Andrea Opitz
December 2025

Financials

Worked to identify missing assessment payments from the 2024 Tax Year and coordinated payment with the city.

Certified Destination Management Executive (CDME) Training

Attended the CDME Training in Sacramento in late fall and completed a core course as well as an elective.

Destination Marketing and Sales

- *Discussed the "vanguard" thinking in convention and leisure travel marketing through relationship/database, social media, and partnership/regional promotion.*
- *Learned about alternate approaches to destination marketing strategies and promotional/sales planning.*
- *Understand research and evaluation sources and techniques needed for effective destination marketing programs.*
- *Acquired knowledge of new trends and learn the success stories in domestic, regional, and international convention and leisure marketing.*

Destination Information and Research

This course provided an overview of research options considered most critical for success in destination marketing including how to obtain, interpret, utilize, and communicate relevant findings.

- *Understand the different roles research plays within destination organizations.*
- *Identify destination research benefits and trends.*

Sports

Delivered donations for our partners at Special Olympics of Montana for the 2025 State Basketball Tournament and staff assembled the goodie bags for athtles.

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. The campaign is progressing in line with the timeline.

One print ad was created for NW Travel & Life.

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.