



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: September 4, 2015
RE: August 2015 Monthly Status Report

Domestic Earned Media Numbers

July	Impressions: 385,050,242 Ad Value: \$855,266 Number of clips: 30
FY16 To-Date	Impressions: 385,050,242 Ad Value: \$855,266 Number of clips: 30

Media, PR & Industry Relations

Information requests/interviews/meetings: Interview with Nick Lowrey of the Capital Journal regarding Brand USA and our international marketing and with Levi Gutz of South Dakota Public Broadcasting regarding the importance of the Information Centers during Rally Week. Provided information to *Men's Journal* regarding hunting season and keeping dogs safe in the heat; referred him to the Department of Game, Fish & Parks for details. Worked with MMGY PR team to provide information to Sioux Falls CVB on a writer they may potentially host. Worked with MMGY's PR team on various other inquiries and media pitches. General inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web):
August 14: South Dakota Department of Tourism Rose Parade Float Design Revealed.

Media Relations and Recent Placements for July and August: Parents Magazine (circ. 2,208,127), as a result of an editorial appointment with Travel Editor Karen Cicero, Badlands National Park appeared in the print article "Call of the Wild: Parents' 10 Best National Parks For Families" in the Summer 2015 issue. The Chicago Tribune (UVM: 14,246,570), as a result of pitching freelancer Irene Levin, Mount Moriah Cemetery appear in "6 Great Cemeteries for Tourism" on July 8. The New York Observer (circ. 60,312), as a result of an editorial appointment with Culture Editor Alexandra Peers, the South Dakota Art Museum appeared in the print article "Great Art on Vacation" on July 8; and the New York Observer (UVM: 1,344,933), on July 9. The Daily Meal (UVM: 1,216,002), as a result of the New York Travel Massive event, CH Patisserie appeared in "The 10 Best French Bakeries in America" on July 10; and MSN.com (UVM: 154,811,271) on July 10. The Daily Meal (UVM: 1,216,002), as a result of pitching freelancer Zlata Faerman, the Memorial Team Ice Cream Shop appeared in "America's 10 Best Restaurants in Parks" on July 20; and MSN.com (UVM: 154,811,271) on

July 20. [USAToday.com](#) (UVM: 16,679,184), as a result of pitching freelancer Carri Wilbanks, Wall Drug appeared in “Quirky America: Roadside Attractions You Have To See” on July 24; and [KSDK-TV Online](#) (UVM: 2,455,872), [WXIA-TV Online](#) (UVM: 1,621,750), [Rochester Democrat and Chronicle](#) (UVM: 827,408), [The Tennessean](#) (UVM: 747,291), [Greenville News Online](#) (UVM: 356,746), [Tallahassee Democrat](#) (UVM: 330,212), [Journal & Courier](#) (UVM: 288,894), [Star Press Online](#) (UVM: 175,829) on July 24. [Canadian Traveller](#) (UVM: 14,140), as a result of sending information and story ideas to Editor Vickie Paget, South Dakota was featured in the Summer 2015 print issue’s state-by-state guide. [Wisconsin Outdoor News](#) (circ. 66,053), as a result of Buffalo Roundup pitching, Editor Dean Bortz included information about the Roundup in the August 6 issue. [Pasadena Now](#) (UVM: 29,041), as a result of a press release, details about South Dakota’s Rose Parade float were included in “South Dakota Department of Tourism Rose Parade Float Design Revealed” on August 14. [Good Day Chicago](#) (Impressions: 30,222; UVM: 643,403), as a result of hosting writer Donna Bozzo on a state-wide press trip, Mount Rushmore and Badlands National Park were included in the segment “Great Vacation Ideas Before Summer Slips Away” on August 18. [TravelAge West](#) (UVM: 23,857), as a result of hosting and ongoing communications with writer Erin Gifford, “Family Travel in the Black Hills of South Dakota,” featuring family attractions throughout the region, posted on August 20. The [Adventure Blog](#) (UVM: 84,383), as a result of the adventure press trip, attendee Kraig Becker posted a piece on his blog about his experiences throughout the Black Hills. The piece posted on August 31.

Coordinated mascots’ appearance at Yankton Riverboat Days; staff member assisted them before, during, and after the parade.

