



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: May 10, 2018
RE: April 2018 Monthly Status Report

JDH

Global Media and Public Relations

March Domestic Earned Media

Impressions: 110,956,379
Ad Value: \$4,125,754.98
Number of Clips: 35

FY 18 To-Date Domestic Earned Media

Impressions: 1,712,038,708
Ad Value: \$41,684,989.63
Number of Clips: 1,035

March International Earned Media

Circulation: 202,294,952
Readership: 289,160,413
Ad Value: \$1,890,708.36
Number of Clips: 46

FY 18 To-Date International Earned Media

Circulation: 1,437,807,264
Readership: 1,508,614,890
Ad Value: \$8,793,106.79
Number of Clips: 409

- In April, Keegan Carda attended the Midwest Travel Journalist Association meeting and convention in Milwaukee. This is an organization South Dakota Tourism was previously a member of, and recently rejoined. Keegan was successful in meeting with several journalists who had a deep interest in the stories from South Dakota. We look forward to continuing these relationships and attending future meetings.
- The team is working on several hostings that will happen in 2018 including group and individual media fams. They will be a diverse set of stories from the anniversary of the carving of Crazy Horse Memorial, to agritourism and tribal tourism, and big key hits like the buffalo roundup and other national parks and monuments. Several individual international journalists are slated to visit South Dakota early in the year as well.
- The team made preparations for the IPW media marketplace meetings. Both Keegan and Katlyn will meet with 20 journalists each. Journalists selected for appointments include those from our main international markets and a few domestic journalists who we wish to continue a relationship with, or meet face-to-face for the first time.

Industry Outreach and Development

Industry Outreach

- Transitioned the Online Customer Service Training from BHSU to an in-house program.
- Delivered presentation to the Black Hills & Badlands Association on April 4.
- Attended and provided updates at the Interagency Exchange in Rapid City on April 9.
- Attended the Fort Sisseton Commission meeting on April 16.
- Delivered presentation on marketing research at the Midwest Regional Parks and Rec Conference in Yankton on April 24.
- Attended the NASC Sports Conference in Minneapolis April 24-26.
- Participated in the Lewis and Clark Geo-tourism Coalition conference call on April 30.
- Shipped 41 bulk requests for literature and responded to 2,533 emails from visitors who requested information. Over 14,000 visitor packets were sent to potential visitors in April.
- Reviewed the latest exhibit concepts and plans for the Wilmot and Vermillion welcome centers.
- Planned and coordinated the 2018 Welcome Center Fam Tour and Supervisor's meeting.
- Prepared initial Welcome Center shipments of publications and office supplies.
- Completed final items for National Travel and Tourism Week including press conference details, NTTW video, proclamation from the Governor and speaking points.
- Worked with WGA to finalize more elements for the upcoming conference in Rapid City.
- Attended site visits in Rapid City with the WGA crew and the Governor's Office.
- Drafted a leave-behind piece for new businesses that explains how to get involved with our department and the tourism industry
- Reviewed Spring Hospitality Co-op applications and sent approval letters/emails to confirm award amounts.
- Conducted outreach meetings in Madison, Freeman, Sioux Falls, Sisseton, Pierre, Deadwood, Rapid City.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-Apr.30, generated 55,491,578 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 36,509,636 paid impressions, 1,209,930 engagements from Jan. 1-Apr.30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 5,197,528 organic impressions and 333,394 engagements from Jan. 1-Apr.30.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 52,664,682 impressions and 476,695 engagements from Jan. 1-Apr.30.
- Reviewed, submitted feedback and approved various print, digital, social and TV spots for peak efforts including a mobile compass unit geo-targeting OOH efforts in cities like Minneapolis, Chicago, Denver, Madison, Des Moines, Omaha, and Kansas City; community co-op campaign elements, Roadtrippers.com content pieces, two page spread in *Midwest Living Magazine*, plus full page ads in *Pheasants Forever* and *Quail Forever*.
- Worked with Industry Outreach, Media and PR, plus Game, Fish and Parks on planning and executing a multi-channel advertising campaign to address perceptions in regard to the Nonmeandered waters issue. Reviewed, submitted feedback and approved print and digital ad calendars for April launch; SDT/GFP infographic for industry send in April; full page ads for *Midwest Hunting and Fishing Magazine*, *Dakota Country Magazine*, *Minnesota Outdoor News*, and *Iowa Outdoors Magazine*.
- Vetted and began outreach to seven influencers for peak social's "State of Great" campaign. Seven influencers will visit South Dakota in May-June, departing from Sioux Falls following different themed itineraries like "State of Great Culture", "State of Great History", and "State of Great Adventure" to showcase the state's variety. The "State of Great" campaign also includes a daily SoDak quiz on the Travel South Dakota Facebook page that launched in April and 26 questions will carry into May. Reviewed, submitted feedback and approved questions and various campaign creative for April launch.
- We also vetted and began outreach to four additional influencers to visit South Dakota as part of the Community Co-op program. Eight influencers will visit various cities and regions in May-June as part of the co-op program.
- Reviewed, submitted feedback, and approved creative for 2018 Programmatic Direct Mail efforts, setup prize signup page on TravelSouthDakota.com for trip giveaway component. People who visit TravelSouthDakota.com from mid-Jan.-June but don't request a Vacation Guide or sign up for our Travelsmart enewsletter will receive the surprise follow up mail piece encouraging them to sign up for the trip giveaway plus receive a free Vacation Guide.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions through Apr.30 total 443,079 (up 9.3% over prior year) and new users are up 11.3%.
- South Dakota Vacation Guide requests from the website through Mar.31 total 53,327 (up 77.8% over prior year).

