled Giveaways | Monthly | | X | X | X | X | X | X | | | | | X | X |
| NEW! DEMO Event | Monthly | | X | X | X | X | X | X | | | | | X | X |
| NEW/EXPANDED Mountain Bike Programming | Monthly | | | X | X | X | X | X | | | | | | X |
| NEW! Kids Programming: Balance Bike Race/Obstacle Course/Tune-Ups | Monthly | | X | X | X | X | X | X | | | | | | X |
| NEW! Prize Purse | Monthly | | X | X | X | X | X | X | | | | | | |
| NEW! Pre-Event Training Camps, Zoom Course Talks | Monthly | | X | X | X | X | X | X | | | | | | |
| NEW! Expo Recovery Zone | Monthly | | X | X | X | X | X | X | | | | | | |
| NEW! Expanded Programming at Bikes and Brews Festival | Monthly | | | | | X | X | X | | | | | | |
| Golden Bear VIP Pass | Monthly | | | | | X | X | X | X | | | | X | |
| Reserved Parking | Monthly | | | | | X | X | X | X | | | | | |
| Bear's Den / Recovery Lounge | Monthly | | | | | X | X | X | X | | | | X | |
| Live Entertainment at Aid Stations | Monthly | | | | | X | X | X | X | | | | X | |
| Daily Bike Giveaway On-site | Monthly | | | | | X | X | X | X | | | | X | |
| Aid Station Contests: Strike a Pose, Favorite Aid Station | Monthly | | | | | X | X | X | X | | | | X | |
| Glow Ride & Poker Ride | Monthly | | | | | X | X | X | X | | | | X | |
| EMAIL/SMS | | | | | | | | | | | | | | |
| Update Templates, Develop Email/SMS Content Calendar | Quarterly | | X | | | X | | | X | | | | X | |
| NEW! Develop Targeted Personas for Registration Driving & Implement | 1x | | X | | | | | | | | | | | |
| Newsletter | Monthly | | X | X | X | X | X | X | X | X | X | | | X |
| Dedicated Monthly Feature/Promotion/Programming | Monthly | | X | X | X | X | X | X | X | X | | | | |
| Registration Driving Email | Monthly | | X | X | X | X | X | X | | | | | | |
| Monthly SMS | Monthly | | X | X | X | X | X | X | X | X | | | | X |
| Analyze Email Results | Quarterly | | | | | X | | | X | | | X | | |
| REGISTRATION DRIVING | | | | | | | | | | | | | | |
| Special Giveaways! Golden Bear Day, Jersey Day, Water Bottle Day, Lodging Bundles, etc | Monthly | | | X | X | X | X | X | X | | | | | X |
| Price Increase Promotions | Per Schedule | | | | | | | | | | | | | |
| Cycling Clubs: Reach out with Promotion Code | 3x | | | | | X | | X | | | | | | X |
| Other Min Destination Events in Target Markets: Reach out with Promo Code | 1x | | | | | | X | | | | | | | |
| Recovery Ride - 2026 Entry Giveaways | 1x | | | | | | | | | X | | | | |
| Loyalty Giveaway for 5x riders only - Give Away VIP | 1x | | | | | | | | | | | | | |
| EXPO/SPONSORSHIP | | | | | | | | | | | | | | |
| Develop 2026 Sales Deck & Update Contracts | Annually | X | X | | | | | | | | | | | |
| 2025/26 Expo Sales | Annually | X | X | X | X | X | X | X | X | | | | X | X |
| 2025/26 Sponsorship Sales | Annually | X | X | X | X | X | X | X | X | | | | X | X |
| Develop 2027 Sales Deck & Update Contracts | Annually | | | | | | | | | | | X | X | |
| SOCIAL MEDIA | | | | | | | | | | | | | | |
| Develop Content/Schedule | Monthly | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Posting | 2x Week APR-JUN 3 | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Sizzle Reels | Quarterly | | | X | | | X | | | X | | | X | |
| Social Media Audit | Quarterly | | | | | X | | | X | | | X | | |
| Develop EVENT Social Media Plan: Lead in & On-Site | 1X | | | | | | | | X | | | | | |
| PRE-Event Info Series | 1x | | | | | | | | X | | | | | |
| ADVERTISING | | | | | | | | | | | | | | |
| Finalize Advertising Plan & Secure Contracts | 1x | | X | X | | | | | | | | | | |
| Google Ad Campaign (Audit 2025 results and develop 2026 Ad targets) | 1x | | X | X | | | | | | | | | | |
| NEW! Social Media: Audit & develop 2026 Ad plan for META/LinkedIn/YouTube | 1x | | X | X | | | | | | | | | | |
| Develop Advertising Campaign & Collateral | Monthly | | | | X | X | X | X | X | | | X | | |
| Run Advertising Campaigns | Monthly | | | | X | X | X | X | X | | | | X | |
| WEBSITE | | | | | | | | | | | | | | |
| Update Website with new Programming, AI Optimization, Audit & Update as needed | Monthly | | X | X | X | X | X | X | X | X | X | X | X | X |
| Maintain Google Search Console/AdWords | Quarterly | | | | | X | X | X | X | X | | | | X |
| Update & Launch Athlete Guide | 1X | | | | | X | X | X | | | | | | |
| Content Updates | As Needed | | | | | X | X | X | X | | | X | X | X |
| 2027 Website Updates | 1x | | | | | | | | | | X | X | | |
| GRAPHIC DESIGN | | | | | | | | | | | | | | |
| Develop 2026 Event Theme - building from 2025 Brand Redesign | 1x | | X | | | | | | | | | | | |
| 2026 Event Poster | 1x | | X | | | | | | | | | | | |
| 2026 Event Jersey | 1x | | X | | | | | | | | | | | |
| 2026 Merchandise | 1x | | | | X | X | | | | | | | | X |
| Update Maps - Expo Map | 1x | | | | | | | X | X | | | | | |
| Social Media Collateral | Monthly | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Email/Website Collateral | Monthly | X | X | X | X | X | X | X | X | X | X | X | X | X |
| Ad Campaigns | Monthly | | | X | X | X | X | X | X | | | X | X | |
| NEW! Rider Passport for Aid Station Engagement | 1x | | | | | | | | X | | | | | |
| MEDIA/PR | | | | | | | | | | | | | | |
| Monthly Partner Email/Social Inclusions | As Needed | | | X | X | X | X | X | X | | | | X | X |
| (3) National Press Releases (1) Media Advisory | Quarterly | | X | X | | X | | | X | | X | | | |
| Destination Feature: Great Escapes | 1x | | | | | X | | | | | | | | |

