



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: August 10, 2016
RE: July 2016 Monthly Status Report

Media and Industry Relations

Media Relations

- Provided info on the I-29 Cultural Corridor, Good Earth State Park, and the Children's Museum to Lisa McClintick. Lisa was unable to attend the I-29 FAM, but wanted to learn more so she could pitch it to her publications.
- Edited Newsweek piece featuring South Dakota's tourism industry and the marketing we do.
- Provided YouTube videos (and offered b-roll) to TV station out of Georgia doing a remote show from DakotaFest in August.
- Provided overview information on places to eat, stay and play for Weekend Jaunt, a Canadian online travel guide.
- Met freelance writer and blogger, Frederick Maesen, and his wife, a freelance photographer, for lunch at Wall Drug to kick off his time in South Dakota. They are on a two-week road trip, spending 3 days in South Dakota.

FAM Tours:

I-29 Cultural Corridor FAM

- Focused on the cultural offerings (museums, wineries, culinary scene, art galleries, etc.) along the I-29 corridor. Featured stops in Watertown, Brookings, Sioux Falls and Vermillion July 13-17.
- Team members hosted five journalists: Carla Waldemar, Travel Editor with *Lavender Magazine*; Renee Gordon, Writer with *The Philadelphia Sunday Sun*; Lisa Mamounas, Writer with ARTINFO; Julie Reikai Rickerd, Writer with *Jo Lee Magazine*; and Deborah Steenhagen, Writer with TravelingMom.com.

Buffalo Roundup FAM planning

- Scheduled for September 25-Oct. 1.
- Working with industry partners on lodging, activities, etc.
- Three domestic writers confirmed so far, will max out at eight domestic and 13 international.

June Domestic Earned Media

Impressions: 8,200,083
Ad Value: \$44,857.53
Number of clips: 18

FY16 To-Date Domestic Earned Media

Impressions: 2,573,054,977

Ad Value: \$19,200,883.48

Number of clips: 521

Social Media

- In July, the social team focused on strengthening our relationships with influencers and people to coordinate Instagram takeovers with. The team was also focused on promoting traffic to our new website content and driving traffic to our vacation guide signup and e-newsletter signups.
- The partnership with Roots Rated and GetSmart Content continue to be a focus for the web content development team in conjunction with creating several new pieces of content for the website to boost SEO.

June Social Media Stats:

- Top three Instagram posts were from @edsonsoares – one of the June takeovers on Instagram.
- Spikes in the June Twitter engagements were a results from the #IExplore Chat – part of the #MyGreatPlace campaign.
- Peak in Twitter followers was on June 6th – which was a 74% increase from the daily average. This was likely due to the aftermath of the successful #605Day.
- Goal of reaching 235,000 Facebook fans is 120% complete.
- Goal of generating 5,000 new Twitter fans is 126% complete.
- Goal of generating 300,000 social media engagements is 292% complete.
- In June, social media generated 19,651 referrals to TravelSouthDakota.com.
- Social generated 449 Vacation Guide requests at a 2.28% conversion rate.
- Social generated 403 Travelsmart signups at a 2.05% conversion rate.

Interns

- Input South Dakota Visitor Questionnaire Survey Information.
- Tourism Conference Speakers research and planning.
- Trip Jaunt Travel Guide copy for Weekend Jaunt publication.
- Content searching for website, Facebook, and Instagram.

Industry Relations

- Met with Pierre CVB, Missouri River Tourism Association, and GM of Spring Creek Resort to discuss the possibility of sponsoring a Bassmaster fishing tournament on Lake Oahe.
- Issued 145 Great Service hospitality certificates.

Other

- Attended Brand USA immersion in Washington, D.C.
- Traveled to NYC to meet with Macy's parade committee and meet with MMGY's PR team to conduct FY17 planning.
- Attended meeting with Miles Media and the regional directors in Sioux Falls to discuss vacation guide layout, design and printing options.
- Presented updated strategic plan and dashboard indicators to the legislative planning committee.
- Working on pilot episode of the web series, "Mouth Dakota".
- Traveling across SD gathering photos and information for the website.

Looking Ahead

- Meetings with MMGY in August on digital, website and homepage changes.
- Tourism Conference.
- Strategic planning work with Coraggio.

