

To: Governor Daugaard
 From: James D. Hagen, Secretary
 Department of Tourism
 Date: May 9, 2011
 RE: April 2011 Monthly Status Report

By the Numbers

| Media and Public Relations | | |
|----------------------------|--------------------|--------------------|
| | Mar-11 | FYTD |
| Circulation | 68,316 | 191,172,349 |
| Earned | \$ 239 | \$920,303 |
| Online Marketing | | |
| Websites | Travelsd.com | Sdvisit.com |
| Visitors | 120,370 | 2,117 |
| 3/11 % Chng | -3.8% | -16.7% |
| FYTD | 909,137 | 21,628 |
| Time On Site | -6.4% | 5.0% |
| Pages/Visit | -10.3% | 5.6% |
| Online Trip Itineraries | 3,104 | NA |
| Email | Emails Sent | Emails Read |
| Mar-11 | 500,498 | 19.8% |
| FYTD | 3,079,744 | 15.5% |
| Digital Revolution | | |
| # of Partners | 305 | - |
| % Change over 2010 | 10.9% | - |

| Office of Tourism Indicators | | | | | |
|------------------------------|-------------------|-----------|-----------|----------|--------|
| | | Mar-11 | Mar-10 | % Change | % FYTD |
| Tax | Tourism Tax (1%) | \$253,144 | \$250,118 | 1.2% | 7.6% |
| | Gaming Tax | \$213,310 | \$217,453 | -1.9% | 0.4% |
| | Tourism Tax (.5%) | \$85,025 | \$84,009 | 1.2% | 36.9% |
| Travel Activity | State Parks | 220,793 | 210,752 | 4.8% | |
| | Natl. Parks | 57,207 | 53,550 | 6.8% | |
| | Traffic Cnts | 138,237 | 142,472 | -3.0% | |
| | Gas Prices | \$3.62 | \$2.82 | 28.4% | |
| | Overnights | 300,787 | 289,408 | 3.9% | |
| | Occupancy | 44.8% | 43.2% | 3.7% | |
| | Avg Rates | \$68.14 | \$67.33 | 1.2% | |
| | Total | 20,278 | 22,295 | -9.0% | -19.1% |
| Inquiries | Online | 13,447 | 13,504 | -0.4% | NA |
| | Mail | NA | 1,301 | NA | NA |
| | Phone | NA | 6,491 | NA | NA |
| | Sales | NA | 188 | NA | NA |

Media & Public Relations

Fulfilled information requests to NTA’s *Courier* magazine regarding Native American events; *Travel + Leisure* magazine; Loretta Sorenson, Prairie Hearth Publishing, regarding fishing in the Black Hills, opportunities for RV travelers, and business meeting opportunities; Kaija Swisher, Black Hills Pioneer, regarding Matching Dollar Challenge program; South Dakota State University student regarding marketing and public relations strategy; and general inquiries from MediaSD.com and others.

Completed media interviews with Rapid City Journal regarding the 2011 season; KMIT radio in Mitchell and KVHT radio in Yankton regarding Black Hills being named one of best scenic drives in the country by *National Geographic Traveler*; Jon Walker, Argus Leader, regarding invitation to William and Kate; Dakota Broadcasting in Aberdeen regarding See South Dakota Week; and Stephanie Rissler at South Dakota Public Broadcasting for interviews with Jim Hagen and regional tourism association directors as guests on South Dakota Focus.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places: Falls Park, SD Discovery Center and Aquarium, and Glacial Lakes & Prairies Birding; Department of Tourism Now Official; and A Royal Excursion. Posted one visitor industry release to MediaSD.com.

Sent pitch to South Dakota media regarding the Black Hills being named one of the best scenic drives in the country by *National Geographic Traveler*; press release/pitch to 180 media in the United Kingdom and our domestic media, inviting the royal couple to honeymoon in the Black Hills; *American Cowboy* magazine regarding the Scotty Philip Memorial Ride; South Dakota media regarding Scott Irgang, who is completing his goal of “50 states by age 50” this month by visiting Mount Rushmore National Memorial; baby animals pitch to South Dakota media, and a few places including KOTA-TV picked up the release; and pitch to *Parade* Magazine on Czech Days was picked up and will be in their next magazine.