TARGET MARKETS:
California: Los Angeles, San Diego, San Francisco
CO: Denver, Boulder, Colorado Springs
UTAH: Salt Lake City, Ogden, Park City
AZ: Phoenix, Tucson, Mesa
NV: Las Vegas, Henderson
TX: Dallas, Austin, Houston, San Antonio

| EXPENSE | DESCRIPTION | TOTAL |
|--------------------|---|---------------------|
| FACETS MARKETING | Development & Management of 2026 Marketing Initiatives - See Tab | \$30,000.00 |
| CALPASS PROMOTIONS | Development & Promotions for CalPass Event Group | \$4,000.00 |
| PRIZE PURSE | Male and Female - Top Three - Each event | \$20,000.00 |
| ADVERTISING | See Tab | \$30,000.00 |
| PRINTING | Posters and Postcards for distribution | \$2,500.00 |
| PHOTO/VIDEO | Production YouTube ads & 1-minute event recap for 2027 promotions | \$13,500.00 |
| TOTAL | | \$100,000.00 |

Tour de Big Bear - Forecast

| Revenue | 2025 | 2026 | 2027 |
|------------------------------|------------------|------------------|------------------|
| Sponsorships | \$25,000 | \$35,000 | \$50,000 |
| Visit Big Bear Contributions | \$50,000 | \$150,000 | \$150,000 |
| Registrations | \$284,000 | \$400,000 | \$550,000 |
| Vendor Fees | \$14,000 | \$25,000 | \$45,000 |
| Concessions & Merch | \$27,700 | \$35,000 | \$50,000 |
| *Parking Revenue | \$0 | \$0 | \$0 |
| Total Revenue | \$400,700 | \$645,000 | \$845,000 |
| Expenses | | | |
| Venue | \$13,450 | \$20,000 | \$25,000 |
| Staff | \$90,000 | \$125,000 | \$150,000 |
| Marketing | \$90,000 | \$100,000 | \$150,000 |
| Production | \$142,000 | \$250,000 | \$350,000 |
| Permits | \$3,500 | \$5,000 | \$7,000 |
| Entertainment | \$13,000 | \$20,000 | \$30,000 |
| Charitable Donations | \$46,900 | \$75,000 | \$100,000 |
| Total Expenses | \$398,850 | \$595,000 | \$812,000 |

Economic Impact

See Excel Document for details

| | | | |
|------------------------|--------------------|--------------------|---------------------|
| Economic Impact | \$4,814,286 | \$6,494,313 | \$10,843,555 |
|------------------------|--------------------|--------------------|---------------------|

**All parking revenue paid to Bear Mountain Resort*



We are pleased you have requested an application to apply for Visit Big Bear Event Grant funding. The purpose of this program is to increase visitation to Big Bear, drive overnight stays to our lodging partners, and generate incremental customer traffic for local retailers, restaurants, and tourism attractions.

These funds are made available through the TBID assessments collected by Big Bear Lake lodging facilities. For every occupied room night, an assessment of 3% is collected to fund the marketing of Big Bear Lake as a tourism destination through Visit Big Bear marketing initiatives and programs designed to increase the economic impact of tourism in Big Bear Lake.

Eligibility Requirements

Important First Step

DATE SELECTION CAN BE A CRITICAL ASPECT OF A SUCCESSFUL EVENT. WE HIGHLY RECOMMEND REVIEWING DATES WITH VISIT BIG BEAR STAFF PRIOR TO COMPLETING AN APPLICATION.

Any organization or individual presenting an event that supports the Event Grant mission statement/purpose is eligible to apply for funding. Applying organizations or individuals must meet the following criteria:

- Provide proof of dollar-for-dollar match for the requested funds.
- Proven ability to generate, track and report room nights, marketing ROI and event economic impact.
- Marketing plan, budget and event planning timeline must be provided with submitted application.
- Existing events must submit event history (up to 3 years,) including number of rooms booked, attendance and financial results. VBB Pro Forma Template included as a tool for required budget forecasts.

Goals of the Event Grant Program

1. To fund events that generates NEW room nights, preferably in non-peak months (March, April, May, June, September, November) or midweek high season.
2. To fund events that reach potential visitors outside of Big Bear Lake, 100+ miles.
3. To fund events that are growing and will increase the number of overnight stays or the length of stay.
4. To fund events that economically benefit the Big Bear Lake community.

Number of Grant Awards

There is no limit of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allocated each year by the Visit Big Bear board.

Future Funding

Funds should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.



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Criteria

- Exclusively use the VBB lodging partners for all lodging needs, coordinated through the VBB.
- Market and promote the event, Visit Big Bear and its lodging partners via BigBear.com starting 90 days prior to the event start date.
- Marketing efforts should include, but are not limited to:
 - Use of VBB logos
 - Promotion of VBB lodging partners via BigBear.com
 - Acknowledgement of VBB Event Grant funding through sponsorship recognition, event collateral, and press releases.
 - Provide marketing materials (i.e. social media posts) that VBB partners can use to promote the event through their individual distribution channels.
 - A VBB banner(s) will be hung at the event location for the duration of the event. Said banner(s) will be supplied by the VBB.
- Provide a written post event report to VBB no later than 90 days after the event end date. If said report is not received by the applicable date future grant funds will not be awarded
- Post event report should include, but is not limited to the following:
 - Total number of local (number of attendees, delegates or visitors not staying overnight) participants and spectators.
 - Total number of out of town (number of attendees, delegates or visitors staying at least one night) event participants and spectators.
 - The total number of room nights generated in Big Bear Lake.
 - List of VBB lodging partners utilized by event organizer and room nights they received.
 - Estimated total economic impact that the event had on Big Bear Lake.
 - Amount of media coverage and marketing reach (social media, impressions, website visits).
 - The level of event growth that was a result of the grant funds received.
 - Provide a copy of event surveys and/or Events Resource Office survey if conducted for event.

