



HELENA
M O N T A N A

Andrea Opitz
September 2023

Financials

Work continues to ensure the financials are up to date and to secure unpaid TBID assessments. I was able to secure a meeting with L&C County's Property Tax Manager + the L&C County Treasurer to ensure we all agree on the outstanding payments and next steps from the lodging property protesting.

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. I am close to submitting the report to the city by mid-September.

Southwest Montana

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

Resiliency

The Montana Department of Commerce, in partnership with a strategic planning firm Coraggio Group, continues to work on a resiliency planning project specifically designed to anticipate and adapt to unforeseen disruptions; maximize efficiencies in processes, timelines and costs; and optimize stakeholder engagement for true statewide buy-in and collaboration.

To adequately capture the unique areas of Montana and their different needs, the project is engaging with each travel region to develop six independent resiliency plans that will ultimately braid into a state-wide plan.

I've attended several Southwest Montana resiliency planning sessions. SW Montana's pillars and objectives will be reported by Coraggio at the next regional meeting set for September 27. I should have the document in the next week and will share it with all TBID partners for feedback.

Special Olympics State Basketball

As a part of the SOMT Games Management Committee, efforts continue to support the Basketball State Games taking place this November.

Visitor Information Center-Merch

Worked with team to secure new branded merchandise to sell in the Visitor Information Center.

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.(DHI). In the short-term the group is committed to supporting businesses and managing messaging particularly in the Downtown as DHI has lost their operations director. We want to play a supportive role and ensure the public is aware and supports upcoming events that will be taking place Downtown.

Marketing

SOVRN

Worked with team and SOVRN on executing a fall media strategy which will include the paid brand anthem awareness campaign.

Work is in process on website improvements with navigation and information flow and function.

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.