To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: January 7, 2013
RE: December 2012 Monthly Status Report

By the Numbers
November 2012

- Information Requests – up 10.8%
- Unique Web Visitors – up 12.9%
- Tourism Tax (1%) – up 2.2%
- Tourism Tax (.5%) – up 2.2%
- Gaming Tax – up 4.6%
- Hotel Occupancy – down 0.4%
- Hotel Overnights – up 1.7%
- Hotel Rates – up 3.8%

Media & Industry Relations
Worked with MMGY's PR team to fulfill the following inquiries: Badlands National Park and the South Unit (Wall Street Journal), Crazy Horse Memorial (New York Times), Art Alley (Travel + Leisure Magazine), Family Vacation ideas - cabins in the winter (Chicago newspapers), and South Dakota wineries (Huffington Post). Fulfilled general inquiries from MediaSD.com and others. Media Interviews/Meetings: Huffington Post – provided answers to questions regarding South Dakota's wine industry. Major articles: Huffington Post published article featuring Pierre and its attractions.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places: Lake Herman. Reviewed four releases for History.

Met with the Department of Game, Fish & Parks regarding the Buffalo Roundup, which has been changed from a Monday to a Friday, beginning in 2013: Friday, September 27. One concern is how to get visitors to stay through the weekend.

Contacted winner from Macy's vacation package giveaway. She plans to travel to South Dakota in the fall of 2013; put her in touch with Black Hills Central Reservations to work on trip details.

Distributed Tourism's eFYI e-newsletter to 1,262 list members via Listrak.com and to 2,251 addresses on Tourism's database on December 18. Topics included Secretary's Message, Register Now for the Conference, Conference Sponsorship Opportunities, Workshop: ADA for the Hospitality Industry, 2013 Interstate Information Center Programs, Trade Show Leads Available, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Four staff became Presidents for an hour when the Mount Rushmore mascots were featured on a live KSFY morning show at the Capitol Christmas Trees.

For Governor's Conference on Tourism, January 16 and 17, assigned sponsors to sessions and meal functions; assembled list of all speaker AV/equipment needs and worked with the two keynote speakers on their introductions and set-up needs; finalized Legislative invitation to the Conference; coordinated computers for sessions; emailed instructions for vendors and those

with reserved luncheon tables and banquet tables; finalized copy for Tourism Conference Booklet, emails to the visitor industry, and Conference website; and compiled master list of items that need to be transported to the Ramkota.

Will begin working on schedule for spring media blitzes and street team efforts; making plans for National Travel and Tourism Week, May 4-12, 2013, which will include the industry.

Working with the Attorney General's Office on how to handle some accounts that are infringing on our logo.

For Social Media Relations, working with MMGY to develop our social platforms. Switched from @TravelSD to @SouthDakota at the end of December. Discussed progress on a Flickr account for Tourism.

Social Media Report – From MMGY

2012 Executive Summary:

Social Reach	**Sep**	**Oct**	**Nov**	**Dec**	**Total**
Facebook Impressions	4,003,039	3,945,215	2,960,140	1,074,938	11,983,332
Twitter Impressions	321,403	905,177	1,685,465	1,638,992	4,551,037
Social Keyword Mentions	4,373	5,460	5,094	2,420	17,347

Channel Insights	**Sep**	**Oct**	**Nov**	**Dec**	**Total**
Facebook Fans	20,495	21,889	23,228	23,656	23,656
Twitter Followers	4,811	4,997	5414	6,327	6,327
Foursquare Followers*	n/a	n/a	n/a	n/a	n/a
YouTube Views	743,596	770,168	794,077	813,548	813,548
Google+ Circles	0	12	18	25	25
Pinterest Followers	298	345	405	470	470

Website Analytics	**Sep**	**Oct**	**Nov**	**Dec**	**Total**
Social Media Referrals	373	1,162	1,810	928	4,273
Facebook Referrals	321	839	1,340	510	3,010
Twitter Referrals	10	244	410	367	1,031
Youtube Referrals	2	7	14	3	26
Foursquare Referrals	0	0	0	0	0
Pinterest Referrals	40	68	45	47	200
Google+ Referrals	0	4	1	1	6

*Foursquare monitoring will begin when South Dakota brand page is created.

South Dakota Tourism's consumer Facebook page has 23,291 fans, up 418 from last month. This is a slower gain as our Facebook ad campaign kicked off the end of December. South Dakota Visitor Industry Facebook page has 475 fans. Blog posts included Lake Herman State Park, Mount Rushmore Quarter Design, and Christmas at the Capitol.

