



Andrea Opitz
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2024 Conference TBIDs of Montana

For leadership of Tourism Business Improvement Districts in Montana to formally converge to share destination strategies, organizational priorities, and align for short-term and long-term success. Discussions included the following:

- Governance Structure
- Operations
- Assessments
- Reporting & Collections
- Organizational Structure
- Legal Considerations for Projects
- Legislative Conversation
- Bylaws

Southwest Montana

Worked closely with our SW Montana partners on updating SW Montana Bylaws & developing an RFP for a Marketing Agency of Record.

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.

Onboarding Visitor Coordinator

Worked to onboard new visitor coordinator, Hillori Rosling.

Vision Helena

The Tourism Business Improvement District (TBID), The Helena Area Chamber of Commerce, Business Improvement District (BID), and Montana Business Assistance Connection (MBAC) continue to work on streamlining and sharing communications, supporting opportunities for business development.

Marketing

SOVRN & Digital Throttle

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

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/>.