

To: Governor Daugaard
 From: James D. Hagen, Secretary
 Department of Tourism
 Date: August 8, 2011
 RE: July 2011 Monthly Status Report

By the Numbers

Media and Public Relations		
	Jun-11	FYTD
Circulation	2,778,024	362,618,577
Earned	\$ 23,818	\$1,023,062
Online Marketing		
Websites	Travelsd.com	Sdvisit.com
Visitors	173,916	2,133
6/11 % Chng	-0.7%	-9.2%
FYTD	1,388,420	27,784
Time On Site	-12.4%	-0.5%
Pages/Visit	-16.7%	-0.2%
Online Trip Itineraries	3,619	NA
Email	Emails Sent	Emails Read
Jun-11	548,714	16.1%
FYTD	4,533,097	16.8%
Digital Revolution		
# of Partners	312	-
% Change over 2010	9.5%	-

Office of Tourism Indicators					
		Jun-11	Jun-10	% Change	% FYTD
Tax	Tourism Tax (1%)	\$360,457	\$358,728	0.5%	7.7%
	Gaming Tax	\$253,088	\$278,745	-9.2%	-1.2%
	Tourism Tax (.5%)	\$112,921	\$120,488	-6.3%	23.4%
Travel Activity	State Parks	1,117,902	1,238,901	-9.8%	
	Natl. Parks	587,868	667,731	-12.0%	
	Traffic Cnts	215,771	210,066	2.7%	
	Gas Prices	\$3.74	\$2.79	34.1%	
	Overnights	491,542	518,439	-5.2%	
	Occupancy	70.2%	74.1%	-5.3%	
	Avg Rates	\$84.46	\$84.03	0.5%	
Inquiries	Total	NA	51,333	NA	NA
	Online	NA	NA	NA	NA
	Mail	NA	NA	NA	NA
	Phone	NA	NA	NA	NA
	Sales	NA	NA	NA	NA

Media & Public Relations

Fulfilled information requests: Gregory Elliott, freelance writer, regarding statistics and 2011 pheasant opener, recommended he speak with Chris Hull at the Department of Game, Fish & Parks; Anna Bahney, New York Times, regarding Laura Ingalls Wilder/De Smet information; Hannah Agran, *Midwest Living* magazine, regarding top two scenic drives in the fall; and general inquiries from MediaSD.com and others.

Press Releases – To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota’s Great Places series: Sturgis Motorcycle Rally, Redlin Art Center, Days of ’76, and Storybook Island; and Annual Tourism Award Nominations Due Sept. 2. Posted four visitor industry releases to MediaSD.com: Outdoor Campus, Scotty Philip Memorial Ride, Sioux Falls/Strawbale Winery, and Mammoth Site. Reviewed four releases for History and one for Arts Council.

Hosted Shel Zolkewich, regular freelance writer for Going Places, Travel Manitoba, Outdoor Canada, Western Living, and Winnipeg Free Press; she traveled to Sioux Falls and the Black Hills in July. Secured attraction passes and complimentary rooms from the industry. She posted numerous “tweets” on her Twitter account and re-tweeted several posts from our SD Tourism Twitter account. Article in *AAA Going Places Magazine* is scheduled for summer 2012.

Hosted Beth Blair, freelance writer for CBS Minnesota, Vacation Gals blog, and Homewood Suites blog, traveled to the Black Hills in July. Article in USA Travel News scheduled for September 2011.

Developed itinerary for Marge Peterson, writer for *AAA Home & Away* magazine, who will be traveling the I-29 cultural corridor and adjacent areas in August. She wants to do one story on the corridor and one on unique B&Bs. Will work with visitor industry on complimentary lodging and meals for her.

Updated Reader’s Digest’s South Dakota’s Most Scenic Drives for an E-Book.

Working on lodging options in Sioux Falls, Mobridge, Aberdeen, and the Black Hills for Adam Platt, *MPS Magazine*, for his August visit.

