



**Andrea Opitz**  
**November 2023**

### **Montana Outdoor Recreation Summit**

The Montana Outdoor Recreation Summit returned! Co-hosted by the University of Montana's Institute for Tourism and Recreation Research (ITRR), W.A. Franke College of Forestry and Conservation, and Montana Access Project, this 2+ day event is dedicated to exploring the conservation, economic, and social aspects of outdoor recreation in Montana. We discussed the importance of preserving our natural resources for future generations, examining the economic impacts of outdoor recreation, and promoting diversity, equity, and inclusion in the outdoors.

### **Southwest Montana**

Worked closely with SW Montana to assist with 2024 SW MT Visitor Guide.

### **Rural Development Programs**

SW Montana is trying to determine how we can be strategic with securing rural development dollars from the Montana Office of Tourism and building out our product offerings.

### **Resiliency Plan**

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

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/>.