



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: February 10, 2017
RE: January 2017 Monthly Status Report

Global Media and Public Relations

December Domestic Earned Media

Impressions: 2,352,537
Ad Value: \$7,466.48
Number of Clips: 6

FY 17 To-Date Domestic Earned Media

Impressions: 1,979,221,523
Ad Value: \$1,889,597.05
Number of Clips: 165

- Working on securing appointments with travel writers, journalists and editors in the Seattle and Los Angeles markets for a media blitz that will be occurring-February 14 - 16. Anticipating meeting with 10-15 journalists individually during these deskside media appointments. Also preparing for the February hosting of Travel Massive Los Angeles. RSVPs for the event maxed out at 70+ guests for the media event with a waiting list. The department will host the event, network with professionals and use South Dakota imagery, food, publications, mascots and talking points to communicate the South Dakota travel experience to the guests of the event. Travel Massive is an organization that has chapters across the United States and the world. Travel Massive connects thousands of travel insiders to meet, learn, and collaborate at events around the world. Primarily, the Department of Tourism is looking to connect with members of the media.
- Several press releases were issued in January in conjunction with the Governor's Conference on Tourism including information center job openings, tourism conference general information release, board election, economic impact of tourism on the state's economy and a summary of the awards presented at the conference. Additionally, the department held a press conference with the Lt. Governor and Secretary Hagen revealing the 2016 economic impact numbers during the week of the conference.

Industry Outreach and Development

Research

- Provided Travel Indicators and reports to the Southeast SD Regional Assoc. and Yankton CVB.
- Provided data for the 2016 Annual report.
- Provided data for the Travel Indicator email scheduled to deploy the week of February 13th.

Fulfillment

- Shipped 52 bulk requests for literature. This consisted of 4,745 – SD Maps, 2,475 – Vacation Guides and 300 Snowmobile Maps.
- 2,703 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 10,931 Domestic requests.
- 287 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 294 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Information Centers

- Drafted summary report for information center survey.
- Held revitalization plan work group to discuss security camera upgrades, options for advertising in non-staffed rest areas, BH&B and MIMI partnerships, maintenance list, payroll contracts, Chamberlain welcome center and Dignity, and survey results.
- Met with Mark King from DOT to create a timeline for addressing needs on maintenance list.
- Began collecting applications for travel counselor positions. Placed help wanted ads in local newspapers.

Other

- Assisted with the PheasantFest Travel Show Preparation. The show will be held in Minneapolis on February 17-19.
- Moderated the Innovation Panel session at the Governor's Conference on Tourism on January 18 and performed other duties as assigned for the duration of the conference.
- Prepared for and attended the Chicago Travel and Adventure Show January 20-23.
- Attended the Yankton CVB and City Chamber meeting February 8th.
- Will be attending the Southeast SD Regional Association board meeting on February 15th.
- Will be attending the PheasantFest Travel Show in Minneapolis on February 17-19.
- Will be assisting with the Mall of America President's Day promotion on February 20.
- TTRA President's Board Meeting in Scottsdale, AZ on February 23-24.

Global Marketing & Brand Strategy

January Completed Projects:

2017 Peak Marketing

- Updated, created and approved 2017 Great Getaways co-op program details, signup materials, and website details for launch to industry.
- Reviewed, submitted feedback and approved elements for a Brand USA multi-channel co-op marketing effort for spring 2017 in Germany.
- Created, compiled and submitted materials for a Brand USA multi-channel co-op marketing effort for spring 2017 in western Canada.
- Met with Watertown, Custer State Park, BHB, Hot Springs and Pierre co-op partners to review and discuss 2017 media calendars.
- Reviewed, submitted feedback and approved co-op ads for Rapid City, Pierre and Deadwood.
- Reviewed, submitted feedback and approved partner creative for new Traveler section co-op with South Dakota magazine.
- Reviewed and submitted feedback to MMGY for a woman's influencer and content promotion with WomensForum.com.
- Finalized all the partner copy and photos for Peak Magazine Co-op. Waiting on final spreads to be approved.
- Reviewed, submitted feedback and approved creative for back cover opportunity in March/April Midwest Living magazine.
- Reviewed, submitted feedback and approved creative for digital displays in Mall of America for launch February 1.
- Setup and members of Industry Outreach team worked Chicago Adventure and Travel Show promoting 2017 travel.

2017 Winter/Spring Shoulder Marketing

- Coordinated a hosting for a social media influencer, Loki the Wolfdog, who has over 1.3 million Instagram followers. Took advantage of Loki and his humans travel schedule to visit South Dakota between assignments at a discounted rate.
- Photographed Black Hills winter scenics, snowshoeing, snowmobiling, winter hiking, fat-tire biking, cross-country skiing, wildlife, and sledding for addition to archive and use in future marketing efforts.