Travel South Dakota Twitter account has a total of 3,244 tweets; 189 are new. There are 5,623 followers, up 1,158 from last month.

Sec. Jim Hagen's Twitter account has 394 followers.

International and Domestic Trade Sales

Sent requested group information to Walking Adventure Tours, Washington, for a group of up to 200 people planning a trip in 2014. Responded to inquiry from Yuko Uetake from Japanese media fam. Sent information packet to Wei Jin of Regent Travel America.

Coordinated various mailings for the Group Tour Planning Guide: 2,300 guides to companies on our database and 175 to partners, plus 1,440 letters to other companies inviting them to request the guide. Each two types of mailings were divided into companies in the United States and those in Canada.

Provided information to Lisa Johnston, Brookings, for meeting and convention planners.

Assembled the 2012 issue 12 edition of the Travel Professionals E-newsletter and sent via Listrak.com on December 20 to 5,933 list members. Topics included Hit the Open road in South Dakota, Travel Professionals Tip, Featured Itinerary: Oyate Trail (Highways 50/18), Featured Attractions, Featured Events, and What's New?.

Met with staff and representative from MMGY via a conference call to discuss whether or not we should make the South Dakota Travel Professionals Facebook page a private group. Submitted a list of pros and cons regarding the future of this Facebook page.

Received 37 tour operator appointments for the American Bus Association (ABA) Annual Marketplace, January 5-9, in Charlotte, North Carolina. Sent information to 25 South Dakota delegates who will be attending ABA: appointment schedule, caucus location, and attendee list.

Made arrangements to attend Go West Summit, January 27-31, in Fort Worth; this is the first time attending this show. Sent information to South Dakota suppliers to encourage them to attend. Wrote seven-day, statewide itinerary to be promoted on Go West Summit website, which contained trivia, general information, map, and images. Wrote copy for Go West Summit tab divider ad and Resource Manual ad. Wrote copy and provided photo for their newsletter.

Contacted *Courier* Magazine as the December issue had the wrong placement for the Group Tour Co-op ad. They offered a half-page ad in the February issue; designed and placed the ad.

Submitted 40-word blurb for Bank Travel Resource Manual.

Finalized details for National Tour Association (NTA) marketplace in Orlando, January 19-25. Sent e-mail to South Dakota NTA attendees regarding caucus session.

Wrote seven-day itinerary for Matt Carroll, journalist from the United Kingdom. Matt will be in South Dakota in January driving an all-wheel drive Jaguar around the Black Hills area. Worked

on hosting the MSN Blogs fam, January 24; they are doing a press trip covering all 50 states in 30 days.

Received four-page article from Bjorn Moholdt that was published in the Reiser & Ferie (circ. 600,000 weekly) magazine, Norway. He attended the 2011 Buffalo Roundup. Estimated ad value not available at this time.

Provided photos to Isabel Michelotti for an article she is preparing for De Telegraaf, a Dutch newspaper. She was in South Dakota on the TravelHome Media fam.

Contacted Rocky Mountain International (RMI) states regarding shipping needs for RMI Australia Mission in February. In addition to states' materials, RMI's Real America Guide will also be distributed to tour operators, travel agents, and journalists. The new edition includes North Dakota and this guide will also be distributed in the Scandinavian market.

Met with the other RMI partner states (Idaho, Montana, and Wyoming) and reviewed programs, changes, and ideas for the next fiscal year. Discussed topics for the Summit and Directors meeting. RMI is researching possibility of adding programs.

Followed up with Belle Fourche Chamber regarding the RMI newsletter; requested events for South Dakota calendar and information we can share in newsletters.

Benelux meetings with tour operators regarding our region:

Nettravel Associates – Met with Marcus Blok and Jacqueline Blok. Their bookings show a 15% decrease compared to 2011. For our region, however, they had a good year with family groups to Wyoming and South Dakota.

SNP Natuurreizen – Met with Frank Maas, who is planning to add a South Dakota itinerary to their program in 2013/2014. In preparation, he plans a scouting and press trip in June 2013. He will write an article for their December 2014 magazine (circ. 70,000); it is the largest travel magazine in the Netherlands. North American articles are always published in the December issue.

