



Jazlyn Young

May 2025

For the month of April:

Visitor Information Center:

- Provided information to visitors and new residents about accommodations, attractions, recreation options, dining, and local events
- Answered phone calls and helped future visitors plan their stay in Helena
- Prepared Visitor Guides for large events and conferences such as Knights of Columbus and Toast Masters
- Prepared the Visitor Center for painting and other updates to help the building be more in line with the brand, such as using brand colors

Website, Marketing & Promoting on Social Media Platforms:

- Composed Mass and Local newsletters for circulation via MailChimp
- Researched and uploaded new events to website
- Prepared Visitor Guides to be sent out to future visitors based on requests through the website.
- Worked with SOVRN to create a new rack card for display in the Visitor Center

Trainings, Conferences, and Tradeshows

- Attended the Calgary Outdoor Adventure Show with Jason as the only Montana DMO
 - There was more interest in outdoor recreation at this show than the Denver show
- Attended the Governor's Conference on Tourism. Was able to connect with other DMOs across Montana.
- Began planning and coordinating Frontline Training

