



TO: Governor Dugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: June 9, 2015  
RE: May 2015 Monthly Status Report

#### Domestic Earned Media Numbers

April:	Impressions: 93,421,191 Ad Value: \$115,877 Number of clips: 9
FY15 To-Date:	Impressions: 1,196,284,569 Ad Value: \$3,760,704 Number of clips: 288

#### Media, PR & Industry Relations

Information requests/interviews/meetings: KELO-TV regarding peak season and being named to MSN list and what that does for our exposure, etc.; Glen Abbott, writer for *American Iron* magazine, is doing a story on off-the-beaten-path rides to Sturgis; Mike Tanner at KWAT radio in Watertown regarding Rose Parade announcement; and Cara Hetland, SD Public Broadcasting, about Memorial Day kickoff to tourism and Rose Parade announcement. Provided inquiry and web traffic information specific to Denver for Kassandra Lau of 9News Denver. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web):  
May 1: South Dakota Department of Tourism Joins the Float Lineup of the 2016 Rose Parade.  
Posted one industry release.

During National Travel and Tourism Week (NTTW, attended Travel Rally Day in Rapid City and provided comments to the attendees about the importance of travel to the state's and country's economies. Traveled to Watertown and appeared on two local radio programs with Watertown CVB director Karen Witt to discuss the upcoming tourism peak season, marketing efforts, and the celebration of NTTW. Gave radio interview in Pierre about NTTW.

Gave comments at the S.D. Missouri River Tourism Association's annual meeting; several Tourism staff attended. Attended board meeting of the Black Hills & Badlands Tourism Association and gave updates on our marketing, travel indicators, and plans for peak season.

Planning for the social media "Influencer Fam," June 14-19, is well underway with the focus on finalizing lodging, activities, and the itinerary. Working with visitor industry and MMGY Global to coordinate the effort.

Began drafting Buffalo Roundup fam itinerary for domestic and international journalists. For the Governor's Buffalo Roundup, September 25-26, contacted possible tour hosts and confirmed all tours and set up timelines for tours and festivities; worked with the Game Lodge on dinner options for Thursday evening, Xanterra on the buffet at Mount Rushmore, and with Linda Fridley on ideas for meals and to confirm the set-up for the Hill on the day of the roundup.

Viewed videos and information on prospective speakers for the 2016 Governor's Conference on Tourism, January 19-21. Met with staff to review Save-the-Date card and décor and colors.

Social Media: Worked on June social media content calendar for Facebook/Twitter/Instagram. Worked with MMGY social team on the 2015 peak season campaign: #TheGreat8 on content, creative, and the prize kit. Postings have gone well with thousands of comments (counts as entries) on Facebook and dozens of retweets on our Twitter account. The full report on the campaign will be done in July.

Instagram account has 3,542 followers and 608 posts; added content to the Instagram account; looking at changing our username from @TravelSouthDakota to @SouthDakota. Travel South Dakota Twitter account (@southdakota) has 9,362 tweets and 20,500+ followers. South Dakota Tourism's Facebook page has ~172,000 fans. The YouTube channel videos had 15,360 views over the last 30 days.

Attended meeting of the drought mitigation task force.

#### International and Domestic Trade Sales

Fulfilled requests for 855 South Dakota Vacation Guides to AAA offices in 10 states: Colorado, Illinois, Indiana, Minnesota, Nebraska, Ohio, Oklahoma, Pennsylvania, Virginia, and Wisconsin.

Finalized preparations to mail the 2016-2017 Group Tour Planning Guide (GTPG) to selected tour operators across the country on team's database and South Dakota partners in the GTPG. Coordinated meeting to discuss the digital version of the new guide.

Finalized itinerary/hostings for the Travel Agent fam, April 23-30. Hosted seven AAA and CAA representatives from Illinois, New York, Pennsylvania, and Saskatchewan; made stops in Sioux Falls, Mitchell, Chamberlain, Badlands National Park, Wall Drug, Custer State Park, Hot Springs, Custer, Crazy Horse Memorial, Mount Rushmore National Memorial, Deadwood, Sturgis, and Rapid City.

Finalized preparations for US Travel Association International PowWow (IPW), May 30-June 3, 2015 in Orlando, Florida, which included shipments of materials and travel booth, appointments, and emailing details to South Dakota suppliers who are attending the show.

Began drafting Travel Professionals e-newsletter, focusing on events that will be taking place during December.

