



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: March 10, 2016
RE: February 2016 Monthly Status Report

Domestic Earned Media Numbers

January	Impressions: 198,798,244 Ad Value: \$1,100,735 Number of clips: 70
FY16 To-Date	Impressions: 1,813,992,603 Ad Value: \$9,739,911 Number of clips: 352

Media, PR & Industry Relations

Information requests/interviews/meetings: Provided information for spring break ideas to 605 Magazine. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: Posted four industry news releases to MediaSD.com.

Working with MMGY on the possibility of two group fams for 2016, Mount Rushmore 75th fam tour and an I-29 cultural corridor tour.

Working on attraction passes for Belgian writer/blogger Frederick Maesen, who will be documenting his trip through the U.S. on his blog.

Sent an email reminder about National Travel and Tourism Week, May 1-8, to the 11 CVBs that are eligible to receive marketing funding.

Sent thank you letters to all speakers, sponsors and exhibitors for the Governor's Conference on Tourism Conference. The 2017 Conference is January 17-19.

Presented 2016 marketing plans and cooperative marketing opportunities to Chamber group from Yankton. Presented 2016 marketing plans at Black Hills Central Reservations' annual meeting. Presented Rose Parade information to SD Engineering Society at their annual banquet.

Attended the monthly meeting of the Pierre CVB hospitality committee and gave a Department of Tourism report and update.

Social Media

Approved the March content calendar for Facebook/Twitter/Instagram. The YouTube channel videos had 12,105 views. Edited more videos from the Great 8 piece to be used on Instagram. Uploaded several short videos for Instagram and Facebook to DropBox. Instagram account has 10,100 followers and 863 posts. Travel South Dakota Twitter (@southdakota) account has 24,600 followers. South Dakota Tourism's Facebook page has ~212,822 fans.

Working with Pheasants Forever on giveaways on our social channels.

Monitoring #HiFromSD social media posts.

Working with MMGY on a peak season social media plan; one related to the 75th anniversary of the completion of Mount Rushmore National Memorial and one focusing on influencers to put unique content on channels with other readers and also produce content for our website.

Working on a social media influencer plan by working with in-state social media influencers to do mini takeovers on our account. Working on developing four itineraries for influencers for Peak Social Plan; beginning selection process.

International and Domestic Trade Sales

Fulfilled requests for 2,271 Vacation Guides to AAA & CAA offices in 19 states and Canada: Colorado, Florida, Illinois, Indiana, Kansas, Kentucky, Michigan, Massachusetts, Minnesota, Missouri, Nebraska, New Hampshire, New York, Ohio, Oklahoma, Pennsylvania, Virginia, Washington, and Wisconsin and Manitoba, Canada.

Sent requested information to Sherry Brooks, Oak Creek, Wisconsin.

Contacted by *Groups Today* offering Tourism a 50-300 word editorial and photo for free placement in one issue of their e-newsletter in March for being a valued customer. Worked with staff on editorial and photo.

South Dakota has been featured twice in the past month on TourOperatorLand 365 days of things to do in North America.

Entered leads into database from 36 tour operator appointments at American Bus Association (ABA) Annual Marketplace, January 9-12, in Louisville and 26 from National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta. Sent leads to South Dakota ABA/NTA members to follow-up for potential business. Also, entered leads into database for tour operator fam tour requests.

Drafted Travel Professionals eNewsletter and forwarded for distribution to travel professionals in team's database.

Sent e-Invite reminder to tour operators that have requested a South Dakota fam tour for the Group Tour Operators Fam, April 21-27, which includes I-90, southeastern South Dakota, and Black Hills areas. There are four tour operators registered so far. Contacted communities and attractions to request assistance in hosting. Working on finalizing itinerary.

Working on draft itinerary for Rocky Mountain International (RMI) Roundup post-fam for South Dakota, following the RMI Roundup in Cody, Wyoming, in May. There are 22 South Dakota suppliers planning to attend Roundup for meetings with tour operators. Following the Roundup,

South Dakota will host up to eight tour operators, May 7-13; it will include South Dakota suppliers who attended the Roundup.

