



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: September 11, 2017
RE: August 2017 Monthly Status Report

Global Media and Public Relations

July Domestic Earned Media

Impressions: 63,809,094
Ad Value: \$646,403.91
Number of Clips: 34

FY 18 To-Date Domestic Earned Media

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Ad Value: \$646,403.91
Number of Clips: 34

July International Earned Media

Circulation: 14,240,790
Readership: 19,282,996
Ad Value: \$111,743.88
Number of Clips: 14

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- The team is working on a strategic plan for domestic public relations for FY 18. Plans include a mix of pitching, researching broadcast opportunities, media blitzes and deskside appointments and hosting targeted journalists from across the United States. The team has been working with Rocky Mountain International on ways to continue to bolster the media coverage in the international markets. In August, we worked with partners from the Buffalo Chip to bring three publications to the Sturgis Motorcycle Rally and Buffalo Chip; overall, this was a success and the impressions garnered from this hosting provided a solid return on investment.
- 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

- Participated on Agritourism panel at Dakotafest in Mitchell on August 16.
- Attended familiarization tours in Aberdeen and Ft. Pierre.

Welcome Centers

- Created fact sheet and timeline for Rest Area Revitalization Plan to educate industry/public.
- Provided content for webpage dedicated to revitalization plan and welcome center remodels.
- Attended design development meeting for Vermillion and Wilmot welcome centers.
- Reviewed RFP proposals and selected Building Four Fabrication for welcome center exhibits.
- Drafted welcome center exhibits contract, and organized initial kick-off meeting between BLDG4 and stakeholders.

Strategic Partnerships and Events

- Held meetings with each Tourism Conference committee and set up guidelines and duties for participants.
- Worked with Angie on development of the Tourism Conference registration flyer.
- Delivered presentation at the CTE Conference on August 1st in Brookings.

Fulfillment

- Reviewed 1,779 emails with comments from the Online Request Form.
- Fulfilled 6,967 Domestic packet requests.

Global Marketing and Brand Strategy

Completed Projects:

2017 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) wound down in July, and from January 1-August 31, 86,406,879 paid impressions were generated.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 189,964,475 paid impressions, 4,358,845 engagements from January 1-August 31.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 165,328,072 organic impressions and 1,143,636 engagements from January 1-August 31.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 85,964,398 impressions and 1,204,442 engagements from January 1-August 31.

2017 Fall Shoulder Marketing

- Reviewed, submitted feedback and approved new parallax banner ads for use in upcoming shoulder digital campaign.
- Reviewed, submitted feedback and approved article for Sept. issue of Pheasants Forever highlighting nearly 100 years of pheasant hunting in the state.
- 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 ads for placement in Real Simple, Midwest Living and Gun Dog magazines.

TravelSouthDakota.com

- Total web sessions for the calendar year through August total 1,277,816 (up 3.70% over prior year) and unique users are up 4.48%.
- South Dakota Vacation Guide requests from the website through July total 63,546 (up 10.38% over prior year).

Other

- Met with Allegiant Airline representatives on site visit in Black Hills hosted by the Rapid City Regional Airport.
- Met with RFP winning agencies finalizing budgets and setting direction for new contracts.
- Worked with two different groups in getting Department mascots to help promote state and industry at events in Minneapolis and Watertown.
- Worked with industry partners in the Black Hills and Sioux Falls to shoot and submit content for Brand USA's One Big Welcome video project.
- Designed, proofed and shipped various in language materials for Chinese market including new ITF Chinese SD profile sheet, trade show pull-up banner and two itineraries for use by Global Travel and Trade team plus ad for Tourism Insight.
- Photo requests completed:
 - In-state requests: 4
 - Out-of-state requests: 14

Projects in Progress:

2017 Fall Shoulder Marketing

- Rooster Rush program materials received and scheduled to mail first week in September.
- Finalizing new hunting TV spots and hunting digital to begin runs in September.

2018 Peak

- Working with Lawrence and Shiller, MMGY and Miles Media on strategy, markets and messaging for 2018.

Pheasant Fest 2018 – Sioux Falls

- Assign booths for current vendors at end of September. Preparation continues on décor and giveaway items.

Other

- Working with new web agency, Miles Media, on 2018 Governor's Conference of Tourism site plus new industry site.
- Outreach started on 2017-2018 Snowmobile Trail maps with design work to begin in late September.

Global Travel and Trade

Japanese Sales Mission in Los Angeles August 3rd

- Our Japanese rep held a one day training in Los Angeles that included 76 Japanese Tour Operators interested in bringing tours to South Dakota.

American Bus Association marketplace

- We have been working with 18 South Dakota suppliers to enhance our presence at the largest motor coach conference in the United States. We are looking at doing an additional sponsorship and promotion during the January conference.