Worked on itinerary for hosting Karen Avitable, editor with *AAA Journeys* magazine, in May for a story featuring the Black Hills as the best family destination.

Had four media appointments during the Chicago media blitz; working on follow-up to appointments and interviewed with a fifth contact regarding travel to South Dakota.

For See South Dakota Week (SSDW), confirmed industry media interviews and appointments for that week and completed interview with Aberdeen radio station to air May 5; face-to-face interviews will include Rapid City and Watertown on May 10, Pierre and Sioux Falls on May 11, and Aberdeen for hospitality speaker on May 13.

Continued to assist Jacquie Fuks at Southeast South Dakota Tourism Association (SSDT) on the press tour she has planned prior to SSDW. The SSDT press tour, May 1-4, has five participants; itinerary includes Butterfly House, Falls Park, Dell Rapids Opera House, Palisades State Park, Madison, Lake Herman State Park, Prehistoric Indian Village, Corn Palace, Freeman, Springfield, Cogan House, Yankton, Lewis & Clark Visitor Center, Vermillion, Valiant Vineyards, and National Music Museum. One writer from the Minneapolis media blitz will be attending the press tour.

Attended class session three of five in the Governor's Leadership Program, which was on managerial communication. Attended training at Cision headquarters in Chicago while in the city for the weeklong media blitz. Cision is Tourism's new PR news monitoring, media database, and project management online software.

Continued working on updating South Dakota's page on www.collectivetravelradio.net. Currently, 12 photos have been sent for uploading to their webpage; will continue to update the site with links to receive the e-newsletter, social media, videos, interview content, and general information about travel.

Attended a webinar on areavoices blog; will call to obtain more information on this blog to see if it is a good fit and worth investing Tourism's time into this free site.

Travel South Dakota's Twitter account shows 63 new tweets for a total of 1,151 tweets; have 2,586 followers, up 100 from March. Blog posts included Mount Rushmore History, Birding at Sand Lake, Falls Park, South Dakota Chocolate Festival, and Black Hills Film Festival. Posted news stories, blog links, etc. to wall on FaceBook. Landing page and new profile photos should be up and running by mid-May, which will include a welcome page for people who do not yet "like" our page on FaceBook, and one for people who already "like" us. Working to develop a summer engagement editorial calendar that will include questions regarding our fans' best memories of a trip in South Dakota, or less specific questions, such as what mom's pack before going on vacation. Have 6,952 FaceBook fans, up 156 from March.

Industry Relations

Attended the Fort Sisseton Commission meeting at Fort Sisseton as Jim Hagen's representative. Will work on two Commission sub-committees: one project is to place a commemorative plaque at the Fort and the other project is to update highway/Interstate signage.

For See South Dakota Week (SSDW), sent a follow-up reminder to all CVBs to get their proposals for matching funds in by the March 31 deadline. Finalized the SSDW information for SDVisit. Will distribute copies of the "Why Travel Matters" document during the week. Helped coordinate requests for Tourism staff to attend SSDW activities and media interviews.

Was part of presentation at the Great Lakes Tourism Association annual meeting that focused on Tourism's programs, how we partner with the Great Lakes region, and how we can assist their members.

Created the April issue of the eFYI newsletter and distributed to 1,309 list members via Listrak.com and to the tourism industry email list of 2,113 addresses. Topics included: Secretary's Report, Information Center Publication Program, National Travel and Tourism Week, See South Dakota Week Toolkit, See South Dakota Week Road Trips, See South Dakota Week, Spring Hospitality Training, Trade Show Leads Available, Upcoming Familiarization Tour Opportunities, 2011 Travel Indicators, Important Reminders, and What Our Industry is Saying.

Attended the Sturgis Road Show in Harrisburg, Pennsylvania. Estimated attendance was between 3,000 and 10,000 even with heavy rain storms and flooding. The concept of the show was to take the "feel of Sturgis" to Pennsylvania.

