



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: September 8, 2014
RE: August 2014 Monthly Status Report

Domestic Earned Media Numbers

July

Impressions: 100,099,574
Ad Value: \$221,451
Number of clips: 10

FY15 To-Date

Impressions: 100,099,574
Ad Value: \$221,451
Number of clips: 10

Media & Industry Relations

Information requests/interviews/meetings: Mark Roper, KSFY, interview regarding pheasant hunting in South Dakota; provided permission to National Geographic Wild to use two of our videos – prairie chickens and bison; worked with the U.S. Travel Association to develop a press release for Secretary Hagen's Tourism Director of the Year award. Arranged interviews for Hagen regarding this award: Tony Mangan, KCCR radio; Karl Gherke, South Dakota Public Radio; and Lacey Koontz, WNAX radio. Sent photo of Secretary Hagen to *Midwest Meetings Magazine*, USAE news. Worked with staff on photo requests: Expedia.com requested photos of De Smet and *Bicycling* magazine wanted photo credit for a picture of the Mickelson Trail. Worked with MMGY's PR team on various inquiries and media pitches plus general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): August 13 – Free South Dakota Vacation Maps for the Lewis & Clark Trail. Posted two visitor industry releases to MediaSD.com. Reviewed four releases for History.

Working with National Geographic/BrandUSA for NatGeo Digital Nomad, Robert Reid, and his trip in South Dakota. Will watch his social media accounts and the blog on South Dakota to share with our followers.

Met with Minuteman Missile NHS officials, Governor's Office staff, and staff from the Department of Transportation to discuss the possibility of a partnership between the Minuteman Missile NHS and the Department of Tourism, regarding an option of placing Information Center travel counselors in their new Visitors Center.

Provided writer Tamara Hinson with images and information on the 1880 Train “Wine Express in the West.” Provided MMGY with research for a “Haunted Places in South Dakota” project. Provided Brian Jewell of the *Group Travel Leader* with information on eight South Dakota attractions. Worked on itinerary arrangements for Kevin Cullen of The Motorhead Traveler.

Met with group from Yankton regarding their hosting of the 2015 Youth World Archery Championships about how Tourism may be able to help promote the event.

Several team members attended the Educational Seminar for Tourism Organizations (ESTO) in Louisville, Kentucky. One team member participated in a “Shark Tank” session to present a marketing idea they’d pursue if they had extra money – three of five judges “invested” in their idea. Secretary Hagen moderated two panel discussions. There was also an international breakout session and an Expedia Learning Lab. ESTO provides opportunities to network with the industry for ideas and to build relationships. Secretary Hagen was also recognized with the National Travel Director of the Year Award.

Tourism’s newest staff person started touring and researching locations in the state: Nicollet Tower (Sisseton), Kite Festival (Watertown), Clark Potato Festival, and Porter Sculpture Park. Posted a blog entry on visit to Nicollet Tower and Sica Hollow State Park near Sisseton: <http://outdoors.travelsd.com/index.php/2014/08/nicollet-tower-96-steps-to-a-three-state-view/>

Various Tourism staff served as Presidential mascots at the Yankton world archery competition and at Joy Ranch for Watertown’s 125th Celebration.

For Tourism Conference, the new StageRight staging has arrived. Oversaw mailing of sponsorship flyer. Prepared contracts for three additional speakers. Began receiving sponsorships and exhibitor applications. Secured three journalists for travel writer panel: Kit Bernardi, Marge Peterson, and Kaeli Conforti. Met via conference call with Visitor Industry Alliance (VIA) executive regarding their inclusion in the 2015 Tourism Conference. Seven to nine email blasts/teasers are planned for the visitor industry – first one will be a Conference sponsorship/exhibitor booth opportunity reminder to be sent on September 9.

Social Media Relations: Reviewed September content calendar for Facebook and Twitter. South Dakota Tourism Facebook has 120,304 fans. Travel South Dakota Twitter (@southdakota) account had a total of 7,652 tweets and 15,400 followers. The YouTube channel had 15,500 views for the last 30 days. Added two time-lapse videos to the YouTube Channel. Worked on adding media to the Instagram page and on building the audience. Edited several short video clips and made them available for use in social media.

