

To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: July 9, 2012
RE: June 2012 Monthly Status Report

By the Numbers

May 2012 numbers

- Information Requests – down 0.5%
- Web Traffic –up 16.9%
- Tourism Tax (1%) – up 10.8 %
- Tourism Tax (.5%) –up 3.4%
- Gaming Tax –up 8.7%
- Hotel Occupancy – up 9.1%
- Hotel Overnights –up 11.0%
- Hotel Rates – up 4.1%

May 2012 numbers

Domestic Earned Media – Circulation/Audience – 7,911,965 (does not include Kansas City street team efforts)
Publicity Value – \$93,012 (does not include Kansas City street team efforts)

FY12 (through May) numbers

Domestic Earned Media – Circulation /Audience – 379,368,183
Publicity Value – \$2,802,486

Media & Industry Relations

Fulfilled information requests to Kristi Eaton, AP, regarding Randy Halverson's time-lapse videos and their potential impact on the state's tourism industry; Eric Schaufhauser, KELO-TV, regarding basic tourism information; and general inquiries from MediaSD.com and others. Media Interviews/Meetings: Helped arrange interview for Secretary Hagen at KGFX to talk tourism for the summer and arranged an interview for Hagen for Eye on KELOLAND.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places: Washington Pavilion, Black Hills Caves, and Oyate Trail; Black Hills Playhouse Godspell; Blood Run Outdoor Cooking Demonstrations Outdoor Campus; Statue Unveiling Will Honor Former Governors; Preservation Work Proceeding; and Department of Tourism Plans Community Visits. Posted four visitor industry releases to MediaSD.com. Reviewed three releases for History and one release for Arts

Organized a media blitz in Des Moines, June 6-9, which included street team efforts with staff and presidential mascots; appointments with KCCI-TV and Iowa Public Broadcasting; and a meeting with Midwest Living editors and other Meredith Publishing employees. Stops included Valley Junction Farmers Market, which earned live coverage on WHO-TV, Des Moines' largest TV station; Meredith Publishing for a special event; Kansas City's Blank Park Zoo; Living History Farms; and sponsored Iowa's iCubs baseball game, including throwing out the first pitch, a radio interview with Secretary Hagen, our ad played on their video board, in-game announcements, a booth in their plaza, and the presidential mascots were also allowed to roam the entire stadium to interact with fans.

Made community visit to Belle Fourche and met with Teresa Schanzenbach to discuss marketing opportunities and strategy for Belle Fourche; toured the community and its tourism assets. Made a community visit to Aberdeen; stops included Wylie Park, Grassland Hutterite Colony, ACT, and Northern State University.

Continued planning the 2013 Governor's Conference on Tourism, January 16-17, in Pierre; next step is a press release for Save-the-Date. Continued to research speakers.

Distributed June issue of Tourism's eFYI newsletter to 1,273 list members via Listrak.com and to Tourism's industry email list of 2,014 addresses. Topics included Secretary's Message, Governor's Hospitality Certificate Program, Trade Show Leads Available, Opportunity to Reach Travel Professionals, 2012 Guide to Archaeology & Paleontology, Important Reminders, and U.S. Travel Association Updates.

Finalized National Travel & Tourism Week (NTTW); partnership with the nine CVBs, that participated in the program, included funds for advertising and merchandise to increase awareness about the tourism industry's economic, social, and cultural contributions to South Dakota.

Forwarded information about the Learn with Google Webinars to the Glacial Lakes and Prairies Tourism Association and to the CVBs in that region. Forwarded articles from three of our tourism conference speakers to CVBs, Chambers, and the regional tourism directors; Tourism received permission from the speakers for articles to be reprinted in organizations' newsletters.

Met with State Historical Society to discuss *Pioneer Girl* project and ways Tourism can help promote.

Attended the monthly meeting of the Pierre CVB hospitality committee and reported on ongoing Department programs.

Attended a meeting to plan the Oahe Dam 50th Anniversary program. The Dam was dedicated by President Kennedy on August 17, 1962, and the anniversary event is planned for August 17, 2012. Contacted Jay Vogt per a request from the committee for involvement from the State Historical Society. Tourism will assist with writing a press release, which will be sent by Great Lakes Tourism. Contacted the Rosebud Sioux Tribe to inquire about a drum/dance group to perform.