Worked with industry partners to host a writer/blogger with USA Today and Jodi Butler, who is on assignment for *Family Fun* magazine.

Met with 50+ writers over the course of two days at Travel Media Showcase in Bloomington, Indiana, pitching story ideas for South Dakota and as a destination for travel writers. Working with MMGY and a few journalists from Travel Media Showcase as some are interested in coming to South Dakota in September.

Finalized arrangements and hosted five journalists on the Adventure fam in the Black Hills and Badlands; a member of MMGY’s PR team assisted. Media attendees included Kraig Becker - About.com, The Adventure Blog, OutdoorX4 Magazine; Amy Whitley - Huffington Post, Trekaroo, Pit Stops for Kids; Lisa Singh - Matador Network, GoNomad; Trevor Morrow – Uproxx; and Robert Glover – RootsRated.

Developed a printed “keepsake” itinerary for the journalists attending the Buffalo Roundup. Worked with Rapid City and Wall on lodging and activity arrangements for journalists and continued working with MMGY to secure national writers – 10 are confirmed and two are pending.

Worked on copy and photos for South Dakota pages in Brand USA’s 2016 Inspiration Guide.

Began drafting an itinerary/agenda for Boaz Frankel and the filming of the Pedal-Powered Talk Show.

Worked with staff to provide a visitor industry profile to speakers at the Governor’s Conference on Tourism. Will solidify topics with speakers and get bios/photos. Coordinated mailing of the

sponsorship flyer. Completed initial copy for the registration flyer. Working on compiling information for the Conference website.

Approved the September content calendar for Facebook/Twitter/Instagram which includes more overall content for social and the website moving into the fall. Working to finalize a fall Instagram giveaway. Working with Pheasants Forever on giveaways on our social channels for September, October, and November. Instagram account has 5,345 followers and 682 posts. Travel South Dakota Twitter (@southdakota) account has 9,785 tweets and 22,104 followers. South Dakota Tourism's Facebook page has ~193,912 fans.

Posted video and still images on the Instagram account. The YouTube channel has 11,100 views over the last 30 days. Plan to edit more videos and add them to the Instagram page, adding content to the YouTube channel, and adding cards and annotations to more of the YouTube videos.

International and Domestic Trade Sales

Fulfilled requests for 975 South Dakota Vacation Guides to AAA offices in seven states: Indiana, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, and Texas.

Toured the southeast region of the state in preparation for writing a road journal for TravelSouthDakota.com.

Sent requested information to Fehr-Way Tours, Winnipeg, Canada. Compiled information for South Dakota suggestions for Patrick Mreyen with Tripdreaming, who is coming to the state in September. Fulfilled requested information to Tracks & Trails, Colorado; Sunnyland Tours, Missouri; YMT Vacations, California; Little Rock Tours, Arkansas; and Group Destination Planners, Montana.

Provided requested information to *Destinations Magazine* for story content for 2-page feature. Per request from *Groups Today*, provided an I-90 and Black Hills itinerary along with our group tour co-op ad.

Contacted K Bar S Lodge in Hill City for lodging for the USA Tours, Denmark, in South Dakota, September 14-15 and drafting itinerary.

Drafted content for ABA/NTA Postcards that are sent to tour operators of both organizations to let them know who from South Dakota will be attending each convention. They will be mailed in time for the appointment request scheduling to begin for American Bus Association (ABA) Annual Marketplace, January 9-12, in Louisville, Kentucky, and for National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta, Georgia. Prepared South Dakota Profile Sheet that is given to tour operators met at both NTA and ABA.

Attended Osamu Hoshino's annual LA Sales Mission on August 13. He is Tourism's representative in the Asian market. Presented South Dakota information to 73 Japanese tour operators who attended the show. Had one-on-one meetings with many of them. Worked with Ike Ogura from Trans Orbit/Hogg to extend his tours into 2016. Mr. Ogura will be offering six tours next year to South Dakota with an average group size of 25 people.

Arranged four nights' lodging for the new Rocky Mountain Region Specialists from Audley Travel, United Kingdom. Audley Travel is a large tour operator company based in the United Kingdom that offers overnights in South Dakota. Last year they sold 42 rooms at the Rock

Crest Lodge in Custer and 78 rooms at the State Game Lodge in Custer State Park. They also offer rooms in Deadwood.

