

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: September 9, 2013  
RE: August 2013 Monthly Status Report

### By the Numbers

- JULY NUMBERS
  - Info Requests: up 7.3%
  - Unique Web Visitors: down 3.4%
  - Tourism Tax (1%): \$434,810, up 5.5%
  - Tourism Tax (.5%): \$136,214, up 5.5%
  - Gaming Tax: \$291,071, up 3.6%
  - Hotel Occupancy: down 2.8%
  - Hotel Overnights (Demand): down 1.6%
  - Hotel Rates (ADR): up 1.3%

### Media & Industry Relations

Fulfilled information requests/interviews/meetings: John Eligon, New York Times, provided information on the growth of the wine industry in South Dakota; will continue to work with him.

Posted one visitor industry press release to MediaSD.com. Reviewed six releases for History.

Sent itinerary to Steve Lange from *Rochester Magazine* for their family trip in August; sent itinerary suggestions to travel writer Carmen Allan-Petale; and answered questions from freelance journalist Pam Grout regarding the Buffalo Roundup for her article in *Men's Journal*.

Sent the August issue of Tourism's eFYI e-newsletter to 1,297 list members via Listrak.com and to 2,075 members on Tourism's list on August 27. Topics included Secretary's Message, 2014 Governor's Conference on Tourism, Tourism Conference Sponsorship, 2014 Tourism Award Nominations, Rooster Rush 2013, ALERT: Publications Supplies for Information Centers, Great Service Star Submissions Due September 6, Trade Show Leads Available, Information Center Closing Dates, 2013 TV Shoot, Vote for Mount Rushmore and the Badlands, Cast Another Vote for Mount Rushmore, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Continued working pre-Buffalo Roundup press trip itinerary; have confirmed 10 domestic journalists thus far. Governor confirmed he will be available for one-on-one interviews with guest journalists.

Working on copy for registration flyer for November mailing for the Governor's Conference on Tourism, January 22-23, in Pierre. Worked with MMGY on a website, which should go live October 1: SouthDakotaTourismConference.com. Have received several booth rental requests and several sponsorships. Made in South Dakota flyer will be mailed to prospective vendors in September. Reviewed video for the conference. Worked on the Dine-Around option for Wednesday evening.

Contacted the Highway Patrol to inform them that Tourism will not have a booth at the State Fair; but we would supply them with state highway maps if needed.

Attended Black Hills, Badlands & Lakes board meeting and gave updates/presentation on the Department of Tourism.

Several staff attended the annual Education Seminars for Tourism Officials (ESTO), in Richmond, Virginia. There was an exceptionally good slate of speakers and artists with the primary focus on creativity. Tourism team also participated in the Saturday Google Lab sessions.

For Social Media, working on cover image photos that we can post to our Facebook page to allow our friends and fans to download for their own cover images. Working on goals and metrics to be used to gauge the success of our platforms for FY2014.

South Dakota Tourism's consumer Facebook page has 58,264 fans, up 295 from last month. Slow gain in August is due to placing no ads on Facebook. Blog posts included Redlin Art Center – A Must See and Pow Wows over Labor Day weekend. Working on a blog post for South Dakota Wedding Style Magazine – Thunderstix. Working with staff on logistics for creating an industry blog that our staff would write and manage.

Travel South Dakota Twitter (@southdakota) account has a total of 5,071 tweets with 11,136 followers, up 523 from last month.

Sec. Jim Hagen's Twitter account has 662 followers.

#### International and Domestic Trade Sales

Hired Cole Irwin for the open position on this team. He is a recent graduate of South Dakota State University and most recently worked with Robert Sharp & Associates in Rapid City. He replaces Stephen Nelson who will be joining Rocky Mountain International headquarters in Cheyenne, Wyoming.

Sent requested group information to First State Bank, Iowa; Shirley Kiczales, New York; Adventure Travels, LLC, South Carolina; AAA, Ohio; and Donatti Tours, Indiana. Fulfilled requests for 1,185 Vacation Guides to AAA offices in 13 states: Colorado, Illinois, Indiana, Iowa, Massachusetts, Minnesota, Missouri, Nebraska, New Jersey, New York, Ohio, Pennsylvania, and Wisconsin.