Visited with Gary Heintz from Pierre about a new festival he is trying to organize called Dakota Western Heritage Festival. Forwarded links to information about a free listing on TravelSD.com and Matching Dollar Challenge program.

Visited with a staffer from the Oklahoma Tourism Department about our vacation guide; referred her to Black Hills, Badlands & Lakes for answers to some of her questions.

Visited with Tom Magedanz, Legislative Research Council, about a staff person from the Department of Tourism speaking at the legislative summer committee meeting on tribal relations about tourism-related efforts on the reservations. Suggested he contact Secretary Hagen.

Visited with Leonard Little Finger, Lakota Circle Village in Oglala, about ways the Department of Tourism can assist in marketing his newly-expanded cultural and historical programs to visitors.

Visited with Lydia Four Horns, Rosebud Economic Development Corporation, about front-line customer service training. Forwarded instructions for accessing the free online customer service training program.

South Dakota Tourism's Facebook (public page) has 15,502 fans, up 1,696 from May. Continued to post stories that can serve as "sponsored" stories – primarily what works best is great imagery with less than 90 characters in the post. South Dakota Visitor Industry Facebook has 437 fans. Blog posts: Making Memories on Mount Roosevelt – Guest post, Black Hills Caves, Rushmore Mascots Wrap Up Post, and Oyate Trail. Finalized guest blogger guidelines that will serve as a resource when replying to inquiries for guest blogging on our page. There has been one submission since the updated rules and guidelines – they seemed to work well with what is required.

Continued to populate Pinterest boards. Will review photos in the multi-media gallery that have been "inactivated" and make sure they are not photos that have been pinned to Pinterest.

The Travel South Dakota Twitter account had 86 new tweets for a total of 2,448 tweets; have 4,100 followers, up 632 from May.

Sec. Jim Hagen's Twitter account has 233 followers, up 23 from May.

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

International and Domestic Trade Sales

Fulfilled requests for 1,065 Vacation Guides and/or other publications to 18 AAA offices in Colorado, Illinois, Indiana, Massachusetts, Minnesota, Missouri, Nebraska, Ohio, Oklahoma, Pennsylvania, and Wisconsin. Sent 100 Black Hills area maps to AAA in Roseville, Minnesota. Sent packet of information to Adventure Travel in Prescott, Arizona.

Assembled the 2012 issue 6 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 5,423 list members. Topics included South Dakota's Winter Playground, Travel Professionals Tip, Featured Itinerary: South Dakota Winter, Featured Attractions, Featured Events, and What's New?.

Assembled another special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page and sent via Listrak.com to 5,343 list members.

Drafted itinerary for Elisa Scannell, Audley Travel, United Kingdom, for July 22-25, for site inspections. They will be launching their first USA program in August 2012 and South Dakota and the RMI Region will be featured prominently.

Met with 28 tour operators in 25-minute appointments at Travel Alliance Partners Annual Convention (TAP Dance) in Shreveport, Louisiana. 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 distribute at meetings with tour operators.

Contacted by Governor's Inn to verify Route 66 USA, a Norwegian Tour Operator, is a valid company.

Contacted by Swanson's Travel, Sweden, for photos of a cowboy for consideration for the front cover of their 2013 catalog and photos of wild horses for inside pages. They are the largest tour operator in Sweden. Contacted by Nygren & Lind Travel Agency, Sweden, requesting information for clients traveling to South Dakota in September. Contacted by *Bus Tours* magazine for photos for September issue; South Dakota will be featured on the cover and have a two-page article in the magazine.

Will place the group tour co-op ad in six publications: November issue of *Packaged Travel Insider* (circ. 10,000); November/December issues of *Bus Tours* (circ. 8,300), *Bank Travel Management* (circ.

4,500), and *Destinations* magazine (circ. 7,325); and December issues of *Courier* magazine's (circ. 6,000) annual convention issue and *Leisure Group Travel* (circ. 20,000). Mailed information to 60 South Dakota American Bus Association (ABA) and National Tour Association (NTA) members inviting them to participate in the 4-page co-op ad. There is space for 18 partners. Made updates to the Cooperative Programs and Online Payment sections of SDVisit.com. Contacted magazines to request ad rates; faxed contracts to magazines to reserve ad space.

