



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

Global Media and Public Relations

June Domestic Earned Media

Impressions: 132,852,642
Ad Value: \$1,015,535.94
Number of Clips: 93

FY 17 To-Date Domestic Earned Media

Impressions: 3,059,550,825
Ad Value: \$6,168,185.86
Number of Clips: 527

June International Earned Media

Circulation: 4,878,018
Readership: 16,371,595
Ad Value: \$382,743.18
Number of Clips: 14

FY 17 To-Date International Earned Media

Circulation: 171,613,152
Readership: 104,496,532
Ad Value: \$7,645,550.65
Number of Clips: 240

- The media team worked with several individual international and domestic media members for their July visits to visit the South Dakota. Hostings included:
 - An international writer from the Netherlands who explored the majority of the state.
 - A journalist from France who explored the Black Hills region by RV.
 - A family travel writer who experienced South Dakota's 4th of July festivities including Black Hills Roundup Rodeo and on to eastern South Dakota.
 - A German travel writer who spent many days in eastern South Dakota and northeastern South Dakota.
 - A journalist from the east coast who freelances for outlets with a high readership .
- The team is working on securing Buffalo Roundup guests both international and domestic and preparing for a tour that showcases the Black Hills and Badlands region. The department will host 8 domestic writers and 8 international writers.

Industry Outreach and Development

Industry Outreach

- Attended a meeting with the Sisseton Sioux Tribe chairman and staff to discuss tourism initiatives and development on July 10.
- Completed interviews and selected applicants for the Industry Outreach and Development positions.
- Attended the Destination Black Hills Air Service Summit on July 20.
- Conducted site visits and met with industry members in Brookings (Ag Museum, Arts Council, Children's Museum and the Outdoor Adventure Park) and Sioux Falls (Sculpture Walk, SFCVB, Downtown SF and Homestead Brewery) on July 26-27.

Information Centers

- Reviewed welcome center inspections notes, set priorities and action steps.
- Attended design development meeting for Vermillion welcome center and initial workshop for Wilmot welcome center.
- Completed travel counselor certification exams.
- Continue to collect survey entry forms for Welcome Center ROI study.

Strategic Partnerships and Events

- Delivered a presentation and moderated a panel at the Career Training Education conference for High School staff and students in Brookings.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) winded down in July and from Jan. 1-July 31, 78,532,805 paid impressions were generated.

- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 185,502,507 paid impressions, 4,081,376 engagements from Jan. 1-Jul. 31.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 127,944,232 organic impressions and 1,058,213 engagements from Jan. 1-July 31.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 84,954,583 impressions and 1,125,651 engagements from Jan. 1-July 31.

2017 Fall Shoulder Marketing

- Reviewed, submitted feedback and approved Shoulder Great Getaways Co-op direct mail piece to 135,000 targeted homes. This will hit mailboxes the week of August 14. This year's piece has 38 participating industry partners.
- Coordinated and attended kickoff meetings with each Shoulder/Winter community co-op partner and their agencies to discuss initial media plans and tactics.
- Designed, submitted feedback and approved creative and promotional items for 2017 Rooster Rush Community advertising program.
- Coordinated, submitted feedback and shipped materials for Fall Brand USA Multi-channel co-ops in Germany and Australia plus two-page spread in Brand USA Global Inspiration Guide 2018 which is published in 13 languages for use in 20 international markets. Guide will see over 30,575,000 impressions in 2018.
- Reviewed, submitted feedback and approved new video ads for season-long sponsorship with the Minnesota Vikings. New ads utilize parallax effect and will run throughout US Bank Stadium on gamedays.
- Reviewed submitted feedback and approved ads for fall Pheasant's Forever, fall Quail's Forever and two-page spread for GunDog magazine promoting the upcoming upland bird hunting seasons.

TravelSouthDakota.com

- Total web sessions for the calendar year through July total 1,124,564 (up 2.65% over prior year) and unique users are up 3.48%.
- South Dakota Vacation Guide requests from the website through July total 57,997 (up 9.16% over prior year).

Pheasant Fest 2018 – Sioux Falls

- Currently have 22 official partners for South Dakota Pavilion reserving 25 of 43 available booth spaces.
- Research and planning for increased booth décor and activities underway.

Other

- Updated state highway map and sent to printer for August 31 delivery.
- Coordinated and met with four regional partners to begin planning and work on 2018 South Dakota Vacation Guide. Designed and sent ad sales sheet for region use.
- Ordered second run of 20,000 Dignity Rack Cards due to first 20,000 expected to last year going so quickly.

- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Glacial Lakes Tourism Association, Watertown; Southeast South Dakota Tourism Association, Yankton; Game, Fish & Parks, Pierre; Rushmore News, Rapid City; Regency Management, Sioux Falls; Dept. of Education, Pierre; Executive Lodging, Rapid City; Visit Spearfish.
 - **Out-of-state requests:** True West magazine, AZ; BBC, UK; Brand USA, DC; American Travel, UK

Projects in Progress:

2017 Fall Shoulder Marketing

- Meet with agencies to discuss and finalize upcoming fall print, TV, Out of Home, digital and social paid campaign efforts.

2018 Peak

- Continue meeting with vendors and will dive into planning strategy and placements with respective agencies now Marketing RFP #935 is complete.

Other

- Meeting with new web agency, Miles Media, to discuss 2018 Governor's Conference of Tourism site plus new industry site.

