



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

## **Global Media and Public Relations**

### **February Domestic Earned Media**

Impressions: 50,302,199  
Ad Value: \$127,632.90  
Number of Clips: 22

### **FY 17 To-Date Domestic Earned Media**

Impressions: 2,283,535,534  
Ad Value: \$2,092,825.20  
Number of Clips: 245

March marked the final in the three part webinar series the public relations team hosted for South Dakota's visitor industry. The webinar was co-hosted with travel journalist and marketing professional Kit Bernardi. The final webinar was focused on how destinations and communities can brand themselves to build media coverage and bring in visitation. As a follow-up to this series, our internal team will survey the industry to determine the value and interest in future webinars offered from our department.

We have been handling several media inquiries with great variance including Deadwood images for Wild West Magazine, most adventurous state parks, best small towns, world biggest things, etc. We are happy to have the opportunity to feature all aspects of South Dakota. Additionally, we have been preparing for the late March turkey media hosting that we are hosting on Pine Ridge Chamber of Commerce with three outdoor writers. Hostings on the international side include Simon Midgley with the London Daily Standard (penning a piece on the Black Hills region on where to stay, eat and relax) and Tom Tracker from Australia.

## **Global Marketing and Brand Strategy**

### **Completed Projects:**

#### **2017 South Dakota Vacation Guide**

- Coordinated and met with four regional tourism organizations to review 2017's guide and procedures and begin planning on 2018.

#### **2017 Peak Marketing**

- Reviewed, coordinated with 51 industry partners, submitted feedback and approved 2017 Great Getaways co-op program. Shipped to printer on 3/31 and drops in market on week of 5/1.
- Worked with MMGY on various elements of upcoming peak social campaign, "Good Times, Great Places." Campaign incorporates social influencers, a social sweepstakes, social media advertising and organic content. Reviewed, submitted feedback and approved four Good Time Guides/itineraries and creative for web and social. Worked with MMGY to vet social influencers, begin outreach and coordination on logistics and accommodations.
- Reviewed, submitted feedback and approved co-op ads for Custer State Park, Black Hills Badlands, Deadwood, Pierre, Watertown, Sioux Falls and Rapid City.
- Coordinated, submitted creative feedback, approved and executed St. Patrick's Day giveaway contest across department's social channels. Prize was a green South Dakota T-shirt (25 given away) and contest drove a spike in social engagement.
- Reviewed, submitted feedback and approved creative for digital placements as part of Brand USA Multi-channel co-op in Germany.
- Reviewed, submitted feedback and approved enhanced South Dakota page on VisittheUSA.com as part of Brand USA co-op.
- Reviewed, submitted feedback and approved advertorial as part of Brand USA Multi-channel co-op in Western Canada.
- Reviewed, submitted feedback and approved content for online Expedia quiz which leads users to one of four follow-up emails targeted for their interests.
- Reviewed, submitted feedback and approved creative and content for sponsored content package with Travelzoo plus native content distribution through Pulsepoint.
- Reviewed, submitted feedback and approved content for Hulu banners to run with :30 sec TV spots.
- Reviewed, submitted feedback and approved articles for two Mommy-bloggers through Women's Forum native content buy.
- Reviewed, submitted feedback and approved carousel ads for peak on Facebook and Instagram.
- Reviewed, submitted feedback and approved concept and ads for interactive Find the Differences, Find Your Great Place full-screen takeover ads. These are mini-games where users spot the difference between various South Dakota photos.
- Reviewed, submitted feedback and approved creative for various rich-media ad placements across three different ad networks including Yahoo and Sojern.
- Developed, designed and coordinated printing of new informational rack card to promote the Dignity statue.
- Coordinated and worked South Dakota booth at the Travel and Adventure Show in Denver on 3/17-3/19.

## 2017 Global Travel and Trade

- Updated "What's New" piece with a Chinese translation as provided by Haybina Hao.
- Finished updates to 2017 Group Tour Planning Guide and got posted through NextBook to TravelSouthDakota.com.
- Assisted Trade team ordering South Dakota branded promo items for upcoming shows.

## 2017 Global Media Relations and PR

- Worked with Media team to design two versions of an email invitation to be sent out for the press tour of the Buffalo Roundup, for both domestic and international media.
- Worked with Media team to deploy three emails promoting 3/9 Department-hosted webinar. Also, produced and deployed follow-up survey.
- Created and deployed email about the 2016 Annual Report. Deployed the email to the industry on March 8.

## TravelSouthDakota.com and SDVisit.com

- Launched new TravelSouthDakota.com homepage and updated navigation. Pushed live on 3/28. Worked with MMGY on catching and fixing bugs post-launch.
- Coordinated development of both digital and PDF versions of 2016 Annual Report for web publishing, posted on SDVisit.com 3/2.
- Posted the 'County and Region Analysis' supplement to the 2016 economic impact report on SDVisit.com.