Monitored flood conversations on social media to help stop any rumors or correct misinformation. At one time in early June, there were 862 comments made across all online sources (blogs, forums, FaceBook, Twitter, and Trip Advisor). During the week of July 13-19, we only saw 131 comments across all mediums. Will continue to monitor social media conversations that are taking place around a set of key words involving South Dakota Tourism. Reviewed and responded to several blog posts, FaceBook comments, tweets, and forums.

As of July 26 on the Travel South Dakota Twitter account, there were 112 new tweets for a total of 1,413; have 2,888 followers, up 105 from June.

Blog posts included Storybook Land/Wylie Park in Aberdeen, Storybook Island in Rapid City, Cool Getaways, Mount Rushmore History (part 3), Days of '76 in Deadwood, and Music Festivals. Posted news stories, blog links, etc. to the FaceBook wall. Tourism has 7,560 fans, up 245 from June. Plan to arrange another "Take Me Hunting" photo contest for this fall on FaceBook.

Sent e-invite to list of domestic journalists for Buffalo Roundup; received 10 RSVPs within two days; may have room for two more.

Met with several publishers and editors from Meredith Publishing regarding our advertising partnership, new ways to expand our efforts, and potential for more editorial.

Attended class 4 of 5 in Vermillion of the Governor's Leadership Program. The course focused on diagnosing and changing organizational culture.

Industry Relations

Created and distributed the July issue of Tourism's eFYI Newsletter to 1,291 list members via Listrak.com and to 2,101 on Tourism's industry database. Topics included Secretary's Report, Gas Prices Survey, Great Service Star Submissions Due in September, 2011 Guide to Archaeology & Paleontology, Governor's Hospitality Certificate Program, Trade Show Leads Available, 2011 Travel Indicators, Free Social Media Tools, Important Reminders, and What Our Visitors Are Saying.

Researched speaker costs for the Governor's Conference on Tourism, January 18 and 19, 2012, in Pierre at the Ramkota Hotel and Convention Center; have secured three of the six speakers for the sessions. Developed sponsorship flyer and will mail in late August/early September to the visitor industry.

Updated Fort Sisseton State Park Superintendent Katie Ceroll on the development of a park logo/brand by one of Tourism's graphic designers. Attended the Fort Sisseton Commission meeting and followed up on a request from the Commission concerning reprinting the Fort Sisseton history book by Harold Schuler. Presented Fort branding logo mock-ups; will continue to work with the Commission and our designer to finalize logo. Toured the new campground at Hartford Beach State Park near Milbank with Game, Fish and Parks staff and toured Fisher Grove State Park and Lake Louise State Park en-route back to Pierre.

Attended the Glacial Lakes & Prairies Tourism Association board meeting in Webster and reported on various Department of Tourism programs.

Trade Sales Group Tour/International

Assembled the 2011 issue 7 edition of the Travel Professionals E-newsletter and sent via Listrak.com to 283 list members. Topics included Quench Your Thirst for Knowledge in South Dakota, Travel Professionals Tip, Featured Itinerary: Two-State National Parks Tour, Featured Attractions, Featured Events, and What's New?.

Fulfilled requests for Vacation Guides to 12 AAA offices in Colorado, Indiana, Minnesota, Nebraska, North Dakota, Pennsylvania, Washington, and Wisconsin for a total of 660 guides.

Fulfilled requests for information to Brekke Tours, North Dakota, hosting a group of 60 Norwegians.

Provided copy and South Dakota delegate information for the National Tour Association (NTA) postcard that will be mailed to 875 tour operators on our database to let them know who from South Dakota will be attending the NTA Convention in Las Vegas in December. The postcard will arrive to tour operators to coincide with the time when appointment requests are available.

Placed ads in the first two of six magazines (circ. 57,534) for the group tour co-op ad with 18 partners: *Bus Tours* and *Packaged Travel Insider*. The four color, four-page ad will be placed in the others as they come due. Contacted by *Group Travel Leader/Bank Travel Management* regarding writer Frances Figart who will travel across the state in August to research articles for the September/October issue of *Bank Travel Management* and the November issue of the *Group Travel Leader* when the Dakotas are featured.