Travel2Explore – Edwin van Delden reports a huge success for their USA program and especially their "Selkirk route." In their search for themed motorcycle tours, they are now preparing a "Zen-tour," starting in Minneapolis, and traveling through North Dakota, South Dakota, Idaho, Montana, the northern part of Yellowstone, and into Oregon and California. Tourism will follow up with a combined press/scouting trip in June.

International Press:
Benelux: Four-page article titled "The Magic of South Dakota" by Vic Dennis appeared in the November issue of Primo Magazine; estimated ad value is $15,600. This was the result of a fam in August 2012.

Germany: Die Presse.com carried article on Mount Rushmore, Differences at the Mount of Unity by Thomas Vieregge; estimated ad value is $8,970.

America Journal - Lebendige Vergangenheit, Living past by Thomas Jeier; he traveled through the Black Hills to learn the history of this region; estimated ad value of $14,442.

Italy: Marco Polo TV was hosted around and during the 2012 Buffalo Roundup. As an outcome, Marco Polo broadcast their first 10 episodes on SKY TV in November in their special section

DIARI DI VIAGGIO, Travel Journals. Italian office has requested DVD. There has been no ad value reported.

Mr. Mario Ravaccia and Mrs. Giuseppina Concina, FUORISTRADA, created a DVD (valued at $25,000) that has been distributed as a supplement of the FUORISTRADA 4X4 (circ. 30,000) November issue regarding their trip to South Dakota; they were on a press trip in June 2012. They also published a five-page editorial in the same issue. Estimated ad value is $20,000. The journalists also contacted UOMO&MOTORI, a TV program dedicated to vehicles on air in various regional TV channels. Their promotional video of South Dakota is to be broadcasted. UOMO&MOTORI TV program on air on various regional channels has an audience of 17 million.

Mr. Carlo Ferrari published a six-page article in CICLISMO (circ. 44,000), monthly biking magazine, called "On Sitting Bull trails") dedicated to biking in South Dakota. Estimated ad value is $53,400.

United Kingdom: Previously reported, but ad value was not available at that time: BRAND USA - Essentially America Magazine – Mount Rushmore was on the cover, distribution is 100,000 in Daily Mail, United Kingdom, plus World Travel Market, one of the world's largest tradeshows. There was also a six-page article on South Dakota; estimated ad value is $55,715.

<u>Outdoors</u>
Attended the Twins Sweepstakes Winner Hunt at R&R Pheasant Hunting, LLC.

Made final preparations for SHOT Show, January 14-18, in Las Vegas, which included appointments with outdoor writers, personalities, and possible advertising markets.

Continued making preparations for Pheasant Fest in Minneapolis, February 14-18.

Prepared and finalized dates for Gary Howey with Outdoorsmen Adventures to film two shows in South Dakota this winter: a late season pheasant hunting show the first weekend of February and a goose hunting show the second weekend of February.

South Dakota Outdoors Twitter account has 880 tweets and 2,049 followers. Made daily Twitter posts for our SDOutdoors handle.

<u>Film Office</u>
Updated and approved three listings on FilmSD.com.

Continued working on/with John Kelly project; and working with Cinema Falls, Black Hills Film Festival, and South Dakota Film Festival on their upcoming events.

Wrote a letter of recommendation for Cable Hardin from the SoDak Animation Festival to accompany a request for a grant from South Dakota State University.

Working with contacts at Warner Brothers on a potential film for South Dakota in spring of 2013.

The South Dakota Film Office Twitter account has 290 tweets and 800 followers, up eight from last month.

Hospitality

Coordinated a letter from the Governor to accompany hospitality certificates for the Interstate Information Center travel counselors; issued 75 certificates and gold seals. Sixteen first-year staff received lapel pins.

Visited with Ken Night Pipe, manager of Turtle Creek Crossing in Mission, about the online training program and the Great Service Star program. Emailed links to information on both and instructions for getting registered to use the online training.

Mailed copies of the George S. Mickelson Great Service Award to the Governor's Tourism Advisory Board for their review prior to their meeting in early December. Sent memo to the Governor with the Board's recommendations. Selected new design for the awards.

As part of the Rooster Rush program, assembled the five Cacklin' Community Award applicants' materials and invited Tourism staff to take part in judging and selecting the winner. Award will be presented during the Governor's Conference on Tourism, January 16 & 17, in Pierre.

Served as a judge for the selection of the South Dakota Innkeepers Association's 2012 Employee Service Award.

