



**Chelsea Paschall**

**May 2023**

For the month of April:

Visitor Information Center

- Guide visitors to unique experiences that meet their needs and support local businesses.
- Communicate with our print partners to order promotional materials for the new brand.
- Create a flyer showcasing local businesses who offered a discount for attendees of the Governor's Conference.
- Greet attendees for the Governor's Conference and assist with the FAM tours.
- Welcome the IRU attendees and ensure the execution of the meals.
- Join the IRU for the First Peoples Buffalo Jump FAM tour.

**Visitor Record: March 2023 (57) to April 2023 (117) = 105.26% Increase**

Website, Marketing & Promoting on Social Media Platforms

- Seek events through multiple avenues to post on Event Page.
- Reach out to new and established businesses for website updates and event submission.
- Plan and schedule social media posts.
- Take photos of attractions, scenery, and events to add to our assets, including the Spring Mead & Read and Gem and Mineral Show.
- Compose mass and local newsletters for circulation via MailChimp.
- Community outreach with the Holter Get Painted event.