



To: Governor Daugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: January 10, 2017  
RE: December 2017 Monthly Status Report

## **Global Media and Public Relations**

### **November Domestic Earned Media**

Impressions: 488,682,442  
Ad Value: \$989,905.80  
Number of Clips: 60

### **FY 17 To-Date Domestic Earned Media**

Impressions: 1,976,868,986  
Ad Value: \$1,882,130.57  
Number of Clips: 159

### **Mount Rushmore's 75<sup>th</sup> Anniversary Earned Media** (some from FY16 and some from FY17)

As a result of pitching the 75<sup>th</sup> anniversary of the completion of Mount Rushmore National Memorial and hosting a familiarization tour surrounding the anniversary and things to do in South Dakota, there was a significant number of earned media clips that resulted:

Impressions: 686,111,961  
Ad Value: \$3,088,252.44  
Number of Clips: 83

### **The Buffalo Roundup earned media clips were also significant with the following numbers:**

Impressions: 318,398,945  
Ad Value: \$373,254.84  
Number of clips: 30

The Department of Tourism hosted the first webinar in a series we plan to continue in 2017. The series kicked off with media professional Kit Bernardi expounding on public relations and working with media. The webinar focused on how South Dakota's visitor industry can best work with the media to be successful in telling stories to garner exposure in print pieces, online news sites, blogs and guidebooks. Katlyn Richter partnered with Kit to provide information on how they can also better work with our Department to be successful. Webinars will continue into 2017 with two more in the three part series with Kit.

## **Industry Outreach and Development**

### **Industry Outreach**

- Attended Keystone, SD Development study presentation by BHSU students on December 13.
- Met with three staff members from Rapid City Regional Health to share demographic and visitor profile information.

### **Tourism Conference**

- Worked on the conference booklet along with all other print materials for the conference.
- Had a taste test and submitted the menu for pricing to the Ramkota.
- Planned out the final bits of décor that needed to be taken care of.
- Organized and prepared informative emails to all speakers.
- Reached out to everyone under our 45 room block with instructions on how to reserve their room.
- Began working on the Master Schedule.

### **Staff Wellness Initiatives**

- Met with Kari from BHR on the wellness program and how Tourism can utilize this program more. I have been asked to join Kari and other agency employees to help her continue to grow the wellness program.
- Met with the staff here a few times to discuss opportunities available to them through the wellness. We will have 8 staff members participating in the Right This Weigh challenge.

### **Research**

- Continued progress on the VEP program RFP's and the vendor submissions. The VEP program is using multiple integrations and new technology that will allow us to provide relevant and personalized content across all digital channels. We selected 3 top vendors to consider for this project.
- Reviewed the top line results for our economic impact report conducted by Tourism Economics.
- Reviewed the ROI, Halo and Image studies conducted by Longwoods International. This study looks at consumer perception of South Dakota and also the return and value of our summer marketing campaign.

## Fulfillment

- Shipped 4 bulk requests for literature. This consisted of 3,145 – SD Maps and 30 – Vacation Guides.
- 1,085 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 3,432 Domestic requests.
- 76 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 107 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

## Information Centers

- Made updates to online content for welcome center programs. The visitor and industry websites have been updated for the 2017 season and registration for the publication program will open on 1/3/2017.
- Prepared press release for welcome center job announcements. Press release was sent out on 1/5/2017.
- Prepared job postings to be advertised through DLR. Applications for Supervisor and Travel Counselor positions at the interstate welcome centers opened on 1/5/2017.
- Reviewed inquiries for welcome center RFP and prepared responses. The deadline for us to respond to vendor questions was 12/28/2016. We are now awaiting the deadline for proposal submissions, which is 1/11/2017.
- Heard back from Superintendent Eric Leonard from Minuteman Missile National Historic Site regarding placing a travel counselor in the MM visitor center. He has received guidance from the national parks head office and is in the process of processing an agreement between our two agencies.

## Global Marketing & Brand Strategy

### December Completed Projects:

#### 2017 Peak Marketing

- Met with all ten 2017 Peak community co-op partners for initial planning sessions.
- Reviewed, submitted feedback and awaiting final for 2017 Peak Digital creative elements from MMGY.
- Reviewed, submitted feedback and approved creative for giant banners in the Mall of America for mid-February launch.
- Reviewed, submitted feedback and approved creative and channel lineup for a South Dakota branded channel on connected TV's through L&S and FexyTV.
- Reviewed, submitted feedback and approved in-language pages for Brand USA's 2017 Inspiration Guide.
- Set up Instagram takeover with @OurAdventure on department's Instagram page.
- Reviewed, submitted feedback and approved partner copy for 2017 Peak Magazine co-op.