Working with staff and MMGY on a facelift for our blogs – new images, updating information, and getting the Outdoors blog up and running. Blog posts: #HiFromSD and Laura Ingalls Wilder Pageant 2014.

Report for the #HiFromSD campaign: Instagram – 107 posts from @travelsouthdakota, 2,001 posts from users, 769,000 impressions, and 192,000 potential reach. Twitter – 59 posts from @southdakota, 2,122 tweets from users, 893,100 users reached, 3.2 million Twitter impressions, and 1,709 new followers added. Facebook – 7,013 new fans, 25 posts from South Dakota Tourism, 453 posts from fans, and roughly 600,000 in post reach from South Dakota Tourism’s posts.

International and Domestic Trade Sales

Continued working on updates to sections of the 2015-2016 Group Tour Planning Guide and forwarded them to the designer. Sending group tour co-op ad files to magazines for insertions.

Fulfilled requests for 690 South Dakota Vacation Guides to AAA Offices in 10 states: Colorado, Illinois, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, Oklahoma, Texas, and Wisconsin.

Attended the invitational Mayor's Ride during the Sturgis Rally on behalf of the department.

Continued working with communities and Pine Ridge Indian Reservation on itinerary arrangements for the Buffalo Roundup pre-fam for international and domestic journalists, September 21-28. Sent final round of invitations to international journalists; asked RMI overseas offices for input on journalists; tentatively at 10 attendees for the Buffalo Roundup.

Visited with Brenda Vasknetz and Craig Pugsley regarding Brand USA opportunities and contacted John DeLeva, Brand USA regarding their possible interest.

Sent requested information to We Care Transportation, New York (South Dakota is a popular destination for them this year). Met with Gordon and Ruth Omland, group leaders for Group Destination Planners, Montana. Per request from Airtouch Oy, Finland, send list of tour companies in the Black Hills area that offer Native American tours.

Contacted by Gabi Logan, journalist with *Select Traveler* magazine for photos and information for a South Dakota feature in the magazine. Contacted by *North America Group Tour* magazine to place editorial and photos in magazine and a banner ad with editorial on their website. Media team is working on editorial, Creative team is creating the banner ad and providing photos.

Contacted by Jennifer Slensker, Agape Tours/Agri Travel Services, Colorado, for assistance with hotel accommodations and attractions in the Pierre area, August 14-15, on a scouting trip on her way to Canada to research for future tours.

Worked with Romeo Dublin from National Tour Association (NTA) Los Angeles about his upcoming trip to South Dakota.

Contacted Rocky Mountain International (RMI) to assist Sioux Falls in planning the 2015 RMI Roundup per requested information: last four years of city tours/schedules and reviewed proposed sponsorship program. Attended a Sioux Falls meeting the CVB conducted with area business leaders to support the CVB's efforts regarding the RMI Roundup.

Forwarded suggested itinerary for 2014 RMI MegaFam, September 5-13, to RMI staff. Coordinated with North Dakota tourism on final itinerary. Organized giveaways and promotional materials for 18 international tour operators and receptive tour operators. Tourism will help host group that also includes RMI overseas staff and one domestic RMI staff member.

Created and updated content for the RMI Real American Guide, which included an overview of South Dakota, itinerary suggestions, and Wild West themed attractions.

Provided routing ideas and information to Altrimenti Viaggi, Italy, the tour operator who brought 13 people to South Dakota and Sturgis for their TV reality show. Met organizer in Sturgis and showcased the area. Reviewed requests for Maurizio Di Bella's Press Tours, Italy, for proposed

South Dakota destination tour; wrote and sent an itinerary that included activities with contact information to use as a reference when working with client requests; sent photo links. Drafted itinerary suggestions for Alidays Trade Fam, Italy, October 17-20, to assist them in training their staff; this is the largest tour operator in generating travel to our region.