2018 Shoulder Marketing

- Created, reviewed, updated and sent out applications for Shoulder/Winter 2018 Community Co-op. Applications are due May 25.

Other

- Prepped, attended and presented various team updates at quarterly Tourism Advisory Board meetings in Custer April 17-19.
- Coordinated and held meeting with reps from four regions along with Miles Partnership for the upcoming 2019 *South Dakota Vacation Guide* in Custer April 18.
- Created, reviewed, updated and approved Industry Outreach team on updated info center panels for Chamberlin center and new front desk sign for Minuteman Missile center.

Projects in Progress:

2018 Peak

- Working with Media and PR team on May's Midwest Living Road Rally themed "Chasing Legends on the trail of Monuments and Memorials" set for May 7-10 in the Black Hills. Five representatives from Midwest Living, including Editor-in-Chief Trevor Meers, will travel to the region and get material from the tour for an eight-page Road Rally feature in the July/August edition of Midwest Living. Road Rally is part of official year-long partnership with the magazine that includes a presence in every 2018 issue plus various push-outs across Meredith Publishing's digital and broadcast channels.
- Working with MMGY on both in-market activations for the upcoming spring/summer in select markets plus peak social media campaign.
- Continue meeting and working with Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Yankton on peak co-op creative for launch this spring and summer.
- Working with Brand USA and Miles Partnership on Road Trip video series targeting international audiences through VisittheUSA.com. Shoot is early June in Black Hills and includes partners: Black Hills and Badlands Tourism Assoc., Custer State Park, Crazy Horse Memorial, Visit Rapid City, and Xanterra Mount Rushmore Concessions.

Other

- Working with Industry Outreach on various creative and planning for National Travel and Tourism Week May 6-11.
- Working with Industry Outreach team on theme and creative for 2019 *Governor's Conference on Tourism*.
- Working with L&S on updated Brand Standards Guide for internal, agency and industry use.

Global Travel and Trade

Trade Show and Mission Follow-up to Tour Operators and Media

- Circle Wisconsin Midwest Marketplace – April 8-10, 2018 - Lake Geneva, WI
- Active America China- March 25-27, 2018 Atlanta, GA

Rocky Mountain International Roundup (IRU) – Kalispell, MT – April 7-11, 2018

Cole attended along with 11 South Dakota suppliers to meet with international tour operators from Australia, Benelux, France, and Germany, Italy and the UK as well as domestic international inbound tour operators.

US Travel Association International Powwow (IPW) – Denver, CO – May 19-23, 2018

- Received appointment schedule and making additional appointment requests. We have 110 appointments scheduled so far, which is a record number for our department.
- Sent appointment schedule and additional information to SD delegates.

Trade FAM Tours

- Working with a variety of companies across many markets to plan pre- and post-FAM tours for IPW.
 - Key Companies:
 - Canusa- Germany
 - Chinese Trade Fam (5 people, full state FAM tour from Sioux Falls to Denver, CO)
 - ND/SD shared fam to promote region
 - Francios Belloit, France
 - Penta Reizen, Belgium
 - Travalco, Denmark
- Wildar Jensen-Discover America Norway
Le Cercle Des Vacances, France

ATI Article

- In partnership with American Tours International, South Dakota department of Tourism will be promptly promoted in their "Where Next Magazine" with a 4 page spread and back cover.

International Proposal Reviewing and Planning

- Currently looking forward to FY19 and making decisions on marketing activities for our major international markets.
- Attended our Summit Meeting on April 7th to discuss strategy.
- Working with EastWest Marketing and Takako Nambu on China and Japan strategy for 2019.