Likes on the South Dakota Travel Professional's Facebook page is 739. Distributed the 2013 issue 6 edition of the Travel Professionals E-newsletter via Listrak.com on August 20 to 6,497 members. Topics included Indulge in South Dakota's Handcrafted Wines, Travel Professionals Tip, Featured Itinerary: Native American Scenic Byway, Featured Attractions, Featured Events, and What's New?.

Finalized copy for the 17 partners in the Group Tour Co-op, 4-page ad, which will be placed in six group tour magazines: *Bank Travel*, *Courier*, *Destinations*, *Groups Today*, *Leisure Group Travel*, and *Western Group Tour* for fall/winter placement.

Traveled to Mount Rushmore National Memorial, Crazy Horse Memorial, Sturgis, Wall Drug, and Badlands with Andrew Kightlinger for viral "Thank You" Video. Eastern South Dakota is on the list next.

Sent group tour contacts to Black Hills, Badlands & Lakes for their group tour guide mailing.

Sent South Dakota photos to Ramona Goodge, Sport Leisure Vacations, in Sacramento for her website and catalog; met with her during National Tour Association marketplace in Orlando.

Contacted by Spencer Gelband, A Friend in New York, who is interested in bringing a group tour in 2014. He is planning a trip in October to research properties.

Submitted articles for the November and December newsletters to Go West Summit; South Dakota will be featured just before appointment scheduling. Staff will have a booth at the February 2014 show in Tacoma/Seattle. The summit introduces the world's top international tour operators to specialty suppliers offering tourism-related products or services in the Western United States and Canada.

Completed follow-up for International Powwow and Rocky Mountain International (RMI) Roundup: sent 121 letters and packages, 126 follow up emails, emailed all leads for placement on SDVisit, and emailed all leads to participants for their own follow-up.

Sent thank you notes to hosts of the Ole Helmhausen fam. Toured the Capitol, Cultural Heritage Center, and Discovery Center with him.

Sent ranch suggestions to Maverick TV, United Kingdom, for their new six-part travel entertainment series for British TV. The presenter travels the world, living and working on ranches.

Two journalists from Dreamsroad, Italy, were in South Dakota to travel suggested motorcycle rides in the Black Hills and Badlands. Dreamsroad has become one of the most important and successful travel TV programs in Italy over the last 10 years. It is a motorcycle on the road travel around the world show, featuring the best destinations, trends, events, music, cultural tourism, habits and lifestyle (audience – 2,000,000).

Finalized arrangements for the Rocky Mountain International (RMI) MegaFam, September 13-21, in South Dakota and Wyoming; the South Dakota portion is September 13-17 for 45 people.

Expanded itineraries for many international journalists invited to the Buffalo Roundup. Will host a four-person Italian film crew, GEO & GEO, September 18-28, to include Bear Butte State Park, Bear Country USA, Pine Ridge Indian Reservation, and Black Hills Wild Horse Sanctuary. Michael Juhran, Germany, will be joining the general press fam, leaving the state, but returning on October 4. Oliver Goujon, France, will be arriving prior to the general press fam to do interviews at Crazy Horse Memorial and with Bob Lantis, Gunsels Horse Adventures. Alexei Dmitriv, Russian journalist, will be at the general press fam and South Dakota Air & Space Museum and possibly Crazy Horse Volksmarch. Dirk Rohrbach, Germany, will be in South Dakota with a charity group and camping in Custer State Park.

Completed seven-day itinerary for Linda Bentley, Australian book writer traveling all 50 states in 50 weeks; she is doing a blog as she travels. Toured the Capitol and Cultural Heritage Center with her. Completed five-day itinerary for Margit Brinke and Peter Kranzle, Germany. They have commissions for six major German publications – three travel guides, two journals, and one blog. Drafted seven-day itinerary for Elspeth Callendar, journalist from Let's Talk Travel, Australia for August 12-19. Sent itinerary suggestions to Alex Robertson Textor, journalist from United Kingdom. Began drafting a 22-day itinerary for Angelo Gandolfi and Elisabeth Van Iersel, Italian journalists who are staying for South Dakota fam tour after the Buffalo Roundup fam. They have commissions for two Italian magazines – *Oasis* (circ. 55,000) and *EV Magazine* (circ. 65,000); combined ad value is more than \$100,000.