Research and Visitor Services

Web Development

- Updated the Rooster Rush program content on SDvisit.com for the 2017 shoulder season including the tool kit, promotional materials, funding info and awards pages.
- Updated the Governors Hunt RSVP form for 2017.
- Continued meeting and discussing various projects related to TravelSouthDakota.com, including the homepage, tagging and content integration, Get Smart Content and RootsRated (primarily with Katlyn Richter and MMGY staff, Carrie Grossman, Alexa Lubel and Allison way).
- Reviewed the Tourism Conference Website reskin estimate and met with our internal team and MMGY to discuss the increase in cost.
- Met with BIT to review software compliance topics including adobe, citrix, user accounts and devices per user.

Research

- Continued to work on the CenStates conference program which included contacting speakers, scheduling, sponsorship sales and pushing registration and awareness.
- Worked with L&S to develop a new version of the Travel Insights email that will be sent to industry members. This email will provide the industry with current travel indicators and the latest marketing trends.
- Provided data and reporting to industry members and staff as requested for community meetings, media interviews and campaign planning etc.
- Developed a report for the Legislative Planning Committee to be held on August 1.
- Developed a report for the Glacial Lakes and Prairie's regional board on YTD hotel and park visitation.

Fulfillment

- Continued efforts to improve our fulfillment process. We have been notified by some travelers informing us of late or undelivered Vacation Guides. We are working with Black Hills Central Reservations, Black Hills Works, MMGY Global and the USPS to continue monitoring and find a solution to the delays.
- Shipped 95 bulk requests for literature. This consisted of 12,167 – SD Maps, 3,546 – Vacation Guides, 300 – Motorcycle Guides, 160 Native South Dakota – 800 Tribal Lands brochures and 400 Culinary Guides.
- 2,303 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 13,451 Domestic
- 278 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 150 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Welcome Centers

- Held welcome center/ rest area revitalization plan work group meeting on 7/22. Continued discussions on funding sources, communication plan, RFP process for reconstruction/remodel, and further development of MOU and rest area management plan.
- Completed on-site inspections of the information centers with DOT to assess the needs and areas of improvement for the Vivian, Chamberlain, Salem, Valley Springs, Vermillion, Wilmot and New Effington locations. A maintenance list has been compiled and is currently being reviewed by DOT. The next step will be to assign priorities and a timeline to maintenance list.
- Deployed welcome center survey to all info centers. We've currently received roughly 500 responses.
- Held meeting to discuss IC wages consulting contract. RFP has been drafted and is currently being reviewed.

Other Items

- Drafted the following contracts, RFP's and grant applications.
- Regional Grant applications and agreements.
- Kit Bernardi Contract.
- DK Shifflet Contract.
- CTM Contract.
- Information Center Staffing RFP.
- Continued Budget tracking and daily processing of invoices.
- Attended the Glacial Lakes and Prairies Board meeting at the Abbey of the Hills near Marvin, SD.

Looking Ahead

- Planning and research for the Peak 2017.

Marketing

Tourism Marketing

- Reviewed and approved shoulder digital creative. This year's shoulder creative is a coloring concept that encourages the people to interact with our banners. This concept will also be used in Winter and possibly for next Peak.
- Approved traditional and digital media calendars.
- Numerous meetings with L&S and our team on TV and photo shoots for Peak 2017.
- Numerous calls this month with different vendors.
- Conducted meetings with representatives from Nascar and rodeo organizations.
- Met with Pheasants Forever, the Vikings and FoxSports North.
- Met with the Regional Tourism Associations and Miles Media on our 2017 Vacation Guide.
- Attended the Southeast South Dakota Tourism board meeting.
- Sent proofs to Great Getaways partners for approval and worked with the designer on the final edits.
- Worked with Creative Team to get everything ready for Rooster Rush 2016. (mailing, merchandise selection, updated all forms) and worked with Ann to get everything up on SDVisit.com.
- Met with Meredith Midwest Living in Sioux Falls.

Cooperative Marketing

- Met with Sioux Falls to discuss shoulder season marketing efforts. We have a date set for Sioux Falls and Click Rain to come to Pierre to finalize a plan.
- Met with Watertown BID to discuss shoulder campaign and present media calendar and creative.