Information Centers

Gathered applications from 2012 travel counselors for the 2013 season. Made updates for job openings for posting with Bureau of Personnel and Department of Labor, on SDVisit.com, and in the Chamberlain newspaper. Will conduct interviews after application deadline.

Finalized Travel CD plans, which will be handled in-house: copy for back of Governor's Letter insert; remove Travel CD drop-off points and IIC listing information; brief description of each CD; as space allows – add Lewis & Clark Information Center and/or Cultural Heritage Center ad; update and print front and back cover images for CD case (front: Mount Rushmore National Memorial and back: aerial of Missouri River); replicate CDs – 1,350 of each of the four; and order cases. Purchased POS terminals for Information Centers that are the busiest for sales of Travel CDs as a trial: Valley Springs, Vermillion, and Vivian. Will final registration of retail account with Auth.net when Center opening date nears.

Finalized plans and attended the year-end Information Center party in Chamberlain.

Updated Poster Program & Publication Program for 2013 and made changes to SDVisit.com.

Met to review SOIs and the final RFP for distribution for the Department of Transportation Rest Area Study. Evaluation meeting is January 23 and presentations will be January 30, if needed.

Photo/Video

Tourism photography: Capitol Christmas exterior and interior, Living Christmas Tree in Aberdeen, Cathedral on the Prairie in Hoven, migrating geese, Tourism mascots, frosty scenery, Great Chocolate Escape, and historic depot in Redfield.

Gave slide show/presentation to Through the Lens Photography Club in Aberdeen.

Fulfilled requests for photos with loans to *South Dakota* magazine, Yankton Press & Dakotan; Yankton; South Dakota Rural Electric Association, South Dakota Pharmacists Association, Pierre Chamber of Commerce, Department of Revenue, Pierre; Insight Marketing, Lawrence

and Schiller, Panther Graphics, South Dakota Medical Association, Philips Avenue Diner, Midcontinent Communications, Sioux Falls; Rapid City CVB; Grapevine Design, Spearfish; Deadwood Chamber & VB; Glacial Lakes & Prairies, Broader Vision Media, Watertown; South Dakota Public Broadcasting, Vermillion; In-Fisherman, Florida; Blondo Consulting, Minnesota; Rocky Mountain International, Wyoming and Australia; Hostel Bookers, United Kingdom; and Swanson Travel, Sweden.

Continued editing and inputting digital photos into Tourism database, currently have 15,660.

Tourism photography project hit list: aggressive editing on image database, winter hit list, Tourism Conference, and snowmobiling and winter sports if enough snow.

For Social and Multimedia: Edited a Black Hills snowmobiling video and uploaded it to the social media channels, edited a video of the Capitol Christmas lighting and display and uploaded to YouTube, and built and uploaded a winter background image for the YouTube Channel. The YouTube channel videos had 17,990 views for the month of December.

Finished transcoding media from summer and fall shoots, working to archive all video from summer and fall shoots, and worked on preparing Beta footage to send to archives.

Video Dubs and Loans: Loaned Watertown area footage to the Watertown CVB for a presentation. Resent stock footage to Fox News for a travel piece they are producing.

Will edit a video for the Rooster Rush presentation and shoot live camera for the keynotes and at the banquet at the Tourism Conference.

Video hit list: Set up a tubing shoot at Ski Mystic in Deadwood and shoot snowmobiling in the Black Hills when conditions allow. Will edit and upload a snowboarding video to the YouTube Channel. Plan to edit short videos from stock shot over the summer.

<u>Travel Market Advertising/Marketing</u>
Finalized and shipped the following ads: *Shoulder/Winter* – South Dakota Tourism (*SDT)* – Travelsmart. Travel VRM. Hunting ad, including Pheasant Fest pitch for *Pheasants Forever*. *Deadwood/SDT Co-op – Winter 2012:* Newspaper ads in Bismarck, Dickinson, Gillette, Williston, and Sioux Falls.

SDT – Peak/Shoulder 2013: Reviewed revised Giant Step ad mock-ups. Reviewed Rushmore two-page Giant Step ad for April issue of *Oprah* Magazine and Reader Service Lead copy for Giant Step magazine ads. *Custer State Park/SDT Co-op – Peak 2013:* Buffalo ad for *Encompass*, *Via Mountain West*, *Home & Away,* and *Living.*

For Great Getaways shoulder co-op marketing program – mailed newspaper placement information and insert to the 38 partners. For Giant Step shoulder co-op marketing program – mailed publications to partners in which the ads were placed. For Giant Step peak co-op marketing program – received copy edits from the 33 partners, updated copy, and sent to ad agency to complete.