Prepared itinerary suggestions and overnights for press trip for journalists Keir Mudie & Sian Harrison, *The Sunday People*, United Kingdom, for August 15-18. Sent itinerary suggestions to Priscilla Melse with Jan Doets America Tours and met her in Deadwood to review the itinerary and make her additional suggestions. This is the largest tour operator in the Netherlands. Working on itinerary for a fam tour for Anne Vibeke Travels, Denmark, for September for their TV program.

Contacted by Brand USA Germany to assist with arrangements for Brand USA Representative and three journalists for a press trip to South Dakota, Minnesota, and North Dakota. Drafted South Dakota portion of itinerary and sent to RMI to insert into master itinerary. Adjusted dates for the Brand USA Media MegaFam Germany and contacted CVBs to change dates of hosting (air dates had changed). Fam took place over Labor Day weekend and they added one night in South Dakota. Once lodging was finalized, the itinerary was adjusted. There were four participants: three journalists and the Brand USA MegaFam representative. Met the group in the Badlands.

Awaiting copies of videos from TV episodes shown in FY14 in Australia and Asian countries from Stephane Etienne, Worldriderz, Australia.

During L.A. Mission, presented the South Dakota story to 63 Japanese Tour Operators and Receptive Operators. Had one-on-one meetings with interested operators.

Worked with Deadwood and Rapid City to get Ike Ogura's fam completed. Met Ike and his travel partner Ms. Kawano of Hankyu Express International from Osaka. Worked with Deadwood and Rapid City on Mr. Kamata fam from NTA Japan

International press:

ITALY: OASIS monthly magazine (circ. 55,000) dedicated to nature, wildlife, eco-sustainability: as outcome of the press trip in September/October 2013, Mr. Angelo Gandolfi and Mrs. Elisabeth Van Iersel published 16-page editorial, The last march of buffalo, on Buffalo Roundup and buffalos in RMI region. Estimated ad value is \$96,000.

Netherlands: National Geographic website's: Het hartland van Amerika (The heartland of America) by Paul Römer, July 2014. Estimated ad value is \$3,397.

<http://www.nationalgeographic.nl/reizen/verenigde-staten/rocky-mountains/reportage/hartje-amerika>

Outdoors

Outdoors media relations representative continued introducing himself to outdoors media, one of which was via email to Chris of UGUIDE South Dakota Pheasant Hunting.

Purchased a duck blind for use as a Ducks Unlimited prize as part of outdoors campaign.

Continued planning and organizing for Pheasant Fest, February 20-22, Des Moines, Iowa. Worked with Brad Heidel of Pheasants Forever to secure hats for pheasant season/giveaway.

Worked on setting up a September shoot for Benny Spies of “Gun It with Benny Spies” who plans to film an episode of his show; November fam with Tim Herald of the Outdoor Channel; Jay Presti of Blue Collar Adventures who plans to film in two South Dakota locations in November; December Ice Fishing fam with Casey Weismantel of the Aberdeen CVB; and Paul Fuller, host of “Bird Dogs Afield,” who plans to film in Gettysburg in December.

Continued preparations for the launch of the #HuntInSD program the first week in September. Working on getting Tagboard situated for two staff so as to manage the content. Window clings for the campaign will be sent with Rooster Rush materials. The campaign information has been added to all hunting and fishing consumer Travelsmart emails.

Goal is to post stories and photos on the Outdoors blog every Wednesday – a range of outdoors topics will be topics – wildlife to scenery to attractions and some interviews.

Posted information, images, and links on the SD Outdoors Twitter and Facebook pages.

South Dakota Outdoors (@sdoutdoors) Twitter account has a Total of 2,560 tweets and 4,674 followers. South Dakota Outdoors Facebook page has 1,684 fans.

Film Office

Updated and approved listings on FilmSD and posted one casting call. Continued process of updating the content on FilmSD.com.

