



**To:** Governor Daugaard  
**From:** James D. Hagen, Secretary  
Department of Tourism  
**Date:** December 9, 2016  
**RE:** November 2016 Monthly Status Report

## **Global Media and Public Relations**

### **Press Releases**

- Macy's Thanksgiving Day Parade talent press release issued 11/21/16.

### **Media Relations**

- Continuing to work with MMGY/NJF on coverage from CBS and have been doing follow-up with journalists from the Buffalo Roundup press trip.
- Media blitz in New York City in conjunction with the Macy's Thanksgiving Day Parade efforts. Met with travel writers from Men's Journal, Conde Nast Traveler, Shape Magazine, Redbook, AFAR, Travel Channel, etc.
- Working with the Global Trade Sales & Marketing team on planning for next year and beyond regarding hostings and buffalo roundup fam trip.
- Beginning work on hosting a Travel Massive media event in Los Angeles in February.

### **October Domestic Earned Media**

Impressions: 596,290,854

Ad Value: \$326,794.21

Number of clips: 25

### **FY17 To-Date Domestic Earned Media**

Impressions: 1,177,977,723

Ad Value: \$522,669.37

Number of clips: 85

### **Social Media**

- Worked with the NJF social team to develop and launch a Macy's Thanksgiving Day Parade social campaign with the Rushmore mascots "racing" to New York City. The goal was to engage with our fan base and build awareness around our presence in the parade.

### October Social Media Stats:

- Facebook and Twitter results saw an overall increase from September, mostly due to the #MonumentalMoments social campaign.
- The most successful Instagram post in October was a Sylvan Lake shot that garnered 1,151 total engagements, which is 2.1x the brand average.
- Facebook's top-performing posts was the 1920s #MonumentalMoments feature that garnered 15.2K reactions, comments and shares.

### Other

- Planning for the 2017 Governor's Conference on Tourism. Assignments currently in progress and recently complete include the content for the monthly emails, content on the website, content for the registration flyer, and the conference booklet.

### Industry Outreach and Development

- Set up a call with the Spearfish Economic Development Director on helping make Spearfish the outdoor destination in the Black Hills.

### Tourism Conference

- Mailed conference registration flyer
- Finalized all session descriptions, AV needs and travel with speakers.
- Met with the Ramkota to finalize room block, set up taste test and go over logistics.
- Met with L&S and MMGY to go over their responsibilities for the conference.

### Research

- Provided direction and necessary data to Longwoods to conduct the 2016 ROI and Halo Effect study including approval of the study questionnaire.
- Provided direction and reporting to Tourism Economics to conduct the 2016 Economic Impact Study.
- Provided the Yankton Chamber and CVB with economic impact data and talking points for their city meeting.
- Provided the Sioux Falls CVB and Butterfly House/Marine Cove with economic impact data and references for research on aquariums.

### Fulfillment

- Shipped 19 bulk requests for literature. This consisted of 2,880 – SD Maps, 470 – Vacation Guides and 400 – Snowmobile Maps.
- 1,007 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 3,485 Domestic requests
- 95 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 137 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

## Welcome Centers

- Held meeting to discuss creating a publication for the new Dignity statue.
- Met with Supt. Eric Leonard to discuss placing a travel counselor at Minuteman Missile National Historic Site. NPS will be drafting a letter of agreement while we search for candidates.
- Met with BH&B to discuss placing a travel counselor at the BH&B Visitor Information Center.
- Updated final draft of RFP for IC staffing and payroll contract. RFP will go public on 12/7.
- Completely cleared out the Wasta and Tilford ICs. Phone and internet service has been transferred out of our name, BIT has picked up the computers and other useable electronics, and we have cleared out all furniture, equipment, supplies, etc.

## Other Items

- Drafted a proposed description for the Product Development Mgr. position.

## Global Marketing & Brand Strategy

### **2017 Peak Marketing**

- Global Marketing & Brand Strategy team met to review L&S's Peak 2017 creative for broadcast, print and out-of-home efforts along with media calendar.
- Reviewed, submitted feedback and approved 2017 Peak Traditional creative and media calendar from L&S.
- Reviewed, submitted feedback and approved 2017 Peak Digital concept from MMGY.
- Reviewed 2016 Peak Digital efforts and 2017 Peak Digital media calendar and submitted updates.
- Reviewed, submitted feedback and approved full-page ad for the inside cover plus a bonus quarter-page ad for AAA's 2017 Mid-Central region travel guide as part of co-op between Tourism and Black Hills and Badlands Tourism Association.
- Photographed ferret release, Wind Cave National Park, Badlands National Park scenery and wildlife and Dignity statue.
- Reviewed, submitted feedback and approved billboard creative and placement with L&S for Denver, Minneapolis and Madison markets.