Trade Sales Group Tour/International

Assembled the 2011 issue 4 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 286 list members. Topics included: The Great Sioux Nation, Travel Professionals Tip, Featured Itinerary: Oyate Trail (Highways 50/18), Featured Attractions, and Featured Events.

Fulfilled requests for Vacation Guides to 20 AAA/CAA offices in Massachusetts, Michigan, Missouri, Nebraska, New Mexico, Ohio, Oregon, Pennsylvania, Tennessee, and Texas and Manitoba, Canada, for a total of 960 guides.

Sent requested information to Travel With Nance, Michigan; Doris Bean, Colorado; and Vicky Bonde, Ontario, Canada.

Researched and requested 100 appointments for U.S. Travel Association Pow Wow in May in San Francisco. Sent show updates to the five visitor industry booth partners. Sent self-drive itinerary to Eagle Rider tours and requested a meeting with them at Pow Wow. They currently feature a 12-day guided tour to South Dakota during the Sturgis Rally, but do not include South Dakota in their self-drive tours program.

Completed registration for National Tour Association (NTA) Annual Convention in December in Las Vegas.

Will work with E-Commerce team to add leads from Rocky Mountain International (RMI) Roundup and post fam to SDVisit.com for South Dakota suppliers to access. Report from Herve Duxin, RMI representative in Paris, confirmed the trend for the French Market: Our region is receiving more and more interest since we opened the French office in Paris. We started with five tour operators who were selling the Real America Region; now more than 40 sell the four RMI states and the three gateway cities.

Provided lodging information in Lower Brule, Fort Thompson, Rosebud, and Pine Ridge to Rocky Mountain Holiday Tours from Colorado. They work with overseas tour companies.

Attended Active America China show and met with 26 tour operators and receptive operators. Provided itinerary ideas in Chinese, video with Chinese subtitles, and the Great Parks and Monuments brochure in Chinese.

Contacted by America 4 You, California, an inbound tour operator. They are working with U.S. Bike Travel, a tour operator from Germany interested in motorcycle routes in South Dakota, Wyoming, and Montana. They'll be in the Black Hills and Badlands areas to develop itineraries for their clients.

Working on the following hostings/fams in May: Gary Block, tour operator from Minnesota; 2Nations Tours fam in North Dakota and South Dakota for 17 attendees; journalist Tobias Welck from Germany; Japanese Fam tour; Keith Blackmore from the United Kingdom for the Custer Trail fam; Mary Moore Mason from the United Kingdom, Essentially America; Complete North America, United Kingdom tour operator; Tourmappers and Newmarket, United Kingdom, for two journalists; journalists Heidi & Hans Juergen-Koch from Germany; journalist Carlo Ferrari from Italy and his wife for Biking and Hiking; Marjolein Fraanje from The Netherlands RMI office; and fam in June: Runner's World Italy and KIY Sport TV on filming and article for Sturgis 100 Marathon in partnership with MELVILLE Tour Operator.

International Press:

Germany

America Journal No 1 / 2011, German consumer magazine with emphasis on the United States as a travel destination; published six times a year (circ. 45,000). In their 2011 January/February issue, they published several articles by Thomas Jeier (press trip in summer 2009) about the RMI States. One was a 2-page article and photo of Del Iron Cloud in their "America Scene" section, titled "Painter of the Prairie." Estimated ad value of \$16,237.

TIP USA Supplement annual edition within the bi-weekly magazine (circ. 20,000), is an Austrian travel trade magazine. It is distributed at trade and consumer shows and sent to Austrian travel agencies. Article by Janine Nachtweh in February 2011 highlights the VUSA fam itinerary that took place in fall 2010. Estimated ad value is \$3,425. A second article by Nachtweh highlights various RMI states. Estimated ad value is \$2,586. A third article carries the Buffalo Roundup Tour promoted by Austrian Tour Operator amerikareisen.at. Estimated ad value is \$856.

