



BIG BEAR
MOUNTAIN RESORT



WINTER 22/23 MEDIA KIT

THREE MOUNTAINS. ONE RESORT.



FACILITIES UNDER PERMIT FROM THE U.S. FOREST SERVICE

WINTER LIVES HERE

As Southern California's year-round home for alpine good times, Big Bear Mountain Resort (BBMR) has three mountains - Snow Valley, Snow Summit, and Bear Mountain - that offer the region's best skiing and snowboarding, as well as family-friendly base area activities and a full slate of can't-miss events during the winter.

BBMR has something for winter enthusiasts of all ages and abilities, from Bear Mountain's award-winning terrain parks and amazing après to Snow Summit's panoramic views and perfectly groomed trails, plus the snow tubing, USARC adaptive program, and Night Sessions on select dates.

Located in the San Bernardino Mountains, BBMR is an Alterra Mountain Company destination and is accessible from most points in Southern California, as well as the High Desert and Las Vegas metro area.

Bear Mountain
43101 Goldmine Drive
Big Bear Lake, CA 92315

Snow Summit
880 Summit Blvd.
Big Bear Lake, CA 92315

Snow Valley
35100 CA-18
Running Springs, CA 92382



844.GO2.BEAR (844.462.2327)



www.bigbearmountainresort.com



Originally founded as Moonridge Ski Area in 1943, Bear Mountain is one of the most influential destinations in the snow sports industry, featuring Southern California's largest beginner areas, only halfpipes, and highest lift-served peak (8,805 feet).

Known for its youthful atmosphere and innovative culture, Bear Mountain is also home to the first terrain park in North America (Outlaw, 1992) and plenty of can't-miss events throughout the winter.

Base elevation: 7,140 feet | 2,176 meters

Peak elevation: 8,805 feet | 2,683 meters

Vertical: 1,665 feet | 507 meters



198 skiable acres



8 chairlifts (2 high-speed quads)



27 trails (17 skiable miles)



Average annual snowfall: 100 inches | 254 cm



Southern California's largest beginner areas, only halfpipes, and highest lift-served peak (8,805 feet)



