



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

## Media and Industry Relations

### Media Relations

- Buffalo Roundup FAM planning scheduled for September 25-October 1.
- Provided information and statistics to KSFY for their evening news segment regarding results of tourism season. Encouraged them to check back in September when we have more complete numbers.
- Connected Smithsonian Magazine with Custer State Park Herd Manager, Chad Kremer, for an interview, which resulted in a feature on the Buffalo Roundup.

### July Domestic Earned Media

Impressions: 58,561,577  
Ad Value: \$121,007.92  
Number of clips: 17

### FY16 To-Date Domestic Earned Media

Impressions: 58,561,577  
Ad Value: \$121,007.92  
Number of clips: 17

### Social Media

- Continued researching and composing demographic-specific posts on social channels
- Working on the #MonumentalMoments social media campaign to launch in October. Preparations include drafting message and creative for postcards and strategy behind the release of the campaign. Will also work with several other teams to create a comprehensive campaign including eCRM, digital and public relations.
- Working on special campaigns for September with the social media team. Will include great creative and special messaging for some unique days in September including ice cream cone day and the buffalo roundup events.

### July Social Media Stats:

- Instagram experience a 7.6% increase in new follower growth in July.
- 3,676 social media referrals to the website.
- 11,000 YouTube views in July.
- Average Instagram engagements for July were 475.5 per post.
- The most engaging Facebook post was a post of Custer State Park wildlife. The post received 1,334 shares, 5,100 reactions, and 323 comments.

### Industry Relations

- Issued 55 Great Service hospitality certificates.
- Continued working with partners and participants on Pheasant Fest 2017 planning.
- Working heavily with partners and internal teammates on the Buffalo Roundup familiarization tour that we are hosting in September.

### Other

- Worked on gathering elements and materials for the Brand USA Inspiration Guide and our Enhanced State Page on the VisitTheUSA.com website.
- Spent four days with Coraggio consultant, working on an improvement plan for the Department's hosting process.
- Brainstormed and planned additional entries for TravelSouthDakota.com.
- Attended ESTO Conference, a tourism industry conference designed to further professional development.
- Working with the MMGY team on content for the website. This also includes the Roots Rated content ready for distribution.
- Working with the web team at MMGY on concepts for an updated homepage, tagging project, and the tourism conference website.

### Over the Horizon

- Tourism Conference planning.

### Research and Visitor Services

#### Web Development

- Reviewed the Tourism Conference website scope of work and requested revisions and clarification on costs.
- Added a new Video Fly-In to the homepage of TravelSouthDakota.com.
- Reviewed the estimate and scope of work for additional content tagging and integration on TravelSouthDakota.com.
- Reviewed and posted several new pieces of content to TravelSouthDakota.com.
- Added a new social integration element (Crowdriff) to the Great 8 Pages. This feature will feed in related photos submitted by users.

## Research

- Working with Longwoods International to conduct an ROI and image study this fall. The study will gather ROI on actual marketing, visitor's perception and sentiment about South Dakota and the impact tourism advertising has on economic development initiatives.

Responded to industry research and data requests:

- Yankton County
- Pheasant Hunting impact
- KGFX
- Legislative Planning Committee
- Evaluated the results from the 2016 Vacation Guide Survey this summer and will update the board and regional directors on the findings.
- Evaluated the results from our Peak Season markets based on cost per engagement and cost per inquiry.

## Fulfillment

- Shipped 58 bulk requests for literature. This consisted of 14,050 – SD Maps, 1,770 – Vacation Guides, 100 Lewis & Clark brochures and 315 Motorcycle Guides.
- 2,204 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 7,962 Domestic
- 227 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 182 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

## Welcome Centers

- Continued to process Welcome Center surveys.
- Installed new display cases at the Chamberlain IC.
- Altered keelboat flag for Chamberlain IC display so that we can begin to fly the flag again.
- Met with contractor for re-decking and staining of the Chamberlain IC keelboat. Currently awaiting an updated quote.
- Prepped closing paperwork and sent out instructions on closing prep to ICs.

## Other Items

- Attended the ESTO conference August 25- Sept 1.
- Worked on numerous CenStates TTRA items and tasks. This conference will be held on September 21-23 in Rapid City.