Met Gary Block Tours, Minnesota, in Fort Pierre and welcomed them to the area and South Dakota. Worked on itinerary for Lindsay Sutton, United Kingdom journalist, for June 28-July 2.

Met Mario Ravaccia and Giuseppina Concina, Italy, AutoRoute 4X4, to discuss their trip. They are writing for two, four-wheel drive magazines and websites. They have already written two web articles. Met with Walter and Beate Kreuzer in Pierre to discuss their fam trip. Sent packet with hosting letter and /South Dakota information to Hubrecht Duijker for his upcoming fam; will meet him in Deadwood.

Provided photos to Keiko Takahashi for Club Tourism to use with tour package promotion.

Sent Japanese Media fam participants' information to Rapid City CVB.

Working with several freelance journalists who are interested in attending the Buffalo Roundup. There is room for 14-15 international journalists.

Press:

Netherlands: Nederlands Dagblad, daily newspaper (circ. 30,150), May 19, 2012, article "Steigerend paard voor altijd" (Prancing horse forever) on Crazy Horse by Imco Lanting, who was on a press trip in 2011. Estimated ad value is \$3,896.

Het Laatste Nieuws, daily newspaper (circ. 370,000) June 2, 2012, article "Dwars door het cowboy hart van Amerika" (Right through the cowboy heart of America) by Paul de Groeve who was at the 2011 Buffalo Roundup 2012. Estimated ad value is \$93,175.

Italy: A photo gallery "Mt. Rushmore: 4 Presidents" was published on a website; photos are of the Black Hills and Rapid City. http://www.ilreporter.com/foto/dakota-del-sud-atmosfera-di-fresca-liberta?utm_source=newsletter&utm_medium=mail&utm_campaign= Circulation is not available. Estimated ad value is \$1,000.

Plein Air, monthly consumer magazine dedicated to world of traveling by RV/motorhomes, April 2012 issue (circ. 85,000), article "Tatanka Spirit" by Mauro Tocaceli who was at the 2011 Buffalo Roundup. Article included mentions of several Black Hills attractions and cities. Estimated ad value is \$35,000.

Total press/ad value is \$133,071 for this report.

Outdoors

Continued correspondence with South Dakota Pavilion partners for Pheasant Fest, February 2013, in Minneapolis. Met with Joe Duggan and Brad Heidel, Pheasants Forever, on our FY13 contract with them.

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

Worked with marketing team on ad for the 75th Ducks Unlimited issue that will go out in September.

Corresponded with Rick Emerson with Peak Assurance; he is helping bring the Rogaining Championships to the Black Hills area.

Met with a representative of KFAN radio in Minneapolis on a proposal to promote South Dakota's outdoors in the Minneapolis market.

Corresponded with the FLW Walleye Circuit on how we can work together to promote the great fishing and fishing tournaments in South Dakota.

South Dakota Outdoors Twitter account had 28 new tweets for a total of 528; have 1,440 followers, up 58 since May.

Film Office

Fulfilled request for one production guide; updated and approved three listings on FilmSD.com.

Continued working with Sean Covell on his "Matt Epic" project that could potentially be filmed in South Dakota; working with a coordinator on finding a prop master in South Dakota. Working with South Dakota filmmaker Joe Hubers on securing several locations in Sioux Falls.

Held conference call with Craig Pugsley, Custer State Park, about "Born to Explore" filming during Buffalo Roundup.

Sent South Dakota gift items and letter of invitation to Robert DiNero, Val Kilmer, and two production agency members to attend the South Dakota Film Festival to celebrate the anniversary of Thunderheart. Robert DiNero will not be in attendance, he is filming in France at that time.

Attended the Association of Film Commissions International (AFCI) conference in Los Angeles to take the Film Commission Professional Course as a final step in attaining membership in AFCI. Will take a follow-up test by July 30 before our membership is final.

Wrote copy for South Dakota Wedding Style blog and a piece on Custer State Park/Sylvan Lake for the print version of *South Dakota Wedding Style*. As compensation for the written article, we will have an ad placed in the print version of *South Dakota Wedding Style*; in-house designer is working on an ad.

South Dakota Film Office Twitter account had four new tweets for a total of 285; have 724 followers, up 301 from May.

Hospitality

Sorted through several files of historical information about how all of the hospitality programs came into existence; files date back to the early 1990s. Files will be retained in the Tourism Office.