Submitted events for American Bus Association (ABA) Top 100 Events in North America; ABA committee will meet in June to select the Top 100 Events.

Contacted by Student Travel Planning Guide for information for their feature, "50 Great States of Great Student Adventure;" sent Great 8 information.

Contacted by TravelAdvocates requesting information on Rapid City; forwarded request to Rapid City CVB for follow-up.

Drafted itinerary and contacted communities for hosting journalist Alexei Demitriev, June 17-28; working with him on contacts for his articles. He will be accompanied by Jacquie Fuks from Southeast SD Tourism from June 17-19; Tourism will accompany for the rest of the hosting.

Working with Romeo Dublinto, VP of National Tourism Association in Torrance, California, to organize his trip to South Dakota. He won a guided fam tour of South Dakota during last year's Osamu LA Mission.

Hosted fam for seven Japanese tour operators from Tokyo, May 11-15, in the Black Hills, Badlands National Park, and Devils Tower. Sent itinerary to get translated for the Japanese participants.

Hosted 10 participants from Discover America, Icelandair, travel agents, and trade media on the Discover America Norway fam tour, May 19-26; South Dakota portion was May 23-25.

Drafted itinerary for two Italian journalists, Sciacqua- Benazzi, June 23-26, and contacted communities to help host: Mobridge, Pierre, Chamberlain, Mitchell, and Sioux Falls. Worked with Rocky Mountain International (RMI) to organize story ideas for the journalists about golf and Native American culture.

Finalized preparations for journalist Imco Lanting, The Netherlands on a RMI region press trip, June 13-July 10. South Dakota portion will be June 17-21 and June 27-29. He will also be spending extra time in South Dakota throughout the month. Trip includes Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Jewel Cave National Monument, Museum @ Black Hills Institute in Hill City, Deadwood for Wild Bill Days, Badlands National Park, Pine Ridge, and Fort Pierre. Sent proposed itinerary and attractions letter to RMI to put in master itinerary.

Worked with RMI on itineraries: USA Rejser in Denmark for a RMI region press trip, June 24-26. Created a four-day itinerary for journalist David Rose, United Kingdom, August 13-16. Drafted an itinerary for journalist Julie Miller, Australia, June 14-15.

Held conference call with the other RMI partner states and RMI regarding April RMI Summit meeting notes and final decisions on marketing, calendar, and contract items.

Contacted Larry Cohen, Phoenix Publishing, regarding the 2016 RMI Real America Guide and additional lodging insert section. Worked with staff to provide images for the guide.

Sent images to Claire Baxter, Intrepid Travel, Australia, to promote her new South Dakota tour on social media, their website, and the tour brochure. Invited Claire on future South Dakota fam. Sent lead to Caroline Davidson, RMI rep for Australia.

Drafted itinerary for Emma Jenkins, Audley Travel in the United Kingdom, for hotel and attraction site inspections in the Black Hills, June 11-14. (Their new tour began this year and they already had 43 bookings at one hotel and 78 bookings at another hotel in the Black Hills by March 19.)

Had conference call with North Dakota to discuss dates and agenda for the RMI Megafam, September 9-17. It will include tour operators from RMI markets.

Participated in a TravMedia conference call and tutorial regarding IPW, TravMedia press releases, videos, photos, and adding other content to the site. This site will be provided free during Brand USA shows to reach the journalists and tour operators who attend the shows.

Sent information on a fly fishing guide and a listing of pow wows for West End Documentary, Germany; they plan to film in the RMI region.

Worked with RMI Benelux office on possible hosting during Sturgis Motorcycle Rally for journalist Ilvy Njikiktjen for NRC Handelsblad, one of their largest newspapers plus an online slideshow; she plans to travel with another journalist. Waiting to hear if she was able to get air sponsorship for the trip.

#### International Press:

United Kingdom: Web article published in May 2015 from Wendy Parsons; she attended Buffalo Roundup. Unique monthly visitors (275,674).

<http://www.dailystar.co.uk/travel/adventure/441309/Cowboys-animals-and-Wild-West-way-of-life-in-super-South-Dakota>

Australia: Article on Pine Ridge in The Saturday Paper from Diana Plater, Australia, who attended Buffalo Roundup 2014 as one of our hosted international journalists; she spent additional time in the state and toured more of South Dakota.

#### Outdoors

South Dakota Outdoors (@sdoutdoors) account has 3,214 tweets and 5,750 followers. South Dakota Outdoors Facebook page has 2,513 fans.

