

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

By the Numbers

July 2012

- Information Requests – up 11.8%
- Unique Web Visitors – up 42.9%
- Tourism Tax (1%) – up 11.5%
- Tourism Tax (.5%) – up 11.5%
- Gaming Tax – down 8.0%
- Hotel Occupancy – up 1.8%
- Hotel Overnights – up 3.1%
- Hotel Rates – up 3.9%

Media & Industry Relations

Fulfilled information requests to Jill Faust, *AAA Home & Away*, to fact-check a caving article; and general inquiries from MediaSD.com and others. Media Interviews/Meetings: coordinated interviews with Charles Michael Ray with South Dakota Public Broadcasting and Beth Wischmeyer with the Argus Leader for Secretary Jim Hagen on Tourism's marketing contract.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): South Dakota Dept. of Tourism Selects Marketing Firms; South Dakota's Great Places: Lewis & Clark Recreation Area and Minuteman Missile National Historic Site; Governor's appointments to the Tourism Advisory Board and Badlands National Park Astronomy Festival. Reviewed two releases for History and one release for Arts.

Distributed July issue of Tourism's eFYI newsletter to 1,252 list members via Listrak.com and to Tourism's industry email address list of 2,025. Topics included Secretary's Message, Great Service Star Submissions Due September 7, Rooster Rush 2012, "Making Research Connections" Conference, 2013 Tourism Award Nominations, Information Center Closing Dates, Tourism Conference Sponsorships, Sponsor the Wednesday Evening Reception, 2013 Travel Shows, Important Reminders, and U.S. Travel Association Updates.

Wrote copy for Tourism Conference's Save-the-Date postcard and the sponsorship flyer; both will be mailed in September. Drafted copy for the Conference registration flyer to be sent in early November. Will send email updates to the industry and post updates to a Conference page on SDVisit.com.

Attended planning meetings for the 50th Anniversary of the dedication of Oahe Dam and assisted during the event at the Oahe Visitors Center. Wrote two additional press releases and compiled list of activities.

Traveled to Redfield to attend a City Commission meeting, per an invitation from the group.

Per the Fort Sisseton Commission, requested research from staff on effectiveness of billboard advertising and reported on findings at the Commission's quarterly meeting at the Fort. Worked with staff, sign company in Watertown, and the Commission to keep the project moving forward.

Attended a meeting of the Pine Ridge Partners to discuss future funding and plans for the annual front-line customer service training. This committee is comprised of superintendents or representatives from Mount Rushmore National Memorial, Crazy Horse Memorial, Badlands National Park, Wind Cave National Park, Jewel Cave National Monument, Agate Fossil Beds National Monument in Nebraska, the Pine Ridge Chamber director Ivan Sorbel, Tourism, and students from Colorado State University. A follow-up meeting is planned for early October.

South Dakota Tourism's Facebook (consumer page) has 18,255 fans, up 1,193 from July. Blog post included Our South Dakota. Continued to post stories that serve as "sponsored" stories with criteria of great imagery and less than 90 characters. Visitor Industry Facebook page has 448 fans; will ramp up information on Tourism Conference. Will again sponsor Take Me Hunting Photo Contest on Facebook with weekly prizes as part of Rooster Rush campaign.

Travel South Dakota Twitter account has 46 new tweets for a total of 2,555 tweets; have 4,674 followers, up 112 from July.

Secretary Hagen's Twitter account has 283 followers, up 13 from July.

Continued to populate Pinterest boards.

International and Domestic Trade Sales

Sent requested information to BS Excursions, Oregon; Satrom Travel and Tour, North Dakota; and Valley Tours, Minnesota.

Fulfilled requests for 585 Vacation Guides and/or other publications to 12 AAA offices in Illinois, Indiana, Minnesota, Nebraska, Pennsylvania, and Wisconsin.

Assembled the 2012 issue 8 edition of the Travel Professionals E-newsletter and sent via Listrak.com on August 23 to 5,427 list members. Topics included Wineries – South Dakota's Hidden Gems, Travel Professionals Tip, Featured Itinerary: The Lewis and Clark Trail, Featured Attractions, Featured Events, and What's New?.