Created PowerPoint presentation for Osamu Hoshino's Los Angeles Japanese sales mission. Put together a prize package for three nights at the Adoba Hotel in Rapid City and three nights stay in Deadwood plus a car rental for a week. Worked with Osamu for South Dakota's displays/photos at the

Japan Association of Travel Agents (JATA) Trade Show in Japan in September. The JATA TABIHAKU Travel Showcase in Tokyo is an exhibition where world's tourism-related organizations and companies from more than 150 countries and regions gather in one place.

Working on final itinerary and tour operator trainings with the other RMI states of Wyoming, Idaho, Montana, and North Dakota on the RMI Australia and New Zealand Mission, September 29-October 11.

Mr. Li, a participant on the Chinese fam tour in South Dakota, has booked Rapid City for motorcycle tour and receptions/dinners at Hotel Alex Johnson for 30 people.

#### Press:

Italy: Hosted Marco Berchi this summer; as a result, he posted web articles titled "Travel Journey in USA"; readership is 30,114. Estimated ad value is \$7,000.

Benelux: *Panorama Specials*, a weekly consumer magazine, published "Wild West op wielen" (Wild West on wheels) by Mylene de Layeye in their summer special edition (circ. 45,000) on July 31, 2013. It was about her motorhome trip through South Dakota. She was on a media fam in September 2012. Estimated ad value is \$25,750.

#### Outdoors

Attended a meeting with the Governor's Office and the Department of Game, Fish & Parks to review the pheasant bird count.

Continued working with potential outdoors writers for fall hostings to help promote pheasant hunting and other outdoors activities. Continued correspondence with hunting shows and writers to book trips to South Dakota this summer and fall.

Continued communication with outdoors entities for possible future advertising opportunities.

Worked on a promotional piece we will be sending through Pheasants Forever.

September hostings include Browning/Winchester Media hunt at R&R. October hostings include a fall turkey hunt at Torrey Lake Lodge and Dave Vedder and Ron Kerr with Western Shooting Journal (circ. Of 200,000) in the Pierre and Aberdeen areas. Have invited writers from magazines and a TV show to the Governor's Invitational Pheasant: John Thames/Kelly Waldrop from *Covey Rise*, Dean Bortz from Wisconsin Outdoor News Daily. Bret Amundson from *Minnesota Sporting Journal*, and Benny Spies from Gun-It TV. November hostings include Gary Lewis from Oregon and Tourism is working with Casey Weismantel from Aberdeen. We are guaranteed one show, possibly two as well as print coverage. Robert DeWitt with Tuscaloosa News is also in November.

Made daily Twitter posts for our SDOutdoors handle and bi-weekly blog posts on SDOutdoors Blog.

South Dakota Outdoors Twitter account has as total of 1,734 tweets with 2,931 followers; 173 are new followers this month.

South Dakota Outdoors Facebook page has 960 fans. This page is less than a month old!

#### Film Office

Updated and approved four listings on FilmSD and edited one release for the site. Responded to several inquiries and requests for information.

Worked with several TV shows and independent filmmakers who were filming during the Sturgis Motorcycle Rally; assisted with permitting and locations.

Working with Pierre Mayor Laurie Gill on a potential partnership between the City of Pierre and our Film Office for a red carpet event for the premiere of "Dust of War" by filmmaker Andrew Kightlinger in Pierre's State Theater. It will fully premiere at the South Dakota Film Festival in Aberdeen in September and rotate to several South Dakota communities during October.

Worked with Tom Black and Troy McQuillen from Aberdeen to send a press release to South Dakota media regarding the South Dakota Film Festival.

Film Office Twitter account has a total of 300 tweets with 954 followers, up 52 from last month.

### Hospitality

For the Governor's Hospitality Program, issued 23 certificates, eight gold seals, and seven lapel pins in recognition of individuals who were nominated for their outstanding service.

Reviewed Great Service Star Program applications; the deadline is September 6 and all will be considered for the George S. Mickelson Great Service Award that is presented at the annual Governor's Conference on Tourism. The Tourism Board reviews finalists and makes recommendations to the Governor on the awards.

Supplied the ID code to two businesses for the Online Customer Service Training.

Reviewed a proposal submitted by last year's Tourism Conference keynote speaker, Stuart Ellis-Myers, to offer hospitality training sessions to CVBs statewide for the spring of 2014. Asked him to remove references to the proposal that stated the Department of Tourism endorsed the training.

