



Chelsea Paschall

March 2023

For the month of February:

Visitor Information Center

- Provide detailed information for visitors and new residents about accommodations, attractions, recreation, the dining options & events.
- Inventoried brochures and requested up-to-date editions.
- Established merchandise options for upcoming conferences and FAM tours.
- Answered and fielded phone calls. Helped problem solve numerous issues for both current and future residents and visitors.
- Assisted in Summer Event Grant process.
- Evaluated assets and researched examples to inform the Visitor Guide creative process.
- Organized requests for Governors Conference FAM tours.

Visitor Record: January 2023 (42) to February 2023 (25) = -40.48% Decrease

Website, Marketing & Promoting on Social Media Platforms

- Plan and schedule social media posts.
- Take photos at attractions, scenery, and events to add to our assets.
- Compose mass and local newsletters for circulation via MailChimp.
- Research, establish connections and compose blog about Off the Beaten Path Restaurants Near Helena.
- Community outreach with Florence Crittenton for Paint the Town Pink Fundraiser, Race to the Sky and Montana Wildlife Federation for the 2nd Annual Women's Ice Fishing Clinic.