Discussed updating flash drives for press kits with staff photographer; will add new photos.

Finalized plans for the Rocky Mountain International (RMI) MegaFam in North Dakota and South Dakota, September 9-17, which will include 10 tour operators from our overseas markets, one RMI representative, and three drivers from each state office. Contacted communities to organize overnights/ meals/activities in South Dakota: Mobridge, Fort Pierre, Pierre, Wall, Deadwood, Custer, and Rapid City. Fort Pierre hotel owners, hosting the RMI MegaFam attendees on September 13 in Fort Pierre, stopped at the Tourism Office and extended invitations to staff to join the MegaFam group.

Continued working on the Australian Mission, the Italian Mission, and the United Kingdom Mission with the RMI office and the other RMI states regarding shipments, agenda, travel, and schedules. Will have discussions with four states regarding RMI marketing proposals per country and Brand USA possibilities during the RMI mid-year meeting, December 1.

Attended the Education Seminar for Tourism Officials (ESTO) the end of August, which included general sessions, an international track on global marketing, and other breakout sessions. It is an excellent resource for trends, ideas, industry contacts, and future planning.

Worked on arrangements with overseas RMI offices on details for hosting 15-17 international journalists planning to attend the 2016 Buffalo Roundup. Requests include extended stays and special itineraries for the French and Dutch journalists. Contacted participants regarding Governor's interviews and contacted Craig Pugsley regarding post roundup interviews with media. Sent updated Buffalo Roundup information to Peter Frischmuth, Germany, who has just re-sold an article. He attended the Buffalo Roundup in 2002. Contacted previous Buffalo Roundup journalists to acquire their articles and write-ups about South Dakota.

Sent department's high-resolution images of Buffalo Roundup and the Sturgis Rally to overseas offices for media and journalists.

Met with Margherita Tizzi/Fabio Colombo to review their itinerary and toured with them in Deadwood. Met with David Rose group, United Kingdom, in Deadwood to review his itinerary.

Sent email updates on What's New in South Dakota to 100 journalists and tour operators from around the world, specifically China and Australia. For the most part, these are individuals that the Department has met since 2013 at various trade shows.

International press:

Australia:

Vacationsandtravelmag.com "The Black Hills Are Alive" by Caroline Davidson; estimated ad value is \$20,000.

VisitUSA.com.au – July News Roundup; estimated ad value is \$20,000.

[SMH Traveller](http://SMHTraveller.com) (readership of 1,117,000) "Top 10 Wild West Bars" by Julie Miller; estimated ad value is \$20,000 plus \$20,000 web value.

[The Age Traveller](http://TheAgeTraveller.com) (readership – 1,617,000) "Top 10 Wild West Bars" by Julie Miller; estimated ad value is \$20,000 plus \$20,000 web value.

Germany:

Reiter-Kurier "Call of the Wild and the Ghosts," statewide article including Badlands, Black Hills, Sica Hollow, dude and working ranches, Lewis & Clark Recreation Area by Ulrich Pfaffenberger. Worldguide.eu (421,436 viewership) Black Hills Motorcycle Rally, RMI Germany; estimated ad value is \$750.

Epoch Times Online (circ. 888,885) by Bernd Kregel on Motorcycles culture; estimated ad value is \$1,590.

Mitteldeutsche Zeitung online (viewership of 8,208,198), Harley Heaven SD by Margit Boeckh; estimated ad value is \$7,006.

Mitteldeutsche Times Magazine (circ. 232,750 and 350,000 readers), Harley Heaven SD by Margit Boeckh; estimated ad value is \$22,570.

Oberbayrisches Volksblatt (circ. 66,525 and 123,000 readers), "Cool couples on hot ovens" by Bernd Kregel; estimated ad value is \$8,445.

Italy:

Panorama (6,900,000 viewers) "Thrilling America, Black Hills" by Silvia Ugolotti; estimated ad value is \$5,000.

United Kingdom:

The Daily Telegraph (web), (circ. 964,008 and 2,892,024 readership) Celebrate Independence Day at Mount Rushmore; estimated ad value is \$40,390.

Saga (web), (circ. 33,665 and 100,995 viewers), description of a SD/WY National Parks itinerary for 100th anniversary of parks; estimated ad value is \$1,410.

