



HELENA
M O N T A N A

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Financials

Worked to complete the Annual Audit with the City of Helena.

Met with several hoteliers to discuss the assessment increase and outline the strategic and economic reasons for increasing the Tourism Business Improvement District (TBID) assessment to remain competitive with state and regional destinations and to sustain long-term visitor-driven economic growth.

Events

Work continues on securing a large-scale event to Helena.

Marketing

SOVRN

Worked with SOVRN on the third story for the Arts & Cultural Campaign. The second story is complete and has a strong tie-in with the Montana Heritage Center, and the Charlie Russell gallery, which opens an opportunity to collaborate with our partners at the Montana Historical Society on posts when this gets rolled out. The headline for this story is "The West is what you make of it," which is an invitation to come and experience the West and have your own ideas about it.

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

FACES OF HELENA

Work 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 Wayfinding. Here is the **Project Scope**:

Project: Helena Wayfinding Signage Implementation

This project is a continuation of the Helena Area Wayfinding Project. We will support the City of Helena in implementing Phase 1 of the Wayfinding Signage Scope.

Scope of Work

Design Development through Construction Administration of to (17) signs as defined in Phase 1 of the Signage Master Plan, including the following sign types:

- Freestanding Vehicular Wayfinding Sign
- Primary Identification and Wayfinding Sign
- Freestanding Pedestrian Wayfinding Sign
- Pole-Mounted Wayfinding Sign

Scope of Services

- Design Development
- Construction Documents
- Bid and Negotiation Support
- Construction Administration

Phase Breakdowns

Phase 1: Design Development (DD)

This phase is all about refining the conceptual designs into specific executable designs.

Finalize Materials, Dimensions and Content

Explore and refine design concepts to finalize the specific visual and dimensional qualities of the project deliverables.

- One (1) site visit with Client to review site specific needs and opportunities for any applicable design updates.
- Finalize materiality, content layouts, locations and messaging.

Location Finalization

Finalize the project deliverables location and orientation in coordination with other project parameters.

- Generate plans that identifies the final location and orientation of all project deliverables.

Design Development Layouts

Document the specific materials, dimensions, content layouts, locations and messaging

- One (1) design development deck that defines the specific materials, dimensions, content layouts, locations and messaging.
- Client has one (1) week to provide additional feedback, necessary revisions, and approval on next steps.