Submitted a reminder about hospitality certificates and the online training program for the June eFYI e-newsletter to the industry.

Responded to an inquiry from the Hilton Garden Inn in Rapid City for information about the Great Service Star program and the George S. Mickelson Award.

Contacted several organizations regarding their spring training speakers and workshops. Six Tourism staff attended a hospitality training seminar with speaker V.J. Smith at the Cedar Shore Resort in Chamberlain.

Information Centers

Placed ads in two newspapers for openings at Wilmot Information Centers; hired two new staff. Gathered travel counselors' emergency contact information.

Initial Car Count numbers for May 24-June 3, 2012, were up 5.3% over May 26 –June 3, 2011, opening week; car counts were up 8.5%. Car Counts through June are up 12%; domestic counts are up 12.2%, Canada is up 8.9%, and foreign counts are up .4%. In comparison to last year at this time for car counts, Missouri numbers are up 35.7%, Kansas is up 53%, Iowa is up 5.4%, Illinois is up 9.4%, Colorado is up 16%, Montana is up 11.9%, Minnesota is up 10%, and Wisconsin is just above even with a .3% increase. These increases are occurring with the Chamberlain Information Center numbers (-44.9% people and -42.2% cars) being way down due to their westbound exit being closed.

Continued adding Information Centers to Google Places.

Travel Shows

Researched 2013 Travel Shows options:

- Kansas City Boat & Sport Show, January 10-13; pairs well with current marketing efforts, good response last year with 29,568 attendees, and Kansas is second in TravelSD goal conversion rate.
- Chicago Travel & Adventure Show, January 26-27; 70% of attendees choose a vacation destination at the show; 17,300 attendees in 2012; and second and fourth in two of our group demographics and top five in car count numbers for 2010 and 2011.
- Nebraska Boat, Sport & Travel Show, February 1-3; fifth in one age demographic and sixth in car counts for 2010 and 2011.
- Minneapolis RV, Vacation & Camper Show, February 7-10; pairs well with maintenance Marketing; and second in TravelSD visits and second to South Dakota in car counts in 2010 and 2011.
- Pheasant Fest & Quail Classic, Minneapolis, February 7-10.
- Milwaukee Journal Sentinel Sport Show; great show for us in 2011, highest attendance of any sport show in the region; and second and third in two of our group demographics, fourth in goal conversion rate, and top five in car count in 2010 and 2011.

Photo/Video

Tourism photography: Crystal Springs Rodeo, Nicollet Tower, fishing at Roy Lake Resort, jet skiing at Pickerel Lake, River City Racin' at Chamberlain, Czech Days in Tabor, Teapot Days in Tea, Festival of Cultures in Sioux Falls, Hero Days in Mount Vernon, Huron murals, Al's Oasis, Chamberlain Information Center, 1880 Town, and Archeodome in Mitchell.

Tourism hit list: Mount Moriah Cemetery, Deadwood Mountain Grand exterior, Days of '76 Museum, Deadwood; Automania, Sioux Falls; Meridian Bridge walking trail, Yankton; Sitting Bull Stampede, Mobridge; Missouri River scenics; Edgemont covered bridge; Mammoth Site, Hot Springs; Wounded Knee monument; Main Street Square, Rapid City; Needles Highway; Outdoor Campus West, Reptile Gardens, Rapid City; Jewel Cave National Monument; and Wind Cave National Park.

Fulfilled requests for photos with loans to Black Hills, Badlands & Lakes, Rapid City; Regency Management, Lit Creative, SD Medical Association, KSFY-TV, Sioux Falls; Buffalo Chip, Sturgis; South Dakota Department of Health, Public Utilities Commission, Pierre; Prairie Berry Winery, Hill City; *South Dakota* Magazine, Yankton; USTravel.org; Swanson Travel, Sweden; and Rocky Mountain International, Wyoming.

Continued editing and inputting photos into database, currently have 14,405 digital images.

For GOED: Photographed T.J. Technologies, Watertown.

Governor's Office: Photographed unveiling of three of the statues for the Trail of Governors.

Tourism's video: Days of 76 Museum, Wild Bill Days, Deadwood; Mount Rushmore National Memorial and the Presidential Trail; Crazy Horse Memorial and the Crazy Horse Volksmarch and Crazy Horse Stampede Rodeo; rock climbing at Sylvan Lake; rock climbing at Palisades State Park; Strawbale Winery, Renner; Crystal Springs Rodeo, Clear Lake; Roy Lake; Pickerel Lake; and Center of the Nation Car Rally, Belle Fourche.