Working with David Gonzalez on his project for filming in South Dakota in October. Toured locations in Pierre as possible filming sites; they will also be shooting in Rapid City and Hill City, and they are hoping to do a helicopter scene over I-90. Plan to scout in Rapid City the middle of September.

Working on a schedule and itinerary for Stephanie Arne who will be attending the South Dakota Film Festival (SDFF) as well as presenting at other areas around the state. Arne is Mutual of Omaha's Wild Kingdom Wild Guide and as Wild Guide, Arne hosts an online version of Mutual of Omaha's Wild Kingdom that features short, dynamic and fun webisodes exploring the modern-day Wild Kingdom. Working with the SDFF on press release questions and distributing in the coming weeks.

Provided permitting information and local contacts for film crew for MMGY's Along for the Ride project on TravelSouthDakota.com.

Worked with videographer to provide information and footage of South Dakota and families for the Family Travel Association.

Hospitality

Have approximately 200 nominations to review for recognition with a Governor's Certificate for Outstanding Hospitality.

Updated materials and coordinated the mailing of the Great Service Star Program application form to approximately 1,020 industry businesses and organizations. Have begun receiving applications; deadline is September 12 for consideration of the George S. Mickelson Great Service Award that is part of the application process.

Forwarded instructions to all Tourism staff requesting that they take the Online Customer Service Training and provide feedback on whether content is still relevant or needs updating.

Information Centers

Will revise the Information Center handbook to include the process for emergency procedures as well as policy and guidelines to showcase literature for each region.

Ordered Rooster Rush T-shirts and window clings for Information Centers. Updated travel counselors regarding #HiFromSD campaign.

Updated closing paperwork and created new closing checklist and employee evaluation forms. Distributed evaluations and closing paperwork to Information Center staff.

Created document outlining costs of possible new programs to Centers – Wi-Fi, coffee stations, and flat screen TVs.

As of August 30, visitation to the Centers is down 1% compared to the same time last year, but car counts are up 1% over last year. Increases in key markets: Minnesota 1.8%, North Dakota 7.4%, Wisconsin 5%, and Iowa 1%. Decreases in key markets: Illinois 8.6%, Wyoming 7.3%, Michigan 4%, Missouri 0.9%, Canada 0.8%, Colorado 4.2%, Foreign 6.8%, and Tour Buses 1.7%.

New Information Center panels have been installed at New Effington, Wilmot, Valley Springs, Vermillion, Salem EB and WB, Chamberlain, and Vivian. Spearfish, Tilford, and Wasta are left. All rest areas except Hide, Ward, and Belvidere have the new panels.

Photo/Video

Tourism photography: visitors in Badlands National Park; hiking and scenics at Devils Bathtub; Kool Deadwood Nites; South Dakota's 125th Celebration in Watertown and Joy Ranch near Watertown, downtown Watertown, Lake Kampeska, and Redlin Art Center; Riverboat Days, Dakota Territorial Museum, Yankton; Turner County Fair, Parker; sunflower fields; Prairie Village Car Show, Madison; big pheasant, Huron; wheat harvesting; Sioux River Folk Festival, Newton Hills State Park; Sioux Falls Block Party; Good Earth State Park; and Storybook Land Festival, Aberdeen.

Fulfilled photo loans to *South Dakota Magazine*, *Living Here Magazine*, Yankton; Department of Agriculture, South Dakota Rural Electric Association, South Dakota State Historical Society, South Dakota Arts Council, Pierre; Sioux Falls Jazz and Blues Society; Rapid City CVB, *Outdoor Heir Magazine*, Mount Rushmore Historical Society, Black Hills & Badlands Association, Black Hills Visitor Magazine, Rapid City; Watertown Public Opinion, KXLG Radio, Watertown; Madison Chamber of Commerce; Grapevine Design, Spearfish; Moberg Tribune; South Dakota Municipal League, Fort Pierre; MMGY, Kansas; *Select Traveler Magazine*, Kentucky; Diamond Tours, Florida; AAA, Ohio; and Expedia.com, Australia.

