



HELENA
M O N T A N A

Program and Event Report / October 2025

September Recap

TBID Event Grant:

- Summer TBID Grants:
 - Septemberfest completed, History tours wrapping up, and *For the Helena of It* and Comedy Festival coming up.
 - Summer 2026 Event Grant on pause while the focus goes toward supporting and highlighting Grand Opening of Montana Heritage Center.
- Winter TBID Event Grants:
 - Montana Outdoor Expo was awarded an event grant of \$5,000, other three applicants were grants sponsorships.

General:

- Continuing to work on stakeholder / business communications and representation on our website.
- 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.
- Hospitality/Hotel gathering at Hawthorn opportunity to 1) treat and thank our lodging partners and managers for their hard work and 2) showcase Helena's attractions. We wanted to showcase some of Helena's attractions and to educate about what The Hawthorn Wine is able to offer visitors, as well as an opportunity to treat and thank our lodging partners and managers for their hard work.
- Will be continuing the Sales and Meetings newsletter to highlight what all Helena has to offer for groups of 25+. Some work has been done on the website to capture these details, and Jason has been meeting with food and beverage establishments to be up to date on what all establishments have to offer for large group experiences.
- While Jason was traveling he made it a point to visit DMO's, gather materials to support group travel to see how other cities are approaching trends and their own uniqueness's.

Small Meetings Market

- Cindee Bianchini and Jason Burnett went to Buffalo, NY to meet with event and meeting planners to sell Helena, MT as a destination for groups of 25-200. Had 24 appointments. We have received one RFP so far.