



HELENA
M O N T A N A

Brandon Pendergast **August 2023**

Sales Report

RFP Business

USU Training – October 1 – 2, 2023

Total Rooms: 30/per night & 100 rooms one night plus meeting space

#RFPs Returned: 2

Secured: Yes

Comments: Moved dates

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

Total Rooms: 95/per night

Secured: Yes, meeting planners with four locations

Comments: Felt a lack of communication from hotels on this RFP.

New Business

No New Business

TBID Grant

Winter grant applications are being accepted. We currently have two applications and a total budget of \$20,000 for winter events. Grant deadline is August 15.

Audit Survey Data

We are seeing low participation in the audit surveys. Occupancy in the month of July is down over last year, I think many of our events are competing with other larger events taking place across Montana this year.

Business Surveys

Low participation rate, showing low impacts from events happening around the community.

Marketing

- Fish Montana campaign completed. *Please ask for analytics*
- Event Campaign completed. *Please ask for analytics*
- Gravel Bike plans to launch soon.