Group Tour Co-op

- This is a 4-page ad inserted into six group tour publications is completed and ready to go live starting in September. This ad will run in multiple publications over the next 4 months.

International Guide

- In the process of reviewing RFPs from vendors to produce a 16 page In-language guide for German, Italian, French, Chinese and English.

RMI Rebranding

- RMI is working with Brand Lever to design a new brand and design for the current Real America brand. Attended conference call with RMI, SD, ND, MT, WY and Brand Lever to review proposal and offered suggestions for changes to current proposal.

FAMS

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.

Travel 2 Explore September 27-30, 2017

- Journalist and Tour Operator Edwin van Delden will be visiting South Dakota to cover the Buffalo Roundup as well as visit Nebraska, North Dakota, Wyoming and Montana.

South Dakota Arts Council

Grants

	August	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	3	79	82
Touring Arts bookings	18	143	150

- Ended the application period for SDAC's [Artists in Schools and Communities \(AISC\) and Touring Arts \(TA\)](#) programs. As of the Sept. 1 deadline, nearly 10 new teaching artists had applied for the AISC roster and nearly 40 artists/groups had applied for TA, including about 10 new applicants.
- Processed paperwork for more than 130 grants and performance/residency contracts for State Fiscal Year 2018; all SDAC grants/contracts are being posted to [Open SD](#) as they are fully executed.

Art for Life project

- SDAC Director Patrick Baker traveled to Enderlin, N.D., August 29 to participate in a meeting with North Dakota and South Dakota's folklorists as well as the directors of an elder-care facility and local arts council to discuss the [Art for Life](#) project. The North Dakota Council on the Arts (NDCA) has been working for a number of years to develop arts programs in care centers across the state to focus on the benefits of arts in health care and the philosophy of creative aging, and NDCA's Art for Life project focuses on participatory arts activities grounded in traditional culture and knowledge. Baker and Josh Chrysler, SDAC's new contract folklorist, learned about how the project has succeeded at that pilot location and held a follow-up conversation with NDCA folklorist Troyd Geist, who developed the program. NDCA is finalizing an Art for Life toolkit, which it is offering to SDAC for only the cost of mailing the kits to all elder-care facilities in South Dakota. SDAC and Chrysler will work to develop an Art for Life pilot project site in South Dakota, with plans to grow the program over time and eventually provide support for any facilities and local arts councils wishing to participate.

Arts Strategic Planning

- Held a second annual meeting of all staff of SDAC, South Dakota's state arts agency, and Arts South Dakota, the state's nonprofit arts action network, to plan for cooperative statewide initiatives and further define each organization's roles in efforts to better serve all South Dakotans through the arts.

- Continued to refine SDAC's new strategic plan that 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, due in late September. Reports detailing the results of a 2017 statewide arts survey as well as regional meetings held by SDAC and Arts South Dakota in nine communities this spring to gather additional public input were made public via the [SDAC website](#).

Accessibility

- Contracted with vendor [Siteimprove](#) to provide real-time monitoring of the [SDAC website](#) for better administration with a key focus of improving accessibility of information on the site for all members of the public.

Public Relations/Outreach

- Issued a [statewide press release](#) detailing Lt. Gov. Matt Michels' announcement of an arts-military initiative for South Dakota as the new chairman of the National Lieutenant Governors Association. SDAC continues to work in partnership with Arts South Dakota as well as the Lt. Governor Office to plan for a comprehensive arts-military initiative to focus on the state Veterans Home in Hot Springs and scheduled for a 2018 launch.
- SDAC Deputy Director Rebecca Cruse attended the 2017 Arts Midwest Conference August 28-31 in Columbus, Ohio. Arts Midwest, the regional arts organization to which SDAC belongs, cited the key areas of focus as "finding relevance in our communities, creating points of conversation, making arts experiences accessible to everyone, and celebrating our Midwest identity –especially its diverse range of both rural and urban areas."
- SDAC Arts Program Coordinator Kate Vandell attended the Kennedy Center's Leadership Exchange in Arts and Disability conference in Austin, Texas, August 6-10. The goal of the conference is to discuss methods and practices used to create accessible cultural arts programs that are inclusive of people with disabilities and older adults.
- Participated in editorial meetings and wrote articles for the fall issue of [Arts Alive](#) to be distributed in late September.
- Continued to work with Short Grass Arts Council in Pierre to prepare for the organization hosting 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

- Sept. 15 – Target date for delivery of SDAC strategic plan to the Arts Council for final approval.
- Sept. 29 – Deadline for SDAC's "on year" application to the National Endowment for the Arts, which requires the submission of SDAC's state arts plan and organizational strategic plan.