Coordinated copy for the American Bus Association (ABA) and National Tour Association (NTA) postcards that will be mailed to tour operators with names of South Dakota participants at each annual convention; both are in January. Postcards will arrive in time for the appointment request sessions for each convention.

Per request, wrote 1,000-word South Dakota editorial for *North American Tour and Travel* magazine and sent photos for their Fall issue; sent banner ad and video for their website.

Have 18 partners in the Group Tour Co-op; received copy and ad is being designed in-house for placements in six publications: November issue of *Packaged Travel Insider* (circ. 10,000); November/December issues of *Bus Tours* (circ. 8,300), *Destinations Magazine* (circ. 7,325), and *Bank Travel Management* (circ. 4,500); and December issues of *Courier Magazine's* (circ. 6,000) annual convention issue and *Leisure Group Travel* (circ. 20,000).

Hosted statewide travel agent fam for 26 travel agents from California, Illinois, Iowa, Michigan, Minnesota, Ohio, Oklahoma, Tennessee, Wisconsin, and Manitoba.

Plan to attend MLT University trade show in Minneapolis in September. Will conduct a sales blitz at various travel agencies throughout the Twin Cities.

Received confirmation of participation from Tourism's past partners for the US Travel Association International Pow Wow in June 2013 in Las Vegas.

Attended LA sales mission with Osamu Hoshino and Keiko Takahashi in early August. Each attendee presented to the group and later met in small groups for individual business discussions; obtained 52 leads.

Met with Mr. Isogawa to review itinerary for four people from Elephant Tours, an in-bound tour company in Los Angeles, for site visits.

Wrote itinerary and made arrangements for September for Kei Hirowaki, who is with Hertz in Japan; company will develop fly-drive offerings. Will meet him and his associate in Deadwood.

Sent leads and information for follow-up from Active America China to Shonna Du for contacts with Chinese tour operators.

Provided South Dakota information for a contest for a USO Promotion with Germany, which included links to photos and videos; winners will attend 2012 Buffalo Roundup. Arranged interviews with Tourism and Michelle Thomson in Rapid City for the AFN broadcast to promote the contest and South Dakota.

Developed itinerary for August, per request from Rocky Mountain International (RMI) Italy, for Thierry Georges and Daniele Tisserant, Radio Jerico, France. Lined up interviews with French and French-speaking people for his 52-minute radio program, "Follow the Guide." Arranged for French-speaking people in Rapid City to accompany them to Mount Rushmore National Memorial, Crazy Horse Memorial, Custer State Park, Deadwood, and Rapid City. Made interview appointment with a gentleman from France who now lives in Kyle and works at the Oglala Lakota College on the Pine Ridge Indian Reservation. They also made stops at Wall Drug, Badlands National Park, and the Corn Palace before departing for Minneapolis. (He said Tourism was able to create more meetings with people from France or French language ties than they were able to arrange in Chicago.)

Hosted Worldriderz, Australia, and arranged meetings and interviews for six people, which included two motorcyclists and film crew for Discovery Channel, Australia. (Episodes will be featured in Australia, New Zealand, and Asia.) They interviewed staff at Rapid City Regional Hospital and various clinics as well as kidney transplant recipients. They were interviewed by KEVN, KNKL radio in Sturgis and appeared on stage at the Buffalo Chip to promote their cause. They visited the Badlands and Black Hills areas, including the Sturgis Rally where they interviewed the mayor, Rally director, and museum director. Worked with Rally director to post information on the Jumbotron. Set up a press conference and invited press.

Met Vic Dennis, France, to review itinerary for site inspections and planning for his Paris to Roubaix bicycle trip from Idaho to South Dakota. He had meetings with bicycle clubs and researched routes and ideas for the trip. Dennis will be publishing an article after this trip. He plans to bring around 300 people from several countries in Europe on the first trip of this route. Well-known bicyclists from each country will be helping promote the upcoming trip. Met with Simone Williams, Scenic Tours, Australia, to review site inspections itinerary for their 2014 tours to the region.

