



Chelsea Paschall

October 2023

For the month of September:

Visitor Information Center

- Create and welcoming and informative experience for visitors to establish an outstanding memory and return visits.
- Manage the opening of the Pioneer Cabin and provide tours upon request.
- Answer phone calls and provide detailed answers to current and future visitors.
- Research merchandise options for long-sleeved shirts, hat, Montana magnets and coasters.
- Assist in the outreach for goody bags for Special Olympics Basketball, including calling many of the dentists in Helena.
- Prepare Visit Helena products for the 50th Annual Montana History Conference and Montana League of Cities and Towns.

Visitor Record: August 2023 (533) to September (366) = -31.33 Decrease

Website, Marketing & Promoting on Social Media Platforms

- Compose blog about Fall Activities, communicate with local seasonal offerings to share assets.
- Seek events through multiple avenues to post on Event Page, communicate with community partners about the process for submitting events.
- Collaboratively brainstorm and plan social media posts.
- Make community connections and take pictures of individuals who add to character of Helena.
- Compose mass and local newsletters for circulation via MailChimp.