Insurance

- The lead organization or entity selected for grant funding must provide a Certificate of Insurance and policy Endorsement naming VBB and the City of Big Bear Lake as an “additional insured” to its general and liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the VBB Board of Directors:
- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

Application Due Dates

All applications should be received by the VBB 6 months prior to the event start date.



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Application Process

Step one: Applicants should complete the grant application form, with a Pro Forma and submit it by the appropriate application deadline (6 months prior to event start date). The VBB will confirm the receipt of the application within two business days via email. If you do not receive confirmation, please contact the VBB at 909-866-6190.

Step two: VBB staff will review all applications for eligibility and scoring; if the application does not meet all eligibility criteria or the minimum score, the applicant will be notified.

Step Three: All qualified applications that receive a minimum score of 75 points will be forwarded to the Events Committee. Applicants will be notified and asked to have a representative attend the Events Committee meeting.

Step Four: The Events Committee will review applications at regularly scheduled meetings. Applications must be submitted by the first Wednesday of the month in order to be considered at the next Events Committee Meeting.

Step Five: The VBB Board of Directors will review and approve final applications forwarded by the Events Committee. A VBB staff member will contact each applicant to inform them of the outcome.

Letter of Agreement

Before grants can be awarded, recipients are required to sign a Letter of Agreement committing to meet specific requirements unique to the event and all criteria previously listed in this document. After the letter of agreement has been signed, up to 75% of the grant will be awarded based on agreed distribution dates and the remaining 25% based on major milestones pre-agreed to an achieved. The report must be submitted to stephnic@bigbear.com no later than 90 days post your event date. If the report is received past the deadline future support will be cancelled.

Non-Performance of Applicant

Failure to comply with the Letter of Agreement may restrict funding distributions to the applicant or require the applicant to repay the funding it has received from the Visit Big Bear.

Application Scoring

Each application will be scored using identical “yes/no” criteria:

- Does the event take place in “off-season” dates? (Spring or Fall)
- Has the event received grant support in prior years? How many years?
- Does the event generate significant overnight visitation?
- Is the application complete?
- Does the event have future growth potential?
- Does the event have “non-event” marketing/PR value? Does the promoter have prior success in this type of event?



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ACKNOWLEDGEMENT

I, **Justin Solis**, have read and understand all the terms and conditions as written, described and provide in the above guidelines by the Visit Big Bear. On behalf of the applicant, we agree to comply with all guideline terms and conditions.

Event Grant Applicant

Visit Big Bear

Printed Name: Justin Solis

Printed Name: _____

Signature: *Justin Solis*

Signature: _____

Event/Organization: CA Farmers Market Collective

Title: _____

Date: 12/03/2025

Date: _____



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| Event Information | |
|---|---|
| Event Name | Reel Ale Festival (Working with the Reel & Release Tournament) |
| Event Date(s) | May 29-30 2026 |
| Number of Room Nights Expected | 4-5 |
| Please provide details on how you arrived at the number of expected rooms. | The number of expected rooms was calculated by first estimating total attendance and identifying the share of non-local visitors likely to require overnight lodging. This figure was then adjusted for average room occupancy (mix of singles and doubles) to convert attendees into occupied rooms. We also accounted for arrival and departure patterns, recognizing that some guests arrive the night before or stay an extra night, while nearly all non-locals stay on the core event night. Finally, additional allocations were made for staff, vendors, and performers, with a small buffer added for late bookings. This method ensures the projected room demand realistically reflects both visitor behavior and operational needs. |
| Event website | BigBearAleFestival.com |
| Contact Person | Alexander Vallejos |
| Contact Email | av@cafarmersmarket.com |
| Contact Phone Number | 773-392-0082 |
| Mailing address | PO BOX 272 Skyforest CA 92385 |
| If grant awarded, make check to | California Farmers Market Collective |
| Funds preferred by (enter date) | April 2, 2026 |
| Grant Details | |
| Amount of grant requested | 50,000 |
| Type of Organization (i.e. Non-profit, llc, individual, etc.) | Non-profit |
| Total Event Budget, Budget must include Lodging/Meal/Attraction dollars required, and any Paid AD VBB will be covering
<i>*Please Attach Event Pro Forma VBB Pro Forma</i> | |
| Project Summary | |
| Fully describe the project including the goal/reason for the event/project. <i>*Please Attach presentation, Event details.</i> | Big Bear's Lakefront Cultural Engine is a signature lake-lifestyle event designed to celebrate the community's natural assets while strengthening early-summer tourism. Developed in collaboration with Fishing for 50K, the event blends recreation, craft culture, and outdoor entertainment into a cohesive, high-appeal weekend experience. The intention is to support and enhance the Fishing for 50K program—not to create a separate or competing tournament—ensuring all programming aligns with and complements the established event. Its goal is to spotlight Big Bear's unique lakefront identity—positioning the area as a vibrant destination for adventure seekers, families, and craft-culture enthusiasts—while driving early-June room nights and expanding the region's lifestyle branding. |





Across the weekend, attendees can explore the Lakefront Craft Experience featuring 5–10 regional breweries, VIP tasting opportunities, and limited-edition America’s 250th glassware. The “Reel & Release” Tournament adds high-energy engagement with multiple fishing divisions and real-time live leaderboards while fully integrating with Fishing for 50K’s competition structure. Guests can also take part in a Blind Beer Tasting Challenge, enjoy paddleboard demos and youth outdoor workshops along the docks, and capture memories in a vintage-style lakefront photobooth. As the day transitions to evening, the Golden Hour Acoustic Stage brings indie-folk and Americana music to the shoreline, creating a warm, high-dwell-time atmosphere that anchors the event.

In closing, would you like to provide any other comments or details for consideration?

