



To: Governor Dugaard  
From: James D. Hagen, Secretary  
Department of Tourism  
Date: October 13, 2017  
RE: September 2017 Monthly Status Report

## **Global Media and Public Relations**

### **August Domestic Earned Media**

Impressions: 270,155,514  
Ad Value: \$16,760,042.22  
Number of Clips: 36

### **FY 18 To-Date Domestic Earned Media**

Impressions: 333,964,608  
Ad Value: \$17,406,446.13  
Number of Clips: 70

### **August International Earned Media**

Circulation: 5,622,555  
Readership: 11,893,842  
Ad Value: \$193,312.67  
Number of Clips: 9

### **FY 18 To-Date International Earned Media**

Circulation: 19,913,345  
Readership: 31,176,838  
Ad Value: \$305,056.55  
Number of Clips: 23

- The team is working on international media strategic ideas for South Dakota through Rocky Mountain International partnership and is working with RMI on ways to continue to bolster the media coverage in the international markets.
- In September, we hosted the Buffalo Roundup press trip. There were 6 international journalists and 8 domestic journalists. The press trip visited Black Hills regions, Badlands, Custer, Deadwood, Rapid City and many of the main attractions and activities in the region.
- As of October 10, there were already some media clipping results from the hosting including a story on FamilyTraveller.com and anticipated print coverage in their brand new print magazine for distribution in January 2018.
- South Dakota also hosted 3 individual international journalists.

## Industry Outreach and Development

### Industry Outreach

- Neil Wagner is a new staff member that joined the Industry Outreach team on September 1.
- Kirk Hulstein attended and organized the 2017 CenStates TTRA conference in Madison, WI on Sept 18-20. Mike Gussiaas presented as a panelist.
- Organized a kickoff meeting with DOT, Tourism, BLDG4 and Architects for the Welcome Center construction projects at Wilmot, Vermillion and Valley Springs.
- Attended the AIANTA (American Indian Alaska Native Tourism Association) Conference in Green Bay, WI September 11-15.

### Fulfillment

- Shipped 23 bulk requests for literature. This consisted of 6,580 – SD Maps, 600 – Vacation Guides and 600 – Culinary Guides.
- 1,148 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 4,117 Domestic requests.
- 103 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 91 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

## Global Marketing and Brand Strategy

### Completed Projects:

#### 2017 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-Sept. 30, generated 99,071,509 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 192,326,223 paid impressions, 4,672,587 engagements from Jan. 1-Sept. 30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 174,330,986 organic impressions and 1,248,023 engagements from Jan. 1-Sept. 30.
- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 100,898,223 impressions and 1,319,227 engagements from Jan. 1-Sept. 30.

#### 2017 Fall Shoulder Marketing

- Reviewed and worked with partners on feedback and approval on various placements to kickoff fall shoulder community co-op efforts for Black Hills & Badlands, Deadwood, Sioux Falls, Custer State Park, Pierre and Watertown. Placements included everything from magazine and online banner ads to a fall vacation sweepstakes, native content and online native and pre-roll videos.
- Reviewed, submitted feedback and approved parallax videos for late fall use and December Vikings home games.
- Reviewed, submitted feedback and approved new interactive banners, the fall version of our Find the Differences game, for our Find Your Great Place concept. Users are given four South Dakota scenes to find the differences between an original photo and a manipulated one.
- Reviewed, worked with partners on feedback and approval on October social posts for Black Hills & Badlands, Custer State Park, Pierre and Deadwood.
- Reviewed, submitted feedback and approved ads for placement in Real Simple, Midwest Living and Martha Stewart Living.
- Conceptualized, reviewed, submitted feedback and approved social promotion for fall called #SeasonsofSoDak which will include a sweepstakes and hosting influencers in both fall and winter.
- Shipped 2017 Rooster Rush materials to partners in preparation for campaign launch.
- Reviewed, submitted feedback and approved online elements for Brand USA UK & Fall co-op campaigns.

#### TravelSouthDakota.com

- Total web sessions for the calendar year through September total 1,419,100 (up 3.77% over prior year) and unique users are up 4.73% .
- South Dakota Vacation Guide requests from the website through September total 67,788 (up 12.03% over prior year).

## Other

- Held group strategy sessions with our three RFP winning agencies in Sioux Falls to discuss brand strategies, creative and messaging. Also, held breakouts in regards to upcoming activation opportunities with Macy's and into 2018, plus a deep-dive into our community co-op program to review partner survey results and ways to adapt the program to the changing market.
- Conceptualized, reviewed, submitted feedback, approved and distributed an infographic touting South Dakota's pheasant hunting offerings in response to this year's publicized pheasant brood counts. Distributed to industry for use as talking points and to key media members.
- Completed preparation of new Digital Asset Management program (DAM) and launched internally and to agency partners.
- Reviewed, submitted feedback and approved content changes for front of 2018 South Dakota Vacation Guide along with page templates for regional partner use.
- Worked with Miles Media, agency awarded website contract from RFP process on new SouthDakotaTourismConference.com. Reviewed, submitted feedback and approved concepts, wireframes and CMS setup. Now doing content entry in prep for early November site launch.
- Attended and presented at N4C Photography Convention plus Black Hills Photo Shootout.
- Met with Governor's Office on social media best practices.
- Created, submitted for feedback, updated and sent to printer 2017-2018 Snowmobile Trails Map.