South Dakota Arts Council

Grants

	April	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	17	62	56
Touring Arts bookings	6	29	48

- **The South Dakota Arts Council (SDAC) conducted the final half of its grant-review panel meetings for FY19 in the month of April as well as its spring grants meeting of the full Council.** Each member of the Council advisory board chairs a grant-review panel and then reports to the full Council on grant recommendations coming from the panel. During the April 19 SDAC spring grants meeting, final decisions about grant funding were made and the FY19 SDAC Grants & Special Projects Budget (approximately \$1.38 million) was approved. Grant notices and contracts are currently being finalized. SDAC will seek approval from the Governor and Tourism leadership for the final list of grants and special projects before notifying grant applicants and publicizing the awards in mid- to late May.

Statewide Arts Conference

- **UPDATE ON MARCH REPORT:** In conjunction with Arts South Dakota, **SDAC continued planning for the South Dakota State Arts Conference, the first [statewide arts conference](#) to take place in South Dakota in five years.** And for the first time in history, the statewide arts conference will be held in Sioux Falls, slated for May 4-5. Keynote speakers at the conference will include national arts luminaries **Jane Chu**, Chairman of the National Endowment for the Arts, and **Randy Cohen**, Vice President of Research and Policy for Americans for the Arts. Other notable presenters include **Janet Brown**, **Briand Bonde** (also an SDAC board member), **Dr. Craig Howe**, S.D. Artist Laureate **Dale Lamphere**, and many more. The two-day event will be held in collaboration with the SculptureWalk Sioux Falls opening weekend and is open to everyone including artists, arts and cultural organizations, local arts councils, educators, businesses, city and state leaders, and individuals.

Art for State Buildings

- **UPDATE ON MARCH REPORT:** SDAC convened the [Art for State Buildings](#) (AFSB) selection committee April 25 to review proposals from six different South Dakota artists of 12 who were invited to submit plans for creative ways to use copper from the Capitol dome in artworks for the state collection. The committee agreed to purchase works from five of the artists, with proposed works ranging from sculpture to etchings to adornments on a jingle dress. While one proposal was not accepted for the AFSB state collection, the committee agreed it was a proposal that should be shared with the Governor's office as it may be of interest for office desktop keepsakes (the proposal was forwarded). S.D. Artist Laureate Dale Lamphere, who kick started the AFSB program 10 years ago, acted as a partner in the process for FY18 due to the difference set of circumstances of wanting to incorporate the culturally and historically significant copper into artworks for the state collection. The committee agreed that a reception in the fall to mark the purchase of these significant pieces and to help publicize the AFSB collection was a good idea.

Student Art

- An SDAC announcement of the winners of the [2018 Congressional Art Competition](#) for South Dakota students is pending. The winners of the 2018 competition, operated by SDAC through U.S. Rep. Kristi Noem's office, are Ashley Geraets, 11th grade, first place, Sioux Falls Roosevelt High School; and Shawn Shepard, 12th grade, second place, Todd County High School. Their artwork will be featured in the nation's Capitol building.
- Gage Gramlick, a junior at Sioux Falls Lincoln High School, competed in the Poetry Out Loud National Finals as South Dakota's state champion representative in late April. He took top honors in the spoken word category, Poetry Ourselves, the original poetry component of the POL National Finals. As in past years, the National Endowment for the Arts and the Poetry Foundation partnered with SDAC to support 2018 [Poetry Out Loud](#) competition in South Dakota.

Pending Events and Projects

- May 4-5 – Statewide arts conference in Sioux Falls; all SDAC staff and several Council members attending
- May 7 – SDAC Director Patrick Baker, along with SDAC's contract folklorist, to visit Sisseton for the first arts activity in a pilot project called [Art for Life](#), developed by the North Dakota Council on the Arts (NDCA) and seeking to improve the emotional and physical health and wellness of elders in care facilities through intensive art and artist interaction. SDAC has partnered with NDCA to make the toolkit available to all arts councils and elder-care facilities in South Dakota for free – already accomplished – and Baker will meet with local arts and care-facility leaders to support the development of a full-year pilot project in Sisseton for FY19.
- May 21-22 – Leadership meeting to further develop direction for the [Lieutenant Governor's arts-military initiative at the State Veterans Home](#) in Hot Springs. The meeting will take place at the facility and will involve SDAC and Arts South Dakota staff, the two organizations primarily responsible for developing the initiative with the Lt. Governor, as well as representatives of the State Veterans Home, Sanford Health, and the S.D. Humanities Council along with participation from regional artists.