



HELENA
M O N T A N A

Andrea Opitz
June 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 TBID Work Plan & Budget and proposed rate increase was presented to the **City Commission Admin meeting on May 13th**.

Then the Resolution of Intention occurred at the **June 1st 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**

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](#)

