



**To:** Governor Daugaard  
**From:** James D. Hagen, Secretary  
Department of Tourism  
**Date:** October 11, 2016  
**RE:** September 2016 Monthly Status Report

### **Media Relations**

- Conducted the Buffalo Roundup FAM, September 25-Oct. 1.
- Included 20 journalists from around the world; 9 domestic and 11 international.

### **Domestic Journalists:**

- Michele Herrmann – Freelance writer for Paste Magazine, Orbitz, Shermans Travel and Budget Travel
  - Jacky Runice and Harold Rail – Contributors for the Chicago Daily Herald and CBS Chicago
  - Laura Kiniry – Freelance writer for AAA's Via Magazine and Popular Mechanics
  - Olivia Hall – Freelance writer for the Seattle Times
  - Laura Powell – Freelance writer for Orbitz
  - Laura Motta – Director of Publishing for Shermans Travel
  - Matt Kirouac – Freelance writer for Visit The USA
  - Lynn Coulter – Web content producer and blogger for Travel Channel online
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- Worked with MMGY on interview details, location details, permitting, etc., for two segments with CBS Evening News. One segment will feature Mount Rushmore's 75<sup>th</sup> anniversary and the other segment will feature the Buffalo Roundup.

### **Press releases**

- Co-release with GF&P for the Buffalo Roundup.

### **August Domestic Earned Media**

Impressions: 475,835,812  
Ad Value: \$65,917.80  
Number of clips: 19

### **FY16 To-Date Domestic Earned Media**

Impressions: 534,397,389  
Ad Value: \$186,925.72  
Number of clips: 36

## Social Media

- Working on #MonumentalMoments social media campaign set to launch on October 3<sup>rd</sup>. The campaign will be focused on the 75<sup>th</sup> anniversary of the completion of Mount Rushmore National Memorial and focus on facts and interesting happenings from each decade. The campaign will have several giveaways to consumers including backpacks, postcards and commemorative patches.
- Developing unique and creative concepts to share on social media throughout the month of September. Ideas include share a beer with South Dakota day (we will compile photos from several breweries in South Dakota and share them in a gif format), National Ice Cream Cone Day, Labor Day, and a weeklong promotion highlighting several buffalo profiles during the week of the buffalo roundup.
- Main focus for the month of September is the Buffalo Roundup journalist hosting that our team is doing at the end of the month. Continuing to work with partners, secure tour options, dining and finalize the itinerary, gifts, etc.
- Working with the web team on content development, content tagging project, homepage redesign, tourism conference website, and other projects with vendors like RootsRated and GetSmart content.
- Researched and programmed links for sharing on the South Dakota Outdoors social media channels.

## August Social Media Stats:

- A sunflower post on Facebook drove 5,100 post clicks and 7,500 reactions, comments and shares. It garnered an organic reach of 117,000.
- On August 19<sup>th</sup>, Twitter experienced 79% more followers added than the daily average from this reporting period, it was likely due to many tagging us in photos for World Photo Day.
- Social media referred 4,492 users to the website in August.
- 11,000 users engaged with our YouTube page in August.

## Industry Relations

- Issued 16 Great Service hospitality certificates.
- Accepted and reviewed applications for the 2017 Great Service Star designation. 117 businesses and organizations from across the state were awarded the designation.
- Continued working with partners and participants on Pheasant Fest 2017 planning.

## Other

- Worked on gathering elements and materials for the Brand USA Inspiration Guide and our Enhanced State Page on the VisitTheUSA.com website.
- Attended the Tourism Advisory Board meeting in Yankton and presented on Macy's, PR results from FY16, PR plans for FY17 and an update on the Information Center revitalization plan.

## On the Horizon

- Tourism Conference
- Implementing the new strategic plan and related action steps (through work with Coraggio).

## Research and Visitor Services

### Web Development

- Reviewed, edited and/or approved pending business listings in the Industry Portal. We have roughly 600 approved listings on TravelSouthDakota.com.
- Provided feedback on the editorial content tagging comp and BRD and also reviewed the homepage improvement estimates provided by MMGY.
- Reviewed the tourism conference website mockup and sent feedback collected from our team.
- Provided BIT with edits to the online payment system in preparation for the 2017 Tourism Conference.

