

TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: May 7, 2013
RE: April 2013 Monthly Status Report

Media & Industry Relations

April earned media:

Impressions: 2,869,042

Ad Value: \$10,468.05

FY13 to date:

Impressions: 785,497,220

Ad Value: \$1,540,577.92

Worked with MMGY's PR team to fulfill information requests and media pitches. Fulfilled general inquiries from MediaSD.com and others. Media interviews/meetings included Kris Bevill, *Prairie Business Magazine*, regarding agri-tourism and the industry's 2013 summer outlook for two separate stories.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): Early Opening Dates for Black Hills businesses and Cabela's Master Walleye Classic. Posted an industry release on MediaSD.com – Sturgis Volksmarch. Reviewed six press releases for State Historical Society and one release for Arts Council.

Wrote new copy for the back side of the official South Dakota state highway map.

Drafted a 4,000-word article for a group tour magazine, *Great Getaways*.

Attended meetings with Secretary Hagen in the Black Hills to give updates about our projects and get updates from them: toured new Badlands National Park project involving the Kudrna Ranch and met with staff of ISIS Hospitality, Black Hills Central Reservations, Deadwood Chamber & Visitors Bureau, Visit Spearfish, Rapid City CVB, and Black Hills, Badlands and Lakes Association.

Accompanied Secretary Hagen to Black Hills State University (BHSU); gave guest lectures and met with faculty and the BHSU Tourism Club.

Worked with Kristen Gough, a freelance travel writer, who is coming to South Dakota in July; story ideas include Custer State Park, Black Hills Executive Lodging, caves, Hot Springs, Badlands National Park, quirky roadside attractions, and the Mickelson Trail.

Gathered requested information for writers from the Chicago Media Blitz: Miriam DiNunzio, Elaine Glusac, Mary Lu Laffey, and Jerry Nunn.

Decided upon "Think Big. Think Bold. Think Beyond." as the theme for the 2014 Governor's Conference on Tourism. Researching speakers and narrowing the topics. Will sign contract with the entertainment for Wednesday evening; and met to discuss the Dine Around for Wednesday evening as an addition to the conference offerings for attendees.

Working to secure lodging, meals, and admission to several places in the Black Hills for the Family Fam, May 13-16. Itinerary includes Badlands National Park, Wall Drug Store, Outdoor Campus West, Custer State Park, Keystone, Big Thunder Gold Mine, 1880 Train, Hill City, Mount Rushmore National Memorial, Reptile Gardens, Firehouse Brewery, and Rapid City.

Updated pages for National Travel and Tourism Week (NTTW) on SDVisit. Sent funding notification letters to the CVB directors of Aberdeen, Brookings, Mitchell, Pierre, Rapid City, Sioux Falls, and Watertown for \$1,000 each to assist with their efforts during NTTW. Scheduled interviews in Aberdeen and Watertown; plan to host a "Twitter Talk" through the Pierre CVB. Distributed the April issue of Tourism's monthly e-FYI newsletter to 1,303 list members via Listrak.com and to Tourism's industry email list of 2,140 addresses. Topics included Secretary's Message, 2013 National Travel & Tourism Week, South Dakota NTTW Efforts, NTTW Media Blitz, 2013 Literature Swaps, Spring Hospitality Training, Shoulder Great Getaways, 2013 TTRA International Conference, Media Coverage, Vacations in Deadwood, Trade Show Leads Available, 2014 Tourism Award Nominations, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Attended the monthly Pierre CVB hospitality committee meeting. Upon request of the committee, completed a TravelSD.com Calendar of Events form with information about the Pierre free kids fishing weekend in June.

Will serve on the South Dakota Board of Geographic Names as the Department of Tourism representative, per request of Secretary Hagen. Attended a hearing on the Pine Ridge Reservation with representatives from other state agencies.

Working with MMGY on adding Instagram and Foursquare to our social channels. Working with MMGY on a social media sweepstakes for four different vacation giveaways – people can sign up via Facebook by interest: RV, motorcycle, family travel, and outdoors. Main promotion of the giveaways on Facebook will be during the Mascots Bus Tour, May 23-June 7.

South Dakota Tourism's consumer Facebook page has 33,400 fans, up 4,362 from last month. Posted, responded to inquiries, and managed the page, editorial calendar, and reporting. South Dakota's visitor industry Facebook page has 504 fans. Blog posts included the 2013 Birding Festival and a Guest Post Guest Post – Four Places to Welcome Spring in South Dakota.

