

To: Secretary Richard Benda

From: Melissa Bump

Date: 06/09/09

RE: May 2009 - 2010 Summary

Accomplishing the 2010 Initiative will take the Office of Tourism, the visitor industry, and the State of South Dakota to a whole new level. Feedback and suggestions regarding this summary report are encouraged.

**GOAL ONE: Double Visitor Spending from \$600 Million to \$1.2 Billion by 2010**

Tourism Office Funding Update:	April 2008	April 2009	% Change
Deadwood Gaming Tax	\$ 260,945	\$ 244,384	-6.3%
Tourism Promotion Tax	\$ 228,602	\$ 252,709	10.5%
<b>Total Monthly Deposits</b>	<b>\$ 489,547</b>	<b>\$ 497,093</b>	<b>1.5%</b>
<b>FY 2008 vs. 2009</b>	<b>\$8,345,367</b>	<b>\$8,443,677</b>	<b>1.2%</b>

**1A. Change the way we market South Dakota.**

- Tour Operators: Hosted From the Prairies to the Mountains familiarization tour for 10 domestic tour operators: two from W. Bloomfield, Michigan; two from Chippewa Falls, Wisconsin; one from Mountain Home, Arkansas; two from Woodville, Mississippi; two from Winston-Salem, North Carolina; and one from Indianapolis, Indiana; plus three tour representatives from Suriname.

**1C. . . . greater use of partnerships and cooperative efforts.**

- Million Dollar Challenge: New projects for FY2010 include Cow-Spring Creek Peninsula Recreation Area for Tony Dean Festival, August 7-9; and Watertown CVB's City Monopoly and Geocaching promotion.
- MultiMedia Press Release Co-op: Fort Sisseton had an open rate of 31.84%; Mount Rushmore Facelift had an open rate of 39.45%; Mt. Rushmore Black Hills Gold Jewelry Co. had an open rate of 29.80%; and Reptile Gardens had an open rate of 36.31%.

**1E. Capitalize on the existing outdoors opportunities in our state.**

- Hostings: Hosted Peter Potterfield to three days of camping and hiking in the Black Elk Wilderness for a book he is writing, Classic Hikes of the World; plus journalists G.O. Heath and Steve Bacher, Family Traditions with Haley Heathe, to spring turkey.

Media and Public Relations		
	Apr-09	FYTD
Circulation	442,187	20,129,238
Earned	\$11,139	\$845,181
Online Marketing		
<b>Websites</b>	Travelsd.com	Sdvisit.com
Visitors	116,198	2,227
4/08 % Chng	-8.2%	-2.0%
FYTD	960,114	25,781
Time On Site	-2.5%	-10.0%
Pages/Visit	6.6%	-14.3%
<b>Email</b>	Emails Sent	Emails Read
Apr-09	228,298	13.0%
FYTD	2,392,007	10.7%

Office of Tourism Indicators					
		Apr-09	Apr-08	% Change	% FYTD
Tax	<b>Tourism Tax</b>	\$252,710	\$228,602	10.5%	1.0%
	<b>Gaming Tax</b>	\$244,384	\$260,945	-6.3%	1.5%
Travel Activity	State Parks	N/A	271,860	N/A	
	Natl. Parks	114,156	103,098	10.7%	
	Traffic Cnts	166,129	159,069	4.4%	
	Gas Prices	\$2.02	\$3.42	-40.9%	
	Overnights	291,902	305,847	-4.6%	
	Occupancy	44.2%	47.8%	-7.7%	
	Avg Rates	\$62.72	\$62.23	0.8%	
Inquiries	<b>Total</b>	<b>19,000</b>	<b>20,550</b>	<b>-8%</b>	<b>-6%</b>
	Online	13,130	15,472	-15%	-6.0%
	Mail	4,441	3,394	31%	13.2%
	Phone	1,429	1,684	-15%	-27.2%

## 2010 Initiative

Please refer to the website at [2010initiative.com](http://2010initiative.com) for updates.

## Media & Public Relations

Fulfilled information requests from the U.S. Embassy in Suriname, *Midwest Meetings* magazine, KSHB-TV in Kansas City, KOTA-TV, KWAT radio, Watertown Public Opinion, *Entrepreneur* magazine, Metro Source News, *AARP* magazine, and several inquiries from MediaSD.com.

