



Andrea Opitz
May 2023

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, actively reached out to lodging properties that haven't submitted quarterly reports to gather accurate data so I can effectively predict income.

FY23-24 Work Plan & Budget

Much work took place to complete the FY23-24 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.

Destinations International CEO Summit

Joined colleagues at this 2023 CEO Summit to continue the journey to navigate and overcome the complexities of the past three years. Heard from thought leaders about the areas that stand out in our industry as topics to discuss in-depth to come up with strategies and solutions. Topics included Leadership & Motivation, Sustainability & Regenerative Tourism, and Health & Wellness. The networking was great and walked away with some solid contacts.

2023-2024 Visitor Guide

Work was completed on a newly designed 2023-2024 Helena Visitor Guide. A half-day workshop was held to discuss content and design. 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 SW Montana Meetings to assist with frontline training opportunities, etc.

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. The workshop we held helped to clarify Why Vision Helena exists, What will Vision Helena accomplish in 5 years, and in the short-term.

Marketing

SOVRN

Worked with SOVRN on brand rollout, content collection, and brand materials.

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.