



TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: March 10, 2015
RE: February 2015 Monthly Status Report

Domestic Earned Media Numbers

January	Impressions: 369,806,454 Ad Value: \$535,564 Number of clips: 52
FY15 To-Date	Impressions: 942,481,279 Ad Value: \$2,234,451 Number of clips: 250

Media, PR & Industry Relations

Information requests/interviews/meetings: Worked with MMGY and sent mascot images to them for President's Day pitch to The Weather Channel. Worked with MMGY on a President's Day/Valentine's Day pitch that included a valentine featuring the Rushmore mascots and information on South Dakota's travel opportunities. Sent information on Wall Drug Store to freelance writer Kit Bernardi for her upcoming trip to northern Norway; she plans to Tweet about how many miles it is from that point in Norway to Way Drug. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: Reviewed five releases for History and one release for Arts.

Recent domestic press:

- Pauline Frommer Travel Contributor (as a result of a deskside meeting in October 2014): Frommer mentioned South Dakota and the "Frommer's' Best Places to go in 2015" article during a live segment on "Good Morning America" (Viewership: 5,145,072), which aired on January 1. Her second appearance was on January 9 on "The Willis Report" – Fox Business Network (Viewership: 93,000); she mentioned South Dakota as part of a segment featuring destinations from the recent Frommer's article, "Best Places to go in 2015." Frommer appeared on WGN-TV Chicago (Audience: 87,000) on January 16 as part of a segment featuring destinations from the same Frommer's article; MMGY worked with producers to provide b-roll footage. On the *New York Times* Travel Show, Frommer was a featured keynote speaker, January 23-25, in New York City. During a panel, she discussed South Dakota as part of the "Frommer's' Best Places to go in 2015" story. Her mentions of South Dakota at the travel show were included in coverage on various websites, including Forbes.com (UVPM: 25,954,764), Nextavenue.com (UVPM: 542,428), and Blog.gogo-vacations.com (UVPM: N/A).

- Connie Reed, Travel Writer, (UVPM: N/A) (as a result of a deskside meeting in April 2014 and her attendance at the 2014 Buffalo Roundup): Reed mentioned the 50th Annual Buffalo Roundup, 75th Anniversary of Sturgis, and South Dakota's recognition from *Lonely Planet* in the story "Here 'n There in the Midwest: a Look Ahead to 2015," which ran on January 1 on MidwestWanderer.com. Another article was about the Mammoth Site in the story "Prehistoric History Uncovered at Mammoth Site of Hot Springs, South Dakota," which ran on January 5.
- Katia Hetter, Travel Writer, CNN.com (UVPM: 53,451,080): MMGY worked with Hetter on the story "15 Quirky U.S. Spots to Visit in 2015," which included South Dakota and the annual Sturgis Motorcycle Rally. The story ran on January 5.
- Susan Barnes, Freelance Writer, USAToday.com (UVPM: 18,776,358): MMGY worked with Barnes on the story "A Silver Lining to Winter: Outdoor Ice-Skating Rinks," which included Main Street Square ice skating rink. The story ran on January 13.

Spoke with Jessica Giard regarding bicycle tourism. Working with a blogger from Omaha regarding several CVBs across the state for an upcoming visit.

Working with staff and the MMGY PR and social teams to make plans for an influencer fam tour in May.

Worked on plans for a fam with Katherine Belarmino of Travel the World (katherinebelarmino.com) and Passports & Cocktails (passportsandcocktails.com).

Working on a Road Journal for the website.

Attended DMO MoJo, a work conference for marketing, PR, and tourism industry issues. It was sponsored by Meredith Travel Marketing, Orbitz, TripAdvisor, Sojern, Adara, and Expedia.

Met with Rapid City CVB regarding PR and marketing efforts. Spoke at "Yankton Day at the Legislature" and gave updates on the 2014 season and plans for 2015. Prepared a report on Tourism's current programs and gave an update on the new website to the Glacial Lakes & Prairies Tourism Board during their meeting in Watertown; followed up on several inquiries from board members. Preparing for a meeting with members of the Bad River Museum group to talk about social media and its potential impact on their upcoming events.