Was interviewed by Metro Source News regarding TravelSD.com enhancements and New Million Dollar Challenge partners; KWAT radio, KGFX radio, and KDLT-TV regarding See South Dakota Week; and Family Radio Network regarding Wind Cave.

Posted press releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web) – See South Dakota Week: Discover Great South Dakota Traditions; Fun on the Frontier: Fort Sisseton Historical Festival; Annual Tourism Award Nominations; Interstate Information Centers Now Open; Rushmore to add laser scans, digital mapping to its preservation arsenal; Cultural Heritage Center Summer Hours; Mount Rushmore Black Hills Gold: History in the Making; and One of the Nation's Oldest Residents Living in South Dakota. Marks of History releases – American Legion Baseball, Pierre was a Cow town, The Badger Hole, and Fort Sisseton State Historical Park. Posted 15 industry releases to MediaSD.com. Arranged Primal Quest coverage with KEVN Fox News.

Sent two press releases on behalf of Black Hills Digital Strategy (BHDS) public relations partnership: Rushmore to add laser scans, digital mapping to its preservation arsenal and Urban Trout. Distributed via Vocus in order to analyze results after the release. Compiled an analytics report for the June BHDS meeting, which reflected the May media activity as well as YTD activity.

For the Multimedia Press Release (MMPR) Co-op Program: Fort Sisseton release went out on May 7 and had an open rate of 31.84%. Mt. Rushmore Facelift release (through Black Hills Digital Strategy) went out on May 19 and had an open rate of 39.45% from the Tourism list and an open rate of 11.11% from major newspapers. Mt. Rushmore Black Hills Gold Jewelry Co. release went out on May 27 and had an open rate of 29.80%. Reptile Gardens release went out on May 28 and had an open rate of 36.31%.

Sent story idea to freelance writer Elaine Glusac regarding Methuselah, one of the nation's oldest living residents. (Complemented an MMPR that went out the same day.)

For social media, reviewed 57 blog posts and responded to six. Twitter account – made daily updates/posts and responded to other posts; have 329 followers as of May 27. For the South Dakota Fan Page on Facebook, we have 1,184 fans. Other social media efforts include YouTube, Flickr, SDoutdoors, and monitoring external posts about South Dakota. Participated in social media webinar hosted by L&S

Launched a blog and wrote posts for our Wisconsin campaign: Welcome Wisconsin-ites!; Pierre: The Capital City; Outdoor Expo in Huron; and What's Up in Watertown.

Contacted Relay House about satellite time and contract costs and started work on setup for the satellite feed for the Rushmore fireworks. Will add weekend activities to the poster Tourism is designing for the event.

## Industry Relations

Sent e-FYI May newsletter to 1,332 visitor industry contacts via Listrak.com and to 2,707 visitor industry contacts on Tourism's database. Topics included Tourism Tax and Research Update, Information Centers Open, Brochures at Information Centers, Tourism's Social Media Network, Shoulder Season Great Getaways, South Dakota Businesses Going Green, Ask South Dakota Tourism, and Capitol for a Day.

Met with 30 people in Rapid City and 15 people in Mitchell during the Ask South Dakota Tourism sessions at the literature swaps. The next session will be July 17 in Milbank.

For See South Dakota Week, worked with CVBs in Aberdeen, Brookings, Huron, Rapid City, Pierre, Chamberlain/Oacoma, Sioux Falls, Watertown, and Yankton to promote in-state travel.

Met with Gary Gritner to discuss Tourism's role in the Casey Tibbs memorial wagon ride.

Finalized arrangements for travel agent fam, Media/PR fam, and hosting of Peter Potterfield; began working on Japanese fam.

Met with Elizabeth Whealey, director of the Great Plains Zoo in Sioux Falls, to discuss possible marketing opportunities through our office.

#### Trade Sales Group Tour/International

Sent Issue 4 of the 2009 Travel Professionals E-Newsletter to 176 list members. Articles included South Dakota's Wine Country, attractions in/around Vermillion, statewide events in September, a wineries itinerary, and What's New.

Fulfilled requests for Vacation Guides from AAA/CAA Offices in Colorado, Idaho, Indiana, Kentucky, Massachusetts, Michigan, Minnesota, Ohio, Oklahoma, Texas, Washington, Wisconsin, and West Virginia, plus Manitoba, Canada.

