

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: May 9, 2014  
RE: April 2014 Monthly Status Report

### Media & Industry Relations

March – Domestic Earned Media Numbers

Impressions: 134,235

Ad Value: \$40

Number of clips: 4

FY14 to date through March (does not include Macy's numbers)

Impressions: 154,780,428

Ad Value: \$3,954,012

Number of clips: 196

Information requests/interviews/meetings: Interviewed with KEVN-TV regarding the upcoming travel season and South Dakota Public Broadcasting on South Dakota's Focus program on all things tourism. Sent information to Elaine Glusac about art in South Dakota; Elaine is working on an article for Chicago magazine. Sent information to Lisa Meyers McClintick, freelancer with *Midwest Living* Magazine, regarding what's new in 2014 and coming up in 2015. Sent information about the Rosebud Powwow and surrounding area to a writer from the United Kingdom and sent photos of powwow dancers. Sent festival images to Marge Peterson, AAA *Home & Away*, for an article. Sent information to *Meetings Focus* magazine about Mount Rushmore National Memorial; recommended they reach out to Xanterra for information on their meeting space. Sent information on top attractions in South Dakota to Marcia Frost who is developing the *Midwest Travel Guide* for About.com. Sent information to Eva-Luise Schwarz of *FOUR* Magazine, a food magazine, about Sandi Vojta and Prairie Berry Winery and information about Rillings Produce in Pierre. Worked with MMGY, Aberdeen CVB, and Black Hills & Badlands Association to put together a pitch for USA Today regarding chefs who specialize in game recipes. Compiled contact information for a few attractions per request from Rick Knobe, KSOO radio, Sioux Falls.

April media blitz in Chicago included Kit Bernardi, freelance travel writer and contributing editor for *Midwest Living*; Connie Reed, freelance travel writer with *Chicago Travel Examiner* and *Midwestwanderer.com*; Cindy Richards, freelance travel writer with *TravelingMom.com* and *ChicagoParent.com*; Josh Noel, travel reporter for the Chicago Tribune; Morning show on ABC 7 in Chicago; and Noon show on FOX Chicago. Worked with MMGY's PR team on inquiries and media pitches and fulfilled general inquiries from MediaSD.com and others.

Press Releases: Reviewed six releases for History and two releases for Arts.

Distributed the eFYI newsletter to 1,312 visitor industry members via Listrak and to 2,025 addresses from Tourism's list on April 17. Topics included Secretary's Message, 2014 National Travel & Tourism Week, South Dakota NTTW Effort, 2014 Literature Swaps, 2014 Interstate Information Center Poster Program, 2015-2016 Group Tour Planning Guide, Spring Hospitality Training, Shoulder Great Getaways, Trade Show Leads Available, 2015 Tourism Award Nominations, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, Great Service Start Designees, Did You Know?, and U.S. Travel Association Updates.

Industry Relations: Attended presentation in Rapid City regarding the results of a research study conducted at Mount Rushmore National Memorial. Provided information to Mitchell CVB on media monitoring services (Vocus, Cision, etc.). Met with National Field Archery Association (NFAA), Yankton CVB, Yankton Chamber, and other Yankton representatives in Yankton regarding their bid to host the Youth Archery World Championship in 2015.

Attended meeting of the SD CVB Association and gave an update on tourism's recent projects and upcoming marketing. Attended annual meeting of the SD Missouri River Tourism Association and gave an update on tourism's recent projects and upcoming marketing.

Met with staff regarding the Buffalo Roundup press tour for both domestic and international journalists, September 21-27. Sent Save-the-Date emails to potential guest journalists for the press tour. Contacted communities for overnight accommodations. Trade Sales Team will work with overseas RMI offices to contact potential international journalists.

Talked with Kevin Cullen of The Motorhead Traveler to discuss potential hosting.

Fielded inquiry from Gina Konechne at Custer Resorts to help with hosting Sarah Pixley, a writer/photographer with the travel blog, Worth the Trip.

Conducted phone screenings with candidates and four in-person interviews with finalists for the Outdoor Media Relations Representative position. Austin Kaus has accepted the offer. Start date is expected to be June 9.