### Research

- Attended the CenStates TTRA annual board meeting in Rapid City on September 20.
- Kirk Hulstein served as chair of the Travel and Tourism Research Association Conference and completed numerous duties overseeing the 2016 CenStates Conference "Research for Monumental Results" in Rapid City held on September 21-23, 2016.
- Contacted MMGY and L&S with information needed to conduct the Longwoods ROI, Image and Halo Effect study this fall.
- Created a YTD Travel Indicator infographic to distribute to advisory board members and regional directors.

### Fulfillment

- Shipped 27 bulk requests for literature. This consisted of 8,670 – SD Maps, 1,420 – Vacation Guides, and 800 Culinary Guides.
- 1,223 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 4,703 Domestic Vacation Guide requests
- 93 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 310 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

### Welcome Centers

- Continued to process Welcome Center surveys.
- Visited info centers and prepped for closing – collected all closing paperwork.
- Collected NCSTD exams and submitted request for certification to US Travel.
- Held meeting to discuss possible new publication for Dignity statue at Chamberlain info center.

### Other Items

- Took inventory of ammo, safety gear and clay pigeons for the 2016 Trap Shoot and Governor's Hunt. Worked with GF&P to order additional supplies as needed.
- Attended the Advisory Board Meeting in Yankton on Sept 13-14 and updated the attendees on the results our vacation guide survey results, YTD travel indicators and new research projects we're working on in the coming months.

### On The Horizon

- VIA Annual Meeting on October 11
- Southeast Regional Assoc. Annual Meeting on October 12-13
- Glacial Lakes and Prairies Regional Assoc. Annual Meeting on October 18-19
- Governor Dugaard's Invitational Pheasant Hunt on October 21-22
- Brand USA Chinese Fam Tour on October 22-25

## Marketing

### Tourism Marketing

- Approved winter digital creative.
- Reviewed Mt. Rushmore 75<sup>th</sup> banner creative
- Spoke with the PBR and confirmed a sponsorship for their Spring event in Sioux Falls.
- Met on our 2017 Vacation Guide.
- Had discussion with L&S on the upcoming 2017 Peak Season and potential sponsorship opportunities.
- Stephanie Palmer took the mascots to Target Field so they could throw out the first pitch.
- Worked with MMGY and L&S on the Tourism Advisory Board Meeting presentations.

### Cooperative Marketing

#### Shoulder Community Co-op

- We worked with Sioux Falls on their Shoulder / Winter 2016/17 campaign, specifically on their new influencer campaign.
- We met with L&S and Deadwood to go over the Shoulder recommendations.
- Approved shoulder ads for Deadwood, Watertown and Pierre.

#### Other Co-op

- Rooster Rush - sent out merchandise to our partners who requested it.

### eCRM

- We worked with MMGY on gathering content for September emails and preparing a content/deployment calendar for October and future months.
- Etarget emails – worked on content for the shoulder etarget emails.

### Industry Outreach

- Tourism Advisory Board Meeting – attended the Board Meeting where we were able to converse with our board and other members of the industry in attendance.
- Cen States Conference – attended the conference in Rapid City where we were able to talk with many industry partners from both in state and out of state.
- Deadwood – had a meeting in Deadwood with the Chamber.

### Conferences

#### CenStates

- Worked with Kirk on preparations prior to the event.
- During the conference we assisted where our help was needed.

#### Tourism Conference

- Worked with Angie on the conference registration flyer.
- Secured a new team member to handle registration.
- Worked on our speakers and have confirmed all speakers and sessions.
- Worked with Eileen on the speakers contracts.
- Worked with Eileen on the sponsorships for the conference.

- Worked with MMGY on finalizing the Tourism Conference website.
- Continue to research décor for the conference and began to purchase certain items.
- Met with Fort Pierre a few times on their sponsorship of the Wednesday Evening Reception.
- Continued to add songs for the playlist for the conference.

### Coraggio

Attended several meetings with our Values teams.

Met as a full team and individually on the restructure of our office.

## International and Domestic Trade Sales

### Rocky Mountain International Roundup (IRU) – May 3-5, 2017, Bismarck, ND

- Sent registration information to South Dakota suppliers letting them know of the early bird deadline.
- Called suppliers to let them know there are only a few spaces left open and to try and register soon if they were interested in attending.

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

- Reviewed charges from current year to make plans for contacting partners for attendance in the 2017 event.

### 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). Five boxes of materials were sent to Australia. Worked with shipping company (DHL) to make arrangements for transportation of the shipments. Worked out solution to shipment caught up in Customs for the Benelux market.

