



Andrea Opitz
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Financials

The TBID Quarterly Assessment Final Report for FY23-24 was submitted to the city mid-September.

Southwest Montana

Worked closely with SW Montana to assist with Ghost Tour Map, tradeshow display, etc.

Resiliency Plan

The Montana Department of Commerce, in partnership with a strategic planning firm Coraggio Group, continued 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.

SW Montana's pillars and objectives were reported by Coraggio.

Special Olympics State Basketball

As a part of the SOMT Games Management Committee, efforts continue to support the Basketball State Games taking place **November 9-11**.

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 are playing a supportive role in helping Downtown navigate a long-term collaborative partnership.

Marketing

SOVRN & Digital Throttle

Worked with team and SOVRN + Digital Throttle on launching the fall media campaigns which includes the brand anthem awareness campaign. We will have an update on how the campaigns are performing in November.

Work is still 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. 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/>.