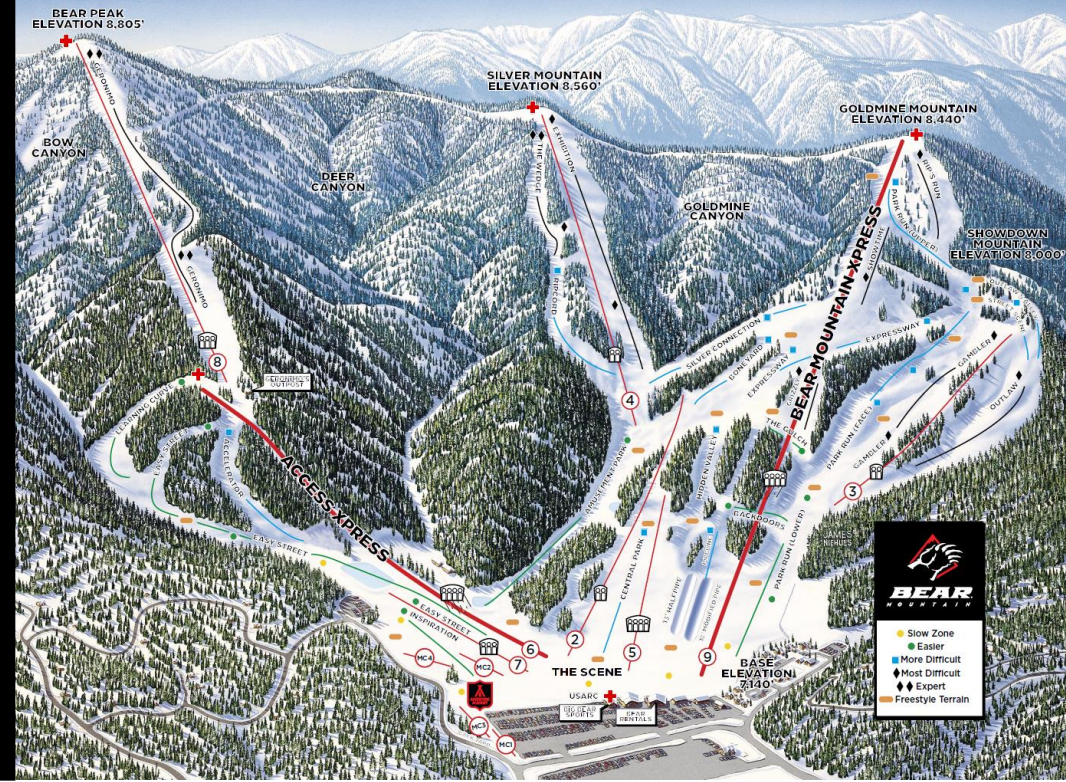
Award-winning terrain parks



USARC adaptive program



Amazing après



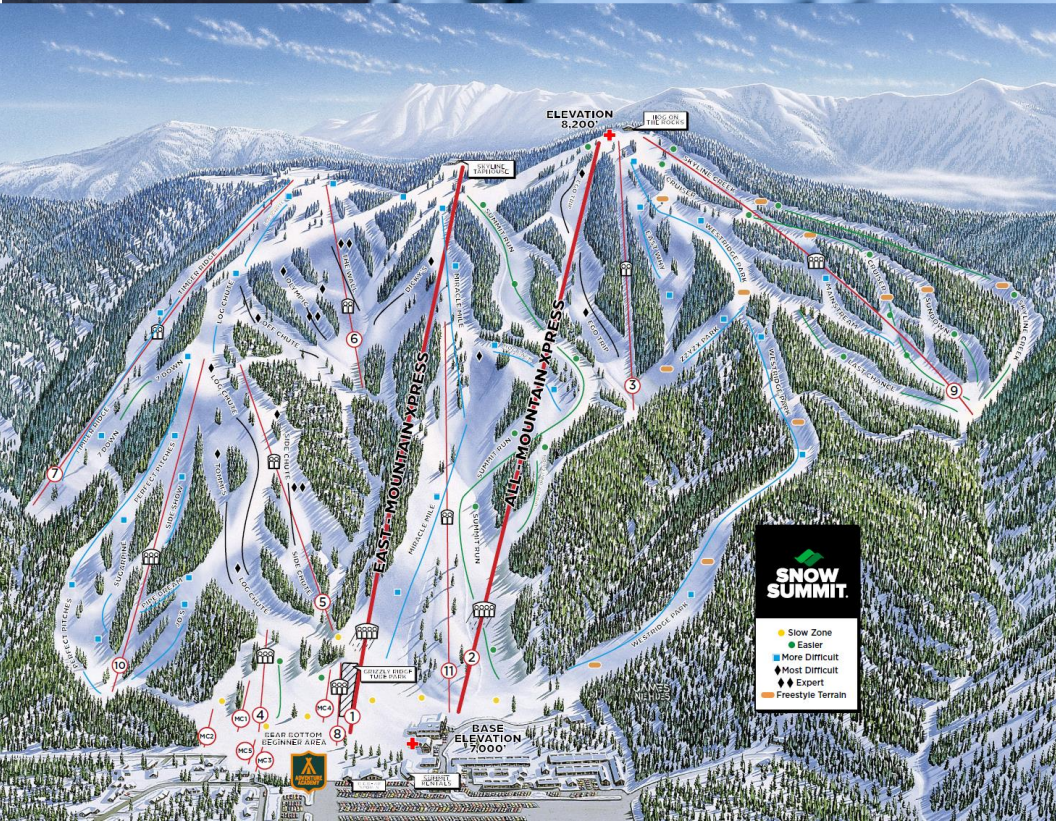


SNOW SUMMIT.

Founded by Tommi and Jo Tyndall in 1952, Snow Summit is known for annually having the best snow conditions and longest season in Southern California thanks to an extensive snowmaking system capable of covering all developed terrain without any natural snowfall, conditions permitting.

In addition to its superior snowmaking capabilities, Snow Summit was also the first location on the West Coast to build a permanent in-ground halfpipe (1983) and served as host venue for the inaugural Winter X Games (1997).

Base elevation: 7,000 feet | 2,133 meters
Peak elevation: 8,200 feet | 2,499 meters
Vertical: 1,200 feet | 365 meters



240 skiable acres



11 chairlifts (2 high-speed quads)



33 trails (18 skiable miles)



Average annual snowfall: 100 inches | 254 cm



Industry-leading snowmaking infrastructure



Night Sessions on select dates



Grizzly Ridge Tube Park



1st permanent in-ground halfpipe on the West Coast



Hosted the inaugural Winter X Games (1997)



Originally founded in 1924, Snow Valley is Southern California's longest continually operating resort.