Sent 24 thank you letters to hosts of the Will Davies AAA Australia fam; completed follow up to 24 special requests from RMI and South Dakota Pow Wow booths, and four special requests from the Italian Mission. Completed follow-up to all properties and attractions that hosted Runners World, Italy, fam.

Secured four partners for ads in four editions of the *Spirit of the West Magazine*, a quarterly German language magazine. Each partner will have a landing page with photo, up to 100 words of copy, and a link to their own website. Badlands National Park is featured in the July issue and the co-op ad will be on the back cover. There is also a four page article, a nice highlight and photo on the contents page, a photo and promotion on Rapid City's Main Street Square, a promotion and photo on 2011 Buffalo Roundup in Custer State Park, Crazy Horse Memorial Native American Day celebration and photo, and an eight page spread on the Badlands, Wall Drug, and Pine Ridge.

Sent invitations and a preliminary itinerary to international journalists for the Buffalo Roundup hosting; have received eight confirmations from Germany, Italy, and Norway.

Traveled to Keystone to meet Janne Lundbladh and his wife from Jambo Tours, Sweden. He has been commissioned by *Check In* magazine (circ. 42,000) to write articles on our national parks, events, and the Capitol. Governor and Mrs. Tunhammar, Sweden, will join them in August.

Traveled to Crazy Horse Memorial to meet journalist Imco Lanting, The Netherlands, who conducted research for travel articles on our scenery, campgrounds, attractions, and Crazy Horse Memorial.

Contacted by Rocky Mountain Holidays to assist with arrangements for Mr. and Mrs. Johan Rejhagen, Escape Travel, Sweden, for their South Dakota visit in August in the Black Hills and across I-90.

Contacted by Rocky Mountain International (RMI) to send materials to Australia for a booth at the Visit USA trade show organized by the Discover America Committee for their Sydney event. Sent marketing

materials, press kits, photos, and maps to Davidson Communications in Australia. Working on a fam tour for staff of Davidson Communications in early September.

Send 65 packets of information to Osamu Hoshino for the Japanese LA Mission in August. Staff will also attend; worked with Deadwood Mountain Grand on details for them to attend as well. Worked with Osamu on his trip to South Dakota in late August. He is bringing two representatives from International Education System (IES), a student-based program that brings around 50 high school-aged students to the United States. They will be spending four days in the Black Hills area and three days in the Badlands, Pierre, and De Smet.

Assisted with arrangements for Christian and Regula Heeb from Germany, currently living in Oregon, who will be in South Dakota for the Sturgis Rally. They are writing and photographing for a book, America Journal in Germany, The America West by Motorbike, and they will write a blog for tsweekly in Oregon. They will return for the Buffalo Roundup.

Fulfilled request from France 3 TV regarding a filming venture in our region in August; provided an itinerary with ideas, including square dancing, rodeos, major attractions, Hot Springs, and Sturgis. Worked on lodging for Bo Travail fam, a film company from France that is working in the Black Hills. Provided information on Days of '76 to Carole Marchi, Key West Productions, France, as well as western entertainment at the Sturgis Rally.

International Press

Germany:

VUSA Newsletter is sent quarterly to 39,000 travel agents and 2,000 media contacts. For the summer 2011 edition, they chose the President's Walk in Rapid City and published text and photos of the attraction. It was written by RMI Germany; estimated ad value is not available as there is no advertising.

United Kingdom:

A two-page article was published in the Sunday Times (circ. 1,049,599) in June following Keith Blackmore's press trip on the Custer trail in North Dakota, South Dakota, and Montana; estimated ad value of \$136,496.

Italy:

Consumer web site of a-motore.com (distribution 100,000) published an article in June dedicated to motorcycles, cars, and boats with a box dedicated to Tourism – articles called Summer in the Rockies and From Denver to the south of Wyoming, result of RMI press release; estimated ad value is \$800.

France:

As a result of filming in South Dakota, the film about Crazy Horse by Bleu Claire Productions aired in July on FRANCE 2 TV, a famous nationwide TV show (viewership of 300 000); waiting to learn ad value. This film will be shown four times per month, during the late evening, over six years on FRANCE 2 TV. This film was also sold to networks in Spain, Italy, and Poland. The film that was shot in Custer Park is not yet sold, and as usual, they'll let us know as soon as the RMI French Office hears any news.