### Coraggio

- Working on 30, 60, 90 day steps for FAMS Process Improvement.

### FAMS

- Japanese Fam – August 25-31, 2016 – (4 Japanese Tour operators)
- Hotelplan, Switzerland – Aug. 30-Sept. 1, 2016 (2 people)
- J-Pac/Jal-Pak Travel FAM- September 8-10, 2016 (2 Japanese Tour operators)

### Buffalo Roundup – Sept. 25-Oct. 1, 2016

- Hosted 11 international journalists from Australia, France, Germany, Italy, Netherlands, Sweden and UK.
- Assisted in itinerary preparation, packed journalist gifts and brochures, prepared post Buffalo Roundup for journalists staying after the main Press Trip.

### Future FAMS

- Brand USA China FAM tour – Oct. 22-25, 2016 (12 Chinese Tour Operators/Travel Agents)
- 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.

### Bus Tours

- Contacted by representative requesting 1,000 word editorial and photos to accompany Group Tour.
- Co-op ad in the November issue of the magazine, plus 400 word editorial and photos for their Supplier Services Directory. Drafted copy and sent.

### Group Tour Co-op

- Sent magazine ad specs to designer. (Angie)
- The 4-page ad has been sent to three magazines for insertion for the Nov/Dec issue of the magazines.
- There will be three additional magazines the ad will be placed in plus banner ads for added value to placing the ads in the magazines.

### Group Tour Planning Guide

- Prepared letter and mailed to approximately 150 South Dakota partners that currently have listings in the guide to request minor updates and contact information changes to their listings for the 2017-2018 Group Tour Planning Guide.
- We will not be accepting any new partners for this update and there will be no charge to current partners for their listings.

### ABA Postcard

- Presented mockup to review team for edits and sent edits to designer. (Tara)
- Mailed postcard to 1,800 ABA tour operators on our database to let them know who from South Dakota will be attending the annual marketplace January 14-17, 2017 in Cleveland, OH.
- Making database corrections as returned postcards are received.

### Tourism Board Meeting

- Went to Yankton for two days to share with the Tourism Board members our international and domestic trade efforts.

### German Mission

- Working with RMI to set up a German and Switzerland mission that will depart on October 15<sup>th</sup> and will return on the 26<sup>th</sup>.

## 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 September included photography of:

- Hiking at Lewis & Clark Recreation Area
- Southern Hills Music and Arts Festival, Custer
- Black Hills Balloons, Custer
- Badlands National Park
- Grand River Museum, Lemmon

- Slim Buttes Battlefield
- Shadehill Recreation Area
- campsites at Sylvan Lake, Custer State Park
- Black Elk Peak
- Brule concert in Badlands National Park
- Dignity statue, Chamberlain
- Downtown Yankton businesses

Chad Coppess was a judge at the Black Hills State University International Tourism Day photo contest.

#### Upcoming Key Shoots:

- Buffalo Roundup, Custer State Park
- Fall colors with hikers in Black Hills
- Black Hills Photo Shootout activities including Sturgis Drag way and cowboy scenes.

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

#### In-state requests:

- South Dakota Magazine
- Glacial Lakes Tourism
- 1880 Train, Hill City
- SDSU Agriculture
- Black Hills and Badlands Tourism
- Grapevine Design, Spearfish
- Hills Visitor Magazine
- Custer State Park Resort Company
- Out-of-state requests:
- Rocky Mountain International, WY
- Spirit of the West magazine, AZ
- Sacvoyage magazine, Russia
- Pixel Spoke, OR
- WXIA TV, GA
- KTIV TV, IA
- Ilonka Brands, Netherlands

#### Video Services

#### Highlights from September included:

- Shot video of annual Buffalo Roundup in Custer State Park and provided a link for media to download.

#### Design Work and Publications Highlights:

##### Tourism Conference

- Registration Mailer and Form
- A 12-page registration mailer was designed that will contain event details with a registration form. The piece will mail out mid-November.
- Tourism Conference Made in SD Exhibitor Mailer

- A four-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 Sept.

### Governor's Buffalo Roundup

- Assisted GOED in loading everything in the delivery SUV and trailer on Sept. 26. Team members of us either brought out vehicles and/or assisted with gift assembly and registration set-up on Sept. 27.

### Governor's Pheasant Hunt

- Final signage is being designed and the Faces Show photography plan is being updated.