In closing, this event is intentionally built to showcase Big Bear’s most defining asset—its lake—while creating a platform that can grow into a cornerstone summer tradition. The blend of recreation, craft culture, and live entertainment supports strong partner integration, media visibility, and visitor appeal, all while reinforcing the area’s position as a premier alpine-lake destination. With its timing in late May and its highly marketable program features, the Lakefront Cultural Engine offers an exceptional opportunity to boost seasonal momentum and deliver long-term brand value for the community.

To be considered, an application must be complete and adhere to the specified format. Event must adhere to the mission of the TBID. Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the fourth Thursday of every month. Grant applications MUST be received by the 1st Wednesday of the month prior to the board meeting for consideration in the same month. Grant applications and marketing plans should be emailed to stephaniec@bigbear.com

Note: Grant applications should be submitted a minimum of six months prior to the event.

Please note that the purpose of this Event Grant Program is to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on this program to seed ongoing events. In the majority of cases, this Event Grant Program will only approve up to a maximum of three years of grant receipt. Exceptions may be made on a case-by-case basis at the sole discretion of VBB.

The Visit Big Bear staff will encourage lodging to track the room nights from your event, but any additional information you can provide after the event regarding host lodging, out-of-area registration numbers, etc. will help us judge the city-wide lodging impact of the event.

FOR QUESTIONS, PLEASE CONTACT VISIT BIG BEAR:
Stephanie Castillo, Event & Marketing Administrator (909) 866-6190 ext 248
www.bigbear.com – PO Box 1936 – Big Bear Lake, CA 92315



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Standard Operating Procedure (SOP): **TBID Event Proforma**

Event: Reel Ale Festival

Location: Big Bear Visitor Center and BigBear.com

Effective Date: 11/22/2024

Approved By: Travis Scott, CEO

Revenue Projections

- Sponsorship Revenue: Revenue from local or regional sponsors.
- Ticket Sales: Income from event admissions.
- Vendor Fees: Payments from food, craft, or service vendors.
- Concessions and Merchandise: Sales of branded merchandise or concessions.
- TBID Partner Contributions: Funds or subsidies provided by the Tourism Business Improvement District partner.

Expense Projections

- Event Marketing: Advertising, social media campaigns, and collateral.
- Venue Costs: Rental fees, utilities, and insurance.
- Staffing: Salaries for event management, temporary staff, and volunteers.
- Vendors: Payments to performers, caterers, or other service providers.
- Logistics: Equipment rentals, staging, and security.
- Permits and Licenses: Necessary regulatory costs.
- Contingencies: Reserve funds for unexpected expenses.

Economic Impact

- Visitor Spending: Projected revenue for local businesses (restaurants, lodging, retail) based on estimated visitor numbers.
- Lodging Impact: Incremental revenue for TBID members from hotel bookings.
- Tax Revenue: Local and state tax contributions from increased visitor spending.

Build the 3 to 5-Year Forecast

Include growth assumptions to project revenue and expenses. Consider factors like inflation, attendance growth, or increased sponsorships.

Example Growth Assumptions:

- Ticket sales grow by 5% annually.
- Sponsorship revenue increases by 3% annually.
- Vendor fees grow by 2% annually.
- Expenses grow by 2% annually for inflation.

**3-Year Pro Forma Forecast — Reel Ale Festival, Big Bear
(June 6–7, 2026)**

Revenue Projections

| Category | Year 1 | Year 2 | Year 3 |
|---------------------------|----------|----------|----------|
| Sponsorships & Grants | \$20,000 | \$20,600 | \$21,218 |
| Ticket Sales | \$12,000 | \$12,600 | \$13,230 |
| Vendor Fees | \$7,000 | \$7,140 | \$7,283 |
| TBID Contribution | \$5,000 | \$5,250 | \$5,513 |
| Concessions & Merchandise | \$6,000 | \$6,300 | \$6,615 |
| Total Revenue | \$50,000 | \$51,890 | \$53,859 |

Expense Projections

| Category | Year 1 | Year 2 | Year 3 |
|-------------|----------|----------|----------|
| Marketing | \$10,000 | \$10,200 | \$10,404 |
| Venue Costs | \$8,000 | \$8,160 | \$8,323 |

| | | | |
|------------------------|----------|----------|----------|
| Staffing | \$7,000 | \$7,140 | \$7,283 |
| Entertainment & Talent | \$6,000 | \$6,120 | \$6,242 |
| Logistics & Security | \$8,000 | \$8,160 | \$8,323 |
| Permits & Licenses | \$4,000 | \$4,080 | \$4,162 |
| Contingency | \$2,000 | \$2,040 | \$2,081 |
| Total Expenses | \$45,000 | \$45,900 | \$46,818 |

Net Operating Income (NOI)

| | |
|--------|---------|
| Year | NOI |
| Year 1 | \$5,000 |
| Year 2 | \$5,990 |
| Year 3 | \$7,041 |

Economic Impact (Estimated)

| | | | |
|------------------|-----------|-----------|-----------|
| Category | Year 1 | Year 2 | Year 3 |
| Visitor Spending | \$180,000 | \$189,000 | \$198,450 |
| Lodging Impact | \$80,000 | \$84,000 | \$88,200 |
| Tax Revenue | \$18,000 | \$18,900 | \$19,845 |



We are pleased you have requested an application to apply for Visit Big Bear Event Grant funding. The purpose of this program is to increase visitation to Big Bear, drive overnight stays to our lodging partners, and generate incremental customer traffic for local retailers, restaurants, and tourism attractions.

These funds are made available through the TBID assessments collected by Big Bear Lake lodging facilities. For every occupied room night, an assessment of 3% is collected to fund the marketing of Big Bear Lake as a tourism destination through Visit Big Bear marketing initiatives and programs designed to increase the economic impact of tourism in Big Bear Lake.

Eligibility Requirements

Important First Step

DATE SELECTION CAN BE A CRITICAL ASPECT OF A SUCCESSFUL EVENT. WE HIGHLY RECOMMEND REVIEWING DATES WITH VISIT BIG BEAR STAFF PRIOR TO COMPLETING AN APPLICATION.