Finalized arrangements and hosted two travel agents on a fam for six days across South Dakota – AAA Wisconsin in Eau Claire and TravelMasters Calgary West in Saskatchewan.

Sent requested information to Time Line Tours, Oklahoma; Eaglerider, California; Pulaski Bank, GH Tools, Missouri; Peterson Tours, MSP Travel Group, Minnesota; A&A Cruise and Travel, Florida; and Eaglerider, Netherlands. Sent Vacation Guides to Swanson's Travel, Sweden.

Hosted "From the Prairies to the Mountains" familiarization tour for 10 domestic tour operators: two from Action Tours, W. Bloomfield, Michigan; two from Chippewa Trails Tours, Chippewa Falls, Wisconsin; one from Expeditions by Tricia, Mountain Home, Arkansas; two from JACO Tours, Inc., Woodville, Mississippi; two from Jean Wells Travel, Winston-Salem, North Carolina; and one from Lew White Tours, Indianapolis, Indiana; plus three tour representatives from Suriname.

Prepared group tour co-op advertising plan and mailed information to 75 South Dakota members of American Bus Association (ABA) and National Tour Association (NTA). The ad is a four-page, four-color piece with space for 18 partners on a first-come, first-served basis.

Will attend the Travel Alliance Partners conference in Rapid City and assist the Rapid City CVB with transportation and hosting the tour operators and suppliers attending. Gathered profile information for 37 tour operator appointments.

Provided international statistics and slides to Tom Katus for Pro Business Conference.

Fulfilled request for Meeting Planners Guide to Rotterdam, Netherlands.

Wrote attractions letter and itinerary suggestions for Roland Marske and Rebecca Schmidt, a journalist/photographer team with Jules Verne Reisereportagen & Fotografie, Germany. They are planning an extensive trip to the United States and will spend several days in South Dakota from July 30 to August 9 to update the USA Der Westen + USA Der Osten guide books.

Worked on hosting arrangements for Erwin Kennis, The Netherlands. Two journalists will tour the Badlands and the Black Hills in May and June.

Worked together with our Rocky Mountain International (RMI) partner states of Idaho, North Dakota, Montana, and Wyoming to produce a U.S. map with the five states highlighted. Reverse side will include information of the top attractions and activities in each state. The map will be used in the Scandinavian countries as an informational piece. Worked with RMI partner states on RFP for international marketing contract.

Updated contact information for South Dakota suppliers interested in the international market; emailed leads from North American Journeys Summit, World Travel Market, RMI Roundup, and the US Travel Association (previously known as the Travel Industry Association of America) Pow Wow. Mailed lead reports to the 35 who did not have email addresses.

Provided appointment, transportation, and other details to booth partners for the US Travel Association Pow Wow. Had 38 pre-scheduled appointments; six South Dakota representatives met with 51 tour operators and journalists at Pow Wow. Partners included Rapid City CVB, Hospitality Central, Durst Investments, Regency Management, and Crazy Horse Memorial.

Contacted host communities on the itinerary for RMI MegaFam, October 7-12, in South Dakota. Began making arrangements for 45-50 overseas and inbound tour operators and overseas staff.

Contacted overseas RMI offices (Germany, Italy, France, United Kingdom, and The Netherlands) for recommendations of journalists for Buffalo Roundup.

Contacted RMI's German office regarding questions on incentive company for Mike Kuchera's Wild West Expeditions. Gave him contact information on requested South Dakota suppliers.

Received press clips from *Het Belang van Limburg*, daily newspaper (circ. 15,000) with an estimated ad value of \$8,900 on Deadwood, April 2009, by Sara de Beuckelaer. She was a guest at the 2007 Buffalo Roundup press trip. Article coincides with HBO Deadwood series that is now showing in Belgium. This is her second article from that hosting.

Upcoming international press hostings: Thomas Jeier, Germany, in July; and Claire David-Tartane, a film producer from France who will be here working on two documentaries in August – one on buffalo and the other on Crazy Horse and the Black Hills.

Added Chinese translation of the Great Parks and Monuments brochure to TravelSD.com.

### Outdoors

Sent monthly outdoors story on the Outdoor Expo to 1,400 outdoors editors and writers.