International Press for FY2011:

Press clips show the following estimated ad values from each country in the Rocky Mountain International marketing consortium family: Germany - \$805,356; Benelux – \$69,736; France - \$792,450; United Kingdom – \$1,500,710; Italy - \$2,381,228; and Denmark - \$36,402 for a total of \$5,585,882. Of this amount, articles on the Roundup generated \$2,778,293.

Outdoors

Working with Winchester's World of Whitetail and Browning Expeditions regarding aerial footage.

South Dakota Outdoors twitter account had 296 tweets; have 774 followers.

Reviewed applications and resumes for the open outdoors position on the Media/Public Relations Team; narrowed to eight candidates and set up interviews in August.

Film Office

Sent three production guides per requests from FilmSD.com; updated six listings on the site and removed the film incentive information.

Traveled to Aberdeen to support the SD Film Festival in their quest for funding from the city.

Discussed the opportunity to partner with a documentary that is doing a story on a road trip back to Oglala; declined a partnership, but will work with them on video and still photography supplements. Sent additional information and footage for their premiere. Filming in South Dakota has not yet begun.

Working with Florence Lochmann, France, regarding a film project in South Dakota at Custer State Park, Mount Rushmore National Memorial, Deadwood, Mount Moriah, Badlands National Park, a buffalo jump, Black Hills Wild Horse Sanctuary (BHWHS), and Pine Ridge/Wounded Knee. Put her in touch with Susan Watt at BHWHS.

Confirmed buy 3 get 1 free for ads in *P3Update* Magazine in addition to web banners that will be online for three months; will have ads in August, October, January, and March issues.

Working with Andrew Kightlinger and Luke Schuetzle on their new film "Dust of War." Working with Department of Game, Fish & Parks on access to DeGrey for filming. Met with Department of Transportation regarding the request to film on Highway 1806. Will arrange a meeting with Public Safety and the film crew to discuss their needs.

Working with a contact from DreamWorks on scouting locations for an untitled project; sent photos of the Black Hills Wild Horse Sanctuary.

Continued working on a pitch to MTV's "The Buried Life" on one item of their bucket list. Buffalo Chip is on board for this project.

As of July 26, the South Dakota Film Office Twitter account had seven new tweets for a total of 243; there are 529 followers, up 16 from June.

Hospitality

Issued 114 certificates, 47 gold seals, and 24 lapel pins to those earning recognition in the Governor's Outstanding Hospitality Program. Sent email to Emilie Miller at Department of Game, Fish & Parks asking her to remind park and recreation area managers to send nominations for their staff year-round.

Added Great Service Star (GSS) Program updates to SDVisit. Plan to mail application forms for GSS designations in August.

Information Centers

Organized Calendar of Events for travel counselors to distribute.

Chamberlain staff will work additional hours as some travel counselors are returning to school in mid-August, thus avoiding closing this Center for two days a week. Will discuss rumors of closing one of the other Centers with Department of Transportation (DOT) so their staff can stay informed; will address caretaker issues at the Centers with DOT as they let the bids on maintenance.

Photo/Video

Black Hills Photo Shootout, September 30 - October 2: over 100 amateur photographers from 19 states and Canada have registered for the event which includes workshops, seminars, social events, and a keynote presentation by David Stoecklein, who's known as the "Photographer of the American West." Working on permits and other details are being finalized, with the permit for Devils Tower National Monument completed. *South Dakota* Magazine will have a feature on the Shootout in their next issue; contacted photographers whose pictures were chosen for the feature. Finalized venue plans with Black Hills State University; other partners include Black Hills, Badlands and Lakes, Visit Spearfish, Canon Cameras, Photomatrix software, and Think Tank Photo camera bags. Worked on registrations and handouts for participants. Information has been posted on www.blackhillspotoshootout.com or it can be found on FaceBook.