Katie Knudson, Mitchell CVB, will be joining other South Dakota suppliers for the U.S. Travel Association International PowWow (IPW) in New Orleans, June 9-12, for a total of 14 in the South Dakota booth. Suppliers will meet in scheduled appointments with tour operators and media. Tourism staff will also participate in the media marketplace. Sent IPW information and 2015 tour operator and journalist leads to Lois Reis, Pierre CVB, who may be interested in attending this show in the future. There are approximately 6,000 international tour operators, receptives, journalists and U.S. suppliers who attend. It is the largest trade show in the U.S.

Met with Mathias Jung, Executive Director of RMI, to discuss the direction of the marketing consortium and ideas and opportunities for the future.

Notified South Dakota suppliers of the questions and dates for the next #RealAmericaChat on Twitter.

Created flash drives and worked on lead book for NAJ Summit Trade Show, February 16-19, in Los Angeles. Assembled packets to give to international tour operators and journalists; met with 20 international travel professionals in a one-day marketplace in one-on-one appointments. Organized the other three South Dakota suppliers who were attending to share leads. Assembled gift package with Rapid City CVB, Crazy Horse Memorial, and Black Hills & Badlands Tourism Association for a buyer giveaway prize at the show.

Created a Chinese ad for the trade show book with partners from Rapid City CVB and Crazy Horse Memorial for the Active America China Show, March 16-19, in Fort Worth. Gathered elements for a presentation for a breakfast sponsorship with Rapid City CVB and Crazy Horse Memorial in Chinese. Researched and scheduled appointments and assembled packets which included a flash drive. Contacted show's translator to give them more information about South Dakota.

Staff met with 65 tour operators and journalists during the Go West Summit, February 20-27, in Anchorage. South Dakota suppliers who attended included Crazy Horse Memorial, The Lodge at Deadwood, Deadwood Gulch Resort, and Sioux Falls CVB. Put together informational packets in Chinese for tour operators from China.

Worked with our Japanese representative Mr. Osamu Hoshino on selecting Japanese participants for the Japanese Fam Tour, May 22-27. Contacted communities and attractions to request complimentary meals and lodging and admittance into attractions, per itinerary.

Followed up with Katharina Wiig, Unike Reiser, Norway, a new tour operator company interested in promoting South Dakota and placing content on their website. Followed up with Kathe Arnesen, Nordic Media Team, Norway, who is interested in a possible TV production in South Dakota.

Was contacted by Peter Adler, NRD, Germany, who is interested in following the Lewis & Clark Trail, in Nebraska, South Dakota, North Dakota, and Montana in April to research and gather information with plans to be back in the fall to film. They are planning a documentary to trace the footsteps of Prince Maximilian zu Wied and the painter Karl Bodmer. Met with Karen Kern, South Dakota Missouri River Tourism, as she has researched the Trail.

Working with Marzo Mian, Italy, who is planning a trip to the United States in June to follow the Lewis & Clark Trail from St. Louis to Montana to feature in media outlets in print, digital, and radio and television platforms.

Contacted by David Sedley, United Kingdom, who is planning itineraries from Montana to South Dakota for 2017. Interests include Native American culture, Black Hills, Wild West, outdoors, and history. Working on contacts and other information.

Completed preparations for ITB Trade Show and French Mission, March 6-19. Researched companies and trip reports, gathered promotional materials and prizes for special venues, and made 100 press kit/image flash drives for tour operators and journalists. Brainstormed with staff for the 2016 Buffalo Roundup itinerary to share highlights with potential journalists. Will meet with journalist Dirk Rohrbach, Germany, at ITB; he is working on a new South Dakota project.

Received copy, layout, and photos of South Dakota that Fluid Travel, Italy, put together for their Alidays tour operator promotion for their new website. This should be a great promotion for South Dakota and the region. They will continue to add more copy and photos. They had asked staff to provide experiences of favorite motorcycle trips in South Dakota.

Sent email to The Lodge at Deadwood for American Vacations tour operator from The Netherlands who requested lodging.

