



# Program and Event Report / November 2025

## Event Programing:

- **Summer TBID Grants:**
  - All Summer programing wrapped up and post event reports coming in.
  - Summer 2026 Event Grant on pause while the focus goes toward supporting and highlighting Grand Opening of Montana Heritage Center.
- **Winter TBID Event Grants:**
  - None of the sponsored or grant awardee events have yet taken place.
- **Group Travel**
  - Meetings / Conferences: Been having conversations with hotel managers on keeping us up to date on what conferences and gatherings are happening so we can see trends and what groups Helena attracts for research and target marketing. This is dependent on what hotels communicate to us.
  - Group Travel Planner Monthly newsletter established. Next step is to begin adding bus tour organizers and other travel planners and organizers.

## Helena Tourism Programs / Support:

- **Julian Anderson Trail Line:**
  - 100% confirmation of 9 invited establishments to partake in the cocktail trail line. Next steps are to work on materials (print and digital). Soft launch May, June
- **Website Additions:**
  - Dog Friendly Resource Page (October)
  - Getting To and Around Helena Transportation Info Page (October)
  - “Small Town, Big Fun” page for encouraging group travel and activities in Helena. (September)
  - “Side Quests” page for encouraging travelers to stay in Helena for several nights and explore local towns around the area in addition to what all Helena has to offer. (September)

## Local Stakeholders:

- **Helena Area Businesses:**

- Going through our contacts of local area businesses, checking to see if they have a presence on our website, making notes of what listings need an update or to be added, and what businesses have closed. Additionally, this supports the visitor coordinator through collaboration in their website maintenance so they can focus on event listings, blog writing, newsletter material, etc.
- The key reason for going through the contacts is to personally connect over the phone, sometimes I visit and introduce myself, but this way when they get an email from me to update their page they are informed of who I am, who Visit Helena is, and why we are looking to support them. Additionally, it's also to begin collecting the correct date for a monthly stakeholder email to build trust and relationships of how Visit Helena serves our community and how their businesses are affected by tourism.
- Placing most attention of food and beverage locations since we have a lot of evening events at these locations, and because we are putting more attention out there for our TASTE page. Many businesses have closed or have low quality representation of their business on our site and should be of higher quality to match our brand presentation.

- **Board Meetings / Southwest Meeting:**

- Supporting the Executive Director in selecting local attractions to hold space for meetings, and to inform hotels who may want to establish a partnership with an organization who may require lodging support, and that the board is informed of event growth and activity within Helena. Experiencing a place that they can both recommend and inform guests.
- October Board Meeting was at Steed Arena and Jed Snyder, owner, introduced his programs, growth, collaborative opportunities, etc.
- Southwest MT meeting held at Broadwater Hot Springs. This helped strengthen Visit Helena's relationship with BHS to showcase the additional attention we provide them. General Manager and Owner were present.

## Hotel Support:

- **Visitor Materials Submission Form**

- A Survey Monkey submission form was created, and hotels are encouraged to bookmark the link and use it when they need additional visitor support materials.

- **Frontline Training**

- Fall frontline training was shifted to a hotel on-site meeting where more employees could participate and drop by during a shift. Spring frontline training will continue to being more of a familiarization tour style. Fall concept was established by asking the questions, "How do we educate more frontline staff?",

“Why does the familiarization tour style have low attendance?”, and “How are we being budget conscious with our resources of time and money?”

- 20 hotels invited, several attempts and reminders sent to schedule.
  - 4 hotels confirmed and hosted. Approximately 45 attendees overall
  - 3 Hotels communicated they couldn't.
  - The focus was to inform resources on the website, suggestions on cold weather attractions, business updates, and who and what Visit Helena does to support our lodging partners. These took about 30 minutes each.
- **Visitor Experiences**
  - Educating front desk staff and managers of the information pages we created that they can also use as a tool (i.e. guests with dogs)
  - EVENTS/TASTES cards were created as an instant, affordable and pocket friendly size to answer the two top questions visitors have; “What is there to do?” and “Where are some places to go and eat?”
- **Weekend Call Around**
  - Currently off season and will pick back up in Spring 2026