

To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: May 8, 2012
RE: April 2012 Monthly Status Report

By the Numbers

March 2012 numbers

- Information Requests – down 4.2%
- Web Traffic – up 12.8% (Google changed the way they track visitors to websites in September 2011)
- Tourism Tax (1%) – up 13.7%
- Tourism Tax (.5%) – up 6.1%
- Gaming Tax – up 17.8%
- Hotel Occupancy – up 12.4%
- Hotel Overnights – up 12.8%
- Hotel Rates – up 2.3%

February 2012 numbers

Domestic Earned Media – Circulation/Audience – 1,374,619
Publicity Value – \$9,309

Year-to-Date numbers

Domestic Earned Media – Circulation /Audience – 311,860,197
Publicity Value – \$2,612,817

Media & Industry Relations

Fulfilled information requests: Judy Wells, member of Society of American Travel Writers (SATW), about lodging for an upcoming travel writers' road trip through South Dakota and North Dakota; and general inquiries from MediaSD.com and others. Had media interview with Jodi Schwan, Sioux Falls Business Journal, regarding tourism outlook for 2012.

Press releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota's Great Places: Nicollet Tower and Interpretive Center. Posted five visitor industry releases to MediaSD.com. Reviewed two releases for History and two for Arts.

Finalized arrangements for National Travel & Tourism Week (NTTW) for Travel Rally Day events in Mitchell and Rapid City: Press releases, media advisories for each community, script for Governor's video welcome, presentation outline/schedule, speakers for each event, A/V needs, backdrop elements, invite for Travel Rally Day events to media and legislators, funding for CVBs for local promotions, and press kit. Followed up with three CVBs that did not apply for funding for NTTW promotions and sent notification letters to the CVBs that received funding. Ordered posters of "The Power of Travel" PDF from U.S. Travel Association for distribution to the CVBs that are participating in NTTW activities. Ordered 500 of "Why Travel Matters" for distribution at Travel Rally Day activities and to the CVBs.

Met with Department of Transportation (DOT) and industry members regarding a new work group to discuss highway signage issues.

Addressed the Arts Council at their meeting at the Cultural Heritage Center about the new "Your American Journey" campaign, outlook for 2012, and Brand USA efforts.

Distributed April issue of Tourism's eFYI newsletter to 1,279 list members via Listrak.com and to Tourism's industry email list of 2,058 addresses. Topics included Secretary's Message, National Travel & Tourism Week, Media Blitz, 2012 Literature Swaps, Travel Rally Day Events, Spring Hospitality Training, Smith Travel Research, 2013 Tourism Award Nominations, Trade Show Leads Available, Familiarization Tours, Important Reminders, and U.S. Travel Association Updates.

Submitted application form to reserve booth space at the 2012 South Dakota State Fair, August 30-September 3, in Huron.

Scheduled meeting to begin speaker search for the 2013 Governor's Conference on Tourism, January 16-17, in Pierre.

Assisted a Department of Game, Fish & Parks park manager in locating Angostura Recreation Area on our new mobile app. Gave him the link to getting Angostura included in our travel directory on TravelSD. Responded to a request to check into why the Custer webcam is not listed on TravelSD with the other webcams in the state. Followed up on a complaint from the 1880 Town on an email that linked the 1880 Town near Murdo to the 1880 Cowboy Town near Sioux Falls. Discovered that the 1880 Town near Murdo does not have a listing on TravelSD; worked with staff to get the information to the Murdo 1880 Town on how to obtain a free listing on TravelSD.

Travel South Dakota Twitter account had 76 new tweets for a total of 2,248 tweets; have 4,100 followers, up 218 from March.

Sec. Jim Hagen's Twitter account has 188 followers, up 68 from March.

South Dakota Tourism's Facebook (public page) has 12,841 fans, up 2,915 from March. The increase in followers this month is due to two factors: we began a sponsored stories campaign on Facebook and the launch of "Your American Journey." Working on developing a new look for the page with the new timeline. The South Dakota Visitor Industry page has 424 fans. Blog post: Antiques Road Show Comes to Rapid City.