Travel South Dakota Twitter account (@southdakota) has a total of 3,996 tweets; and 9,949 followers, up 250 from last month.

Sec. Jim Hagen's Twitter account has 533 followers.

International and Domestic Trade Sales

Assembled the 2013 issue 3 edition of the Travel Professionals E-newsletter; sent via Listrak.com on April 18 to 6,584 list members. Topics included Thunder on the Plains: 48th Annual Buffalo Roundup & Arts Festival, Travel Professionals Tip, Featured Itinerary: Highway 12 – The Yellowstone Trail, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for 1,380 Vacation Guides to AAA offices in 14 states: Connecticut, Illinois, Indiana, Michigan, Minnesota, Missouri, Nebraska, New York, North Dakota, Ohio, Pennsylvania, Tennessee, Texas, and Wisconsin.

Sent requested information to Frosch Travel, Colorado; Shakopee Travel, Minnesota; Scenic & Evergreen Tours, Australia; and Travelsphere, United Kingdom.

Fulfilled 31 requests for the Group Tour Planning Guide from the 2013 Group Tour Co-op Coupon mailing to tour operators and travel agents.

Began planning the Buffalo Roundup media fam itinerary and invitees, September 22-28, for domestic and international journalists.

Finalized itinerary for group tour operators fam, May 1-8, and sent to the nine participants.

Created itinerary and made arrangements for Japanese media fam with Osamu, May 13-17. Sent 100 vacation guides and 100 highway maps to Keiko Takahashi for use at Osamu's seminars in Detroit.

Provided mystery tour suggestions to Jane Pugh, travel director for Dakota State Bank. Met her at the 2011 Bank Travel Conference in Memphis.

Contacted by Bill Garrels, *American Cowboy*; for the Made in the USA issue. Sent suggestions on the South Dakota experience that is most demonstrative of the USA and what key trips, places, and destinations that we market to the international travelers who want to say "wow- that is America."

Completed follow-up from the 2013 North American Journeys (NAJ) Conference. Updated the South Dakota portal page on TheTourOperator.com for NAJ; it is an innovative resource for tour operators. Created a seven-day statewide itinerary and provided resource information and photos. Portal page is expected to be live in 2-3 weeks. Tour operators are using this website.

Discussed Canadian Traveler shows with Black Hills, Badlands & Lakes, Crazy Horse Memorial, and Rapid City CVB and decided to attend the shows in Toronto and Calgary in late September/early October. The shows target Canadian travel agents – data has indicated that Canadians are reliant on using travel agents for planning vacations.

Submitted 12 meeting requests for Scandinavian market for US Travel Association International Pow Wow in Las Vegas, June 8-12. Contacted South Dakota participants regarding tour operators with whom they would like to meet; researched and requested 100 appointments for booth partners; and updated South Dakota description for tour operator guide.

Worked on itinerary for June for Carol West/Robert Muir, Australia, husband and wife journalist/photography duo.

Prepared itinerary for journalist Stephen Keeling, Rough Guides, United Kingdom, April 25-30, 2013.

Created 5-day itinerary for journalist Marco Berchi, Italy, for the Black Hills region, June 17-21. He writes for a number of premier Italian publications and his articles are already sold. Created a summer event sheet for his reference.

Media team was contacted by journalist, Todd Pitock, who recently traveled to Israel; while there, he met with several Israeli journalists and spoke greatly about South Dakota. The Israeli

journalists all expressed great interest in learning more about the state and visiting in the future. Sent information to four journalists, per Pitock's suggestion.

Provided 4,000-word article to *Group Getaways* magazine for a possible cover placement for a South Dakota feature in the launch of their print version of the publication.

Attended Active America China Show, March 26-29, and met with 40 tour operators from China and 11 U.S. receptive tour operators. Worked with Golden Catalyst to translate itineraries. Sent leads to consultant Shonna Du, including those requesting a familiarization tour; she will send follow-up in Chinese.

Drafted letter of invitation for Chinese tour operator to obtain VISA to visit South Dakota; worked with consultant Shonna Du. Worked with Shonna Du to schedule and organize the Chinese tour operator fam in June; 14 tour operators from China plan to attend, and tentatively, there is one U.S. receptive tour operator. Worked with Rapid City CVB.

