

## Brandon Pendergast May 2023

### **Sales Report**

#### **RFP Business**

*No new RFPs.*

#### **New Business**

*New Kansas City BBQ Society Event – IMPACT Montana hosting a new event August 5-6.*

#### **TBID Grant**

Two new grant submission

*Balloon Festival, October 2023*

*Total: \$9,000*

*New Event*

#### **Audit Survey Data**

Rolling out a new program – *more to come*

#### **Marketing**

- Outside Magazine showcasing Helena's access to National Forest Lands. July 2024
- Paid Google Search Campaign for Event Calendar running until June 15

#### **FAM Tours**

- IRU FAM Tour to take place April 29 – 30<sup>th</sup>, 2023
  - FAM Tour was a huge success with 17 international tour operators staying at the DoubleTree Hotel. The group enjoyed delicious food from Benny's Bistro, entertainment at Western Bar, tours from The Foundation of Montana History, and Hidden Hollow Hideaway Ranch. We had lots of great feedback from the group, everything from improvements to product offerings to their passion for environmental sustainability. There are a lot of topics we can cover, if anyone has questions please reach out.
- Governor's Conference on Tourism April 23 – 25, 2023
  - Hosted three post-FAM tours, showcasing Helena's history. Low turn-out due to limited advertising by the Conference.