



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: November 10, 2016
RE: October 2016 Monthly Status Report

Media Relations

September Domestic Earned Media (including Buffalo Roundup earned media from Sept.)

Impressions: 47,289,480
Ad Value: \$8,949.44
Number of clips: 23

FY17 To-Date Domestic Earned Media

Impressions: 581,686,869
Ad Value: \$195,875.16
Number of clips: 59

Social Media

- Launched the #MonumentalMoments campaign on Facebook and Twitter. The campaign focused on the 75th anniversary of the completion of Mount Rushmore National Memorial and on facts and interesting happenings from each decade. Reports and follow-up will be coming soon. Overall the campaign went well, received great engagement and reach on our social platforms.
- Began work with the MMGY social and PR team to develop concepts for the Macy's Thanksgiving Day Parade efforts. The team in Kansas City is working on a social campaign that will involve the presidential mascots "floating" over target market cities in hot air balloons to drive interest and engagement with those markets and awareness of the participation in the parade.
- Planning for Tourism Conference is underway including writing Tourism Conference registration flyer, emails and the conference booklet.
- Working with the web team on content development, content tagging project, homepage redesign, tourism conference website, and other projects with vendors like RootsRated and GetSmart content.

September Social Media Stats:

- Instagram followers in September reached 17,000 followers.
- The top performing video on Facebook included a video of motorcyclists riding the pigtail bridges in western South Dakota. The video reached 122,800 people with 5,200 post clicks and 4,700 reactions, comments and shares.
- Social media referred 5,263 users to the website in September.

- The top performing tweet was one leading up to the Buffalo Roundup.
- YouTube saw 14,000 views in September.

Industry Relations

- Issued 16 Great Service hospitality certificates.
- Continued planning for Pheasant Fest 2017 in Minneapolis.
- Attended VIA meeting; answered questions from the industry regarding the Rest Area Revitalization Plan.

Other

- Wrote and edited content for various guides and mailers.
- Presented final indicator dashboard to the Legislative Planning Committee.
- Met to review public comment and finalize the Rest Area Revitalization Plan
- Attended the second annual Family Travel Association Summit; sponsored two breakouts and one keynote; met with 9 family travel journalists individually to discuss South Dakota's travel opportunities.

Over the Horizon

- Tourism Conference
- Implementing the new strategic plan and related action steps (through work with Coraggio)

Research and Visitor Services

Web Development

- After receiving the content from Alexa Steiner, assembled a Travel Professionals enewsletter and deployed it on Oct. 6 (after final approval by Trade Sales). (The next one should be in December.)
- Worked on various elements related to the tourism conference, i.e. website, emails, online payment, etc. On Oct. 10, sent a reminder email to the eFYI subscribers about awards nominations.
- Assisted Alexa Steiner with the Brand USA China Fam in the Black Hills and Badlands (10/22-25). There were 12 participants on the fam.

TravelSouthDakota.com:

- Updated the featured events on Oct. 6
- Provided Tourism's final approval of the Content Tagging BRD on Oct. 7.
- Participated in internal and MMGY meetings regarding the homepage updates and navigation changes.
- Wrapped up and posted the MMGY piece on the Center of the Nation and three of the RootsRated pieces of content.
- Completed several updates regarding Harney Peak/Black Elk Peak.
- Worked on process business and event listings.

Research

- Drafted contract for the 2016 Tourism Economic Impact report.
- Drafted contract for the 2016 Longwoods Marketing ROI study.
- Provided marketing schedules, creative and spending data and reviewed the questionnaire for the Longwoods study to be conducted in November.
- Provided reporting and statistics used to update the September Executive Dashboard.

Fulfillment

- Shipped 25 bulk requests for literature. This consisted of 8,942 – SD Maps, and 615 – Vacation Guides.
- 1,077 emails were reviewed with comments from the Online Request Form and all inquiries were responded to when they had questions or needed specific information.
- BH Workshop fulfilled 4,700 Domestic fulfillments.
- 103 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 174 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Welcome Centers

- Began work on summary report for visitor center surveys.
- Visited Chamberlain, Valley Springs and Vermillion to prep for closing.
- Held revitalization plan work group meeting to discuss public input provided on rest area and welcome center closures. We will be moving forward with the original plan.
- Met with Bob Nelson to discuss placing state travel counselors in new Deadwood welcome center. This is not likely to happen, but Bob was able to share some very helpful advice on how to proceed with the construction of our own new welcome centers.