Hosted Peter Potterfield, Classic Hikes of the World, to three days in the Black Elk Wilderness. Hosts included the State Game Lodge at Custer State Park and the Alpine Inn in Hill City. Also hosted G.O. Heath and Steve Bacher, Family Traditions with Haley Heathe, to spring turkey.

Have been working with Circle H Ranch and Ron Schara's office to work out dates for the Pheasantennial Dream Hunt from the 2008 promotion. Will continue to stay in touch with the winner from Idaho and his guests; some want to fish, so may help them extend their trip.

Continued working on SDOutdoors.wordpress.com, outdoors blog for the office; and SDOutdoors Twitter account.

Made weekly updates on fishing hotline for Southeast South Dakota and Black Hills, Badlands & Lakes regions; Great Lakes makes their own updates to the hotline.

Responded to visitor inquiries about the outdoors on ATVing, fishing, hunting, etc.

### Film Office

Fulfilled 13 requests for information and one for the Production Guide.

Sent the first issue of the Film Office E-Newsletter to 95 subscribers via Listrak.com. Topics included AFCI Locations Trade Show, Featured Location: 777 Buffalo Ranch, Featured Person: Duane Lammers, and What's New.

Worked on updates for FilmSD.com and quarterly newsletter to be released in July. News and other information posted include: Casting Call: Auditions held in Sioux Falls, Seeking Lakota Actors (male); Expectations high for film industry in South Dakota (KEVN FOX News Roundtable discussion); Locations Magazine: An American Treasure; and Location Scouting in South Dakota.

For social media, created Twitter account for the Film Office; have 30 followers.

Assisted Svenja Wolter and her crew from Germany with arrangements for locations and lodging in Kadoka, Rapid City, and Custer for her documentary. She has been in touch with individuals and officials at the Black Hills National Forest and Custer State Park.

Working with representatives with Best of America by Horseback on their trip through South Dakota. They are planning a community gathering in August for a crew of 16 and approximately 32 core riders, plus local residents, dignitaries, and media. Crew to be in South Dakota for about a month.

Students from Fairfield University, Connecticut, will be back in South Dakota in June to complete their student film project.

Working with representatives of a full length feature film set in Rapid City. Helped with casting and other logistics for a Badlands shoot in June for the History Channel. Assisted Turkish Public Broadcasting on a documentary on Sitting Bull and with filming at the Wild Horse Sanctuary in July.

### Information Centers

Held a meeting for supervisors before we attended the two regional literature swaps and toured Custer State Park and Rushmore Cave. Centers opened May 16.

Sent a letter to everyone approved for the Information Center brochure program. Have approved a total of 691 brochures for display – includes 239 new ones since November.

Mailed letters to the poster co-op partners reminding them of the Centers in which they purchased display space.

Notified businesses who want to participate in the T-shirt Fridays for travel counselors.

Received five comment cards for May; 63 travel CDs were used by travelers.

### Hospitality

Issued 43 Governor's Certificates for Outstanding Hospitality and four gold seals to those earning a second recognition.

Checked publications/advertising for proper use of the updated Great Service Star logo.

Spoke at Southeast South Dakota Tourism's regional board meeting in Mitchell about online training. Assisted several industry business managers with registration in order to access the online training.

Attended spring training sessions in Pierre, Custer, and Sioux Falls.

Worked with Aske Whitebird, Tribal Government Relations, to set up meetings in Eagle Butte and Flandreau to discuss use of the online customer service training.

## Tribal Tourism

The next Tribal tourism Roundtable is June 23 in Lower Brule.

Tribal tourism officials expressed a need for a brochure that would provide basis information on each reservation, including contact information, a locator map for the reservations, visitor etiquette information, and tips about purchasing Native art. The brochures will be distributed at the Information Centers, regional associations, CVBs, and visitors centers. The brochure will be a gatefold, four-color piece.