- Approved shoulder media calendars for Custer State Park, Pierre and Watertown.
- Approved shoulder digital elements and Buffalo Roundup TV and pre-roll for CSP.
- Working on research for Deadwood that will help develop their Shoulder/Winter calendar.
- Approved Pierre Hunting TV spot, an advertorial for Dakota Country Magazine and Midwest Hunting and Fishing.
- Approved peak social posts for Deadwood, Custer State Park and Pierre.
- Approved ads for Motor Market Magazine and the BH to Go for Deadwood.
- Approved KOTA News display banner ads for Kool Deadwood Nites.

eCRM

- Worked with MMGY to write, edit and deploy the Travelsmart, events and inquiry emails.
- Had a few meetings with MMGY to review the email performance.

Industry Outreach

- Watertown - Attended a co-op marketing meeting in Watertown.
- Southeast SD Tourism – attended their monthly board meeting in Yankton.
- Regional Meeting – met with the regions on our Vacation Guide for 2017.
- Sioux Falls - spent a few days in Sioux Falls where we met with L&S, Sioux Falls CVB and others in the industry.
- Mitchell - Toured the new exhibit in the Corn Palace.

Conferences

- Worked with Kirk on one more speaker and sponsorship for CenStates conference.
- Worked with Angie to get the Save the Date and Sponsorship Flyer to the printer for the Tourism Conference.
- Conducted three Tourism Conference meetings.
- Held many meetings with speaker committee to start the process. All 6 breakout sessions close to being finalized. We will now focus on getting the keynotes finalized.
- Worked with Gold Stars Speakers Bureau and Midwest Speakers Bureau to find some speakers for the conference.
- Worked on the agenda for the conference.
- Researched more décor ideas for the conference.

Coraggio

- Attended several meetings with our Values teams.
- Attended several meetings with our different objective teams.

International and Domestic Trade Sales

- Tourism Staff members attended IPW – June 18-22, 2016. In process of sending out follow-up and sending leads out to South Dakota suppliers.

Coraggio

- Attended several operational planning meetings – Advance the Development of the Destination. Working on Process Opportunity Workshop – FAM Planning Worksheet for August meetings.

RMI Roundup 2016

- Colin Chapman, Transat, UK - Drafted information for South Dakota feature for their 2017 portfolio which will include the Black Hills and Rapid City. Follow up from RMI Roundup.

Knecht Reisen Mini Brochure

- We are creating a German promotional piece through RMI with North Dakota, Wyoming and Montana. The piece will be printed and distributed to 12,000 of Knecht Reisen's customers. SD partners who will also have a spread are Crazy Horse, Rapid City, Black Hills and Badlands, Mitchell, De Smet and Sioux Falls.

FAMS

July FAMS

- News Corp, Australia – July 1, 2016 (2 people)
- United Airlines, France – July 15-16, 2016 (4 people)

Future FAMS

- Chinese Film Crew, China – August 5-13 (20 people)
- Alidays, Italy – August 24-28, 2017 (2 people)
- Viaggi Corriere/ Donna Moderna, Italy – Aug. 26-28, 2016 (2 people)
- Japanese Fam- Alexa is working with our Japanese Rep to bring 4 Japanese Tour operators to SD for 5 days at the end of August.
- Hotelplan, Switzerland – Aug. 30-Sept. 1, 2016 (2 people)
- Buffalo Roundup – Sept. 25-Oct. 1, 2016
- Sent invitation to international journalists that we would like to participate in this year's FAM.
- China Visit, China & US – Oct. 27-Nov. 1, 2016 (4-5 person hosting)
- Drafted detailed preliminary itinerary and sent to representative for group to review.

Brand USA

- Met with Sarah Dickson our Brand USA rep in Washington DC to talk about potential upcoming programs. that we can participate as part of our Letter of Agreement.
- Updated information for Brand USA to put on their website.

Group Tour Co-op

- Conducted meeting to review timeline with designer and additional staff involved with co-op piece.
- Sent reminder email to suppliers I have not heard from to see if they are interested in participating.
- Called potential partners for participation.
- Receiving registrations, currently have 15 partners registered – space available for up to 18.