### Information Centers

Closing dates for the Interstate Information Centers: September 15 – New Effington, Salem, Tilford, Vivian, Wasta, and Wilmot; September 22 – Spearfish; and October 27 – Chamberlain, Valley Springs, and Vermillion.

Car count for July 2013 over July 2012: People counts are up 6.6%, while car counts are up 4.2%. Key markets Year-to-Date increases through July 31: Foreign, 16.8%; tour buses, 11.7%; Canada, 1.4%; Illinois, 13.7%; Michigan, 5.6%; Missouri, 4.7%; Iowa, 3.8%; Minnesota, 3.7%; Nebraska, 3.0%; Kansas, 2.5%; Wisconsin, 2.1%; and North Dakota, 0.1%. Decrease for the same time period: Montana, 3.8%; Colorado, 4.6%; and Wyoming, 5.5%.

Collected 1,489 Summer Intercept Study questionnaires from travelers; will compile results. A woman from Austin, Texas, was drawn from completed surveys to receive the \$250 gift card.

### Photo/Video

Tourism photography: Strawbale Winery, Renner; Baumberger Winery, Colman; Tucker's Walk Vineyard, Garretson; Wilde Prairie Winery, Brandon; White Headed Robin Winery, Viborg; Great Dakota Wine Fest, Valiant Vineyards, Vermillion; Buffalo Chip and Full Throttle Saloon, Sturgis; Crow Creek Powwow, Fort Thompson; Central States Fair, Rapid City; Belle Fourche Museum and Center of Nation Monument; Iron Mountain Road; Stagecoach West bus tours; Windcross Mustang Preserve, Buffalo Gap; Custer State Park wildlife; and downtown buildings in Hot Springs.

Economic Development photography: Prairie Green Golf Course in Sioux Falls and Giant Vision winner.

Fulfilled requests for photos with loans to: *South Dakota* magazine, Yankton; Bureau of Administration, South Dakota Rural Electric Association, Governor's Office, Department of Game, Fish & Parks, Bureau of Information & Telecommunications, Pierre; Rapid City CVB, Pennington County, Rapid City; Deadwood Alive re-enactors, Deadwood Mountain Grand; Mitchell CVB; Lawrence & Schiller, Regency Management, Sioux Falls; Mobridge Tribune; *American City and County* magazine, Washington, DC; Sports Leisure Vacations, California; *AAA Home & Away* magazine, Oklahoma; MMGY, Kansas; and Hostel Bookers, United Kingdom.

Tourism photography hit list: Oahe Speedway, Pierre; motorcycle races, Sturgis; Good Earth State Park, Sioux Falls; East River camping and scenery; Custer State Park Buffalo Roundup; and Black Hills Photo Shootout, Spearfish.

GOED photography hit list: Buffalo Roundup activities.

Video shoots completed: Video and time lapses at the Sturgis Motorcycle Rally; video and an interview at Scotchman Industries in Philip; Winefest at Valiant Vineyard in Vermillion; general video at Baumberger Winery near Dell Rapids, White-Headed Robin Winery near Viborg, Tucker's Walk Winery near Garretson, events and music at Strawbale Winery near Sioux Falls, and Wild Prairie Winery near Brandon; downtown Hot Springs; buffalo in Wind Cave and Custer State Park; and the Windcross Conservancy near Buffalo Gap.

For film shoot follow up, met with staff for a debriefing on the TV commercial shoots. Worked with model family to develop diary of their experiences for the new website.

Added a Sturgis Rally video to the YouTube channel. The YouTube channel videos had 23,095 views for the last 30 days. Will shoot Buffalo Roundup and send posts and video for the media to use.

Video hit list: Northeast shoot planned to include the James Valley Threshing Bee, Schade' Winery, and Storybook Land in Aberdeen. Northern Black Hills trip planned that could include the Deadwood Jam, fly fishing, ATV riding, Black Hills time lapses, the Wine Train, and wineries in the Black Hills.

#### Travel Market Advertising/Marketing

Discussed, reviewed and proofed, as needed, the following elements: August Inquiry email; August Travelsmart; August Events email for October events; Tourism newspaper ads – repeats; Oprah E-zine, September Midwest Edition (Fall foliage blurb); Let's Make a Deal Promo Proposal; Deadwood Co-op – Event ad and Shoulder TV spots; Spearfish Co-op – Shoulder TV spots; Website redesign; eCRM – hunting transition. Approved reruns of co-op ads, shoulder ROP ads, shoulder banner ads and pre-roll, August emails (travelsmart, fishing, one-off, etc.), some shoulder co-op creative and donuts, Pheasants Forever insert and ad, Quail Forever ad, script for O Magazine, and Covey Rise ad.

