



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

Media and Industry Relations

Media and Public Relations

- Media Interviews:
 - Interview with KORN radio, Mitchell, re: peak season marketing
 - Interview with Pierre radio stations re: National Travel & Tourism Week, upcoming tourism season
 - Interview with Grand Forks Herald re: South Dakota's summer marketing campaign
 - Provided information for three stories to Jodi Schwan of SF Business Journal:
 - Peak 2016 marketing
 - Culinary trend and new culinary guide
 - 2016 influencer campaign
- Sent video links to Mr. Daniel Schmid in Switzerland, who is interested in promoting South Dakota as a travel destination to his employees.
- FAM Tours:
 - Hosted four national travel writers in western South Dakota. Writers were on assignment for Forbes, Fodor's, amNewYork and the Traveling Mom blog.
 - I-29 Cultural Corridor FAM planning
 - Scheduled for July 13-17
 - Working with industry partners to fill in the itinerary
 - Working with trade sales team on FAM for Italian writer for *Runners World*
- Press releases:
 - May 5: Department of Tourism Encourages Travelers to Find Their Great Place
- April Domestic Earned Media
 - Impressions: 266,759,240
 - Ad Value: \$2,017,332.98
 - Number of clips: 13
- FY16 To-Date Domestic Earned Media
 - Impressions: 2,229,190,161
 - Ad Value: \$14,768,359.73
 - Number of clips: 398

Social Media

- The peak social media campaign launched at the end of April with one influencer coming to Sioux Falls, South Dakota the last week. On-going efforts for this program continued into May with three other influencers who visited the state. Entries into the #MyGreatPlace contest totaled 14,900+ with 36,800 visits to the contest entry page. The coordinating email blast that went out to subscribers generated some of the top web visits to TravelSouthDakota.com that we have seen in recent history. Complete stats and analysis of the campaign will come in June.
- Continuing to work on web content, a re-work of the homepage and partnerships with GetSmartContent and RootsRated continue to be a top priority. The team is currently focusing on ways to improve the sites SEO through content and optimization of our current site.
- Homepage discussion with MMGY is well underway and the teams will be collaborating for the phases to move forward for implementation.
- Preparations for #605Day occurred through the month of May including developing creative for a Snapchat filter, eFYI message to the industry informing them of the campaign, a press release to media, content development partnership with Matador Network, creating a Facebook event, creating GIFS for deployment on social channels, and calls with local media members.
- April Social Media Stats
 - Great monthly growth on Facebook of 9,720 new followers for April.
 - Baby buffalo video was posted on April 7th and by April 11th had organically received 90,000+ views, 4,900 likes, 2,100 shares. As of end of April it had 144,458 views.
 - 14,351 website referrals for the month
 - 726 vacation guide requests at 5.06% conversion rate for the month
 - Goal of reaching 235,000 Facebook followers is 90% complete
 - Goal of generating 5,000 more followers on Twitter is 91% complete
 - Goal of generating 300,000 social media engagements is 212% complete
 - The new canvas ad generated 152,619 impressions, 5,462 clicks, 3.58% click-through rate, 4,914 actions, at a cost of \$.12 per click.

Content Development

- Edited internal and external copy designed for website and email usage.

Industry Relations

- Presentations for industry events and annual luncheons:
 - Read Governor's Proclamation at Travel Rally Day in Rapid City
 - Presented 2016 marketing plans at Deadwood's annual luncheon
 - Gave brief 2016 update at the Missouri River Tourism Assn. annual meeting
 - Attended industry luncheon and community blitz in Watertown, coordinated by the Watertown CVB
 - Presented 2016 marketing plans as the keynote speaker during the Brookings CVB annual luncheon
- Reached out to CVB and Chamber of Commerce reps about distribution of #FishinSD window clings and tackle box stickers

Other

- Presented final recommendations of the information center work group to Governor's executive committee and policy advisors.
- Presented strategic planning and performance measurement information to Legislative Research Council.
- Two summer interns began work in the department.

Looking Ahead

1. Coraggio strategic planning
2. Buffalo Roundup Press Tour planning
3. Long-term content strategy for website, social, email, etc.
4. Rushmore 75th anniversary social campaign moved to launch closer to anniversary date

Research and Visitor Services

Web Development

- Continuing to work on priorities for the homepage and look at possible design changes to better meet our site goals.
- Utilized Crowdriff to pull in user generated photos from #FishInSD and the #MyGreatPlace landing page.
- Analyzed top Road Journal and Itinerary pages on TravelSouthDakota.com so that our creative team can prioritize video needs for these pages.
- Continued efforts to add new and engaging content to the site.
- Improved video playing features on TravelSouthDakota.com.

