



HELENA
M O N T A N A

Andrea Opitz
May 2026

Financials

TBID Assessment Increase

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.

The plan is to bring this rate increase to the **City Commission Admin meeting on May 13th**.

On the 13th, I'll indicate the proposed rate, along with the TBID FY27 proposed Work Plan and Budget.

Then the Resolution of Intention on **May 18th** Commission Meeting and the Final Adoption of the Resolution on **June 15th**.

This will express the effective date of the **\$4.00 assessment on July 1st**

FY27 Work Plan & Budget

Completed FY27 Work Plan & Budget

Marketing

SOVRN

Worked with SOVRN on the third story for the Arts & Cultural Campaign.

The webpage is 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](#)

Business Readiness Summit

Held a Summer Readiness summit with Callie at the Helena Area Chamber.



The poster features a large title 'SUMMER READINESS Summit' on the left, with 'SUMMER READINESS' in green and black block letters and 'Summit' in a white script font. Below the title is a photograph of the interior of the Montana Heritage Center, showing a large teepee and various exhibits. To the right of the title, there is a blue sidebar containing event details, speaker information, and a QR code.

**SUMMER
READINESS
Summit**

Join us for a Summer Readiness Summit for Small Businesses as we gear up for the first summer of the Montana Heritage Center.

- *Learn tourism trends* • *Gain practical strategies*
- *Collaborate locally* • *Tour the museum*

Prepare your business for a strong summer season and beyond.

HELENA AREA CHAMBER OF COMMERCE **HELENA MONTANA**

MONDAY
April 27, 2026
9:00-11:00 AM

MONTANA HERITAGE CENTER 225 Roberts Street

SPEAKER
Callie Aschim
President / CEO
Helena Area Chamber of Commerce

SPEAKER
Andrea Opitz
Executive Director
Visit Helena / Helena Tourism Alliance

Register now at :