Performance Indicators

- Provided domestic press clips report and updated info for domestic trade.

Budget

- Contacted all shows that we plan to attend in FY 2017 to get costs.
- Collected contracts from our International Reps to sign and finalize budgets.
- Looked into promotional opportunities with Collette (Large Tour Operator for us) might add into budget.

Alexa Steiner

- Hired Alexa Steiner as an International and Domestic Trade Sales Rep. Alexa began her position July 18th and will be working from Sioux Falls.

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 July included:

- ATV riding, Black Hills
- Photographed several hiking locations in the Black Hills
- Provided quote for Rapid City Journal story on passing of Chief David Bald Eagle
- Sheridan Lake Palmer Gulch Resort Mount Roosevelt
- Al's Oasis, Oacoma
- Jazzfest, Sioux Falls
- Beaver Creek Rec Area, Brandon
- Falls Park, Sioux Falls
- Flandreau Wacipi
- Gold Discovery Days, Custer
- Wooden Legs Brewing, Brookings
- Zoofari at Bramble Park Zoo

Key Shoots for August:

- Badlands National Park; McCrory Garden Party, Brookings; Potato Days, Clark; Downtown Riverfest, Sioux Falls; Plein Air Outdoor Art Event, DeSmet; Ingalls Homestead, DeSmet; Brown County Fair, Aberdeen; Storybook Land, Aberdeen; Richmond Lake State Park; Rock and Roll Gold Cup, Brandon; Hot air ballooning in Custer (late Aug.).
- Photo requests came in from all over the globe.
- Austin Monthly magazine, TX; Pheasants Forever, MN; Home & Away magazine, NE; Travel Channel; True West Magazine, AZ; Wind River Press, WA; Group Tour Magazine, KY to name a few.

Video Services

- Shot video of ATV riding in the Black Hills.
- Shot video of Sitting Bull and Sacawea Monuments near Mobridge.
- Shot video of the Missouri River and the Native American Scenic Byway near Mobridge.
- Shot the southern half of the Native American Scenic Byway near Chamberlain and Pickstown.
- Shot video of the Minuteman Missile sites near Cactus Flats.
- Setup and shot the first Facebook Live video that the office has done at Mount Rushmore. It has received over 49,000 views so far.

Key Projects for August:

- Working on a hiking trails video for the website.
- Edit more video for use on the social media channels and upload them to DropBox.
- Go back and add cards and annotations to more of the YouTube videos.

Design Work and Publications

Tourism Conference

- The Save the Date postcard was designed, printed and was delivered on July 29. This will be mailed out to the industry in August.
- The conference sponsorship mailer is a four-page piece. 2,100 are being printed with a delivery in August.
- Mailing date TBD.

- The conference registration mailer design has started and is a 12-page piece that will contain event details and a registration form.
- Rooster Rush Pheasant Hunting Booster.
- Updates for this popular eastern South Dakota promotion have begun in earnest. A letter and application forms are mailing out to community CVBs, chambers and economic development organizations in early Aug. Other updates have been made to the pages on SDVisit.com. Pricing and logo updates for the promotional items we offer have been done. Deadline for applications is Aug. 22.

Vacation Guide Advertising Promotion Sheet

- A one-sheeter was designed as an infographic piece to promote advertising sales for the vacation guide. Jim then sent the file to the regional tourism associations to print for their own use as needed.

Governor’s Buffalo Roundup

- The invitation will be in our hands soon. All coordinating pieces for the mailing have arrived.
- We will work with the Governor’s Office and GOED to ship them out in a timely manner. Other elements including license plates are being designed or in production at this time.

Governor’s Pheasant Hunt

- We are currently designing the rest of the pieces for the event and then everything will be sent to the printer. Once those are off to the printer work will be done on the license plates so Governor’s Office you can choose a design.

Information Center Surveys

- The Information Center Surveys were designed and printed. They are coded for each center (13) with their unique survey number.

Metal Lapel Pins

- The popularity of these pins continues. 10,000 were ordered. They will be delivered on or about Aug. 19.
- They sell for 53 cents each.

Other

Strategic Planning

- Our five member group has met several times working out the specific Value words for the staff to vote on. Voting took place and it was determined then to modify and strip down some of the longer phrases into more succinct thoughts. Voting for the 2nd round took place and our final values listing are now approved.