Continued to populate Pinterest boards. Working on a strategic plan to upload a photo a week from the multimedia gallery on TravelSD.com and upload three to four photos from industry websites or other pertinent sites.

Secretary Hagen emailed the South Dakota Legislators about "Your American Journey" campaign with a link to view the TV spot and print creative along with Tourism's schedule of activities during NTTW.

International and Domestic Trade Sales

Worked on Native American Scenic Byway itinerary for the Group Tour Planning Guide (GTP); waiting to hear from Great Lakes and Glacial Lakes & Prairies tourism associations on a co-op itinerary. Created PDFs and sent proof copies to partners for their edits; made changes and sent to designer.

Sent requested information to West Kentucky Travelers, Kentucky, and Great Western Tours, California.

Fulfilled requests for Vacation Guides and/or other publications to 26 AAA offices in Indiana, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio, Oklahoma, Pennsylvania, Tennessee, Washington, Wisconsin, and West Virginia for a total of 1,455 guides and two boxes of vacation guides to Lucrese Vannaste, Belgium.

Assembled the 2012 issue 4 edition of the Travel Professionals E-newsletter and sent via Listrak.com on April 18 to 5,354 list members. Topics included A Historic Drive on South Dakota's Native American Scenic Byway, Special Announcement, Travel Professionals Tip, Featured Itinerary: Black Hills Five Day Tour, Featured Attractions, Featured Events, and What's New?. Assembled a special email to the Travel Professionals E-newsletter subscriber list regarding "liking" the Travel Professionals Facebook page via Listrak.com on April 9 to 5,455 list members.

Worked on itinerary for the "Prairies, Pioneers and the Wild West" fam for 19 group tour operators from across the country, May 17-23; tour crosses the state, beginning and ending in Sioux Falls.

Made arrangements at Mammoth Site and Mount Rushmore National Memorial for Japanese Media Fam, May 22-26.

Revised travel agent fam, August 15-22, forms due to closures at the Sioux Falls Airport, drafted itinerary, and began making arrangements.

Will attend TAP Dance (Travel Alliance Partners Annual Convention) in Shreveport, Louisiana, June 4-8. Registered for American Bus Association Annual Marketplace in Charlotte, North Carolina, January 5-9, and for National Tour Association Travel Exchange in Orlando, Florida, January 20-24.

Assisted Vermillion Chamber of Commerce director regarding the process of acquiring CVB status.

Continued to rotate cover photos on South Dakota Travel Professionals Facebook page to coincide with "Your American Journey" campaign.

Working with South Dakota suppliers to provide vouchers on TheTourOperator.com for the South Dakota portal. Researched information for Native American tours for TourOperator.com and sent to Corrina Veit of Begegnungs-Reisen GmbH, Germany, as well.

Sent U.S. Travel Association Pow Wow trade show information and list of 35 appointments to South Dakota partners and to Rocky Mountain International (RMI) receptive tour operators and overseas office representatives. Along with other South Dakota attendees, met with 65 tour operators and journalists in Los Angeles, April 21-25.

Held conference call with 12 South Dakota suppliers regarding RMI Roundup in Buffalo, Wyoming, April 28-May 1, where international tour operators have the opportunity to meet with suppliers from the RMI partner states of Montana, Idaho, Wyoming, and South Dakota each year in different states. Met with 28 overseas tour operators, four receptive tour operators, five overseas representatives for our target countries in Europe, one representative for Australia, and one online booking agency. Jim Hagen and Maureen Droz attended the RMI Directors' meeting to make plans for the four states for the next fiscal year. For the following attendees: completed itinerary for ranch site visits for Tony Daly and Ruth Johnson, Ranch Rider, United Kingdom, for the post-fam tour, May 2-5, and hosted 10 other tour operators on the post-fam; Anders Persson, Swanson's Travel, Sweden, for a pre-fam, April 25-27, in the Black Hills area before going to the RMI Roundup; and for Susanne Fuhrmann, Bike the Best, Germany, to do a side trip to Sturgis to meet with Christine Paige Diers, Sturgis Motorcycle Museum.

Worked with lodging properties to host Thorsten Freimuth and Stephan Klopper, AAR-Reisen, Germany, May 6-8, to visit South Dakota attractions to research their 2013 tour.

