

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

### By the Numbers

- AUGUST NUMBERS
  - Unique Web Visitors: up 0.8%
  - Tourism Tax (1%): \$1,269,635, up 2.6%
  - Tourism Tax (.5%): \$397,742, up 2.6%
  - Gaming Tax: \$115,132, down 9.3%
  - Hotel Occupancy: up 2.6%
  - Hotel Overnights (Demand): up 4.3%
  - Hotel Rates (ADR): up 2.5%

### Media & Industry Relations

Fulfilled information requests/interviews/meetings: Interview with Brian Jewell, *Going on Faith* Magazine, regarding the Buffalo Roundup; interview with AgNews radio, North Dakota, regarding fall tourism in South Dakota; and Secretary Hagen did an interview with Paige Pearson, KSFY-TV, regarding pheasant numbers. Working with MMGY's PR team on inquiries and media pitches.

Posted press releases to in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Department of Tourism Launches Fall Marketing Campaign and Buffalo Roundup Approaches, Leaves Change, Visitors Flock. Posted one visitor industry release to MediaSD. Reviewed three releases for History.

Distributed Tourism's September eFYI e-newsletter to 1,295 list members via Listrak.com and to 2,074 e-mail addresses on Tourism's database on September 19. Topics included Secretary's Message, 2014 Calendar of Events, TravelSD.com Industry Survey, 2014 Giant Step Co-op, 2014 Governor's Conference on Tourism, 2013 Intercept Study Results, Tourism Welcomes New Staff, Great Service Star Designations for 2014, Trade Shows Available, Rooster Rush 2013, Reminder: Information Center Closing Dates, Final Call: Vote for Mount Rushmore, the Badlands, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society New, Important Reminders, and U.S. Travel Association Updates.

Hosted eight domestic journalists throughout the Black Hills the week leading up to and including the Buffalo Roundup: John Fine & Myriam Moran, New York. John writes for several publications, including the Epoch Times, a global newspaper with more than 1.5 million print copies in 17 languages and millions of online impressions in 30 languages. Myriam's photographs are prominently used to illustrate news and feature articles in the Tribune group of newspapers as well as working directly as a photographer with the Epoch Times. Based in Missouri, Kevin and Sue McCarthy are the owners of Travel Planners Radio, a two-hour discussion of travel topics, travel news, travel tips, and travel experts; they write for other print and online media. Kit Bernardi, Chicago, is a writer and photographer as well as principal of her marketing agency, Kit Bernardi & Associates, Inc. Her work has been published in several national and international magazines and newspapers, including *Midwest Living*, *The Golfer*, *Gourmet*, *Hemispheres*, *This Season*, *Schwing*, and several Chicago publications. She is on assignment for *Midwest Living*. Jerry Nunn, Chicago, is the current Entertainment Editor at ChicagoPride.com and writes for the Windy City Media Group. Carla Waldemar, Minneapolis,

contributes to various media outlets: *Minneapolis-St. Paul* magazine, *Better Homes & Gardens* magazine, and *Forbes Travel*; she is on assignment for *Minneapolis-St. Paul*. Lisa Davis, Chicago, was previously the editor of *Frequent Flyer* magazine. She contributes to About.com, Chicago Tribune, *Modern Luxury*, *Spa Magazine*, and USA Today. Lisa specializes in ski destinations, fall drives, fitness, and romantic travel. She has already produced a short news clip for South Dakota in USA Today.

Working with Dorothy Weiner who plans to visit South Dakota for an article in *Town and Style* (circ. 39,000); the travel section runs once a month. Will work with her on an itinerary.

Continued to work with Gold Star Speakers Bureau to finalize speakers' needs for the Governor's Conference on Tourism in Pierre, January 22-23. Sent Save-the-Date cards to Legislators. Completed forms to add Conference to the SD Chamber of Commerce's 2014 Legislative Social Calendar. Emailed sponsors and exhibitors to acknowledge receipts and to thank them for their sponsorship. Discussed timeline and content for Conference emails to industry. Worked with MMGY on the Conference website.