Tourenfahrer, a monthly German motorcycle magazine (circ. 35,000), is distributed in Germany, Austria, and Switzerland. They published a 12-page article in February 2011 called "In the country of the Native Tribes" written by Uwe Krauss about a motorcycle tour through the RMI region. Estimated ad value is \$161,986.

A newspaper supplement called "reisen" (circ. 144,000) carried an article by Margit Boeckh in March 2011 about different types of ranches, from dude to working and from simple cabins to 5-star luxury accommodations, along with various activities. Estimated ad value was \$26,346.

Travel Inside supplement (circ. 8,850), Germany, published an article by Jean Claude Raemy in January 2011 that mentions ranch stays in the RMI region. Estimated ad value is \$21,164.

Travel One, German travel trade magazine (circ. 20,615), published a short article called "On the tracks of the native" in February 2011. The article lists film locations of "Dances with the Wolves." Estimated ad value is \$1,740.

Viagglando, a monthly consumer travel magazine (circ. 60,000), published an article that included South Dakota in the March 2011 issue. Estimated ad value is \$12,000.

Italy:

Clippings from the Italian Office about MotoDays lists a variety of web sites for articles on the RMI region: motodays.it (web portal), italianweekend.it (web magazine), comunicati.net (web portal), and consiglidivaggio.it (web portal). Readership was not available, but the value of the three articles is estimated at \$900 (one site was not available).

Outdoors

Hosted Laura Francese, Mathews Bow Pro, and Durk Stark, President of Command the Wild Outdoors and director of Prostaff, along with their photographers for a Black Hills spring archery turkey hunt. Hunted on both private and public land with guide and Black Hills Archery owner, Rick Hanson.

Hosted Mark Swanson, Director of Marketing, and Ryan Gilligan, editor, with *North American Fisherman* magazine on a pike fishing trip to Akaska with host and guide Chad Schilling from Oahe Wings and Walleyes. They were working on an ice-out story and wanted to feature Lake Oahe northern pike. The story is set to print February/March 2012.

Wrote blog post on the ice-out fishing trip and posted to FaceBook and Twitter. Posted link to the Great Lakes fishing report to outdoors, Twitter, and FaceBook accounts. Highlighted Department of Game, Fish & Park's new shoreline fishing access map and blog post on fly fishing in the Black Hills; posted links on social media sites.

Met with Vern Boer of Midwest Outdoors to discuss advertising on his show. Talked with Scott Anderson of Backland TV about promoting his show. Sent T-shirts and hats to Heather Gents with Hunter's Dream for a Cure to be hosted at Cheyenne Ridge Lodge. Sent T-shirts and hats to Pat O'Connor in Sioux City for the annual Rivercade Kids Fishing Tournament.

Film Office

Fulfilled request for production guide from filmsd.com.

Working with Jesus Rodriquez on filming information for Telemundo, an NBC affiliate. They have plans to film in Badlands National Park and Wind Cave National Park; at Mount Rushmore National Memorial, Wild Horse Sanctuary, and Mammoth Site; and rock climbing and ATV riding in the Black Hills.

Attended the Reel Dakota event at the Washington Pavilion in Sioux Falls for Andrew Kighlinger's world premiere of his movie, "You Don't Know Bertha Constantine." Had follow-up meeting with festival organizer Julie Anderson to discuss additional opportunities for promotion and information to distribute when they attend shows. Announced a new movie that Kightlinger, Schuetzle, and Emerson will be working on, "Dust of War," to be filmed late this summer entirely in South Dakota.

Continued working with Jaquie Patris from A&E on filming their tribute piece to "Dances with Wolves" in May; they are looking for help from our office on crew and service recommendations.

Have been in touch with Current TV for filming in Bismarck and Fargo areas. They were not successful in obtaining crew (location scouts) from North Dakota so they called our office to see if some of our location scouts would be interested in working in North Dakota. Gave him Dort Keiper and Stan Schultz's contact information from our website.

On South Dakota Film Office's Twitter account, had five new tweets for a total of 231; have 422 followers, up 50 from February.