Social Media for April: We have reached two of our goals for 2014 (25% increase in web referrals and 900 new Pinterest followers). Current standings for each goal: new Facebook Fans: 122%; new Twitter Followers: 83%; 25% increase in Web Referrals: 101%; new Pinterest Followers: 100%; and New Google+ Followers: 150%. There was a 14.69% increase in keyword mentions this month on top of last month's 34.39% increase. On Twitter, mentions increased by 23.35% and potential impressions increased by 13.20%. On Facebook, there was a 150% increase in Travelsmart sign-ups and a 15% increase in Vacation Guide Requests from Pinterest. The top performing Facebook post for the month was about the Native American Scenic Byway. The top-performing tweet was a birthday wish for Thomas Jefferson, with tweets from the Bus Tour rounding out the top 3.

The YouTube channel videos had 17,700 views for the last month.

#### International and Domestic Trade Sales

Working with partners in the 2015-2016 Group Tour Planning Guide to finalize copy and photos.

Began contacting group magazines for ad rates for the Group Tour Co-op program for fall placements.

Sent requested information to Travelemotions4u, Florida – they work with incoming markets of Italy and Israel; Sterling Federal Bank, Illinois; Canadian Travel Partners, Canada, on a scouting trip for Belgian clients; and videos and photos to Evergreen Tours as South Dakota will be newly featured in their tour catalogs.

Fulfilled requests for 2,525 Vacation Guides to AAA offices in 17 states: Colorado, Illinois, Indiana, Iowa, Massachusetts, Michigan, Minnesota, Nebraska, New Jersey, New York, North Dakota, Ohio, Oklahoma, Pennsylvania, Texas, Virginia, and Wisconsin.

Met with 86 tour operators and journalists during International Pow Wow (IPW) in Chicago. Booth partners were Rapid City CVB, Durst Investments, Crazy Horse Memorial, Sioux Falls CVB, Regency Hotel Management (Lodge at Deadwood), Hospitality Central, Mount Rushmore Tours/Fort Hays Chuckwagon, and Ramada Rapid City. Will enter leads into a database from/for partners.

Had 15 South Dakota businesses that participated in the Rocky Mountain International (RMI) Roundup Tour Operator Show for suppliers in the RMI Region in Missoula. The Directors meeting was held prior to the Roundup from April 28-29 and the pre-fam for the tour operators was held on April 30. Held a pre-caucus meeting with the South Dakota suppliers and provided information and research to each of them on the attending European tour operators.

Sent information to South Dakota suppliers for the RMI Roundup in April 2015, so they could submit dates that will work best for them to host the Roundup – four cities submitted dates.

Finalized Group Tour Operators Familiarization Tour “Prairies, Peaks & Parks,” May 1-8; working with communities on lodging, meals, and itinerary. Sent preliminary itinerary and other information participants. Prepared an extended itinerary for a tour operator from Florida.

Prepared itinerary suggestions and sent packet with attractions letter to Ali Ghaemi, US-Canada MICE for his visit, May 8-12. He may also attend three days of the Group Tour Operators Fam. Finalizing Travel Agent Fam, May 11-19, that includes sending profiles of participants to suppliers and confirming arrivals with fam hosts.

Sent *Canadian Traveller* information to South Dakota American Bus Association (ABA) and National Tour Association (NTA) members about an opportunity to place ads in the magazine. Submitted registration for ABA Annual Marketplace in St. Louis, Missouri, January 10-13, 2015.

Finalized Brand USA fam, May 19-21, for 15 tour operators from the United Kingdom.

Finalized Japanese fam, May 28-June 1, with Japanese representative Osamu.

Will assist Trudi Hurni, Tui Swiss Flex Travel, in her trip to South Dakota, May 17-20.

Prepared itinerary suggestions for MESO Reisen, Germany, who will be visiting in late May.

Sent information to South Dakota suppliers for Canus Bonus card opportunity, an opportunity for them to showcase their destination to travelers free of charge with a coupon. Canusa will supply this information to travelers coming to South Dakota and the region. This is a tour operator from Germany who sends many clients to the area.

#### International Press:

Benelux: Travmagazine (circ. 9,432), Trade magazine, carried an article called USA: 50-sterren bestemming on March 21, 2014; the USA special of Travmag highlights all 50 states. Estimated ad value is \$1,380.

VAB Magazine (circ. 296,830), a monthly magazine for VAB members, printed an article called “South Dakota, Het Wilde Westen” by Ellen van Damme in March 2014 about camping. Estimated ad value is \$38,640.

