

To: Governor Daugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: June 8, 2012  
RE: May 2012 Monthly Status Report

### By the Numbers

#### April 2012 numbers

- Information Requests – up 19.3%
- Web Traffic –up 14.8% (Google changed the way they track visitors to websites in September 2011)
- Tourism Tax (1%) – up 9.7 %
- Tourism Tax (.5%) –up 2.3%
- Gaming Tax –up 0.4%
- Hotel Occupancy – up 6.9%
- Hotel Overnights –up 7.9%
- Hotel Rates – up 2.5%

#### March 2012 numbers

Domestic Earned Media – Circulation/Audience – 49,880,885  
Publicity Value – \$65,769

#### FY12 (through March) numbers

Domestic Earned Media – Circulation /Audience – 361,741,082  
Publicity Value – \$2,678,587

### Media & Industry Relations

Fulfilled information requests to Paul Hammel, Omaha World Herald, about Tourism's organizational structure (story to focus on Nebraska Legislature's decision to elevate Nebraska Tourism to cabinet level); Lance Nixon, Capital Journal, regarding National Travel & Tourism Week; Barbara Soderlin, Rapid City Journal, on the Jay Leno video and general tourism stats; South Dakota Public Broadcasting (SDPB) regarding preview of tourism season; Howard Elmer, travel writer, on media assistance for trip to Black Hills – referred him to Black Hills, Badlands & Lakes regional office; KSOO radio regarding Travel Rally Day; and general inquiries from MediaSD.com and others. Had media Interviews/meetings with SDPB; Rick Knobe, KSOO radio, regarding Travel Rally Day – arranged interview for Jim Hagen; and Payton Randle, Argus Leader, regarding preview of season – sat in with Hagen on this interview.

Press releases to in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Travel Rally Day Spotlights Impact of Travel in South Dakota; op-ed from Jim Hagen to South Dakota media regarding the importance of travel and tourism to South Dakota's economy; South Dakota's Great Places: Mount Moriah Cemetery; Mount Rushmore Presidents to Take Midwest Road trip; and Interstate Information Centers Open Next Weekend. Posted three visitor industry releases to MediaSD.com, including Governor's Mansion tours. Reviewed five releases for History and two releases for Arts. Wrote a column for Arts Alive! on "Your American Journey" campaign.

Sent email to the Midwest Travel Writers Association with a request to include Custer State Park Buffalo Roundup press trip information in their monthly e-newsletter to members.

Attended the Great Lakes Region Board Meeting as well as their open house and ribbon cutting at their new location at the Oahe Dam Visitor Center.

Made final preparations for National Travel & Tourism Week Travel Rally Day events in Mitchell and Rapid City: wrote script and coordinated video shoot of Governor's welcome video; developed/compiled press kits; developed e-invite which Secretary Hagen sent to Legislators and the Governor's Tourism Advisory Board; attended event in Mitchell on May 8 and in Rapid City on May 9; attended Sioux Falls CVB annual tourism luncheon; conducted media interviews in Watertown. Preparations also included granting marketing dollars to the nine Chambers of Commerce/CVBs that applied for funding to help promote travel and tourism in their areas. Offered window clings and T-shirts with "I Heart Travel" in an outline of the state.

Participated in media blitz and street team efforts with presidential mascots in Kansas City; met with two television stations (FOX and NBC affiliates), one freelance writer and one local magazine; street team schedule included the City Market (Farmer's Market), Power & Light District, Country Club Plaza shopping area, Kansas City Zoo, Worlds of Fun, and other highly populated areas in and around Kansas City. Interacted with hundreds of people while distributing postcards with address to register for a vacation giveaway. Documented our efforts through social media channels with video and photos of the mascots interacting with people on the streets. FOX affiliate ran stories on Friday and Saturday evenings; one of the FOX stories is on our Facebook page, Facebook.com/SouthDakotaTourism and on the FOX website - [www.fox4kc.com](http://www.fox4kc.com) - search for "Competition Fierce for your Vacation Dollars."