Numbers from the 2012 Macy's Thanksgiving Day Parade show impressions of 87,929,803 with a media value of $366,025. Made the decision to renew our partnership with the Macy's Parade for another three years. This includes a decision to partner with Macy's on a peak season 2013 campaign called American Icons.

Coordinated mailing of the winter card to the industry and other partners.

Responded to Tourism fan mail by sending hand-written note and promotional items.

Web Development and Digital Marketing
Consumer website - TravelSD.com: 40 vacation packages are listed.

As part of the transition of digital marketing to MMGY, reviewed directory sizes and tested the new ExactTarget account, developed plan for server move, reviewed the MMGY stage version of TravelSD.com and blogs and the site maintenance areas (/CMSDesk and /DigitalRevolution), and reviewed winter imagery and captions for homepage. Compiled suggestions/issues and sent to MMGY.

E-newsletters – Travelsmart, VRM, Travel Professionals: Reviewed 1,210 responses to Travelsmart, sent by MMGY December 7-21. Of those, 63 comments were forwarded to appropriate staff; there were no information requests; and the 36 updates and unsubscribes will be handled when the transition to the new ExactTarget account with MMGY is finalized. Reviewed 12 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded three to appropriate staff. Reviewed 16 responses to an Events VRM email sent on December 4; forwarded one response. Reviewed 250 automatic responses from the December issue of Tourism's e-FYI newsletter; forwarded three updates.

Sent Tourism Conference email #2 to 1,256 industry list members via Listrak.com and to 2,250 email addresses on Tourism's database on December 5; reviewed 234 automatic responses. Sent Tourism Conference email #3 to 1,262 industry list members via Listrak.com and to 2,251 email addresses on December 12 to Tourism's database; reviewed 235 automatic responses and forwarded one.

Reviewed 190 responses to the 2012 issue 12 edition of the Travel Professionals E-newsletter; forwarded three responses and processed two unsubscribes and one update. Assembled a fifth special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page and sent via Listrak.com on December 3 to 5,870 list members; reviewed 154 responses; processed one unsubscribe request and forwarded one.

Industry Site - SDVisit.com: Completed updates to the Interstate Information Center Publication Program and Poster Program.

Monitored the Online Payment System and responded to requests. Began working on revising the online evaluation for the 2013 Conference.

Film Office Site – FilmSD.com: Worked with Bureau of Information and Telecommunications on resolving some site security issues that they had identified.

Digital Marketing: Reviewed 2013 plan for PPC and Search Strategy and sent concerns and questions to team. Reviewed keyword phrases and copy and sent suggestions. Reviewed October and November PPC report. Met with Digital Strategy partners to discuss 2013 plan.

Travel Shows
Worked on finalizing plans for the Chicago Travel Show, January 26 & 27. Two Tourism staff will attend along with a staff member of the Deadwood Chamber & Visitors Bureau.

Fulfillment
Bulk shipments from Tourism included nine requests, which comprised the following: 2,225 highway maps, 240 Native South Dakota Guides, and 300 of the Our Cultural and Heritage guides. Fulfilled 153 international requests via MSI Worldwide Mail Service, 155 Canadian requests via MSI, and 40 special packet requests from the office. Black Hills Works fulfilled 1,474 packet requests per TravelSD.com.

The snowmobile report is being updated two to three times a week.

Research
Provided data to IHS Global Insight for the annual Tourism Satellite Account (TSA) and economic impact report. Waiting to receive the final report.

Reviewed the Portrait of American Travelers (POAT) national study in addition to the South Dakota subset.

Recommended updates to Longwoods study, including additional breakout to include production costs. Researched tax rate discrepancy.

Working on research plan to test creative of our marketing campaigns.

Tribal Tourism
Completed membership application for the Department to join American Indian Alaska Native Tourism Alliance (AIANTA), a national organization.

Met with new Department of Tribal Relations staff to discuss their Tribal Day at the Legislature event; will assist with this in January.

Governor's Tourism Advisory Board
The Board met in early December in Pierre. Agenda items included reviewing nominations for the Ben Black Elk Award and the A.H. Pankow award – Board recommended names to the Governor. They reviewed the applications from the industry for the George S. Mickelson Great Service Award – the Board recommended names to the Governor. The Board reviewed applications for the Matching Dollar Challenge program and approved funding for five: Main Street Square Sculpture Project in Rapid City, SculptureWalk Exposition & Sales in Sioux Falls, Discover Bon Homme County, South Dakota Birding Festival at Fort Randall, and South Dakota Gran Fondo – Tour de Prairie in Watertown.

