Andrea Opitz
February 2023

Financials

TBID assessment check received from the City of Helena for the first half of property tax bills.

Montana Recovery Resources Symposium

Attended a symposium hosted by Montana Disaster & Emergency Services and Federal Emergency Management Association to address long-term disaster recovery and resilience in the State of Montana.

Southwest Montana

Southwest Montana's mission was written in 2001. Attended a facilitated executive SW Montana Meeting to assist with updating and developing the Visit Southwest Montana mission and vision statements.

Vision Helena

Work continued weekly with our key partners Chamber/CVB, City of Helena & East Helena, Montana Business Assistance Connection, Business Improvement District, Downtown Helena Inc., to discuss key focus areas and draft an agenda for an upcoming workshop to achieve the following key objectives:

- Adopt and implement short and long-term action plans
- Establish responsibilities, expectations, and commitments
- Discuss tools and metrics for tracking progress

Marketing

SOVRN

BRANDING PHASE II

Brand Development continues, where SOVRN presented visualizations of different creative directions for VH's brand and messaging. We worked with the VH team to go through the concepts and gather stakeholder feedback to ultimately create a new identity, complete with brand guidelines and high-level messaging. The first two phases will position VH for the next several years of communication campaigns and marketing initiatives.

Phase II - Brand Development Delivered-March

Social Media

Generated social media content; connected with followers; and with great assistance from Brandon and Chelsea worked to manage content.

Events Calendar

The Events Page continues to gain traction on the Visit Helena website and tourism stakeholders are beginning to add their events. The main goal is to provide one central location for locals and residents to stay up to date with all the events occurring in our destination; and effectively market our larger events.

If you haven't seen the web page, you can find it at**: https://helenamt.com/events/** .Promotional materials for the Events Page are available so please reach out to our Visitor Coordinator, Chelsea Paschall VisitorCoordinator@Helenamt.com.