Made updates to the National Travel and Tourism Week (NTTW), May 2-10, information on SDVisit.com. Reviewed the U.S. Travel Associations website for NTTW updates.

Social Media: Approved the March content calendar for Facebook and Twitter. Will review the outdoors content calendar. Continued posting "fan faves" to our social sites for website content. Working to update social creative to something more spring-like before moving into peak season. Working with MMGY social team on the peak season campaign for 2015.

Worked on promoting the Instagram page, which has 2,732 followers and 521 posts. Edited a number of 15 second clips to be used on the Instagram page. Travel South Dakota Twitter (@southdakota) account has a total of 8,820 tweets and 18,000+ followers. South Dakota Tourism Facebook page has ~155,741 fans. The YouTube channel videos had 11,234 views for the month.

International and Domestic Trade Sales

Sent requested information to Unison Bank, North Dakota; and Fairfield Glade Ladies Club, Tennessee.

Fulfilled requests for 2,445 South Dakota Vacation Guides to AAA and CAA offices in 16 states and one province: Connecticut, Florida, Illinois, Indiana, Kansas, Kentucky, Maine, Michigan, Minnesota, Nebraska, New Jersey, New Mexico, New York, Ohio, Pennsylvania, and Wisconsin; and Manitoba, Canada.

Reviewed edits to several sections of the 2015-2016 Group Tour Planning Guide and reviewed copy and photos for the introductory pages.

Submitted banner ads and additional materials for added-value as a result of the Group Tour Co-op ad in magazines. Designed Group Tour Co-op ad/coupon to send to 4,800 travel professionals on our database; mailing will be completed in March. Coupon encourages them to request printed materials from Tourism.

Sent leads of 42 companies/appointments from American Bus Association (ABA) Annual Marketplace, January 10-13; and 35 leads from National Tour Association (NTA) Annual Travel Exchange, January 17-21, to South Dakota ABA/NTA members so they can follow up for any future business. Uploaded leads from both shows into Tourism's database.

In addition to the 12 pre-scheduled appointments at NAJ Summit West, February 24-26, we picked up 12 additional appointments with tour operators. Held pre- and post-caucuses with other South Dakota Suppliers that attended the show. Attended educational seminars.

Met with 49 tour operators at the GoWest Summit Tradeshow and gave a sales kit to each, which included brochures; maps; and the flash drive with images, videos, publication links, and ordering information. Updated contact information for a South Dakota sample itinerary for insertion into packets for Chinese operators. Held state caucus meetings with South Dakota suppliers before and after the show.

For Active America China Show, March 7-9, sent ad background photo information to our partners (Rapid City and Crazy Horse Memorial) who will host the first breakfast with Tourism. Will have a ten-minute presentation at the breakfast. Working with staff and partners to gather slides for the presentation; a Chinese translator will present the slideshow and video with us. Partners will send updated slides, logos, etc. for the ad which will be inserted into both the Chinese and the English guides.

Finalized participant list for Travel Agent Fam in April. Mapped out itinerary and started to contact suppliers to get overnights, food, and attraction passes for the fam.

In-house designer created an e-invite for the Group Tour Operator fam, May 1-8. It was sent to 75 tour operators who have requested a fam invite. Drafted itinerary.

Finalized arrangements and attended the Rocky Mountain International (RMI) Nordic Mission – Denmark and Sweden, February 25-March 3.

Began emailing suppliers to see who can help host during the post-fams for those attending the RMI Roundup 2015 in Sioux Falls, April 12-15. South Dakota will be offering two separate five-day itineraries to include all 34 South Dakota suppliers attending RMI Roundup.

Working to finalize itinerary with Osamu for Japanese fam, May 11-15. Brand USA/JATA will be sponsoring the flights for the attendees.