Working on Des Moines street team effort/outreach scheduled for June 7-9. Staff members will be presidential mascot "handlers" and others may act as group photographers. Photo opportunities will be part of the street team activities at several selected locations and staff will distribute postcards with sign-up information for a vacation package giveaway. Scheduled media appointments. Will also participate with Meredith in an activity for their staff.

Distributed April issue of Tourism's eFYI newsletter to 1,273 list members via Listrak.com and to Tourism's industry email list of 2,046 addresses. Topics included Secretary's Message, Interstate Information Centers Opening, Spring Hospitality Training, Visitor Research Panels, New YouTube Videos, Travel Agent Familiarization Tour, Important Reminders, and U.S. Travel Association Updates.

Assisted Glacial Lakes and Prairies Tourism Association with updates to their Tribal Land Legends information on their website.

Conducted a site-visit at Oak Tree Lodge near Clark, South Dakota, per an invitation from the owners.

Assisted Northern State University with several contact names for Standing Rock Sioux Tribe and Sisseton-Wahpeton Oyate. The University was looking for tribal flags to display on graduation day, May 6.

Staff from Tourism, Tribal Relations, and the Executive Director of the Great Lakes region met with Clair Green from the Lower Brule Sioux Tribe Cultural Resource and Public Information Office to discuss collaboration between our three offices as it relates to tourism on reservation lands.

Researched information on the American Indian Alaska Native Tourism Association (AIANTA) Conference in Billings, Montana, in September. Discussed staff attendance with Department Secretary.

Fulfilled request from Game, Fish & Parks for the new logo file for the Fort Sisseton Commission.

South Dakota Tourism's Facebook (public page) has 14,112 fans, up 1,271 from April. Blog posts: Main Street Square, Rushmore Mascots Hit the Road!, and State Parks Open House and Free Fishing

Weekend. Continuing to watch our Facebook paid advertisements and coordinate with L&S the posts that can be featured in the paid ad section. Working on a guideline policy for guest bloggers who have inquired about writing on our blog. The South Dakota Visitor Industry page has 427 fans.

Travel South Dakota Twitter account had 118 new tweets for a total of 2,366 tweets; have 4,100 followers, up 120 from April. Following up with a gentleman who sent a travel inquiry via Twitter; he writes on his travel blog and for National Geographic Lakes to Locks.

Sec. Jim Hagen's Twitter account has 214 followers, up 26 from April.

Geofeedr is up and running in a radius surrounding Mount Rushmore National Memorial and will continue throughout the summer; responded to messages daily.

Continued populating Pinterest boards. Working on setting up the feed Pinerly to watch popular pins that we post to our page.

#### International and Domestic Trade Sales

Continued routing and updating sections of the 2013-2014 Group Tour Planning Guide. The final section will be routed in June.

Fulfilled requests for 795 Vacation Guides and/or other publications to 13 AAA offices in Colorado, Iowa, Michigan, Minnesota, New Mexico, New York, and Texas. Sent 50 maps to Larry Ralston with MNGMNT Plus, Colorado; 60 packets each with a vacation guide, highway map, and three Japanese Great Parks brochures to Kazuyuki Okamoto for Osamu's seminars in Vancouver; information to Susanne Fuhrmann at Bike the Best in Cologne, Germany; hotel information to receptive tour operator New World Travel, with offices in New York, Los Angeles, and Miami; list of South Dakota tour operators to David Woods Thomas, United Kingdom, and to RMI/UK Office; and information to Gary Schluter, Rocky Mountain Holiday Tours, for Emilie Canu, France, for Native American tours.

Assembled the 2012 issue 5 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 5,328 list members. Topics included A Glimpse into South Dakota's Past, Travel Professionals Tip, Featured Itinerary: If You Only Have a Day, Featured Attractions, Featured Events, and What's New?.

Finalized itinerary and hosted 15 tour operators from across the country on the "Prairies, Pioneers and the Wild West" fam tour, May 17-23. Itinerary included stops across the state from east to west and back on I-90, beginning and ending in Sioux Falls.