#### Film Office

Updated and approved listings on [www.filmsd.com](http://www.filmsd.com).

Met with several filmmakers at the Black Hills Film Festival, May 6-7. Working to help with contacts for funding, permitting, and assistance.

#### Information Centers

Finalized fams for the Information Center/travel counselors. Worked with CVBs to solidify tours, lodging, and meals, May 1-6; made stops in Aberdeen, Sisseton, Watertown, Brookings, Mitchell, and Rapid City.

The Information Center staff will be selling two different designs of T-shirts plus the "Over South Dakota" DVD series produced by SDPB. There will no longer be sales of the Travel CD series.

Drafted a plan for the 2015 Information Center staff to prepare for a significant increase in visitation for the Sturgis Motorcycle Rally.

Met with professor at Black Hills State University to review process for Intercept Study usually handed out at the Centers to travelers; determined that Tourism will contract with a private party to complete the Intercept Study. Due to the cost and depth of this study, Tourism decided that it will be performed every three years instead of on an annual basis.

### Hospitality

Attended two sessions of the Watertown spring hospitality training event and spoke briefly. Provided information on spring trainings for the May eFYI. Updated final details on spring training sites for posting to SDVisit.com.

Continued working on hospitality certificates.

### Photo/Video

Working on Geocaching Trail Road Journal for Tourism's website, TravelSouthDakota.com.

Tourism photography: Bridal Veil Falls, Spearfish Canyon, Dells of the Big Sioux, Devil's Gulch, Geocaching Trail, Oscar Howe Murals in Mobridge, South Dakota Tractor Museum in Kimball, Lower Brule Reservation landscapes, Falls Park, South Dakota Birding Festival, Fort Randall Chapel, Yankton Treaty Monument, Struck By The Ree grave, pheasants, Marty Indian School, Missouri River scenics, The Mammoth Site, Wild Horse Sanctuary, Wind Cave National Park wildlife and natural entrance, Little Devils Tower trail, Gordon Stockade in Custer State Park, and City of Presidents statues in Rapid City.

Fulfilled photo requests to *South Dakota* magazine, Yankton Chamber of Commerce, *Living Here* magazine, Yankton; Watertown Development; South Dakota Public Broadcasting, Vermillion; Black Hills & Badlands, South Dakota Highway Patrol, Rapid City; Schade Winery, Volga; Black Hills Pioneer, Lead; Department of Game, Fish & Parks, South Dakota Heritage Society Foundation, Pierre; Izaak Walton League, Maryland; *AAA Home & Away* magazine, Nebraska; and USA Today, Washington, D.C.

Continued editing and inputting photos into Tourism's digital photo database, current total is 19,461. Culling outdated imagery.

Tourism photography hit list: Corn Palace, Prehistoric Indian Village, Mitchell; Mickelson Trail; camping and horseback riding in the Black Hills; Wounded Knee Museum, buffalo burger at Wall Drug, Wall; Mount Rushmore; and Deadwood gunfighters, Deadwood Main Street, and stagecoach rides.

GOED photography: Governor's Golf Classic.

Video Projects: Made a Memorial Day video of the War Memorials on the State Capital grounds and added it to YouTube and social media channels. Continued to update the Dropbox stock footage library with new clips and new files for people to download. Met with staff to discuss video projects for the summer. Worked on an update of the Fort Sisseton commercial for GF&P and made files for them to use in promotions and broadcasts.

Video Dubs and Loans: Sent stock footage to Adam Roosa at Black Hills State University to use in promotions they are doing. Made additional dubs of a video that was done for the Department of Transportation.

Continued working on video hit list for summer and spring. Working with staff to determine video needs for social media and the new website.

### Travel Market Advertising/Marketing

Signed insertion order for the 2015-2016 Brand USA Great Outdoors Initiative.

Coordinated planning meetings with Tourism staff and the department's two advertising agencies for 2016 Peak. Both agencies will meet again in June to finalize a cohesive plan and theme that will be the basis for our TV shoot direction and other traditional and digital marketing.

The new form for Calendar of Events is now available on SDVisit; events will be uploaded to Tourism's new website.

eCRM: Deployed May Travelsmart and Inquiry Email on May 20. Deployed May Events email for July events on May 21. Deployed Hunting email on May 27. Working with MMGY on an editorial calendar for the upcoming months.