### Snowmobile Map

- Updates are being finalizing and images have been freshened for the 2016-17 map. Delivery by Nov. 3.
- 34M will be produced.

### Strategic Planning

- On Sept. 19, four staff members presented the final values to the office on Sept. 19. We drew out staff names to read the "feels like, sounds like, looks like" statements that we came up with for the five final values. The values are – Safe Place to Cultivate Ideas, Passionate Enthusiasm, Collaborative Culture, Inclusive Communication and Can-do Attitude.

### Hosting gift items

- We assisted staff with various hosting gifts and/or general giveaway requests
- Items for CenStates Conference speaker gifts
- Items for Buffalo Roundup journalist hosting
- Items for SD Film Festival
- Reporter Notebooks with BH scenic cover (100) arrived 9/12.

## South Dakota Arts Council

### Grants

	September	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	8	88	102
Touring Arts bookings	10	158	124

- Submitted the South Dakota Arts Council (SDAC) 2017 National Endowment for the Arts Partnership Agreement application.
- Finalized processing FY16 grant evaluations and final requests for payment.
- 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.

### Press Releases/Public Relations

- Distributed the autumn issue of [Arts Alive](#), featuring front-page articles on South Dakota's new *Dignity* sculpture along with other articles and columns planned and submitted by Arts Council staff.

## Council

- Arts Council Board Vice Chairperson Lynne Byrne worked with the director of the S.D. Symphony Orchestra to have SDAC featured as the sponsor of the Nov. 19 "Jon Kimura Parker Plays BRAHMS" concert at the Washington Pavilion in Sioux Falls. Typically these are paid sponsorships, but in honor of the Arts Council's 50<sup>th</sup> anniversary and long-running support of the orchestra, this outreach opportunity is being offered to SDAC at no cost. SDAC staff and certain Arts Council board members will attend the concert, man an informational booth with SDAC outreach materials, and SDAC Director Patrick Baker will give a short curtain speech acknowledging SDAC's 50<sup>th</sup> anniversary before the performance. The projected attendance is 1,200 patrons.

## Partnerships

- SDAC Director Baker continued to work with Brad Richardson, superintendent of the Veterans Home in Hot Springs, to find ways to bring art into the lives and homes of South Dakota's veterans living at the facility. The [Artists in Schools and Communities](#) program has been identified as an avenue to establishing an artist residency at the home, during which a mural or other art project could be created, possibly involving resident participation.
- SDAC served on the Dignity Host Committee, helping to send invitations and otherwise publicize the dedication ceremony for the public sculpture held Sept. 17 at the Lewis and Clark Rest Area on I-90 near Chamberlain.

## Outreach

- All SDAC staff, including its contracted folk and traditional arts coordinator, attended the Sept. 13-17 National Assembly of State Arts Agencies annual conference in Grand Rapids, Mich., for professional development. SDAC Deputy Director Rebecca Cruse presented at the deputy directors' peer session as well as during the arts education pre-conference.
- SDAC Deputy Director Cruse worked with the Cheyenne River Youth Project to plan for a National Endowment for the Arts grant it has received.

## Art for State Buildings

- Installed two new FY16 Art for State Buildings acquisitions, pastel pieces from artist Mary Groth, in the Governor's Large Conference Room at the Capitol (the other FY16 purchase, a collage and homage to the Great Sioux Horse Effigy by artist Arthur Amiotte, was installed in the entry to the S.D. State Historical Society Museum at the Cultural Heritage Center earlier in the summer); installed two recently donated original JoAnne Bird oil paintings at the Governor's residence; installed two pieces at the new Secretary of State Business Services office on Prospect Avenue; installed two pieces in the Department of Revenue's administrative conference room in the Anderson Building; planned installations or moving pieces in the state collection in October for Dolly Reed Plaza, Joe Foss Building, and State Library.

## Pending Events and Projects

- SDAC Arts Program Coordinator Kate Vandell continued to work with artists selected for the First Ladies Prairie Arts Showcase to finalize event information and plan showcase layout. The Prairie Arts Showcase will be held Oct. 21-22 in conjunction with the Governor's Invitational Pheasant Hunt.
- SDAC Arts Education Coordinator Cruse will attend the 2016 Arts Education Partnership National Forum in Denver Oct. 5-7.
- Oct. 28 – Next meeting of SDAC advisory board, 9 a.m. to 1 p.m., GOED large conference room, Dolly Reed Plaza in Pierre.