Hospitality

Forwarded the weekly Shep Hyken customer service tips e-letter to all CVBs, Chambers of Commerce, and regional tourism associations for inclusion in their newsletters.

Prepared copy for the eFYI newsletter about the free on-line hospitality training available through SDVisit.com.

Collected details from all spring hospitality training sites and added to SDVisit.com. Provided information to the South Dakota Retailer's Association on locations and other details of state-wide spring training sessions and free on-line hospitality training for their newsletter.

Information Centers

Worked on arrangements for the Interstate Information Center familiarization (fam) trip in Southeast South Dakota, May 11-15, for travel counselors. Contacted CVBs, Chambers of Commerce, and attractions in Chamberlain, Brookings, Sioux Falls, and Yankton. Supervisors' meeting is May 9 and 10.

Photo/Video

Completed the following on Tourism's photo hit list: Easter Egg Hunt on Governor's Mansion lawn; and Governor's Office photography of the volunteerism proclamation signing and women's group at Mansion.

Gave presentation on history of photography at Cultural Heritage Center exhibit opening.

Fulfilled photo requests to *South Dakota Magazine*, Southeast South Dakota Tourism Association, WNAX Radio, Yankton; South Dakota State Historical Society, Public Utilities Commission, Department of Game, Fish and Parks, Pierre; Mitchell CVB, ArtWest, Mitchell; Mount Rushmore Historical Society, RJ Design, Black Hills, Badlands & Lakes, Imagine Agency, Rapid City; Sun Graphics, Chamberlain; Regency Management, consultant Dee Dee Rapp, Sioux Falls; Glacial Lakes and Prairies, Identifix, Watertown; Beaver Lake Campground, Custer; Casey Tibbs SD Rodeo Center, Fort Pierre; South Dakota Rural Water Association, Madison; Visit Spearfish Inc., Maverick Publishing, Spearfish; Omaha World Herald, Nebraska; *Prairie Business* magazine, North Dakota; CBS TV, New York; National Tour Operators, Kentucky; and Casper Tribune, Wyoming.

Video dubs and loans: Sent video of Custer State Park (CSP) buffalo to the Telemundo/NBC channel in Florida at the request of Craig Pugsley, CSP. Sent Mount Rushmore National Memorial footage to the CBS This Morning show to feature in a travel segment. Sent Buffalo Roundup footage to National Geographic Television for a show they are doing on buffalo; made dubs of CSP footage that National Geographic shot for them and sent to CSP staff. Sent buffalo footage to Northwest Production in Montana for a pioneer series they are producing. Made 40 dubs of the "This is South Dakota" video for Trade Sales & Marketing team to hand out at a China trade show. Made dubs of the Governor's Award to the Arts show for the Arts Council.

For GOED conference, set up and shot five interviews, which included Governor's staff, for use in a presentation at the conference; set up A/V for presenters; and shot live camera for the banquet.

Added a second version of the "This is South Dakota" video to the YouTube channel; the YouTube channel videos had 10,831 views in the month of April.

Black Hills Photo Shootout: Continued working on descriptions, workshops, and registration information for postings on the Shootout website. Placed ad in *South Dakota Magazine* and *Outdoor Photographer* magazine and website. Discussions are underway with *South Dakota Magazine* for editorial feature in summer issue. Attended presentation at Black Hills State University by photographer Sam Abell and made contact with Canon Cameras representative for Shootout arrangements. While attending the Photoshop World conference on digital imaging, met Moose Peterson, potential future keynote presenter for Black Hills Photo Shootout. Met with committee to discuss budget and future organization of Shootout

Fulfilled Logo/Photo requests: logo to Brenda Dreyer at Northern State University for a China brochure, Cristy Harkness for embroidery for SD Association of County Highway Superintendents, Mitchell for Palace City Peddlers Cycling Club jersey, and Cathleen Benberg, Business Printing & Graphics, for SD Board of Medical & Osteopathic Examiners; Black Hills images to Kelly Peotter at Black Hills Getaways; Mount Rushmore image to Lance Bianas for a CD label; and SD script to Carrie Hanzel in Sioux Falls.