Working on arrangements for the Discover America Norway fam tour, May 19-26. There will be 12-14 participants, including Discover America representative, Icelandair representative, travel agents, and trade media. They will spend two days each in Minneapolis, North Dakota, and Western South Dakota; and one day in Wyoming with departure from Denver. Drafted and sent preliminary itinerary to RMI.

Contacted International PowWow (IPW), U.S. Travel Association Show to secure booth space for a total of 40 feet for Tourism and industry partners. This is the largest tradeshow in the U.S. Sent updated information to participants. Tourism will also host a media table to meet journalists. Working with Osamu regarding appointments at IPW with Japanese tour operators.

For Brand USA promotions/campaigns, met with the Tourism team to review multi-channel banners, print, photos, etc. for campaign in Australia. Partner report for the Germany Fall 2014 Multi-Channel Campaign showed campaign totals of 571,000 for the Print Insert, 22,861,896 for the Digital Media Impressions Delivered, 500,000 Emails Deployed, and 2,283 Insert E-Book Views. South Dakota had 42 E-Book Page Views, 164 Clicks from the Email Component, and 962 Clicks from Digital Component.

At Australia Expo, attended the Visit USA Expo Shows and distributed information and gave a presentation on the region at Brisbane, Melbourne, and Sydney. Attended a journalist show in Sydney with RMI staff and state representatives and hosted some journalists to a small reception. We held meetings with 24 tour operators in seven-minute appointments. Scheduled an additional appointment with Hello World; they will be working with us to promote South Dakota for our Brand USA multi-channel efforts.

Sent motorcycle photos to Ride the World, Australia.

Sent email to our visitor industry members regarding offer from Canusa Bonus Card from Germany to be included in Canusa's coupon/discount program. These coupons or discounts will be added to packets for visitors traveling to our region from Germany to encourage extra stops on their travels.

International Press:

Italy: Altrimenti Viaggi – Tatto on the Road – motorcycle tour by Altrimenti Viaggi; group was hosted by Tourism during the 2014 Sturgis Motorcycle. Several states were also covered in their tour. The sixth episode featured South Dakota and the Black Hills, which highlighted Crazy Horse Memorial, Mount Rushmore National Memorial, Sturgis, and Deadwood. Viewership was not listed. Estimated ad value was \$70,000. Martina Zaffani, owner of the tour company, organized the group tour. <http://www.altrimentiviaggiinmoto.com/media-video.aspx>. The seventh episode featured Deadwood and Spearfish Canyon into Wyoming. Viewership was not listed. Estimated ad value was \$80,000. The link is still live for the videos. <https://www.youtube.com/watch?v=ldzUGd3Ghug#t=1383>.

Total estimated ad value for international press for this report is \$150,000.

Contacted Human Resources regarding the nine applications for an intern for the International and Domestic Trade Sales team; will set up interviews.

Outdoors

Worked at Tourism's booth at Pheasant Fest in Des Moines; it is the largest consumer show dedicated to the promotion of upland game hunting. Tourism had a 24-booth pavilion filled with South Dakota partners – Tourism reserved an entire aisle of booths and then offered them at a discounted price to South Dakota CVBs, hunting lodges, cookbook authors, etc. Tourism sponsored the opening bird dog parade; all dogs in the parade/show wore our blaze orange Rooster Rush bandanas. The show's estimated attendance was 22,645. All partners reported having a positive experience and many asked to reserve a spot in the "South Dakota Pavilion" for next year in Kansas City.

Benny Spies made an appearance in our Tourism booth at Pheasant Fest for increased attention for our booth. Photos of Tourism's booth appeared in a Des Moines blog – www.catchdesmoines.com.

Reviewed episode of Gary Howey's Outdoorsmen Adventures (outdoorsmenadventures.com) that featured footage shot during an ice fishing fam at Hidden Hill Lodge in January. The episode included advertising for South Dakota Tourism and an excerpt from an interview with Tourism staff. The episode is scheduled to air later this year.

Posted information, images, and links on the SD Outdoors Twitter and Facebook pages. Continued promotion of the #HuntInSD program (<https://tagboard.com/HuntInSD>). South Dakota Outdoors (@sdoutdoors) Twitter account has a total of 2,906 tweets and 5,355 followers. South Dakota Outdoors Facebook page has 2,386 fans. Developed a social media content calendar for March.