Attended the monthly meeting of the Pierre CVB hospitality committee and gave a Department of Tourism report.

Finalized cover images for our Facebook page for fans to download and use on their own. Finalized and approved "always-on" Facebook and Twitter ad campaign. Approved the October content calendar for Facebook and Twitter. Worked on goals and metrics to be used to gauge the success of our platforms for FY 2014 with MMGY. South Dakota Tourism (consumer page) has 58,264 fans, up 4,898. Blog posts: 1880 Train and Prairie Berry Winery Fall & Winter Events, Upcoming Wacipi Celebrations, and one on sunflowers for SD Wedding Style.

Travel South Dakota Twitter (@southdakota) account has a total of 5,369 tweets and 11,431 followers, up 295 from last month.

Sec. Jim Hagen's Twitter account has 679 followers.

#### International and Domestic Trade Sales

Sent requested information to Parul Kadia, Illinois. Contacted by Andrea Sheehan, requesting information on group tour participation for Range Country Lodging in Murdo; sent information on the Group Tour Planning Guide and memberships in American Bus Association and National Tour Association.

Fulfilled requests for 630 Vacation Guides to AAA offices in 9 states: Iowa, Kansas, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, Washington, and Wisconsin.

Assembled a seventh special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page and sent via Listrak.com on September 25 to 6,436.

Registered for Heritage Clubs International Peer Group Conference in March in Rogers, Arkansas. The conference will bring Bank Loyalty Club Directors together for the opportunity to network and share best practices with their peers, plan trips for the upcoming year, and educate community banks on how to remain a strong resource for local, high-end customers.

Assisted Osamu Hoshino, US Western States Tourism Office, with gathering prairie photos to be used on booth banners for Japan Association of Travel Agents (JATA) show in Japan. Sent maps and Japanese language Great Parks, Monuments and Memorials brochures for the show.

Prepared itinerary for Kasper Rasmussen, Profil Rejser, Denmark; he visited Custer State Park, Crazy Horse Memorial, Mount Rushmore National Memorial, Badlands National Park, Rapid City, Wall Drug, and Deadwood.

RMI MegaFam participants included 42 international tour operators, receptive tour operators and RMI representatives from Italy, Germany, France, Benelux, United Kingdom, Austria, Switzerland, and the United States, September 13-17. Met group in Sioux Falls and stopped in Pierre, Badlands National Park, Rapid City, Mount Rushmore National Memorial, Crazy Horse Memorial, and Deadwood.

Hosted 12 international journalists/film crew prior to the Buffalo Roundup, at the Roundup, and general press fam to various schedules from September 18-28: GEO & GEO, Italy, was a four-person Italian film crew; they visited Bear Butte State Park, Pine Ridge Indian Reservation, Black Hills Wild Horse Sanctuary, Mammoth Site, and Bear Country U.S.A. Oliver Goujon, France, had interviews at Crazy Horse Memorial and with Bob Lantis with Gunsel Horse Adventures, arranged a helicopter press flight, drove through Spearfish Canyon, and stopped in Deadwood. Alexei Dmitriv, Russia, visited the South Dakota Air & Space Museum, interviewed Bob Lantis with Gunsel Horse Adventures, drove Spearfish Canyon, and stopped in Deadwood. Julie Miller, Australia, had itinerary post-Roundup. Created a 17-day itinerary from September 28-October 14 for Angelo Gandolfi & Elisabeth Van Irsel, Italy; they are writing for Ev Magazine and Oasis Magazine. Paul Romer & Jose Azel, Netherlands/US, received a six-day customized itinerary; they are writing for National Geographic of the Netherlands. Michael Juhran, Germany, was at the Roundup and will return October 4-5 to complete his visit.

Dirk Rohrbach, Germany, September 25-27, was in South Dakota with a charity group of 12 people; they attended the Buffalo Roundup.

