



Chelsea Paschall

August 2023

For the month of July:

Visitor Information Center

- Guide visitors to unique experiences that meet their needs and support local businesses.
- Organize supplies and collaborate with team to present at Alive at Five.
- Coordinate with local businesses to exchange up-to-date rack cards and guidebooks for the summer season, including the Montana Military Museum, Last Chance Tour Train, State Capitol.
- Manage the opening of the Pioneer Cabin and provide tours upon request.
- Answer phone calls and provide detailed answers to current and future visitors.
- Made call around with hotel partners for document about room availability over the weekends.
- Manage merchandise orders of products with new logo including mugs, pens, stickers, magnets, coasters; ordering from Made in Montana companies when possible.
- Converted 5 groups for overnight stays with event offerings and accommodation suggestions.

Visitor Record: June 2023 (454) to July (594) = 30.84%

Increase Website, Marketing & Promoting on Social Media

Platforms

- Seek events through multiple avenues to post on Event Page.
- Collaborate to creatively plan social media posts. Communicate with local historians to ensure factual content.
- Compose mass and local newsletters for circulation via MailChimp.
- Copyedit blog about Family-Friendly Activities.