Finalized preparations for Travel Alliance Partners Annual Convention (TAP Dance) in Shreveport in June. Worked with Rapid City CVB, Regency Hotel Management, North Dakota Tourism, and Fargo-Moorhead CVB (pod members) on suggested itinerary and map of region to supply to tour operators.

Ordered Great Parks brochures in the following languages and quantities: English – 1,000; German – 4,000; Italian – 5,000; French – 1,500; Japanese – 1,000; and Chinese – 600.

Contacted Keiko Takahashi regarding Japanese Media Fam participants and arrival times, May 22-26, in the Black Hills. Hosted AmNet tour operator and two journalists; interpreter arranged by Black Hills, Badlands & Lakes.

Prepared itinerary and made arrangements for Dr. Rudolf Stumberger, Germany, who will be in South Dakota in June to research and conduct interviews for his articles. His interests include Native

American culture, museums, Mount Rushmore National Memorial, Badlands National Park, Sturgis, motorcycles, and wineries.

Began working on fam tour for Lindsay Sutton, United Kingdom, which includes tour guides for Wounded Knee and Oglala Lakota College. Working with Rapid City CVB, Keystone Chamber, Deadwood Chamber & Visitors Bureau, and Pine Ridge Chamber.

Attended Active America China Show in May in Minneapolis; gave presentation with the assistance of interpreter Shonna Du at a luncheon hosted by South Dakota. Partners include Crazy Horse Memorial and Rapid City CVB. Had appointments with 29 Chinese tour operators and receptive operators; had requests for staff sales trainings at two tour operator offices in China, and several expressed interest in a fam tour next spring.

Researched information and provided contacts for Native American tour for Rocky Mountain International (RMI) Italian office for a local tour operator who is coordinating a trip for students studying Native American culture. They are interested in staying on a reservation for a month.

Contacted Rapid City CVB regarding lodging for the fall RMI Megafam to be held in Montana and South Dakota; tour in South Dakota will be September 11-15. RMI anticipates up to 50 tour operators from the United Kingdom, The Netherlands, Italy, France, and Germany will attend the tour of these two states. Will also contact other cities for the tour that will feature Black Hills and Badlands areas. The 2013 Megafam will feature South Dakota and Wyoming; that fam will begin in Sioux Falls.

#### International Journalists:

Sent insertion order for full-page co-op ad in *Brand USA Magazine*; full magazine will be inserted into *Essentially America Magazine* and distributed in the United Kingdom. Mount Rushmore National Memorial will be on the cover with a story on South Dakota written by Simon Todd and Mary Moore Mason who were in the state last year. Partners include Rapid City CVB and Crazy Horse Memorial.

The TV campaign on the Travel Channel, United Kingdom, ran for 32 days from March 30 – April 30 inclusive; 10 spots per day were broadcast between 8 AM and midnight for a total of 320. The total number of AB Adult impressions (Upscale) was 16,675,714. The commercial was put together from existing footage provided by all four RMI states (Montana, Wyoming, Idaho, and South Dakota) with final footage selected by the UK RMI office in conjunction with the Travel Channel. RMI UK provided script for the voiceover and RMI owns the copyright on this commercial and can further deploy and/or edit it as they see fit without restriction. This TV campaign was also the first RMI activity to take place in the UK featuring the Brand USA logo, which was prominently displayed on the final freeze-frame together with the RMI logo, all four state names, and the address of the [www.RMI-realamerica.com](http://www.RMI-realamerica.com) website.

#### Press:

The Netherlands: Article in April 29 issue of *De Zondag*, a weekly magazine (circ. 688,000), about the Buffalo Roundup; it was written by Marijn Follebout who was on a press trip to South Dakota in 2011. Estimated ad value is \$21,875.

United Kingdom: A significant half-page newspaper article appeared in the Daily Express (circ. 558,513) on February 25 and covered both South Dakota and the Canadian Rockies; article was supported by advertising. Although arranged by the RMI UK office, advertising support was sought from tour operators to the region rather than from RMI itself. The value of the editorial space was \$24,640. The article was written by Nick Dalton who has often written on the Rocky Mountain region.