Wrote a nine-day itinerary, October 8-16, for Paul Maughan, Australia; he writes for News Limited (six newspapers with 1.5 million readers and more online), which is comparable to a New York Times and LA Times. Working on a five-day itinerary, October 10-14, for Margrit Brinke and Peter Kranzle, Germany; they write for six publications both American and German. Preparing itinerary for Compagnie Des Etats Unis, France, October 7-9, a French tour company; they are sending five representatives for site visits to lodging properties. Created seven-day itinerary for journalist Alex Robertson Textor, United Kingdom, who is pitching ideas to United Kingdom publications and Gadling, a U.S. online publication.

### Outdoors

Worked on a direct mail promotional piece to send to Pheasants Forever's subscriber list.

Worked with the Mobridge Chamber on co-sponsoring a National Walleye Tour (NWT) Fishing Circuit event, June 27-28, 2014, which will air on NBC Sports.

Attended media hunt we co-sponsored with Browning Firearms and Winchester Ammunition at R&R Pheasant Hunting. Hosted five writers from the upper Midwest who will be writing on South Dakota pheasant hunting along with articles on new Winchester ammunition and the Browning 725 shotgun.

Working on media fam for those writers planning to attend the Governor's Invitational Pheasant Hunt in October: Bret Amundson, Minnesota Sporting Journal; Benny Spies, Gun-It TV; John Pattillo, communityourdoordaily.com; and possibly Nate Simmone, Eddie Bauer outdoor clothes/Cabela's/Yetti Coolers).

Will host Dave Vedder and Ron Kerr, *Western Shooting Journal* (circ. 200,000), October 18-23, in the Pierre and Aberdeen areas. Gary Lewis, Oregon, November 4-8, with the assistance of Casey Weisemantle from Aberdeen who is lining up all the details; they guarantee one show, possibly two, and we will also get print. Robert DeWitt, Tuscaloosa News, November 11-16.

South Dakota Outdoors Facebook page has 1,041 fans, up 81 from last month. South Dakota Outdoors Twitter account has a total of 1,878 tweets and 2,931 followers, 315 new followers this month.

### Film Office

Updated and approved three listings on FilmSD.com. Posted a casting call to FilmSD.

Attended the South Dakota Film Festival in Aberdeen. Spoke with several of the 100+ filmmakers who attended the festival with their film along with several other festival participants. Working with Angelia Baldwin and Winnetou Productions on their project; they would begin production next spring or fall. Working with *Variety* magazine on featuring a 411 directory, including several of our South Dakota cast and crew listings on their website. Will consult with staff.

Assisted with film permitting questions for MMGY and L&S for their production of videos for our office.

South Dakota Film Office's Twitter account has a total of 301 tweets and 979 followers, up 25 from last month.

### Hospitality

Received approximately 200 nominations for the Governor's Outstanding Hospitality recognitions. Received 105 applications before the September 6 deadline for consideration for the George S. Mickelson Award; will narrow to fifteen applications for review.

### Information Centers

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

Collected comment cards from the Centers and addressed issues. Conducted Center staff evaluations. Gathered closing forms for 2014 ordering.

Updated Publication Program guidelines and Poster Program requirements; forwarded for placement on SDVisit. Held discussions on Travel CD sales and other retail items at Centers.

Compiled year-end newsletter. Notified Information Center staff of the year-end party on November 1 in Sioux Falls.

Car Count for August 1-31: car counts are up 1.8% over August 2012. Some key market year-to-date increases: Foreign, 12.8%; Illinois, 9.0%; Tour buses, 8.5%; Missouri, 7.0%; Montana,

5.4%; Iowa, 5.2%; Michigan, 5.2%; Minnesota, 4.2%; Nebraska, 3.6%; Wisconsin, 3.3%; Colorado, 2.6%; North Dakota, 1.7%; and Canada, 0.5%. Decreases were seen from Kansas, 0.4% and Wyoming, 1.9%.

