



HELENA
M O N T A N A

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Financials

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.

Sent out TBID Quarterly Report and worked to secure missing reports.

Created draft of FY27 Work Plan & Budget.

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.

Scope of Work

Design Development through Construction Administration of to (17) signs connecting **The Montana Heritage Center to Downtown** 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.

Location Finalization

- Working with A&E and the City to generate a plan that identifies the final location and orientation of all project deliverables. We will finalize the project deliverables, location, and orientation in coordination with other project parameters.