TravelSouthDakota.com and SDVisit.com

- Worked with MMGY on updated components and updated timeline for new TravelSouthDakota.com homepage launch for mid-February.

Other

- Worked with Global Trade team to review, update and send to printer 2,000 Japanese South Dakota Guides.
- Designed 2016 Arts Council Annual Report and sent to printer. Delivery expected by February 9.

- Met with L&S to review and decide on a vendor for new Visitor Experience Program, an effort that will allow us learn the most we can about our audience and how they engage with our various channels, allowing us to be more efficient in our efforts and marketing purchases going forward.
- Worked with PR team on materials for LA Travel Massive event in mid-February.
- Photo requests completed:
 - In-state requests: South Dakota Magazine, Yankton; Black Hills Pioneer, Lead; South Dakota Retailers Association, Pierre; Simpson Printing, Rapid City; Missouri River Energy Services, Sioux Falls; Outdoor Campus, Sioux Falls; Black Hills & Badlands, Rapid City; Ramkota, Rapid City; Dept. of Transportation, Pierre; Prairie Homestead, Cactus Flat; Rapid City CVB; Granite Sports, Hill City; Fenske Media, Rapid City; Buffalo Chip, Sturgis; 605 Magazine, Sioux Falls; Super Deluxe Inn, DeSmet; Lost Cabin Brewery, Rapid City; Deadwood Mountain Grand; Deadwood Gulch Resort.
 - Out-of-state requests: Where Magazine, GA; Canadian Travel Partners; Rocky Mountain International, WY; FamilyTravel.org

Projects in Progress:

2017 Vacation Guide

- Coordinating March 6 meeting amongst regional directors to start planning for 2018 guide.
- Working with Global Trade team to create a four-page, What's New piece for use at upcoming shows; currently designed and in review.
- Updating Group Tour Planning Guide, made Global Trade team edits and currently working on partner submitted edits for publishing online in February.
- Received share of 2017 guides to Pierre and worked with printer to coordinate shipping to travel shows in St. Paul, Rosemont, IL and Chicago with industry members.

2017 Peak Marketing

- Started planning with MMGY on new social media campaigns.
- Locked in February 20 date for on-site activation at the Mall of America, currently planning Monumental Birthday party with Rushmore mascots to promote summer travel.
- Designing new informational rack card to promote the Dignity statue.

2017 Shoulder/Winter Marketing

- Coordinating show and partner efforts, designing elements and printing materials for upcoming Pheasant Fest in Minneapolis 2/16-19.
- Coordinating social influencer hosting for Brandon Eckroth to promote things to do in the winter on social media channels, along with writing a Road Journal for evergreen use on state travel website.

Global Travel and Trade

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

- Sent hotel information to South Dakota delegates so they can make their hotel reservations. We currently have 10 South Dakota delegates attending along with Department of Tourism staff.

Go West-February 19-23, 2017, Reno, NV

- Worked with Go West to update online itinerary for 2017. Submitted article for January Go West newsletter. Appointment requests for show begin in January.

NAJ-RTO Summit- February 8-10, 2017 Marina Del Ray, CA

- Updated online profile and information. Appointment requests for show begin in January.

Active America China (AAC)- April 23-24, 2017 Portland, OR

- Worked with Black Hills & Badlands and Rapid City to submit a post FAM itinerary following the show. Coordinating presentation breakfast with Rapid City and Crazy Horse for sponsorship of show.

American Bus Association (ABA) Marketplace in Cleveland, OH, January 14-17, 2017

- Traveled to Cleveland to attend the ABA Marketplace to meet with tour operators to let them know what is available for their tours. Met with 37 tour operators, conducted a state caucus following appointments to inform SD suppliers of tour operators looking for information, attended several seminars, attended lunch and evening functions.

Circle Wisconsin – April 2-4, 2017, Green Bay, WI

- Completed registration for trade show, checking on sponsorship opportunities, booked hotel.

FAMs

- Working with RMI and Brand USA to arrange a few group tours that will be happening in 2017. More details to come.

Domestic Trade FAM – April 20-25, 2017

- Drafted itinerary, sent e-invite to 140 tour operators and travel agents that have requested attending a SD FAM tour, receiving registrations for tour, contacting communities to make arrangements for tour.

IRU Post-FAM, May 6-10, 2017

- Sent information to RMI for IRU post-FAM and have contacted South Dakota communities/suppliers regarding arrangements for the tour. There are 10 International Travel Professionals signed up.

Group Tour Co-op

- The 4-page ad has been mailed to 3,800 tour operators and travel agents on our database along with a coupon to order additional South Dakota information (updating database as returns are received).