Held daily meetings, as needed, to review ads and copy: Travelsmart, Events email, The Great 8 Social Media campaign – bandana artwork (prize item), Australia Multi-channel program – eNewsletter and banner ads (Brand USA partnership), Fishing email #3, The Great 8 one-page and two-page spread magazine ads for Shoulder, and Roundup ad for August issue of *South Dakota Magazine*. Approved Tourism's shoulder calendar.

Had calls with the Balancing Act TV Show and Along For The Ride (AFTR) conversation with MMGY Global and the Brewers.

The last partner ads for the magazine co-op (Giant Step) have been placed; copies of magazines with each partner's ad will be sent to each partner. There will NOT be a Shoulder Magazine Co-op this year; will discuss future when we begin new co-op structure.

Peak Great Getaways were inserted in newspapers at the end of April. Copies will be mailed to partners the first week of June.

Shoulder Great Getaways registration is now open and the deadline to submit applications is June 15; program will be open to 42 partners. Final files are due to the printer on July 7. Bought space in larger newspapers in the target areas and since we went with larger papers, the circulation numbers went up to almost the same level as Peak. Because of this, we increased the cost of the program to \$550 which is the same as Peak.

#### Campaign Co-ops:

##### Deadwood

- Approved radio spot for Wild Bill Days.
- Approved KETV in Omaha banner takeover ad.
- Approved social posts.
- Will set up a call to discuss initial feedback from Board on shoulder proposal.

##### Custer State Park

- Approved June social media posts.
- Approved shoulder creative
- Approved shoulder ads for Denver and Sioux Falls.

##### Black Hills & Badlands

- Direct mail piece with scratch-n-sniff portion was sent.

##### Spearfish

- Presented shoulder media calendar and plan. Worked with contact on edits to the media schedule.

#### Custer BID

- Reviewed, edited and approved motorcycle pre-roll and other digital elements. Worked with contacts to get final approval.

#### Watertown

- Worked with contact to revise and approve TV script and images. Had conversations about shoulder media, including potential USA Today opportunity.
- L&S developed media schedules for shoulder, including separate calendar for snowbird audience from Canada.
- Working on setting up a call with Watertown board to finalize calendar.
- Approved social posts.

#### Hot Springs

- Reviewed and approved pushdown digital banners and other digital elements for the peak campaign, including social posts. Followed up with contacts for their approval.

Waiting to set up calls with Custer State Park and Deadwood to finalize their shoulder media calendars. Will meet with Sioux Falls and Click Rain to start discussing shoulder/winter season.

#### Web Development and Digital Marketing

TravelSouthDakota.com: Renewed contract through until December 2016 with Discover Anywhere app. Sent creative revisions for the app.

Reviewed MMGY's Along For The Ride (AFTR) video proposals for the summer and provided feedback. Discussed future Photo Essays and Itineraries for TravelSouthDakota.com. Met with MMGY and our internal web team to discuss a possible TV partnership that focuses on culinary travel for the next AFTR video; decided to hold off on this expenditure and possibly use the funds for additional media buy or test a new market.

Joined call with JackRabbit booking systems to learn about their new content API feeds and services; Tourism decided not to pursue this, but will touch base with them later this year.

Met with staff to discuss our Sturgis Motorcycle Rally web content and email strategy for their 75<sup>th</sup> Anniversary.

#### Research

Joined Salesforce call with MMGY and Tourism team to discuss our usage of the product and changes we'd like made.

Met with nSight to discuss current uses and changes we'd like to see made with our account. They changed one of our competitive sets to Minnesota, sent some analytics for Sturgis demand, and provided data on top peak season markets.

Met with the MMGY research team to discuss their recommendation and proposal for a visitor profile study in 2015. We are also considering several other vendors and project strategies. Held joint call with Arrivalist, MMGY, L&S, and our Tourism team to learn more about their new technology. Arrivalist is a visitor tracking and ad effectiveness platform that allows one to see actual conversions of travelers that arrived after being exposed to advertising.

Reached out to SMARI Inc. to request a proposal for visitor profiling and ad effectiveness studies. Provided them with traditional and digital media schedules for the current year so they can produce an estimate for us.

Held introductory call with Tourism Economics to discuss their services, staff, and study methodology. We'll continue further exploration of their company and will consider them handling our economic impact results for 2015.