Sent Canusa Bonus card participation information to South Dakota suppliers who may be interested in promoting to the international market. This Bonus card is placed in tour operator packets for their clients who will visit the RMI region.

Received request from United Kingdom tour operator, Karen Niven, Bon Voyage, to put together Harley tour suggestion helps for her clients.

Sent information on 2016 Sturgis Motorcycle Rally to journalist Bruno Bartolucci, Italy, along with details, itinerary ideas, and answers to other questions.

The four RMI states are working together on a promotion with ATI, the largest tour operator in the United States.

Results of America Unlimited, Germany, marketing campaign with RMI, a four state promotion:



Reporting RMI
2015-16.pdf

International Press:

Italy: Carlo Ferrari - Trekking and outdoor activities in the Black Hills for the Internet, 30,000 readers with an estimated ad value of \$2,000.

France: *France 5* (circ. 400,000) published a story by Toby Beach "Take off for the USA" with an estimated ad value of \$750,000.

United Kingdom: Results of 2015 Buffalo Roundup so far from Lindsay Sutton:

Publication	Published	GBP Value	USD Value	Reach
Birmingham Mail (Central City Final)	20/02/2016	£9,545.04	\$16,035.67	25,588
Evening Chronicle (Newcastle Upon Tyne)	20/02/2016	£8,334.92	\$14,002.67	31,294
Evening Gazette (Teesside)	20/02/2016	£5,420.10	\$9,105.77	24,040
Huddersfield Daily Examiner	20/02/2016	£1,532.52	\$2,574.63	13,432
Liverpool Echo	20/02/2016	£11,808.18	\$19,837.74	57,809
Manchester Evening News	20/02/2016	£8,906.64	\$14,963.16	34,879
Nottingham Post	22/02/2016	£6,410.24	\$10,769.20	23,533
Paisley Daily Express	20/02/2016	£3,033.24	\$5,095.84	6,887
South Wales Echo	20/02/2016	£6,579.24	\$11,053.12	18,582
Birmingham Post	25/02/2016	£3,172.41	\$5,329.65	9,709
	TOTALS	£64,742.53	\$108,767.45	245,753

Australia: Julie Miller wrote two more articles: *Get Up And Go Magazine* – Living History in Deadwood, readership 70,819, with an estimated ad value of \$40,000. Flight Centre Travel Ideas – Cowboy Country covering the RMI region, readership 125,000 and estimated ad value of \$80,000.

Helen Hayes wrote another article on Dances With Wolves in South Dakota, *Vacations and Travel Magazine*, 125,000 readership with an estimated ad value of \$6,000 for the web.

Total ad value for this report is \$986,767.

Outdoors

South Dakota Outdoors (@sdoutdoors) Twitter account has 6,964 followers. South Dakota Outdoors Facebook page has 3,135 fans.

Attended the Pheasant Fest Show in Kansas City; coordinated with 16 visitor industry partners to be part of South Dakota pavilion.

Hospitality

Worked with creative staff on ordering elements of the new design of the Great Service Star (GSS) Program logo – Governor’s Certificates, seals, and lapel pins.

Mailed GSS plaque items – 2016 year tabs and new logo overlays – to 160 participating businesses and organizations across the state. Submitted announcement for February eFYI about winners and finalists of the 2015 George S. Mickelson Great Service Award.

Provided the ID Code to two businesses for the Online Customer Service Training.

Submitted announcement for the February eFYI about the deadline for application forms for Spring Hospitality Training grants and mailed forms to the visitor industry.

Information Centers

Conducted phone interviews with all returning Information Center employees and in-person interviews with all new candidates. All call-backs and hiring decisions have been made; 74 staff members were hired, 14 are new employees. Hiring packets will be sent in early March.

Continued discussions with host cities regarding fam tour: Madison, Sioux Falls, Vermillion, Yankton, Mitchell, Murdo, and Rapid City have been confirmed; waiting to hear from Pierre.

Met with Creative team to develop one new design for T-shirts that will be sold at Salem, Chamberlain, and Wasta Centers this season.

