



Program and Event Report / December 2025

Event Programing:

- **Summer TBID Grants:**
 - All required reports submitted and entered.
 - 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**
 - Small meeting photography session with 15 volunteers at The Union to showcase trending non-traditional meeting spaces. This will add to our photo and marketing assets in meeting planner emails and the website.

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:**
 - Downtown Helena Experience page has been updated. Adding more downtown businesses to showcase how much is offered and to grab attention of visitors and potential visitors.
 - Wellness section enhanced and growing on PLAY page.
 - Rounding out STAY page by adding group transportation options, catering, equipment rental resources and listings to encourage and support more groups, meetings and events.

Local Stakeholders:

- **Helena Area Businesses** *(continuing work on the following):*
 - 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.

Hotel Support:

- In addition to EVENTS/TASTES cards we have also created a complimentary card that showcases experiences such as DWNTWN (the downtown experience page) and QUESTS (all the towns that surround Helena worth exploring for folks extending their stay or looking to extend their stay. These will roll out as a small test run in December. We don't imagine a lot of use on these just yet, but will test with Doubletree, Great Northern and Delta hotels.
 - EVENTS/TASTES card clicks Month of November*:
 - TASTES: **62 U.S.** / 6 Canadian
 - EVENTS: **25 U.S.** / 3 Canadian / 2 Philippines

**These cards are currently at 5 hotels and are limited. More have been ordered.*

- **Weekend Call Around**
 - Currently off season and will pick back up in Spring 2026