Sent changes for Holiday insert. Holiday insert will include a partnership with Executive Lodging of the Black Hills in a vacation giveaway. Insert will be distributed in full circulation of *Midwest Living* and selected cities for *Better Homes & Gardens*; insert will be in place when families gather for the holidays and make vacation plans.

Continued daily monitoring of the online co-ops, which includes free listings for events as Tourism would like to add more events, especially winter.



Reviewed Great Getaways newspaper co-op to determine if improvements could be made to the program. Current fees to participate are \$550 for Peak and \$450 for Shoulder. Circulation is usually around 600,000.

Giant Step ads will be in the September issues of selected magazines; all have an on-sale date of either August 7, 13, or 20. Tourism is looking into options for next year's Giant Step ads, possibly different designs and delivery methods. Many states are now advertising in the same magazines with very similar layout designs as South Dakota.

After the 2014 Giant Step layout and delivery methods are finalized, a letter and registration form will be sent to potential partners in September. Partner data needs to be finalized by December 1.

Met with Macy's partnership marketing team in New York City to discuss our partnership with Macy's Parade. Sent Tourism's partner information to Macy's so it can be used when writing the broadcast script. Sent talent suggestions for our float.

Contacted nine Chambers/CVBs that previously participated in the Rooster Rush (RR) program to remind them of the deadline for requesting funds. Received 55 requests for funds and approved 53; sent notification letters to all of the organizations. Proofed updates to the toolkit and forwarded for placement on SDVisit. Worked on orders for merchandise, which includes shirts, caps, and posters.

Participated in meeting with Lisa Schwartz from Miles Media/Brand USA to review options for partnership.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 61 vacation packages were listed.

Posted three fishing videos from *Outdoor Life* to the videos page under FishInSD.com.

Reviewing photo selections and working on copy for homepage rotation on current site; will be adding one fall and one winter photo to each of the four sets. Two peak photos will remain in each set.

Working with MMGY on the web pages needed for the holiday insert giveaway, including the landing page: [travelsd.com/family](http://travelsd.com/family).

Redesign meetings for TravelSD.com include: Comps/Prototypes/Style Tiles – Provided feedback on Section Overview, Category Overview, Cities/Regional Pages, Scenic Drives and Itineraries, Business Listings, Story Detail, Hover functionality (businesses), Share Functionality, and Navigation. Road Journals – Reviewed release form and overview of process. Along For the Ride Video Series – Video shoot completed. Photo Essay – Reviewed first essay developed and requested additional photos and page layout. Best of Lists – Put on hold until post launch.

Worked with MMGY on design and content for two third-party emails: eTarget and Field & Stream in August and September. Working with Department of Game, Fish & Parks on content.

Reviewed 1,730 responses to Travelsmarts sent by MMGY on August 6 and 9; forwarded 39 responses to appropriate staff. Reviewed 26 responses to the Events email sent by MMGY on August 22; handled the only response. Reviewed 100 responses to the fishing/hunting email sent by MMGY on August 30; none needed further action. Reviewed 28 responses to Vacation Guide and other Visitor Related

Messages (VRM) automated emails; forwarded 10. Reviewed 38 automatic responses to the August eFYI and forwarded 28 responses.

Industry Site - SDVisit.com

Met with staff and Bureau of Information and Telecommunications (BIT) regarding the online payment process for the Group Tour Planning Guide.

Posted a PDF of the lead list from TAP (Travel Alliance Partners) to the Tour Operator and International Leads List page.

### Publications

Met with Tony Schmitt, Game, Fish & Parks Trails Coordinator, to discuss eastern trail changes to the Snowmobile Trails Map. Black Hills trail files are yet to arrive; expect trail directory updates within two weeks. Plan to add more of a mix of après sledding activity shots on the map this year. Overall, the piece will align more closely with Tourism's peak marketing look. Printing specifications will be sent to vendors by mid-September with delivery slated for the end of October.