Tourism met with staff from the Cultural Heritage Center to help select images to replace exhibit images in the flipbooks at the Chamberlain (Lewis & Clark) Information Center. Once images are obtained, designer will create new flipbooks for the three Native American sections.

Met with Tourism staff to discuss NCSTD certification recognition and payroll for Information Center travel counselors. In an effort to improve the pay schedule, training programs, and hiring process, we will be meeting with Bureau of Human Resources.

Met with Rest Area Work Group (Department of Transportation (DOT) and Tourism) to discuss the following topics: Needs assessment of rest areas and Information Centers and prioritize which Centers are in the most need of upgrades. From a functional standpoint, Valley Springs, Vermillion, and Tilford are in the worst shape and from a utility standpoint, Valley Springs and Vermillion are high priorities.

Work Group also discussed ADA compliance issues and the following subgroups were formed: Immediate maintenance needs, MOU between DOT and Tourism, truck parking needs, cost estimates, Valley Springs weigh station, and rest areas and Information Centers long-term vision. Tourism will collect quotes for electronic interactive kiosk hardware and software and wireless Internet, and creating a rest area survey to collect data on how our travelers are using the rest areas and Centers and what amenities they'd like to see.

Met with Mrs. Wheelchair SD to discuss ADA compliance issues at rest areas. She brought to our attention that ADA compliance doesn't necessarily mean a facility is suitable for wheelchair-bound people. DOT plans on doing walk-throughs at all rest areas and Centers to ensure that any ADA upgrades include wheelchair accessibility.

Travel Shows

Finalized arrangements for Omaha Boat Sports & Travel Show, February 25-28. Met with Show office to confirm that we can broadcast live from our booth; provided WNAX with audio of our peak TV ads. Elijah Bonde from Vermillion attended the show and represented Tourism. He fielded questions about the 75th anniversary of the completion of Mount Rushmore National Memorial, Sturgis Motorcycle Rally, Lewis & Clark Recreation Area, Gavins Point Dam, Lake Francis Case, and Lake Oahe.

Photo/Video

Tourism photography: Deadwood Mardi Gras, gaming, Deadwood; snowmobiling; Roughlock Falls; and Custer State Park wildlife.

Fulfilled 25 photo requests to *South Dakota* Magazine, Yankton; Black Hills & Badlands, ProPrint, Rushmore News, Technology In Education, Rapid City; Department of Human

Services, Department of Game, Fish & Parks, Bureau of Finance & Management, Hughes County States Attorney, Pierre; Black Hills Film Festival, Hill City; South Dakota Square Dance Association, Tea; Sioux Falls CVB, 605 Magazine, Commercial Interior Décor, Sioux Falls; Wheeler Manufacturing, Lemmon; Hot Springs Chamber of Commerce; Sisseton Economic Development Corporation; *AAA Home & Away Magazine*, Oklahoma; *Travel 50 and Beyond* magazine, Texas; Rocky Mountain International, Wyoming; and *SALT Magazine*, Holland.

Continued editing and inputting photos into Tourism's digital database, current total is 21,080.

Tourism photography hit list: drafting locations list for 2016; and Corn Palace, Mitchell.

GOED photography hit list: GOED Conference; businesses in Sioux Falls area.

Finished a rough cut of the National Parks video and sent it to staff for review. Edited video for the Trade Sales Team to use in the Chinese market.

Sent pheasant footage to Pheasants Forever for videos they are producing. Sent videos to the South Dakota Health and Educational Facilities Authority for a national conference they are attending. Sent Roundup videos and statewide videos to the Attorney General's Office for a national conference they are attending. Sent buffalo footage to Crazy Horse Memorial for consideration in videos they are producing.

Other: Assisted in shooting photos for the Arts Day at the Capitol.

Upcoming projects: Finish editing the Parks video and get it sent for distribution; edit more of the Great 8 Videos for use on the Instagram channel and upload them to DropBox, add cards and annotations to more of the YouTube videos, update the stock footage in the DropBox files for video loans, develop list of summer projects/shoots, keep an eye out for any possible remaining winter shoots, and edit a new aerial footage video and place it on the YouTube channel.