### Travel Shows

Continued to work on 2014 schedule; Molly Salcone and Dianne Hendricks Booth, both supervisors at Information Centers, will attend the Des Moines Show in January. Looking for staffing from other 2013 Center staff with the Kansas City Show.

### Photo/Video

Tourism photography: SuperMoto races, Sturgis; National Music Museum, Vermillion; autumn colors; Black Hills; Clay County Park; pheasant hunting at R&R Lodge, Seneca; Good Earth State Park, Sioux Falls; and fireworks at Sioux Empire Fairgrounds, Sioux Falls.  
Economic Development photography: Giant Vision Winner.

Fulfilled requests with loans to Yankton Planning and Development District, *South Dakota Magazine*, Yankton; Watertown CVB; Mount Rushmore Society, Robert Sharp & Associates, Lampert and Associates, Rapid City CVB, Technology in Education, Rapid City; Days of '76 Museum, Deadwood; Lawrence & Schiller, Regency Management, Sioux Falls; Grapevine Design, Spearfish; South Dakota Rural Electric Association, Pierre; South Dakota State Fair, Huron; City of Sturgis, Buffalo Chip, Sturgis; Daughters of the American Revolution, Platte; MMGY Global, Kansas; and *Executive Travel Magazine*, New York.

Tourism photography hit list: Custer State Park Buffalo Roundup; Black Hills Photo Shootout, Spearfish; and Good Earth State Park, Palisades State Park, and other autumn scenery near Sioux Falls.

GOED photography: Buffalo Roundup activities.

Video shoots: Shot video at the James Valley Threshing Bee in Andover, the Buffalo Roundup, Deadwood Jam in Deadwood, 1880 Wine Train in Hill City, time lapses of downtown Rapid City, Hill City Quilt festival, and pheasant hunting footage near Seneca.

YouTube channel reached one million lifetime hits on its videos. Our YouTube channel had 22,300 hits for the last 30 days. Added Buffalo Roundup footage to YouTube and Instagram.

Shot and added Buffalo Roundup video to the drop box site for media downloads and added video to the YouTube channel.

Video hit list: Set up and shoot pheasants and pheasant hunting; fall leaves in Sica Hollow State Park or southeastern South Dakota; and photos during the Governors Hunt.

### Travel Market Advertising/Marketing

Discussed, reviewed, and proofed, as needed, the following elements with the marketing team: September Inquiry email; September Travelsmart; September Events email for November events; Tourism newspaper ads – repeats; Group Tour Co-op ad; Field & Stream email #1 and #2; final fishing email; hunting magazine ad for Quails Forever; Pheasants Forever insert; *Midwest Living* – family reunion copy; Holiday insert for *Midwest Living* and *Better Homes & Gardens* and insert copy for meredithtravel.com; copy ideas for e-target emails; Meredith online promotion with a Black Hills & Badlands vacation package prize; shoulder/winter photos and copy for TravelSD homepage (seasonal replacements); Custer State Park co-op – repeat

newspaper ads; Deadwood Co-op – Octoberfest newspaper ad and winter ad for *Food Traveler Magazine*; and Spearfish Co-op – repeat newspaper ads.

For Rooster Rush (RR) campaign, worked with three businesses that placed merchandise orders even though they hadn't qualified for funding. Shipped posters to 45 organizations. Worked with Yankton vendor for direct shipping of T-shirts to several of the partners. Worked with a woman from the UPS store in Watertown to purchase RR shirts for her staff and three other UPS stores across the state. Shipped caps, hunting shirts, and T-shirts to 26 cities.

Reviewed initial layout of a gatefold ad for 2014 Giant Step co-op. It will be placed in *Better Homes & Gardens*, *Midwest Living*, *Rachel Ray*, *Good Housekeeping*, *Woman's Day*, *Country Living*, and *O*. Circulation numbers are estimated at 4.8 million and the number of impressions at 29.8 million. Partner registration forms were mailed to 1,700 visitor-related businesses in Tourism's database in mid-September; deadline to register is October 7 or until program is full. There are 26 partners to date.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 51 vacation packages were listed.