Made final arrangements for RMI Megafam in mid-September; sent itinerary to RMI for overseas tour operators and overseas offices. There will be 43 attendees in South Dakota for tours in the

Black Hills and Badlands National Park. Attendees are from the United Kingdom, Germany, Switzerland, Italy, France, Belgium, and The Netherlands.

Prepared itinerary for Karsten Bidstrup Bruun, Vagabond, Denmark, for September to research his articles. He has overnights in Mitchell, Rapid City, and Deadwood. Prepared itinerary for journalist Walter Kreuzer, Germany, for September. His main article will be about the Black Hills Wild Horse Sanctuary for *Cavallo* magazine. Kreuzer will visit the South Dakota Air and Space Museum and other stops in the Black Hills and Badlands to work on ideas for future stories. Prepared itinerary for Ricardo Minozzi, Viaggi Dell'Efante, Italy, for September for site inspections in the Black Hills area.

Met with Creative staff regarding a full page co-op ad in *Brand USA* magazine; partners include Tourism, Rapid City, and Crazy Horse Memorial. *Brand USA* magazine will be inserted into *Essentially America* magazine and distributed in the United Kingdom. The magazine will feature Mount Rushmore National Memorial on the cover and a South Dakota feature article written by Simon Todd and Mary Moore Mason, who were in South Dakota in 2011. South Dakota and other RMI partners will participate in a co-op advertorial in the magazine.

Press:

Germany: Fliegen-sparen.de is an online portal that informs users about cheap flights and flight conditions; it gets about 45,500 visits. In July, they published an article about daily flights from Houston and Rapid City for United Airlines and flights within the United States. Estimated ad value was \$233.

Switzerland: 20 Minuten online is a Swiss consumer online portal. They published an article in July called "Where coyotes and bison say good night" by Jonas Hoskyn. The article says the Wild West is really wild in South Dakota because there are real cowboys, Indians, huge ranches, and bison living in the wild. A short section describes the Buffalo Roundup and the author refers to travelsd.com and the German Real America webpage. Page impressions were 550,000 and estimated ad value is \$2,100.

Estimated ad value for this month is \$2,333.

International press clips report for FY 2012: total ad value was \$10,575,258 – an 89% increase over last year. Total circulation was 71,956,407 – a 7% increase over 2011.

Outdoors

Completed itinerary for Bobbie Hasslebring, who is traveling through the Black Hills on assignment for *Motorhome* Magazine. Itinerary includes Mount Rushmore, Custer State Park, Crazy Horse Memorial, and Jewel Cave National Monument.

Attended Travel Media Showcase (TMS) in Sioux Falls and met with 36 travel writers. Hosted four writers after TMS around Sioux Falls and to Mitchell, Pierre, Wall, and the Badlands.

Working on October hosting schedule for Billy Kinder and his outdoor radio show; dates for Bird Hunting America; Willie Schmidt, PURE Hunting, for archery deer hunt near Belvidere; and Pheasants Forever Press Trip as part of Tourism's partnership with Aberdeen CVB.

South Dakota Outdoors Twitter account had 30 new tweets for a total of 598; have 1,548 followers, up 52 since July.

Film Office

Fulfilled three requests for production guides. Updated and approved two listings on FilmSD.com. Posted one release in the news section on FilmSD.com.

Worked with a locations scout who was in South Dakota to scout old motels, Mount Rushmore National Memorial, and downtown Rapid City for a feature film. They are expected to return in September for a secondary scout. Working with Yankton to see if there are any hotels in the southeastern corner of the state that would fit the bill for this request.

Will again be a sponsor for the South Dakota Film Festival in September. Working with organizers to distribute news regarding their special guests.

Traveled to Aberdeen to meet with a group of filmmakers who are doing a story on Coach Don Meyer. They are expected to be here late this winter. Our office will assist as needed.

Had several requests from travel shows that are interested in featuring South Dakota. However, most of them are interested only in using b-roll footage, not actually coming to film.

For Social Media Relations, had an initial meeting with the MMGY social team. They will be proposing a brand voice and looking into more channels in which we can be involved. They will also be doing an in-depth social audit of all of our channels and may propose changes.