## Photo/Video

Completed the following for the spring photography hit list: Badlands National Park – scenics, wildlife, hiking, and visitors; Circle View Guest Ranch, Interior; horseback riding; cowboys; Wall Drug storefront; Fat Tire Festival, Mount Rushmore Black Hills Gold Factory, Prairie Edge Trading Company, Rapid City; Baker's Bakery, Custer; Borglum Historical Center, Presidential Wax Museum, Keystone; Mount Rushmore sunrise, Avenue of Flags, and Presidential Trail; Spokane ghost town; Mount Moriah Cemetery, Saloon No. 10, Wild Bill Hickock re-enactor, Celebrity Hotel, Deadwood; pasque flowers; Falls Park, sculpture walk, Sertoma Butterfly House, Great Plains Zoo, Sioux Falls; fishing, Palisades State Park; wind generating towers; Spirit Mound, Missouri River National Recreation Area, Vermillion; Pioneer Auto Museum, Murdo; Corn Palace, Carnegie Resource Center, Prehistoric Indian Village, Mitchell; Matthew's Opera House, D.C. Booth Historic Fish Hatchery, High Plains Western Heritage Center, Spearfish; Crazy Horse Memorial; Buffalo Safari Jeep Tours, Custer State Park; and The Mammoth Site, Hot Springs. Visitor Industry members may contact the Office of Tourism regarding use of Tourism's photos.

Completed hit list for film office photography: Main streets in Dell Rapids, Miller, and Elk Point; and Dakota Dome. Input four new locations into Reel Scout and additional photos into several locations.

Fulfilled requests for photos/slides to *South Dakota* magazine, Yankton; Huron Housing Authority; South Dakota Historical Society, Department of Game, Fish and Parks, Department of Agriculture, Department of Education, Capitol Journal, Pierre; Lawrence and Schiller, Regency Management, Thurman Printing, Sioux Falls; Black Hills Harley-Davidson, ARC International, Ross Johnson Design, Rapid City; Black Hills Pioneer, Lead; *Architecture South Dakota* magazine, Vermillion; AmericInn, Chamberlain; and American Cycle Magazine, Maverick Publishing, Spearfish.

Fulfilled requests for video dubs and loans: Sent video to the Suriname Embassy to use in their ongoing promotion of South Dakota. Sent video to Primal Quest for use in their upcoming event promotions. Sent video to the Custer Resort Company for promotion of their properties.

Shot the following, per the video hit list: the Badlands including hikers on the Notch and Window Trails; animals in the Badlands – buffalo, bighorn sheep, bobcats, antelope, and prairie dogs; general landscape and tourist areas; sunrise and sunsets; interviews with park staff; and horseback riders at Circle View Ranch.

## Travel Market Advertising

Finalized and shipped the following for *Peak*: Weekly newspaper ads in Eau Claire, Des Moines, Omaha, Winnipeg, Rochester, Gillette, Sheridan, and Sioux City; *Deadwood Co-op* – weekly newspaper ads in Bismarck, Casper, Cheyenne, Denver, Dickinson, Minneapolis, Sioux Falls, and Williston; *Rapid City Co-op* – weekly newspaper ads in Minneapolis, St Paul, Denver, Loveland, and Ft Collins; *Custer State Park Co-op* - weekly newspaper ads in Colorado Springs, Ft Collins, Greeley, and Loveland; and *Aberdeen Co-op* – weekly newspaper ads in Bismarck, Fargo, Jamestown, and St. Cloud; hunting banner ads; and TV spots.

Worked on elements in support of the campaign: landing pages for the promotion in Colorado – Comcast (Rapid City co-op), Wisconsin, and Aberdeen (co-op).

*Shoulder Season 2009:* Reviewed first mock-ups of the shoulder Giant Step ads. Drafted letter and form for shoulder Great Getaways registration; information will be mailed in June. Emailed Giant Step partners giving them the option to make changes to their information for shoulder.

Sent the June issue of Travelsmart in May to 206,903 subscribers. Topics included Experience SD series – Abraham Lincoln, Fireworks at Mount Rushmore, The sculptures of South Dakota, and Fun Festivals.

Reviewed two postcards, one for consumers and one for trade, to distribute at shows driving them to the website to download publications. The trade postcards also provide information on e-newsletter signup for the Travel Professionals E-Newsletter

Coordinated a meeting regarding the Black Hills Photo Event scheduled for 2010.

Contacted printing company to obtain the files to develop an online Vacation Guide. This solution will reduce our postage costs considerably while providing quick access of the guide to consumers. Met with the regional directors to discuss this.

#### Publications

Sent information packets to tribal contacts that are assisting with the Native American Guide. Packets included sample write up, outline of information needed, and reservation services chart.