Any organization or individual presenting an event that supports the Event Grant mission statement/purpose is eligible to apply for funding. Applying organizations or individuals must meet the following criteria:

- Provide proof of dollar-for-dollar match for the requested funds.
- Proven ability to generate, track and report room nights, marketing ROI and event economic impact.
- Marketing plan, budget and event planning timeline must be provided with submitted application.
- Existing events must submit event history (up to 3 years,) including number of rooms booked, attendance and financial results. VBB Pro Forma Template included as a tool for required budget forecasts.

Goals of the Event Grant Program

1. To fund events that generates NEW room nights, preferably in non-peak months (March, April, May, June, September, November) or midweek high season.
2. To fund events that reach potential visitors outside of Big Bear Lake, 100+ miles.
3. To fund events that are growing and will increase the number of overnight stays or the length of stay.
4. To fund events that economically benefit the Big Bear Lake community.

Number of Grant Awards

There is no limit of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allocated each year by the Visit Big Bear board.

Future Funding

Funds should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.



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Criteria

- Exclusively use the VBB lodging partners for all lodging needs, coordinated through the VBB.
- Market and promote the event, Visit Big Bear and its lodging partners via BigBear.com starting 90 days prior to the event start date.
- Marketing efforts should include, but are not limited to:
 - Use of VBB logos
 - Promotion of VBB lodging partners via BigBear.com
 - Acknowledgement of VBB Event Grant funding through sponsorship recognition, event collateral, and press releases.
 - Provide marketing materials (i.e. social media posts) that VBB partners can use to promote the event through their individual distribution channels.
 - A VBB banner(s) will be hung at the event location for the duration of the event. Said banner(s) will be supplied by the VBB.
- Provide a written post event report to VBB no later than 90 days after the event end date. If said report is not received by the applicable date future grant funds will not be awarded
- Post event report should include, but is not limited to the following:
 - Total number of local (number of attendees, delegates or visitors not staying overnight) participants and spectators.
 - Total number of out of town (number of attendees, delegates or visitors staying at least one night) event participants and spectators.
 - The total number of room nights generated in Big Bear Lake.
 - List of VBB lodging partners utilized by event organizer and room nights they received.
 - Estimated total economic impact that the event had on Big Bear Lake.
 - Amount of media coverage and marketing reach (social media, impressions, website visits).
 - The level of event growth that was a result of the grant funds received.
 - Provide a copy of event surveys and/or Events Resource Office survey if conducted for event.

Insurance

- The lead organization or entity selected for grant funding must provide a Certificate of Insurance and policy Endorsement naming VBB and the City of Big Bear Lake as an “additional insured” to its general and liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the VBB Board of Directors:
- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

Application Due Dates

All applications should be received by the VBB 6 months prior to the event start date.



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Application Process

Step one: Applicants should complete the grant application form, with a Pro Forma and submit it by the appropriate application deadline (6 months prior to event start date). The VBB will confirm the receipt of the application within two business days via email. If you do not receive confirmation, please contact the VBB at 909-866-6190.

Step two: VBB staff will review all applications for eligibility and scoring; if the application does not meet all eligibility criteria or the minimum score, the applicant will be notified.

Step Three: All qualified applications that receive a minimum score of 75 points will be forwarded to the Events Committee. Applicants will be notified and asked to have a representative attend the Events Committee meeting.

Step Four: The Events Committee will review applications at regularly scheduled meetings. Applications must be submitted by the first Wednesday of the month in order to be considered at the next Events Committee Meeting.

Step Five: The VBB Board of Directors will review and approve final applications forwarded by the Events Committee. A VBB staff member will contact each applicant to inform them of the outcome.

Letter of Agreement

Before grants can be awarded, recipients are required to sign a Letter of Agreement committing to meet specific requirements unique to the event and all criteria previously listed in this document. After the letter of agreement has been signed, up to 75% of the grant will be awarded based on agreed distribution dates and the remaining and 25% based on major milestones pre-agreed to an achieved. The report must be submitted to stephanic@bigbear.com no later than 90 days post your event date. If the report is received past the deadline future support will be cancelled.

Non-Performance of Applicant

Failure to comply with the Letter of Agreement may restrict funding distributions to the applicant or require the applicant to repay the funding it has received from the Visit Big Bear.

Application Scoring

Each application will be scored using identical “yes/no” criteria:

- Does the event take place in “off-season” dates? (Spring or Fall)
- Has the event received grant support in prior years? How many years?
- Does the event generate significant overnight visitation?
- Is the application complete?
- Does the event have future growth potential?
- Does the event have “non-event” marketing/PR value? Does the promoter have prior success in this type of event?



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ACKNOWLEDGEMENT

I, **Justin Solis**, have read and understand all the terms and conditions as written, described and provide in the above guidelines by the Visit Big Bear. On behalf of the applicant, we agree to comply with all guideline terms and conditions.