Film Office

Updated and approved listings on www.filmsd.com.

Inquiries/Film Office Tasks: Continued making notes for improvements and adjustments for FilmSD.com. Working with Tom Black of the South Dakota Film Festival and Rebecca Cruse in the Arts Council on some ideas for opportunities for filmmakers. Met with members of the Why We Ride in Pierre regarding their next film, "I Am Sturgis," they are looking to do later this year. In communication with industry members from Lemmon regarding an upcoming film. Looking for ways to capitalize on mentioning the Hugh Glass story and its connection to Lemmon. Will brainstorm with Tourism's marketing team and get back with them.

Participated in a community visit with Secretary Hagen in Brookings. Attended the Black Hills Stock Show and Rodeo with teammates in the office.

Information Centers

Posted job announcement and application on January 6 for seasonal travel counselors at the Information Centers; application deadline was February 6. Made updates to Information Center program pages on the webpage and pdfs and placed job announcement ads in local newspapers. Received 88 applications from past employees and 46 new applications. Interviews for new and past employees were conducted throughout the month; traveled to Spearfish and Sioux Fall to complete interviews. Sent hiring packets. Planning the supervisor's meeting, staff training, Center maintenance, and supplies.

Have contacted Aberdeen, Fort Sisseton, Sisseton, Watertown, Brookings, and Minuteman Missile site regarding stops for the Information Center fam in May; will contact Mitchell, Rapid City, and Black Hills & Badlands. Everyone contacted so far has been willing to host the fam.

Met with Dean Sargent from Certified Folder Display Service to look into the possibility of replacing some of the Information Center rack displays – sounds hopeful that Certified will be able to donate new racks. Also contacted carpenter in Vermillion to make repairs to their racks.

Met with team from SDPB to look into the possibility of selling the “Soaring SD” DVD in the Information Centers; it seems likely that we will be able to do this.

Continued putting together an Information Center test that can be certified by U.S. Travel Association; plan to have test completed by early March.

Met with Black Hills State University (BHSU) about Tourism partnering with BHSU to develop and administer this year’s Intercept Study with visitors.

Hospitality

For the Great Service Star Program, mailed 155 of the 2015 year tabs for those who already have a plaque. Sent 15 plaques to first-time designees.

Sent certificates along with a letter of congratulations from the Governor for the 12 George S. Mickelson Great Service Award finalists for 2014.

Assisted two businesses set up to take the Online Customer Service Training.

Mailed updated information letter and application form for spring hospitality training program to visitor industry organizations that qualify for these program funds. Added updates to SDVisit.

Photo/Video

Tourism photography: Deadwood SnoCross, Bear Butte winter scenics, Custer State Park wildlife, Black Hills Stock Show rodeo, Casey Tibbs SD Rodeo Center, and Cultural Heritage Center.

Fulfilled photo requests: *South Dakota* Magazine, Yankton Area Progressive Growth, Yankton; My Place Hotel, Brookings; Rapid City CVB, RJ Designs, Lasting Impressions, Rapid City; Sioux Falls CVB; Department of Game, Fish & Parks, Pierre; TDG, Deadwood; Corn Palace, Mitchell; and RMI, Germany.

Continued editing and inputting photos into Tourism’s database and culling outdated imagery; current total is 19,216.

Tourism photography hit list: Plan to attend National Geographic Photography Workshop in Minnesota.

GOED photography: Upcoming “Photo Week” being scheduled.

Video dubs and loans: Sent stock footage to the South Dakota Retailers Association to use in promotions they are doing. Sent stock footage of the 1880 Train to them for use on their website. Sent Deadwood area footage to Game, Fish & Parks for use in a trade show video they are producing. Sent more Custer State Park footage to Split Rock Studios to use in the new Custer State Park Visitor’s Center displays.

