



HELENA
M O N T A N A

Program and Event Report / May²⁰²⁵

For the months of April and March

TBID Event Grant:

- Winter TBID Event Grant post event surveys submitted:
 - **Brewery event:**
 - 125 local participants
 - 129 out-of-town participants
 - 387 hotel room nights generated
 - \$49,684 estimated economic impact
 - **Helltown Throwdown event:**
 - 350 local participants
 - 2,100 out-of-town participants
 - 300 room nights
 - \$90,000 estimated economic impact
- Update on Summer TBID Grant recipients:
 - Gone With the Wind Saddle Club had several obstacles come up. A large part of their application was promoting the National Saddle Club Association and promoting other saddle clubs. They didn't have the permission from other saddle clubs, didn't have the rights and permission to promote NSCA championships, and were going to use some of the funding in ineligible ways. They returned the grant funding. They were granted a total of \$5,000.
 - We have rewarded half the above award to NSCA for the championships since that will be a major event coming to town and that it still aligns with the decision made by the board.

Stakeholder News:

- Jed Snyder, co-owner of Montana Bighorns looking at having Visit Helena branding materials throughout Steed Arena.

- Been reaching out to restaurants, bars, wedding venues, etc. for updated materials regarding the Visit Helena website. I have added additional amenities to highlight accessibility, making sure directions are available for each listing. I have also created updated material submission forms to capture more unique specifics from particular types of businesses. This has helped with stakeholder communications and inviting both buy-in and awareness of our brand.
- Met with the Montana Clay Tour organizers on creating an event in the fall to encourage tourism and visitors that may be away for their studio tour in the summer. This is a widely successful event and similar events are huge across the country. This will draw in regional visitors from within Montana and the surrounding states.

Tradeshow and Outdoor Shows

- Jazlyn and Jason attended the Calgary Outdoor Show late March. No other MT Tourism or CVB attended this event.
 - 206 attendees filled out the survey
 - 71% have never visited Helena before
 - Top 5 interests: Hiking, Camping, Sightseeing, Hot Springs & Breweries
 - We were almost at 1,000 visits and inquiries. Would've had twice the amount if border patrol fear, tariffs, currency exchange rate and our administration wasn't an issue or obstacle.
 - Should do again in 2026 depending on USA political climate.

Team Support:

- Volunteered for SWISH basketball Tournament
- Working with Jazlyn on updating Visitor Center
- Worked with team on "Faces of Helena" practices.
- Helping create the Montana Distillers Trail. Making it more interactive and having Helena be a focal point for tourism as the head of two separate trail lines, along with the new location of Gulch Distillers Tasting Room.
- Attended a few ribbon cuttings and ground breaking to hand out Visit Helena merch to raise local brand awareness