Global Travel and Trade

US Travel Association IPW – June 3-7, 2017, Washington DC

- Attended US Travel Association IPW along with 10 South Dakota suppliers. Met with 120 tour operators in prescheduled appointments and drop-ins and attended various international receptions. Also had shared booth with North Dakota, Montana and Wyoming outside of the event hall to promote our region to international press and tour operators since IPW will be in Denver in 2018.

FAMs

Travalco FAM - June 9-11, 2017

- Three tour operators based in Scandinavia explored South Dakota following IPW to develop 2018 tours.

Audley Travel FAM – June 26-29, 2017

- UK based operators that sells a lot of tours to SD

Kyodo News- July 13-15, 2017

- Japanese Journalist Akio Nozawa will be visiting South Dakota cover Laura Ingalls Wilder.

South Dakota Mega FAM- September 7-14, 2017

- Ten tour operators from the UK, Australia, Germany, France, Italy and Benelux Region will be attending the FAM Tour.

Group Tour Co-op

- This is a 4-page ad inserted into six group tour publications with space available for up to 18 partners. Currently working on registering SD suppliers

RMI Contract

- RMI will continue to be our international representation for our European markets as well as Australia/ New Zealand.

Japanese Contract

- In FY18 we are looking to continue our efforts in the Japanese market with FieldStar International.

EastWest Marketing Contract

- FY18 will begin with a new partnership with East West Marketing. The company will be representing South Dakota in the Chinese market.

Taipei International Travel Fair (ITF)

- Partnering with the Wyoming office of Tourism for a booth at ITF October 27-30, 2017. Currently drafting materials that will be translated for the show. In 2016 over 361,000 visitors from the Asia Pacific region of Taiwan attended the Travel Fair.

South Dakota Arts Council

Grants

| | July | CY17 YTD | CY16 YTD |
|---|------|----------|----------|
| Artists in Schools & Community bookings | 5 | 75 | 80 |
| Touring Arts bookings | 27 | 121 | 123 |

- Issued a [statewide press release](#) announcing the South Dakota Arts Council (SDAC) will award more than 230 grants totaling \$1,364,000 in Fiscal Year 2018. The grants will support South Dakota artists, arts organizations and other nonprofits, schools, and art projects and programs. A complete list of [SDAC FY18 grants](#), listed by city, is available online.
- Artist applications for SDAC's [Artists in Schools and Communities \(AISC\) and Touring Arts](#) programs are currently open with a deadline of Sept. 1.
- Continued to conduct calls with FY18 grant applicants to provide panel feedback as a service to try to improve future grant applications.

Arts and Military Initiative

- Coordinated the production of a video for Lt. Gov. Matt Michels' announcement of an arts-military initiative for South Dakota during his acceptance of chairmanship of the National Lieutenant Governors Association for the coming year. SDAC worked in partnership with Arts South Dakota earlier this spring to develop a proposal for the Lt. Governor for a comprehensive arts-military initiative to focus on the state Veterans Home in Hot Springs. In addition to conducting site visits of the Veterans Home and scheduling an artist residency there in June to test the effectiveness of

one component of the overall plan, SDAC and ASD held conversations with the Lt. Governor, staff at the Veterans Home, and an arts-healthcare specialist as well as conducting research about other arts-military initiatives in other states to develop the plan. Work will continue to develop and implement the plan in the coming months as funds are raised by Americans for the Arts to support it.

Arts Strategic Planning

- Held a strategic planning session following the July 14 S.D. Arts Council meeting in Rapid City. A statewide arts survey was conducted in early 2017, and SDAC staff held public regional planning meetings in nine communities across South Dakota in April and May to build the foundation for strategic planning. SDAC will continue to factor Council feedback in with survey results and information gathered at the regional meetings to complete its strategic plan in September. The plan will guide the Arts Council for the next three fiscal years and serve as the lynchpin of its next grant application to the National Endowment for the Arts.

Arts Education

- Worked with Arts South Dakota to conduct the Arts Education Institute July 17-20 at Northern State University in Aberdeen. The event was successful with about 77 educators enrolled for professional development opportunities and positive feedback on institute evaluations.

Public Relations/Outreach

- SDAC staff and board members attended the fifth annual Native POP (People of the Plains) Festival in Rapid City July 15. SDAC Arts Program Coordinator Kate Vandel also attended the July 14 opening reception at the Dahl Art Center, visiting with many participating artists and representing SDAC.
- SDAC Deputy Director Rebecca Cruse attended Freeman Chautauqua July 28 to lead a discussion about local arts agencies as part of the program. She helped community participants to explore Freeman's strengths and opportunities for forming the most fitting type of local arts agency and to look at effective public policy options.
- SDAC Director Patrick Baker spoke to the Pierre-Fort Pierre Rotary Club July 31 about the Arts Midwest World Fest program, which will bring four international musical ensembles to the community over the next two years. Each week-long residency will provide opportunities for intercultural exchanges as well as musical workshops and performances.

Pending Events and Projects

- Summer 2017 – SDAC staff continues to work with Pierre's Short Grass Arts Council to help them coordinate planning efforts for Arts Midwest's World Fest program, which will bring international music groups to the capital city for four one-week residencies from 2017-19.
- Aug. 6-10 – Vandel to attend the Kennedy Center's Leadership Exchange in Arts and Disability conference in Austin, Texas.