Completed the following on Tourism's photo hit list: Aberdeen Music Fest, Storybook Land, Aberdeen; Historic windmill, Milbank; Brookings Arts Festival, SDSU Ice Cream Shop, historic depot, Brookings; Laura Ingalls Wilder Pageant, De Smet; Bramble Park Zoo, Redlin Art Center, fishing, Watertown; buffalo at Bad River Ranch, fireworks, Fort Pierre; Cedar Pass Lodge, Badlands; Interior rodeo; Badlands scenics and wildlife; dining at Sanford's and Firehouse, Rapid City; and Custer State Park wildlife and scenics.

Photo hit list: Art Alley in Rapid City; Brookings and Black Hills television commercials; Days of '76, Deadwood; Oahe Speedway, Pierre; Threshing Bee, Lennox; Sioux River Folk Festival, Newton Hills; Corn Palace exterior, Mitchell; Plein Air Paintout, De Smet; and Prairie Village Threshing Bee, Madison.

Fulfilled photo requests to *South Dakota* Magazine, Southeast South Dakota Tourism Association, Yankton; Midwest Meetings, Brookings; River City Racin', Chamberlain; Department of Revenue & Regulation, Department of Education, South Dakota Telecommunications Association, South Dakota Cattleman's Association, Pierre; Black Hills, Badlands & Lakes, Comfort Inn & Suites, Rapid City; Hay Creek Ranch, Nemo; Regency Management, Sioux Falls; *Bus Tours* magazine, Illinois; Road Trip Back to Oglala documentary film, California; *Reader's Digest*, New York; Midwest Furniture, Minnesota; USA Today, Washington, D.C.; and Rocky Mountain International, Australia and United Kingdom.

Continue editing and inputting digital photos into database; have over 13,200 cataloged. Working with Bureau of Information and Telecommunications to increase storage space.

Video hit list for TV: Set up locations for film shoots at Mount Rushmore and Custer State Park and attended shoots to oversee production and shoot video. Filed permits with the National Park Service for the shoot at Mount Rushmore. Attended film shoots in Watertown as part of a co-op we are shooting with them. General Video Shoots: video onboard the 1880 Train in Hill City; buffalo and wildlife in Custer State Park; exteriors and interiors of the Redlin Art Center in Watertown; road shots of Iron Mountain Road and the Needles Highway; scenic shots of the Badlands; Stavkirke Chapel in Rapid City; sunset at Lake Kampeska in Watertown; and Days of '76 Rodeo and Parade in Deadwood.

Skyworks Aerial Filming, England: helped finalize list of shooting locations and set up a buffalo herding shot.

For social and multimedia: edited a video of the Oglala Nation Pow Wow and uploaded it to YouTube; videos had over 9,900 views for July.

Fulfilled Logo/Photo/Map requests: Sent logo files to Carol Cisneros, Inc.; sent Black Hills aerial photos of Pactola Reservoir to Dave Fisher of Pactola Pines; and assisted Lana at PryntComm and Dawn Trapp at SDREA with photo requests.

Travel Market Advertising

The following were finalized and shipped for South Dakota Tourism (SDT) for *Peak – Custer BID/SDT Co-op* – Newspaper ads in Fort Collins, Greeley, and Loveland.

For Peak and/or Shoulder: Buffalo Roundup ad for September issue of *Budget Travel*, ‘Take Me Hunting’ ad for September/October issue of *Cabela’s Outfitter Journal*, shoulder retargeting banners, leisure web banners, *Trip Advisor/Orbitz* banners, ‘Take Me Hunting’ TV spots, ‘Take Me Hunting’ web banners, Giant Step landing pages, booking path wireframes, Rushmore ad for *St. Paul Pioneer Press Fall Go Guide* to insert August 21, Omaha Cox Cable value add (airing Tourism image spot on August 6), and Great Getaway newspaper insert is at the printer and will drop August 16. *Aberdeen/SDT Co-op* – Newspaper ads in Fargo, Grand Forks, and St Cloud; TV script; radio script/spot for the Brown County Fair; and revised media calendar. *Custer State Park/SDT Co-op* – Newspaper ads in Fort Collins, Greeley, LaCrosse, Rochester, and Sioux Falls; shoulder magazine ads in *AAA Colorado* and *AAA Colorado EnCompass* to insert September 1. *Huron/SDT Co-op* – Hunting creative and logo; hunting TV script/spot; ‘Ringneck Nation’ hunting newspaper ad for *Alexandria Echo-Press* to insert August 5; and ‘Ringneck Nation’ hunting ad for *Gun Dog Magazine* to insert September 13. *Watertown/SDT Co-op* – Newspaper ads in Minneapolis, Sioux City, and Winnipeg; shoulder Pay Per Click (PPC) campaign; ‘Open For Hunting’ ad for *Iowa Sportsman* to insert September 1 and in *Game & Fish Magazine* to insert September 20; and hunting TV script/spot.

