



## **Chelsea Paschall**

### **July 2023**

For the month of June:

#### Visitor Information Center

- Guide visitors to unique experiences that meet their needs and support local businesses.
- Coordinate with local businesses to exchange up-to-date rack cards and guidebooks for the summer season.
- Organize ambassador materials for conferences and visiting groups.
- Manage the opening of the Pioneer Cabin and provide tours upon request.
- Answer phone calls and provide detailed answers to current and future visitors.

Visitor Record: May 2023 (315) to June (454) = 44.13%

#### 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. Research history for popular Sunday post.
- Compose mass and local newsletters for circulation via MailChimp.
- Wrote a blog about the Top Five Things To Do Sundays & Mondays in Helena.