- Conducted organizational meetings regarding short- and long-term multimedia planning for 2017.
- Reviewed, submitted feedback and approved creative for digital displays in Minneapolis/St. Paul Skyways for launch January 1.

### **2017 Winter/Spring Shoulder Marketing**

- Reviewed, submitted feedback and approved materials for a spring Brand USA multi-channel, cooperative campaign in Germany.
- Reviewed, submitted feedback and approved January social media calendar and creative.
- Reviewed, submitted feedback and approved winter campaign elements for Deadwood, Pierre and Sioux Falls.
- Photographed several locations across the state with 360-degree camera for use on South Dakota Facebook page and for database.
- Photographed winter scenic in: Black Hills, Dinosaur Park, Adams Museum in Deadwood, Storybook Island in Rapid City, Wall Drug, Badlands National Park, Mount Rushmore, Main Street Square in Rapid City and Spearfish Canyon.

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

- Designed and sent to printer lead books for the Global Trade Sales team to use at upcoming trade shows.
- Updated and sent to printer South Dakota Profile sheet and the ABA Profile Sheet for team Global Trade team.
- Designed, updated and shipped web banner ads for Bustourismagazine.com and Leisuregrouptravel.com.
- Designed, updated and shipped full page ad for Leisure Group Travel.

### **2017 South Dakota Vacation Guide**

- Created, submitted, reviewed and approved all files to printer. Printed books scheduled to start hitting markets 1/10 starting in St. Paul.

### **Tourism Conference**

- Designed, proofed, updated and sent 28-page conference program book outlining schedule and speaker information to be given to conference attendees when they arrive to printer.

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

- Worked with Global Media Relations team to host first SD Tourism Webinar with Kit Bernardi on 12/8.
- Reviewed, submitted feedback and approved homepage redesign for mid-January launch on consumer site.
- Reviewed, submitted feedback and approved creative for content tagging project on consumer site.
- Added three new RootsRated content pieces as Spotlights on consumer site.

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

- Reviewed, submitted feedback and approved December Travelsmart, Events and Inquiry emails to consumers.
- Worked with Global Trade team to create and deploy December Travel Professionals e-newsletter.

- Worked with Global Media team to create and deploy emails promoting Tourism-hosted webinar for industry.
- Compiled, created, updated and deployed December eFYI to industry..
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### Other

- Completed transition of Steph Palmer from Media Relations to Global Marketing team as the Social Media Manager.
- Photo requests completed:
  - In-state requests: South Dakota Magazine, Yankton; Badlands Media, Rapid City; Ross Johnson Design, Rapid City; Game Fish & Parks, Pierre; Midcontinent Communications, Sioux Falls; Rapid City Regional Hospital; Grapevine Design, Spearfish; Pierre CVB; South Dakota Emergency Management, Pierre; Rapid City CVB; Midstates Communications, Kimball; ARC International, Rapid City; South Dakota Rural Electric Association, Pierre; South Dakota Retailers Association, Pierre.
  - Out-of-state requests: Rock Mountain International, WY; Michelin Guide, France.
- Identified plan to update department's digital assets management software and put in request to Moratorium.

### Projects in Progress:

#### 2017 Vacation Guide

- Working on developing E-version of guide for online viewing and/or download to live on TravelSouthDakota.com

#### 2017 Global Travel and Trade Marketing

- Working with Global Trade team to review, update and produce 2,000 Japanese South Dakota Guides.
- Updating Group Tour Planning Guide with edits Global Trade team submitted for publishing online in January.
- Designing "What's New" brochure for Global Trade team due Feb. 1.

#### 2017 Peak Marketing

- Designing and printing registration/information sheet for Great Getaways co-op program for mid-January send.
- Writing and compiling materials for a spring Brand USA multi-channel, cooperative campaign in Western Canada.
- Started conversations with other Instagram accounts on future collaborations for department's Instagram page.

### Other

- Planning and designing new informational rack card to promote the Dignity Statue.
- Designing Arts Council Annual Report due back from printer Feb. 1.

## International and Domestic Trade Sales

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

- Sent hotel information to South Dakota delegates so they can make their hotel reservations. 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 and submitted article for January Go West newsletter.
- Appointment requests for show begin in January.