Contacted DK Shifflet to find out if we can obtain the visitor and spending volume numbers on a quarterly basis; they advised that the sample size is not adequate. They will be including person-trips in the next report, which is a much clearer definition of visitors vs. person-stays.

Worked with MMGY to get the April and May Travel Indicator Dashboards updated; requested that we set up monthly meetings to discuss the campaign results with the marketing team. Verified with MMGY that we will be able to pull partner referrals in Google Analytics without having to change our tracking strategy or pay additional to have the tracking updated.

Reviewed the search traffic to TravelSouthDakota.com for major terms such as Mount Rushmore, Badlands, Camping, etc. Contacted MMGY and notified them that many of these terms were not ranking well for organic in Google.

Contacted MMGY regarding media funnel allocation and requested a meeting to discuss a consulting estimate for 2016.

Attended a CenStates TTRA Board meeting in Branson, Missouri.

Met with Bureau of Information & Telecommunications (BIT) for the Spring 2015 Technology Roadmap update.

Reviewed the terms and agreement for the Great 8 social sweepstakes and provided changes.

#### Publications

Reviewed final proof of 2015 Guide to Archaeology & Paleontology; there are 10 locations in the guide. Guide will be distributed at the Interstate Information Centers and a pdf will be available on TravelSouthDakota.com.

#### Fulfillment

Fulfilled 56 bulk shipments/requests: 3,325 South Dakota highway maps, 3,010 Vacation Guides, 160 South Dakota Native Guides, 450 Motorcycling Guides, and 1,600 Tribal Lands brochures. Black Hills Works fulfilled 16,667 domestic requests, which included 5,498 Reader Leads. Fulfilled 162 international requests via MSI Worldwide Mail Service and 364 Canadian requests were emailed to MSI for fulfillment. Fulfilled 84 special packet requests via regular mail. Reviewed 2,838 emails from the Online Request Form and responded to those with specific questions.

#### Board on Geographic Names

As a member of this board, attended public input meetings in Martin, Custer, Rapid City, Flandreau, and Pierre on the proposed re-naming of Harney Peak. Participated in the board meeting when a decision was made to recommend a name change or not of the peak. Proofed the public notice document on the proposed name change before it was sent.

#### Tribal Tourism

Consulted with Tribal Relations Secretary Steve Emery concerning an inquiry about a monetary donation to a Native American school in South Dakota. Sec. Emery offered a suggestion which was passed along to the organization making the inquiry.

Contacted the nine Tribal chairs/presidents by letter and enclosed our *South Dakota's Tribal Lands* brochure, offering to send quantities to them if they are interested in making it available at their tribal offices or elsewhere on the reservations. This was a result of a request from Governor Daugaard, through Tribal Relations Secretary Steve Emery.

Submitted an article about the American Indian, Alaska Native Tourism Association (AIANTA) organization for the Tribal Relations May e-Newsletter.

#### Creative Consultations/Projects

T. Berg:

For Tourism: Designed an 11" x 8.5" poster that promotes the sale of "Over South Dakota" DVDs produced by SD Public Broadcasting. Department of Transportation printed and laminated 30, 4-color copies.

Designing an 11" x 17" poster that promotes the sales of South Dakota T-shirts being sold in a few Information Centers across the state.

Updated the existing postcard (South Dakota + Wyoming Postcard) that is a partnership between the two states: they insert a postcard in their visitor packets that consumers can use to request a South Dakota Vacation Guide and South Dakota does the same for Wyoming.

Rescaled the artwork for The Great 8 social media campaign.

Designed a new letterhead system for Tourism and gathering quotes.

For GOED: Designed a 7" x 5" postcard for REDI's Annual Meeting.

For GOED/Governor's Office: Began researching ideas with a tailgating theme as the lead designer for this year's 2015 Governor's Pheasant Hunt.

A. Hofmeister:

For Tourism: Accepted arrival of the 2016-2017 Group Tour Planning Guides; ordered 3,500 copies.

Ordered T-shirts that will be for sale at the Interstate Information Centers; two styles will be sold.

Updated registration materials for the Shoulder Great Getaways newspaper co-op, open to 42 partners on a first-come, first-served basis. A mailing will be sent and registration materials will be posted on SDVisit.com. Will design the Great Getaways; it will be inserted the week of August 11 in newspapers in Iowa, Minnesota, Montana, Nebraska, North Dakota, South Dakota, and Wyoming for a circulation of 760,886.