Participated in a Vikings/Rooster Rush promotion conference call with the Vikings Office and L&S team; discussed options for sponsorship game halftime show. Worked on Big Gear Giveaway Sweepstakes. Will continue to coordinate Rooster Rush campaign with ad agency. Will mail information on the Rooster Rush campaign to the visitor industry to inform them of the many ways they can be involved in this promotion. Working on promotional details before taking HuntInSD.com live.

Completed partnership agreement with Pheasants Forever/Pheasant Fest; have 11 of 14 booths filled with partners for Pheasant Fest in a “South Dakota Alley.”

Welcomed the crew from Skyworks Aerial Filming, England, to Pierre on July 20. Tourism is one of the sponsors of the filming along with South Dakota Public Broadcasting and the Department of Game, Fish & Parks. Tourism will be able to use the aerial footage, but not sell it.

Ordered 110,000 South Dakota postcards that are inserted in the Wyoming travel packets, which people can use to request the South Dakota Vacation Guide. We reciprocate with Wyoming.

Working with Macy’s committee on the Thanksgiving Day Parade; discussed potential changes to the Mount Rushmore float, new talent to ride on the float, street team efforts, new ways to gain publicity, etc. Sent list of suggested talent/artists to Macy’s and they will respond in mid-August.

Last fishing CRM email delivery/deployment is scheduled for August.

Responded to Tourism fan mail by sending hand-written notes.

E-Commerce

On the consumer website - TravelSD.com: 136 vacation packages are listed; added 13 hot deals.

Posted testimonial and photo from Jason Mitchell (*Jason Mitchell Outdoors*) to the Great Lakes and Glacial Lakes & Prairies fishing pages. Updated the landing page (TravelSD.com/SW) for the second ad placed in the *Spirit of the West* magazine, Germany. Updated cover graphic and link to a PDF of the 2011 Guide to Archaeology & Paleontology on the publications downloads page. Updated the "Currency Exchange/Banking Information" on the International page.

Reviewed more than 1,235 responses to the August Travelsmart and 371 responses to the special Travelsmart that included updated information about flooding and travel; forwarded 14 comments, unsubscribes, etc. to appropriate staff. Reviewed 60 responses to trip planning and Vacation Guide Visitor Relationships Management automated emails; forwarded 24 of the responses to appropriate staff.

Working on a complete redesign of the TravelSD.com booking engine utilizing the best elements of several other online booking engines. The first phase will only include lodging; plan to launch late fall.

Chose Discover Anywhere as Tourism's mobile app developer.

On the Industry Site - SDVisit.com: Posted the updated online Calendar of Events program information and form. Made updates to the Great Service Star program. Will take updated Rooster Rush pages live after receiving template files from L&S. Posted the lead lists from Active America China show and the 2011 Scandinavian Sales Mission to the Tour Operator and International Leads List page.

Research

For the Summer Intercept Survey, 1,350 surveys have been input into Survey Monkey of 6,500 distributed by travel counselors at the 12 Interstate Information Centers from July 5-14. There are still a few hundred more to enter. Will draw a \$250 gift card from survey responders in late August.

Completed data entry for 300 surveys returned from those distributed at Mount Rushmore National Memorial by Xanterra Parks and Resorts; this is the second round of collections that began April 2 when the first round ended, an ongoing survey Tourism collects from travelers.