Began working with MMGY on digital efforts in conjunction with the Macy's Parade.

South Dakota Film Office Twitter account has two new tweets for a total of 287; there are 768 followers, up 15 from July.

Hospitality

Received approximately 300 nominations for outstanding hospitality, which will be considered and recognized with Governor's Certificates for Outstanding Hospitality. Mailed 980 Great Service Star (GSS) applications to the visitor industry; have received 48. Those that are approved are granted permission to use the Star in marketing. Deadline is September 7.

Information Centers

Staffed Tilford Westbound during Rally.

Compiled July YTD car count numbers: total car counts were up 5.4%; domestic counts were up 5.7%; Canada was up 1.3%; and foreign counts were down 7.1%. Missouri numbers continue to go up in comparison to last year at this time with a 40.9% increase; Kansas is up 50.1%, and Minnesota is up 1.7%. Iowa and Wisconsin are *down* 3.9% and 4.9%, respectively.

Finalizing paperwork in preparation of closing some of the Centers: September 16 – Tilford, Wasta, Vivian, Salem, Wilmot, and New Effington; and September 23 – Spearfish.

Travel Shows

In addition to 2013 travel shows already planned, Tourism is waiting to hear from John Detrick, Motoring USA.

Photo/Video

Tourism photography: Sturgis Motorcycle Rally, including Custer State Park and Deadwood; Storybook Land, Aberdeen; Sioux Falls statues, Outdoor University, Automania, Sioux Falls;

Redlin Center Concert, Watertown; mountain biking, Spearfish Canyon; 1880 Train; Badlands AstroFest; Black Hills Threshing Bee, Sturgis; Bullock Hotel, Deadwood Main Street, Mt. Moriah Cemetery, Days of '76 Museum, Deadwood; and dining in Huron.

Fulfilled requests for photos with loans to Black Hills, Badlands & Lakes, RJ Design, SD School of Mines & Technology, Fort Hays Chuckwagon Supper, Rapid City; SD Municipal League, Fort Pierre; Department of Transportation, SD Rural Electric Association, SD Retirement System, Great Lakes Tourism, Pierre; Garretson Commercial Club, Sanders Printing, Palisades State Park, Garretson; *South Dakota* Magazine, Yankton; South Dakota Humanities Council, Brookings; Lawrence & Schiller, Sioux Falls; Glacial Lakes & Prairies Tourism, Redlin Art Center, Watertown; Midstates Inc., Aberdeen; Jewel Cave National Monument, Custer; Executive Lodging of the Black Hills, Deadwood; Rocky Mountain International, Wyoming; Travel Channel, Washington, DC; YahooTravel.com; *Fodor's Travel Guides*, New York; *Country* Magazine, Wisconsin; and *Essentially America*, United Kingdom.

Continued editing and inputting of photos into database, currently have 14,688 images.

For GOED: Met to discuss potential photography for SHOT Show print pieces.

Tourism photography hit list: Medora-Deadwood Wagon Train; Prairie Edge, Dinosaur Park, Main Street Square, Rapid City; Buffalo Roundup, Custer State Park; Sidewalk Arts Festival, Sioux Falls; Kuchen Fest, Delmont; Homesteader Day, Brandon; and Black Hills Photo Shootout, Spearfish.

GOED photography hit list: Buffalo Roundup.

Tourism's video: Shot video of the Badlands Astronomy Festival, wildlife loop in Custer State Park, wildlife and entrance signs in Wind Cave National Park, Sturgis Rally and motorcycles in the Black Hills, and wagon train from Medora to Deadwood.

Worked with staff on the media plan for video of the Buffalo Roundup, set up a Drop Box account to handle media for the event, and met with Custer State Park staff to discuss shooting the roundup.

For GOED: Shot interviews with Sioux Steel in Sioux Falls, Lloyd's Systems in Rapid City, and Daktronics in Brookings.

Video dubs and loans: Sent stock footage to Mehdy Gannad for a Travel Channel series he is developing. Sent a link to our videos to *North American Tour and Travel* Magazine to use on their website. Made a DVD with four of our videos for the Department of Labor and Regulation for a trade show they are attending.