### **2016/2017 Shoulder Marketing**

- Reviewed, submitted feedback and approved all new leisure creative from L&S to launch in December for in-stadium promotion with Minnesota Vikings.
- Reviewed, submitted feedback and approved Pop-up Mailer from L&S for direct mail effort to Chicago Market launching in mid-December.
- Reviewed, submitted feedback and approved creative from L&S for out-of-home efforts in Minneapolis market through both the Mall of America and Southdale Shopping Center. MOA effort in November was a Black Friday scratch off promotion and efforts at Southdale include two full-display entrance takeovers with two interior, billboard-size skybanners launched before Black Friday.
- Reviewed, submitted feedback and approved full-page editorial and full-page ad for Jan/Feb Midwest Living's Dream Vacation promotion as part of co-op between Tourism and Black Hills and Badlands Tourism Association.
- Photographed Christmas at the Capitol Lighting Ceremony and trees for website, Falls Park Winter Wonderland, Sioux Falls Parade of Lights, Pierre Trick or Treat trails.

- Worked with PR team to review, submit feedback and approve Rushmore Race to NYC social promo prior to Macy's Thanksgiving Day Parade.
- Met with GF&P regarding upcoming Pheasant Fest trade show planning.

### **2017 Global and Trade Marketing**

- Reviewed, submitted feedback and approved two-page spread for Brand USA's 2017 Inspiration Guide – other co-op partners included: Black Hills and Badlands Tourism Association, Visit Rapid City, Southeast South Dakota Tourism Association and Visit Sioux Falls.
- Created banner ads to run on NTA's site for Global Travel and Trade team.
- Making edits to Group Tour Planning Guide to publish on digital format only.
- Design Group Tour Co-op ad over-run and coupon.
- Design full-page ad for Leisure Group Travel.

### **2017 Co-op Marketing**

- Created and distributed information and materials for 2017 Magazine Co-op.
- Compiled, reviewed, awarded amounts and followed up with partners for Matching Dollar Co-op program.
- Reviewed, submitted feedback and approved creative for Deadwood, Pierre, Sioux Falls, Watertown and Black Hills and Badlands winter co-op campaign elements.

### **2017 Vacation Guide**

- Established and communicated working timeline between regional partners, Miles Media and department.
- Reviewed and submitted feedback on two rounds of proofs of front section of magazine, front and back covers and special illustrative state map.
- Drafted, posted and collected bids through procurement office for printer of this year's guide. Will award beginning of December.
- Award print job 12/2.

### **Email (eCRM + eFYI)**

- Reviewed, submitted feedback and approved November Travelsmart, Events and Inquiry emails.
- Compiled, created, updated and deployed November eFYI.

### **TravelSouthDakota.com and SDVisit.com**

- Participated in further internal and MMGY meetings regarding the homepage updates and navigation changes.
- Provided Tourism's feedback on the Editorial Tagging Stage Links and reviewed the revisions.
- Provided Tourism's final feedback on the Global Navigation Creative and Homepage wireframes.
- Worked on processing business and event listings; responding to some questions about listings.

### **Tourism Conference**

- Continued making updates to SouthDakotaTourismConference.com
- Worked with Natasha Bothun, Robin Rattei and Heather Davidson on the registration process (both online and hardcopy).
- Deployed the second conference email on Nov. 29.

- Designed a 12-page registration mailer that contains event details with a registration form.
- Sent, reviewed and awarded bid for Conference 12-page registration mailer.
- Drafted and reviewed Governor's and Sec. Hagen's welcome letters for conference program book.
- Contacted Midco about again providing Internet access in the Networking Lounge
- Designed a graphic to promote the Tourism Conference added to department staff's email signature blocks.
- Working with Building and Grounds on staging backdrop panels, podium and other stage coverings for this year's theme.

#### Other

- Completed Governor's Buffalo Roundup and Governor's Pheasant Hunt committee meeting wrap-up minutes.
- Transferred GOED project files to Mary Lehecka Nelson
- Discussed and designed Department Christmas card and mailing lists. We will be sending an e-card instead of print version
- Met with Patrick Baker and Angie regarding the Arts Council Annual Report design, content and timeline. Report is due in-house Feb. 1
- Designed, made edits and shipped Waterfalls Photo Book for Governor and First Lady
- Photo requests completed:
  - **In-state requests:** South Dakota Magazine, Yankton; Ramkota Hotel, Watertown; Yankton Chamber of Commerce; Black Hills State University, Spearfish; Black Hills Central Reservations, Deadwood; ARC International, Rapid City; Black Hills & Badlands, Rapid City; Glacial Lakes Tourism, Watertown; BankWest, Pierre; South Dakota Newspaper Association, Brookings; Bureau of Finance, Pierre; Game, Fish and Parks, Pierre; Regency Management, Sioux Falls; South Dakota Rural Electric Association, Pierre; Black Hills Federal Credit Union, Rapid City
  - **Out-of-state requests:** Practice Link Magazine, WV; MMGY, NY; RMI, WY; Group Tour Media, MI.
- Received new camera equipment to replace aging.
- Economic Development photoshoot at Magnum Enterprises in Rapid City.
- Received 2017 Snowmobile Map and delivered to GF&P Trails Office in Lead & to warehouse in Pierre.
- Reviewed demos from multiple vendors to replace department's digital assets management that can no longer be updated.

