



THE SPORTS OFFICE · BIG BEAR LAKE

# THE FUTURE OF ALTITUDE

*How The Sports Office Is Positioning Big Bear Lake  
as a National High-Performance Hub*

# 6,752

FEET ABOVE SEA LEVEL

AND JUST  
GETTING STARTED.



**HIGH ALTITUDE TRAINING CENTER**

PERFORMANCE GYM & WELLNESS CAMPUS · BIG BEAR LAKE



ALPINE PERFORMANCE  
GYM & WELLNESS CAMPUS

WHAT IS THE SPORTS OFFICE?

# THE HUB BIG BEAR DIDN'T KNOW IT WAS MISSING.

The Sports Office (TSO) Big Bear is not simply a facility operator or sports tourism promoter. It is an ecosystem - and more importantly, a central hub.

Founded by its parent company, Hueco Tanks, and led by CEO Damien Navarro alongside Olympian and Ironman world record holder Cameron Wurf, Director Johnny Burnham, and Camps Manager Sydney Caruso, The Sports Office integrates elite performance, youth development, sports science and longevity, community access, and land stewardship.

But its purpose runs deeper.

For decades, Big Bear has produced remarkable athletes - high-altitude lungs, durable bodies, mountain resilience. Ask any parent in town and you will hear the same refrain: the talent is here. The infrastructure has lagged behind.

Momentum is building, including the development of the new high school stadium and renewed energy around organized sport. Yet meaningful gaps remain: community pools, dedicated training facilities, year-round courts and fields, and structured pathways for young athletes who aspire to compete beyond the valley.

The mountain builds capacity.

Facilities unlock it.

Globally, billions are invested each year in sports infrastructure and performance hubs. Professional and Olympic organizations commit long term only where facilities, lodging, and environmental stewardship align.

What Big Bear lacked was not natural advantage.

It was coordination.

At the center is the *High Altitude Training Center*, positioned with direct access to lake training, mountain terrain, endurance routes, and year-round outdoor opportunity. *The Sports Office* was created to connect these assets intentionally and strategically.

Its mission is long-view: to build a sustainable altitude ecosystem supporting Olympic pipelines, professional camps, youth athletes,



and the local community - while reinvesting proceeds into community-driven projects and infrastructure.

The recent vote by the *Big Bear Municipal Water District* approving U.S. Rowing's altitude training commitment represents more than logistics. It reflects trust, environmental alignment, and civic collaboration.

That moment also honors community leaders such as Sandy Steers of *Friends of Big Bear Valley* and *Water District Board Director* Bob Rehfuss, who championed responsible, low-impact growth and believed in protecting the lake while allowing thoughtful evolution.

Sandy understood something fundamental: not all tourism carries the same footprint. Responsibly structured athletic camps generate economic stability without overwhelming infrastructure. They bring midweek occupancy, repeat visitation, and long-term relationships rather than weekend spikes.

*The Sports Office* exists as a North Star - aligning performance, community development, and environmental responsibility.

This is performance aligned with permanence.

And it is only beginning.



# UNDER NEW OWNERSHIP

*A 16,000-Square-Foot Reinvention at 6,752 Feet*

## The High Altitude Training Center Enters a New Era

At 6,752 feet above sea level, the High Altitude Training Center (HATC) is entering a new chapter - not as a renovation, but as a reinvention.

Spanning more than 16,000 square feet, the facility once operated at only a fraction of its potential. Under new ownership, the entire footprint has been activated and reimagined into a multi-level performance campus designed to maximize Big Bear's altitude advantage.

The transformation is both structural and philosophical. The upstairs loft and performance space have been revitalized. Showers and upgraded dressing rooms now support high-intensity training, and the downstairs bathrooms have been fully renovated.

A dramatic two-story atrium opens the training floor, creating light, visibility, and energy. The main entrance has been relocated to improve flow and accessibility, while outdoor gathering areas foster community connection. A catering kitchen supports camps and events, and an in-house café and retail shop add daily vibrancy to the facility.

What was once underutilized now operates from morning through evening.

Today, HATC functions as a multi-discipline hub rather than a single-use gym. Strength and conditioning, endurance and altitude performance, boxing and fight camps, youth athletic development, breath-work, recovery, and longevity-focused mobility training operate side by side.



The respected *Fight Syndicate* has been integrated under the HATC umbrella, strengthening combat programming, youth classes, and expanding access to high-level coaching.

