



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

**Andrea Opitz**  
**November 2025**

## **Financials**

Sent out 3<sup>rd</sup> Quarter TBID Report to lodging partners.

## **Helena Area Wayfinding Signage Plan & Implementation**

A&E Design

The intent of Step 1 is to evaluate current conditions, identify opportunities for improvement, and establish guiding principles for a cohesive system that supports wayfinding, Helena's identity, and navigation across the city.

### **PHASE 1**

#### **Step 1: Project Discovery & Site Analysis**

In-person site walk and visioning exercises with all project Stakeholders to gather information and feedback to define the overall design impact and aesthetic for the project.

- The overall design theme/narrative for the project
- Design goals, hopes & fears, metrics of success
- Guiding design principles

Presented:

- Project goals
- Paths of travel and interaction zones
- Site walk observations
- Strategy recommendations

- 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.
- See proposal here: [www.helenamt.com/wayfinding-request-for-proposal/](http://www.helenamt.com/wayfinding-request-for-proposal/).

## **Sports**

Worked to secure donations for our partners at Special Olympics of Montana for the 2025 State Basketball Tournament in November.

## **Marketing**

### *SOVRN*

Continued to work with SOVRN on the Arts & Cultural project. Much emphasis is centered around how we can amp up awareness of The Montana Heritage Center/Montana's Museum and all things arts & history.

Two print ads were created for SW Montana's Visitor Guide and The Magazine of Western History.



**CREECH COLLECTIVE**

Worked continued with Jacob and Creech Collective for the Faces of Helena Project. We have blogs completed and are working on the details (website landing page, placement of blogs, social media & newsletter content, etc.) for the launch in January. I look forward to sharing this inspiring project with all of you.