The YouTube channel videos had 17,358 views for the month of June. Updated YouTube graphics.

For GOED: Shot the groundbreaking ceremony for the Bel Cheese plant in Brookings. Worked with staff to outline shoots for an exporting video for this fall. Filmed clip with the Governor to be used with a CNBC story. TJ Technology in Watertown.

Video hit list: Continue to shoot summer projects and update hit list. Set up and shoot videos for GOED export video.

Travel Market Advertising

Finalized and shipped the following ads: *Peak season*: South Dakota Tourism (SDT) – VRM email copy. Travelsmart. Conference call with George Zimmerman regarding Pure Michigan campaign and their co-op partnerships. *Aberdeen/SDT Co-op* – Newspaper ads in Fargo, Grand Forks, and St. Cloud. *Custer BID/SDT Co-op* – Newspaper ads in Denver, Ft. Collins, and Greeley. *Deadwood/SDT Co-op* – Newspaper ads in Billings, Bismarck, Casper, Dickinson, Sioux Falls, and Williston. *Watertown/SDT Co-op* – Newspaper ads in Minneapolis, St. Cloud, and Winnipeg.

Shoulder 2012: SDT – Giant Step ads shipped June 5 for September issues: Mount Rushmore ad for *Better Homes & Gardens*, Buffalo Roundup ad for *Ladies Home Journal*, Crazy Horse ad for *Family Circle and O* magazine, and Spearfish Canyon ad for *Guideposts*; September/October issue: Spearfish Canyon ad for *Midwest Living*; and October issues: Palisades ad for *Ladies Home Journal* and Mount Rushmore ad for *Good Housekeeping*. Take Me Hunting co-op ad (Huron & Watertown) for *Pheasants Forever*. *Watertown/SDT Co-op* – Hunting ad for September issue of *Gun Dog Magazine*.

Held oral presentations for Tourism's marketing contract; Governor's Tourism Advisory Board also attended.

Traveled to Minneapolis to assist with the 30-second spot of Kent Hrbek and Tim Laudner promoting the 2012 Rooster Rush give-away this fall. This spot will run at all 28 home games in August and September at Target Field. We may also use this for a 30-second commercial spot on FSN.

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

E-Commerce

Consumer website - TravelSD.com: 61 packages are listed. Updated the page under Mount Rushmore with the schedule of events for the 2012 Independence Day Celebration. Updated the various PDF links to the "Guide to Archaeology and Paleontology" as well as the four webpages.

Reviewed nearly 950 responses to Travelsmart sent May 31; forwarded 45 updates, unsubscribes and/or information requests to appropriate staff to handle. Reviewed 31 responses to Vacation Guide and Visitor Relations Management (VRM) automated emails; forwarded nine responses to appropriate staff. Reviewed 45 responses to an Events VRM email sent June 15; forwarded four responses to appropriate staff. Reviewed 154 responses to the 2012 issue 6 edition of the Travel Professionals E-newsletter; processed unsubscribe or address change requests and forwarded responses to appropriate staff. Reviewed 139 responses to the Facebook email to the Travel Professionals E-newsletter list; forwarded two information requests/comments to appropriate staff.

Updated the Great Parks, Monuments and Memorials PDFs on the information request pages of the Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals).

Industry Site - SDVisit.com: Updated the webpage and Online Payment System for the 2012 Group Tour Co-op. Deactivated the online payment option when the Great Getaways newspaper co-op program filled.

Posted the lists (PDF and XLSX) from the RMI Roundup, the U.S. Travel Association Pow Wow, and Active America China show to the Tour Operator and International Leads List page.

Reviewed all digital and email marketing to add the Brand USA logo. This will be considered in-kind dollars for cooperative partnerships that we establish in the future for international marketing.

Research

Fulfilled a variety of research requests from the industry and students for regional and state hotel numbers, BBB, gaming, top five fly-in markets based on inquiries and web traffic, attraction visitation numbers, number of RV spaces available in the Black Hills, transportation methods, and Sturgis Rally numbers.

Completed a five-year visitor spending history for the Governor.