### NAJ-RTO Summit- February 8-10, 2017 Marina Del Ray, CA

- Updated online profile and information.
- Appointment requests for show begin in January.

### Active America China (AAC) - April 23-24, 2017 Portland, OR

- Worked with Black Hills & Badlands and Rapid City to submit a post FAM itinerary following the show.
- Coordinating presentation breakfast with Rapid City and Crazy Horse for sponsorship of show.

### FAMs

- Working with RMI and Brand USA to arrange a few group tours to South Dakota that will be occurring in 2017. More details to come.

### Group Tour Co-op

- A 4-page ad has been mailed to 3,800 tour operators and travel agents on our database along with a coupon to order additional South Dakota information (updating database as returns are received).
- We produced several banner ads and provided photos for additional 'value ads' we received in the magazines.

### Group Tour Planning Guide

- Working with the marketing team on updates and edits to the 2017-2018 Group Tour Planning Guide. The guide will be a digital only version for 2017-2018.
- Marketing team is researching timeline for Nxtbook.

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

- Completed appointment requests and received appointment schedule.
- Accepting tour operator requests to meet with tour operators at the annual marketplace.
- Sent appointment schedule, list of South Dakota delegates attending, travel schedule and lodging information to SD delegates attending ABA.

### 2016 RMI Mid-Year Meeting

- Traveled to Bismarck, ND for a two day meeting with RMI and the Travel and Trade Directors from ND, WY, and MT. Reviewed current and past international projects.
- Had a workshop with BrandUSA about branding for our Region.

### 2017 Printed Promotional Materials

- Currently updating and redesigning the travel and trade profile sheet and What's New documents. Looking to create a new 4 page What's New sheet.
- Updating 2017 Powwow Schedule, Rodeo Schedule, and Ranch publications for travel professionals to access online.
- Working on printing a Japanese Guide.

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

- We have 17 South Dakota suppliers registered to attend the annual convention.
- Working on a post-IRU FAM tour for May 6-10, 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.
- SD suppliers have been contacted and most lodging is in place as well as many other details. North Dakota and Montana will also offer post-FAMs to the tour operators.

## South Dakota Arts Council

### Grants

	December	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	11	135	134
Touring Arts bookings	4	204	153

- Submitted the South Dakota Arts Council's Final Descriptive Report for grants in FY16 to the National Endowment for the Arts.
- Prepared SDAC's online grant-management system for receiving applications for FY18 grants; March 1, 2017, is the deadline to apply.



## Public Relations/Media

- Finished and distributed a special issue of [Arts Alive](#), celebrating 50 years of the South Dakota Arts Council and featuring a new magazine-style layout. The full-page cover art features a 50-year-old painting by Oscar Howe, the first-ever recipient of a S.D. Governor's Awards in the Arts. The issue is available from many arts organizations and venues across the state, was mailed directly to hundreds of arts supporters, will be distributed at the Governor's Conference on Tourism in January 2017, and will be given to legislators along with other materials in a packet on Feb. 15 Arts Day at the Legislature.
- The Aberdeen American News published an [in-depth article](#) Dec. 20 about arts education and arts opportunities for South Dakota. SDAC Deputy Director Rebecca Cruse, who heads SDAC's arts education efforts, was quoted and helped explain how the Artists in Schools & Communities and Touring Arts programs helps take the arts to almost every community in the state.
- Issued [Dec. 29 press release](#) announcing the opening of applications for grant funding opportunities for FY18 through SDAC.
- Continued the popular "50 Artists to Watch" series through the [SDAC website](#) and [SDAC blog](#) posts. SDAC has now featured nearly 20 artists and will continue with this series into 2017.



## Partnerships/Outreach

- Took lead on development of arts survey in partnership with statewide nonprofit arts organization Arts South Dakota. The survey, which will be finalized and distributed statewide in January-February 2017, will help inform discussions at several regional planning meetings to be held across the state in the spring. All of these efforts to gather public input will contribute to the next three-year strategic plan for SDAC, to be completed by September 2017.



## **Pending Events and Projects**

- Jan. 3, 2017 – SDAC online grant-application system open for applications for FY18 grants for artists and organizations; application deadline of March 1.
- Early January – Finalization of work on SDAC 50<sup>th</sup> anniversary video segment and artist features.
- Jan. 11-14 – SDAC Deputy Director Cruse to attend Americans for the Arts winter council meeting in Washington, D.C.
- Feb. 15 – Governor’s Awards in the Arts, Arts Day at the Legislature.