Developed a visitor panel survey (using SurveyGizmo.com) in our target markets asking for suggestions regarding the current TravelSD in our efforts to take the next steps in the redesigned site; survey was open September 17-October 1. Survey to the industry survey on the redesign was sent to 1,295 e-FYI subscribers in Listrak and to 2,074 in Tourism's database on September 12; survey was open from September 12-30. Will review all suggestions.

Working on the following for TravelSD.com redesign: Business listing plan and strategy, business information clean-up strategy, business fields (backend/frontend), CMS development and maintenance area, and categories and tagging strategy.

Reviewed the first cut of our "Along for the Ride" (AFTR) video series and our AFTR video called "Stand Up" that will be part of TravelSD. Drafted release form to be used by consumers when submitting copy and photos for the "Road Journal and Photo Essay" sections of the redesigned TravelSD. Gave approval for use of seven stories in *South Dakota* magazine to be used as new content for TravelSD and to use for launch of the redesigned website.

Continued daily monitoring of online co-ops that includes events; contacted businesses and other entities to encourage winter events listings. October 15 is the deadline to submit events to be considered for the printed vacation guide calendar of events.

Reviewed approximately 940 responses to Travelsmart sent by MMGY on September 11; forwarded 46 for updates and 12 with comments to appropriate staff. Reviewed 22 responses to the Events email sent by MMGY on September 20; none needed further action. Reviewed 65 responses to the hunting email #1 sent by MMGY on September 18; forwarded four. Reviewed 24 responses to Vacation Guide and other (VRM) automated emails; forwarded seven and handled three. Reviewed approximately 175 responses to the Facebook email to the Travel Professionals E-newsletter list; forwarded 10 and will process five address changes and unsubscribe requests. Reviewed more than 45 responses to the September MDC email to the industry; forwarded 21 responses.

Industry Site - SDVisit.com: Posted a PDF of the 2013 Intercept Study Report to the Research section. Added updates to the Giant Step program information. Made updates to the Matching

Dollar Challenge program and created and sent an email to the visitor industry on September 25 regarding changes.

### Publications

Sent proofs of the Snowmobile Trails Map to Game, Fish & Parks (GF&P) contacts. Sent digital files to printer after GF&P's ok; expect delivery in late October. GF&P pays for printing the piece and distributes at trail heads; Tourism also distributes via requests.

Met with staff to discuss updates and reprinting of the Motorcycling Guide and the Native American Guide. The Motorcycling Guide will be condensed and re-designed. The Native Guide will keep the same design but have a new cover and some new inside images.

### Fulfillment

Fulfilled 41 bulk shipments/requests: 3,750 of the 2013-2014 Vacation Guides, 13,250 highway maps, and 600 Lewis and Clark brochures. Black Hills Works fulfilled 10,510 domestic requests. From the office, we fulfilled 184 international requests via MSI Worldwide Mail Service and 151 Canadian requests via MSI, and 44 special packet requests via regular mail. Reviewed 2,714 emails from the Online Request Form.

### Research

As part of the Brand Assessment Survey, sent TravelSD surveys to out-of-state panelists in our target markets and to our industry members to help advise for the next steps in the redesign of TravelSD. Compiled list of Focus Group attendees and schedule and tracked stakeholder recruitment and interviews. Reviewed drafts of the Focus Group Discussion Guide and sent recommendations.

