



HELENA
M O N T A N A

Andrea Opitz
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TBID Financials

The assessment check from the November property tax collections was received from the City of Helena. The check came in higher than projected, most likely due to several property sales.

Worked with the City and County on mid-year property sales to ensure all assessments are collected.

Southwest Montana

Worked closely with our SW Montana partners on several projects.

SW Montana continues to try 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, is working to wrap up their 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.

Vision Helena

The Tourism Business Improvement District (TBID), The Helena Area Chamber of Commerce, Business Improvement District (BID), and Montana Business Assistance Connection (MBAC) are putting a working group together to help Helena get ready for the new museum.

Identified key stakeholders to invite to discuss how we can best plan for the Montana Heritage Center opening mid-2025. Prior to the meeting, we toured the new facility.

The main topics of discussion including the following:

- Infrastructure/Connectivity
- Amenities (Restaurants, retail, etc.)
- Communications & Marketing
- Museum Opening Celebration(s)

We want to be a resource and are willing to assist in preparing Helena for this world-class destination that will tell the stories of Montana and all our people.

Tourism Partner Call

Attended the monthly Tourism Partner call and heard updates from around the state. Many DMOs are deeply concerned about the lack of precipitation and what that means for the upcoming summer season.

Small Business Listening Session

Attended the Helena Chamber's first-ever Small Business Listening session.

This monthly event is your space to connect, exchange knowledge, and build a strong network with fellow small business owners. The room was full of energy as local businesses engaged in a roundtable conversation and we invite you to save the date for the next session on **Wednesday, February 28th!**

This is a space to navigate challenges and create solutions during roundtable discussions and explore professional development options as needed. Topics will include but are not limited to small business funding, grant programs, partner updates (BID, TBID), small business insurance programs, and city advocacy.

Marketing

SOVRN & Digital Throttle

Digital Throttle is still running paid media campaigns which include the brand anthem awareness campaign.

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/>.