

**REPORT/RECOMMENDATION TO THE BOARD OF DIRECTORS  
OF BIG BEAR VALLEY RECREATION AND PARK DISTRICT  
AND RECORD OF ACTION**

**November 4, 2025**

**FROM**

**NOEL CASTILLO, Director, Department of Public Works – Special Districts**

**SUBJECT**

Agreement with Visit Big Bear for the Alpine Zoo Wild Lights Event at Big Bear Alpine Zoo

**RECOMMENDATION(S)**

Acting as the governing body of the Big Bear Valley Recreation and Park District, approve revenue sharing **Agreement No. 25-871** with the Big Bear Lake Resort Association, Inc. dba Visit Big Bear for the Alpine Zoo Wild Lights event at the Big Bear Alpine Zoo, establishing the respective roles and responsibilities of each party for the special event, commencing upon execution through February 28, 2026.

(Presenter: Darren Meeka, Deputy Director, 386-8811)

**COUNTY AND CHIEF EXECUTIVE OFFICER GOALS & OBJECTIVES**

**Promote the Countywide Vision.**

**Ensure Development of a Well-Planned, Balanced, and Sustainable County.**

**Pursue County Goals and Objectives by Working with Other Agencies and Stakeholders.**

**FINANCIAL IMPACT**

Approval of this item will not result in the use of Discretionary General Funding (Net County Cost). Based on projected attendance, Big Bear Alpine Zoo (BBAZ) is expected to generate approximately \$340,000 in additional ticket sales from the after-hours special event, although the revenue generated will not go to BBAZ exclusively.

Big Bear Lake Resort Association Inc. dba Visit Big Bear (VBB) will be financially responsible for the payment for the additional staffing costs required to support the event, including the Board approved ordinance rates for two Gift Shop Specialists, two Animal Keepers, and one Maintenance Worker estimated at \$28,031 to \$33,638. In addition, VBB intends to donate 20% of total net revenue from the event to support BBAZ. Sufficient appropriations and revenues are included in the BBAZ 2025-26 budget.

**BACKGROUND INFORMATION**

The Big Bear Valley Recreation and Park District (District) manage and operates the BBAZ. The BBAZ provides educational opportunities for the public, showcasing local wildlife through enriching, natural exhibits and world-class animal care to the benefit of the community.

The Alpine Zoo Wild Lights event is a new, family-friendly winter attraction designed to celebrate the holiday season while promoting wildlife conservation and community engagement. The event will feature illuminated animal displays, festive light tunnels, themed decorations

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throughout the zoo, holiday music, seasonal food and beverage offerings, and interactive activities such as photo areas and educational presentations by BBAZ staff.

The revenue sharing Agreement (Agreement) between the District and VBB will allow the Alpine Zoo Wild Lights special event to occur at BBAZ from November 5, 2025, through January 11, 2026. The event will take place after regular operating hours, from 5:00 p.m. to 9:00 p.m., Monday through Sunday, contingent on demand and weather conditions. The Agreement will commence upon execution by the District and VBB. The Agreement will remain in effect until February 28, 2026, to allow for the event's closure and revenue reconciliation, unless terminated earlier in accordance with Section 13.

Under this Agreement, the District will provide access to the BBAZ facilities, oversight of animal care, and staffing coordination, while Visit Big Bear will handle event marketing, décor installation, ticketing coordination, and payment of additional staffing costs.

This will be the inaugural year of the Alpine Zoo Wild Lights at BBAZ and the District envisions that this collaborative effort will serve as the foundation for a recurring annual event in partnership with community stakeholders for the benefit of the public.

This item aligns with the County and Chief Executive Officer's goal and objective to operate in a fiscally-responsible and business-like manner by allowing District to leverage its amenities to raise revenue to support the BBAZ and providing benefits to the community.

**PROCUREMENT**

Not applicable.

**REVIEW BY OTHERS**

This item has been reviewed by County Counsel (Aaron Gest, Deputy County Counsel, 387-5455) on October 9, 2025; and County Finance and Administration (Amanda Trussell, Principal Administrative Analyst, 387-4773) on October 15, 2025.

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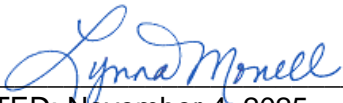
Record of Action of the Board of Directors  
Big Bear Valley Recreation and Park District

**APPROVED (CONSENT CALENDAR)**

Moved: Joe Baca, Jr. Seconded: Curt Hagman

Ayes: Col. Paul Cook (Ret.), Jesse Armendarez, Dawn Rowe, Curt Hagman, Joe Baca, Jr.

Lynna Monell, SECRETARY

BY   
DATED: November 4, 2025



cc: BBVR&PD - Hoffman w/agree  
Contractor - c/o BBVR&PD w/agree  
File - w/agree

CCM 11/10/2025