



**BIG BEAR**  
MOUNTAIN RESORT



**WINTER 21/22 MEDIA KIT**

# TWO MOUNTAINS. ONE RESORT.



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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 two mountains – Bear Mountain and Snow Summit – 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 (November-April).

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 Grizzly Ridge Tube Park, 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 92318



844.GO2.BEAR (844.462.2327)



[www.bigbearmountainresort.com](http://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 can't-miss events like Bear Bowl, Bear Break, and Hot Dawgz & Hand Rails, aka the largest winter kickoff party known to man.

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



SoCal's largest beginner areas, only halfpipes & highest lift-served peak (8,805 feet)



Award-winning terrain parks



USARC adaptive program



Amazing après



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 in 1983 and served as host venue for the inaugural Winter X Games in 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



10 chairlifts (2 high-speed quads)



30 trails (18 skiable miles)



Average annual snowfall: 100 inches | 254 cm



Industry-leading snowmaking infrastructure



Night Sessions on select dates



Grizzly Ridge Tube Park



1<sup>st</sup> permanent in-ground halfpipe on the West Coast



Hosted the inaugural Winter X Games (1997)



# SOCIAL MEDIA



@bigbearmountainresort



@bear\_mountain



@snow\_summit



@bigbearmtresort

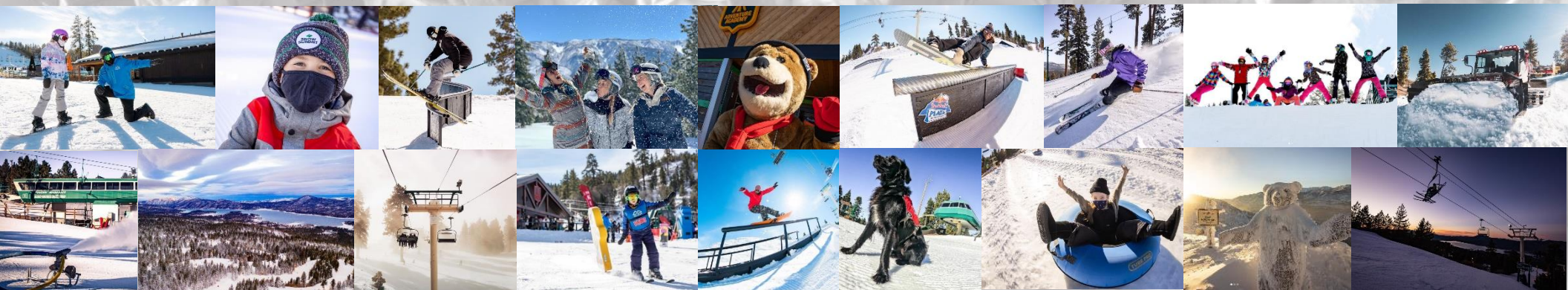


@bigbearmountainresort



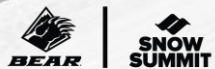
@bigbearmountainresort

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



# LOGOS

## PRIMARY



## SECONDARY



## ALTERNATIVE



# LOGO GUIDELINES

Observe minimum spacing and size requirements at all times.



# 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

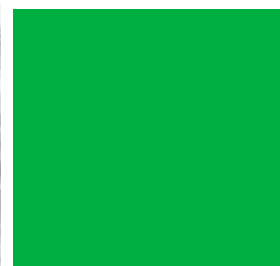
#c12053



**SUMMIT GREEN**

R - 9  
G - 121  
B - 52

#097934



**EVERGREEN**

R - 0  
G - 175  
B - 65

#00af41



**BEAR BRUT**

R - 184  
G - 165  
B - 143

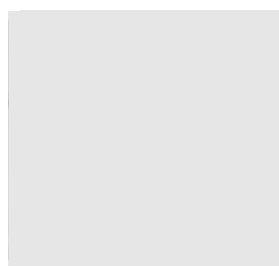
#b8a58f



**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

# HISTORY

## 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)

## 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, renamed Sierra 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

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

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

2010 – Sierra Summit sold by Snow Summit, renamed China Peak

## 2010s

2014 – Bear Mountain & Snow Summit acquired by Mammoth Resorts

2015 – Big Bear Mountain Resort founded

2017 – Mammoth Resorts (Bear Mountain, Snow Summit, Mammoth Mountain, June Mountain) acquired by Alterra Mountain Company

2018 – Ikon Pass launched

# SNOWMAKING

Big Bear Mountain Resort is Southern California's home for alpine good times thanks to industry-leading snowmaking infrastructure that allows our twin properties – Bear Mountain and Snow Summit – 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, kinks, hips, rails, 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
Steeps & Canyons	●●●● Expert	Natural features, ungroomed terrain



PARK	SKILL LEVEL	FEATURES
Skill Builder	● Beginner	Boxes, hips, kinks, rails, step-ups, tubes, table tops
Freestyle	●● Intermediate	Boxes, c-rails, hips, kinks, pole jams, rails, s-rails, spines, step-downs/ups, table tops, tubes, wall rides

# EVENTS



## BEAR BOWL

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

When: Feb. 12, 2022

## BEAR BREAK

Bringing BBMR's signature "send it" style to spring break with a pond skim, live music, and more.

When: April 1-3, 2022



## HOT DAWGZ & HAND RAILS

The largest winter kickoff party known to man featuring live music and an invite-only rail jam.

When: Late Sept./early Oct.



## NIGHT SESSIONS

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

When: December-March

## NYE TORCHLIGHT PARADE

A Big Bear tradition since 1964. Celebrate New Year's Eve 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 21/22



## Dual Season Pass

Big Bear Mountain resort will offer a new season pass that includes unlimited lift access at Bear Mountain and Snow Summit in the winter and Summit Bike Park in the summer. The Dual Season pass also includes plenty of pass holder perks, like in-resort discounts and free parking in BBMR remote lots all winter.



## Website & Mobile App

Big Bear Mountain Resort also will launch an all-new website and mobile app with enhanced capabilities and more dynamic content to give guests the information they want, when they want it – from booking lift tickets, lessons, and rentals in advance to locating in-resort services during their visit, and more.



## Lift Ticket Pickup Boxes

Guests that purchase lift tickets in advance can skip the ticket windows and get on the slopes faster by redeeming their reservation at one of 20 automated pickup boxes located in the Bear Mountain and Snow Summit base areas (10 per mountain). Guests that purchase lift tickets in advance will receive a confirmation email with redemption instructions.



## RFID Gates & Tickets

Gates will be installed at both mountains base area lifts to help reduce guest wait times. The new gates, which utilize RFID technology and reloadable lift tickets, will allow guests with valid lift tickets to pass through without having their lift ticket scanned by a lift attendant – so long, sticky tickets and wickets – with photo verification required for all guests prior to proceeding the chairlift.

# CONTACTS



## ADVERTISING & PUBLIC RELATIONS

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## EVENTS & LOCATION SERVICES

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## SPONSORS & PARTNERSHIPS

Camille Wreesman  
909.366.7169 | cwreesman@bbmr.com



## GROUP SALES

909.366.4942



## CALL CENTER & RESERVATIONS

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



## PATROL

Bear Mountain: 909.939.7181  
Snow Summit: 909.366.4948



## SECURITY

Bear Mountain: 909.366.4946  
Snow Summit: 909.366.4944



## HUMAN RESOURCES

909.366.4900