



**HELENA**  
M O N T A N A

## **Brandon Pendergast** **July 2023**

### **Sales Report**

#### **RFP Business**

*FFA Foundation – January 2024, January 7 – 9, 2023*

Total Rooms: 60/per night

# RFPs Returned: 7

Secured: Unknown

Comments: Many hotels not taking rate

*Last Chance Curling Club – October 2023*

Total Rooms: 30/per night

# RFPs Returned: 4

Secured: Yes

Comments: Repeat Business

#### **New Business**

*USU Training – October 1 – 2, 2023*

Total Rooms: 30/per night & 105 for one night

#RFPs Returned: Unknown

Secured: Unknown

Comments: New submitted business at the end of June

*Montana National Guard – August 5, 2023 – August 19, 2023*

Total Rooms: 95/per night

#RFPs Returned: Unknown

Secured: Unknown

Comments: Many hotels not taking gov't rate for August

#### **TBID Grant**

The winter grant cycle is now open for opportunities.

### **Audit Survey Data**

Shriners – 122 nights

Babe Ruth Baseball – 270 (7 responses)

Jehovah's Witness – 262 (9 responses)

HYSA Soccer – 221 (9 responses) vs. 313 (2022)

### **Business Surveys**

Reporting they are seeing minimal impact and foot traffic from events hosted in the area. But we are receiving less than a 10% response rate on the business surveys.

### **Marketing**

- Running two paid Events Page Campaign; Fish Montana Campaign *please ask for data.*