Attended Rocky Mountain International (RMI) Summit, Director's Meeting and RMI Roundup, April 5-13. The four states and directors met to discuss next year's plan for international marketing in Europe, Scandinavia, and Australia/New Zealand. At RMI Roundup, met with 32 international tour operators, overseas offices, and U.S. receptive tour operators. Participated in RMI conference call to discuss dates for FY 2014 Scandinavian and Australian missions.

Sent request to Herve Duxin, French RMI office to follow-up on a consumer request as well as an adventure tour operator request from Paolo Gariboldi, Atikamek Adventures, France

Met with RMI and Phoenix Publishing regarding format of the 2014/15 RMI Guide. Focus will be to make it more of an image piece. Forwarded request for 10+ images to share with Phoenix for the South Dakota and itinerary sections.

Frank Maas, product manager for SNP Natuur reizen, is planning a trip through South Dakota and Wyoming to research for a 6-page article in their travel magazine and develop itineraries in our region that SNP will offer.

Corresponded with German RMI office for a fam form and request by Heidi and Hans Jeurgens regarding a bison story request.

Roger St. Pierre, United Kingdom, requested a return trip to South Dakota for more articles; requested fam form; and sent the 2013 What's New? for ideas.

Sonja Stimmer will publish Hill City article in *Spirit of the West* Magazine next month. She contacted us regarding a co-op ad; sent information to Rapid City and Crazy Horse Memorial.

Press:

Benelux:

De Telegraaf Reiskrant, a daily newspaper (circ. 618,876) printed an article on the Het echte Amerika (The real America), by Isabella Michellotti on March 16, 2013. She was on a fam in September 2012. Estimated ad value is \$86,292. The online version has an estimated ad value of \$11,500. Article recommends this as the Real America rather than the West Coast.

Outdoors

South Dakota Outdoors Twitter account has 1,176 tweets and 2,512 followers, 146 are new.

Film Office

Updated and approved two listings on FilmSD.com; posted two releases in the news section.

Attended Cinema Falls film festival showing of "Running Wild: The Life Story of Dayton O. Hyde" in Sioux Falls. Followed up with Cinema Falls on sending imagery, logos, and information for our sponsorship for the remainder of their season. Continued working with organizers of the Black Hills Film Festival (BHFF) and South Dakota Film Festival on their upcoming events. Plan to attend BHFF in early May.

Have corresponded with a film company with the Travel Channel on filming the Hugh Glass monument.

Working with StayUSA lodging in Hot Springs to secure state rates for a "winner" of a prize package, including lodging provided by the Film Office and a private tour of the Black Hills Wild Horse Sanctuary (BHWHS), provided by BHWHS.

Working with BBC on film permits, which includes one for Spearfish Canyon. Sent photos of Custer State Park and the Canyon to pitch to his team. Assisting Angelia Baldwin from Winnetou Productions with her film production planning for film permits at Wind Cave.

Submitted a letter of support to Cable Hardin at South Dakota State University for the potential new minor in film at the university.

South Dakota Film Office Twitter account has a total of 294 tweets and 873 followers, up 23 from last month.

Hospitality

Issued 11 Governor's Certificates to visitor industry members in recognition for outstanding hospitality.

Replied to two requests for information about the online customer service training. Forwarded the ID code and instructions.

Confirmed spring hospitality training details with 19 locations; added information to SDVisit.com.

Information Centers

Meeting for supervisors will be held in Pierre on May 7 and the group will travel to Lit Swaps in Rapid City on May 8 and Mitchell on May 9. Centers will open May 17.

Photo/Video

Tourism photography: snowy scenes around Pierre area, South Dakota Camera Club Roundup in Mitchell, Good Earth State Park, and Royal River Casino and Flandreau downtown.

Economic Development photography: GOED Conference and award winners.

Governor's Office photography: podium in House of Representative for Governor Janklow's portrait.

Fulfilled requests for photos with loans to *South Dakota Magazine*, Yankton; Black Hills, Badlands & Lakes, ARC International, Best Western Ramkota, Nature Conservancy, Rapid City;

Prairie Berry Winery, Hill City; Deadwood Chamber & VB; Outdoor Campus, Great Plains Zoo, Sioux Falls; South Dakota Rural Electric Association, Department. of Agriculture, Pierre; Lasting Impressions Unlimited, Garretson; Outdoor Forum, Production Monkeys, Aberdeen; BrandUSA, Washington, D.C.; *Group Getaways* Magazine; Evergreen Tours, California; Austin-Lehman Adventures, Montana; and Tradit Tours, Canada;

Snow storms hampered the South Dakota Camera Club Roundup in Mitchell a bit, but 25 photographers enjoyed the day shooting photos around Mitchell. Many have been shared through Facebook, Flickr, and YouTube.

