



Andrea Opitz
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Financials

Work continues to ensure the financials are up to date and to secure unpaid TBID assessments.

In preparing the TBID Quarterly Assessment Final Report for FY23-24, I am actively reaching out to lodging properties to secure all reports and input data.

FY23-24 Work Plan & Budget

Final Adoption of the FY23-24 Work Plan & Budget occurred at the Commission Meeting on June 26th.

Southwest Montana

Attended a several SW Montana Meetings to assist with resiliency planning, frontline training opportunities, etc.

Resiliency Planning

The Montana Department of Commerce, in partnership with a strategic planning firm Coraggio Group, have embarked on resiliency planning project specifically designed to anticipate and adapt to unforeseen disruptions; maximize efficiencies in processes, timelines and costs; and optimize stakeholder engagement for true statewide buy-in and collaboration.

To adequately capture the unique areas of Montana and their different needs, the project will engage with each travel region to develop six independent resiliency plans that will ultimately braid into a state-wide plan. The focused plan development will occur later in the spring and summer and over the last several months, the Coraggio Group

have gathered stakeholder perspectives and insights through survey's, one on one interviews, and virtual and in-person town hall listening sessions.

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. In the short-term the group is committed to supporting businesses and managing messaging.

Marketing

SOVRN

Work with SOVRN on brand rollout continued, content collection for brand anthem video, and website updates. In addition, a meeting with Digital Throttle was held to discuss GA4 and enhanced tools for paid digital.

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.