Prepared itinerary for Susanne Boxberg and Klaus Daams, Motorrad News (a monthly magazine with circ. of 78,243), Germany, May 11-15, for an eight-page article they plan to research and write; it will

have an estimated ad value of \$78,000. They plan to pick up motorcycles in Minneapolis, traveling across South Dakota and North Dakota and returning to Minneapolis. Their special interests are motorcycles and routes, different story angles for bikers, scenic byways, and culture.

For Active America China, May 22-24, in Minneapolis, worked on b/w ad for program booklet and corresponded with Shonna Du regarding presentation in Chinese. Will distribute 40 DVD copies of the "This is South Dakota" with Chinese subtitles. Contacted South Dakota partners to review video and add comments for the presentation during a luncheon.

Mario Ravaccia and Giuseppina Concina, Italy, will arrive in South Dakota on June 7 for their four-wheel drive article and continue through the Black Hills, researching their story.

Working on itinerary/arrangements for July 5-11 for Hubrecht Duijker, The Netherlands, a wine journalist who will be touring South Dakota's Black Hills and travel across eastern South Dakota on a wine fam.

Representatives from Worldriderz, Australia, will take a tour through the region on motorcycles with the Discovery Channel; they will film the Sturgis Motorcycle Rally for a show on the Discovery Channel in Australia and Asia.

The RMI 2012 MegaFam will begin in Montana and be in South Dakota, September 10-15, 2012. It will focus on the Black Hills as the Sioux Falls airport will be closed. The 2013 Megafam will focus on South Dakota from east to west and will conclude in Wyoming.

Drafted preliminary itinerary for MyPlanet, Denmark, for RV fam to be held in September.

Press:

Germany:

America Journal, a German consumer magazine with emphasis on the United States as a travel destination is published six times a year (circ. 37,500). In their March/ April 2012 issue, their section called "Shooting Star" shows the best photo by one of their readers. The text next to the large photo said that Claudia Zinsmeister took this one while driving through the Badlands National Park in South Dakota with her father. It has an estimated ad value of \$3,941. This issue also includes a three-page article called "Entry to the holy land" written by Thomas Jeier who describes Indian life, travel opportunities, and highlights for tours and visits. Estimated ad value is \$23,646.

Total press/ad value is \$27,587 for this report.

Outdoors

Contacted R&R Pheasant Hunting in Seneca, and they've agreed to be the host lodge for winners of the giveaway for Tourism's promotions with Twins Baseball.

Continued working on the Lake Oahe fishing fam the end of July. Continued working on a fam for Motorhome Magazine in September.

Met with staff to review Tourism's outdoors advertising markets. Contacted several outdoors shows on marketing opportunities to help promote fishing and hunting in South Dakota, such as Midwest Outdoors with Bob Jensen, Wing Shooting America, and Skull Bound.

Posted blogs on the Cedar Shore fishing tournament, New South Dakota Walleye Classic format, and new air boat rental in Aberdeen.

South Dakota Outdoors Twitter account had 45 new tweets for a total of 481; have 1,343 followers, up 172 since March.

Film Office

Updated and approved six listings on FilmSD.com; posted three releases in the news section.

Assembled and sent the ninth issue of the Film Office E-Newsletter via Listrak.com to 171 subscribers. Topics included Editor's Note, Hot Topics, Public Relations/Marketing Efforts, Important Reminders, and Location: Fields of sunflowers, central South Dakota dates.

Attended the Midwest Travel Writers Association Conference in North Carolina. Networked with travel writers and garnered insight on their interests and whether or not they are a fit for an invitation to South Dakota. Attended the market place meets where we were specifically able to pitch the writers one-on-one on article ideas for South Dakota.

Continued working with Sean Covell on his "Matt Epic" project that could potentially be filmed in South Dakota. Secured casting call arrangements, drafted a press release for all in-state media, and made phone calls and sent follow-up emails, primarily to the Black Hills media regarding the event.

During the Black Hills Film Festival, spoke with KEVN-TV on the impact of films coming to South Dakota. Hosted several filmmakers on a two-day locations tour around the Black Hills and Badlands.