#### Other

- GOED project file briefs to Mary Lehecka Nelson in regards to Gov. Economic Development Conference, Buffalo Roundup and Pheasant Hunt.

## International and Domestic Trade Sales

### US Travel Association International Powwow (IPW) – June 3-7, 2017, Washington, DC

- We currently have 10 South Dakota delegates attending along with Department of Tourism staff.

### Go West-February 19-23, 2017, Reno, NV

- Worked with Go West to update online itinerary for 2017.
- Looking into Sponsorships.

### Coraggio

- Working on 30, 60, 90 day steps for FAMS Process Improvement.
- Currently compiling master itinerary database to streamline itinerary writing process.

### FAMs

- Working with RMI and BrandUSA to arrange a few group tours that will be happening in 2017.

### Group Tour Co-op

- The 4-page ad has been sent to three magazines for insertion for the Nov/Dec issue of the magazines.
- There will be three additional magazines the ad will be placed in plus banner ads for added value
- Preparing to mail the print piece to domestic tour operators and travel agents on our database along with a coupon to order additional South Dakota information.

### American Bus Association (ABA) Marketplace in Cleveland, OH, January 14-17, 2014

- Making appointment requests and accepting tour operator requests, to meet with tour operators at the annual marketplace.

### Japanese In-language Additional Pages

- Worked with Osamu, the department's Japanese Rep on copy and photos for additional pages highlighting eastern South Dakota.

### 2017 Printed Promotional Materials

- Currently updating and redesigning the travel and trade profile sheet and What's New documents.

### German Mission October 15-26

- Traveled to Germany and Switzerland with 2 RMI staff members as well as other Global Travel and Trade Directors from North Dakota, Wyoming and Montana to educate tour operators on the Real America Region.
- Now working on the follow-up from all of the meetings and people that we met with during the mission and adding them to our monthly newsletter.

## Rocky Mountain International (RMI) – International Roundup (IRU) – May 3-5 in Bismarck, ND

- Currently have 17 South Dakota suppliers registered to attend the annual convention.
- Working on a post-IRU FAM tour for May 6-9, 2017, and have sent a rough draft to RMI so it can be sent to international tour operators attending IRU to entice them to attend the South Dakota post-FAM. North Dakota and Montana will also offer post-FAMs to the tour operators.

## South Dakota Arts Council

### Grants

	November	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	15	124	131
Touring Arts bookings	12	199	144

- Filed all FY16 grant evaluations to be included in the 2016 South Dakota Arts Council Annual Report as well as the Final Descriptive Report for the National Endowment for the Arts.

### Art for State Buildings

- Issued a [request for proposals/call for art](#) to South Dakota artists for the Art for State Buildings program. Artists have until Feb. 24, 2017, to apply to have their artwork considered for FY17 purchases for the state art collection.
- Set March 3, 2017, as the meeting date for the Art for State Buildings selection committee to convene to consider FY17 artist applications.

### Press Releases/Public Relations/Media

- Issued a [press release](#) announcing the FY17 open call to artists for the Art for State Buildings program/collection.
- Participated in editorial meetings and wrote articles for a special anniversary issue of [Arts Alive](#) to be distributed in mid-December.
- The Arts Council's 50<sup>th</sup> anniversary was featured prominently in a [recent column](#) by Arts South Dakota Executive Director Jim Speirs that was published in the Argus Leader, among other newspapers.
- Continued the popular "50 Artists to Watch" series through the [SDAC website](#) and [SDAC blog](#) posts.
- [Published a blog](#) about SDAC Director Patrick Baker's 2016 "Arts Road Trip" travels throughout the state.
- The work of SDAC Artists in Schools & Communities roster artist Cheryl Peterson Halsey was featured in a [KEVN TV news story](#) as part of the 110<sup>th</sup> anniversary celebration of the Matthews Opera House in Spearfish.

### Partnerships/Outreach

- Sponsored the Nov. 19 S.D. Symphony Orchestra concert in Sioux Falls acknowledging the 50<sup>th</sup> anniversary of the S.D. Arts Council, which was introduced as a decades-long valued partner of the orchestra. SDAC Director Baker offered a curtain speech, focusing on the importance of 50 years of serving South Dakotans through the arts and looking ahead toward progress in the next half-century; a flyer highlighting SDAC's role and impact was inserted into 1,200 concert programs; SDAC members and staff manned an informational booth before the concert and during intermission; and the SDAC 50<sup>th</sup>-anniversary logo was projected in the concert hall.
- Conducted the final round of "Arts Road Trip" visits for 2016. SDAC Director Baker traveled with Arts South Dakota Director Jim Speirs to visit artists, arts organizations, and community leaders in Yankton, Vermillion, and Sioux Falls.

### Over the Horizon

- Governor's Conference on Tourism
- Coraggio strategic plan implementation
- ROI and economic impact studies to be delivered and reviewed the last week in December
- Tourism Annual Report
- "Soft" open of the SDAC online grant-application system; applications for FY18 grants fully opened and publicized
- Special issue of *Arts Alive* newsletter celebrating 50 years of the SDAC
- Arts Council Annual Report
- Report on FY16 SDAC grants due to NEA end of December