Solo Traveller (circ. 2,654 and 7,962 readership), description of trip from Rapid City to Little Bighorn Battlefield; estimated ad value is \$110.

Total estimated ad value for this report is \$207,271.

Outdoors

South Dakota Outdoors (@sdoutdoors) Twitter account has 3,508 tweets and 6,122 followers. South Dakota Outdoors Facebook page has 2,634 fans.

Film Office

FilmSD: Updated and approved listings. Posted several casting calls for the Department of Game, Fish and Parks along with Andrew Kightlinger for his upcoming feature film in South Dakota.

Inquiries/Film Office Tasks: Have ongoing discussions with FOX regarding *The Revenant* film and potential opportunities for partnerships. Conversations led to members of their team attending the Hugh Glass Rendezvous in Lemmon the last weekend in August.

Information Centers

Worked with staff to place promotional South Dakota messenger bags in the Vivian, Wasta, and Tilford Centers.

Updated and prepared all Centers' closing paperwork: inventory and supply requests, maintenance needs, year-end newsletter, and evaluation forms. Closing schedule: September 13 at New Effington, Salem, Tilford, Vivian, Wasta, and Wilmot; September 20 at Spearfish; and October 25 at Chamberlain, Valley Springs, and Vermillion.

Met with Wall Badlands Chamber of Commerce to review plans for the end-of-the-year party for travel counselors.

Car Count numbers, as of August 19, show 534,661 people have visited the Centers this year, up 9.9% from last year and 216,148 car visits, up 10.9% from last year. Key Markets that have shown an increase this month: Michigan, 29.4%; Minnesota, 8.3%; Missouri, 6.2%; Nebraska, 3.6%; Wisconsin, 16.5%; Colorado, 17.5%; Iowa, 9.3%; Illinois, 16.6%; Wyoming, 13.5%; Foreign, 26.7%; and Canada, 0.1%. Those that have shown a decrease include North Dakota, 0.4% and Tour Buses, 4.9%.

Attended Education Seminar for Tourism Organizations (ESTO) in Portland, Oregon. This seminar specifically has sessions for Information Center managers.

Hospitality

Issued 161 Governor's Hospitality Certificates recognizing outstanding hospitality, 105 gold seals, and 71 lapel pins.

Reviewed 2015 Great Service Star (GSS) Program applications for renewal. Those approved are allowed to use the GSS in their advertising.

Photo/Video

Readied several potential photo essays for TravelSouthDakota.com; awaiting approval and posting on website.

Tourism photography: Palisades State Park, Garretson; Cultural Heritage Center, Pierre; Corn Palace, Mitchell; Badlands National Park; Redlin Art Center, Aquatic Center, downtown shopping, Watertown; Sturgis Motorcycle Rally; Bad River Music Series, Fort Pierre; family fishing, Pierre; and kayaking at Stockade Lake, Custer State Park.

Fulfilled photo requests to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Black Hills Photo Shootout, Florida; Pierre Area Chamber of Commerce, South Dakota Bowling Board, Department of Labor, Pierre; Click Rain, Lawrence & Schiller, Sioux Falls; Custer State Park; Aberdeen American News; 1880 Train, Hill City; Glacial Lakes & Prairies Tourism, Watertown; Lasting Impressions, Hermosa; and Going On Faith magazine, Kentucky.

Continued editing and inputting photos into Tourism's digital database and culling outdated imagery, current total is 20,023 images.

Tourism photography hit list: Deadwood/Spearfish television commercial; Great 8 photography with postcards; and East River autumn scenery.

Video Shoots: Shot video of bikers in the Black Hills and Sturgis during the 75th Sturgis Motorcycle Rally; night scenes and stars in Badlands National Park; exteriors of all the Minuteman Missile NHS sites; bikers and visitors in the Badlands; new exterior and domes of the Corn Palace; Mount Moriah and Mount Roosevelt near Deadwood; Pump House Gas and glass blowing demonstrations in Deadwood; concert at the Deadwood Mountain Grand; and the Hugh Glass Mountain Man Rendezvous near Lemmon.

Updated key wording and annotations on several videos. Worked on adding YouTube's new cards feature to a few videos to test. Updated the Buffalo Roundup and Sturgis Rally playlist on the YouTube channel.