Working with South Dakota filmmaker Joe Hubers on securing locations; looking at Newton Hills State Park. Also working with him on casting information.

Working with production coordinator and locations scout for an Italian feature-length film to be filmed in the Black Hills in May.

Back in touch with Stephen L. Simpson, an independent filmmaker, who will be scouting in South Dakota in June.

South Dakota Film Office Twitter account had seven new tweets for a total of 280; have 280 followers, up 21 from March.

Hospitality

Will post locations and May and June dates of spring hospitality training sessions across the state on SDVisit.com. Plan to attend sessions as schedule permits.

Information Centers

Finalized details of staffing, fam, supplies, and equipment needs to open the Interstate Information Centers on May 24. Gathered T-shirt sizes to distribute to T-shirt Program partners. Signed contract with Dakota Bus Service from Spearfish for fam tour in the northern Black Hills for travel counselors, May 7-11. Trucking bid was awarded to RUDE Transportation.

There will be road construction at both entrances to the Chamberlain/Lewis and Clark Center – West Bound from now until July and the rest of the summer for the East Bound entrance.

Photo/Video

Tourism photography: prairie chickens, cattle branding at Circle View Guest Ranch, Hotel Alex Johnson, City of Presidents statues, Mount Rushmore National Memorial, Badlands National Park, Reptile Gardens, Art Alley, Falls Park, and Outdoor Campus.

Fulfilled requests for photo loans to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Game Fish and Parks, BPro, Governor's Office, Pierre; Black Hills, Badlands and Lakes, Ross Johnson Design, ARC International, Rapid City; Lawrence and Schiller, Sioux Falls; Outdoor Forum, Aberdeen; National Library of Medicine, Smithsonian Institute, Washington, DC; *Spirit of the West Magazine*, Arizona; *Prairie Business Magazine*, North Dakota; and *Motoring USA*, Pennsylvania.

Tourism photography hit list: Mount Moriah Cemetery, Deadwood Mountain Grand exterior, Deadwood; golf; 1880 Town; Chamberlain Information Center; and Fort Randall Dam and Fort Randall historic site.

Economic Development photography: GOED Conference award winners and keynote speaker, Sioux Falls; Boyd's Gunstocks, Mitchell; and Boxy's Paint and Body, Sioux Falls.

Governor's Office photography: Continued shooting the Governor's portraits in the Capitol.

Video: Shot video of prairie chickens in the Fort Pierre National Grasslands; helped set up for a pheasant hunt shoot for a campaign proposal.

Video hit list: Spring shoots at Wind Cave National Park, Jewel Cave National Monument, Badlands National Park, and fishing.

Video Loans and Dubs. Made dubs of the Beauty of South Dakota video for the international team. Made dubs of three videos for Travel Rally Week media stops. Made a DVD of the "This is South Dakota" video for the Department of Agriculture to use on a hosting.

For GOED: Attended the GOED conference and assisted speakers with A/V needs. Shot video and live camera for the banquet and awards ceremony. Shot video of Boyd's Gunstocks near Mitchell.

Uploaded videos of the Badlands and prairie chickens to the YouTube channel. Updated the look and background of the YouTube channel. Uploaded the "Beauty of South Dakota" video to cable systems in Des Moines and Sioux Falls. The YouTube videos had 17,250 views for month.

Edited and sorted video from the aerial film to be used by the RFP companies invited to present. Will assemble media and items needed for RFP and put it on a drive for the presenters.

Travel Market Advertising

Finalized and shipped the following ads: South Dakota Tourism (SDT) – *current/Peak Season 2012*: Rushmore full-page, four-color ad for May issue of *Prairie Business* magazine; Rushmore full-page and back cover, four-color ad for *Midwest Living* magazine; E-Vacation Guide; VRM email copy; street team plans for Kansas City and Des Moines; Travelsmart; fishing campaign with Game, Fish & Parks; and reviewed survey of various hunting creative and developed ads for *Gun Dog* magazine.