Ongoing editing and inputting photos into Tourism's digital database, current total is 18,466.

Tourism photography hit list: State Fair, Huron; Wind and Jewel Caves; WISSOTA 100 stock car races, Huron; 125th Anniversary Wagon Train; Northeast SD Celtic Faire and Games, Aberdeen; Custer State Park Buffalo Roundup; Black Hills autumn scenery; and Black Hills Photo Shootout.

Video Shoots: Shot video of the main street and racing at the Sturgis Rally; concerts at the Buffalo Chip during the Sturgis Rally; buffalo and the wildlife loop and hiking in Custer State Park; Needles Highway and Iron Mountain Road in the Black Hills; Kool Deadwood Nites in Deadwood; visitors and hikers, time-lapse video in Badlands National Park; and hiking to Devil's Bathtub in Spearfish Canyon.

Video projects: Met with staff to discuss a video for the Governor's Hunt in October; working on an A/V setup in Secretary Costello's office; edited short videos for use on the Outdoor Blog; sent buffalo and prairie chicken footage to the National Geo show "World's Deadliest 2;" and sent buffalo footage to the South Dakota Film Festival to use in their promotions.

Video shoots and projects hit list: Have video shoots set up for Wind Cave and Jewel Cave; shoot fishing and water activities in Pierre; work with staff to shoot a video for the Governor's Hunt; edit more videos for placement on the YouTube site; work on increasing traffic on the YouTube site; work on increasing the views and audience on the Instagram page; make plans for the Buffalo Roundup and for the media downloads from it; shoot the buffalo roundup and activities; and edit video for the outdoor blog.

Travel Market Advertising/Marketing

For Peak Giant Step, sent each partner copy of the magazine issues they were in.

Shoulder Giant Step ads began running in September issues of *Better Homes & Gardens*, *EveryDay* with Rachel Ray, and *Oprah*; and September/October issue of *Midwest Living*.

Fall Great Getaways were inserted into regional newspapers during the week of August 4. Will mail copies to each partner for their records.

Worked on final invoices for FY2014 Matching Dollar Challenge (MDC) projects; two events will occur this fall. Directed industry inquiries on MDC to their respective tourism region.

Community Co-op Campaigns: *Spearfish*: Reviewed, edited, and approved *Backpacker* Magazine ad and advertorial, Argus Leader L-ad scape, and *SHE* Magazine ad for October 1, Sioux Falls; pre-roll spots; the Fall/Winter Free Standing Insert (FSI) in Bismarck and Minot; and digital elements, one of which was the Weather Bug app.

Watertown: Approved revised hunting/fishing pre-roll.

Deadwood: L&S presented new shoulder media calendars with Deadwood's new budget proposal and approved cutting in one area and expanding into western North Dakota; will meet to review changes and finalize the creative for the digital portion of the media plan. Approved *SnoGoer* advertorial and scheduled another call with L&S and Deadwood.

Huron: approved digital elements, updated markets, and approved the revised media calendar. Campaign for the 2014 hunting season is "Join the Ringneck Nation." Will work with Huron on hunting social campaign.

Sioux Falls: approved new winter media calendar and Pandora advertising.

Custer State Park: - Approved ads that ran in the Omaha World Herald; one featured the Buffalo Roundup and the other promoted the scenery and cool lakes. (Tourism decided we were missing something in peak season by not having a voice-over in our TV spots; decided to add a

voice-over for the shoulder spots.) Reviewed the script and approved the final TV spot with the new voice-over. Approved ad featuring the Needles Highway that will run in the Omaha World Herald on September 7. Reviewed and approved the second version of the digital unit featured on ArgusLeader.com; this will go live on September 15 and feature the Buffalo Roundup.

Black Hills & Badlands – Attended their marketing meeting and board of directors meeting.

Tourism team met and reviewed applications for Peak 2015 co-op campaigns. Will contact applicants as decisions are made.