Attended Focus Groups in Des Moines and Minneapolis as part of the Brand Assessment Study. Two groups were held in each city: First group was people who had never vacationed in South Dakota; second group was people who had vacationed here. Due to proximity of these two locations to South Dakota, it was difficult to get people who had never been here. A few take-a-ways from the groups:

- Word of mouth from family and friends is the main way to learn about new destinations to visit.
- Itineraries designed for the drive across the state are helpful. All groups commented that they ask locals about places to eat and those hidden gems; they want to hear about local favorites as well as do the big "touristy" things.
- Mentioned that the maximum length of drive time to a vacation destination depended on how many total days of vacation they could take; wanted to have ample time when they got to a destination to enjoy it – not rush.
- When presented with the phrase "Your American Journey," all four groups associated it with the East Coast and the American history that is available from Washington D.C. to Boston and Philadelphia.
- All groups recognized the script; liked the red color since it made it easier to see. They felt like the script was informal and laid-back like South Dakota. They liked the script with the Rushmore faces the best since that gave them an idea of what is in South Dakota. They also felt like the script alone was selling the state as a whole compared to the script with Rushmore as they felt it was selling a visit to Rushmore.

Discussed 2014 contract timing and plan for bumping up delivery date for the Economic Impact Study.

Results of the Information Center Intercept Study are available on SDVisit.com.

### Tribal Tourism

Traveled to the Fort Randall Casino for our visit with the Yankton Sioux Tribe. Toured the reservation with Sherwyn Zephier, tribal tourism chairman. Followed up with the Yankton Tribe Buffalo Herd/Game and Fish on promotions. Worked with Sherwyn Zephier to register for the annual American Indian Alaska Native Tourism Association (AIANTA) Conference in Tulsa, Oklahoma. Other attendees included Tourism Board member Ivan Sorbel, Elias Mendoza from the Sisseton-Wahpeton, Karen Kern from SD Missouri River Tourism, and JR LaPlante from Tribal Relations. Attended breakout sessions and all general sessions at AIANTA.

Responded to a phone inquiry about traveling on the Native American Scenic Byway; followed up with information and links to several websites.

### Board on Geographic Names

Reviewed drafts of three letters written by Joe Nadanecik for JR LaPlante's signature concerning renaming of places. Reviewed public comments as they were received in preparation for the next hearing on October 23 in Sioux Falls.

### Governor's Buffalo Roundup

Helped coordinate delivery of several Roundup items to Custer State Park, sent menu approval notifications and final counts, and sent thank you notes. Completed all duties as assigned and helped with hosting guests and journalists.

### Governor's Invitational Pheasant Hunt

Outsound Productions is locked in for the event; will finalize specifications and Agreement by October 4. Continued working on décor. Will coordinate the faces show photography.

### Governor's Tourism Advisory Board

The group met in Vermillion at the Muenster University Center on the campus of the University of South Dakota. President Jim Abbott welcomed the group to the University and to Vermillion. The group toured the National Music Museum, which was led by Curator Dr. Deborah Check Reeves and Director Dr. Cleveland T. Johnson.

The group was welcomed to Vermillion by Steve Howe, Vermillion Chamber and Economic Development Corporation and Maureen Cashin, Vermillion Chamber of Commerce. Steve reported that the Vermillion City Council approved a Tourism Improvement District at their meeting the previous night. Department updates were given by Secretary Jim Hagen and team leaders, and business reports were given by each Board member and regional director. Other agenda items included the Presidential Mascots Bus Tour, Tourism Conference, Traditional Marketing Campaigns, Digital Marketing Campaigns, Matching Dollar Challenge, Annual Awards, Information Center Panels, and Welcome Signs.

The next meeting will be November 18 in Lead with a tour on November 19. Agenda items will include Matching Dollar Challenge applications and annual awards.

### Creative Consultations/Projects

#### A. Hofmeister:

For Tourism: Designed and finalized the Group Tour Co-op ad; the next due date is for *Bank Travel Management* by October 5; will send to *Destinations*, *Leisure Group Travel*, *Group Tour Magazine*, and *Courier* as the due dates for those publications approach.



Attended meeting to discuss the updates to the Native American Guide copy and photos. Goal is to have the books printed and delivered by mid-January.

For Governor's Office: Continued working on the SD Wins Annual Report. The report will be posted online. When more information has been collected from agencies, a printed version will be designed.