Travel Market Advertising/Marketing

Campaign Co-ops:

Spearfish: Approved February Social posts, sent Shoulder 2015 end-of-campaign report. Custer BID: Set up call with L&S and Custer to discuss media calendar, which was Approved; L&S is contracting. Edited and approved *Yellowstone Journal* ½ page ad to go along with the advertorial.

Watertown: Discussed the direction for Peak and Shoulder. Made updates to the Peak 2016 media schedule, set up call for March 7 to discuss media further. Waiting on approval from BID board.

Deadwood: Edited and approved Deadwood TV, radio, and pre-roll scripts plus ads in *Black Hills To Go* publication for St Patrick's Day and Forks, Corks & Kegs events. Edited and approved the display banners that appeared on Gillette News website, which began running on February 29 for both events. Edited and approved advertorial for the April edition of *Yellowstone Journal*.

Hot Springs: Set up call to discuss new branding and how to meld with My Great Place creative. Media calendar approved so L&S is contracting. Waiting on creative from L&S based on our conversations.

Custer State Park: Made adjustments to media calendar, which was approved. Edited and approved February and March social posts, Peak digital elements, and TV and pre-roll scripts.

Pierre: Approved Peak 2016 TV spots and edited and approved digital elements.

Sioux Falls: Approved media calendar after discussing Canadian economy – pulled out of Winnipeg, approved landing page for campaign, and working through upcoming digital ads.

Black Hills & Badlands: Finalized Peak 2016 media calendar. Working on direct mail Piece, BH&B just finished gathering partners for the piece, and L&S is working on plugging that information into the design. The creative will be the same as last year's scratch-n-sniff concept. Edited and approved the pre-roll and TV scripts; L&S will be recording the spot next week and forward for review. Matador is currently working on writing articles based on direction given them.

eCRM: Travelsmart – Approved February Travelsmart email, deployed February 11-12. Events – February (April Events), reviewed and deployed February 18. Inquiry – Reviewed and deployed February 14. Hunting – Begin in the fall season. Fishing – emails will begin in March; working with MMGY to update fishing creative. Working with MMGY on an editorial calendar.

Working with GetSmart content on providing unique content to individuals based on their location, interest, etc. Working with the team on developing a strategy for which markets will be served and content and creative will be developed.

Working with team to finalize SD Tourism peak traditional and digital elements. Plan to partner with Twins baseball home plate signage or partnership with Fox Sports North. Placed oversized banners/signage in Mall of America and Southdale Mall in Minneapolis.

Peak Magazine Co-op: Approved last of the inserts for *Martha Stewart Living*, *Real Simple*, *Parents*, and *Everyday with Rachael Ray*. Copies of magazines will be sent to co-op partners.

Deadline for Peak Great Getaways newspaper co-op insert was February 12; 61 partners are participating. Will look at the possibly decreasing the size of the insert next Peak as the number of partners have dwindled over the past two years. Will send partner proofs for approval in early March. Final piece is due to the printer on March 25; pieces will be inserted into papers the end of April in Colorado, Iowa, Minnesota, Montana, Nebraska, North Dakota, South Dakota, Wisconsin and Wyoming for a circulation of 808,894.

Joined call with Road Trippers and the Family Travel Association; we are considering several ways we can involve our industry in this partnership and potential exposure on this new site.

Worked with Meredith/Midwest Living on a South Dakota culinary guide; reviewed copy and provided updated image options for the piece.

Met with our internal team to discuss the Google Trekker Backpack project to determine if this would be a feasible way to promote our trail systems and other points of interest.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Working with MMGY to resolve issues with the Portal, the Events form, and the Business Listing form. Worked with MMGY to set up shortened redirects for all eight of the international pages.

Additions to the website: Winery Tour of South Dakota, Spring in the Southeast photo essay, 7 Things You Didn't Know About Black Hills Caves, 16 Things You Didn't Know About South Dakota, A Love Letter to South Dakota (republished as a Road Journal), 8 Ways South Dakota

Will Surprise You, Baby Animals, 10 Romantic Stops in South Dakota, and Unique Foods in South Dakota. "Stories" section has been renamed "SD Spotlight."

