



Program and Event Report / June 2025

For the month of May

TBID Event Grant:

- Update on Summer TBID Grant recipients:
 - Waiting on new marketing materials from Septemberfest.
 - Foundation tours happening soon.
 - The National Saddle Club Association will be picking up materials soon as well as a full-page ad in their program catalog.
 - We've been credited in *Just For the Helena of It* Race in a few ads.

Stakeholder News:

- Jed Snyder, co-owner of Montana Bighorns will be placing Visit Helena branding throughout the arena. There is a lot of growth projected to happen at this venue both in Summer and Winter along with lots of statewide and national visitation. I have also reached the baseball stadium in hopes to get more signage there too.
- Continuing to work on stakeholder / business representation on our website. This includes adding more and improving Helena area attractions (i.e. East Helena, Wolf Creek area, Marysville, Townsend, etc.) to support the fact that there is a lot to visit and explore when someone stays in Helena. This has helped with stakeholder communications and inviting both buy-in and awareness of our brand. Additionally, as downtown area representation is growing through BID this allows us to add to the narrative that there is much to explore and experience.
- 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. They have decided to hold off on the fall event and make it a separate event that open sup to other aspects beyond the clay tour, but still adding to the significance of this event to an educated and dedicated audience.

- After working with Kaiser Leib through his trivia nights at various locations, and attending his comedy nights, he's interested in hosting an annual comedy festival. Will be meeting with him soon to discuss in June.
- Additionally, getting the word out regarding the meeting and conference support for first time gatherings. I have discussed this with mental health professionals who are looking at hosting a potential annual gathering in Helena or in the Southwest area.
- Looking at how to improve weekend event audit responses from hotel lodging partners. I typically get 2-3 out of 19 hotels.

Team Support:

- Working with Jazlyn on continuing to update Visitor Center atmosphere, displays plus storage and organization systems.
- Providing support to Visitor Coordinator on new apparel and merch ideas and items.