Social and Multimedia: The YouTube Channel videos had 59,900 hits for the month of August. Worked with Creative on a new background for the channel page.

Video shoot hit list: Schade Winery, James Valley Threshing Bee, Wilde Prairie Winery, Deadwood Jam, Rapid City Main Street Square and downtown area, Buffalo Roundup, and pheasant hunting scenes.

GOED video hit list: Interview with Capitol One in Sioux Falls and Sioux Steel in Sioux Falls; will transcode all interviews and video and send them to Lawrence and Schiller for editing.

Travel Market Advertising/Marketing

Finalized and shipped the following ads: *Peak season*: completed.

Shoulder – South Dakota Tourism (SDT) – Newspaper ads in Des Moines, Minneapolis, St. Paul, Omaha, LaCrosse, Eau Claire, and Rochester. Rushmore ad for fall issue of *City View Guide* magazine in Des Moines and November issue of (bonus full-page ad) *Guidepost*. Hunting CRM. Hunting direct mail. Fishing banner ad for Walleye Federation. TravelSD shoulder images. Vikings promotion for radio.

Great Getaways co-op insert dropped in targeted newspapers the week of August 12: Fort Collins Coloradoan and Loveland Reporter-Herald in Colorado; Carroll Daily Times Herald, Denison Bulletin, Des Moines Register, Fort Dodge Messenger, Mason City Globe Gazette, Sheldon NW Iowa Review, Sioux City Journal, and Spencer Daily Reporter in Iowa; Scottsbluff Star Herald and Omaha World Herald in Nebraska; Bismarck Tribune and Dickinson Press in North Dakota; Mankato Free Press, Marshall Independent, and Worthington Daily Globe in Minnesota; Casper Star Tribune, Cheyenne WY Tribune-Eagle, Gillette News Record, and Sheridan Press in Wyoming; and Aberdeen American News, Pierre Capital Journal, Rapid City Journal, Sioux Falls Argus Leader, and Watertown Public Opinion in South Dakota. Total circulation is 631,690.

Deadwood/SDT Co-op – Shoulder TV donuts. Radio – College football sponsorships: University of Wyoming game and the one with the University of South Dakota (USD) and South Dakota State University (SDSU). Banner ads on USD/SDSU game. Email graphic – Univ. of Wyoming. *Custer State Park/SDT Co-op* – Roundup TV spot. Newspaper ads in Ft. Collins, Greeley, and Loveland. *Huron/SDT Co-op* – Banner ads. *Rapid City/SDT Co-op* – Newspaper ads in Omaha and Denver.

Met with MMGY and L&S advertising agencies to discuss transition elements of website and upcoming projects.

Working with the L&S team on street team ideas for Macy's Thanksgiving Day Parade. Will work with MMGY on the digital front and public relations efforts for the Parade.

Mailed 400 packets of Rooster Rush campaign information to visitor industry organizations for the community partnership program. (Sent an email to the 2011 community partners asking them to contribute pictures of their promotions from last year to be added to TravelSD.com.) To date, have received requests for partnership funding from 21 organizations; deadline is September 7. Finalizing preparations for Tourism's sponsorship and promotions at a Twins game and the up-coming, on-field presentation to Kent Hrbek and Tim Loudner on September 8 as one part of Tourism's Rooster Rush campaign. Hrbek and Loudner will also be part of a Hunt package give-away.

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

Secretary Hagen and team leaders attended the national Education Seminars for Tourism Officials (ESTO) conference. Sec. Hagen was on the planning committee for the conference. There was a strong emphasis on social media platforms and the growth in this area. Google representatives were present throughout the conference and provided special sessions during the post-conference morning. Sec. Hagen was a guest panelist.

E-Commerce

Consumer website - TravelSD.com: 71 packages are listed.

Completed updates to the Buffalo Roundup page and took it live. Added content and updated the video on the Custer State Park page.

Reviewed 35 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded six responses to appropriate staff to handle. Reviewed 19 responses to an events VRM email sent on August 14; forwarded one response. Reviewed 223 responses to the 2012 issue 8 edition of the Travel Professionals E-newsletter; processed four unsubscribe or address change requests and forwarded to appropriate staff, and there were 37 addresses that showed as unsubscribed, bounced, or were invalid.

