



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

# Program and Event Report / September 2025

## Month of August

### **TBID Event Grant:**

- Summer TBID Grant recipients:
  - Each of the upcoming TBID grant recipient events are following through with general requirements: The Foundation for MT History, Treasure State Runners, Septemberfest and Helena Comedy Festival.
- Winter TBID Event Grants:
  - 4 submissions. Each represented a unique facet: Beverage, Arts, Sports, and Outdoors.

### **General:**

- Continuing to work on stakeholder / business representation on our website.
- Created a page on HelenaMT.com for event and meeting planners as well as large groups to see the unique offerings the city has to offer in regards to group attractions and activities.
- Continuing to connect and meet 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. Have 12 businesses interested and waiting to meet with one more.
- Preparing for a Hotel Manager Social at Hawthorn Wine in their event room and treating attendees to a wine flight experience.
- Reorganized office materials, rack cards, DMO publications, merch and much more to create a more visually appealing storage solution that is easy to maintain.
- Preparing for Small Meetings Market Conference in Buffalo for September.