

Brandon Pendergast

April 2023

Sales Report

RFP Business

Commemorative Air Force Organizations June 24 – 30, 2023
8 Rooms Total

Special Olympics – November 2023
700+ Rooms
Less than half response rate

MNA RFP's for Activities

MSAE Board Meeting RFP – Local Activities for Board Meeting

New Business

Turned away 2 RFPs, too large of conferences.

TBID Grant

Two new grant submission
Balloon Festival, October 2023
Total: \$9,000
New Event

BBQ Competition East Helena, August 2023
Total: TBD
New Event

Audit Survey Data

The program is suspended. Will send audits for TBID Grant Awardees.

Marketing

- Preparing to launch spring campaigns; Bike & Event Campaign, waiting for landing pages and content to be finalized.
- Outside Magazine confirmed, Helena, will receive recognition for undiscovered towns with Best Access to Public Lands
- Working on off-road and overland segments for 2024.
- Assisting in brand content and messaging for launch

FAM Tours

- IRU FAM Tour to take place April 29 – 30th, 2023
- Governor's Conference on Tourism April 23 – 25, 2023