Andrea Opitz
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Tourism Advisory Council (TAC)

Attended the online TAC Review for approval of FY26 DMO Plans to learn what other destinations are focusing on for the next year.

New Montana Brand

Attended the Montana Brand presentation webinar. You can find more information on the new brand here.

Marketing

SOVRN

Continue to meet with SOVRN to determine how we can amp up awareness of The Montana Heritage Center/Montana's Museum and all things history, as well as expand on summer **Hel Yeah** content.

CREECH COLLECTIVE

Solidified the contract with Creech Collective for the Faces of Helena Project and the first set of interviews has been conducted.

FACES OF HELENA, MONTANA'S HOMETOWN

Storytelling is at the very heart of destination marketing. Visit Helena wants to engage our audience with authentic stories and the inside scoop on the people of Helena.

Helena's inspirational people are its strongest brand attribute, and the cumulative stories of the Helena community are a key differentiator.

This travel blog will lean into the VISIT HELENA BRAND and focus on authentic experiences, local traditions, hidden gems, and insider tips, and sharing personal stories of individuals who aren't always in the spotlight to help readers immerse themselves in the culture.

BRAND VALUES

Helena revels in the creativity, diversity, openness, and entrepreneurialism of its citizens.

BRAND PURPOSE

Functionally: Increase visitors, visitor spending and attract young professionals.

Intentionally: Gain community endorsement, enable community marketing, engender civic pride, enhance visitor and resident experience, and enable product offerings that stimulate long-term growth.

- Attract low-impact visitors looking to experience a community like a local.
- Emphasis community partnerships that foster long-term growth.

BRAND VISION

Helena's brand will be better known to external target audiences as well as its own citizens via active, authentic promotion of local success.

<u>GOALS</u>

- Peel back the quirky local history and reveal some of the characters and the history and antidotes associated with them.
- Showcase the spirit and unspoken way of life of locals live by here (and once visitors are here, they will fell it wrapped around them). It's comfort and relaxation in a welcoming plane. It's bright greetings and colorful people who are free to live as they choose.
- Highlight authentic encounters with locals.
- Convey that small-town, curated Helena feel that represents what people love about Helena---the people.
- Inspire locals and visitors to fall in love with the people of Helena.
- Build an emotional bond that compels visitations and ambassadors and garners loyalty.
- Increase awareness and preference of Helena as a travel destination, not as a pass through.

- Build excitement about Helena among niche market enthusiasts.
- Provide rich content for social media.
- Increase time spent and engagement on social channels & www.helenamt.com.

Demographics & Characteristics

- Variety: ages, professions, interests, gender, color, ability, etc.

Deliverables/Timeline

- 12 Curated Blogs/year

***The hope is to create a popular blog that could evolve and expand to include an exhibit and/or book with pieces of this work.