Other Items

- Coordinated the Trap Shoot event during the 2016 Governors Hunt and performed numerous other duties as assigned.
- Attended the VIA Annual Meeting on October 11.
- Delivered presentation at the Southeast Regional Assoc. Annual Meeting on October 12-13.
- Delivered presentation at the Glacial Lakes and Prairies Regional Assoc. Annual Meeting on October 18-19.
- Delivered presentation at the Black Hills Badlands Tourism Summit on October 26.

On The Horizon

- Strategic Planning for the CenStates chapter of TTRA.
- Implementation and kickoff of new org structure and action steps.
- ROI and Economic Impact Studies to be conducted in Nov-Dec.

Marketing

Tourism Marketing

- Met with 605 Magazine to discuss marketing opportunities.
- Met on the Longwoods ROI study.
- Met a few times on our 2017 Vacation Guide to review new lay-out and editorial.
- Numerous discussions with L&S on the upcoming 2017 Peak Season.
- Met with MMGY to review 2016 Peak wrap up report for Digital Media.
- Met with Expedia on what we can do with them both domestically and internationally through Brand USA.
- Had a meeting with Scott Linden from Wingshooting USA.
- Approval of some winter social ads.

Cooperative Marketing

Shoulder Community Co-op

- Reviewed social posts for our shoulder partners.
- Rewrote and sent out the 2017 Community Co-op application.
- Facilitated emails and calls regarding the 2017 application process.
- Had a conference call with Deadwood on the results of the early summer Adulting campaign.

Other Co-op

- Worked with L&S on the Magazine Co-op elements.
- Surveyed last year's Magazine Co-op partners to gauge interested in the program for this year.
- Submitted Rooster Rush invoices.

eCRM

- Reviewed and deployed October Travelsmart, Events and Inquiry emails.
- Worked with MMGY on the updated creative for our hunting emails.
- Worked with Austin and MMGY on the Hunting email content.

Industry Outreach

- Attended and spoke at the Southeast South Dakota Annual meeting in Sioux Falls.
- Attended and spoke at the Glacial Lakes and Prairies Annual meeting in Watertown.
- Attended the Black Hills and Badlands Annual Meeting.
- Attended the VIA Annual meeting in Pierre.

Conferences

Tourism Conference

- Worked with the team on the conference registration flyer.
- Talked with MaryAnne Boyd from VIA on the Conference and their involvement.
- Judged the Made in South Dakota entries.
- Worked with Eileen on the sponsorships for the conference.
- Worked with Ann on getting the Tourism Conference website up.
- Continue to research décor for the conference and began to purchase certain items.
- Met with Fort Pierre a few times on their sponsorship of the Wednesday Evening Reception.

Other

- Started transitioning into our new roles.
- Had meetings on getting Ashley fully updated on all co-ops as she begins to lead this program.
- Gathered and returned Hunt vehicles.
- Attended and worked the Hunt.

International and Domestic Trade Sales

Creative Strategies

Photo Services

- New and updated images were captured for use in future print and online media stories, along with web content building and a multitude of requests for media sources throughout the country and world.

Highlights in Oct. included Photography of

- Buffalo Roundup
- Fall scenery in Black Hills
- Dahl Chainsaw Art, Keystone
- Mount Rushmore National Memorial
- Black Hills Photo Shootout including: cowboys on Northern Hills ranch and Sturgis drag way

Upcoming Key Shoots:

Tourism photography

- Black Hills hiking

GOED photography

- Rapid City area and Brookings/Watertown/Sioux Falls areas

Photo request highlights came in from all over the country in October

In-state requests:

- South Dakota Magazine
- Custer Chamber of Commerce
- Outdoor Campus, Sioux Falls
- Best of the West Tours, Rapid City
- Deadwood Mountain Grand
- Southeast South Dakota Tourism, Yankton
- Mount Rushmore Society, Rapid City
- Black Hills Council of Local Governments, Rapid City
- Black Hills Cabin Rentals, Hill City
- Thunderstik Lodge, Chamberlain

Out-of-state requests:

- AAA Home & Away magazine, NE
- DV! Magazine, Mexico

Design Work and Publications Highlights

Tourism Conference Registration Mailer and Form

- The 12-page registration mailer was designed that will contain event details with a registration form. The piece went to in-state printer on Oct. 28. Mailers planned for distribution before Thanksgiving. Items for décor aspects of the conference are in production including recycled wood products.