Video projects: Compressed stock video for the South Dakota Snowmobile Association; embedded the videos in a PowerPoint presentation and sent it to them for use in a conference

they are attending. Worked on a new aerial video and a Badlands video for use on the YouTube channel.

Video hit list: Work on upcoming projects and shoots for this year – draft a spring and summer plan/shoot. Coordinate videos for the new website. Set up remaining winter shoots, weather permitting.

Travel Market Advertising/Marketing

Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements: e-Target email; Travelsmart sent February 12 and approved March Travelsmart email; Inquiry email sent February 15; Events email sent February 19 for April events; *National Parks* and *Better Homes & Gardens* – Rushmore ad; *Real Simple* – 2-page spread for Giant Step ad; and voice-overs for 30 and 15 second TV spots. Waiting on final approval on TV/pre-roll scripts. Discussed content calendar for fishing emails. Finalized shoulder marketing contract with Gun It TV with Benny Spies. Met with the marketing team to review the peak digital creative developed by MMGY. Approved Australia multi-channel elements – 1-page ad and photos.

Have 59 partners for the Peak Great Getaways newspaper co-op; deadline for the program was February 13. Reviewed copy and photos from each partner. Sent files to designer as this co-op is designed in-house. Once proofs are forwarded from designer, each partner will receive their ad proof to review. Final files are due to the printer on March 31.

Campaign Co-ops:

Deadwood

- Discussed creative.
- Approved ad for *True West* Magazine.
- Reviewed remarketing banners with them; waiting on L&S to send revised banners with updates.
- The Bachelor episodes aired on February 9 and February 15.

Custer State Park

- Received final approval from CSP for peak media calendar and SEM proposal.
- Worked on tweaking font on the print creative.

Black Hills & Badlands

- Worked on finalizing direct mail cost and design for Minneapolis market; cut list from 16,500 to 13,000 to make budget. L&S is working on creative design.
- Made edits to media calendar to include the change above and added a Denver Nuggets full-page program game book ad. Waiting for final approval on new calendar.
- Worked through edits to the remarketing banners, which have been approved.

Spearfish

- Approved media calendar.
- Reviewed, edited, and approved Backpacker and Dakota Trails ads.
- Reviewed and approved peak TV script.
- Setting up meeting in March to discuss shoulder season marketing.

Custer BID

- Reviewed, edited, and approved *Yellowstone Journal* ad and advertorial.
- Sent *Road Runner* ad to contacts for review; waiting on approval.
- Set up call with L&S to discuss peak media calendar and go over SEM proposal; waiting on approval for both.

Watertown

- Board decided to pull out of the Winnipeg market; they are discussing reallocating funds towards a newspaper FSI.
- Discussed and approved peak 2015 SEM proposal.
- Tourism and L&S plan to attend their next board meeting in March.

Hot Springs

- Set up call with L&S and Mammoth Site to discuss museum partnership.
- Sent pre-roll scripts to contacts in Hot Springs for review.

Will send Shoulder Co-op applications to partners in March. Will set up timeline for Fall Magazine Co-op registration.

Attended Trendigital conference in Sioux Falls. Trendigital is a full-day educational summit. For one day, business owners and marketing professionals come together to hear from some of the great marketing masterminds on everything digital.

Web Development and Digital Marketing

Consumer website – TravelSouthDakota.com: Began reviewing every page of the new website. A press release will announce the launch date of the new website.

Launch of new website will be completed once all pages have been reviewed: checking links, copy, photos, and layouts. Launch will also include an Industry Portal for visitor industry members, which is the system used for businesses to manage contact information, descriptions, and photos on TravelSouthDakota.com. Worked with staff to develop copy for emails and a postcard to inform industry businesses about the process they will need to take to activate one business account that can hold more than one business listing via the Industry Portal. Also, developed an instruction manual to assist businesses with updating their listings within the Portal, which are included on the SDVisit.com pages.

In addition, once the Industry Portal is up and running properly, an online events form to submit events will be ready.

Reviewed and approved the Black Hills Vacations Booking Engine logo. We will be using a text callout within our menu that will direct users to this off-site booking engine.