Research

- Pulled web referral traffic to the regional sites and provided this information to the regional directors.
- Pulled statistics and suggested measurements for our Strategic Plan.
- Pulled market performance and provided summary of YTD Peak Season results.
- Pulled economic impact county results and provided to the Advisory Board Members.
- Finalized Annual Report.

Fulfillment

- Shipped 69 bulk requests for literature. This consisted of 11,730 – SD Maps, 3,615 – Vacation Guides, 175 – Motorcycle Guides and 1,600 Culinary Guides.
- 3,010 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 13,150 Domestic travel packets.
- 392 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 191 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Information Centers

- Held info center supervisor's meeting on 4/16.
- Made updates to posters and flipbooks for the exhibit at the Chamberlain info center.
- Updated and printed employee handbooks.
- Prepped and sent pallets of pubs and supplies to the info centers.
- Finalized preparations of the info center FAM held 4/29-5/4.

Other Items

- Attended the Internal Control Officer training meeting held by BFM.
- Hosted the TTRA CenStates board members in Rapid City.
- Purchased two new booths with images for Snowmobiling and Crazy Horse.
- Completed MMGY contract amendment.
- Worked with BIT to schedule PC installs for the information centers.

Looking Ahead

- Continue to review and optimize our GetSmartContent strategy.
- Continue preparation for the information center openings on May 16.
- Build and begin deploying our quarterly Research email to the industry.
- Continue work on strategic plan to build out our team vision and action steps.
- Begin working on our internal control policies for the Department of Tourism.

Marketing

Tourism Marketing

- Reviewed and approved 3 more native content articles from Matador.
- Worked with MMGY and Matador to set up everything for their video shoot that will begin the first of June. They will be spending 7 days in South Dakota videotaping their journey across the state.
- Met with Lawrence and Schiller on our 2016 fall shoulder marketing campaign, creative, strategy and media schedule.
- Met with MMGY to begin talks on our Shoulder digital marketing campaign.
- Had many calls this month with different vendors, many of which are from the sports arena after they began seeing our behind home plate signage at the Brewers and White Sox. There are quite a few Native content businesses both copy and video approaching us right now as well.
- Began getting everything together for our Twins efforts on June 17-18 in Minneapolis.
- Had meetings with both Pheasants Forever and Gun It with Benny Spies on our sponsorships with each of them, we want to make sure we are taking advantage of every opportunity we receive with them.

Cooperative Marketing

- Shoulder Community Co-op – We are working with our shoulder partners, (Deadwood, Custer State Park, Watertown and Pierre) to set up times to begin our talks on the Shoulder marketing plans.
- Great Getaways – Sent out the registration for the Shoulder Great Getaways. The program is open to 42 partners and costs \$550 to participate. Deadline for registration is June 7. Insert will drop the week of August 14 to papers in Denver, Des Moines, Minneapolis, Eau Claire, La Crosse and Madison.
- Peak Community Co-op
 - Approved social posts for June.
 - Edited and approved the final Matador article for BHB.
 - Approved True West Magazine added value native content for Deadwood
 - Approved event radio and tv spots for Wild Bill Days and Kool Deadwood Nites.
 - Approved Wild Bill Days print and banner ads.
 - Approved social posts for Custer BID
 - Approved social posts for Watertown
 - Approved social posts for Spearfish
 - Approved social posts for Hot Springs
- Community Co-op Applications – Met and reviewed shoulder requests from our partners.
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eCRM

- Worked with MMGY to write, edit and deploy the Travelsmart, events and fishing emails.
- Assisted the social team on deploying the #MyGreatPlace sweeps emails.
- Worked with L&S on the Spearfish Connected Fitness emails
- Worked with MMGY on the eTarget emails that will deploy early in June.

Industry Outreach

- Deadwood
 - Attended annual luncheon meeting
 - Attended an emergency meeting to discuss concerns about layoffs in Wyoming
 - Attended a Deadwood FAM tour
- Fort Pierre – Met with Chris Maxwell to discuss everything Ft. Pierre Tourism is working on.
- Watertown – Attended the Annual luncheon and did a trolley tour around town.
- Brookings – Attended the Annual luncheon.
- Sioux Falls – Attended the Annual luncheon and hospitality training session.
- Assisted the Trade Sales team with their Japanese FAM tour.