The next Board meeting will be Tuesday, January 15, in Pierre at the RedRossa Restaurant.

Creative Consultations/Projects
A. Hofmeister:
For Tourism: Designing a 6-panel informational "Why Travel Matters" fold-out card to be placed on the tables at the Thursday night banquet during the Governor's Conference on Tourism; waiting for final statistics. Designed Conference signs, which will be printed and mounted on foamcore at the Department of Transportation and in-house. Designed some of the screen graphics that will be used during the event. Drafted a list of Destination Luncheon sponsors and table host cards. Received 650 full-color, 25-page notepads for padfolios. Designed invitations for the Legislators and the programs for the Awards Night Gala.

Designed and sent the final half-page Film Office ad to Indie Slate.

For Arts Council: Designed the Arts Annual Report, which is at the printer; expect to receive delivery of 400 reports by mid-January.

For GOED: Made updates to the GOED image piece, which is at the printer; expect delivery of 5,000 pieces by mid-January.

A. McCloud:
For Tourism: Received delivery of winter mailing.

For the Tourism Conference, received delivery of schedule to be placed inside name badge holders. Finalized content of the Tourism Conference Program Book and ordered 650 books. Expect delivery in early January for distribution to Conference attendees.

Inserted Great Events copy into South Dakota Vacation Guide pages that Tourism coordinates. Copy is due to Black Hills, Badlands & Lakes on January 7 for indexing.

The three designers were asked to update the look for the 2013 Giant Step; files were packaged and sent to L&S.

Updated profile sheets for use at ABA and NTA; received delivery and forwarded to staff.

For GOED: Delivered business cards to appropriate staff. Sent order to printer for three more staff; expect delivery in mid-January.

Made changes from the first routing of the GOED Annual Report and resent for review. Waiting for final changes; copy for Part B of the report is due to designer by January 14.

Attended meeting to discuss the GOED Conference materials. Began working up a design for the conference and am currently working on the postcard layouts.

For Governor's Office: Delivered Winter Promotional Book. Designed the Governor and First Lady's Christmas Card.

T. Meise:
For Tourism: Designed and placed a ½ page ad in *Courier* magazine. Designed and placed a Divider Tab for *Go West* magazine. Designed and placed a full-page ad for *Phoenix* magazine. Designed a full-page coupon for the Group Tour Planning Guide mailing.

For Tribal Relations: Designed a 4 x 6 legislative invite for Tribal Relations.

For GOED: Designed free-standing banners – three banners and one table-top banner to complement GOED's new trade show booth; sent for production.

M. Ganschow:
For Tourism: Reviewed/edited Rushmore "Your American Journey" one-page ad for *Go West* Summit, *Courier* Magazine, and *Phoenix* Publishing; 2013-14 Group Tour Planning Guide coupon; Tourism Conference print pieces – legislative invite, banquet program/ticket, and small signs; Tourism Conference Program Book; and Vacation Guide introductory pages.

Will coordinate Made in South Dakota vendor exhibits at Tourism Conference.

Researched water bottle and key chain giveaways for Pheasant Fest.

For Arts Council: Reviewed/edited Arts Council Annual Report.

For GOED: Reviewed/edited Finance Piece update, Annual Report, and Legislative Social invitation.

Compiled timeline for the 2013 GOED Conference, April 16-17, in Sioux Falls, and made assignments to Creative team designers.

For Tribal Relations: Reviewed/edited Tribal Relations Day invitation at the Legislature/Capitol.

Thad Friedeman, Creative Strategies Manager
For Tourism: For Tourism Conference, ordered and completed assembly of new podium for the Conference and tall columns for use at banquet. Finalized agreement with Block Productions for staging, screens, podiums, and overall banquet design. Researched options for a new design for the annual Tourism awards; coordinated with chosen award company on production and schedule.

For Giant Step co-op, worked with design and marketing teams to revise portions of the Peak 2013 Giant Step design direction.

Pheasant track floor decals are in production for South Dakota Alley at Pheasant Fest in Minneapolis, February 15-17; received the blaze orange bandannas as a giveaway.

Logo/Photo/Map requests: Reviewed mockup from Department of Transportation for a series of postcards that incorporated the South Dakota logo.