



# Program and Event Report / Aug 2025

For the month of July

## TBID Event Grant:

- Update on Summer TBID Grant recipients:
  - All of our summer Event Grant recipients have fulfilled their general advertising requirements except for East Helena Rodeo

## Stakeholder News:

- Continuing to work on stakeholder / business representation on our website.
- Created a landing page highlighting Helena area attractions (i.e. East Helena, Wolf Creek area, Marysville, Townsend, Lincoln, etc) to support the fact that there is a lot to visit and explore when staying in Helena. This has helped with stakeholder communications and inviting both buy-in and awareness of our brand. With the state focusing on smaller rural towns it is a way for HTA to promote these towns economy while encouraging visitors to stay in Helena as the central location. To view this page visit our website and scroll to the footer menu and click on “Day Trips & Side Quests”
- Andrea, Jason and Byron at Civic Center met with MPAC reached in regards to having two to three years of their conference in MT.
- Jason is connecting and meeting with Bar and Distillery owners to establish a Helena Julian Anderson Cocktail Trail line in conjunction of the Grand Opening of Montana’s Heritage Center and History Museum. This local line will be a part of a larger project, and will offer evening itinerary for folks staying in town. The participating bars will all be walking distance and another offering for those wishing to stay overnight in Helena.

## Visitor and Local Brand Awareness:

- Pride Fans were ordered for the Pride Festival in Helena at the end of July. These fans are great among the heat of summer, but also a cultural icon within the LGBTQIA+ community. This will show the Helena brand within diverse communities anchoring that Helena is a queer friendly city and

support all. Lots of folks travel to Helena for this festival and we're hoping that photos will be captured with the Helena branding on these fans.

The fans were a huge hit! They were sought after especially as prizes for Pride Week Music Bingo and Pride Bingo – both events that I hosted. They were also sold at drag shows and given away to performing queens so they would “advertise” it and show that Helena has great Pride support.

Lastly, these fans are great for Helena summers with all the hot outdoor shows on the gulch, Alive at 5, and Symphony Under the Stars. If folks carry these and continue to use them these will make their way into photos at events. Not making it “pride” and sticking to our branding they are good all year round by many folks.



**Left to Right:** Friday night drag show at Rialto; Performer during Saturday night on Walking Mall; Pride Brunch that kicked off Pride.

## General:

- Andrea and I worked on reorganizing the storage unit to make better use of space and to better organization and flow within the offices.
- Stairwell to upper part of Reeder's Alley almost complete. After weeks of not having access we will be able to reorganize all office areas in addition to the prior mentioned.
- Preparing for Small Meetings Market Conference in Buffalo this September.