### Fulfillment

Fulfilled 73 bulk shipments/requests: 1,795 of the 2013-2014 Vacation Guides, 74,790 highway maps, 600 Lewis and Clark brochures, 240 South Dakota Native Travel Guides, and 280 Motorcycling Guides. Black Hills Works fulfilled 9,672 domestic requests. From the office, we fulfilled 171 international requests via MSI Worldwide Mail Service and 263 Canadian requests via MSI; and 65 special packet requests via regular mail. Reviewed 3,285 emails from the Online Request Form.

Transitioned our daily label process and billing to Black Hills Central Reservations.

### Research

Confirmed the following dates and locations for Focus Groups for Tourism's Brand Assessment Study: Minneapolis, September 24; Des Moines, September 25; Chicago, October 8; and Kansas City, October 9. Various Tourism staff will attend all sessions. Reviewed interview questionnaire and recruitment questionnaire.

Reviewed Travel Indicator Dashboard with staff and discussed inquiry/fulfillment metrics. Requested options for different formats for reviewing and providing reports in PowerPoint and Excel with MMGY.

### Tribal Tourism

Met with Eileen Aberle from the Ramkota Conference Center and Karen Kern who is the Executive Director of Great Lakes of South Dakota to discuss the possibility of approaching the central South Dakota tribes to see if they would be interested in bidding on the 2016 AIANTA Conference. However, the Ramkota is currently booked for the next two years for the dates in September that the AIANTA Conference would be held.

Worked with Sherwyn Zephier to organize tribal visit to Yankton Sioux Tribe. Traveled to Wagner and met with several members of the Tribe on August 30; Ivan Sorbel, Member of the Governor's Tourism Advisory Board and Executive Director of the Pine Ridge Area Chamber of Commerce, and Karen Kern, Executive Director of the Great Lakes Association, also attended.

Worked with the director of Lakota Ways in Wall to arrange for a visit to familiarize our staff with this new attraction.



Followed up on two complaints concerning the Lower Brule Tribe's Buffalo Interpretive Center not being open. Waiting for a call-back from someone in the tribal office.

Visited with a gentleman from Texas about his upcoming driving trip to South Dakota. Emailed a link to the Black Hills Powwow and sent a highlighted highway map and Pine Ridge map, with contact information for the Pine Ridge Chamber Visitor Center.

#### Board on Geographic Names

As a member of the Board on Geographic Names, reviewed 22 comments from throughout South Dakota and from out-of-state, concerning renaming Negro place names. Prepared for and attended the public hearing on August 27 in Flandreau.

#### Governor's Buffalo Roundup

Worked with Custer State Park Resorts on menu options for the Wednesday evening dinner for the prospects; sent meal suggestions to the First Lady for her input and approval. Met with staff to discuss media plans for the Roundup and scouted the new areas near the corrals for camera positions.

#### Governor's Invitational Pheasant Hunt

Compiling materials for invitation. Working on décor with Tourism and GOED staff. Governor chose license plate design and file was sent to Pheasantland Industries for production.

#### Creative Consultations/Projects

##### A. Hofmeister:

For Tourism: Working on the Group Tour Co-op ad for Trade Sales team; received final edits from the 17 partners. The first file was sent to *Groups Today* the end of August. Other placements will be dates from September to October to *Bank Travel Management*, *Destinations*, *Leisure Group Travel*, *Group Tour Magazine*, and *Courier*.

Rooster Rush (RR) community poster file was sent to vendor to print 1,000. They have been delivered and RR partners can buy them from Tourism.

For Governor's Office: Have designed all of the graphs and maps for the SD Workforce Initiatives annual report. A PDF will be placed online once the report is approved.

For the First Lady: Designing a children's hardcover book with an alphabet theme based on South Dakota imagery. Plans are to print 200 of the First Lady's South Dakota ABC Book.

For Tribal Relations: Created business cards for new employees, David Reiss and Kathy Aplan, and reprinted ones for J.R. LaPlante.

##### A. McCloud:

For Tourism: Received sample print-out from Department of Transportation of an Information Center Photo Panel to review.

For GOED: Designed two postcards for GOED's Manufacturing Week and sent to vendor for digital printing. Forwarded file to project coordinator. Designed an email form of the postcards.

Designed a Save-the-Date card and an invitation for GOED's EDFA Annual Meeting; forwarded to project coordinator and sent to printer.

Ordered and delivered business cards for three of GOED's staff.

