



HELENA
M O N T A N A

Chelsea Paschall **September 2023**

For the month of August:

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Visitor Information Center

- Guide visitors to unique experiences that meet their needs and support local businesses.
- 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 magnets and coasters; ordering from Made in Montana companies when possible. Also added to our literature inventory.
- Assist in the organization of goody bags for Special Olympics Basketball.

Visitor Record: July 2023 (594) to August (533) = -10.27 Decrease

Website, Marketing & Promoting on Social Media Platforms

- Compose blog about Fall Events, edit blog about Montana's Chain Lakes.
- Seek events through multiple avenues to post on Event Page, communicate with community partners about the process for submitting events.
- Collaborate to creatively plan social media posts.
- Compose mass and local newsletters for circulation via MailChimp.