Organized annual Intercept Survey for distribution of 6,500 surveys by travel counselors at the Interstate Information Centers from July 5-14. Returned surveys will be entered into Survey Monkey for analysis.

The de-duping process for inquiries is an ongoing process as are the Visitor Relations Management (VRM) messaging efforts. Leads with demographic errors, such as missing last names or invalid email addresses are kicked out and sent to a queue to be reviewed; process allows records missing a component to be forced through the system.

Conducted an industry webinar with IHS Global Insight regarding the economic impact methodology. The South Dakota Events Calculator was also discussed.

Contacted Longwoods International regarding a South Dakota ROI study. Followed up with clarifications and questions for customizations for our study. Discussed our media plan to help them understand our strategy.

Received initial results for the Vacation Guide Packet Delivery Audit; over 200 people responded to the survey. More than 80% of the guides arrived in excellent condition and none were received in poor condition. On a scale of 1-10, participants rated the overall process 8.75.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Designed and routed mock-up of the 24-page, four-color Shoulder Great Getaways newspaper insert co-op. In early July, will send partner copy for their review/approve; will forward file to printer in mid-July to print 640,925 pieces for delivery to papers July 30 for insertions on August 12.

For GOED: Created a certificate for their SD Certified Ready Site program; sent a mock-up for approval and printing as needed.

Designed mock-ups of print materials and license plate for the Buffalo Roundup; met with Governor Daugaard for his choices; made alterations. Expect files to be sent to the printer in July. Working on logo for the event.

For Tribal Relations: Created a business card for Dorothy Kiyukan.

For Governor's Office: Received order of photo card sets and delivered.

Ashley McCloud:

For Tourism: Requested bids for reprints of the Great Parks and Monuments brochure in several languages and ordered 4,000 German; 5,000 Italian; 1,500 French; and 1,000 English, Japanese, and Chinese. Updated the PDFs for all of the languages and forwarded to be posted to SDVisit.

For GOED: Designed and ordered business cards for their Board and a new employee.

Made mailing labels for the Golf Classic and sent the invitations. Designed and routed the program book for review/changes. Received quotes and will send to printer when book has been approved. Designed signage, per list and requirements; sent by email for approval/changes.

For Tribal Relations: Designed a Pow Wow poster for Tribal; increased original order of 100 by 150. Tourism is assisting with printing costs. Designed a program book for the Pow Wow in Fort Pierre; waiting for changes and will send to printer when approval is received.

Working on designing a half-page ad in *South Dakota Wedding Style* magazine.

T. Meise:

For Tourism: Completed updates to the 2012 Guide to Archaeology & Paleontology.

Continued working on corrections/updates to sections of the Group Tour Planning Guide.

For GOED: Working on designing print materials for the Governor's Invitational Pheasant Hunt.

For Tribal Relations: Working on designing Tribal ID Information Sheets; waiting on one Tribal ID card to plug into the layout.

M. Ganschow:

For Tourism: Reviewed/edited all copy for Tourism's print pieces and advertising campaigns.

For GOED: Attended Buffalo Roundup committee meeting and compiled the meeting minutes. Organized lodging for production team and AV provider.

Reviewed/edited copy for print materials for the Governor's Invitational Pheasant Hunt; returned to designer.

Drafted project timeline and assigned designer for plaza dedication in September.

Drafted project timeline and assigned designer for GOED Entrepreneur Workshop.

T. Friedeman, Creative Strategies Manager

For Tourism: Met with Tourism staff and regional tourism associations to discuss vacation guide positives and negatives of current edition; plan to research costs of a potential travel show piece and/or international guide.

Supervised the video shoot on June 5-6 at Target Field. L&S directed Spectrum Film team. Elements included Kent Hrbek and Tim Laudner plus the pheasant mascot (now called Dodger).

Logo/Photo/Map requests: Pulled several wildlife images for Brand USA. Sent logos to Jake Jacobs for USO Home on the Range/buffalo roundup; sent logo to Rick Emerson with Rogaine – Peak Assurance. Sent selection of iconic South Dakota images to Rebecca Rider with John Thune's office.

Waiting for feedback on Capital Lake Plaza LEED sign pricing that Mike Mueller is spearheading. Reviewed several options on recycled brick products that could be used on a portion of the sign. Installation is scheduled for early August in the main entrance lobby.