## On The Horizon

- CenStates TTRA Conference – Sept 21-23
- Governor's Hunt – Oct 21-22

## Marketing

- Approved shoulder evergreen digital creative. We still need to see and approve the Winter creative which will be coming our way next.
- Attended the U.S. Travel Association's ESTO (Educational Seminars for Tourism Organizations) August 26-31, in Florida. Prior to ESTO there were many invites from vendors who would be attending. We all worked together to get as many meetings with the vendors set up as possible. Met with Travel Savvy, Travelzoo, Travel Spike, Adara, Meredith / Midwest Living, Miles Media and Click Rain.
- Met with the PBR, Inc. (Professional Bull Riders) on their desire to create a larger event in Sioux Falls this spring. They will be seeking a sponsorship from the department.
- Had several phone conversations with representatives from NASCAR about potential marketing partnerships.
- Visited several times with Pheasants Forever and Benny Spies on our upcoming hunting season sponsorships.
- Conducted several meetings on our 2017 Vacation Guide and our plans to upgrade the publication.
- Met with Renee from SDSU and Bob Weyrich from Dept. of Agric. on the possible revitalization of Agritourism in SD.
- Had a call with L&S and SD Magazine on a possible SD Tourism segment in their magazine.
- Team members met with L&S in Pierre to work on Peak 2017 marketing plans.
- Had calls with representatives from Arrivalist, Facing Waves TV Show and Travel 360 on possible sponsorships.
- Worked this month on cleaning out old files. This will be an on-going project for our team in the months ahead.
- Accompanied the Rushmore Mascots to Target Field for the Minnesota Twins Mascot Softball game on August 14.
- Met with L&S to review the results of the Fishing Intercept they conducted.

## Cooperative Marketing

- Met with Sioux Falls CVG and Click Rain on their Shoulder / Winter 2016/17 campaign.
- Met with L&S and Deadwood to review results from the market assessment they conducted.
- Edited and approved elements for the Deadwood co-op: Radio/TV script for Songwriters Festival and ad for MN Monthly magazine.
- Worked on wrapping up missing payments from Great Getaways partners.
- Rooster Rush - sent out initial mailing, received and filed Rooster Rush applications and merchandise orders, sent in orders to vendors, received invoices to submit for reimbursement. Stuffed and mailed Rooster Rush posters and window clings to partners around the state.

## eCRM

- Worked with MMGY on gathering content for August emails and preparing a content/deployment calendar for September and future months.

## Industry Outreach

- Sioux Falls – Met with the Sioux Falls CVB in Pierre to discuss our winter campaign
- Aberdeen – Went to Aberdeen for a photo shoot around the community.
- Sioux Falls, BHB and Rapid City – both cities had representatives at ESTO this year and we had some great opportunities to visit with them about upcoming campaigns while at the conference.

## Conferences

### CenStates

- Worked with Kirk on a few loose ends with sponsorships.
- Conducted a few phone calls with Mount Rushmore National Memorial and Xanterra about the Wednesday evening activities for CenStates.

### Tourism Conference

- Worked with our graphic designer to get started on the conference registration flyer.
- Held many meetings with speaker committee to start the speaker process. Currently we have all 6 breakout sessions decided upon and close to being finalized. We will now focus on getting the keynotes finalized.
- While at ESTO we heard three wonderful speakers. We are following up with these speakers to check on pricing and availability.
- Continue to research décor for the conference and began to purchase certain items.

### Coraggio

- Attended several meetings with our Values teams.

## International and Domestic Trade Sales

### International Shows

- IPW – (June 18-22, 2016, New Orleans, LA) Working on follow-up.
- IPW – (June 3-7, 2017 Washington, DC) Reviewed charges from current year to make plans for contacting partners for attendance in the 2017 event.
- IRU – (May 3-5, 2017 Bismarck, ND) Sent registration information to South Dakota suppliers via email and phone call letting them know of the early bird deadline.

### International Shipment

- Prepared international shipments for overseas offices including Australia, Benelux, France, Germany, Italy and the UK. Three pallets of materials have been shipped to warehouses in Benelux, Germany and the UK (which also houses materials for France and Italy). Worked with shipping company (DHL) to make arrangements for transportation of the shipments.

### Coraggio

- Attended several operational planning meetings. Completed FAM Process Improvement Worksheet and attended FAM Process Improvement meetings in August. Working on 30, 60, 90 day plans to implement changes.

## FAMS

- Alidays, Italy – August 24-28, 2017 (2 people).
- Viaggi Corriere/ Donna Moderna, Italy – Aug. 26-28, 2016 (2 people).
- Japanese Fam- August 25-30, 2017 (5 people).