Group Tour Planning Guide

- Working on updates and edits to the 2017-2018 Group Tour Planning Guide. The guide will be a digital only version for 2017-2018. Ann is researching timeline for Nxtbook.

2017 Printed Promotional Materials

- Currently updating and redesigning the travel and trade profile sheet and What's New documents. Looking to create a new 4 page What's New sheet. Updating 2017 Powwow Schedule, Rodeo Schedule, and Ranch publications for travel professionals to access online. Also working on printing a Japanese Guide.

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

- We have 17 South Dakota suppliers registered to attend the annual convention. Working on a post-IRU FAM tour for May 6-10, 2017, and have sent a rough draft to RMI so it can be sent to international tour operators attending IRU to entice them to attend the South Dakota post-FAM. SD suppliers have been contacted and most lodging is in place as well as many other details. North Dakota and Montana will also offer post-FAMs to the tour operators.

Swanson's Travel, Sweden

- Prepared a requested list of Rodeos and Pow Wows to have posted on their website.

South Dakota Arts Council

Grants

- Opened the S.D. Arts Council's (SDAC) online grant-management system for receiving applications for FY18 grants; March 1, 2017, is the deadline to apply.

Public Relations/Media

- Finalized development of video segments celebrating the 50th anniversary of SDAC as well as showcasing SDAC roster artists and programming. The long-form video (just under 5 minutes) celebrating the Arts Council's golden anniversary will premiere at the February 15 Governor's Awards in the Arts.
- Participated in editorial meetings and wrote articles for the winter issue of [Arts Alive](#) to be distributed in mid-February, including as an insert to packets to be delivered to all legislators during Arts Day at the Capitol February 15.
- The Rapid City Journal published [an article](#) January 22, centering on speculation about whether the National Endowment for the Arts would be included in the federal budget under a new Presidential Administration. SDAC Director Patrick Baker and Deputy Director Rebecca Cruse supplied the reporter with publicly available information related to SDAC's use of federal and state funds for supporting the arts. Baker also supplied written comments for the article, stating more than once he would not speculate about the demise of the NEA as such conjecture was premature and not constructive. While the article did speculate in the opening, like so many others published after the initial [January 19 story from The Hill](#), it did a good job of showing how support from the NEA has had a significant and positive impact on the arts in the Black Hills region.
- Baker participated in a January 27 National Association of State Arts Agencies conference call with executive directors from across the nation to discuss strategies for communicating with the media and constituents about speculation about NEA funding in the wake of the article from The Hill.
- Issued [December 29 press release](#) announcing the opening of applications for grant funding opportunities for FY18 through SDAC.

Partnerships/Outreach

- Continued planning for the Governor's Awards in the Arts and Arts Day at the Legislature, to be held February 15 in Pierre. In addition to a banquet honoring arts awardees, SDAC staff worked in partnership with statewide nonprofit arts organization Arts South Dakota to add value to the day for arts supporters traveling across the state to attend. A curated art show, "Looking to the Next Fifty Years," will be on display at the Ramkota (banquet site) throughout the day; a workshop on successfully operating an arts organization will be offered that afternoon at the Ramkota; SDAC staff and board members will visit the Capitol for Arts Day, including being present for floor readings of an Arts Day announcement in both houses; and a workshop/breakfast will take place at the Ramkota the morning of February 16, offering information about how South Dakota arts groups can benefit from SDAC's membership in Arts Midwest, specifically looking at the regional arts organization's touring programs.
- Issued an [arts survey](#) in conjunction with Arts South Dakota. The survey, which was distributed statewide in January and will remain open until mid-February, will help inform discussions at several regional planning meetings to be held across the state in the spring. All of these efforts to gather public input will contribute to the next three-year strategic plan for SDAC, to be completed by September 2017.
- Rotated pieces from the Art for State Buildings collection to new locations prior to the start of the legislative session to best showcase artwork for visitors.
- Conducted a conference call with members of the Aberdeen Area Arts Council and Aberdeen Recreation & Cultural Center to learn more about an art show they had sponsored comprised of artwork from inmates of state correctional facilities. The conversation revolved around whether this model might someday work for a statewide traveling exhibit.

Pending Events and Projects

- January. 12 – Baker attended the Department of Tourism budget hearing along with Secretary James Hagen and other Tourism staff. Meetings on the budget with staff and assigned ambassadors from the Joint Appropriations Committee are likely to continue throughout legislative session.
- February 15 – Governor's Awards in the Arts, Arts Day at the Legislature.
- February 24 – Deadline for submissions to the Art for State Buildings program for FY18 purchases for the state collection.
- March 1 – Deadline for submitting applications to SDAC for FY18 grant funding through the online application system.