New additions include dance programming, guided meditation, visiting clinicians, therapy specialists, and community-led workshops. The result is a layered performance environment where elite athletes train alongside youth competitors and community members rebuilding strength. Altitude levels the playing field - and HATC meets people where they are.

Launching alongside the expansion is **Club 6752**, a membership model that extends the altitude experience beyond the gym walls. Members gain access to curated wellness and recovery experiences through resort and hotel partners, including spa amenities, pools, and contrast therapy environments. Performance extends beyond workouts. Recovery and restoration matter.

## Access as a Core Value

HATC remains committed to accessibility, offering special membership pathways for:

- Seniors
- Students
- Veterans
- First responders
- Residents facing financial hardship

Under the leadership of General Manager Turoa Tahauri, the goal is not exclusivity - it is durability for athletes, families, and the broader Big Bear community.

This is not simply a gym expansion. It is the activation of a 16,000-square-foot performance engine built for Olympic preparation, youth development, and long-term community health.



THE OLYMPIC PIPELINE BEGINS

# Why Big Bear Matters on the Road to LA28

In May, **U.S. Men's and Women's Rowing**, led by Josy Verdonkschot, begins Year One of a three-year altitude commitment in Big Bear Lake.

This is not a camp - It is a pipeline.

The *LA28 Olympic Games* are projected to draw more than 10 million spectators to Southern California, generating billions in global media exposure and bringing tens of thousands of athletes, coaches, and support staff into the region during multiple years of preparation.

But the Games do not begin in 2028. They begin now.

Olympic programs operate on multi-year performance arcs. Physiological adaptation, foster development, and international qualification cycles require stable, repeatable environments. Big Bear's 6,752-foot elevation sits within the optimal adaptation window - high enough to stimulate red blood cell production and aerobic gains, yet low enough to maintain training intensity and quality.

Elite programs do not gamble on environment. Their presence signals validation.

The three-year commitment from *U.S. Rowing* represents the first structured Olympic training pipeline hosted locally. It creates repeat visitation, national and international credibility, and extended athlete residency blocks. More importantly, it establishes a foundation for future Olympic-aligned programs.

And this is only the beginning.

*The Sports Office* is in active conversation with additional endurance, combat, and hybrid sport organizations exploring altitude blocks between 2026 and 2028. As proximity to Los Angeles becomes increasingly valuable in the lead-up to the Games, Big Bear is uniquely positioned to serve as a preparation hub, recovery destination, media-content backdrop, and brand activation site.

For the next three years, the valley has an opportunity to play a strategic role - not as a satellite, but as a contributor.

Current work includes facility upgrades aligned with Olympic standards, multi-sport scheduling integration,

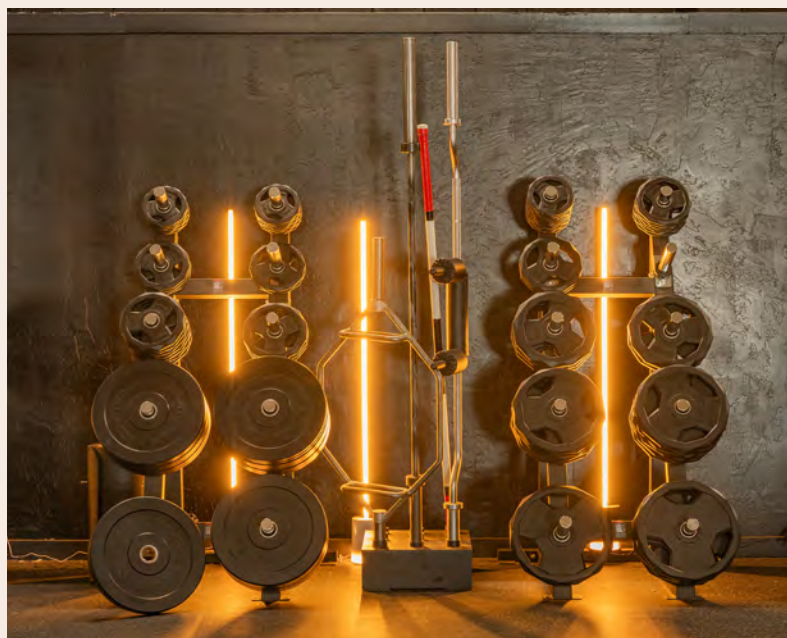


lodging partnerships for repeat training blocks, performance science expansion, and youth pipeline alignment with elite exposure.

