Helena Comedy Festival: A Smart Investment in Laughter, Tourism & Local Business

The Helena Comedy Festival will bring three nights of stand-up comedy to at least five committed venues across town, featuring emerging talent from across North America and attracting an estimated ***1,000 attendees****, including* ***250 out-of-town visitors*** *and* ***500+ new hotel room nights****. The Helena MT website will be primarily featured for Lodging and Dining.*

This event is designed to drive meaningful economic impact. Visitors and residents alike will fill restaurants, breweries, and retail shops throughout the festival weekend. Local businesses benefit directly from increased foot traffic and spending.

In addition to paid marketing across radio, TV, print, and social media, the festival will generate powerful ***unpaid promotion****: comedians will market their Helena appearances on their own social media platforms, reaching fans nationwide. 302 Comedy will support this organic buzz with branded materials to reinforce visibility and momentum.*

This isn't just a one-off event — it's a long-term investment in Helena's identity as a regional entertainment hub. The festival complements Montana's arts calendar, including Butte's Folk Fest, and positions Helena as a must-visit destination for cultural tourism.

Ticket sales and performer fees are covered by 302 Comedy, with merchandise providing additional revenue. A TBID grant will supercharge the festival's reach, attract broader audiences, and set the stage for Helena to host even bigger acts in years to come.

Without the grant, we lose vital reach — but with it, we plant the flag: ***Helena is ready for the spotlight.***