



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

JDH

Global Media and Public Relations

May Domestic Earned Media

Impressions: 820,237,113
Ad Value: \$1,006,724.32
Number of Clips: 391

FY 18 To-Date Domestic Earned Media

Impressions: 2,801,571,119
Ad Value: \$44,459,149.87
Number of Clips: 1,483

May International Earned Media

Circulation: 48,335,785
Readership: 3,261,297
Ad Value: \$2,347,085.77
Number of Clips: 24

FY 18 To-Date International Earned Media

Circulation: 1,488,517,184
Readership: 1,522,428,572
Ad Value: \$11,140,192.56
Number of Clips: 445

- In June, the team stayed busy hosting several journalists in the state, most notably, we hosted several journalists on a press trip highlighting Native American culture and the 70th anniversary of the carving of Crazy Horse Memorial. The press trip went to Pine Ridge Indian Reservation, Badlands National Park, Crazy Horse and Mount Rushmore, Hot Springs and other sites that focused on Native culture. We have seen immediate results from this trip with several top media placements already.
- The team is working on several international media hostings for the coming months.
- A big effort the team was working on in June was the event activation in Millennium Park in Chicago.
- The PR team also worked on pitching hyper-local Chicago media and event calendar listings for the consumer and media activation in Millennium Park. We were able to secure 28 calendar listings for this event.

For media placements, in total, results are below:

Broadcast segments: 12 (total audience: 336,154)

Online placements: 24 (total UVM: 98,180,836)

Event calendar listings: 29 (total UVM: 33,055,356)

Social media posts: 2 (total followers: 1,319,220)

Combined total: 67 placements (132,891,566 impressions)

Industry Outreach and Development

Industry Outreach

- Staff reviewed 2,026 emails with comments from the Online Request Form. All inquiries were responded to when they had questions or needed specific information.
- Fulfilled 144 International request packets and shipped them to MSI Worldwide Mail Service for delivery.
- Attended the RuralX Conference organized by Dakota Resources on June 27 and 28.
- Co-led an Agritourism Webinar in partnership with Dakota Resources on June 7.
- Our team continues to update our Strategic Plan action steps for FY19.
- Our staff worked as a volunteer for the Bass Masters fishing tournament.
- Delivered presentation to tour operators interested in featuring the Under the Canvas glamping experience.
- Continued progress with the welcome center exhibits and reviewed content and copy for the exhibits.
- Outreach staff attended the Wall Community Customer Service meeting with SDSU Extension.
- Met with Karen Kern to discuss Missouri River Tourism initiatives.
- Reviewed the Regional Grant Year End reports to make sure it met the grant requirements before cutting payment.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-June 30, generated 100,734,204 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 59,386,327 paid impressions, 5,718,993 engagements from Jan. 1-June 30.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 6,859,621 organic impressions and 578,842 engagements from Jan. 1-June 30.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 94,049,923 impressions and 749,625 engagements from Jan. 1-June 30.
- Held Activation event in Chicago on 6/30 that incorporated a 22-ft replica Mount Rushmore in Millennium Park along with a hosted barbecue serving bison burgers and hot dogs plus Thomas Jefferson's recipe ice cream from Xanterra Mount Rushmore. Estimate 6,500+ in event attendance from 10 am-6 pm and generated a lot of media attention with eight broadcast segments in Chicago plus three more broadcast segments in South Dakota. There were also 23 additional online articles or mentions. Office is already fielding calls inquiring where it will be next from consumers.
- Reviewed, submitted feedback and approved various print, digital, and social for peak efforts including an ad in the July/August Midwest Living.
- Shot Road Trip video with Brand USA talent and film crew in the Black Hills from June 4-7. Videos to live on VisittheUSA.com and will be in eight languages. Through our involvement with Brand USA, we were able to open up program to various partners, which included: Custer State Park, Xanterra Mount Rushmore, Crazy Horse Memorial, Visit Rapid City and Black Hills and Badlands Tourism Association.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions Jan.1-June 30 total 1,017,226 (up 8.5% over prior year) and new users are up 7.8%. June was set a new all-time high for users to the site, beating July 2012.
- South Dakota Vacation Guide requests from the website Jan.1-June 30 total 121,902 (up 21% over prior year).
- Published updated Brand Standards 2018 to SDVisit.com for industry reference.

2018 Shoulder Marketing

- Awarded amounts for Shoulder 2018 Community Co-op program and held initial calls with co-op partners to discuss goals, markets and tactics before working to finalize calendars in July.
- Reviewed, submitted feedback and approved various print, digital, and social for shoulder efforts including a two-page spread in the September Gun Dog magazine and our Brand USA UK Fall multi-channel co-op.
- Met with Pheasants Forever to discuss and review potential 2018/2019 National Sponsorship which was renewed for another year and gives South Dakota key visibility in the organization's print, email, online, social and Pheasant Fest efforts.