Peak: *Aberdeen/SDT Co-op* – Newspaper ad – template updates. *Black Hills, Badlands & Lakes/SDT Co-op* – ad for June issue of *5280 Magazine* in Denver. *Custer BID/SDT Co-op* – Newspaper ads in Denver, Ft. Collins, and Greeley. *Custer State Park/SDT Co-op* – Newspaper ads in Billings, Colorado Springs, and LaCrosse; running Spring Open House newspaper ads in Custer, Hill City, Hot Springs, and Rapid City. *Deadwood/SDT Co-op* – Peak FSIs with the generic version featuring annual events – drops in Billings, Casper, and Sioux Falls; the North Dakota version features deals from Deadwood Chamber members and drops in Bismarck, Dickinson, and Williston; newspaper ads in Sioux Falls, Billings, Bismarck, Williston, Dickinson, Williston, and Casper; radio spots for the North Dakota markets; bus wrap; gas station pump toppers; and window clings (Tourism decided against being part of a street team). *Hot Springs/SDT Co-op* – banner ads, Xfinity Takeover, and landing page. *Rapid*

City/SDT Co-op – Newspaper ads in Denver, Minneapolis, Omaha, and Sioux Falls; full-page color ad in *Her Living Magazine* in Omaha. *Spearfish/SDT Co-op* – Newspaper ads in Bismarck, Fargo, and LaCrosse; Sturgis Rally banners. *Watertown/SDT Co-op* – generic TV spot for Minneapolis, St. Cloud, Winnipeg, and Sioux Falls. Met with Hot Springs to finalize their peak campaign.

Street team efforts include mascots and staff in Des Moines and Kansas City as well as meetings with media for the pre-street team media blitz. Took photos/scouted locations in Des Moines for street team. Working with Meredith Corporation on a special event for their employees in Des Moines. Reviewing collateral materials for a handout on vacation package giveaway, press release, teaser video script, and other elements.

Met with staff from the Department of Game, Fish & Parks (GF&P) to discuss last year's fishing campaign. It was decided that GF&P would handle most of the messaging and Tourism will use social media and email marketing to complement it. Contacted L&S regarding specific messaging within our Travelsmart to feature fishing information for those with that interest.

Participated in conference call to discuss the Minnesota Vikings proposal and give suggestions on what elements of the proposal were most beneficial for Tourism.

Completed update to "Your American Journey" creative for Tourism's mobile app. Provided feedback regarding additional icons and actions for click to web/click to call.

Met with Huron to begin working on their shoulder campaign.

E-Commerce

On the consumer website - TravelSD.com: 48 packages are listed.

Will be transitioning the previously named Digital Revolution program to a new program called TravelSD.com Co-op that combines all online programs into one. This will include events, packages, hot deals, and business listings. It was rolled out to the industry in several emails and social media. Information gathered from the online registration forms on SDvisit feed directly into the maintenance area. This removes the hard copy versions and should improve cycle time for taking them live.

Created interactive map for the "Destinations" page of TravelSD with highlighted communities; once the community is clicked, a photo widget appears with the option to view aerial footage from that location. On the "Photo Gallery," there were no significant callouts on the navigation for media/photo gallery, so those will be added within the "Start Planning" section and within a widget on internal pages. Working with ad agency on mockups of the "Search and Regional Page" layout to improve the overall usability and design of these pages and to keep main sections of the site consistent.

There is a place on the TravelSD homepage to insert "Breaking News" – the spot where a video is now able to run – we're getting ready for special/short notice messages to our visitors.

Posted information about and links to the www.SouthDakotaRides.com website on the Sturgis Motorcycle Rally webpage. Reinstated the Benny Spies video (Rooster Rush) on the Hunting homepage (the updates made in early March were lost when the "re-skinned" site was launched). Allowed both of the .travel domain names (travelsd.travel and southdakota.travel) to expire.

Reviewed 847 responses to Travelsmart; forwarded 29 updates, unsubscribes and/or information requests to appropriate staff to handle. Reviewed 60 responses to a hunting survey email sent April 3; forwarded seven responses to appropriate staff. Reviewed six responses to a survey email sent

April 3; forwarded one to appropriate staff. Reviewed 46 responses to Vacation Guide and VRM automated emails; forwarded 23 responses to appropriate staff. Reviewed 12 responses to an Events VRM email sent April 21 and seven from an April 10 mailing; forwarded three to appropriate staff.