Presented slide show/talk on photography to Sioux Falls Camera Club and Central South Dakota Photography Club.

Continuing editing and inputting of photos into Tourism's database, currently have 15,908.

Tourism photography hit list: aggressive editing on image database, spring/summer hit list planning, and South Dakota Birding Festival at Fort Randall in early May.

GOED photography: South Dakota Development Corporation board.

Video Shoots: Edited interviews for the GOED Conference video and sent to L&S to include in the program. Attended the conference and assisted speakers with A/V needs. Shot live camera and recorded the evening awards banquet.

The YouTube videos had 18,902 views over the last 30 days. Edited a fishing video for the Media Team and added it to the YouTube channel. Updated the channel look for the South Dakota Channel and updated the key words and playlists to work with the new channel look. Working on a rock climbing video from last summer shoots.

Provided raw footage and finished video to the Nature Conservancy chapter in Rapid City for a presentation they are producing. Provided video to Diamond Tours Bus Company for video they are producing to promote packages to South Dakota.

Video Hit list: Working on hit list shoots for the first half of the summer. Working on Badlands trip for the last week of May. Working on Custer area trip for early June. Met with staff to discuss possible video projects for the summer.

Met with staff to discuss options and locations for a summer TV shoot. Researched current trends in tourism advertising commercials.

Travel Market Advertising/Marketing

Finalized Peak Great Getaways newspaper co-op; drop date was April 29. Circulation was 665,131 with 1,396,775 impressions.

Finalized rich banner point roll, inquiry email, Travelsmart, Events email for May-June, Fishing email. Reviewed following for Hunting campaign – hunting images, revised hunting TV spot with new music and voice, revised magazine ads, and revised Orbitz.com storyboards/video. Travel Professionals e-newsletter copy for April issue. Tourism Free Standing Insert (FSI) inserted April 14 in Kansas City, Minneapolis, and Des Moines. Bus wrap creative was finalized; discussed the banner on Facebook promoting the sweepstakes.

Finalized Tourism co-ops: Custer State Park – banner ads, newspaper ads, magazine ad for *Midwest Living*; Deadwood – revised newspaper and banner ads, final FSI; ;Hot Springs – landing page; Rapid City – banner ads and newspaper ads; Spearfish – TV spots and newspaper ads; and Watertown – TV spots, banner ads, new hunting creative options. Held hunting o-op meetings with Huron and Aberdeen

Reviewed Shoulder Giant Step co-op partner copy and newspaper placement for Shoulder Great Getaways newspaper co-op. Mailed forms to industry for inclusion in the shoulder Great Getaways. Updated industry website for Great Getaways and tested the online credit card payment system. Deadline to reserve a spot is May 23 or 42 partners, whichever happens first. The official bus tour by the presidential mascots and an accompanying street team from Tourism are part of the Department's "Your American Journey" marketing campaign, May 22-June 7. Staff and representatives from L&S and MMGY will promote South Dakota in a bus wrapped with custom artwork depicting the variety that South Dakota offers travelers. Cities, in order of the tour schedule, include: Rapid City, Pierre, Omaha, Lincoln, Kansas City, Des Moines, Chicago, Milwaukee, Madison, Eau Claire, Minneapolis, Fargo, Watertown, and Sioux Falls. The tour kicks off with a press conference at Mount Rushmore National Memorial on May 22 and wraps up with a welcome home party in Sioux Falls on June 7. The presidents' journey can be followed online at www.Facebook.com/SouthDakotaTourism, or by using the hashtag, #SouthDakota, on Twitter (@SouthDakota). Collateral includes sweepstake registration on Facebook, banner ads, bus creative, handout, stickers, lanyards, and T-shirts. Met with filmmaker to discuss possible video of bus tour.

Had meetings with *South Dakota Magazine* about working with them for content on redesigned TravelSD.com.

Have been reviewing co-op programs in various states to see how they operate and what kind of co-ops they offer to their tourism partners. Worked out a rough timeline for the revamp of our co-op program, when each step should be completed, and a list of various programs and opportunities we can/could offer to our partners.