## Photo requests completed:

- **In-state requests:** South Dakota Magazine, Yankton; South Dakota Rural Electric Association, Pierre; City of Sturgis; Home Slice Group, Sturgis; Yankton Medical Clinic; Regency Mangement, Sioux Falls; USD Communications, Vermillion; Rosenbauer America, Crooks; Dept. of Public Safety, Pierre; Visitor Magazine, Rapid City; USD Kids Count, Vermillion; Ramkota, Pierre; Black Hills Pioneer, Lead; USD, Sioux Falls; Bureau of Information and Telecommunications, Pierre.
- **Out-of-state requests:** Pheasants Forever, MN; America Magazine, Netherlands; True West Magazine, AZ; St. Johns River College, FL; Rocky Mountain International, WY; WhereTraveler.com, GA.

## **Projects in Progress:**

### 2018 Peak

- Met with and will continue working with Lawrence and Schiller, MMGY and Miles Media on strategy, markets and messaging for 2018.

### Pheasant Fest 2018 – Sioux Falls

- Assigned booths for current vendors at end of September, by registration end there was more interest than initially anticipated and we're currently working with Pheasants Forever to secure five additional booth spaces. Preparation continues on décor and giveaway items .

## 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.

### International Travel Fair – Taipei Taiwan – October 27-30, 2017

- Working with Brand USA to organize a series of B2B events to enhance exhibitor's presence at the travel fair. Sending requested presentation materials.

### Ontario Motorcoach Association (OMCA) – Toronto, Canada – November 5-8, 2017

- Made appointment requests to meet with tour operators at the annual Conference.

### National Tour Association Travel Exchange – San Antonio, TX – December 14-18, 2017

- Produced and sent postcards to 1,100 tour operators to let them know who from South Dakota will be attending the annual marketplace in time for appointment requests to begin.

### American Bus Association Annual Marketplace – January 27-30, 2018 – Charlotte, NC

- 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. Produced and sent postcards to 1,700 tour operators to let them know who from South Dakota will be attending the annual marketplace in time for appointment requests to begin.

### Group Tour Co-op

- This is a 4-page ad inserted into six group tour publications is completed and has been sent to the first magazines for insertions. This ad will run in multiple publications over the next 4 months. Banner ads are also being produced and sent as added value items for advertising with most magazines.

### International Guide

- Miles Partnership will be producing the multi-language International Guides. Received the first full proof copy, made edits and returned. They will be sending a new proof soon.

### RMI Rebranding

- RMI is working with Brand Lever to design a new brand and design for the current Real America brand. Joined 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 attended the FAM Tour.

### Travel 2 Explore September 27-30, 2017

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

## South Dakota Arts Council

### Grants

	September	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	3	83	90
Touring Arts bookings	16	159	162

- Conducted multiple panel review sessions for artist applications to SDAC's [Touring Arts \(TA\)](#) program. Nearly 40 artists/groups applied for TA, including about 10 new applicants. Panel review of applications to the [Artists in Schools & Communities \(AISC\)](#) program will take place in October, and panel recommendations for both artist/teaching artist rosters will be presented to the full Arts Council at its November 3 meeting.

### Strategic Planning/Federal Application

- Completed SDAC's new strategic plan that will guide the Arts Council for the next three fiscal years. This document is being finalized and will be released to the public, along with a public-information brochure distilling the primary elements of the plan, in October. The full strategic plan formed the centerpiece of SDAC's grant application to the National Endowment for the Arts, which was submitted September 29 ahead of the federal deadline.

### Public Relations/Outreach

- SDAC Deputy Director Rebecca Cruse attended the 2017 National Assembly of State Arts Agencies Arts Education Professional Development Institute for state arts agency arts education managers. The institute took place September 13-15 in Oklahoma City, Okla.
- SDAC Director Patrick Baker and Cruse, head of the S.D. Film Office, attended the 2017 S.D. Film Festival September 22-24 in Aberdeen, addressing attendees on behalf of both SDAC and the Film Office.

### Pending Events and Projects

- October 11-14 – Arts staff Patrick Baker and Rebecca Cruse, along with SDAC board members Mary Bordeaux and Linda Anderson, to attend the National Assembly of State Arts Agencies Leadership Institute in Portland, Ore.

- October 23-28 – Sofi & the Baladis from Israel will visit Pierre for the first residency of a two-year cultural exchange program through [Arts Midwest World Fest](#) and, locally, [Short Grass Arts Council](#), bringing 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.
- October 27-28 – First Lady's Prairie Art Showcase taking place at the Ramkota in Pierre in conjunction with the Governor's Invitational Pheasant Hunt.