Italy: Verona: Showcase visit USA Italy in Verona with Brand USA (circ. 567,000), March 3, article about Italian tour operators and a full day dedicated to training travel agents, Rocky Mountain International presentation. Estimated ad value is \$800.

Verona: 17<sup>th</sup> Edition of Visit USA Showcase, meetings with Italian tour operators and day dedicated to training agents. Olga Mazzoni is new President of Visit USA Italy. Estimated ad value is \$600.

Showcase Visit USA Italy in Verona (circ. 95,000), another mention of the show, RMI presentations, etc. Estimated ad value is \$800.

Verona Hosts Annual Visit USA IT Showcase (readership is 4,000). Estimated ad value is \$400.

Germany: Hotel Tipps (circ. 35,240). Among the hotel tips mentioned in this publication is the Clubhouse Hotel and Suites in Pierre. Estimated ad value is \$10,810.

Australia: Tim Richards was one of the journalists in the original first group fam to North Dakota/South Dakota, Summer 2009, and this is further coverage published in the Sydney & Melbourne Fairfax papers, the Sydney Morning Herald Traveller section, The Age, and online on various dates in April 2014. The circulation for the Sydney newspaper is 321,626, the Melbourne paper is 247,735, and print value for both papers is \$120,000 with an extra \$40,000 for the online versions which have a unique audience of approximately 1.5 million for each site.

Julie Miller also had a feature story published in the weekend Sydney Morning Herald Traveller section, The Age newspaper of Melbourne, and online for both papers, from her fam trip to the Buffalo Round up in September for an estimated value of \$240,000 for the print and \$40,000 for the online versions. She also had an article published about the Buffalo Roundup in the Brisbane Times in April 2014; there were 37,914 unique monthly visitors on their website.

Total estimated ad value for international press for this report is \$493,430.

### Outdoors

Began working with Jonathan Harling of Winchester regarding a partnership to host a group of outdoor writers at R&R Hunting Lodge near Seneca.

Fielded inquiry from Tim Herald of Magnum Global Media to produce a deer hunting show for The Zone on the Sportsman Channel as well as WildTV in Canada.

Finalized partnership with Pheasants Forever for shoulder 2014.

### Hospitality

Continued to compile and post a list of training sites for the spring hospitality sessions on SDVisit.com; some receive grants through Tourism's spring hospitality training program.

Prepared a handout for the Pierre CVB to distribute at their spring training, listing Department of Tourism hospitality programs.

South Dakota Tourism helps celebrate and promote National Travel and Tourism Week, May 5-11, with CVBs across the state. Information is also posted on SDVisit that includes a toolkit provided by the U.S. Travel Association for local communities to use. Staff will have radio

interviews in Pierre, Aberdeen, and Watertown to increase awareness about the travel and tourism industry's economic, social and cultural contributions to South Dakota. Aberdeen also includes TV and tours of their attractions. Watertown includes tours and spring training.

Attended the Glacial Lakes & Prairies Board meeting on April 22 at McCrory Gardens in Brookings and gave a Department of Tourism report.

Industry Outreach: Visited with the new marketing director for Prairie Berry Winery in Sioux Falls and gave her contact information for Southeast SD Tourism Association's director.

### Information Centers

Finalized fam for Interstate Information Center travel counselors from May 2-8.

Interstate Information Centers open May 17.

### Photo/Video

For Tourism:

Tourism photography: Mount Rushmore National Memorial; South Dakota Air and Space Museum, Ellsworth; turkeys; and duck eggs in nest.

Fulfilled requests for photos to *South Dakota Magazine*, Yankton; Lawrence & Schiller, Sioux Falls; Rapid City Economic Development Council, Black Hills Visitor Magazine, Black Hills & Badlands Tourism Association, *Outdoor Heir Magazine*, Rapid City; Outdoor Forum, Aberdeen; Mobridge Tribune; Bureau of Information & Telecommunications, BPro, Pierre; South Dakota Public Broadcasting, Vermillion; *Prairie Business Magazine*, North Dakota; *True West Magazine*, *Midwest Living Magazine*, Iowa; Omaha World Herald, freelance writer Marge Peterson, Nebraska; *Budget Travel Magazine*, New York; DiON Marketing, Florida; National Park Service, California; *Business Life Magazine*, United Kingdom; and Styria MultiMedia, Austria.

Continued to edit and input photos into Tourism's digital photo database, current total is 18,006.