In addition to its award-winning learning centers, Snow Valley also features a snow play area and the Snowdrift Tube Park.

Base elevation: 6,800 feet | 2,072 meters

Peak elevation: 7,841 feet | 2,389 meters

Vertical: 1,041 feet | 317 meters



240 skiable acres



12 chairlifts (1 high-speed 6-pack)



28 trails (18 skiable miles)



Average annual snowfall: 150 inches | 381 cm



Longest operating resort in Southern California (1924)



Night Sessions on select dates



Snowdrift Tube Park & snow play area



Award-winning learning centers



SOCIAL MEDIA



@bigbearmountainresort
@snowvalleymtnresortca



@bear_mountain
@snow_summit
@snowvalleymtnresort



@bigbearmtresort
@snow_valley_ca

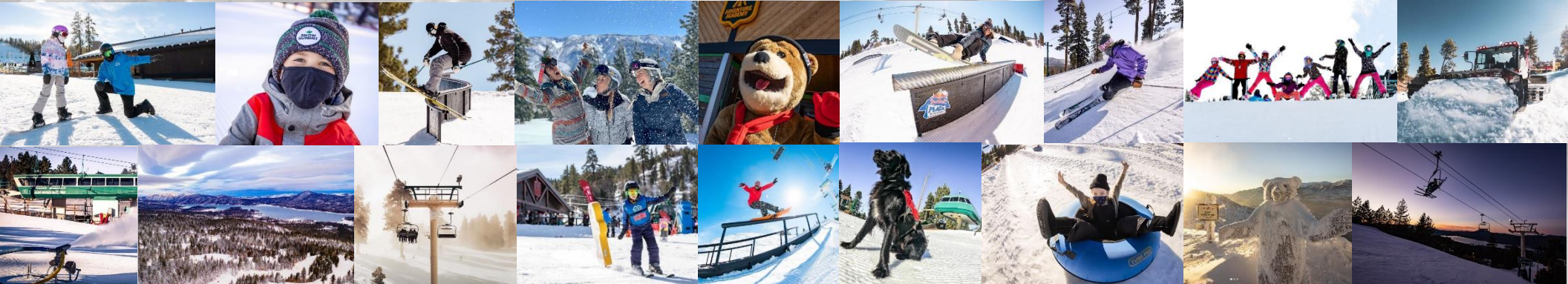


@bigbearmountainresort



@bigbearmountainresort

#BigBearMountainResort #BBMR #BearMountain #BearMtn #BearBuilt #SnowSummit #SummitStyle #SnowValley



LOGOS

PRIMARY



SECONDARY



ALTERNATE



LOGO GUIDELINES

Observe minimum spacing and size requirements at all times.

The image displays three variations of the Big Bear Mountain Resort logo on a grid background, illustrating various guidelines:

- Color and Spacing:** The first logo is on a red background. It features a white mountain range icon, the text "BIG BEAR MOUNTAIN RESORT" in white, and two smaller logos at the bottom: "BEAR" with a paw print and "SNOW SUMMIT" with a snowflake. Red brackets indicate a bleed area of $Y = .0125$ and a spacing of X between the mountain icon and the text.
- Black and Spacing:** The second logo is in black on a white background. It features a black mountain range icon, the text "BIG BEAR MOUNTAIN RESORT" in black, and the same two smaller logos at the bottom. Red brackets indicate a spacing of X between the mountain icon and the text, and a spacing of B between the two smaller logos.
- Minimum Size:** The third logo is a smaller version of the black logo. A red bracket below it indicates a minimum width of $x = 2$ in.

SPACING

X = Cap height of "B"
 B = Width of two "I"

MINIMUM SIZE

$x = 2$ in.

$Y = .0125$ Bleed

LOGO GUIDELINES CONT.

Do not alter or recreate. Improper usage examples below.