Conferences

- CenStates –
 - Met with the CenStates board in Rapid City for a site visit and conference meeting. We met with the Hotel Alex Johnson staff, Rapid City CVB Staff and did a site visit to Mt. Rushmore.
 - Worked with Kirk on sponsorships and on getting speakers lined up.
 - Spoke with Supt. Schreier to confirm her attendance at the conference.

- Tourism Conference –
 - Researched décor options for the conference
 - Discussed theme ideas and selected the theme Building for the Future
 - Researched a few speaker options
 - Met with Angie on getting the initial “look” together for the conference so we can start to build out certain elements like the save the date and sponsorship flyer.

International and Domestic Trade Sales

Tradeshows

RMI Roundup – Cody, WY

- Completed preparation of post-Roundup itinerary.
- Traveled to Cody, WY, and attended RMI Roundup appointments with Maureen, met with 41 international tour operators, RMI Representatives, and Receptive Operators and from Australia, France, Benelux, Denmark, France, Germany, Italy, UK and the USA.
- May 7-13, 2016, assisted with transportation and hosting of 6 tour operators (France, Germany, Italy and USA) to a Post-Roundup FAM tour in South Dakota. Areas visited included all of the South Dakota suppliers who attended RMI Roundup in Cody. Overnights were in Spearfish Canyon, Deadwood, Custer, Rapid City, De Smet and Sioux Falls.
- Researched all tour operators and provided information to South Dakota suppliers.
- 20 South Dakota suppliers participated in RMI Roundup this year.

USA Travel Association’s IPW – June 18-22, New Orleans

- Selected tour operators from the Nordic Region to request appointments from.
- Emailed follow-up appointment requests to tour operators in Australia, Benelux, Denmark, France, Benelux, France, Germany, Italy, Norway, Sweden and UK to let them know we would like to meet with them during IPW.
- Made flash drives, prepared materials, coordinated shipment of materials and assisted with packing booth and materials.
- Manual appointment scheduling – requested appointments with over 50 tour operators
- So far we are scheduled for 90 appointments with tour operators and journalists, a record (previously our maximum number was 48 appointments)
- Media Marketplace – 14 appointments set up
- South Dakota appointments lists sent to nine South Dakota partners as well as to overseas representatives

Hostings:

Chinese Fam through NTA- May 12-17 (8 people)

- Made itinerary arrangements including overnight accommodations, food, and attractions. Also joined them for the duration of the fam
- Toured around the Black Hills and Badlands region with 7 Tour Operators and the NTA Vice President of International Outbound Travel
- Organized with Haybina Hao (NTA VP) to have her present a basic Chinese overview and marketing strategy to SD suppliers (roughly 25-30 attended)

Upcoming Hosting's

- **Missouri River Project hosting, Italy** – June 9-13 in South Dakota (4 Journalists)
- **Dove Travel Magazine, Italy**, June 3-5, 2016 (2 Journalists)
- **La Route des Voyages** , France, - June 8-11, 2016 (4 tour Operators)
- **Floristrada, Italy – May 31-June 1, 2016** (2 Journalists)

Buffalo Roundup hosting meeting regarding arrangements/activities for this hosting that will take place for international and domestic journalists in late September for 6 days,

Coraggio meetings

- Attended meetings to review steps for strategic planning

ATI tour operator– reviewed advertorial, this piece will include the four RMI states

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 from May included:
 - Minuteman Missile National Historic Site
 - Deadwood Mountain Grand
 - Sanford Lab Homestake visitor center
 - Spearfish main street shopping
 - New CSP visitor center
 - Miner's Brewery and Crow Peak
 - Custer main street shopping, Blue Bell Chuck Wagon Dinner and Crazy Horse Volksmarch +.

Video Services

- Footage was shot for a new video of the State Veteran's Home in Hot Springs. This will be used as a promotional video.
- New video content was added to the stock footage on DropBox.

Design work and publications

- **Archaeology & Paleontology Guide**
 - Updated piece arrived in-house 5/12.
 - 900 paid copies plus 400 free from vendor.
 - Twenty copies were mailed to each dig site location.
- **Motorcycling Guide** reprint (60,000) arrived in early May for distribution at information centers and per requests.
- **Vacation Guide Insert Card**
 - A new four-color (first time!) vacation guide insert card was produced.
 - \$4,699.11 for 200,000 cards.