## Industry Outreach and Development

- Coordinated new printing and delivery of children's activity books for information centers.
- Worked with team finding Information Center cabinets for use at the Minuteman Missile National Historic Site visitor center. Coordinated with B&G to assemble cabinets and assisted on delivery to their workshop.
- Updated Mileage Charts for Information Centers.

## Other

- Working w/ Office of Emergency Management on developing a social media action plan.
- Attended Social Media Marketing World '17, March 22-24.
- Photo requests completed:
  - **In-state requests:** South Dakota Magazine, Yankton; Mitchell CVB; Governor's Inn, Pierre; Evergreen Media, Rapid City; Yankton CVB; Deadwood Chamber of Commerce; Lawrence & Schiller, Sioux Falls; Lead Chamber of Commerce; Spearfish Chamber of Commerce; Rapid City Chamber of Commerce; Custer State Park; South Dakota Hotel & Lodging Association, Pierre; Black Hills Central Reservations, Deadwood
  - **Out-of-state requests:** YMT Vacations, CA; True West Magazine, AZ; Rocky Mountain International, WY; Wild West Magazine, VA; Travel Channel, TN
- Worked with BIT on install of new Database Asset Management software. Continue to work with them on transition of assets from old system to new with full access available to full team and agencies by end of April.

- Developed and reviewed social guidelines for department's channels.
- Coordinated with vendor and sent artwork for new coasters for the Governor's Office.
- Attended Social Media Roundtable in Deadwood with other Black Hills industry partners.
- Designed and shipped Film Festival ad for South Dakota Arts Council.

### Projects in Progress:

#### **2017 Peak Marketing**

- 2018 Travel Show planning meeting set for 4/17 to review past year success and possible show additions for 2018 lineup.

#### **2017 Global Travel and Trade**

- Updating 2017 South Dakota Profile Sheets for upcoming Trade shows.
- Updates to TourSDakota.com for Trade team

#### **TravelSouthDakota.com and SDVisit.com**

- Developing copy and content for Dignity page on TravelSouthDakota.com to be live by end of April.

#### **Industry Outreach and Development**

- Coordinating Great 8 Sticker Program for Visitor Information Centers in peak. Researching and finding updated sticker locations to promote, will also work to educate front-line staffers at stops on program specifics.
- Working with Industry Outreach team on reproducing the graphics for displays used outside at the Chamberlin Info center on the keelboat balcony.
- Designing postcards to be used as survey cards. Due end of April/early May.

#### **Other**

- Creating new business cards in response to department restructuring and new staff positions and titles. Updating letterhead and envelopes to match and keep cohesive brand identity throughout. Cards expected by April 5 other TBD.
- Attending Photoshop World Conference in Orlando, April 20-22.
- Working with team designing a one-page piece to be sent to the industry to find members who would have rooms/services available for "What's Great About Your Home State", a nationwide contest launching in fall of 2017 presented by South Dakota Tourism, Scholastic and the Family Travel Association.

### Global Travel and Trade

#### Benelux Mission/ Italian Showcase – March Feb 26<sup>th</sup> - March 8<sup>th</sup>, 2017

- 20 trainings in Benelux in which we trained 70 Tour Operators and Journalists
- 58 appointments in Italy where we trained over 100 Travel Agents and Tour Operators

### UK Mission – March 26<sup>th</sup> - April 1<sup>st</sup>, 2017

- 14 Trainings in Scotland, Ireland and England in which we trained 51 Tour Operators and Journalists

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

- Made final preparations, attended show and met with 33 travel professionals in pre-scheduled appointments. This is the first time we have attended the show and also did a sponsorship for a morning break.

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

- Prescheduled appointments have been made. SD Tourism, Rapid City, and Crazy Horse are sharing a joint sponsorship which includes a breakfast presentation. Hosting a post FAM following the show, 3 Chinese Tour operators will be visiting South Dakota for three days looking to develop itineraries.

### FAMs

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

### Brand USA German FAM

- 14 Tour operators attending with the leadership of Willy Scharnow Foundation. The group will be touring through South Dakota on May 25-28<sup>th</sup>. The itinerary will be highlighting Rapid City, Custer, Deadwood, as well as various stops throughout the Black Hills.

### Brand USA Japanese FAM

- May 20-23<sup>rd</sup>. Representatives from Madame Fiearo, a Japanese women's lifestyle and travel website and newspaper. Travel.jp a publication that provides tour information and inside tips for Japanese travelers, as well as Hunt magazine which features hiking, camping and fishing, travel and outdoor lifestyle column. Brand USA as also working with Delta Sky Magazine as an addition for this FAM. Itinerary includes city tours and overnights in Deadwood, Hill City, and Rapid City. Mt Rushmore, Crazy Horse, Custer State Park, Badlands, Wall Drug, and more!