Event Grant Applicant

Visit Big Bear

Printed Name: Justin Solis

Printed Name: _____

Signature: *Justin Solis*

Signature: _____

Event/Organization: CA Farmers Market Collective

Title: _____

Date: 12/03/2025

Date: _____



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| Event Information | |
|---|--|
| Event Name | 4th of July Beach Bash Fest |
| Event Date(s) | July 4 th 2026 |
| Number of Room Nights Expected | 4-5 |
| Please provide details on how you arrived at the number of expected rooms. | The estimated number of rooms was derived by first projecting total attendance and isolating the share of non-local visitors likely to require overnight lodging. From this group, we applied rooming assumptions (mix of single vs. double occupancy) to convert people into occupied rooms. We then factored in arrival and departure patterns (a portion staying the pre-night and post-night, with nearly all staying the core night) and added an allowance for staff, vendors, and performers. The peak night requirement was identified as the driver, and a buffer for late additions plus the standard complimentary room credit per hotel contracts was applied. This process yields the final “expected rooms” number, ensuring capacity is sufficient while remaining commercially realistic. |
| Event website | BigBear4th.com |
| Contact Person | Alexander Vallejos |
| Contact Email | av@cafarmersmarket.com |
| Contact Phone Number | 773-392-0082 |
| Mailing address | PO BOX 272 Skyforest CA 92385 |
| If grant awarded, make check to | California Farmers Market Collective |
| Funds preferred by (enter date) | May 4, 2026 |
| Grant Details | |
| Amount of grant requested | 50,000 |
| Type of Organization (i.e. Non-profit, llc, individual, etc.) | Non-profit |
| Total Event Budget, Budget must include Lodging/Meal/Attraction dollars required, and any Paid AD VBB will be covering
<i>*Please Attach Event Pro Forma VBB Pro Forma</i> | |
| Project Summary | |
| Fully describe the project including the goal/reason for the event/project. <i>*Please Attach presentation, Event details.</i> | <p>Big Bear’s Flagship Patriotic Weekend is envisioned as a once-in-a-generation celebration marking America’s 250th anniversary, designed to create maximum visitor impact and position Big Bear as a premier destination for holiday travel. Built around high-visibility programming, the weekend blends patriotism, family entertainment, heritage storytelling, and large-scale spectacle to deliver a truly differentiated July experience. Its core purpose is to expand peak-weekend demand, encourage extended stays, and elevate Big Bear’s national profile during one of the most competitive travel periods of the year.</p> <p>Meadow Park transforms into a full festival environment with waterfront seating, heritage exhibits including the history of Big Bear, a VIP lounge, Shriners go-karts, a pie-eating contest, and family-friendly attractions. The</p> |





expanded Vendor Village showcases 30–40 culinary, craft, and Americana merchants, complemented by shaded seating courts for comfort and longer dwell time. Additional programming includes a full Veterans Honor Circle ceremony, a barbershop quartet representing Vintage Americana entertainment, and a dedicated Patriotic Family Zone with inflatables, kids crafts, carnival-inspired activities, and a themed photo booth. Long-weekend extensions on Friday and Saturday—such as kickoff concerts and lake programming—create incentives for visitors to arrive earlier and stay longer.

Overall, Big Bear’s Flagship Patriotic Weekend functions as both a commemorative milestone and a powerful tourism driver, crafting a standout 250th celebration that enhances community pride while maximizing economic impact during a key holiday period.

| | |
|---|---|
| <p>In closing, would you like to provide any other comments or details for consideration?</p> | <p>In closing, this celebration presents a rare opportunity to elevate Big Bear’s identity on a national stage while delivering meaningful economic and community benefits. The scale and quality of programming are intentionally designed not only to honor America’s 250th with authenticity and pride, but also to create a marquee experience that visitors will plan their long weekend around. With its blend of heritage, spectacle, and family-forward activities, the event has strong potential to become a defining summer tradition and a signature moment that strengthens Big Bear’s brand well beyond the anniversary year.</p> |
|---|---|

To be considered, an application must be complete and adhere to the specified format. Event must adhere to the mission of the TBID. Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the fourth Thursday of every month. Grant applications MUST be received by the 1st Wednesday of the month prior to the board meeting for consideration in the same month. Grant applications and marketing plans should be emailed to stephaniec@bigbear.com

Note: Grant applications should be submitted a minimum of six months prior to the event.

Please note that the purpose of this Event Grant Program is to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on this program to seed ongoing events. In the majority of cases, this Event Grant Program will only approve up to a maximum of three years of grant receipt. Exceptions may be made on a case-by-case basis at the sole discretion of VBB.

The Visit Big Bear staff will encourage lodging to track the room nights from your event, but any additional information you can provide after the event regarding host lodging, out-of-area registration numbers, etc. will help us judge the city-wide lodging impact of the event.

FOR QUESTIONS, PLEASE CONTACT VISIT BIG BEAR:
Stephanie Castillo, Event & Marketing Administrator (909) 866-6190 ext 248
www.bigbear.com – PO Box 1936 – Big Bear Lake, CA 92315



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Standard Operating Procedure (SOP): **TBID Event Proforma**

Event: 4th of July Beach Bash Fest

Location: Big Bear Visitor Center and BigBear.com

Effective Date: 11/22/2024

Approved By: Travis Scott, CEO

Revenue Projections

- Sponsorship Revenue: Revenue from local or regional sponsors.
- Vendor Fees: Payments from food, craft, or service vendors.
- Concessions and Merchandise: Sales of branded merchandise or concessions.
- TBID Partner Contributions: Funds or subsidies provided by the Tourism Business Improvement District partner.

Expense Projections

- Event Marketing: Advertising, social media campaigns, and collateral.
- Venue Costs: Rental fees, utilities, and insurance.
- Staffing: Salaries for event management, temporary staff, and volunteers.
- Vendors: Payments to performers, caterers, or other service providers.
- Logistics: Equipment rentals, staging, and security.
- Permits and Licenses: Necessary regulatory costs.
- Contingencies: Reserve funds for unexpected expenses.

Economic Impact

- Visitor Spending: Projected revenue for local businesses (restaurants, lodging, retail) based on estimated visitor numbers.
- Lodging Impact: Incremental revenue for TBID members from hotel bookings.

- Tax Revenue: Local and state tax contributions from increased visitor spending.

Build the 3 to 5-Year Forecast

Include growth assumptions to project revenue and expenses. Consider factors like inflation, attendance growth, or increased sponsorships.

Example Growth Assumptions:

- Sponsorship revenue increases by 3% annually.
- Vendor fees grow by 2% annually.
- Expenses grow by 2% annually for inflation.