Will design a Save-the-Date message/postcard for the 2016 Governor's Conference on Tourism; expected delivery is early July for mailing to the visitor industry. A sponsorship mailer will be designed for mailing in August, and the registration piece will be mailed in October.

For GOED/Governor's Office: In the process of designing and getting print quotes for this year's Buffalo Roundup invitation, RSVP, ambassador cards, thank you cards, mailing boxes, and labels. A mock-up for in-house review is due June 10; a mock-up will be presented to Governor Daugaard in June for consideration. Finished invitations are due from the printer in late July. Other design projects include program booklets, license plates, signage, menu cards, tickets,

gift tags, and nametags. A smaller version of the invitation will be designed to send to travel writers in July.

A. McCloud:

For Tourism: Finalized updates to the 2015 Guide to Archeology and Paleontology; sent files to printer for 1,000 copies. Most will be distributed at the Information Centers.

Will make updates to the state highway map as advised.

For GOED: Designed the GOED Manufacturing Week postcard and ordered a reprint.

The majority of the invitations to the Governor's Golf Classic has been mailed; will design the program booklets, gift tags, and signage.

Reordered business cards for a few staff.

M. Ganschow:

For Tourism: Attended internal marketing meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: Travelsmart, Events email, The Great 8 Social Media campaign – bandana artwork (prize item), Australia Multi-channel program – eNewsletter and banner ads, Fishing email #3, The Great 8 one-page and two-page spread magazine ads for Shoulder, Roundup ad for August issue of *South Dakota Magazine*, and Custer State Park Co-op – shoulder ads for Denver and Sioux Falls.

Project Review/Proofing: SD/WY postcard update/reprint, Tourism letterhead and envelope design update, Vacation Guide request card, GOED Manufacturing Week postcard, GOED Finance Annual REDI Meeting invite postcard, Archaeology and Paleontology Guide update, Shoulder Great Getaways registration letter and form, Information Center DVDs For Sale poster and SD T-shirts For Sale poster, Governor's Buffalo Roundup – updated invite copy and e-Save-the-Date for Tourism's journalists, and e-FYI.

Other: Routed various project or ad requests to appropriate designer. Assisted staff with various hosting gifts and general giveaway requests. Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Attended May 19 Roundup committee meeting; compiled meeting minutes and routed to committee; and compiled copy updates for Roundup invitation and routed to designer for layout. Attended meeting regarding South Dakota highway map update. Attended meeting regarding updates to laminated display pages at the Lewis & Clark Information Center. Timeline for Governor's Pheasant Hunt creative needs is in progress.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Governor's Golf Classic, Governor's Buffalo Roundup, Governor's Hunt, Tourism letterhead update, highway map update, and Shoulder Great Getaways. Research/order giveaway promotional items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Attended meetings for Tourism's letterhead re-design, Roundup committee, nSight Company review, visitor profile review, video shoot schedule, highway map content discussion, Arrivalist Co. overview and demo, and L&C Information Center Kiosk pages re-design.

Projects in Preparation/Ongoing: Updated the bid specifications for the highway map print coordination for both new and recycled stock options. We're moving to a matte coated 50 lb. stock this time, which will give the four-color images a better overall look. The Department of Transportation asked that we print one million maps this go-around. Bids are going out on June 28, files are due to the awarded vendor on July 8, and delivery is currently set for the middle of August.

Ordered 160,000 of the SD Vacation Guide postcards for insertions into Wyoming's Vacation Guide packets – 6x4.25" postcards.

Received stainless steel office signs in May from Aaladin Industries, Elk Point, which have been mounted and hung in the Garden Level hallway: directional signs for Tourism and the Arts Council. Another one hangs in Tourism's main reception area in the lower level.

A wooden wedge podium has been installed and it will be the new home for the Ben Black Elk bust. Updated winner's name placards will be designed this summer.

#### Logo and Photo Requests

Sent a Dropbox link to Jared Berent, Graduate Assistant, School of Film & Photography, Montana State University, of our available video files. Link of B-roll footage sent to Carol Eggers, Producer, NBC News Midwest Bureau, in regards to a story they were doing on the GOED "Mars" ad; also sent links for Mount Rushmore and scenic images, per her request.

Sent Mickelson Trail photos to Erika Young at Chicken Creek Communications, Outdoor Heir publication.

Forwarded our logo files and usage link to Chuck Hayes, Phoenix Decorating, regarding our Tournament of Roses South Dakota float mockup.