

SITE MANAGER: ATTRACTIONS – BMO

07.21.2025

ABOUT US

B Morrow Productions (BMP) is a creative and production firm located in the Theme Park Design District of Orlando, Florida. We embrace a collaborative approach between our clients and the exceptional talents at BMP. As an entrepreneurial, fast-paced, and creatively driven studio, BMP offers significant opportunities for personal and professional growth for our studio talent. As we continue to grow, our services have expanded to include our sister organization, **B Morrow Operations (BMO)**.

B Morrow Operations (BMO) provides comprehensive operational expertise, including entertainment and themed activation planning/design, rehearsal and show development, and special effects design/incorporation. We ensure every detail is flawlessly executed, allowing our Guests to experience unique, one-of-a-kind activations. Our clients span various sectors, including theme parks, zoos, live entertainment, resorts, and educational experiences, providing our team with diverse and enriching projects.

BMP and BMO is certified by the National LGBT Chamber of Commerce as a Gay-owned Business Enterprise.

YOUR ROLE

As a **Site Manager** at B Morrow Operations, you manage the efficient and safe operation of the high-energy-themed experience, **Snow Factory**, as part of the Gaylord Christmas Celebration. Working cooperatively with fellow Site Managers, you oversee both internal and external Operators, providing leadership that guides exceptional guest service, immersive engagement, efficient crowd management, and safety across various attractions. This role will include an assignment for the operating season at one of Gaylord Hotel's resort properties within the 2025 Snow Factory portfolio.

This role will report directly to BMO Executive leadership, depending on the assigned event location.

Key Responsibilities:

- **Leadership and Management:**
 - Act as the primary point of contact and site expert for resort partners at your assigned property.

- Provide consistent and accurate information to the onsite resort representatives relating to the operation of Snow Factory.
- Lead and inspire various Talents within the BMO Site Team.
- Develop Operator Talent, providing recognition and timely, actionable feedback.
- Teach, exemplify, and inspire adherence to the BMP pillars of **Safety, Courtesy, Show, Efficiency, and Studio For All.**
- Set and enforce daily opening and closing procedures for all attractions.
- Maintain daily logs and reports needed for compliance and to confirm Operators are following outlined SOP's.
- Be on call (even if not on the scheduled floor shift) to manage emergencies or staffing concerns.
- Issue daily closing reports via the BMO Share Point Site and other utilized applications.
- Upload daily attendance and sales via BMO reporting processes.
- **Guest Experience:**
 - Provide guidance for Team to deliver exceptional Guest Service and adhere to safety protocols and Guest experience guidelines.
 - Resolve Guest issues promptly and effectively, partnering with other lines of business as necessary.
 - Working collaboratively with BMO's operational partner, Magic Ice, to ensure a safe, efficient, and well-organized operation for all attractions.
 - Act as the primary point of contact and site expert for resort partners at your assigned property.
 - Manage and resolve Guest opportunities with tools provided, including the Resort Operations Team when needed.
- **Operational Excellence:**
 - Manage and provide direct oversight on all aspects of daily operations, including, but not limited to, scheduling, labor tracking, ice attractions operations, attendance, and reporting.
 - Establish smooth daily operations by coordinating with Gaylord Operations Teams and on-site leadership.
 - Respond to and assist in collecting Guest Injury claims data – Reporting to BMP Executives and managing communications on site with Resort Operations Team and BMO team. Upload data into the BMO Claims Smartsheet.
 - Assist with installation and strike, managing BMP/BMO subcontractors and partners, and ensuring project execution per site plan and schedule.

- **Fiscal Responsibility:**
 - Demonstrate fiscal responsibility in planning and decision-making.
 - Utilize all communication tools effectively, including iPhone, instant messaging, voicemail, Teams chats, and email.
 - Confirm weekly schedules for third-party Operator labor based on projections of Guest visitation to assure adequate labor resources are planned within set budget allocations.
 - For some locations, set weekly schedules for Operator labor based on projections of Guest visitation to assure adequate labor resources are planned.
 - Review daily staffing levels to confirm they are within set labor allocations for daily projected Guest visitation levels. Coordinate with third-party Operator leadership when adjustments are required.
 - Work closely with BMO Executive Leadership on necessary adjustments to labor.

- **Collaboration:**
 - Coordinate show elements and partner with various departments to reach operational goals while maintaining positive relationships.
 - Communicate and coordinate with contractors and other consultants.
 - Provide operational updates and data for startup meetings.

- **General Responsibilities:**
 - Maintain confidentiality of all information.
 - Work during holidays and be willing to travel and relocate to site cities for the activation period.
 - Step into operations roles as needed and share the BMP/O studio spirit with all stakeholders.

For the 2025 Holiday Season, BMO is operating Snow Factory attractions at Six locations:

- Gaylord National in National Harbor, MD
- Gaylord Opryland in Nashville, TN
- Gaylord Texan in Grapevine, TX
- Gaylord Rockies in Aurora, CO
- Gaylord Palms in Kissimmee, FL
- JW Marriott San Antonio Hill Country in San Antonio, TX

Snow Factory Offerings:

- **Snowball Build and Blast:** A unique target game with real snowballs.
- **Snow Flow Mountain:** An ice slide tubing experience made of real ice.
- Additional offerings may include **Ice Skating, Bumper Cars, a Carousel, and Ice Shuffle**, varying by property.

QUALIFICATIONS

- Minimum of 1 year of experience in a Guest Service or Operational Management role.
- Previous Guest Service Leadership and/or Client Service experience preferred.
- Demonstrated proficiency in Microsoft Suite.
- Strong organizational, detail-oriented, and client-facing communication skills.
- Demonstrated positive demeanor, with a commitment to excellence and quality
- Self-starter who works well independently.
- Physical ability to lift materials up to 50 lbs.
- Physical ability to walk on uneven surfaces, inclines, and ramps.
- Physical ability to stand for long periods of time.
- Ability to work in varying climates, both indoors and outdoors.

Preferred Experience:

- Experience with traveling for work or working out of state events. Experience working with Entertainment Special Effect equipment, including fog machines, snow machines, and audio systems.
- Ability to partner with subcontractors and vendors, driving results toward a common goal.

COMPENSATION

- Seasonal hourly role, eligible for overtime.
- Willingness to work 40 hours a week based on operational needs, with start dates varying by location as early as September 15, 2025, and end dates as late as January 31, 2026. **Operating schedule to include weekdays, weekends, nights, and holidays on a variable schedule.**
- Hourly Rate: \$26/hr (OT Eligible)
- Daily per diem of \$50 for food allowance to relocated out-of-state talent.
- \$50/month cell phone automatic reimbursement
- \$500 Sign-On bonus paid first week on-site location
- \$1,000 Season completion bonus payable in January 2026, pending Performance and completion of the season.
- 16 hours of paid time off, not eligible for use on major holidays

- Access to deployed property's on-site cafeteria for meals at a reduced rate
- Temporarily Relocated hires are eligible for these additional benefits:
 - Hotel accommodation for the duration of the operating season.
 - Paid Round Trip flights to site if personal car is not taken to site.
 - Mileage reimbursement at \$0.70/mile for roundtrip drive of personal vehicle from home address to the assigned Gaylord Resort for out-of-state assignments.
 - One time travel stipend of \$200 if driving to out-of-state Gaylord property.

WHY WORK HERE

- Be a part of a team that delivers joy and festive cheer to Guests through a classic holiday attraction.
- Opportunities for growth and development within the attraction operations team.
- Competitive compensation.