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## Great Falls Montana Tourism Invests Over \$500,000 in Local Events, Seeks New Opportunities to Drive Growth

GREAT FALLS, MONTANA – MAY 13, 2025 – Great Falls Montana Tourism has invested more than \$500,000 over the past decade to support local events that attract visitors to Great Falls – an effort they want to grow. Investments have contributed to events produced by over 40 organizations such as lacrosse tournaments, horse racing, concerts, Highland Games, the East West Shrine Game, PRCA Circuit Finals Rodeo, 4<sup>th</sup> of July Hootenanny, and more. Great Falls Montana Tourism is now calling on event organizers with established or new ideas to solicit them for sponsorship as part of a larger strategy to grow tourism and, in turn, the local economy.

As part of its mission to promote Great Falls as Montana's Basecamp for Art and Adventure, the organization encourages events as limited-time experiences that drive overnight visits and stimulate the local economy.

"Great Falls has stellar outdoor recreation and world class cultural assets that are available every day, all year, however, events provide a limited time offer environment where people have to come on a specific day to experience it or it's gone," said Rebecca Engum, Executive Director of Great Falls Montana Tourism.

According to the Future Great Falls Growth Policy survey conducted by the City of Great Falls, 83% of residents support tourism growth. In 2024, Great Falls Montana Tourism led the development of a Travel Industry Growth Plan, with one key objective focused on enhancing The Great Falls Visitor Experience. That effort led to the hiring of Tourism Event Planner Liz Lauver.

"Part of the strategies suggested in the Growth Plan, shaped our current efforts to help expand the amount and variety of events available every night of the week in Great Falls" shares Lauver.

Lauver develops The Eventory, a weekly email that provides an inventory listing of every traveler-focused event Tourism knows about. "It's not a community calendar, although residents enjoy reading it." Lauver explained, "Its purpose is three-fold: to help travelers with itinerary fillers, for businesses to know what events are happening and plan around, and to create awareness with other event organizers to avoid overlap and boost attendance."

Event organizers with existing events or new event ideas who seek out sponsorship to support it are encouraged to solicit Great Falls Montana Tourism. If it targets visitors who will stay overnight in Great Falls, the Tourism Team would like to consider helping, particularly for events during months with lower lodging demand, such as January, February, April, May, November, and December.

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