



HELENA
M O N T A N A

Jazlyn Young

September 2025

For the month of August:

Visitor Information Center:

- Provided information to visitors and new residents about accommodations, attractions, recreation options, dining, and local events
- Answered phone calls and helped future and current visitors plan their stay in Helena
- Reached out to local businesses to obtain more rack cards and information to hand out to Visitors
- Helped multiple groups and individuals download the Open Audio Tours App to learn and explore Helena
- Met with conference leaders to plan and gather information, such as visitor guides to give to attendees
- Informed visitors of local events that are occurring while they are in town
- Completed Hotel Call Around when Jason was out of the office
- Updated pricing of some of the merchandise in the Visitor Center
- Ordered more Visitor Guides from the printer
- Researched common questions from visitors to help provide them with the best experience

Website, Marketing & Promoting on Social Media Platforms:

- Composed Mass and Local newsletters for circulation via MailChimp
- Composed a blog "Case of the Mondays" for ideas when traveling to Helena and turning Monday into a positive day
- Researched and uploaded new events to the website
- Prepared Visitor Guides to be mailed out to individuals planning to come and visit Helena.
- Provided materials for the teacher tour train

- Sent out Visitor Guides to other towns that are interested in displaying our Visitor Guide in their Visitor Centers.