## Future FAMS

- 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 along with preliminary itinerary.
- China Visit, China & US – Oct. 27-Nov. 1, 2016 (9 person hosting).
- Drafted detailed preliminary itinerary and sent to representative for group to review – contacting communities to make arrangements.
- JaPac/Jalpak- September 8-10, 2016 (2 people).

## Group Tour Co-op

- Sent partner content to designer (Angie).
- Proofed mockup.
- Presented mockup to review team for edits and sent edits to designer.
- Sent partner proofs for review (15 partners).

## ABA Postcard

- Requested a list of South Dakota delegates attending ABA (American Bus Association) Annual Marketplace in January.
- Drafted copy and included the list of delegates
- Proofed mockup
- Presented mockup to review team for edits and sent edits to designer (Tara)

## 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.

## 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 August included:

- Photographed several East River locations and events
- Led staff fam tour to Sturgis Motorcycle Rally
- Hiking in Badlands National Park
- McCrory Garden Party, Brookings
- Potato Days, Clark
- Downtown River Fest, Sioux Falls
- Plein Air Outdoor Art Event, DeSmet
- Ingalls Homestead, DeSmet
- Brown County Fair, Aberdeen
- Storybook Land, Aberdeen
- Southern Hills Music and Arts Festival, Custer
- Black Hills Balloons, Custer
- Badlands National Park
- Grand River Museum, Lemmon

### Upcoming Key Shoots:

- Buffalo Roundup, Custer State Park

### Photo request highlights came in from all over the country in August:

#### In-state requests:

- South Dakota Magazine, Yankton
- South Dakota Missouri River Tourism, Pierre
- South Dakota Tribal Relations, Pierre
- Midwest Hunt & Fish magazine, Sioux Falls
- Black Hills Visitor magazine, Rapid City

#### Out-of-state requests:

- The Week magazine, NY
- CBS Evening News, NY
- CNN, GA
- Rocky Mountain International, WY
- Visit USA, France
- National Tour Association, KY
- Digital photo database: current total is 22,035.

### Video Services

#### Highlights from August included:

- Shot video of hikers in the Badlands with staff.
- Shot several hiking areas for a hiking in the Black Hills video.
- Setup and shot a campfire scene on the Missouri River at Oahe Downstream.
- Setup and shot motorcycles on Iron Mountain Road in the Black Hills.
- Shot buffalo in Wind Cave National Park.

- Shot video of the Custer State Park wildlife loop for the scenic drive video.
- Shot video of Needles Highway for a scenic drive video.
- The YouTube channel videos had 10,920 views for the last 30 days.
- Edited and uploaded fall based videos for use on social media channels.

### **Key Projects for Sept:**

- Shoot hiking, ATVs and cars in the Spearfish Canyon area.
- Shoot salmon fishing near Pierre.
- Work on a hiking trails video for the website.
- Setup shoots for the buffalo roundup.
- Edit more fall and pheasant video for use on the social media channels.

### **Design Work and Publications Highlights**

#### **Tourism Conference**

- Tourism Conference registration mailer.
- A 12-page registration mailer containing event details and the registration sheet is in production and will be printed in the coming weeks.
- Tourism Conference Made in SD exhibitor mailer.
- A 4-page mailer for the exhibitor information and application is in production.

#### **Rooster Rush Pheasant Hunting Booster**

- Interest continues for this popular eastern South Dakota promotion. T-Shirt, hunting shirt, cap and yard sign orders went to vendors on 8/25.
- Welcome posters and promotional window clings will be shipped to communities in early September.

#### **Group Tour Co-op**

- A 4-page co-op ad which consists of fifteen partner listings is in final production. The final insert will be sent to seven publications starting Sept. 30. We will also print some in November for a mailing.

#### **Brand USA ad**

- Ad ad is being designed that will be sent to a Canadian publication in October.

#### **Governor's Buffalo Roundup**

- Nametags, schedules-at-a-glance, a parking pass for vehicles, meal tickets, menus and tour signage are all in production for the GOED group.
- Digital letterhead, a park pass for vehicles, airport signage, meal tickets and lanyards for the Department of Tourism's Buffalo Roundup FAM are all in production for the hosted journalists.

#### **Governor's Pheasant Hunt**

- All the files were sent to the print vendor for production. Proofs were approved for all print pieces. Shred, boxes, labels, envelopes, and twine have been ordered. The License plates also being printed.



## Arts Ad

- Two ads were produced, one for the film festival and an Arts ad to go in the same program book.