Video Dubs and Loans: Loaned stock footage to TDG Communications in Deadwood for several projects they are producing. Sent stock footage to Click Rain in Sioux Falls for promotions they are working on for the Aberdeen area. Sent powwow and stock footage to AIANTA for use on their new website. Sent Custer State Park and buffalo footage to Half Yard Productions for a show they are producing for the National Geographic Channel.

Continued to update the Dropbox stock footage library with new clips and new file downs for people to download.

Video shoot hit list: Final places for the Great 8 and National Parks video; set up fishing and water recreation in the Pierre area; Buffalo Roundup in Custer State Park; and Crazy Horse night blast and interiors of the museum.

Identify remaining needs for the last of the summer shoots.

Video Projects: Work with the media team on media releases for the roundup. Work with staff on an outdoor cooking show.

Travel Market Advertising/Marketing

For Peak Magazine Co-op, mailed final copies of magazine ads to partners for their records.

Shoulder Great Getaways co-op piece was inserted in newspapers the week of August 11. Mailed copies to each partner. Sent extra copies to each of the four regional tourism directors and special requests to CVBs and individuals to distribute.

Met with L&S to review initial ideas for 2016.

Will be working with Disney/Pixar for marketing opportunities with the release of their new movie "The Good Dinosaur."

Campaign Co-ops:

Deadwood: Worked through edits and final approval of Shoulder digital elements. Approved the script for the Super Suite Giveaway TV spot and made revisions to the visuals. Approved "backup" banners in case details of the giveaway weren't finalized before their ship date. Approved pre-roll companion banners.

Spearfish: Edited and approved TV and pre-roll spots and KSFY WX sponsorship spot; approved digital campaign elements. Gave status updates and discussed creative.

Custer BID: Edited and approved Rapid City Journal pushdown banner, which began running August 24. Set up a monthly call with the Custer team to give updates.

Custer State Park: Edited and approved three weeks of social media content.

Watertown: Sent campaign reports and SEM report.

Hot Springs: Sent campaign reports and SEM report.

Staff met to determine co-op amounts for each applicant; will notify each of their amount. Will set up meetings with each to discuss ideas for 2016 and to see what did or didn't work this past year. Will discuss co-ops structures.

eCRM: Travelsmart – reviewed content, edited, and approved email, which was deployed on August 13. Events – July (October Events): Chose new photos, reviewed and edited content, and deployed on August 20. Inquiry email – reviewed and edited copy, and deployed on August

13. Hunting email: Discussed fishing email strategy for Shoulder 2015; edited and approved content for hunting transition email and deployed August 26. Opt Intelligence Auto Responder emails began deploying August 22. eTarget Vendor emails were deployed on August 25.

Edited and approved Magazine Co-op ads and SD Tourism ads.

Coordinated the mailing of information on the community Rooster Rush program. Reviewed applications and determined amount of funding for each of the 51 applicants. Notified partners by email and processed orders for promotional merchandise; \$21,770 were awarded to 46 organizations/cities for merchandise. Provided hunting posters and window clings free.

Web Development and Digital Marketing

TravelSouthDakota.com: Reviewed new photo essays, road journals, and itineraries, which were posted. Reviewed the Governor's Tourism Conference website mockup provided by MMGY. Posted two draft itineraries to TravelSouthDakota.com. Requested information from the Department of Game, Fish & Parks for use on the Rooster Rush pages of SDvisit.com. Added new content: Road Journal – *A Trip Through the Great 8* (Dave and Deb, social influencers); Road Journal – *A Day in Downtown Rapid City* (Connie Reed, Midwest Wanderer); Itinerary – *Road Trip: South Dakota's Badlands and Black Hills* (Kaeli Conforti, BudgetTravel); and Photo Essay – *State Fair* and – *Black Hills Fly Fishing* (Chad Coppess).

Created and updated a content inventory document and shared it with Tourism and MMGY staff; drafted ideas for future content. Worked with Chad Coppess on Photo Essays for the rest of the year and began a tentative plan for itineraries.

Updated the featured events on the main "Find An Event" page.

Updated the HuntInSD Tagboard landing page to include the hashtag as part of the heading (#HuntInSD) and added links to the Hunting and Fishing landing pages to #HuntInSD, the Outdoors blog, Outdoors Facebook, and Outdoors Twitter under "Continued Reading."