Other web items: Book Now buttons – selecting imagery and placement, Great 8 video and photo gallery on the Great 8 page, and Hunting and Fishing pages and redesign of those pages to allow for exclusive Road Journals, photo essays, and articles.

Joined two introductory calls with the RootsRated team. They specialize in outdoor adventure content and distribution. We will be working with this team in the coming months on content creation and to push this new South Dakota content out to their channels.

Press Site – MediaSD.com (TravelSouthDakota.com/Newsroom): Posted the following releases from the industry: Badlands Exceeds a Million Visitors!, Comedian Kathleen Madigan Makes Deadwood Mountain Grand a Stop on "The Mermaid Lady" Tour, Deadwood Announces Free Main Street Summer Entertainment, Jewel Cave National Monument Lifts Age Restriction on Scenic Tours, and South Dakota Symphony Orchestra to Showcase Dvorak's "New World" Symphony and It's Native American and African American Influences.

Industry Site - SDVisit.com: Updated the Spring Hospitality Training Co-op program information and the last of the updates to the Great Service Star 2016 designees list. Updated the 2016 Industry Calendar.

eFYI e-newsletter – Drafted and assembled the February issue and deployed it to 2,577 list members via Listrak.com on February 19, 2016.

Tourism Conference - SouthDakotaTourismConference.com: Sent final reminder to the industry to complete the Tourism Conference evaluation.

Worked with BIT to complete the purchase and configuration of one additional domain name: FindYourGreatPlace.com, which is registered until 2022.

Research

Signed a new agreement with STR (Smith Travel Research) for 2016.

Worked with Tourism Economics on County Level Economic Impact reporting; they will be releasing this study in March.

Provided MMGY with updated dashboard metrics for January.

CenStates Conference: Met with internal creative team to discuss conference themes, creative and schedule. Reviewed committee notes, budget, minutes, and participated on quarterly board meeting conference call.

Fulfillment

Fulfilled 65 bulk shipments/requests: 2,610 South Dakota highway maps, 3,660 Vacation Guides, 25 Native South Dakota Guides, 25 Motorcycling Guides, and 75 Tribal Lands brochures. Black Hills Works fulfilled 12,332 domestic requests, which included 2,959 Reader Leads. Fulfilled 237 international requests via MSI Worldwide Mail Service and 294 Canadian requests were emailed to MSI for fulfillment. Fulfilled 54 special packet requests via regular mail. Reviewed 2,758 emails from the Online Request Form and responded to those with specific questions.

Fort Sisseton Commission

Was not able to attend the commission meeting with staff due to weather.

Tribal Tourism

Attended State Tribal Relations Day at the Legislature. Submitted information on Spring Hospitality Training for the February Tribal Relations e-newsletter. Plan to attend a meeting in Eagle Butte with Tribal Relations and GOED per an invitation from Four Bands.

Creative Consultations/Projects

T. Berg:

For Tourism: Working on final routings of Tourism's 2015 Annual Report.

Working through final routings of the 2016 Peak Great Getaways newspaper co-op.

Rebuilding and redesigning the information booklets for the Lewis & Clark Information Center.

Designing a unisex T-shirt for social media contributors.

For GOED and Governor's Office: Designed the 2016 Buffalo Roundup Save-the-Date message and working on designing the logo.

A. Hofmeister:

For Tourism: Designed two full-page ads for Active America, one in English and one in Chinese; they were forwarded to the publication.

Designed two options for new T-shirts to be given as thank-you gifts to Instagrammers and a version to be sold at selected Information Centers this summer.

Designed a full-page ad for use for Go West Summit.

Converted all of The Great 8 images into one-color files that can be sent to South Dakota communities to use as icons in their own publications. Created some options for making The Great 8 files for individual locations to use with their town names. Waiting for direction from the teams on drafting branding guidelines and how requests will be handled.

For Arts Council: Designed the Arts Council Annual Report; they were delivered on February 5.

For GOED: Exploring ideas for this year's Golf Classic invitation; received the copy from project lead and waiting for a finalized Governor's letter. Will route invitation mock-ups to show the Governor. Invitations are to be mailed April 20.