For Pheasant Hunt: Prepped Hunt invitation and sent to printer; designed and ordered landowner cards. Ordered materials to mail invitations. Silhouettes stencils will be used to cut shapes from plywood. Sent license plate design to Pheasantland Industries to produce.

Other: Designed poster for Archives for their 'A Bridge to the Past' Archive Month 2013 campaign; forwarded file to printer.

T. Meise:

For Tourism: Completed ad for South Dakota Film Festival booklet.

Finalized Made in South Dakota self-mailer and sent to Central Duplicating. Expect delivery the end of August for mailing in September.

Waiting for final approval on Welcome signage, which was sent to Pheasantland Industries for test printing.

Designing a full-page ad for placement in Pheasants Forever magazine; digital file is due to them in late September.

For Governor's Office and GOED: Working on designing final print items for Governor's Buffalo Roundup hosting.

M. Ganschow:

For Tourism and/or GOED:

Project Review/Proofing: Film Festival Program Book, Roundup Media e-invite, Governor's Hunt license plate mock-ups, Archives Month Poster for State Historical Society, Group Tour Co-op ad, GOED Finance REDI Annual Meeting invite, GOED Finance EDFA Annual Meeting invite, and Tourism Conference Made in South Dakota self-mailer.

Routed various project or ad requests to appropriate designer; assisted staff with various hosting gifts or general giveaway requests; responded to Tourism fan mail by sending hand-written note and promotional items; reviewed the Made in South Dakota database and cross-referenced with other producer lists and added 53 new or other contacts, updated copy for Tourism Conference Made in South Dakota exhibitor mailing and routed for layout/design of self-mailer – will mail the first week of September to 550 contacts; assisted with follow-up mailings from past trade shows and sent 80 packages with the majority sent to foreign contacts; assisted with mailing Roundup invites to international journalists; and reviewed Escort Notes copy for updates.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns review; Tourism/GOED projects and Governor's special events – planning, timelines, creative needs, assignments to designers (in progress: Info Center Panel design/copy updates, SD Welcome Signs design update, Group Tour Co-op ad, Roundup, Hunt, Tourism Conference); Tourism Conference planning – décor and Made in South Dakota exhibits; and assist Trade Sales team with projects – Tech Tours update and Escort Notes update.

Thad Friedeman, Creative Strategies Manager:

For Tourism: For the Tourism Conference Thursday banquet, continued working on a stage design.

For Governor's Buffalo Roundup: Compiled list of materials that will be transported to Custer State Park.

For Governor's Invitational Pheasant Hunt: Confirmed Joshua Timothy, owner Outsound Productions, for the event and will finalize specifications and Agreement with him in September.

For the Governor's Office: Will include the 125<sup>th</sup> Anniversary of South Dakota's statehood logo on the Vacation Guide, small posters in the Interstate Information Centers throughout the year, and other digital media call-outs to the website.

Other:

Met with John DeLoache, head of Fleet & Travel, to discuss prepping current video content into a longer DVD for an upcoming national conference in Minneapolis.

Logo/Photo/Map requests

Provided South Dakota script to RHarvey of the Art Press in Sioux Falls, who is working on some gifts incorporating the script and buffalo artwork on leather.



## Social Media Report

### 2013 Executive Summary

Social Reach	July	Total/Avg.
Facebook Impressions	2,805,944	2,805,944
Twitter Impressions	3,324,043	3,324,043
Social Keyword Mentions	7,703	7,703

Channel Insights	July	Total
Facebook Fans	58,121	58,121
Twitter Followers	10,923	10,923
Pinterest Followers	1,110	1,110
Google+ Followers	98	98
YouTube Views	960,913	960,913

Website Analytics	July	Total/Avg.
Social Media Referrals	7,264	7,264
Social Media Leads Generated	59	59

Percentage of Goal Completed	July	Total
New Facebook Fans (30,000)	31%	66%
New Twitter Followers (5,000)	66%	70%
25% Increase in Web Referrals	366%	30%
New Pinterest Followers (900)	141%	58%
New Google+ Followers (200)	53%	34%

Facebook Advertising	July	Total/Avg.
Impressions	0	0
Clicks	0	0
Page Likes	0	0
Clickthrough Rate	0	N/A
Average Cost Per Click	0.00%	N/A
Average Cost Per Fan	\$0.00	N/A