



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.

Southwest Montana

Worked closely with SW Montana Meetings to assist with publications, projects, etc.

Destinations International Annual Convention

Attended DI's Annual Convention to explore more in-depth how the world of destination marketing and management has changed.

Today destination organization professionals must have a renewed focus on solutions to tackle the challenges of showcasing organizational strength and resilience that create welcoming communities and increase resident engagement.

Destinations International's Annual Convention provided:

- An opportunity to connect peers and thought leaders from inside and outside the industry.
- An integrated approach to learning.
- Relationship-based exchanges among industry providers and destination organizations.
- Diversity of thought by assembling the best minds in local insight and global expertise.

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 content collection for brand anthem video, mashup video, and website updates. The brand anthem video is close to delivery and paid marketing will continue in to the early fall.

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.