



**Jazlyn Young**

**March 2026**

### **For the month of February:**

#### **Visitor Information Center:**

- Provided information to visitors about accommodations, attractions, recreation options, dining, and local events
- Answered phone calls and emails to help future and current visitors plan their stay in Helena
- Informed visitors of local events that are occurring while they are in town
- Shared information and hours for the Montana Heritage Center
- Gathered extra Visitor Information handouts such as maps, rack cards and Visitor Guides
- Drop off Visitor Materials to the airport

#### **Website, Marketing & Promotion:**

- Composed Mass and Local newsletters for circulation via MailChimp
- Researched and uploaded new events to the website
- Prepared Visitor Guides to be mailed out to individuals planning to come and visit Helena
- Sent digital Visitor Guides to individuals coming to Helena for training at the Rocky Mountain Emergency Services Training Center
- Promoted the upcoming Dueling Pianos events
- Assisted with Google Ads and getting new ads set up

#### **Miscellaneous:**

- Attended the Dueling Pianos event on behalf of Visit Helena/ Bike Helena
  - We gained a lot of awareness of our brand and what we offer, as well as the bike trails! Overall, it was a successful event and fundraiser for the trails!
- Continued working on Faces of Helena project with the team and looking forward to continuing.