



Chelsea Paschall

February 2023

For the month of January:

Visitor Information Center

- Provide detailed information for visitors and new residents about accommodations, attractions, recreation, the dining options & events.
- Converted two sets of visitors to overnight stays, as well as strongly considering a return visit in the summer.
- Gave a tour of Reeder's Alley and the Pioneer Cabin to two sets of film producers scoping out locations.
- Collected products for partner nonprofit auctions.

Visitor Record: December 2022 (15) to January 2023 (42) = 173.33% Increase

Website, Marketing & Promoting on Social Media Platforms

- Plan and schedule social media posts.
- Contribute to the rebrand decision.
- Take photos at attractions, scenery, and events to add to our assets.
- Compose mass and local newsletters for circulation via MailChimp.
- Compose blog about Budget Activities in Helena.
- Community outreach with the Last Chance Community Pow Wow, Holter, SnoFlinga & Homestake Lodge, the Capitol.