Industry Site - SDVisit.com: Removed the 2015 Interstate Information Center job description and application (PDFs) from the homepage.

Updated the Spring Hospitality Training Co-op program information. Completed the last of the updates to the Great Service Star 2015 designees list.

Assembled content for eFYI newsletter from staff for the February issue; distributed it to 1,321 list members via Listrak.com and to 2,016 e-mail addresses from Tourism's industry database on February 24.

Monitored the Tourism Conference evaluation submissions (in SurveyGizmo.com). Since only 57 evaluations were received by February 24, the deadline was extended to March 1.

Provided the video and the banners to Nxtbook to be added to the digital version of the 2015 Vacation Guide. The video will be replaced once the 2015 TV spot is ready.

Research

January Dashboard: Media Engagement down 17.7%; Inquiries down 5.6%; Promotion Revenue up 16.6%; Gaming Revenue up 6.4%; Statewide Hotel Occupancy up by 6.7%; and State Park visitation up by 5.8%.

Provided Rapid City CVB with shoulder season analysis on demographics and markets, used nSight Travel Analytics.

Gave recommendations about a vacation guide survey that could be mailed as well as an emailed survey to those who requested a travel packet. Black Hills & Badlands would like to gain insight into demographics, satisfaction, and use of the vacation guide.

Publications

Proofed the first routing of the updated motorcycle guide. Will send to printer in mid-March.

Fulfillment

Fulfilled 50 bulk shipments/requests: 5,361 South Dakota highway maps and 2,595 Vacation Guides. Black Hills Works fulfilled 11,860 domestic requests. Fulfilled 188 international requests via MSI Worldwide Mail Service and 307 Canadian requests were emailed to MSI for fulfillment. Fulfilled 85 special packet requests via regular mail. Reviewed and responded to 2,849 emails from the Online Request Form.

Travel Shows

Attended 2015 Chicago Travel and Adventure show, January 15-18. They had record-setting attendance with over 21,000 people reported. Handed out 70 bundles (1,050) of Vacation Guides along with other materials.

Attended Omaha Boat and Travel show, February 19-22. There were roughly 30,000 attendees at the show, and we handed out about 90 bundles (1,350) of Vacation Guides. Staff heard nothing but positive comments. Most of the Omaha crowd were pretty familiar with South Dakota, especially the Yankton/Gavin's Point area; and were very enthusiastic about coming back this year. Many people were already planning vacations to the Black Hills and/or were planning fishing trips along the river and in the Glacial Lakes & Prairies area.

Fort Sisseton Commission

Reviewed the agenda and minutes in preparation for the commission meeting in Webster; attended with several staff from Game, Fish & Parks. Followed up with information on several items of inquiry from the commission members.

Board on Geographic Names

Reviewed several items sent to the commissioners throughout the month in preparation for the next round of public hearings in April.

Tribal Tourism

Visited with LaDonna Brave Bull Allard, Standing Rock Sioux Tribe member, about her role as one of two members of the national at-large board of directors of American Indian Alaska Native Tourism Association (AIANTA). Shared information with several tribal contacts and Tourism staff from the AIANTA Winter Newsletter.

Edited copy on tribal information for the new TravelSouthDakota.com website. Met with other staff regarding content on tribal culture and visitor attractions for the new site.

Creative Consultations/Projects

T. Berg:

For Tourism: Updated the design for the 2015 Group Tour Co-op Coupon; ordered 5,000 copies for a mailing to tour companies on Tourism's database. It offers the opportunity to order the new Group Tour Planning Guide and other printed materials.

Designed an ad for the 2015 GoWest Summit packet; assembled in-house.

Designed an ad for the back of the 2015 Black Hills Film Festival booklet.

Designed a large banner and an entry box back for the 2015 Pheasant Fest in Des Moines.

For GOED: Designed the registration flyer/RSVP card for the Governor's Economic Development Conference in April.

For Governor: Designed two certificate templates for the Governor's Office to use when presenting a state flag or an America flag once it has been flown at the State Capitol.