Finalized Thanksgiving Day Parade contract with Macy's for another three-year commitment. Received and reviewed American Icons contract; this promotion runs from Memorial Day weekend through July 4 and Mount Rushmore will be one of the featured attractions.

Participated in meetings with two ad agencies to review brand assessment timeline.

Responded to Tourism fan mail by sending hand-written note and SD promo items.

Web Development and Digital Marketing

Consumer website - TravelSD.com: 68 vacation packages are listed.

Continued making progress on TravelSD.com website redesign with the focus, so far, on proposed sitemap and content outline. Upcoming discussion items include video series, navigation, road trip journals, and domains.

Completed review of 1,200+ responses to Travelsmart sent by MMGY on March 15. Began reviewing nearly 1,700 responses to the Facebook Like email sent by MMGY on March 29. Reviewed approximately 840 responses to Travelsmart sent by MMGY on April 17; 19 responses to the Events VRM email sent by MMGY on April 24; and four responses to Vacation Guide and other automated emails.

Assembled a sixth special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page. Sent the e-newsletter via Listrak.com on April 9 to 6,632 list members. Reviewed approximately 170 responses to the Facebook email to the Travel Professionals E-newsletter list and processed changes/requests. .

Assembled the 2013 issue 3 edition of the Travel Professionals E-newsletter; sent via Listrak.com on April 18 to 6,584 list members. Reviewed approximately 185 responses; forwarded one response and processed two changes/requests.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Completed updates to the "Receptive Operators" section based on the 2013-2014 Group Tour Planning Guide and updated another itinerary page (Highway 12).

Industry Site - SDVisit.com: Changed contact information on the co-op program pages and the Events Calculator pages. Worked on updates to the shoulder Great Getaways co-op pages and the Online Payment System. Posted the schedule of Spring Hospitality Training. Posted PDFs of the lead lists from ITB, the French Mission, and Active American China to the Tour Operator and International Leads List page.

Assembled the April issue of Tourism's monthly newsletter – e-FYI – and distributed to 1,303 list members via Listrak.com and to Tourism's industry email list of 2,140 addresses on April 13. Reviewed 65 and forwarded for changes.

Publications

Contacted the current 10 locations listed in the Guide to Paleontology and Archeology for changes and updates for the 2013 Guide, which will be available as a PDF on TravelSD.com and hard copies at the Interstate Information Centers. Guide is updated annually.

Fulfillment

Bulk shipments from Tourism included 58 requests: 4,361 of the 2013-2014 Vacation Guides, 5,067 highway maps, 35 Motorcycle Guides, 161 Native South Dakota Guides, and 1,026 Lewis & Clark brochures. Black Hills Works fulfilled 18,747 domestic requests. From the office, we fulfilled 241 international requests and shipped via MSI Worldwide Mail Service, 532 Canadian requests via MSI, and 62 special packet requests. Reviewed 5,478 emails from the Online Request Form.

Drafted RFP for Call Center services; RFP is tentatively scheduled to be posted in early May.

Research

Held conference call with MMGY staff regarding Inntopia feed; explained procedure for data processing and source codes.

Held conference call to discuss process for importing new leads into eCRM program, Salesforce and fulfillment.

Provided Tourism outlook comments and statistics for the Black Hills, Badlands & Lakes e-newsletter.

Responded to the following industry research requests: provided Historic Preservation Economic Impact Study and South Dakota Tourism Satellite Account (TSA) to State Historical

Society; followed up on questions regarding transportation sales figure for the 2012 report for Aberdeen TSA. Waiting on response from IHS Global Insight and Aberdeen CVB.

Developed presentation to be used by staff for the South Dakota State University student training meeting scheduled for mid-April – presentation had to be cancelled due to weather.

Visitor Services

Met with graphic designers to discuss proposed plan for Welcome signs and Interstate Information Center panels.

Tribal Tourism

Contacted Chairman Jandreau about a date for our visit to Lower Brule to discuss tourism on the reservation with him and other tribal members; meeting is set for May 13 in Lower Brule.

Prepared to attend the South Dakota Indian Business Alliance conference in Rapid City. It was cancelled because of weather.

Visited with Josh Rose from the National Grasslands Visitor Center near Wall about distributing information at the center for people interested in traveling on the reservations. Arranged to ship our Native South Dakota guides and brochures. Gave him several links to information, including pow wow schedules.