- Delivered to Wyoming’s fulfillment center in Texas for distribution in Wyoming’s vacation guide.
- 25 samples delivered to the office.
- International Pow Wow (IPW) trade show prep included:
 - Large hanging Mount Rushmore triangle booth identifier was designed.
 - Additional new image panels for booth were prepped and ordered.
 - Buffalo stuffed animal promo giveaways – glued SD lapel pins on stuffed buffalo for ‘branded’ look. These 50 will be shipped to IPW along with Mount Rushmore look-alike flash drives with our trades sales information loaded on it.
- Great Getaways Co-op Newspaper Insert
 - Mailing for the fall season paid partner insert was updated and mailed out
 - 1,700 envelopes, letters and forms were printed at Central Dupl.

Events

- Golf Classic
 - Final prep on signage needs being completed
- Roundup & Pheasant Hunt
 - Invite ideas being researched and designed

Looking Ahead

- Re-order on our metal lapel pins for sale
- Re-order on the Great 8 logo decals for insertion in vacation guide requests

SD Arts Council

Grants

	May	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	6	61	82
Touring Arts bookings	7	41	41

- Sent 91 grant award letters to artists and organizations who applied for Fiscal Year 2017 South Dakota Arts Council (SDAC) grants, as well as 22 rejection letters; and maintained contact with the 27 artists/groups now officially approved for the FY17 Touring Arts roster.
- Conducted more than a half-dozen calls with FY17 grant applicants to provide panel feedback as a service to try to improve future grant applications; scheduled more for early June. These calls included both FY17 grant recipients, curious about feedback or funding levels, as well as several artists or organizations who were not recommended for funding, each of which received a hand-written note in their rejection letter urging them to inquire.

- After preliminary budget approval for the Artists in Schools & Communities program, began making the budget work with the grant requests, getting approval notices out, sending requests to artists, getting their confirmations, and finalizing what residencies will happen, as well as beginning the contract process for summer residencies. There were 191 applications this year.

Arts Education

- Planning with the state Department of Education (DOE) for implementation of the Every Student Succeeds Act. SDAC Deputy Director Rebecca Cruse will work with Arts South Dakota and other groups with vested interest in arts education to form a workgroup, which will help advise DOE on the fine arts components of the bill. The group will also focus on helping local groups with grassroots efforts to effectively advocate to their school officials for inclusion of arts education. This will be a lengthy and involved process that will begin in the fall.
- Planning cooperative effort with Arizona's arts education coordinator for a kind of exchange program for training of teaching artists to save costs and engage artists.

Public Relations/Outreach

- Finalized publication and began distribution of hundreds of copies of SDAC's *Arts Alive* summer issue to individuals and arts organizations across South Dakota.
- Selected Crufilco of Sioux Falls as the production company for a video project centering on SDAC's 50th anniversary and began finalizing plans to proceed with production of the commemorative video as well as video shorts that will be relevant well beyond the anniversary year.
- Kicked off the "50 Artists to Watch" initiative via the SDAC website and social media channels – including a new SDAC blog – to help celebrate SDAC's 50th anniversary; these short artist features will continue through the end of the year.
- SDAC Program Coordinator Heather Davidson processed applications for the First Lady's Prairie Art Showcase and is developing a presentation for jury review.
- *Staff outreach:* SDAC Director Patrick Baker and SDAC Folklorist Andrea Graham attended the May 12 Gathering of Pine Ridge Educators at Red Cloud Indian School, led by the U.S. Department of Education with involvement from various government and tribal entities and stakeholders (including representatives of the National Endowment for the Arts and S.D. Department of Education). Cruse attended the May 2-4 Poetry Out Loud National Finals in Washington, D.C., where Maddie Lukomski, a then-junior at Lincoln High School in Sioux Falls, won first place in the spoken-word/original poetry division of the Poetry Ourselves contest; Cruse also had Capitol Hill visits while there. Cruse also represented SDAC at the Black Hills Film Festival and a Bush Foundation event in Rapid City.

Pending Events and Projects

June 8-10 – Baker to attend Arts Midwest State Arts Agencies Summit in Chicago, IL

June 17-19 – Americans for the Arts annual convention in Boston, MA