Reviewed 154 responses to the 2012 issue 4 edition of the Travel Professionals E-newsletter. Three requests were processed and there were 23 invalid addresses. Reviewed 230 responses to an email asking subscribers to “like” the Travel Professionals E-newsletter Facebook page; processed six requests. “Re-skinned” the Travel Professionals E-newsletter to coincide with TravelSD.com.

Industry Site - SDVisit.com – Added a form on SDVisit for the industry to use if they want to submit event and/or conference information to be analyzed by our Economic Impact Calculator, developed by IHS Global Insight. Have received two submissions so far.

Drafted a “Why Travel Matters” webpage for Legislators.

Completed updating and testing pages for the TravelSD Co-op (f.k.a. Digital Revolution) which also includes new webpages for events, vacation packages, and hot deals. Changed the “Industry Marketing Programs” button and page to “Cooperative Programs.”

Updated the Spring Hospitality Training schedule page, the Governor’s message on the homepage, and National Travel and Tourism Week page with “Why Travel Matters” PDF and “I Love Travel” logo.

Posted the lead lists (PDF and XLS) from the 2012 French Mission and the 2012 ITB show to the Tour Operator and International Leads List. Uploaded 160 additional leads from Australia/New Zealand Mission, the French Mission and ITB shows, and the travel agent fam list to Listrak.com for the Travel Professionals E-newsletter.

Continued working on elements (online forms, database, Access reports) related to the car and bus counts for the Interstate Information Centers with Bureau of Information and Telecommunications (BIT).

For GOED:

Worked with BIT on updates to the event online RSVPs – Golf Classic, Buffalo Roundup, and Pheasant Hunt. Provided proper URLs to be used in the print invitations to appropriate GOED and Creative staff.

Research

Responded to information requests from industry and students on regional hotel occupancy rates, visitation numbers, travel indicators, BBB tax numbers, reservations data, and foreign travelers.

Provided the four regional tourism associations with a breakdown of IHS Global Insight’s (GI) TSA data for visitor spending per region and included the numbers by counties from 2009-2011 in each region. Provided details related to tourism’s economic impact, travel indicators, and hunting license data to the Twin Cities Business Magazine. Responded to the Sioux Falls CVB with questions related to our Economic Impact Study regarding value statements from the GI economic impact study at the city level. Provided Mitchell CVB with information and clarification on the total expenditures for Davison County. In an effort to keep our legislators better informed about tourism, a comprehensive landing page on SDVisit.com includes information, such as a “Why Travel Matters” video, the GI Study, and the cooperative marketing map.

Will develop format to compare the 2011 non-resident small game license holders to our database of hunters that were sent direct mailers last year to see how many of those who received direct mail pieces actually purchased a license.

The next survey will be sent to panelists in Minnesota, Wisconsin, Kansas City, Quad Cities/Illinois, and Colorado in May with questions that came from our industry – questions from our industry referenced the hotel industry and general travel behavior. A survey on panelists' media consumption habits is also planned; a similar survey was done in 2010 to help with media buying decision. The one to the leisure traveler will be sent in June with a breakout by age so it can be segmented. The one to our hunting enthusiasts will be sent in September.

Worked with staff and ad agency to develop a survey to hunters on our survey panels to analyze hunting creative. An analysis of the gas prices survey showed 9.2% of respondents would travel regardless of gas prices and 14.1% said they would significantly change or cancel plans only if prices reached \$5 a gallon. Charts were included in the survey showing what various prices would do to the overall cost of a trip of a certain distance, and 57% said an extra \$35 would not affect travel plans.

Contacted a company that specializes in database management; Tourism requested a sample of a specific county so we can compare with our current business listings on our Visitor Services Directory.

Fulfillment

Tourism's inquiries are run through DataTrim, a program that discards duplications. Different reports are set to run every night of the week; duplicates are about 40+ per night now that travel information requests have started to increase.

