



Andrea Opitz
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Financials

Work continues to ensure the financials are up to date and work to secure unpaid TBID assessments. In preparing the budget for FY23-24, I will be actively reaching out with lodging properties that haven't submitted quarterly reports and diligently trying to gather accurate data so I can effectively predict income.

FY23-24 Work Plan & Budget

I will be presenting the TBID workplan and proposed budgets for discussion only to the Commission at the Admin Meeting on either May 17th or June 7th. First Resolution of Intention will be the Commission Meeting on June 12th and Final Adoption at the Commission Meeting on June 26th.

Calgary Outdoor Adventure and Travel Show

Exhibited for Visit Helena in conjunction with our partners in Southwest Montana at the [Calgary Outdoor Adventure and Travel Show March 17th & 18th](#) -Western Canada's largest showcase of outdoor gear and adventure travel experiences.

We experienced two full days of non-stop engagement. Canadians were genuinely enthusiastic about the proximity of Helena---only 6.5 hours. They loved our booths maps and our outdoor offerings. Over 200+ newsletter signups were captured.











2023-2024 Visitor Guide

Work continued on the newly designed 2023-2024 Helena Visitor Guide. We are excited to have a new look and feel to this inspirational piece and plan to have it ready to present to our colleagues from across the state at the 2023 Governor's Conference on Tourism.

Southwest Montana

Attended a several executive SW Montana Meetings. We are currently in the process of exploring online Frontline Training Models for our lodging partners. I will keep you abreast of progress.

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.

Marketing

SOVRN

BRANDING PHASE II- Complete—add why

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.

Social Media

Generated ideas for social media content 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.