Industry Site - SDVisit.com: Completed updates to the Great Service Star page and the downloadable application form. Updated copy on the Calendar of Events page. Completed the 2012 updates to the Rooster Rush section and added a graphic to the homepage.

Sent email to 1,257 list members via Listrak.com on August 7 and to Tourism's industry email list of 2,017, regarding the results of the 2012 Request for Proposals process. Reviewed 225 responses; none needed to be forwarded. Sent email to the visitor industry regarding appointments and reappointments to the Governor's Tourism Advisory Board: 1,252 list members via Listrak.com and 2,025 on Tourism's industry list on August 21. Reviewed 200 responses; forwarded one for address correction. Reviewed 210 responses to Tourism's eFYI Newsletter sent to the visitor industry on August 16; none needed to be forwarded.

Began working on the design of the "child site" for the 2013 Tourism Conference, which will be housed under SDVisit.com, but not incorporated into the site design. Met with Bureau of Information & Telecommunications (BIT) regarding updates to the Online Payment System for the Tourism Conference.

For GOED: Continued working with BIT on updates to the event online RSVP forms for the Governor's events.

For Tribal Affairs: Met with staff to discuss the South Dakota Board on Geographic Names (SDBGN) website. Worked on updating the site and adding content in order to finalize the site in time for the board's September 13 meeting. Will work with BIT to take the site live.

Fulfillment

Reviewed 3,278 emails with comments from the Online Request Form and all inquiries were answered when they had questions or needed specific information.

Black Hills Workshop fulfilled 16,388 domestic packets; 260 Canadian requests were emailed to MSI for fulfillment; fulfilled 174 International requests and shipped through MSI Worldwide Mail Service; fulfilled 49 special requests. Shipped 56 bulk requests: 9,601 official South Dakota state highway maps; 2,821 Vacation Guides; and 160 Native South Dakota booklets.

Research

Began working on a presentation (Kirk Hulstein) for TTRA CenStates "Making Research Connections" Conference near Indianapolis the end of September.

Researched other state tourism websites and compiled spreadsheet to facilitate discussion between all teams – expect to gather suggestions on how to improve our website.

Participated on conference call to discuss the Shoulder Ruf Append and Profile Report.

Worked with MMGY Global on visitation statistics for new model; contacted DK Shifflet for cost proposal for a visitor profile. This will assist us in setting baseline statistics and with developing better goals for visitation as model includes day trips, overnights, friends and family, and business travel.

Developed a Summer Travel Survey for our research panelists; will send in mid-September.

Working with the Department of Revenue and Regulation on taxes.

Responded to various information requests regarding regional and state hotel numbers, economic impact, Black Hills tourist numbers, and South Dakota tourist numbers.

Completed tabulating summer Intercept Survey; received 1,540 of 6,500 that were distributed by travel counselors at the Interstate Information Centers from July 5-14. Results will be posted on SDVisit in September.

Governor's Tourism Advisory Board

Was notified by the Governor's Office of new appointments to the Board: Mark Schilling, Mitchell, from the Southeast South Dakota region; Ted Hustead, Wall, and Kristi Wagner, Whitewood, from the Black Hills, Badlands & Lakes region; and Ivan Sorbel, Pine Ridge, for the member-at-large. An orientation meeting for new members will be held in early October; their first official meeting will be in November. Reappointments include Jim Entenman, Sioux Falls; Jim Schade, Volga; and Frank Smith, Gettysburg.

The next Board meeting is September 11 and 12 in Sioux Falls.

Governors Custer State Park Buffalo Roundup

Provided copy for the Buffalo Roundup page on TravelSD.com. Confirmed time and place for invited journalist interviews with the Governor. Confirmed keywords in Cision in order to track earned media. Wrote press release and media advisory to be sent in advance of the Roundup. Sent invitations to domestic journalist; have eight who intend to participate in the Roundup and press trip. Sent e-invite to 15 international journalists and tour operators; have nine, goal is 11.