Travel Market Advertising

The following were finalized and shipped for Peak 2011: *South Dakota Tourism (SDT)* – FaceBook Welcome Tabs; Great Getaways newspaper insert dropped April 24 in the following markets: Fort Collins, Greeley, and Loveland, Colorado; Ames, Carrol, Denison, Council Bluffs, Des Moines, Fort Dodge, Le Mars, Mason City, Sheldon, and Spencer, Iowa; Grand Island, North Platte, Lincoln, and Scottsbluff, Nebraska; Bismarck, Dickinson, and Jamestown, North Dakota; Albert Lea, Mankato, Marshall, Rochester, St. Cloud, Willmar, and Worthington, Minnesota; Aberdeen, Pierre, Rapid City, and Sioux Falls, South Dakota; and Casper Cheyenne, and Gillette, and Sheridan, Wyoming.

Aberdeen/SDT Co-op: TV scripts, Pay-Per-Click (PPC) proposal. Full-page ad for *Central Minnesota Women* magazine inserts June 1.

BHBL/SDT Co-op: Web banners will run on local sites in the Denver and Regina markets. Newspaper ads in Denver and Regina.

Custer State Park (CSP)/SDT Co-op: Newspaper ads in Fort Collins, Greeley, La Crosse, Rochester, and Sioux Falls. CSP Open House newspaper ad in Hot Springs, Hill City, and Custer.

Custer BID/SDT Co-op: Web banners went live April 18. Newspaper ads in Colorado Springs, Fort Collins, Greeley, Loveland, and the Colorado Newspaper Association.

Deadwood/SDT Co-op: Deadwood Free Standing Insert (FSI) inserts May 1 and June 5 in the Bismarck Tribune and Casper Tribune. Ad for *605 Magazine*, Sioux Falls, inserts May 1. Newspaper ads in Casper and Minneapolis. New TV spots. Radio spots – generic and Old Time Radio versions.

Rapid City/SDT Co-op: Newspaper ads for Minneapolis and Winnipeg. Ad for *Minnesota Monthly* magazine inserts May 19. Comcast web banners will run on Comcast site in Denver and Minneapolis.

Spearfish/SDT Co-op: Newspaper ad in Bismarck. Spearfish/Sturgis Rally web banners.

Watertown/SDT Co-op: TV spots. Landing page. Web banners. Half-page ad for *Minnesota Monthly* inserts June 1

Working with South Dakota Public Broadcasting/Skyworks on a filming project; met with Theresa Spencer regarding licensing agreements.

Reviewed more than 1,020 responses to the May Travelsmart sent in April and five responses to the April Travelsmart sent in March. Most of the emails were automatic out-of-office responses; however 49 updates, unsubscribes, comments and/or information requests were forwarded to appropriate staff to handle. Reviewed 69 responses to trip planning and Vacation Guide (VRM) automated emails; forwarded 25 of the responses to appropriate staff to handle.

E-Commerce

On the consumer website - TravelSD.com: 140 vacation packages are listed. Moved the "Multimedia Tour" and the "Multimedia Gallery" links from the Our History homepage to the About SD homepage. Updated various pages/parts of site to reflect the change from "Office" to "Department." Worked on updates to the fishing section and compiled and sent a list of tasks that needed to be taken care of by our agency before we could take these pages over.

Took the revised homepage address of tsd.sd.gov live on April 13, 2011; and tourism.sd.gov live the same day – this page includes the Historical Society and the Arts Council as they are the other two agencies in the Department of Tourism. Updated the Department listing and link on the State Agencies page of <http://sd.gov>.

On Tourism's Industry Site - SDVisit.com: Posted the lead list (PDF) from the 2011 French Sales Mission to the Tour Operator and International Leads List page. Posted the Spring Hospitality Training schedule. Drafted a concept paper for the development of an online registration process for the Group Tour Planning Guide and submitted the draft to Bureau of Information and Telecommunications for review. Process will automate many of the steps needed to produce the guide.