Community benefit remains central. Multi-year Olympic blocks create consistent midweek occupancy, long-term vendor relationships, and predictable economic engagement. They also bring expertise into the valley - coaches, sports scientists, and operators willing to mentor young athletes and share performance knowledge.

This is not a one-summer story.

It is a three-year runway - and it does not end in 2028.



# ONE MOUNTAIN. MANY DISCIPLINES.

*Altitude does not belong to one sport.  
It belongs to anyone willing to work.*



Earlier this year, UFC contender Marlon “Chito” Vera completed a high-altitude fight camp at the *High Altitude Training Center* in preparation for his February 28 bout in Mexico City.

Combat sports demand resilience under oxygen stress. Altitude sharpens that edge - forcing adaptation, deepening endurance, and reinforcing mental durability.

But fight camps are only one chapter.

Big Bear is emerging as a multi-discipline altitude campus capable of supporting professional and Olympic training blocks, collegiate team camps, international endurance groups, youth development programs, hybrid and combat preparation, and multi-sport festivals and competitions. The goal is not specialization within a single vertical; it is integration across many disciplines under one unified performance environment.

Spring brings back Mountain biking, along with the arrival of the 3-day festival, Big Bear Peaks to Pines fest, including the TransRockies Stage Race and the Classic Holcomb Valley Trail Run. Lake-based endurance training intensifies, competitive fishing heats up, and The SkateBoard Association launches its first competitive season.

Conversations are also underway with international organizations - including Dragon Boat federations - exploring the possibility of large-scale team competitions on *Big Bear Lake*. The combination of altitude, water access, and contained geography creates rare logistical advantages that few regions can replicate.

This is not event stacking.

It is ecosystem design.

Single camps evolve into annual commitments. Annual commitments evolve into long-term infrastructure partnerships. Infrastructure invites investment, innovation, and broader participation.

Altitude becomes the common denominator - the shared training advantage connecting seemingly different sports. The vision is not to be narrowly defined by one discipline or season. It is to become altitude-agnostic: a place where rowers, fighters, cyclists, paddlers, runners, skaters, and youth athletes can coexist, train, compete, and return year after year.

One mountain. Many disciplines.

A unified performance environment built on elevation, resilience, and repeatable excellence.



# Building Bridges, Not Silos



*The Sports Office* was never intended to stand alone. From the beginning, its purpose has been rooted in alignment - supporting and strengthening what already exists in *Big Bear Lake* rather than replacing it.

Growth here is shared.

*The Sports Office* works in partnership with civic leaders, environmental stewards, and economic stakeholders to help ensure that sports tourism contributes positively to the community throughout the year.

Key partnerships include Visit Big Bear, the Big Bear Chamber of Commerce, Care For Big Bear, Open Air, and San Bernardino County Parks & Recreation.

Through its parent company, Hueco Tanks, *The Sports Office* has helped modernize the storytelling around signature events while thoughtfully expanding audience reach across cycling, trail running,

combat sports, endurance programming, and youth athletics. The goal is steady, sustainable activation that supports the mountain beyond traditional tourism seasons.

## **Corporate & Lodging Alignment**

A thriving sports ecosystem depends on strong relationships with hospitality and local businesses.

The Sports Office collaborates with lodging partners such as Sessions Retreat & Hotel, The Burgundy Hotel, Sierra Blue Hotel & Swim Club, Hotel Marina Riviera, and Destination Big Bear to support athlete camps, midweek training blocks, and extended stays. These partnerships help distribute visitation more evenly across the calendar, creating balance and consistency for the local economy.

Real estate leaders, including RE/MAX and Keller Williams Realty, are also part of the broader conversation. There is a shared understanding that long-term investment in health, performance, and infrastructure contributes to property value, livability, and overall community vitality.

## **Community Health & Access**

Beyond competition and events, *The Sports Office* is in ongoing dialogue with the local school district, veterans groups, and nonprofit organizations to expand access to health and wellness resources.

### ***The mission is simple and inclusive:***

Open doors - not only for elite athletes, but for seniors, students, first responders, veterans, and families who want stronger, healthier futures.

The belief is that when performance culture aligns with civic leadership, hospitality partners, environmental stewardship, and youth opportunity, the entire community benefits.

Not separately.

But together.



