



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

**Andrea Opitz**  
**February 2026**

## **Financials**

Worked to secure missing assessment payments.

Worked with City on the Annual Financial Report for the Montana Department of Administration.

## **Meetings & Events**

Worked on securing and bringing a group travel meeting and a large-scale event to Helena in 2027 & 2028. Had multiple conversations with the GM & VP of Business Development, drafted budgets, assessed feasibility and community fit, and had exploratory conversations with key stakeholders.

## **Marketing**

*SOVRN*

Worked with SOVRN to get their new media partner connected to all Visit Helena Google accounts for the Arts & Cultural Campaign. The campaign is now live.

The webpage is now live [HERE](#).

*CREECH COLLECTIVE*

Worked continued with Jacob, Creech Collective, and Visit Helena Team on the **Faces of Helena** storytelling initiative designed to spotlight people who bring creativity, heart, and character to Montana's Hometown. We are now securing interviews with 6 more individuals to round out the first year.

[The People Behind the Place](#)

## **Wayfinding-Wayfinding Plan High Level Overview**

Continued to work in collaboration with A&E Designs & SME Architects & partners on the Wayfinding Plan.

This signage assessment and recommendations document represents the first step toward developing a comprehensive signage strategy that will define districts, establish a clear sense of place, and strengthen the visual and functional connections between them.

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.

Once a signage strategy is agreed upon, it will be translated into a unified sign family that reflects the character and needs of Helena. The sign family will then be programmed and designed for Downtown, allowing us to accurately determine sign quantities, placement priorities, and an overall fabrication budget.