Tourism photography hit list: Mount Rushmore National Memorial; Trail of Governors statues in Pierre. Attending Moab Photo Symposium in Utah.

For GOED: Governor's Conference on Economic Development, award winners, etc.

GOED photography hit list: Planning second "photo week" in May.

Tourism Video Projects: Edited together general footage clips of the state to be used with media interviews during the media blitz in Chicago and Milwaukee.

Worked with the Trade Sales team to produce customized USB drives to use as press kits and promotions. Helped screen content and load video onto the first set of drives.

Sent general footage to U.S. Travel Association to use in production with a video interview of Secretary Hagen. Sent buffalo safari video to Grant Wellford to use in Deadwood promotional videos. Sent a copy of the newest TV spot to Carmen Schramm in Yankton for placement on the local cable network.

Met with staff to discuss summer hit list and project ideas, to include projects and shoots for the new website. Work on shoots for the spring and early summer.

GOED Video projects: Attended the GOED conference and assisted with A/V needs for the speakers and shot live camera for the banquet and awards ceremonies.

Edited together a time-lapse video of the shots of the Minneapolis Airport display. Made a video for the GOED conference and one for the GOED YouTube channel.

Other: Edited three South Dakota videos together for the Department of Agriculture to use in a presentation at a trade show they are attending.

Took a time-lapse video of the stained glass removal in the Capitol rotunda.

#### Travel Market Advertising/Marketing

Peak Giant Step (GS) co-op magazine ads are dropping. Once all magazines with peak ads are received, copies of the magazines and ads will be sent to the partners.

Emailed GS partners regarding possible changes to their message/photo for Shoulder, which will be in the following magazines: September issues of *Better Homes & Gardens*, *EveryDay with Rachel Ray*, and *Oprah*; and September/October issue of *Midwest Living*.

Campaign Co-ops: For Deadwood, approved radio scripts and spots for the North Dakota market, digital banner ads, and pre-roll. Viewed the new TV spot assembled with the footage shot earlier this year. Made final revisions to the FSI, which will be inserted on May 4 in Omaha World Herald, Des Moines Register, and Minneapolis Star Tribune.

For Black Hills & Badlands, gave final approval on their 5280 magazine ad for Denver.

For Custer State Park (CSP), revised the third newspaper template and replaced an image to include motorcycling through the park. First batch of newspaper ads ran April 20 and April 27 in La Crosse Tribune and Eau Claire Leader Telegram. Approved *Midwest Living* ad for the July/August issue. Worked with CSP and BH&B regarding similar ads in the same issue; CSP/Tourism ran the suggested ad and BH&B tweaked their messaging. In addition to the ad, CSP got an 80-word bonus listing in *Midwest Living's* directory.

Peak Great Getaways co-op newspaper insert dropped in newspapers in Colorado, Iowa, Minnesota, Nebraska, South Dakota, Wisconsin, and Wyoming the week of April 28. Circulation was around 668,000.

Registration forms for Shoulder Great Getaways will be sent May 8; registration deadline is May 29.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 65 vacation packages were listed.

Continued working with MMGY and Tourism staff on the site redesign: reviewed MMGY's Requirements Matrix document and plans for working with Lawrence & Schiller Teleservices on updating the TravelSD.com business listing data. Approved two additional videos, provided by MMGY, for the Along for the Ride on TravelSD and social media. Discussed strategy for the 4,000 business listings. Once the contact information has been verified/updated, we will reach

out to the businesses with an email to direct them to a web portal so they can add/update/delete their existing content. Data will be imported into the new website.

Replaced the fall photos in the homepage rotations and drafted captions for the four new photos. Will place #HiFromSD images and call for visitors to post their own photos and videos.

Worked with Bureau of Information and Telecommunications to finalize the purchase and transfer of TravelSouthDakota.com. Requested MMGY add the domain to the list of host headers for TravelSD.com so the new domain redirects to the site.

Discussed TravelSD blog templates (blog.travelsd.com and outdoorsblog.travelsd.com) to determine what updates to make and who will make them.

Met with staff and Pat Boyd from South Dakotans for the Arts (via phone) to discuss ways to incorporate a special "Arts Alive" Cultural Tourism supplement into TravelSD.