Australia: Online article "More than Mount Rushmore in the Dakotas" was posted on May 9 at Yahoo 7! News; it was written by Diana Plater who was on a press trip last summer. Estimated ad value is \$20,000.

Italy: Web trade magazine, travelling.interlint.it, carried an article "A Trip to the Black Hills of South Dakota" on March 1; monthly online visits total 65,000. Estimated ad value is \$800.

Total press/ad value is \$67,315 for this report.

### Outdoors

Hosted Michael Gordon with *Kayak and Canoe Magazine*. He was in South Dakota to cover the Missouri River Kayak Challenge, based in Yankton.

Corresponding with freelance writer Dan Armitage about a trip to Lake Oahe in September for a cast and blast press trip.

Working with Jeff Fuller of Sporting Dog Adventures on two hunting shows that he plans to film in South Dakota as part of the Huron marketing co-op.

Met with Bruce Campbell with Broosters Cuisine on possible opportunities to coordinate some efforts at the 2013 Pheasant Fest in Minneapolis.

South Dakota Outdoors Twitter account had 23 new tweets for a total of 504; have 1,395 followers, up 52 since April.

### Film Office

Fulfilled requests for four production guides. Updated/approved four listings on FilmSD.com. Posted three releases in the news section on FilmSD.com.

Continued working with Sean Covell on his "Matt Epic" project that could potentially be filmed in South Dakota. Continued working with South Dakota filmmaker Joe Hubers on securing several locations in Sioux Falls. Independent filmmaker Stephen L. Simpson will be scouting in South Dakota in June; will join him for a few days on his scout.

Working with production coordinator and location scout for an Italian feature-length film to be filmed in the Black Hills. Held meeting with production coordinator and South Dakota location scout Duane Lammers in Rapid City to discuss locations. The Italian director for the film also visited the Black Hills later in the month.

Attended the Black Hills Film Festival, May 1-6. Hosted several filmmakers around the Black Hills and Badlands area on a two-day location tour.

South Dakota Film Office Twitter account had one new tweet for a total of 281; have 709 followers, up 429 from April.

### Hospitality

Reviewed nomination forms for outstanding hospitality for the Governor's Certificate for Outstanding Hospitality Program. Certificates are awarded for the first level or first nomination of an individual; the first certificates for the calendar year will be issued in June.

Gave permission to Black Hills State University to share the online training site with someone in Africa. Replied to request from the Outdoor Camus-West for assistance to have their staff take the training. Forwarded the ID code and instructions to The Wounded Knee Museum in Wall.

Contacted the six organizations that had not yet selected a speaker for the spring hospitality training program; requested topic and date for their training session so a comprehensive statewide calendar could be developed for SDVisit.com. Attended customer service training organized by the Rapid City CVB; speaker was a secret shopper in Rapid City for three days prior to the presentation and highlighted good and poor examples of customer service. Attended hospitality training in Watertown. Will attend other trainings as schedules permit.

Attended the *Destination Pine Ridge 2012* two-day workshop and tour hosted and presented by the Pine Ridge Chamber of Commerce.

### Publications

Routed the updated copy for the 2012 Archaeology and Paleontology Guide; will order hard copies from Central Duplicating for the Information Centers. The new guide will be available online as a pdf on TravelSD.com.

Mailed the South Dakota Bicycle Coalition's first events guide to specific visitor industry people along with a letter of support from Secretary Hagen.

### Information Centers

There were 73 people on the Information Center fam tour; stops included Literature Swaps in Mitchell and Rapid City where travel counselors introduced themselves to visitor industry members. Participants sent thank you notes to the 34 hosts and program manager sent an additional 20 personal notes. Coordinated shipments of supplies to each Center to prepare for the May 24 opening.

Sent contact information for the Centers to our 12 partners in the T-shirt program. Partners will be accepted throughout the summer as travel counselors wear the partner T-shirts to help promote attractions and events where appropriate. There are 386 publication program partners. Only a few spots remain in the poster program. Guidelines can be found via SDVisit.com from the About Us button under the Research and Visitor Services Team – Information Center Programs.

Added Information Centers on Google Places.