Other

- Worked with Industry Outreach Team reviewing, testing and providing feedback for team's new Online Customer Service Training.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Belle Joli Winery, Sturgis; TDG Communications, Deadwood; Catholic Diocese, Rapid City; Game, Fish and Parks, Pierre; Southeast South Dakota Tourism, Yankton; Maverick Media, Spearfish; Glacial Lakes Tourism, Watertown; Rapid City Chamber of Commerce; Yankton CVB; South Dakota Historical Society, Pierre; South Dakota School of Mines, Rapid City; Watertown CVB; Spearfish Economic Development Council; Rushmore Under Canvas, Keystone.
 - **Out-of-state requests:** Rocky Mountain International, WY; University of Montana, Bozeman; Family Fun Magazine, IA; Brand USA, DC.

Projects in Progress:

2018 Peak

- 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.

Other

- Working with Miles Partnerships on a new look for the 2018/2019 South Dakota Vacation Guide – finalized look and feel plus presented to four Regional partners in June. Guide to utilize new Great Faces, Great Places double-exposure creative of Lawrence & Shiller from peak efforts.
- Working with Industry Outreach team on theme and creative for 2019 *Governor's Conference on Tourism*. Working with Miles Partnership to update SouthDakotaTourismConference.com to match.

Global Travel and Trade

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

- IPW- May 19-23, 2018 Denver, CO

FAM Tours

- Prepared itineraries for a variety of companies across many markets to plan pre and post FAM tours for IPW which was held in Denver on May 20-23, 2018.
 - Key ones:
 - Canusa- Germany
 - Chinese Trade Fam (5 people, full state FAM tour from Sioux Falls to Denver, CO)
 - SD/ND shared fam to promote region
 - Francios Belloit, France
 - Penta Reizen, Belgium
 - Travalco, Denmark
 - Wildar Jensen-Discover America, Norway

- Ruck Zuck Urlaub, Germany
- Le Cercle Des Vacances, France
- French Representative FAM- July
- Cannon Chinese Media FAM- September

Strategic Plan

- Prepared FY2019 action steps
- Worked on new online Database with L&S to track sales leads and reporting
- Created new strategy for GDPR regulations

International Proposal Reviewing and Planning

- Currently looking forward to FY19 and making decisions on marketing activities for our major international markets (UK, Germany, France, Italy, Benelux, Nordic, Australia, China and Japan).

Opened Position

- We currently have a position advertised for a Global Travel Trade Team Representative.

Global Social Media

- Established guidelines of new Weibo account in China for South Dakota Department of Tourism.
- Reviewed content & goals.

South Dakota Arts Council

Grants

| | June | CY18 YTD | CY17 YTD |
|---|------|----------|----------|
| Artists in Schools & Community bookings | 5 | 74 | 64 |
| Touring Arts bookings | 13 | 49 | 98 |

- The South Dakota Arts Council [announced](#) initiative and special project funding as well as grant awards for FY2019 totaling nearly \$1.38 million to non-profit organizations, schools, and individual artists for arts projects.
- SDAC Director Patrick Baker conducted 25 calls with grant applicants to provide feedback from review panels in an effort to improve grant applications.

Arts-military initiative/Art for Life

- Worked with Arts South Dakota to prepare a draft budget for the first year of the [Lieutenant Governor's arts-military initiative at the State Veterans Home](#). Planning also took place for a July visit to the Michael J. Fitzmaurice State Veterans Home in Hot Springs from the chairman of the National Endowment for the Humanities, which will act as a partner.
- Continued an arts-wellness pilot project in Sisseton called [Art for Life](#); the first arts activity took place in May and the second in June. The program seeks to improve the emotional and physical health and wellness of elders in care facilities through intensive art and artist interaction and pairs the Sisseton Arts Council with Edgewood Senior Living. SDAC has met with the local arts

and care-facility leaders to support the development of a full-year pilot project in Sisseton for FY19, and plans are under way to include Art for Life as part of the arts-military initiative at the State Veterans Home in Hot Springs in FY19.

Art for State Buildings

- Purchased the FY18 Art for State Buildings (AFSB) selections utilizing copper from the S.D. State Capitol dome and began planning for a **Sept. 13 reception to celebrate both this special class of AFSB additions as well as the 10th anniversary of the program.** S.D. Artist Laureate Dale Lamphere, who kickstarted the AFSB program a decade ago with the donation of a significant sculpture, will attend along with many South Dakota artists with pieces in the state collection.

Public Relations/Outreach

- Baker attended the June 2 opening reception of the **50th annual Red Cloud Indian Art Show** at the Heritage Center at Red Cloud near Pine Ridge.
- SDAC Deputy Director Rebecca Cruse attended the National Assembly of State Arts Agencies **Community Development Coordinators** annual gathering in Estes Park, Colo., followed by the **Creative Placemaking Leadership Conference** (Appalachia summit) in Charleston, W.Va.

Pending Events and Projects

- July 13 – **SDAC summer board meeting** to take place at the Brookings Arts Council building in Brookings.
- July 19 – **National Endowment for the Humanities Chairman Jon Peede to visit South Dakota**, including time at the State Veterans Home in Hot Springs.