Updated art files for 2014 Rooster Rush campaign and the South Dakota script for posting on SDVisit.com. Ordered new items that included yard signs for participating communities to order. Posters were printed and delivered to the office. Contacted hat and shirt vendors to secure pricing and forwarded the revised logo files. Oversaw mailing of application for Rooster Rush funding and/or merchandise information to visitor industry. Sent email to last year's partners with files of the new merchandise being offered this year. Reviewed applications for promotional grants and funded \$23,000 in requests to 49 organizations in 30 communities. Placed orders for merchandise from our vendors. Prepared and packaged posters and window clings for shipping to partners, which are free to all partners.

Met with team to discuss plans for this year's Macy's Day Parade, sent a list of performers for consideration, and also discussed street team efforts prior to the Parade.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 52 vacation packages were listed.

Tourism continued to work with a call center to contact members of the visitor industry that have listings on TravelSouthDakota.com, to confirm/update contact listings to better serve the traveling public.

Reviewed new comps and wireframes for the explore section of TravelSouthDakota.com, Business Listing, Event Listing and Article BRD documents provided by MMGY. Reviewed the Before You Go content matrix and provided feedback as needed. Worked with MMGY and staff to get set with the blogs until the full website re-launch.

Industry Site - SDVisit.com: Updated Great Service Star program, Tourism Conference sponsorship information, and Rooster Rush program information.

Deployed the July issue of the department's e-FYI on August 1 and the August issue on August 21.

FilmSD.com: Updated the Locations page and the Contact Us page on FulmSD.com

E-newsletters – Travelsmart, VRM, Travel Professionals: Consumer emails deployed during August: August Travelsmart, two Bootprints, August Inquiry, August Events, two eTarget emails, and final fishing/transition to hunting email.

Research

Provided travel indicators to Bureau of Finance & Management. Provided travel indicators to a Board member for use at a Governor's Council of Economic Advisors meeting.

Provided Anirban Basu with our travel indicators and economic impact report. Anirban is an economist that will be speaking at the 2015 Governor's Conference on Tourism. Contacted Smith Travel Research to gain permission to redistribute our monthly hotel data.

Fulfillment

Fulfilled 133 bulk shipments/requests: 42,050 South Dakota highway maps, 3,680 Vacation Guides, and 800 Tribal Lands brochures. Black Hills Works fulfilled 8,633 domestic requests. Fulfilled 178 international requests via MSI Worldwide Mail Service and 201 Canadian requests were emailed to MSI for fulfillment. Fulfilled 58 special packet requests via regular mail. Reviewed 2,261 emails from the Online Request Form.

Discussed current and proposed data flow process in preparation for the new site structure with MMGY.

Tribal Tourism

Traveled to the Cheyenne River Reservation with Deputy Secretary Wanda Goodman, SD Missouri River Tourism director Karen Kern, and Governor's Tourism Advisory Board Member, Ivan Sorbel. Visited with tribal Chairman Kevin Keckler and toured several sites on the reservation. Met business owners, museum managers, and tribal members to discuss tourism on the reservation.

Board of Geographic Names

Attended public hearing in Sioux Falls for public testimony on the re-naming of two features in Minnehaha County and, as a board member, voted on several motions.

Proofed minutes of the hearing and follow-up correspondence with Minnehaha County officials that were routed to all board members.

Governor's Buffalo Roundup

Ordered Roundup/Hunt combo decals for dealership vehicles. Press hostings prior to the Roundup are being finalized.

Governor's Invitational Pheasant Hunt

Met to review plans for a safety hunt video.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Ordered more of the South Dakota photo books for hostings and shows; books will be assembled in-house. Finished books should arrive in early September.

Began designing the 2015-2016 Group Tour Planning Guide; routed one of the sections for review. Will work on each section as copy/photos are provided.

For Governor's Office and GOED: Sent files and coordinated printing for Hunt invites, Guest RSVPs, Landowner RSVPs, Thank You cards, ambassador cards, and program book covers; all have arrived except the invitations which will arrive by early September. Received approval from the Governor Daugaard on the license plates; sent files to Pheasantland Industries. Pheasantland Industries is also producing wooden ornaments featuring the Hunt logo and the 125th logo to be used on the gift bags during the Hunt. Will design signage and the inside pages of the program book.