Prepared report for Pine Ridge Partners meeting in the Badlands. Meeting was cancelled due to weather.

Governor's Tourism Advisory Board

Due to inclement weather, the March Board meeting in Gary and Watertown was cancelled. The Board met by conference call on April 3 to discuss pending Matching Dollar Challenge applications. The Board approved funding for marketing for the Deadwood Jam Wine & Brew Fest, the pheasant hunting promotions by Mitchell CVB, and the Black Hills Playhouse.

The next meeting is planned for Thursday, May 2, in Pierre.

Governor's Buffalo Roundup

Drafted two itinerary tour options for Roundup guests; contacted partners. Met with staff to review event and timeline.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Updated the design for the photo books and received printer quotes; will print 150 for Tourism and 100 for GOED.

Updated the layouts of the registration letter and form with new content for Shoulder Great Getaways; mailed to potential partners the end of April.

Designed a new layout for the official South Dakota state highway map; sent final files to printer the end of April; 450,000 maps are being printed. Half of those will be delivered to our warehouse and the Black Hills Workshop by May 24. The other half will be delivered no later than June 10.

For GOED: Final Golf Classic invitations have been delivered and mailed. Working to finalize other details.

Other: Working alongside other designers to design a South Dakota 125th Anniversary Logo.

A. McCloud:

For Tourism: Continued working on designs for the Interstate Information Center panels, including photos and copy for each photo and each panel. Inserted photos into the panel shape to determine those that work best with the odd shapes of each panel.

Designed and forwarded ½ page ad for Sioux Falls Sports Authority Half-Marathon. Designed images for new luggage tags and notecards; forwarded to appropriate staff for review.

For GOED: Updated logo to match new booth set-up.

Designed ad to complement their new young recruit poster.

Designed backdrop for the Governor's mission to China; it is similar to look of GOED's booth.

For GOED Conference, program books for GOED Conference arrived in the office on April 3. Designed signage and worked with DOT to have them mounted and designed and printed nametags.

Printed and mailed a Save-the-Date card for the SDDC Annual Meeting.

Ordered new business cards for three GOED staff.

For Governor's Invitational Pheasant Hunt, researching ideas for the invitation. Designed a logo to be used on giveaway items and working on getting quotes.

For Arts Council: Ordered and delivered new business cards for Arts Council staff person.

Other: Working on designing logos for South Dakota's 125th Anniversary.

T. Meise:

For Tourism: Sent digital files of the Peak 2013 Great Getaways co-op newspaper insert to the printer on April 1.

Prepared the Group Tour Planning Guide Itinerary Maps for TravelSD.com.

Designed and presented the artwork for the state's welcome signs; waiting for further direction.

Designed three logos to present to committee working on a logo to commemorate South Dakota's 125 Years.

For GOED: Designed eight, 2" x 3", signs that were used in the Bio show in April.

Designed the Save-the-Date card for the Governor's Buffalo Roundup; working on two design-styles to present to the Governor.

Reworked the SDDC logo and forwarded it to the staff member who requested it.

M. Ganschow:

For Tourism: Project Review/Proofing: Tourism Annual Report; Photo Book; State Highway Map; e-fyi alerts; Events email – May/June issue; routed various project or ad requests to appropriate designer; TV Shoot – meeting to discuss proposed shots and June schedule; Tourism and co-op ad marketing campaigns; Information Center Panel design/copy updates; Welcome Signs design; promotional items – contacted vendors for samples and price quotes on messenger bag, luggage tag, reporter notebook, and pens. Will place orders once design decisions have been made.

For GOED: Project Review/Proofing/Creative: Conference signage; online registration form and labels for Governor's Golf Classic; SDDC Meeting Save-the-Date; Roundup logo, copy updates to the invitation, timeline for all creative needs; and Governor's Hunt logo.

Other: SD 125th Celebration logo.

Thad Friedeman, Creative Strategies Manager

For Tourism: Updated header for landing page on Orbitz.com Production Focused campaign for South Dakota hotel deals.

Logo/Photo/Map

I sent the full logo to Ann Cothran at U.S. Travel Association for use on large screens during IPW and ESTO; Lisa Barton, Design Associate, American Planning Association, lbarton@planning.org – Wild Horse Sanctuary and Center of the Nation Monument; and Raymond Roggow, Union County Public Works Admin.