



HELENA
M O N T A N A

Jazlyn Young

November 2025

For the month of October:

Visitor Information Center:

- Helped convert a guest to staying 5 nights instead of only one night
- 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
- Helped multiple groups and individuals download the Open Audio Tours App to learn and explore Helena
- Informed visitors of local events that are occurring while they are in town
- Researched common questions from visitors to help provide them with the best experience
- Had multiple groups of people come back to the Visitor Center for more information and to update me on what they have already enjoyed from previous suggestions
- Many people have expressed excitement over the Montana Heritage Center opening

Website, Marketing & Promotion:

- Composed Mass and Local newsletters for circulation via MailChimp
- Composed a blog "Downtown Download" to help promote and share about Downtown Helena. I met with the Business Improvement District to discuss ideas for the blog
- Researched and uploaded new events to the website, while also working with SOVRN to find ways to make the events submission more user-friendly
- Prepared Visitor Guides to be mailed out to individuals planning to come and visit Helena.
- Working on compiling a list of major sports, tournaments, and events both for us locally and to include in the Southwest regional guide.

Miscellaneous:

- Assisted with gathering items for Special Olympics of Montana's State Basketball Tournament
- Attended the Southwest meeting and discussed the Tourism Ambassador Program and also learning more about the Broadwater Hot Springs.
- Attended the Little Tykes Trick or Treating event to help promote brand awareness to locals. Many people loved our stickers and "Think You Know Helena" rack card.