Hosting Gifts

- We’re researching give away registration items for Tourism Conference attendees – pen and tote bag.

South Dakota Arts Council

Grants

	July	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	5	71	79
Touring Arts bookings	0	69	61

- Distributed the State of South Dakota Grant Recipient or Subrecipient Attestation form to all S.D. Arts Council (SDAC) FY17 grant recipients after the law went into effect July 1.
- Began filing FY17 grant agreements and attestation forms, which are being posted to the [Open SD Contracts/Grants](#) section, along with other required FY17 paperwork.
- Continued processing FY16 grant evaluations and final requests for payment.

Press Releases

- Issued a [press release](#) July 7 detailing the approved \$1.3 million-plus SDAC grants budget for FY17, including a complete list of all arts grants by community and recipient.

Council

- Held State Arts Council [summer meeting](#) July 15 at the Washington Pavilion; received from the Governor's office a notice of re-appointment for Council member Deanna Lien, lay person, and a notice of appointment for Black Hills Playhouse Executive Director Linda Anderson, theater, both of Rapid City.

Partnerships

- Celebrated the 50th anniversary of SDAC July 14 with a shrimp-boil gathering at JazzFest on the eve of the Council's summer meeting in Sioux Falls. In addition to Council members and SDAC staff attending, invitations were sent to several SDAC partners and stakeholders in the area, including but not limited to the following: S.D. Humanities Council, S.D. Symphony, Washington Pavilion, SculptureWalk of Sioux Falls, Arts South Dakota, Sioux Falls Arts Council, and other members of the local arts community.
- Worked with the Cheyenne River Youth Project on its ArtPlace grant and interview preparation. SDAC Deputy Director Rebecca attended the Red Can Graffiti Jam and then met with ArtPlace representatives to discuss the mission and strategize about what to include during on-site visits and interviews. Cruse also answered questions about the possible partnerships that could grow between SDAC, CRYP, and Tourism as part of the ArtPlace grant.
- SDAC Director Patrick Baker worked as a liaison to connect regional arts organization Arts Midwest with the Short Grass Arts Council in hopes of paving the way to Pierre serving as the host community for World Fest, a two-year program connecting small and mid-sized communities to world cultures through week-long residencies with global performers. If Pierre is selected, four different international groups will visit the capital city in 2017-2018.
- Cruse worked with the Deputy Directors Leadership Committee for the National Assembly of State Arts Agencies to plan a peer session for the national assembly in September. Content for the session will include a presentation on a Western States Arts Federation project called the Creative Vitality Index, which is ultimately about effectively communicating information about the value of the arts with various audiences. Another presentation will focus on the Arts Midwest program ArtsLab, which aims to strengthen the impact of arts organizations in urban and rural communities through leadership and strategy development, including information about South Dakota's involvement in this three-state collaboration with North Dakota and Iowa.

Outreach

- Staff outreach: Baker attended the National Assembly of State Arts Agencies "boot camp" for new directors July 20-22 in Washington D.C., learning about his new role along with arts-agency directors from five other states; on the final day, participants spent the afternoon meeting with program representatives for the National Endowment for the Arts.

Arts Education

- Worked with Arts South Dakota to conduct the Arts Education Institute July 18-21 at Northern State University in Aberdeen. The event was successful with about 75 educators enrolled and positive feedback on institute evaluations.

Pending Events and Projects

- Offered the SDAC Program Coordinator position to a finalist, who accepted verbally; this hire will be announced as soon as it is finalized with HR.
- Aug. 17-19 – Visits to Spearfish, Custer, and Rapid City for the “Summer Arts Road Trip,” a collaborative effort between SDAC Director Baker and Arts SD Director Jim Speirs to meet artists and arts organizations in their communities.
- Aug. 19 – SDAC-initiated arts inclusion roundtable discussion with west-river arts leaders regarding inclusive arts programming for all South Dakotans. The meeting will take place at the Suzie Cappa Art Center in Rapid City.
- Aug. 23-34 – “Summer Arts Road Trip” visits to Sisseton and Aberdeen.
- Aug. 30 – SDAC and Arts SD team meetings in Pierre.