



HELENA DMO

FY27 MARKETING PLAN PRESENTATION

PRESENTED BY: CALLIE ASCHIM, PRESIDENT/CEO
HELENA CHAMBER OF COMMERCE | JUNE 2026



Q1-THE PRIMARY FOCUS OF HELENA'S FY27 STRATEGY

URBAN OUTDOOR ADVENTURE

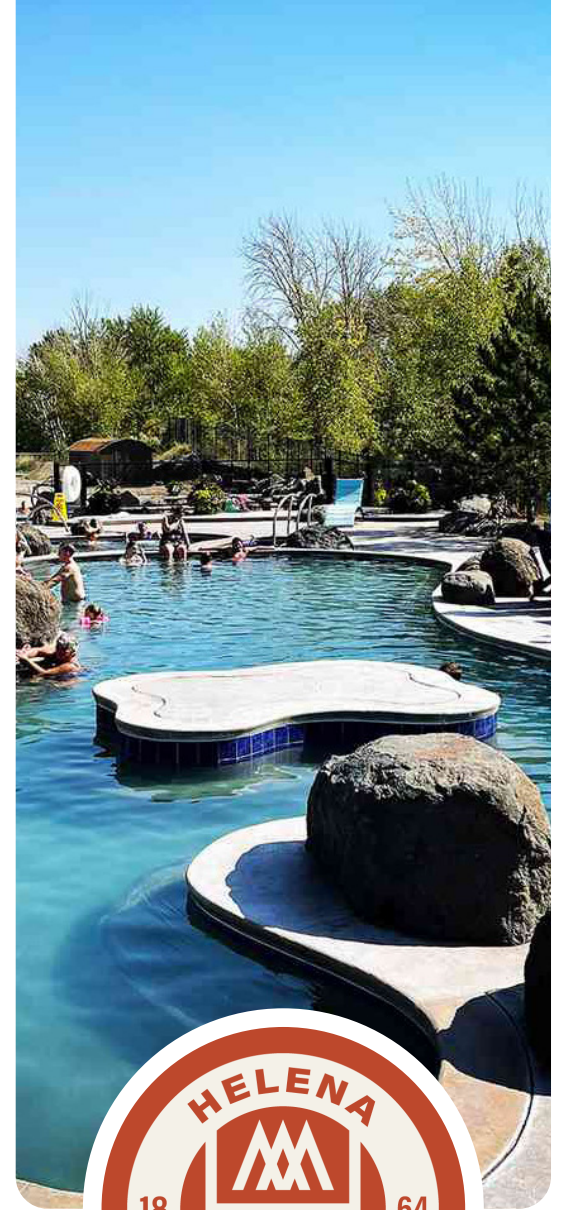
A proven warm season message highlighting Helena's accessible outdoor adventure and strong visitor appeal.



EMERGING AS A WELLNESS-CENTERED DESTINATION

Helena offers an accessible escape for diverse audiences seeking connection through nature, wellness, and the arts.

- **Nature-based experiences** support rejuvenation and physical well-being.
- **A thriving arts and culture scene** adds creativity, depth, and inspiration to the visitor journey.
- **Restorative offerings**, such as Broadwater Hot Springs, provide a peaceful retreat that supports both physical vitality and mental clarity.



Q2-WHY THIS MESSAGE RESONATES

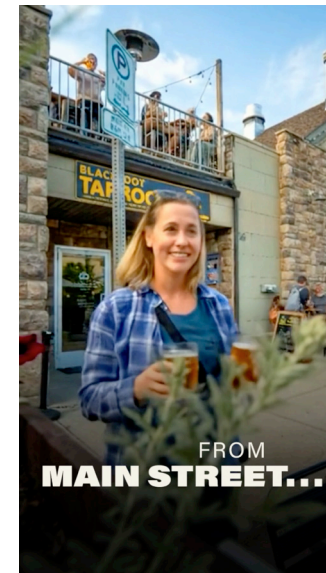
- Reduces stress and promotes relaxation
- Supports mental well-being and emotional balance
- Offers a break from digital saturation
- Encourages reconnection with nature and place
- Promotes physical health, movement, and vitality



Q3-FY27 STRATEGIC FOCUS

DEVELOPMENT OF A STRATEGIC PUBLIC RELATIONS PLAN

- Supports deeper, more authentic storytelling
- Strengthens connection with visitors and the local community
- Extends the impact of the outreach budget
- Strategic Public Relations Plan development, Fall 2026



BUILDING ON THE FY26 PUBLIC RELATIONS EFFORT

HELENA PLACES—REAL PEOPLE. REAL PLACES. YOUR HELENA SUMMER.

The places that define Helena, told by the
people who know them best.



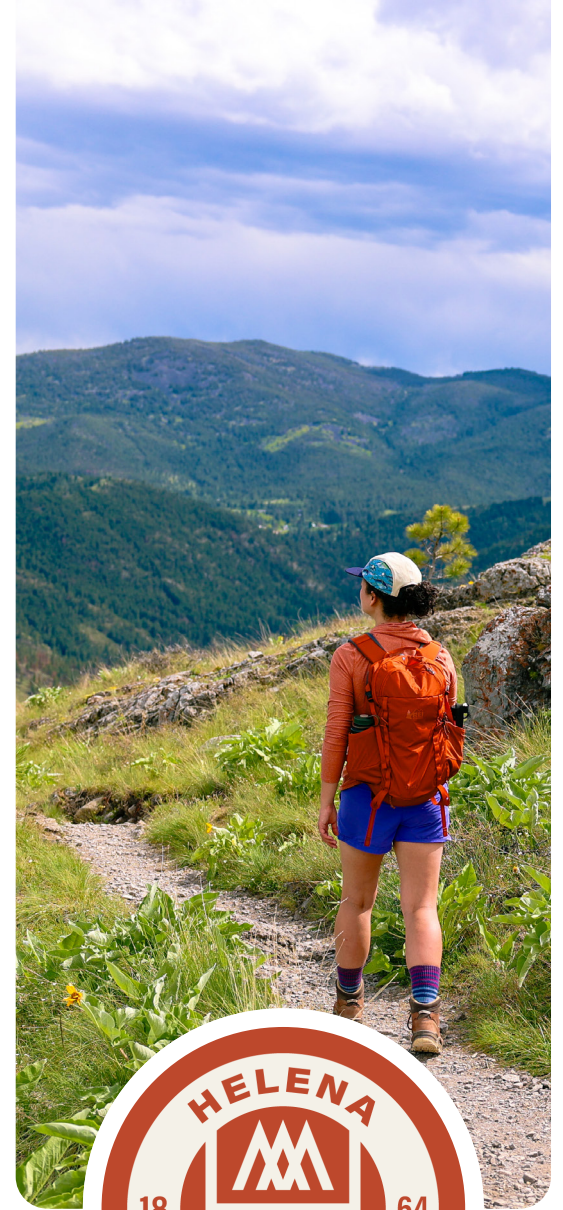
FEATURING INFLUENCERS WE'RE CALLING "PLACE GUIDES"

- Entrepreneur and mother
- Retiree and Canyon Ferry sailor
- History walking guide representing the history of place
- Carroll College student-athlete



HELENA PLACES OUTREACH STRATEGY

- Curated itineraries
- Regional feature pitch: “Locals share the places that make Helena worth a weekend”
- Social takeover week series
- “Plan It Like a Local” sweepstakes



CALL TO ACTION:

Find your place in Helena—download a local itinerary and plan your summer stay.

**QUESTIONS?
THANK YOU!**