Continued planning a hunting intercept study for fall; will contact Game, Fish & Parks to discuss the potential of collaborating on this effort.

Working on monthly research reporting dashboard for the industry and the Governor's Office that will be an overview of travel indicators and marketing statistics to include hotel demand, occupancy, web traffic, inquiries, and visitation counts.

Current inventory of state highway maps is depleted so will direct visitors to pick up maps at the Information Centers. Reviewing returned mail and complaint emails to identify if there are any trends to help reduce the amount of undelivered requests.

Publications

Ordered 1.1 million state highway maps, per the Department of Transportation's budget; will request a first shipment of a limited amount be delivered in time for distribution at the State Fair.

Ordered a limited number of the Greenhorn's Guide to Archaeology and Paleontology for distribution at the Information Centers; otherwise, they are available as a PDF on TravelSD for download.

Tribal Tourism

Held a Tribal Tourism Roundtable for July 26 at the Buffalo Interpretive Center from 10am to 3pm CDT. There were 18 people present, including Tourism and Tribal Government Affairs staff.

Governor's Tourism Advisory Board

The Board met in Pierre and was briefed on several programs within Tourism, including staffing, budget, revenue, proposal from a rodeo group, Skyworks aerial video, rescheduling the regional Research and Marketing meetings, Black Hills Digital Strategy, peak campaign highlights, shoulder season planning, Strategic Planning Sessions, revamp of booking engine, and Visitor Industry Alliance. Board discussed 11 new Matching Dollar Challenge (MDC) applications; they approved 10 and declined one, which will be announced after the organizations/businesses are notified. Next meeting will be in November.

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

Working with contacts at Crazy Horse, Mount Rushmore and the Game Lodge regarding Roundup menus and logistics. Reserved satellite truck for feed of Roundup on Monday, September 26. Worked with First Lady Linda Daugaard on the events. Compiled a list of design needs for Creative.

E-Commerce Projects

For GOED: created and routed seven webpages for Open Records project; assisted with updates to DakotaSeeds.com site.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: updated the Archaeology & Paleontology Guide and forwarded for posting on TravelSD.

For GF&P: created several mock-ups for a Fort Sisseton Historic State Park logo; it was presented at a meeting with Fort Sisseton Commission for their review and feedback.

For GOED: received an updated quote to print Finance Piece, a full-color, 4 page brochure; it will arrive from the printer in mid-August.

For Governor's Office: received approval of design for the invitation to the Governor's Pheasant Hunt. Printed piece will be delivered in late August for mailing.

A. McCloud:

For GOED: ordered business cards and letterheads.

For History: waiting for approval on letterhead.

For Arts Council: business cards and letterhead were delivered to the office.

For Governor's Office: ordered invitations to the Roundup as well as the Ambassador cards.

For Tourism: received copy for the Group Tour Co-op ad and completed design after final edits from partners. Sent file to two of the six magazines and will forward to the others as those placement dates come due.

Worked on e-invite for the Buffalo Roundup for domestic and international journalists; provided a link to one of the Roundup videos on the Internet; designed the cards with the respective copy for both sets of journalists and added a hyperlink.

Completed redesign of the Great Service Star certificates, which were delivered in July. Updated the application packet information and sent a PDF for placement on SDVisit.

T. Meise:

For Tourism: ordered 39,500 copies of the South Dakota Motorcycling Guide; delivered in July.

Routed Tourism Conference Sponsorship mailer which will be sent to visitor industry members in late August/early September.

Coordinated final routing of official state highway map to be sent to the printer in early August; worked with Department of Transportation.

Finalized shoulder Great Getaways newspaper insert and sent to printer for the August 14 insertions.

For Governor's Office: ordered 10,000 postcards with Governor Dugaard's message about South Dakota being a tax-friendly state.

Worked on invitation layout for Firearms Research & Technology forum.

T. Friedeman

For GOED: designed the Archery/SD business handout card for use in Yankton during the National Field Archery Finals the end of July.

For Tourism: worked on new design of South Dakota metal logo lapel pins.