Working on designing oversized postcards for 2015 Governor's Events: Golf Classic, Buffalo Roundup, and Pheasant Hunt.

A. Hofmeister:

For Tourism: Routed mock-ups of several sections of the 2015-2016 Group Tour Planning Guide; working on other sections. Waiting until design is further along before getting print bids.

Finished designing three ads that are being used alongside the digital vacation guide online or on mobile devices that will lead viewers to sign up to receive the Travelsmart eNewsletter.

For GOED: Designed the annual report for GOED and sent it to the printer. Waiting for the hardcopy proof from the printer in order to approve for final printing; expect final reports by the beginning of March.

Designed an email Save-the-Date for the Buffalo Roundup.

A. McCloud:

For Tourism: Fulfilled request from MMGY to add the South Dakota script to several photos; sent new files.

Updated the Governor's Hospitality Certificates with the new script and the new award winners this year. Will redesign the Great Service Star Logo.

Designed e-invite for the Group Tour Operators Fam; sent to staff contact.

Redesigned the motorcycle guide and maps; piece is in its first routing. Will send to printer by the end of February.

For Arts Council: Designed headers and footers for Arts Council's website.

For History: Designed shipping labels for Archaeology Research Center.

For GOED: Added edits/changes to GOED Fast Fact Legislative Sheets and sent to staff contact. Will design GOED Finance Piece.

Ordered business cards for two new staff members and reordered for three staff.

Designed Golf Classic Save-the-Date postcard; waiting to hear with changes. Drafted timeline. Working on copy as first routing is mid-March. Ordered paper samples for the invite.

M. Ganschow:

For Tourism: Discussed, reviewed, and proofed, as needed, the following elements: e-Target email; Travelsmart; Events email; Australia multi-channel elements – 1-page ad and photos; *National Parks* and *Better Homes & Gardens* – Rushmore ad; *Real Simple* – 2-page spread Giant Step ad; voice-overs for 30 and 15 second TV spots; Black Hills & Badlands Co-op – remarketing banners; Custer BID co-op – copy blurb and ½ page ad for *Yellowstone Journal* and/ 1-page ad for *Road Runner*; Deadwood co-op – ad for *True West* / reviewed revised ad and TV voice overs; and Spearfish co-op – 1-page ad for *Outside* magazine.

Project Review/Proofing: Group Tour Fam e-invite; Group Tour Planning Guide proofing; Group Tour Co-op coupon; Film Office ad for BH Film Festival program book; Pheasant Fest – banners, entry box and bottle opener artwork; oversized postcard for new TravelSouthDakota Industry Portal; e-FYI first draft; GOED Annual Report; GOED Conference Registration Flyer; Golf Classic Save-the-Date; Roundup Save-the-Date; Hunt Save-the-Date; and Flag certificates for Governor's Office.

Other: Routed various project or ad requests to appropriate designer. Assisted staff with hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending handwritten note and South Dakota promotional items. Ordered bottle openers for giveaways at Pheasant Fest. Met with the Trade Sales & Marketing Team regarding their upcoming projects/creative needs. Coordinated assembly of new Photo Books. Checking on a reprint of Reporter Notebooks for hostings.

In Progress/Upcoming Projects: South Dakota Tourism and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Group Tour Planning Guide, GOED Conference, Motorcycle Guide update, Active America China ad, Great Getaways newspaper insert, Golf Classic, and GOED Finance Piece. Research/order giveaway promotional items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Working with staff to review each page of the new website, i.e. copy, images, and graphics that should be changed or added before launch.

Provided artwork file for Pheasant Fest key chain/bottle opener; bandannas order arrived.

Reviewed Minneapolis skyway art.

Waiting on a software package from a third party to complete upgrades of iMacs. Contacted Bureau of Information & Telecommunications (BIIT) to complete software upgrades.

For GOED: Met with coordinator of GOED Conference to get initial feedback on new GOED conference site.

Logo and photo requests

Sent folder of scenic images to David Schwiertert, who works in John Thune's office.