COLOR PALLETTE



BEAR RED

R - 237
G - 28
B - 36

#ed1c23



DARK RED

R - 193
G - 32
B - 53

#c12053



SUMMIT GREEN

R - 9
G - 121
B - 52

#097934



EVERGREEN

R - 0
G - 175
B - 65

#00af41



VALLEY BLUE

R - 0
G - 85
B - 141

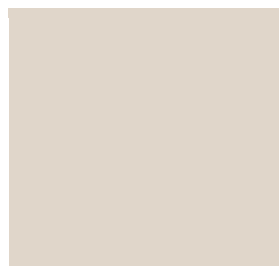
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BEAR BRUT

R - 184
G - 165
B - 143

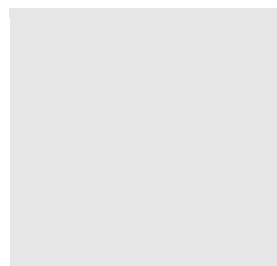
#b8a58f



CHAMPAGNE

R - 224
G - 214
B - 202

#e0d6ca



WARM GREY

R - 229
G - 230
B - 229

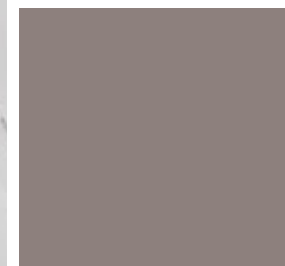
#e5e6e5



DARK GREY

R - 88
G - 89
B - 91

#58595B



GRANITE

R - 141
G - 128
B - 125

#8d807d

HISTORY

1920s

1924 - Snow Valley founded as Fish Camp; first sling lift built in San Bernardino Mountains

1930s

1938 - First sling lift built in Big Bear

1940s

1943 - Bear Mountain founded as Moonridge Ski Area

1949 - First chairlift in Big Bear completed (Lynn Lift); first chairlift installed at Snow Valley

1950s

1952 - Snow Summit founded

1960s

1963 - Snow Summit snowmaking system installed

1964 - First NYE Torchlight Parade at Snow Summit

1970s

1970 - Moonridge Ski Area renamed Goldmine Mountain

1980s

1981 - China Peak acquired by Snow Summit

1983 - First permanent in-ground halfpipe on the West Coast built at Snow Summit

1988 - Goldmine Mountain acquired by S-K-I Ltd., renamed Big Bear Mountain

1989 - First high-speed quad chairlift installed at Big Bear Mountain

1990s

1991 - High-speed quad chairlifts installed at Snow Summit

1992 - First terrain park in North America built at Big Bear Mountain (Outlaw)

1995 - Big Bear Mountain acquired by Fibreboard Corp.

1996 - Big Bear Mountain acquired by Booth Creek, Inc.

1997 - Inaugural Winter X Games hosted at Snow Summit

2000s

2000 - Snowmaking water cooling towers installed at Snow Valley

2002 - Big Bear Mountain acquired by Snow Summit, renamed Bear Mountain

2003 - First Hot Dawgz & Hand Rails (HDHR) at Bear Mountain

2010 - China Peak sold by Snow Summit

2010s

2014 - Bear Mountain & Snow Summit acquired by Mammoth Resorts

2015 - Big Bear Mountain Resort founded

2017 - Mammoth Resorts acquired by Alterra Mountain Company; High-speed 6-pack installed at Snow Valley

2018 - Ikon Pass launched

2020s

2022 - Snow Valley Mountain Resort acquired by Alterra Mountain Company, joins Big Bear Mountain Resort

SNOWMAKING

Big Bear Mountain Resort is Southern California's home for alpine good times thanks to industry-leading snowmaking infrastructure that allows our properties to provide the best snow conditions and most rideable terrain regardless of natural snowfall or weather patterns.

Man-made snow is produced by combining compressed air and water using machines called snow guns, which cool and atomize the water while blowing it into the air where it crystalizes to form snow. Snow density can be adjusted by changing the air/water mixture to produce heavier snow for base layers or lighter snow for groomed runs.

BBMR purchases water for snowmaking from the Big Bear Municipal Water District (WMD). The amount of water used for snowmaking equates to approximately four (4) inches of surface water, with nearly 90 percent returning to the lake via ground absorption and runoff waterways. For comparison, Big Bear Lake averages 1-2 feet of natural evaporation during the summer.

WHAT ARE THE BEST WEATHER CONDITIONS FOR SNOWMAKING?



Sustained conditions
for 48-72 hours



Wet bulb temp of
27°F or lower



Moderate to strong winds






Low to moderate humidity

**Wet bulb temp measures the open-air temp and relative humidity.*

TERRAIN PARKS

Big Bear Mountain Resort's terrain parks are perennially rated among the best in the country thanks to our award-winning Park Crew's dedication to constantly push the limit of what's possible when it comes to park progression.