### Tom Neil Tacker Media Hosting

- In partnership with Rocky Mountain International, we hosted Tom Neil Tracker in South Dakota from March 28<sup>th</sup>- April 4<sup>th</sup>. Tom writes for yourlifechoices.com (800,000 monthly views), nakedhungrytraveller.com (2,000 views per month), wego.com (2 million followers). Tom's itinerary featured Rapid City, Wall Drug, Badlands National Park, Pine Ridge with Tatanka Rez Tours, Custer State Park, Mount Rushmore, Crazy Horse, Deadwood, Spearfish, and more!

### Domestic Trade FAM – April 20-25, 2017

- Three Domestic Trade Representatives are registered. Making final preparation for FAM.

### Rocky Mountain International IRU Post-FAM, May 6-10, 2017

- There are 12 International Travel Professionals registered. Making final arrangements.

## Group Tour Planning Guide

- Completed proofing of updates. Ann sent to Nxtbook and they have sent back for broken links to be corrected. Reviewed and sent corrections to Angie and team.

## Chinese Profile Sheet

- Produced new in-language Chinese profile that will be used for follow up and at shows.

## South Dakota Arts Council

### Grants

	March	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	12	42	45
Touring Arts bookings	16	23	40

- Closed the S.D. Arts Council's (SDAC) online grant-management system for applications for FY18 grants; the deadline was March 1, 2017.
- Began assembling grant panels to review grant applications in March and April. Panels consist of an Arts Council board member as chair, an out-of-state panelist, and at least one in-state panelist with expertise in the art discipline in question (visual, traditional, music, literature, theater, multidisciplinary, etc.). SDAC staff facilitate grant panel review and application scoring during panel meetings, but by design do not score applications or make funding recommendations. All grants recommended for funding by panels will be presented to the Council for final approval in early May.

### Poetry Out Loud State Finals

- South Dakota's Poetry Out Loud state finals were held March 13 at Edison Middle School in Sioux Falls. Maddie Lukomski, a senior at Sioux Falls Lincoln High School, again won the state competition and will move on to the April 24-26 national finals in Washington, D.C. Eight high school students representing communities from across the state competed for the title. Sharon Prendergast of Sisseton High School was also awarded the Poetry Out Loud Teacher of the Year award. Poetry Out Loud, a national arts education program, is administered in South Dakota by SDAC with help from Arts South Dakota and South Dakota Public Broadcasting. SDAC issued press releases [advancing the state competition](#) as well as [reporting the winners](#).

### Arts for State Buildings

- Agreed to purchase 13 news pieces for the state art collection. The selection committee of the SDAC-managed Art for State Buildings program met March 10 to decide which artworks would be purchased for the state art collection in FY17. The request for artist proposals was issued in December 2016 and publicized up until the deadline in late February. Twenty-two artists submitted proposals for consideration, and the selection committee decided to purchase 13 pieces from nine different artists. Once all artworks are received by SDAC in April, the overall state collection will hold about 80 pieces of art from nearly 50 different artists. Newly purchased pieces will join the rest of the collection in various locations throughout the Capitol complex/state buildings in Pierre, and SDAC will issue a press release in May when all have been installed.

### Public Relations/Outreach

- Attended National Arts Advocacy Day in Washington, D.C., March 19-22. SDAC Director Patrick Baker and Deputy Director Rebecca Cruse – along with Arts South Dakota Director Jim Speirs and S.D. Artist Laureate Dale Lamphere – attended the 30<sup>th</sup> annual National Arts Advocacy Day conference in the nation's capital. In addition to conference activities, the group met with South Dakota's representatives in the Senate and House to discuss the importance of the arts in South Dakota (met with Sen. Thune and Sen. Rounds' staff; met directly with Rep. Noem).

### Pending Events and Projects

- April 2017 – Various grant panels will convene via telephone conference or in person to score applications and make funding recommendations for SDAC grants for FY18.
- April 17-21 – SDAC is conducting regional arts meetings to gather public input from arts organizations, artists, patrons of the arts, and citizens to inform its strategic planning for the next three fiscal years. These meetings, held in conjunction with statewide grassroots nonprofit arts organization Arts South Dakota and with help from local host organizations, will take place in Pierre, Eagle Butte, Pine Ridge, Rapid City, and Spearfish; the second leg of regional arts meetings will take place in May and cover the northern and eastern parts of South Dakota. The information gathered from these meetings will complement data currently being analyzed from a statewide arts survey that was conducted in January and February.
- April 24-26 – Poetry Out Loud National Finals in Washington, D.C.
- May 5 – Arts Council meeting spring grants meeting to be held in Pierre