3-Year Pro Forma Forecast — Big Bear 4th of July Festival

Revenue Projections

| Category | Year 1 | Year 2 | Year 3 |
|---------------------------|-----------------|-----------------|-----------------|
| Sponsorships | \$10,000 | \$10,300 | \$10,609 |
| Vendor Fees | \$8,000 | \$8,160 | \$8,323 |
| Concessions & Merchandise | \$7,000 | \$7,350 | \$7,718 |
| TBID Contributions | \$25,000 | \$26,000 | \$27,051 |
| Total Revenue | \$50,000 | \$51,810 | \$53,701 |

Expense Projections

| Category | Year 1 | Year 2 | Year 3 |
|-------------|----------|----------|----------|
| Marketing | \$10,000 | \$10,200 | \$10,404 |
| Venue Costs | \$8,000 | \$8,160 | \$8,323 |
| Staffing | \$7,000 | \$7,140 | \$7,283 |

| | | | |
|-----------------------|----------|----------|----------|
| Vendors/Entertainment | \$6,000 | \$6,120 | \$6,242 |
| Logistics & Security | \$8,000 | \$8,160 | \$8,323 |
| Permits & Licenses | \$4,000 | \$4,080 | \$4,162 |
| Contingency | \$2,000 | \$2,040 | \$2,081 |
| Total Expenses | \$45,000 | \$45,900 | \$46,818 |

Net Operating Income (NOI)

| | |
|--------|---------|
| Year | NOI |
| Year 1 | \$5,000 |
| Year 2 | \$5,910 |
| Year 3 | \$6,883 |

Economic Impact (Estimated)

| | | | |
|------------------|-----------|-----------|-----------|
| Category | Year 1 | Year 2 | Year 3 |
| Visitor Spending | \$200,000 | \$210,000 | \$220,500 |
| Lodging Impact | \$90,000 | \$94,500 | \$99,225 |
| Tax Revenue | \$20,000 | \$21,000 | \$22,050 |



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1. To fund events that generates NEW room nights, preferably in non-peak months (March, April, May, June, September, November) or midweek high season.
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There is no limit of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allocated each year by the Visit Big Bear board.

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Criteria

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 - Acknowledgement of VBB Event Grant funding through sponsorship recognition, event collateral, and press releases.
 - Provide marketing materials (i.e. social media posts) that VBB partners can use to promote the event through their individual distribution channels.
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 - List of VBB lodging partners utilized by event organizer and room nights they received.
 - Estimated total economic impact that the event had on Big Bear Lake.
 - Amount of media coverage and marketing reach (social media, impressions, website visits).
 - The level of event growth that was a result of the grant funds received.
 - Provide a copy of event surveys and/or Events Resource Office survey if conducted for event.

Insurance

- The lead organization or entity selected for grant funding must provide a Certificate of Insurance and policy Endorsement naming VBB and the City of Big Bear Lake as an “additional insured” to its general and liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the VBB Board of Directors:
- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

Application Due Dates

All applications should be received by the VBB 6 months prior to the event start date.



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Application Process

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Step Three: All qualified applications that receive a minimum score of 75 points will be forwarded to the Events Committee. Applicants will be notified and asked to have a representative attend the Events Committee meeting.

Step Four: The Events Committee will review applications at regularly scheduled meetings. Applications must be submitted by the first Wednesday of the month in order to be considered at the next Events Committee Meeting.

Step Five: The VBB Board of Directors will review and approve final applications forwarded by the Events Committee. A VBB staff member will contact each applicant to inform them of the outcome.

Letter of Agreement

Before grants can be awarded, recipients are required to sign a Letter of Agreement committing to meet specific requirements unique to the event and all criteria previously listed in this document. After the letter of agreement has been signed, up to 75% of the grant will be awarded based on agreed distribution dates and the remaining 25% based on major milestones pre-agreed to an achieved. The report must be submitted to stephnic@bigbear.com no later than 90 days post your event date. If the report is received past the deadline future support will be cancelled.

Non-Performance of Applicant

Failure to comply with the Letter of Agreement may restrict funding distributions to the applicant or require the applicant to repay the funding it has received from the Visit Big Bear.

Application Scoring

Each application will be scored using identical “yes/no” criteria:

- Does the event take place in “off-season” dates? (Spring or Fall)
- Has the event received grant support in prior years? How many years?
- Does the event generate significant overnight visitation?
- Is the application complete?
- Does the event have future growth potential?
- Does the event have “non-event” marketing/PR value? Does the promoter have prior success in this type of event?



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ACKNOWLEDGEMENT

I, **Justin Solis**, have read and understand all the terms and conditions as written, described and provide in the above guidelines by the Visit Big Bear. On behalf of the applicant, we agree to comply with all guideline terms and conditions.

Event Grant Applicant

Visit Big Bear

Printed Name: Justin Solis

Printed Name: _____

Signature: *Justin Solis*

Signature: _____

Event/Organization: CA Farmers Market Collective

Title: _____

Date: 12/03/2025

Date: _____



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| Event Information | |
|---|--|
| Event Name | Big Bear BBQ Festival |
| Event Date(s) | May 23-24 2026 |
| Number of Room Nights Expected | 4-5 |
| Please provide details on how you arrived at the number of expected rooms. | The estimated number of attendees was based on total expected registrations for the 2-day Big Bear event, adjusted for the share traveling from outside the area who will require lodging. This figure serves as the foundation for calculating room demand once we layer in occupancy assumptions, arrival/departure patterns, and staff/vendor needs. |
| Event website | Bigbearbbqfestival.com |
| Contact Person | Alexander Vallejos |
| Contact Email | av@cafarmersmarket.com |
| Contact Phone Number | 773-392-0082 |
| Mailing address | PO BOX 272 Skyforest CA 92385 |
| If grant awarded, make check to | California Farmers Market Collective |
| Funds preferred by (enter date) | 04/13/2026 |
| Grant Details | |
| Amount of grant requested | 100,000.00 |
| Type of Organization (i.e. Non-profit, llc, individual, etc.) | Non-profit |
| Total Event Budget, Budget must include Lodging/Meal/Attraction dollars required, and any Paid AD VBB will be covering
<i>*Please Attach Event Pro Forma VBB Pro Forma</i> | |
| Project Summary | |
| Fully describe the project including the goal/reason for the event/project. <i>*Please Attach presentation, Event details.</i> | <p>.Opening Weekend of America’s 250th Summer is a family-forward, high-impact launch event designed to kick off the semiquincentennial season and drive early summer visitation. Positioned as a celebratory start to America’s 250th year, the weekend blends food, music, heritage storytelling, and interactive play to create a welcoming, patriotic atmosphere that appeals to families, visitors, and locals alike. With an expected attendance of 1,500–2,500 people, the event is structured to generate strong early-season room nights and increase family weekend travel, delivering meaningful shoulder-season uplift for the destination.</p> <p>The curated “best-of” programming includes a National BBQ Invitational featuring 10–15 pitmasters, tasting zones, a VIP Pit Pass option, and award ceremonies. Additional highlights include an Americana-themed 5K fun run, a Vintage Americana Zone with photo activations and retro games, and a soft-launch Veterans Honor Circle to recognize local veterans. Families can enjoy a dedicated midway with lawn games, a kids craft tent, and a “Little Patriots Workshop,” while adults can explore Craft Beverage Row showcasing regional breweries and tasting flights. Evening hours are</p> |





anchored by Sunset Cooks & Music, pairing chef demos with Americana concerts for high dwell-time engagement.