Monitoring Information Center daily car and bus counts. Since opening on May 24, more than 34,000 people have stopped at the Centers. In comparison to May 26 through June 3, people counts are up 5.3%, while car counts are up 8.5%. Top visitor numbers at the Centers: Missouri numbers are up 21.6% over 2011, Iowa is up 24.2%, and Illinois is up 16.7%. These increases are occurring even though the Chamberlain Information Center numbers are down: 44.6% fewer people and 38.3% fewer cars due their westbound exit being closed.

### Photo/Video

Tourism photography: Group Tour Fam at Prairie Homestead, Badlands National Park, the Casey Tibbs South Dakota Rodeo Center, Cultural Heritage Center, and the Capitol; 1880 Town; fishing at Fort Randall Dam; Fort Randall Casino; Falls Park and downtown Sioux Falls; Fort Pierre National Grasslands; and Corn Palace.

Economic Development photography: Capital One ribbon cut ceremony.

Hosted South Dakota Camera Club Roundup at the 1880 Town. Participants from four clubs and a photographer from Colorado attended.

Fulfilled 24 requests with loans to Black Hills, Badlands & Lakes, Rapid City; Lawrence & Schiller, WR Restaurants, Sioux Falls; Ramkota Hotel, South Dakota Community Foundation, Department of Transportation, Great Lakes Association, Pierre; Outdoor Forum, Aberdeen; *Living Here Magazine*, *South Dakota Magazine*, Yankton; Fort Pierre Development Council; Best Western Black Hills Lodge, *American Cycle Magazine*, Spearfish; Glacial Lakes & Prairies Tourism Association, Watertown; Cedar Shore Resort, Chamberlain; Mitchell Daily Republic; Wakpamni Bed & Breakfast, Batesland; Huffington Post; Eagle Rider Motorcycle Rentals, California; Rocky Mountain International, Wyoming; *Bus Tours Magazine*, Illinois; and AmericanProducts.com.

Continued editing and inputting photos into database, currently have 14,375 digital images.

Tourism photography hit list: Mount Moriah Cemetery, Deadwood Mountain Grand exterior, Deadwood; golf; 1880 Town; Chamberlain Information Center; Fort Randall Dam; Fort Randall historic site; Outdoor Expo, Huron; Czech Days, Tabor; Tea Pot Days, Tea; Festival of Cultures, Sioux Falls; River City Racin', Chamberlain; and Archeodome digs, Mitchell.

Tourism's video: Shot video at National Travel & Tourism Week's Travel Rally Days in Mitchell and Rapid City. Edited the video and uploaded to an ftp site for the media to access and use.

Video dubs and loans: Sent Sioux Falls video to Vision Video Interactive, Inc., Sioux Falls, for a marketing campaign for the city. Worked with staff to dub and upload videos for the Asian marketing effort. Edited and assembled video to be used by the RFP agencies that will be presenting their proposals to Tourism; loaded the video onto flash drives for delivery to agencies. Edited a 30-second spot for the promotion of the Fort Sisseton Historical Festival scheduled in June.

Uploaded two videos from Czech Days to the YouTube channel. YouTube channel videos had 16,456 hits for the month compared to 9,183 last May. Edited and uploaded a fishing video shot by the Media and Industry Relations team. Worked with the Media/IR team on videos for the Kansas City and Des Moines media trips.

Researched A/V equipment needs for the conference rooms at Capital Lake Plaza and worked with staff to get approval for purchases.

#### Travel Market Advertising

Finalized and shipped the following ads: *Peak season*: South Dakota Tourism (SDT) – VRM email copy, Travelsmart, Interactive Map – new music on video, Travel SD: Search/Featured Image Area proposal, Mercury Award Entry, and Street Team discussions/plans for Kansas City and Des Moines. *Aberdeen/SDT Co-op* – Newspaper ads in Fargo, Grand Forks, and St. Cloud. TV donuts. *Custer BID/SDT Co-op* – Newspaper ads in Denver, Ft. Collins, and Greeley. *Custer State Park/SDT Co-op* – Newspaper ads in Billings, Colorado Springs, and LaCrosse. Running Spring Open House newspaper ads in Custer, Hill City, Hot Springs, and Rapid City. *Deadwood/SDT Co-op* – Newspaper ads in Billings, Bismarck, Casper, Dickinson, Sioux Falls, and Williston. *Rapid City/SDT Co-op* – Newspaper ads in Denver, Minneapolis, Omaha, and Sioux Falls. *Spearfish/SDT Co-op* – Newspaper ads in Bismarck, Fargo, and LaCrosse. *Watertown/SDT Co-op* – Newspaper ads in Minneapolis, St. Cloud, and Winnipeg. TV donuts.

