



**HELENA**  
M O N T A N A

**Jazlyn Young**

**June 2025**

**For the month of May:**

**Visitor Information Center:**

- Provided information to visitors and new residents about accommodations, attractions, recreation options, dining, and local events
- Helped multiple groups download the open audio tours app
- Assisted with designing coasters with the events page QR code to help drive traffic to our website and the events calendar
- Reached out to local businesses to obtain more rack cards as well as taking an inventory of what we are missing
- Answered phone calls and helped future visitors plan their stay in Helena
- Sent information and the digital visitor guides to attendees of the Rocky Mountain Emergency Services Training Center
- Prepared Visitor Guides for events
- Sent out Visitor Guides to individuals planning to come to Helena, as well as other towns that want to promote Helena
- Ordered some new merchandise and worked on designing some new materials as well
- Ordered “So You Think You Know Helena?” rack cards
- Discussed information and handout needs with events and meetings that are coming to town

**Website, Marketing & Promoting on Social Media Platforms:**

- Composed Mass and Local newsletters for circulation via MailChimp
- Researched and composed a blog about the Food Trucks in Helena
- Researched and uploaded new events to the website
- Connected with businesses and individuals for event updates