For Dept. of Labor & Regulation: Designed several mock-ups of logo options. Will send final file formats once they've made their decision.

A. McCloud:

For Tourism: Sent the 'What's New' sheet to Central Duplicating to be printed; Trade Sales Team uses these at trade show appointments and for mailings.

Designed and ordered a banner for Pheasant Fest show.

Designed certificates, lapel pins, and stickers with the new Great Service Star program logo.

Working on design options for the Information Center T-shirts and 'Thank you' shirts.

For Arts Council: Sent new Arts 50th anniversary logo to Department of Transportation for mounting on foam core. Ordered new envelopes with 50th anniversary logo.

Ordered business cards for the new Arts Council director, Patrick Baker.

For GOED: Designed new options for the Certified Ready logo and sent file formats to staff.

Ordered business cards for new SDDC board members; delivered to staff contact. Ordered business cards for two new staffers and new supply for current staff.

Sent files to printer for GOED's Annual Report; they should arrive mid-March.

Designed the GOED conference registration flyer and the registration card; sent files to vendor for printing. Will design program book once copy is received.

For GOED/Governor: Designed an e-Save-the-Date card for the Pheasant Hunt and sent to staff contact for review.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Giant Step partner ads for *Rachael Ray*, *Martha Stewart Living*, and *Real Simple*; *Quail Forever* hunting ad; Bucket Lister banner ads; Great Getaways newspaper co-op partner copy review; banners for Target Field for Twins Games; Great 8/Find Your Great Place court banners in Mall of America; 40 words of copy and Mount Rushmore photo for Real Simple/Bright Ideas 2016; Home & Away email; Opt Intelligence (lead gen) emails for bucket listers, young families and active couples; Travel Professionals e-Newsletter; Black Hills & Badlands Co-op – Pre-roll and TV script; Deadwood Co-op – ad for *Yellowstone Journal*, St. Pat's promo ad for Black Hills To Go, St. Pat's promo TV and radio scripts/spots, ad for Food & Wine Festival, TV spot for Forks & Corks; Pierre BID – digital fishing ad, attractions remarketing banner, Argus Leader website ad, fishing spots; and Sioux Falls Co-op – Peak landing page.

Project Review/Proofing: Governor's Events Save-the-Dates for Golf, Roundup, and Hunt and Golf invitation copy; GOED Annual Report, Certified Ready Site logo & Certified Ready Site highway sign mock-up, and Conference registration mailer; Logo redesign for Dept. of Labor & Regulation; What's New; Great 8 logos – one color conversions; Active America China ad; cover sheet for Go West Show packets; and eFYI.

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. Compiled feedback from Made in South Dakota vendors who participated at the Tourism Conference and routed comments to Conference committee. Met to discuss the Governor's Golf Classic, June 8-9, at Dakota Dunes; compiled timeline and assignments for the event. Met with staff regarding new T-shirt designs; designers will come up with design options and present them to staff.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Tourism Annual Report, Great Getaways Peak 2016, GOED Conference, Great Service Star design

updates, Golf Classic invite and print pieces, Roundup invite and print pieces, Hunt invite and print pieces, and SD/WY Insert Card in VG.

T. Friedeman, Creative Strategies Manager:

For Tourism: Marketing team met with L&S to review creative for peak banners at Southdale Mall and billboards (Minneapolis), Wrigley Ville billboards in Chicago, mockups for direct mail, and listened to voice talent for TV.

Logo and photo requests fulfilled: Lisa Shoemaker, Fenske Media in Rapid City, request for Bear Butte images. Evening Capitol images to Wade LaRoche, Dept. of Revenue. Logo to Elisa Lanzanova with Alidays Tours, Italy.

Coordinated a meeting to discuss the interest in using the trail camera backpack from Google to map out some specific spots in South Dakota. We plan to meet with Game, Fish & Parks to determine their interest in one of three mapping options and hopefully partnering on one or more options.

Working with Outsound Productions on A/V needs for the GOED Conference, April 12-13, in Sioux Falls.