Newsletters – Travelsmart, VRM, Travel Professionals: Worked with MMGY and staff on two eTarget third-party emails, one was deployed on April 30. Reviewed copy for May and June Oh, Ranger! emails and provided four photos for deployment. MMGY deployed the second of six fishing emails to the "Hunting and Fishing" segment of the Travelsmart list on April 30.

Reviewed 780 responses to Travelsmart sent by MMGY on April 8; forwarded 31 to appropriate staff to handle. Reviewed 27 responses to the Events email sent by MMGY on April 17; forwarded one response for handling. Reviewed nine responses to the Inquiry email sent by MMGY on April 14; forwarded all nine to appropriate staff. Reviewed 11 responses to Vacation Guide and other (VRM) automated emails; forwarded four for handling. Reviewed 50 responses to the second fishing email sent by MMGY on April 30; none needed to be forwarded.

Industry Site – SDVisit.com: Updated the nominations information for webpages and PDFs for two annual tourism awards – Ben Black Elk Award and A.H. Pankow Award. Will update shoulder Great Getaways by May 8 when the registration forms are mailed to visitor industry members. Posted the schedule and sites of spring hospitality trainings in the state.

### Research

Sent Smith Travel Research (STR), Taxable Sales, National Park Service, and State Park data to MMGY for the April Dashboard. Provided Black Hills & Badlands with STR monthly stats, taxable sales, and revenue indicators.

Analyzed April media engagement and planning indicators. Noticed a significant decrease in phone calls, online sales, web traffic, and vacation guide requests. Provided reports to MMGY for additional analysis.

Attended CenStates board of directors meeting in Bloomington, Minnesota, April 7-8.

### Publications

Worked with staff to finalize content for the motorcycling/scenic drives information that will be available on TravelSD.com.

Worked with tribal contacts on updates to the Native South Dakota guide. Made final revisions and worked with designer; sent files to the printer. Guide will also be available as a pdf on TravelSD.

Will discuss publications and travel packets with staff.

#### Fulfillment

Fulfilled 68 bulk shipments/requests: 11,270 South Dakota highway maps, 4,015 Vacation Guides, and 80 Native South Guide guides. Black Hills Works fulfilled 17,670 domestic requests. Fulfilled 361 international requests via MSI Worldwide Mail Service and 637 Canadian requests were emailed to MSI for fulfillment. Fulfilled 50 special packet requests via regular mail. Reviewed 3,175 emails from the Online Request Form.

#### Tribal Tourism

Visited with Elias Mendoza, tourism director for the Sisseton-Wahpeton Oyate, to get details about the annual Wacipi in July. Forwarded information to Trade Sales team for their Travel Professionals eNewsletter.

Staff visited Lakota Ways for an introduction to the Lakota culture that they offer visitors at their Wall location. It included traditional dances/dancers, arts and crafts displays, and a tipi raising so staff could better promote what the Lakota Ways staff can provide visitors. Group also toured the Wounded Knee Museum, located in the same complex.

Began the process of setting up a visit to the Rosebud Reservation, hopefully in late May.

#### Fort Sisseton Commission

As Secretary Hagen's proxy, reviewed the April meeting agenda and minutes from the February meeting before attending the Commission meeting at the Fort on April 29.

#### Board of Geographic Names

As a board member, reviewed the letter drafted to the National Board on Geographic Names concerning a name change in Moody County; sent suggested edits.

#### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Updated the Native South Dakota, A Travel Guide to Tribal Lands booklet, and sent to printer with an order of 34,551 copies. Finished guides are expected to be delivered in late May.

Updated the form and letter for Shoulder Great Getaways newspaper co-op registrations mailing. Will send to 1,700 on Tourism's visitor industry database in early May.

Updated the Kids' Activity Book, which is distributed at the Interstate Information Centers. Finished books have been delivered to the warehouse.

GOED Projects: Designed a 9x12 presentation folder for staff.

For Governor's Invitational Pheasant Hunt, researched ideas for the gift bags. Began working on designs/mock-up of the invitation.

A. McCloud:

For Tourism: Designed summer image options for the Travel Professional Facebook page and forwarded them to the Trade Sales team; sent the final format.

Continued working with Department of Transportation (DOT) to finalize the Information Center photo panels. Will complete a final review of panels, directions for assembling, and the order in which to print the panels. Sent an external hard drive of all the files to DOT.

For GOED: Ordered business cards for three staff and delivered them.

Working on ideas for the Buffalo Roundup and have ordered some samples.

