**Andrea Opitz**
**August 2025**

## Financials

Worked on Fiscal Year End as well as July Financials. Worked with City of Helena Finance Director to secure the Payment Recap Report for the TBID & determine unpaid properties, to answer questions regarding what steps are needed for the Bell Hotel to be included in the TBID, and various other items.

Sent out 2nd Quarter TBID Assessment Reporting Form and followed up with reminders to secure missing reports.

## Helena Area Wayfinding Signage Plan & Implementation

In conjunction with Vision Helena partners, I edited and enhanced the Wayfinding RFP and then created a landing page on our website. Here is the notice:

- Notice is hereby given that the **Helena TBID/Helena Area Chamber of Commerce (CVB) (here in after referred to as Visit Helena)** is seeking proposals from qualified firms specializing in wayfinding and signage systems to enhance navigational experiences, reinforce community identity and brand, and support local businesses. This community project aims to design and implement a comprehensive wayfinding system that is both intuitive and technologically advanced, reflecting our community's unique character and modern needs.
- Respondents must offer a proposal that will meet the scope of services, requests and general description of work activities identified in this Request for Proposal ("RFP"), while adding what the Respondent would have to offer.
- Downtown Helena is strategically located to capitalize on tourism and local business activities, enriched by its proximity to natural attractions, including parks, and recreational areas. The implementation of a comprehensive wayfinding system is poised to transform how visitors and residents interact with the Helena attractions and businesses, significantly enhancing navigability and accessibility.

- The primary objective of the new wayfinding system is to simplify the navigation process throughout Helena, particularly in the **Downtown District** and to the **Montana Heritage Center-Montana's Museum**. By integrating clear and consistent highway, local street, pedestrian, and kiosk signage, the initiative aims to make local businesses, attractions, and amenities more visible and accessible.

The Helena Area Chamber of Commerce/Convention Visitors Bureau, assisted by the Helena Tourism Business Improvement District, will accept bids until 5:00 p.m., August 15, 2025, for the plan and implementation of wayfinding signs. All details can be found here: www.helenamt.com/wayfinding-request-for-proposal/.

# Marketing

*SOVRN*

Continued to define FY2026 Scope of Work with SOVRN. Much emphasis is centered around how we can amp up awareness of The Montana Heritage Center/Montana's Museum and all things history, as well as expand on the **Winter Hel Yeah** content.

*CREECH COLLECTIVE*

Worked with Jacob to provide feedback on the first draft blog created by 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.*

**GOALS**

- 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.