A. McCloud:

For Tourism: Updated the Great Service Star forms and forwarded to staff for mailing.

For 2015 Tourism Conference: Sponsorship mailer arrived and was mailed. Designed the Made in SD exhibitor flyer, routed, and sent to printer; expected delivery is early September. Began layout for the Conference Registration Flyer.

For Governor's Office and GOED: Mailed majority of Buffalo Roundup invitations. License plates have arrived; forwarded to staff lead on event. Designed the inside pages of program book. Designed the coasters and book mark for the two in-room gift tags. Updated the vehicle decal for the Roundup and Hunt and ordered.

For Governor's Office: Met to review several mock-ups of license plates; chose five options to take to the Highway Patrol for readability testing and other approvals.

T. Meise:

For Tourism: Designed a 4-page group tour ad, sent it for printing, and ordered 4,500 ads, which will arrive in late September for mailing to group tour companies on that database.

Designed six different header options for our office to use when sending digital press releases.

Designed a 9" x 6" window cling for the #HuntInSD campaign and sent for printing.

For History: Designed a 13" x 18" poster for Archives Month for State Historical Society; finished 350 posters will be delivered in early September.

For GOED: Designed a 7" x 5" postcard for the EDFFA Annual Meeting and sent for printing; postcards were delivered.

Designed a 7" x 5" postcard for the REDI Annual Meeting and sent for printing; postcards were delivered.

For SDWINS Annual Report, will designing the cover page and three different section dividers.

For Governor's and First Lady: Designed the summer inspired photo book.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: August e-Target email; August Travelsmart; Events email; Shoulder flash banners; Shoulder newspaper strip ads (Minneapolis, Des Moines, Omaha, and Eau Claire); online pull down ads for Argus Leader; Fish/Hunt transition email; dedicated email and sponsored email – winter; CSP Co-op – shoulder newspaper ads and shoulder TV spot; Spearfish Co-op – FSI (fall and winter messaging) for Minot and Bismarck, ad for *SHE* magazine, newspaper ads, shoulder TV spot, L-ad scape for Argus Leader, and advertorial for *Backpacker* magazine.

Brand USA campaign for German market – reviewed elements: display ad, digital ad, landing page, email blast; and Discover America Inspiration Guide – reviewed proposed talking points and content.

Project Review/Proofing: Roundup online RSVP; Hunt Invitation, online RSVP, and license plate mockups; Rooster Rush – updated materials; SD State Historical Society Archives Month poster; GOED Finance Annual Board Meeting Invites; Tourism Conference – mailer for made in SD exhibitors; Banner ad for North American Group Tour; Photo Book – summer edition; new SD License Plate mock-ups; e-FYI; and Roundup Program Book – first draft.

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. Attended August 12 Roundup meeting; compiling meeting minutes. Attended August 13 Hunt meeting; compiling meeting minutes. Attended two Tourism Conference planning meetings. Reviewed SD license plate mockups. Updated copy for Made in SD exhibitor flyer that will be mailed to vendors regarding Tourism Conference; it is at the printer. Ordered lanyards, name badges, and insert cards for upcoming events.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: (SD Welcome Signs update, Governor's Events planning & materials – Roundup, Hunt, Custom Flash Drives, Group Tour Planning Guide, and 2015 Tourism Conference planning), and research and ordering giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Downloaded revised South Dakota logo files to the iMac server and have forwarded new files to Rapid City CVB and Sioux Falls CVB. Will continue to update people in the coming weeks with the revised logo.

Met with Game, Fish & Parks to plan and review a Hunt vintage safety video to use at the Governor's Invitational Pheasant Hunt banquet.

Logo and photo requests: Sent logo and images to Chuck Mai at *AAA Home & Away* for a snowmobiling story.