Group Tour Co-op ad

- Four-page co-op ad was designed with fifteen partner listings this year. The ad has been sent to five of the seven trade publications chosen and. A Nov. printing and mailing is also planned.

Vacation Guide

- Details on the covers and first 23 pages are being made by Miles Partnership and proofed in-house by our team. Final recommendations on paper stock are being made for the print specifications. Exact print dates are TBD.

Upcoming:

Group Tour Planning Guide Updates

- Minor updates will be made to our existing Group Tour Planning Guide in Nov./Dec. Completed digital files will be sent to NextBook to post online. Guides will not be printed.

Governor and First Lady Holiday Photo Books

- Design of the new photo gift books has been started. They'll arrive in Pierre by Dec. 2.

Tourism Annual Report and Arts Council Annual Report

- Design of both pieces will be later this fall/winter.

South Dakota Arts Council

Grants

	October	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	18	108	116
Touring Arts bookings	11	173	134

- Continued filing FY17 grant agreements and attestation forms, which are being posted to the [Open SD Contracts/Grants](#) section, along with other required FY17 paperwork.

Press Releases/Public Relations/Media

- Issued [press release](#) announcing the addition of three new pieces to the Art for State Buildings collection. Commissioned pieces by renowned South Dakota artists Arthur Amiotte and Mary Groth were completed in FY16 and have since been installed at the S.D. State Historical Society Museum and Governor's Large Conference Room at the Capitol, respectively.
- Roster artist and sculptor Darwin Wolf and his residency at Harvey Dunn Elementary in Sioux Falls through the Artists in Schools & Communities program were featured on Keloland News in an [Oct. 18 story](#).

Council

- Hosted S.D. Arts Council advisory board meeting Oct. 28 in Pierre, attended by nine of 11 members, including new board appointees Linda Anderson and Mary Haug (new members were prepped for the meeting via phone calls and emails as well as supplied with the Council Handbook). [Agenda items](#) included of Artists in Schools & Communities roster endorsements, consideration of policy changes, and the proposal of a new pilot grant category related to arts education, among others.

Partnerships/Outreach

- SDAC Arts Program Coordinator Kate Vandell coordinated the 2016 First Lady's Prairie Art Showcase, featuring the artwork of 30 South Dakota artists for sale. The art showcase – a complement to the Governor's Invitational Pheasant Hunt – was well-attended during the publicly open period Oct. 22 and [featured](#) in the Capital Journal.
- SDAC Director Patrick Baker and Deputy Director Rebecca Cruse worked with T.F. Riggs Librarian Pam Kringel to help support the Oct. 11 dedication of the new Oscar Howe gallery in the school library through permanent loan of three prints of Howe's artwork as well identification of pieces. The gallery, which is open to the public, has one original Oscar Howe painting and five prints on display as well as other memorabilia and mementos from the premier artist's time as a faculty member in Pierre. The dedication was well-attended and [featured](#) in the Capital Journal. Kringel gave a guest presentation on the new exhibit during the Oct. 28 Arts Council meeting.

Arts Education

- Cruse attended the Oct. 5-8 Arts Education Partnership Forum in Denver, where she worked with the Education Commission of the States on state planning for implementation of the Every Student Succeeds Act.

Art for State Buildings

- Continued moving/installing pieces in the state collection at locations including the Joe Foss Building entry, the State Engineer's Office reception room, Governor's Large Conference Room in the Capitol, the Governor's residence, the State Library, and the Arts Council offices in the Dolly-Reed Plaza; updated database with new locations.
- Communicated with Art for State Buildings selection committee members about plans for FY17.

Pending Events and Projects

- Nov. 3-4 – Baker to travel with Arts South Dakota Executive Director Jim Speirs to visit arts councils, artists, and community organizations in Yankton, Vermillion, and Sioux Falls.
- Week of Nov. 7 – Issue request for proposals and press release detailing an open call for art for FY17 for the Art for State Buildings program.
- Nov. 19 – Arts Council-sponsored S.D. Symphony Orchestra concert in Sioux Falls acknowledging the 50th anniversary of the Council.