Participated in a snowmobile trails map meeting with Game, Fish & Parks. Discussed quantities, delivery points, and Black Hills National Forest map.

#### World Wide Web/E-Commerce

On TravelSD.com, Visitor Services Directory has 5,233 entries, and 116 vacation packages are listed for 17 cities/locations. Registered 12 new hot deals during the month. From March 30 - May 30, 42 e-postcards were sent by consumers. The Travel Community site has 485 active photos, nine videos, and 21 diary entries. The Sportsmen Community has 55 photos, two videos, and one diary entry that are active.

On SDVisit, the online payment option has been added for co-op programs.

#### Research

Met with Mary Larkin from the Mount Rushmore National Memorial Society to discuss the Mount Rushmore Celebration event and the survey methodology. Survey will be 10 -15 questions long online with a specific URL. The survey will be communicated to attendees via announcement, radio, and printed materials. At the end of the collection period, a random participant will receive a vacation package, which is being developed by the Society.

Completed design for the publications bounce-back card that will be placed in publications, handed out at Information Centers, and sent to inquirers to get feedback on usability of the Vacation Guide from consumers who've used/requested it. Survey instrument will be located online at TravelSD.com/Publication. Collection of information will be ongoing until sufficient sample size is collected. The next publication to be tested is yet to be determined.

Will distribute the 2009 Intercept Study to travelers in July.

Met with Global Insights research company to establish timeline for this year's Tourism's research and discussed additional products that they offer, including an event impact calculator.

### Logo Usage

Fulfilled requests for logo to Saga Advertising, New Brighton, Minnesota, for Victory Motorcycles; Rapid City CVB; Bureau of Information and Telecommunications; Midwest Marketing for a truck wrap; and Travel Manitoba.

Will provide three to five mockups for a new design of the South Dakota License Plate.

### Governor's Tourism Advisory Board

Board met in Murdo and reviewed five applications for Million Dollar Challenge funds for Fiscal Year 2010: approved ones from Cow-Spring Creek Peninsula Recreation Area for Tony Dean Festival, August 7-9; and Watertown CVB's City Monopoly and Geocaching promotion.

Board also reviewed MDC criteria and made recommendations that included expanded cooperative marketing options for projects.

### Governor's Buffalo Roundup and Governor's Invitational Pheasant Hunt

Worked on print and electronic materials for the Buffalo Roundup. Committee met to review timeline for activities and assignments. Sent Save the Date e-cards to domestic journalists and film industry prospects. Contacted RMI overseas offices for recommendations of international journalists.

Hunt committees were assigned and they met to review timeline.

### Great Events for 2009

Outdoor Expo, Huron – June 13-14: Local committee approved the poster design and the newspaper insert containing the events schedule and activities offered. Sent files to event organizer to print. Ads were forwarded to newspapers: The Marshall Independent, Mitchell Daily Republic, Watertown Public Opinion, and The Argus Leader. Placed radio ads on KOKK in Huron, KELO and KXRB in Sioux Falls, and KARL in Marshall, Minnesota. Placed activities schedule on TravelSD.com.

Redlin Art Center's Annual Summer Celebration, Watertown – August 8-9: Placed ads online.

South Dakota Walleye Classic, Akaska – August 10-15: Designed poster and brochure; placed ads online. Added schedule of activities to TravelSD.

South Dakota Festival of Books, Deadwood – September 25-27: Worked on design of a book cover for the program booklet. Cover files will be sent to *South Dakota* magazine for printing; committee is doing the inside. Waiting to hear back from the committee.

Media One FunSki, Sioux Falls – January 2010: Will meet with committee when they begin planning for the 2010 event.

### Summer Interns

Kayleen Stoeser from Fort Pierre joins the Media and Public Relations team. She attends Augustana College and is working on a double major in Government & International Affairs and Business Administration.

Meghan Conway from Pierre joins the Visitor and Industry Relationships team as the intern for Information Centers. She attends South Dakota State University, majoring in Public Relations.

Nellie Bloomberg is from Pierre and joins the Visitor and Industry Relationships team for a second summer. She attends South Dakota State University, majoring in Consumer Affairs/Hotel and Food Service Management.

Stephen Nelson from Pierre joins the Trade Sales and Marketing team. He attends the University of South Dakota and is majoring in Contemporary Media and Journalism.