Governor's Invitational Pheasant Hunt

Waiting to hear on donations for ammunition for the Trap Shoot.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Created a Save-the-Date postcard for the 2013 Governor's Conference on Tourism and ordered 5,500 postcards to mail in early September. Designed and routed the sponsorship mailer for the 2013 Governor's Conference on Tourism. Will design registration mailer once copy is received.

Working with staff and the Fort Sisseton Commission on a billboard design for the Fort.

Met with staff to discuss options for the *Essentially America* ad; Tourism's partners are Rapid City and Crazy Horse Memorial. Ad is due to the publication in September.

For GOED: Designed a postcard as an invitation for the REDI annual meeting. Designed thank you cards and envelopes for the 2012 Governor's Buffalo Roundup event, which will include Roundup photos by Tourism's staff photographer. Designed the Roundup Program Book with

the Governor's message and other appropriate information on the event; expect delivery by mid-September. Designed a Roundup e-invite for international journalists to include a Black Hills Press Tour. The e-invite provides links to the full Buffalo Roundup invitation, a Roundup YouTube video, staff contact information, and the online RSVP. Received the signage list for the Roundup and will work with Department of Transportation on printing them.

Ashley McCloud:

Entered the 2011 Buffalo Roundup Invite and materials into the Inhowse Design contest. The invite won the Best of Show. Ashley had an interview to discuss the invitation, other materials, and the event. The interview information will be used by HOW to develop a two-page spread in their 2013 January-February issue.

For Tourism: Designed a background for South Dakota videos posted by staff on YouTube.

Developed another Facebook E-blast for staff; changed picture and added a hyperlink to the Travel Professionals Facebook page.

Designed NTA and ABA postcards and sent to printer. There will be 930 of the NTA and 1,800 of the ABA postcards printed. Expect delivery in early September.

Working on designing a fishing ad for the Walleye Federation website. Received recent fishing photos and working on a catchy phrase to put on the ad.

For GOED: Designed invite and RSVP for the GOED ENTREPRENEURIAL SYMPOSIUM; received finished project from the printer. Will design a program.

Sent mock-ups of what GOED's existing business cards would look like with the social media icons placed on them. They also wanted to see a stand-alone card and their current business card changed into a fold-over design with the icons and information listed. Waiting to hear back.

For Tribal Affairs: Sent Pow Wow Program Book to printer; forwarded completed project.

Capital Lake Plaza: Designed a formal invitation for the renaming and dedication of the building. Mailed 250 invitations to former staff and colleagues.

T. Meise:

For Tourism: Continued making corrections to nine of the 10 sections of the Group Tour Planning Guide that were routed. Will add new itineraries. The project is on schedule to print in October; plan to order 4,000. Guides will be distributed in early December.

Have 18 partners for the Group Tour Co-op ad and all have submitted their updated copy and image. The first mockup is being routed in-house. The first magazine deadline is September 5. The other four magazine deadlines will occur throughout the fall.

For GOED: Received invitations to the Governor's Invitational Pheasant Hunt and completed assembly. License plate proofs have been approved and are in production. Waiting for the event signage list, program booklet, and other print materials as needed for the completion of this event.

Worked on resign of SHOT Show materials and new campaign ideas, complete with photo shoots.

M. Ganschow:

For GOED: Attended Roundup committee meetings. Compiled and routed meeting minutes. Updated copy for the Roundup program booklet and routed to designer. Reviewed signage needs list.

Thad Friedeman, Creative Strategies Manager

For Tourism: Spoke with Shannon Percy and Tony Schmitt with GF&P regarding schedules and changes to the Snowmobile Trails Map for 2012-13. Expect delivery in late October. Tourism designs the map with information supplied by GF&P and they pay for most of the printing costs.

For GOED: Worked on contract with ad agency for Roundup and contacted two companies for AV needs for quotes on the Hunt. Roundup/Hunt truck decals are in production.

Logo/Photo/Map requests: Sent logos to Jennifer Pilgram at MLT. Provided hunting type images to M&R Signs in Pierre for a Pierre city banner. Fulfilled Black Hills scenic image request for Pansy Caldwell in West Virginia.