## Strategic Planning

- Our five member group has finalized plans with Jim and Wanda out the specific Value presentation to the staff on Sept. 15, 16 or 19.

## Educational Seminars for Tourism Organizations (ESTO) Conference

- Some staff attended the annual three+ day national conference held in Boca Raton, Florida, this year. Highlights included excellent presentations on current and future trends, Brand USA updates, state marketing shared best practices, traveler trends and keeping your agency in check to name a few.

## Hosting gift items

- We met to review new and existing items and ordered the following:
- Mt. Rushmore/Badlands lens cloth – reordered 1,000
- Reporter Notebook with BH scenic cover – ordered 100
- Stuffed bison – reordered 100

## South Dakota Arts Council

### Grants

	August	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	2	76	92
Touring Arts bookings	21	122	109

- Continued 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/Public Relations

- Issued a [press release](#) Aug. 17 detailing the Governor's appointment of three new members to the South Dakota Arts Council advisory board over the summer as well as the re-appointment of one: Linda Anderson of Rapid City, Mary Haug of Brookings, Andrew Kightlinger of Pierre, and Deanna Lien of Rapid City. All four were appointed to serve three-year terms on the Council.
- Staff participated in editorial meetings and wrote articles for the next issue of [Arts Alive](#) to be distributed in early September.

### Council

- Set the date and place for the fall meeting of the [Arts Council advisory board](#): Oct. 28 in Pierre.

## Partnerships

- SDAC Director Patrick Baker worked as a liaison to connect Brad Richardson, director of the Veterans Home in Hot Springs, with the Department of Public Safety regarding artwork going into state surplus after remodeling. SDAC had been contacted by Dawn Hill at DPS in the spring about helping to find homes for some of the surplus artwork; not long after, the Arts Office was contacted by Richardson, who was looking for artwork in series to help decorate some of the hallways/wings of the new facility. While not part of SDAC's Art for State Buildings program, the Arts Office was able to line up an exchange in August that resulted in 11 framed prints of Mary Groth illustrations in a Lewis and Clark series and 12 framed prints in an outdoor sculpture photo/poster series going to the Veterans Home.
- SDAC staff met with Arts South Dakota staff August 31 in Pierre to plan for collaborative arts initiatives in the coming fiscal year, including activities such as the 2017 Governor's Awards in the Arts, gathering public input for strategic planning, public awareness, and arts education.

## Outreach

- In a collaborative outreach effort, SDAC Director Baker traveled with Arts SD Director Jim Speirs to Spearfish, Custer, and Rapid City August 17-19 to meet artists and arts organizations in their communities. The arts tour continued the following week with visits to Sisseton and Aberdeen August 23-24. These visits provided great opportunities to learn how local arts organizations and artists work together as well as with other local leaders and arts groups within the region to best serve and build their local arts communities. Baker met with the staffs of arts councils, one on one with a variety of community leaders, and many other artists and patrons of the arts at open-house events, as well as touring a number of organizations/facilities supported in part by SDAC grants. Similar visits are tentatively being planned for early fall and into 2017.
- SDAC hosted an arts inclusion roundtable discussion with more than 20 west-river arts leaders regarding inclusive arts programming for all South Dakotans. The meeting took place August 19 at the Suzie Cappa Art Center in Rapid City.
- Baker addressed the crowd gathered for the opening of the Governor's 7<sup>th</sup> Biennial Art Exhibition August 19 at the Dahl Arts Center in Rapid City.

## Arts Education

- SDAC Deputy Director Rebecca Cruse spent time in August preparing for a new school year in relation to the [Artist in Schools and Communities](#) and [Poetry Out Loud](#) programs administered by SDAC.
- Continued to work with the state Department of Education to stay updated on Every Student Succeeds Act rulemaking proposals and to ensure both agencies are up to date on new developments at the state and federal level.

## New Hire

- Kate Vandel started work August 24 as the new SDAC Arts Program Coordinator. She will coordinate SDAC's Touring Arts program, administer the Arts Office website and online grant system, and play a key roles in promoting/monitoring accessibility to the arts across the state as well as the Art for State Buildings program, among other responsibilities. Prior to joining Tourism/SDAC, Vandel was employed as the Curator of Exhibits for the S.D. State Historical Society Museum.

### Pending Events and Projects

- Sept. 13-17 – All SDAC staff attending the National Assembly of State Arts Agencies annual conference in Grand Rapids, Mich.