Still working on creating a logo for the International Snowmobile Expo.

T. Meise:

For Tourism: Designed two posters to fit inside a sandwich board for the Rushmore Mascot Tour. Sent files to Department of Transportation for printing and lamination. The final posters have been transported for the tour.

Designed/presented artwork for the state welcome signs. We are moving forward with production.

Researching collateral items (window clings, lapel buttons, post-its, information sheet) for the new #HiFromSD Twitter address.

For GOED: For the South Dakota Development Corporation, designed a postcard for SDDC's Annual Meeting. Sent files to Central Duplicating for printing; 35 postcards will be mailed in early May.

For the Governor's Office: Designed the invitation for Governor Dugaard's Golf Classic. Sent files to the printer and will send invitations in early May. Will design the corresponding print pieces (lanyard, signage, program booklet) for the Golf Classic.

M. Ganschow:

For Tourism:

Attended daily internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: April Inquiry email; April Travelsmart; Events email; Dashboard updates (travel indicators and marketing review); Tourism FSI (drops end of April); #HifromSD – Peak social promotional campaign; Oh, Ranger! email (Mount Rushmore focus/theme); eTarget email – copy and design options (National Parks focus/family audience); *National Parks* magazine – Badlands ad; Spring/Summer photos added to TravelSD.com rotation; Travel Professionals e-Newsletter; Packet envelope redesign; Custer BID Co-op – Web banner ads, event banner ads, package newspaper ads; Custer State Park Co-op – bonus copy blurb for *Midwest Living*; Deadwood Co-op – FSI, TV spot (new footage & messaging), radio spots, banner ads; Hot Springs Co-op – Web banner ads, final review on Greeley Spadea and digital take over; Rapid City Co-op – Lincoln concept ad; Spearfish Co-op – Bike giveaway ad; and Watertown Co-op – Web banners, Peak TV spots, event banner ads, and Minnesota Women's magazine ad.

Project Review/Proofing: Native South Dakota guide, pull-up banners, Information Center Comment Cards, e-FYI Newsletter, GOED/SDDC Annual Meeting Invite, and Great Getaways Shoulder Registration Form.

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 promotional items; placed order for Post-it Notes with Tourism artwork for in-house use; attended April Roundup committee meeting, compiled minutes, and sent to committee members; attended April 23 Hunt committee meeting, in process of drafting meeting minutes; and attended meeting regarding artwork.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Information Center panel updates, SD Welcome Signs design update, Governor's events planning & materials – Golf, Roundup, Hunt), Motorcycling Guide (online updates to website only); assist Trade Sales team with projects and research/order giveaway promo items.

T. Friedeman:

For Tourism: Ordered Henley jerseys for mascots and baseball T's for staff (both were imprinted front and back) that were used at the Brewers/Cubs three-game series on April 25-27.

For GOED: Ordered fifteen special Mount Rushmore-themed gifts for an upcoming Chinese trip delegation.

Met with Bureau of Information and Telecommunications to figure out options for iMacs to receive Adobe Creative Cloud.

Met to discuss ideas and direction for in-house produced video and photo content for new website.

Had conference call with Minneapolis Star Tribune to discuss promotion package at Minnesota State Fair.

Designers met with Dan Goetz, new regional representative from a printing vendor, to learn about their printing capabilities; ideas were shared and discussed.

Projects in Preparation/Ongoing: Working with Creative team on #HiFromSD campaign – in-state Information Center and Giant Step partner collateral, window clings, lapel buttons, information sheets for Information Center staff, and Post-It Notes for use by Tourism staff.

Submitted the moratorium for Adobe Creative Cloud software in late April.

Working on ordering an external hard drive to use for permanent storage of the Information Center panel art.

Attended monthly planning meeting for Governor's Buffalo Roundup in September. Committee has begun planning for the Governor's Invitational Pheasant Hunt in October.

Logo and photo requests fulfilled: South Dakota logo for Mike Normile, Chamberlain/Oacoma Chamber and CVB to use on T-shirts for Travel & Tourism Week. Sent a large selection of specific images to Marilyn Buskohl, Public Affairs for AAA South Dakota in Sioux Falls. Requested approval from Crazy Horse Memorial for night blast images to use in Custer BID banner ads. Sent script and slogan to Benny Spies for use in our partnership with him. Sent full logo to Jeff Smith, J. Greg Smith Inc., for MDC project.