*Shoulder for SDT* – Worked on ads for placements beginning in June. Revised full-page hunting ad. Sent information and registration form to visitor industry for the Great Getaways newspaper marketing co-op program. *Huron/SDT Co-op* – Full page hunting ad for *Gun Dog Magazine* inserts July 4 and ad

in *Pointing Dog Journal* inserts in July/August issue. Hunting TV script. *Watertown/SDT Co-op* – Hunting TV script. Hunting ad.

Mailed Shoulder Great Getaways forms/information to more than 1,700 visitor industry members.

Began reviewing Rooster Rush pages on SDVisit to update copy for the 2012 co-op; will send information on participating in the program in early summer. Forwarded information from the Oregon Gun Dog Expo to outdoors program coordinator; they offered a booth to promote Rooster Rush.

Met with the marketing team on the Pheasants Forever 2012-2013 proposal.

Held conference call with Macy's to discuss potential talent for the 2012 float. Discussed the Your American Journey theme and talent to complement our theme.

Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items.

### E-Commerce

Consumer website - TravelSD.com: 58 packages are listed. Researched and updated the "Air Travel" webpage and "Highways" webpage under the Trip Planner section. Plan to add new audio to the videos located on the Destinations page and add Photo Gallery Callout within the "Start Planning" section and within a widget on internal pages.

With the potential risk from fire this season, we are preparing email messaging with a callout box on TravelSD.com in case we need to notify our audience on short notice about potential travel issues.

The revised booking engine went live on May 11.

Reviewed 770 responses to Travelsmart sent April 26; of those, 33 responses were handled or forwarded to appropriate staff. Reviewed 15 responses to a survey email sent May 15; none needed to be forwarded. Reviewed 41 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded 13 to appropriate staff. Reviewed 12 responses to an Events VRM email sent May 1; none needed to be forwarded. Reviewed nine responses to an Events VRM email sent May 20; two were forwarded to appropriate staff. Reviewed 165+ responses to the 2012 issue 5 edition of the Travel Professionals E-newsletter; processed 51 responses.

Industry Site - SDVisit.com: Posted 10 additional questions and answers regarding the RFP.

Updated shoulder Great Getaways program information and forms and worked with Bureau of Information & Telecommunications (BIT) to update the Online Payment System.

Created a webpage following the Travel Rally Day during National Travel and Tourism Week (NTTW) events on May 8 and 9; posted videos and photos from both events. Created three webpages for the peak 2012 marketing campaign, "Your American Journey," including an overview page, one with Giant Step examples, and one with Free Standing Insert (FSI) examples. Finalized the webpage for Legislators, which included Why Travel Matters video, the IHS Global Insight Study, and cooperative marketing map. Updates will include news/programs as they happen.

Completed updates to and testing of the 'car counts' webpage/online form and Access database and to the 'bus reports' online form for the Information Centers. Completed updates to the Spring Hospitality Training schedule.

Worked with BIT to renew eight of Tourism's 16 domain names for another five years: travelsd.org, fishinsd.com, travelsd.net, fishinsouthdakota.com, travelsd.us, huntinsd.com, 1800sdakota.com, and huntinsouthdakota.com. Will renew the remaining eight domain names before the end of 2012.

### Research

Updated travel indicators for year end 2011 and the first two months of 2012; indicators include state and national park visitation, hotel data, fulfillment, tax data, revenue, web traffic, and Central Reservations bookings. Emailed travel indicator stats for Quarter 1 to the industry on May 23. (Please refer to fist page for current indicators/statistics.)