Will work to update the blog design to coordinate with the website.

Industry Site - SDVisit.com: Updated the Tourism Conference sponsorship information and the Rooster Rush program information.

Received content from staff and drafted and assembled the August eFYI e-newsletter, which was distributed to 2,617 list members via Listrak.com on August 20, which includes addresses from Tourism's database. Topics included Secretary's Message, 2016 Governor's Conference on Tourism, Tourism Conference Sponsorship, Rooster Rush 2015, Information Center Closing Dates, Great Service Star Designation for 2016, CenStates TTRA 2015 Conference, 2016 Tourism Award Nominations, Official South Dakota Highway Map, Media Coverage, South Dakota Arts Council News, Important Reminders, Did You Know?, and U.S. Travel Association Updates.

Tourism Conference - SouthDakotaTourismConference.com: Working with MMGY to finalize the site for the 2016 Conference. Notified Bureau of Information & Telecommunications that the online registration (Online Payment System) would be updated.

Other: Worked with staff and Nxtbook to finalize the 2015-2016 digital Group Tour Planning Guide. Will work on updating the various links to the new guide early in September.

Research

Participated in conference call with MMGY and L&S to discuss media allocation, audience population, and spot market research.

Joined call with MMGY and the Salesforce team to discuss API overages. We are reviewing the data flow process and record storage to determine if we can archive old records or limit the amount of history included with each record.

Completed contract and updated deliverables from DK Shifflet to include a person trips metric within their reporting. This will give us an accurate count of non-resident visitors, leisure visitors and total visitors. We previously received person stays which would count visitors multiple times based on multiple overnight stays within the state.

Revised contract language with Tourism Economics; they will be handling our economic impact reporting and analysis.

Requested and reviewed visitor profile proposals from four vendors; developed scoring criteria and ranked each according to cost, deliverables, sample size etc..

Participated in an interview with the associated press regarding summer visitation and spending.

Updated reporting and metrics for the July dashboard.

As a member of the board, completed several tasks related to the CenStates chapter of the Travel & Tourism Research Association (TTRA) Conference, including collecting presentations for speakers, ad specs for platinum sponsorship, gift items, and promotion of next year's conference in Rapid City.

Fulfillment

Fulfilled 96 bulk shipments/requests: 20,490 South Dakota highway maps, 1,485 Vacation Guides, and 25 South Dakota Native Guides. Black Hills Works fulfilled 10,523 domestic requests, which included 3,943 Reader Leads. Fulfilled 160 international requests via MSI Worldwide Mail Service and 205 Canadian requests were emailed to MSI for fulfillment. Fulfilled 54 special packet requests via regular mail. Reviewed 2,001 emails from the Online Request Form and responded to those with specific questions.

Tribal Tourism

Approved payment of registration fees for one person from the Cheyenne River Sioux Tribe to attend the American Indian Alaska Native Tourism Association (AIANTA) national conference; Pine Ridge Chamber director and Governor's Tourism Advisory Board member, Ivan Sorbel; and Sisseton-Wahpeton Oyate tourism director, Elias Mendoza. Assembled a binder of all of the Department of Tribal Relations e-newsletters to take to the AIANTA conference.

Assisted a website developer working with AIANTA on a destinations website to secure a section of video taken by Tourism staffer Scott Howard of the Cheyenne River Sioux Tribe powwow for inclusion on the new website.

Provided a short write-up about this year's Rooster Rush Community Partners program for the September issue of the Tribal Relations newsletter.

Governor's Tourism Advisory Board

The next meeting is September 9 & 10 in Rapid City at the Holiday Inn Rushmore Plaza.

Governor's Buffalo Roundup

Staff has been finalizing plans for hosting domestic and international journalists during the week leading up to the Roundup and during the Roundup.

Governor's Pheasant Hunt

Followed up on several items related to the Governor's Hunt trap shoot.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed a 9.833" x 10.25" ad for the 2015 South Dakota Film Festival.

For Governor's Office/GOED: The license plates have arrived from Pheasantland Industries. The canvas bags are arriving from Italic Home and they are being silk-screened. Assembling the 2015 Governor's Pheasant Hunt invitation for mailing.