Working on a Packet Delivery Audit – Requested that Tourism staff ask family and friends, who live in other states/countries, to request a Vacation Guide. This is an effort to find out if our request options are easy to use, did the information arrive in a timely manner, and was the information packet in good condition when it arrived.

Governor's Tourism Advisory Board

The Tourism Board met in Hot Springs and Rapid City and had presentations from officials from the five properties in the National Park System. After the meeting in Hot Springs, Joe Mueller at the Mammoth Site organized a site tour that included the lab. Tourism project leaders gave status reports. Dan Senftner from Main Street Square, Rapid City, briefed the group on the Square and gave a site tour. In Deadwood, the group toured the new Days of '66 Museum which is scheduled to open in June. The Board reviewed nine applications from across the state for funding from the Matching Dollar Challenge program; they approved ones from I-29 Cultural Corridor, Sturgis Mustang Rally, and Cookin' on Kampeska. The next Board meeting will be September 11 and 12 in Sioux Falls.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Created a cover page for the Information Center Training Handbook; ordered 80 handbooks from Central Duplicating for delivery on May 4. Designed a file with the SD logo and "I love Travel" logo to be used as nametags for the travel counselors.

Designed and sent a final file of the photo book to printer; ordered 150 books for Tourism and 100 for GOED to use as hosting gifts. The books have 32, full-color pages. Books will arrive in mid-May.

Designed two versions of an e-invite to promote two Travel Rally Day events/venues.

For GOED: Made requested updates to the current Dakota Seeds brochure and sent new files to printer; ordered 5,000 brochures to be delivered in early May.

Brainstormed design ideas for the 2012 Buffalo Roundup invitations and print materials; created several options for a canvas photo print; designed buffalo bookmarks.

Ashley McCloud:

For Tourism: Finalized creative for hunting ads so they could be tested on hunters who are part of our survey panels.

For History: Ad was placed in *South Dakota Magazine*.

For GOED: Reordered business cards and ordered new cards for five people. The cards will arrive the beginning of May.

Created two different designs for the Golf Classic invitations to show the Governor; will work on the RSVP and mailing label and logo. Invitations are due in-house on May 30.

T. Meise:

For Tourism: Started working on the partner section of the Group Tour Planning Guide as well as updating photos and divider pages.

For GOED: Began designing two invite concepts for the Governor's Invitational Pheasant Hunt.

For Tribal Relations: Designed pages for SD Tribal ID Information Sheets; after approval, they will be sent to the printer the first week of May.

M. Ganschow:

For Tourism: Ordered/received promotional hosting items.

For GOED: Attended Buffalo Roundup committee meeting; assigned creative staff to design Roundup print materials.

Met with GOED staff regarding the Governor's Pheasant Hunt; assigned creative staff to design print materials.

T. Friedeman, Creative Strategies Manager

For Tourism: Received order of "I Heart Travel" door clings for National Travel and Tourism Week (NTTW). T-shirts are in production and they will be worn by Information Center staff at NTTW rallies and various days throughout the summer.

Researched and coordinated purchase of two new iPad3 tablets and accessories; one is primarily for the PR team and the other is to be shared among all teams along with two Belkin brand iPad3 integrated protective shell and keyboard.

Met with Marty Davis, state engineers and contractor, and appropriate staff to discuss the Conference Room A/V functionality with updated system for Capital Lake Plaza (CLP). In addition, researching recycled materials websites and planning layout of interior sign that will highlight the changes made to CLP. The sign will also house an active monitor that will show real-time stats on the building's energy consumption.

For GOED: Attended and assisted with post banquet group photos for the GOED Conference.

Met with staff to discuss details of the Golf Classic as well as the Governor's Buffalo Roundup and the Governor's Invitational Pheasant Hunt. Will begin working on Golf Classic group photo banner sign and photo hit list for staff at Dakota Dunes in July. Will work on Roundup and Hunt project timelines for each designer. Have received quotes from one source for A/V support for Golf Classic and Roundup.

For Governor and First Lady: Completed an overhaul of a book originally done for a donation; incorporated a new scrapbook, re-did the copy layout and background paper, and edited the images; returned books to residence.

Logo/Photo/Map requests: Emailed Buffalo Roundup image to Russ Olson at Heartland Power.