Research

Continued working with Ringlead to dedupe multiple inquiries; working through the second round of this process.

The first round (winter) of the Mount Rushmore Survey ended April 1; it began October 26, 2010. There were 270 completed surveys, and the majority was those handed out, not online. Winner of the randomly drawn \$150 gift credit to Xanterra was Beverley Skene from Grays Point, Australia. The next drawing will be held October 7, 2011.

Reviewed Ruf cluster data and determined which clusters would be most beneficial for Tourism to pursue in its marketing campaigns. Ordered cluster maps from Ruf of the Minneapolis/St Paul area to see how two groups of chosen clusters would show up in advertising markets. Maps have been ordered for each of our selected markets to determine travel propensities in selected areas; information will be presented along with our profile data at five regional meetings around the state in June – Deadwood, Rapid City, Pierre, Aberdeen, and Sioux Falls.

Tribal Tourism

Aske Whitebird, Department of Tribal Relations and liaison to Department of Tourism for tribal tourism, attended the Nevada Tribal Tourism Conference in April. Following is a recap of her notes: Nevada is split into "territories" much like the regions in South Dakota. The Indian Territory is a board that helps the Nevada Commission on Tourism promote tribal tourism, and the Commission looks to the Indian Territory when developing their tribal tourism strategic plan. Indian Territory members are made

up of the tribes in Nevada and attractions outside of Nevada, such as the executive director of the Grand Canyon Skywalk; current projects include Indian Territory for July/Aug 2011 issue of Nevada Magazine, a website, cultural exhibit at the Reno-Tahoe Airport and McCarran International Airport, and an annual tribal tourism conference. They work closely with the Nevada Rural Programs Manager (Nevada Commission on Tourism).

“I do think it is important to see how other states are approaching tribal tourism, their programs and how each state’s tribes respond. While we may not want to attend this conference every year, ... it is a good idea to stay on their mailing list for any ideas we may be able to use. I was also able to network with the Arizona Tourism Office’s Tribal Tourism Manager, Dawn Melvin; AIANTA’s Executive Director, Rebecca Martinez; the Indian Pueblo Cultural Center’s CEO/President, Ron Solimon; and the Nevada Commission on Tourism’s Rural Programs Manager, Christian Passink.”

Governor’s Tourism Advisory Board

At their March 29 meeting, the Tourism Board approved Matching Dollar Challenge applications from Hill City, Hot Springs, Sioux Falls (2), Spearfish, and Sturgis. Board liaisons were assigned to each project and a staff person will also work with organizers to finalize marketing plans for each.

Governor’s Buffalo Roundup and Governor’s Invitational Pheasant Hunt

Met to discuss print materials, AV needs, timelines, and venue for the Roundup. Began working on print design options for the Hunt.

Creative Consultations/Projects

A. Brassfield:

Continued working with GOED on business card design; will work on letterhead after card design is approved.

Designed letterhead mock-ups for Historical Society and Arts Council.

Designed mock-ups for GOED for a Save-the-Date card and invitation for the South Dakota Development Corporation Annual Meeting; both were printed in-house.

A. Hofmeister:

Sketched ideas for the logo/branding identity for Fort Sisseton Historic State Park; will meet with staff before forwarding to Department of Game, Fish & Parks/Fort Sisseton for consideration.

Designed new insert to accompany the Travel CDs for Information Centers.

Designed and printed 15 signs for the GOED Conference.

Designed and routed a mock-up for note cards and printed envelopes for the Department of Tribal Relations.

T. Meise:

Designed and printed invitations and RSVPs for the Governor’s Golf Classic in June; designing booklet and event signage. Logo has been modified for embroidery.

Will finalize business card design for Tourism, and will print in the new fiscal year.

Working on designing three different campaigns for South Dakota Development Corporation.

Worked on designing a Save-the-Date postcard and e-card for the Firearms Event in October.

T. Friedeman:

Attended GOED Conference in Sioux Falls to assist with conference A/V needs for the speakers, meals, and décor. Attended sessions.