A. Hofmeister:

For Tourism: Designed the sponsorship mailer for the Tourism Conference and they have been mailed to the visitor industry. Designed the exhibitor entry mailer for the Conference; they will be mailed in September. Will design the registration mailer for the Conference; mailing is planned for early October. Will design the signs, conference booklet, programs, nametags, and miscellaneous items for the Conference.

For Governor's Office/GOED: Designed a 20-page booklet for the Buffalo Roundup press tour; will assemble in house. Working on designs for license plates and small print materials. Invitations have been assembled and mailed.

A. McCloud:

For Tourism: Finalized South Dakota Profile Sheet for the Trade Sales team; it is handed out to tour operators with whom they meet at trade shows.

Coordinated printing of additional Great 8 brochures for a fam.

Writing specs and gathering bids for the printed version of the Group Tour Co-op ad.

Received approval of the redesigned Great Service Logo; will redesign the form, pin, and other materials with the new logo. New logo regulations will be sent.

Designed ABA postcards that are mailed to those attending the conference; the postcard also contains the list of South Dakota suppliers attending.

For History: Designed a poster for History Archive month. Received bid and ordered 350.

For First Lady: Began designing the First Lady's Photo book with a Bridges and Scenic Roads theme.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Travelsmart; Events email;

Fishing/Hunting Transition email; SD Profile sheet; Great 8 mobile ads; Value-added for Minneapolis TV station; Hunting ads for Pheasants Forever and Quail Forever; Deadwood Co-op – Super Sunday Suite Promo TV spot for Omaha and Sioux Falls and generic banners; Rapid City Co-op – banners for Rapid City Journal; and Spearfish Co-op – Fall TV spot, pre-roll, and pre-roll banners.

Project Review/Proofing: Governor's Buffalo Roundup – license plate, letterhead, gift tag label, CSP park pass, program book, welcome/itinerary booklet for Tourism journalists; Governor's Pheasant Hunt – final invitation, license plate, silk screen on canvas lunch bag; Web button for Tourism Conference on SDVisit; artwork for plastic SD lapel pin; SD Profile Sheet update; Tourism Conference registration flyer copy; Tourism Conference Made in SD exhibitor mailer; SD Film Festival program ad; and ABA Postcard.

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 SD promo items. Updated project schedules with timelines for the designers. Prepped fanny packs from storage for giveaway at select Information Centers. Attended August 12 Roundup committee meeting; compiled meeting minutes and routed to committee. Attended August 19 Hunt committee meeting; compiled meeting minutes and routed to committee. Updated copy for the Tourism Conference Made in SD exhibitor mailer. Reviewed list of signage needed for the Governor's Buffalo Roundup.

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 Buffalo Roundup, Governor's Hunt, Hunt Art Show materials, Tourism Conference print materials, Archives Poster, ABA/NTA Postcards, Capitol Christmas, Vacation Guide updates. Research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Tourism: For Rooster Rush, placed the hunting shirt and cap order with vendor and fielded logo requests. Working with staff person to have the ad template updated for at least one requestor. Sent Rooster Rush logo to Watertown CVB.

Attended the Education Seminar for Tourism Organizations (ESTO) Conference in Portland, Oregon. Presentations ranged from motivational, key updates from U.S. Travel and Brand USA, Expedia Learning Lab, best cases on state marketing, travel and the economy, and marketing campaigns on small budgets to distinctions between paid and earned media and the final night Mercury Awards banquet.

Will rewrite the printer specifications for the 2016 South Dakota Vacation Guide so they are more easily read. Received several options for improving cover and the associated costs that come with those changes from the vendor who printed the 2015 guide. Will meet internally and discuss with the regions on costs and direction.

Working with AV vendor on Tourism Conference screen solutions.

Will oversee direction on Deadwood and Spearfish Canyon TV shoot set for September 1-3.

Signed off on physical proof of Plastic Lapel Pins and gave go-ahead for production.

Other: Met with Rollie Isaacson regarding Hunt photo backdrops. Met with Roundup Committee and Hunting Committee.

Logo and photo requests: Sent several South Dakota logo files to Black Hills Works Foundation to use it in a newsletter recognizing South Dakota Tourism as a business partner that provides employment for disabled people.