	PARK	SKILL LEVEL	FEATURES
	Skill Builder	● Beginner	Boxes, hips, kinks, hips, step-ups, table tops, tubes
	Freestyle	●● Intermediate	Boxes, c-rails, halfpies (13' & 18') hips, kinks, pole jams, rails, s-rails, spines, step-downs/ups, table tops, tubes, wall rides
	Red Bull Plaza	●● Intermediate	Boxes, c-rails, kinks, pole jams, rails, tubes, wall rides
	Steps & Canyons	●●●● Expert	Natural features, ungroomed terrain
	Skill Builder	● Beginner	Boxes, hips, kinks, rails, step-ups, table tops, tubes
	Freestyle	●● Intermediate	Boxes, c-rails, hips, kinks, pole jams, rails, s-rails, spines, step-downs/ups, table tops, tubes, wall rides
	The Hideout	● Beginner	Boxes, jibs, rails
	Park Avenue	●● Intermediate	Introductory terrain features
	The EDGE	●●● Advanced	Boxes, rails, snow features

EVENTS



BEAR BOWL

Football themed on-snow team competition measuring agility, accuracy, and speed.

When: Feb. 11, 2023

BEAR BREAK

Retro spring break bash featuring BBMR's "send it" style with a pond skim, live music, and more.

When: Late March/early April



PARTY IN THE PLAZA

Celebrate a day on the slopes with live music, product giveaways, and plenty of fun.

When: TBD

SNOW SUMMIT.



NIGHT SESSIONS

Ski or ride under the stars at SoCal's snow capital on select dates this winter.

When: December-March

NYE TORCHLIGHT PARADE

A Big Bear tradition since 1964. Celebrate the new year on the slopes in a true alpine setting.

When: Dec. 31, 2021



SANTA COMES TO SUMMIT

Skip the mall and get a free photo with jolly St. Nick on select dates.

When: December

WHAT'S NEW IN 22/23



Snow Valley Acquisition

In January 2023, Snow Valley Mountain Resort was acquired by Alterra Mountain Company and joined the Big Bear Mountain Resort family. The acquisition bolsters Big Bear Mountain Resort's efforts to make winter sports more accessible to residents of Southern California while providing much-needed improvements to Snow Valley's base area facilities and on-hill infrastructure.



Bear Mountain Renovations

After a two-year hiatus due to the pandemic, the Bear Mountain base area renovation has resumed. Phase 2 includes a \$2 million upgrade to Laybacks Bar, featuring new windows, radiant flooring, and redesigned indoor-to-outdoor bar area to create better guest flow and customer service. Additionally, the Bear Mountain rental shop received a \$1.2 million update to make the equipment rental process more efficient.



Employee Housing

In an effort to address the lack of affordable, long-term housing in the Big Bear Valley, BBMR has purchased the Travelodge Hotel located at 39471 Big Bear Blvd. The property, which received \$1.2 million in renovations and will be used to provide housing for seasonal employees during the 22/23 season.



Parking Lot Land Swap

BBMR and the Bear Valley Community Healthcare District (BVCHD) have agreed to exchange property parcels to better serve their respective constituents and the greater Big Bear Valley community. BBMR will transfer ownership of the 5-acre parcel adjacent to the hospital at Fox Farm Road and Garstin Drive that is currently being used as a remote parking lot to BVCHD in exchange for a 10-acre parcel on Sandalwood Drive, which the resort will develop into additional remote parking.

CONTACTS



ADVERTISING & PUBLIC RELATIONS

Justin Kanton
909.366.4927 | jkanton@bbmr.com



CALL CENTER & RESERVATIONS

844.GO2.BEAR (844.462.2327)
info@bbmr.com



EVENTS & LOCATION SERVICES

Clayton Shoemaker
909.366.4925 | cshoemaker@bbmr.com



GROUP SALES

909.366.4942



HUMAN RESOURCES

909.366.4900



PATROL

Bear Mountain: 909.939.7181
Snow Summit: 909.366.7180



SECURITY

Bear Mountain: 909.939.7180
Snow Summit: 909.366.4944



SPONSORS & PARTNERSHIPS

Camille Wreesman
909.939.7169 | cwreesman@bbmr.com