Responded to various information requests from industry and students: regional hotel occupancy rates, visitation numbers, travel indicators, BBB tax numbers, reservation data, and foreign travelers; fulfilled a request for a 10-year period of statistics on BBB, lodging, taxable sales, hotel occupancy, hotel demand, national and state parks, airport, gaming, and Information Center numbers.

As part of our packet delivery audit, will include a survey on each of our Vacation Guide Follow-Up VRM emails to ask participants how long it took to receive the Guide and the condition of the materials once they were received.

Developed a presentation for Secretary Hagen's meeting with the Mitchell Rotary, which included an overview of marketing creative and first quarter indicators.

### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Coordinated updates and printing of the letter, form, and envelopes for Shoulder 2012 Great Getaways newspaper co-op; 1,755 were mailed to visitor industry members.

Received delivery of the photo books designed in-house for Tourism (150) and GOED (100) to be used for hostings.

For GOED: Made updates to the current Finance information piece and routed a mock-up for review. Sent printer specifications to three South Dakota printers for estimates on printing costs for a quantity of 2,000, full-color, six-page piece.

Continued working on two different design ideas for the Buffalo Roundup invitation for Governor Dugaard to review and choose; first routing is in early June. Sent print specifications and waiting to hear on costs.

For Governor's Office:

Made changes to the photo cards that were printed for Tourism and had four sets of six cards printed for 20 Cabinet members, a slightly different set was made for the Governor's Office.

Ashley McCloud:

For Tourism: Ordered return labels for the Interstate Information Centers for the travel CD program.

Designed video icons for the state's homepage for Scott Howard's videos that have been/will be posted. Sent the three icons chosen to BIT; they will be rotated with each new video posted.

For GOED: Ordered business cards for three more staff; forwarded to staff when delivered.

The Governor chose the design for the Golf Classic invitation. Selected printer through the bid process for the RSVP cards and the invitations. Designed other print materials as needed; will order signage from list developed by the committee.

T. Meise:

For Tourism: Routed nine of the 10 sections for the Group Tour Planning Guide; final section will be routed in early June.

For GOED: Began working on two designs for the invitations for the Governor's Invitational Pheasant Hunt: Traditional and Field-guide-like. Other print items include the landowner's bounce-back card.

For Tribal Relations: Continued working on Tribal ID Information Sheets.

M. Ganschow:

For GOED: Attended Roundup meeting and compiled minutes. Updated copy for invitation, RSVP card, and ambassador card. Routed to designer for layout.

Updated copy for Golf Classic program book and routed to designer for layout.

T. Friedeman, Creative Strategies Manager

For Tourism: Will be part of the team acting as a presidential mascot "handler" and may act as group photographer during the media blitz/street team efforts in Des Moines, June 7-9.

Will supervise the video shoot at Target Field on June 5 and 6, which will include Kent Hrbek, Tim Laudner, and the pheasant mascot. This is one element of Tourism's sponsorship/promotions with Twins Baseball. Final video will play in the stadium at various times during our sponsored games later this summer.

Logo/Photo/Map requests: Emailed the South Dakota logo to Tom Olson in St. Cloud, Minnesota. He's possibly interested in producing some larger truck mud flaps featuring the full logo. Placed agricultural and scenic photos on ftp site for Ann Price with South Dakota Ag in the Classroom.

Met twice in May with Mike Mueller to review space for new indoor sign featuring recycled and repurposed building materials for Capital Lake Plaza LEED sign. Revised direction of sign design and have found many of the materials needed for sign construction. A local sign company is expected to construct it based on a detailed "blueprint" Thad will be creating. Expect installation by early August in the main entrance lobby.

For GOED: Working on a Golf Classic group photo banner sign and created a photo shoot list for Chad Coppess while he's at Dakota Dunes in July.

### Interns

The Media and Industry Relations team intern is Hillary Stevens, originally from Spearfish. She is a graduating senior from Minnesota State University/Moorhead with a Mass Communications/PR major.

Kim Neyhart is the intern on the Trade Sales team. She is from Pierre and will be a senior at USD where her major is Business Management.