Overall, the \$100K funding request supports an event that strengthens community pride, elevates local talent and regional flavors, and firmly positions the destination as a participant in the national 250th celebration. The result is a memorable, multi-generational weekend that launches the season with strong attendance, meaningful economic impact, and a signature patriotic identity.

In closing, would you like to provide any other comments or details for consideration?

In closing, we believe this event offers a unique opportunity to create a meaningful, memorable launch to America’s 250th summer while delivering strong value for both visitors and the local community. The program has been intentionally designed to be scalable, repeatable, and highly partner-friendly, allowing it to grow into a long-term seasonal anchor even beyond the anniversary year. With its blend of culinary showcases, family engagement, heritage elements, and evening entertainment, the weekend is poised to generate substantial economic impact while strengthening community pride. We appreciate your consideration and look forward to the possibility of bringing this celebration to life.

To be considered, an application must be complete and adhere to the specified format. Event must adhere to the mission of the TBID. Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the fourth Thursday of every month. Grant applications MUST be received by the 1st Wednesday of the month prior to the board meeting for consideration in the same month. Grant applications and marketing plans should be emailed to stephaniec@bigbear.com

Note: Grant applications should be submitted a minimum of six months prior to the event.

Please note that the purpose of this Event Grant Program is to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on this program to seed ongoing events. In the majority of cases, this Event Grant Program will only approve up to a maximum of three years of grant receipt. Exceptions may be made on a case-by-case basis at the sole discretion of VBB.

The Visit Big Bear staff will encourage lodging to track the room nights from your event, but any additional information you can provide after the event regarding host lodging, out-of-area registration numbers, etc. will help us judge the city-wide lodging impact of the event.

FOR QUESTIONS, PLEASE CONTACT VISIT BIG BEAR:
Stephanie Castillo, Event & Marketing Administrator (909) 866-6190 ext 248
www.bigbear.com – PO Box 1936 – Big Bear Lake, CA 92315



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Standard Operating Procedure (SOP): **TBID Event Proforma**

Event: Big Bear BBQ Festival

Location: Big Bear Visitor Center and BigBear.com

Effective Date: 11/22/2024

Approved By: Travis Scott, CEO

Revenue Projections

- Sponsorship Revenue: Revenue from local or regional sponsors.
- Vendor Fees: Payments from food, craft, or service vendors.
- Concessions and Merchandise: Sales of branded merchandise or concessions.
- TBID Partner Contributions: Funds or subsidies provided by the Tourism Business Improvement District partner.

Expense Projections

- Event Marketing: Advertising, social media campaigns, and collateral.
- Venue Costs: Rental fees, utilities, and insurance.
- Staffing: Salaries for event management, temporary staff, and volunteers.
- Vendors: Payments to performers, caterers, or other service providers.
- Logistics: Equipment rentals, staging, and security.
- Permits and Licenses: Necessary regulatory costs.
- Contingencies: Reserve funds for unexpected expenses.

Economic Impact

- Visitor Spending: Projected revenue for local businesses (restaurants, lodging, retail) based on estimated visitor numbers.
- Lodging Impact: Incremental revenue for TBID members from hotel bookings.

- Tax Revenue: Local and state tax contributions from increased visitor spending.

Build the 3 to 5-Year Forecast

Include growth assumptions to project revenue and expenses. Consider factors like inflation, attendance growth, or increased sponsorships.

Example Growth Assumptions:

- Sponsorship revenue increases by 3% annually.
- Vendor fees grow by 2% annually.
- Expenses grow by 2% annually for inflation.

3-Year Event Proforma Forecast

Revenue Projections

| Category | Year 1 | Year 2 | Year 3 |
|---------------------------|------------------|------------------|------------------|
| Sponsorships | \$20,000 | \$20,600 | \$21,218 |
| Vendor Fees | \$15,000 | \$15,300 | \$15,606 |
| Concessions & Merchandise | \$15,000 | \$15,750 | \$16,538 |
| TBID Contributions | \$50,000 | \$52,500 | \$55,125 |
| Total Revenue | \$100,000 | \$104,150 | \$108,487 |

Expense Projections

| Category | Year 1 | Year 2 | Year 3 |
|-------------|----------|----------|----------|
| Marketing | \$20,000 | \$20,400 | \$20,808 |
| Venue Costs | \$25,000 | \$25,500 | \$26,010 |
| Staffing | \$15,000 | \$15,300 | \$15,606 |

| | | | |
|-----------------------|----------|----------|----------|
| Vendors/Entertainment | \$10,000 | \$10,200 | \$10,404 |
| Logistics & Security | \$15,000 | \$15,300 | \$15,606 |
| Permits & Licenses | \$5,000 | \$5,100 | \$5,202 |
| Contingency | \$5,000 | \$5,100 | \$5,202 |
| Total Expenses | \$95,000 | \$96,900 | \$98,838 |

Net Operating Income (NOI)

| | |
|--------|---------|
| Year | NOI |
| Year 1 | \$5,000 |
| Year 2 | \$7,250 |
| Year 3 | \$9,649 |

Economic Impact

| | | | |
|------------------|-----------|-----------|-----------|
| Category | Year 1 | Year 2 | Year 3 |
| Visitor Spending | \$200,000 | \$210,000 | \$220,500 |
| Lodging Impact | \$90,000 | \$94,500 | \$99,225 |
| Tax Revenue | \$20,000 | \$21,000 | \$22,050 |

****(based on 1,500–2,500 attendees; assume \$100 avg. spend per visitor, 30% require lodging @ \$200/night, 10% tax factor)***