# Youth, Ambassadors & The Next Generation

Altitude has its greatest impact when it supports young people.

The *Local Athlete Ambassador Program* was originally launched under the leadership of *Travis Scott, CEO of Visit Big Bear*, with a vision to highlight homegrown talent and connect young athletes to the region's performance identity.

Today, that vision continues to evolve under the direction of *Johnny Burnham, Director of The Sports Office*. The program has grown into a more structured and supportive pathway, incorporating mentorship, coordinated training alignment, and long-term athlete development designed to encourage steady, sustainable progress.

Among the current ambassadors is *Ronnie Mancilla*, a disciplined and determined young boxer from Big Bear. Ronnie trains at the *High Altitude Training Center*, where his program blends strength, conditioning, and technical fight preparation within a consistent performance environment. His work ethic reflects both personal dedication and the quiet resilience often shaped by mountain life.



*Siena Harmon* represents the off-road cycling community. Raised on mountain terrain, she has developed endurance, technical skill, and mental toughness through training across Big Bear's varied elevation and trail systems. The landscape itself has become part of her preparation, offering both challenge and advantage.

*Trey Lanza* brings a different but equally important dimension through skateboarding. Recently selected and signed by the *Skateboard Association (SBA)*, Trey reflects the continued growth of youth skate culture in Big Bear. His signing marks a meaningful step toward more formalized development opportunities for young riders. His style blends athleticism and creativity with steady progression and the grit that comes from growing up in this environment.

All three athletes were raised in this community, shaped by its terrain, and are now being supported by it in return.

Through the alignment between *Visit Big Bear and The Sports Office*, ambassadors receive structured access to altitude training facilities, integrated strength and conditioning programming, and ongoing mentorship and performance guidance. They are also provided thoughtful visibility across regional and national platforms, along with connections to broader competitive pathways that may support their long-term goals.

The philosophy behind the program is grounded and inclusive.

As Big Bear's national visibility continues to grow, its youth should grow with it. Altitude is not reserved solely for visiting professionals. It is equally meaningful for those who call this mountain home.





# A DIFFERENT KIND OF TOURISM

Big Bear Lake has long been sustained by traditional tourism - weekend travelers, holiday visitors, and seasonal recreation. That rhythm remains an essential part of the region's character and economic health. Sports tourism does not replace that foundation; it simply operates alongside it in a different way.

Unlike short-term vacation travel, structured athletic programming tends to follow a steadier and more distributed cadence. Teams, training camps, and competitions often arrive midweek, book during shoulder seasons, stay for extended training blocks, and return year after year. Rather than concentrating activity into a handful of peak weekends, this model helps spread visitation more evenly across the calendar, offering a layer of stability for lodging partners and local businesses.

That distinction is meaningful.

Athletic groups typically travel with defined goals and predictable schedules. Their presence supports hotels, restaurants, grocery stores,

recovery services, and retail in a consistent manner rather than in brief surges. Many programs return annually, building familiarity and long-term relationships within the community. Over time, these repeat visits foster trust and shared investment rather than one-time transactions.

The benefits are not only economic. Sports organizations often look to build lasting partnerships, contributing to facility improvements and performance spaces while sharing coaching knowledge and sports science expertise. Visiting athletes and staff frequently connect with local youth programs, offering mentorship and encouragement that can have a lasting impact on young competitors.

This is less about volume and more about value.

Traditional tourism brings vibrant energy during peak seasons and remains vital to Big Bear's identity. Sports tourism can help support continuity - distributing visitation, encouraging thoughtful infrastructure development, and creating meaningful engagement across multiple seasons. When aligned responsibly with partners such as *Visit Big Bear*, *the Chamber of Commerce*, *Care for Big Bear*, *Open Air*, and *County leadership*, this approach can complement existing efforts without overwhelming the mountain's character.

Big Bear is not shifting from one model to another. It is layering them carefully and intentionally.

At 6,752 feet, adaptation rewards patience and long-term thinking. Progress here, much like performance at altitude, is built through steady commitment rather than sudden spikes.

This is not a surge in visitation.

It is a strategy for resilience.

Your body can do anything,  
it's your mind you have to convince.



hatchbigbear.com  
(909) 366-0050



ALPINE PERFORMANCE  
GYM & WELLNESS CAMPUS

thesportsoffice.co  
(770) 375-5739  
info@thesportsoffice.co

40679 Big Bear Blvd, Big Bear Lake, CA 92315