For First Lady: Working on designing a children's hardcover book with an alphabet theme based on South Dakota imagery for the First Lady's South Dakota ABC Hardcover Book. Plan to print 200 books; sent a mock-up to First Lady Linda Daugaard.

For Arts Council: Designed a brochure for the First Lady's Art Showcase; they have been delivered and will be distributed to the Governor's guest at the Invitational Pheasant Hunt on October 25. Designing event signs and an ad for the Capitol Journal and the Reminder.

A. McCloud:

For Tourism: Designed graphs for the Intercept Study.

Received a mock-up of one set (two facing) of panels for the Information Centers from Jason Humphrey at Department of Transportation; waiting on the copy and photo decisions.

For GOED: Ordered another 1,100 of the Manufacturing postcards.

For Pheasant Hunt: Completed assembly of the invitation covers; printed labels; and worked with staff to mail them. Chose license plate for printing. Designed thank you cards for landowners. Made table numbers for the banquet. Will brand tree sections for the table décor.

T. Meise:

For Tourism: Updated and ordered business cards for two staff.

Designed the form for the Matching Dollar Challenge (MDC) Grant Program; it will be available as a PDF on SDVisit.com.

Designed ad for Pheasants Forever and sent digital file on September 20.

Designing the Registration Flyer for the Tourism Conference; flyer is scheduled to be printed on October 10 and delivered on October 31 for mailing in November.

State Welcome Signage: Designed/presented artwork for the state welcome signs; sent files to Pheasantland Industries for test printing.

For GOED: Will design the GOED Annual Report.

For Governor's Buffalo Roundup: Completed design needs/requests.

For Governor and First Lady: Designed a candy wrapper for Halloween Trick-or-Treaters.

Other: Attended first meeting for Christmas at the Capitol; theme was chosen: Christmas in the Great Outdoors. Will design/install the front door covers and program booklet.

M. Ganschow:

For Tourism and/or GOED: Project Review/Proofing – Group Tour Co-op ad; Tourism Conference/Made in SD self-mailer; ABC Children’s Book; Governor’s Hunt Art Showcase artist listing; GOED Manufacturers postcard; Roundup print materials – nametag header, park pass, program book, gift tags, menu cards, meal tickets, signage, thank you notes; Halloween candy bar wrapper for Mansion mock-ups; and Snowmobile map update.

Attended meeting for Tourism Conference and one publication meeting for motorcycling guide.

Other: 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 South Dakota promotional items. Logging entries for the Tourism Conference Made in SD exhibitor applications. Prepared hosting gifts for the 20 participants of Roundup fam for the Media/PR and Trade Sales teams. Prepared hosting items for the 42 MegaFam participants for the Trade Sales team. Coordinated seven gifts for the Chinese delegation at Rapid City. Coordinated three gifts for the Australia/New Zealand Mission for the Trade Sales team.

For the Roundup: Attended committee meetings and drafted minutes, updated/compiled information for handouts to staff/drivers attending the Roundup. Assisted with delivery of Roundup event supplies to Custer State Park and helped assemble in-room gift baskets.

For the Governor’s Hunt: Updating copy for program book.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns; 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, Vacation Guide update, Motorcycling Guide update, Native Guide update, Hunt, Tourism Conference); Tourism Conference planning – décor and Made in SD exhibits; and assist Trade Sales team with projects – Tech Tours update and Escort Notes update.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Tourism staff met with DOT and Kim Olson from the Governor’s Office to discuss rough budget, visual mockups, and direction for Information Center photo panels and also metal highway Welcome signs.

Logo/Photo/Map requests:

Provided the Rooster Rush logo pheasant file to Kathy McInroy with the Watertown CVB; they’re producing large metal road signage for the hunting season. Provided the South Dakota script logo to the Attorney General’s Office. Sent miscellaneous photo requests for images to use in a Chamberlain hotel.