

TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: March 8, 2013
RE: February 2013 Monthly Status Report

By the Numbers

January Numbers

- Information Requests – up 31.5%
- Unique Web Visitors – up 53.3%
- Tourism Tax (1%) – up 7.1%
- Tourism Tax (.5%) – up 7.1%
- Gaming Tax – up 3.9 %
- Hotel Occupancy – down 0.3%
- Hotel Overnights – up 1.8%
- Hotel Rates – up 3.0%

- Earned Media Impressions – 75,828,255
- Earned Media Value – \$128,591

Media & Industry Relations

Along with MMGY's PR team, fulfilled information requests and made media pitches:

South Dakota bison cooking demo to Tom Barnas, WGN 9 Chicago/WGN America; they would like to host Corn Exchange Chef MJ Adams for the demo. MMGY provided some details to Barnas, and MMGY is awaiting feedback on the segment date.

Crazy Horse Memorial to Todd Pitock, freelance travel writer for The New York Times annual America issue, for a story in a travel section in May. Also pitched story focusing on the Oglala Sioux campaign to make the South Unit of the Badlands National Park America's first tribally-owned national park for story in The Atlantic. MMGY followed up with Pitock; he is checking with editors and reviewing timing for possible visit.

Amber Gibson, freelance writer for Chicago Magazine, Delta Sky, and TimeOut Chicago, is interested in South Dakota and would like to consider an article for Hemispheres magazine. MMGY plans to provide Gibson with story ideas.

Followed up with McLean Robbins, AOL's Gadling, regarding planned round-up story on major tourist attractions that are unfinished with Crazy Horse as the lead attraction. MMGY secured photos for the piece from Crazy Horse Memorial. Story was originally planned to run January 2013, but has been pushed back. MMGY is waiting for new run date from McLean.

Sent freelance family travel writer Eileen Ogintz, Taking the Kids, information about special offers for skiing in the Black Hills. Ogintz included deals from Terry Peak and Ski Mystic in her blog on January 26, 2013. UVM: 16,000

Media Interviews/Meetings: Pitched KSFY and the AP on upcoming efforts: Presidential Mascots' Bus Tour, letter to President Obama, Macy's Thanksgiving Day Parade, and Macy's American Icons campaign. MMGY Global's PR team is working with the digital advertising, promotions, and social media teams in Kansas City to develop ideas and programs to support the Mascots' Bus Tour and Your American Journey Sweepstakes Campaign.

Distributed Tourism's eFYI e-newsletter to 1,282 list members via Listrak.com and to 2,259 addresses on Tourism's database on February 14. Topics included Secretary's Message, 2013

Governor's Conference on Tourism, Great Getaways Co-op Program, Matching Dollar Challenge, Spring Hospitality Training Co-op, Congratulations to the Mickelson Great Service Award Winners, Media Coverage, 2013 Interstate Information Center Poster Program, Great Service Star Designees, 2013-2014 South Dakota Vacation Guide, 2013-2014 Group Tour Planning Guide, More Media Coverage, South Dakota Arts Council News, Important Reminders, and U.S. Travel Association Updates.

Gave presentations to a group from Yankton and one to a leadership class from Aberdeen; both were here for their day at the legislature.

Met with the Arts Council and others in the Arts community regarding how to put a better focus on the arts when TravelSD.com is redesigned.

Arranged lodging in Rapid City and Chamberlain for Jim Couper for his trip through South Dakota; working on itinerary. He will write a travel column in *Seniors Review*, *RV Gazette*, and *MotorHome* magazines.

Continued preparations for Chicago media blitz, with appointments on March 4 and 5. Three staff from Tourism and one from MMGY will participate.

Reviewed 117 on-line conference evaluations on the Governor's Conference on Tourism and compiled comments on several items for review by the committee. Notified Rick Nunez from Rapid City as the winner of the drawing of those who participated in the Tourism Conference Evaluations. Forwarded speaker evaluations to Gold Stars Speakers Bureau on to the three speakers we hired through them. Committee has also discussed a theme, speaker topics, and Wednesday evening reception will not have a sponsor.

Reviewed and updated the National Travel & Tourism Week, May 4-11, information on SDVisit.com. Will send 2013 information to the CVBs.

Responded to a request for assistance from our office from a woman who is a resident of Minnesota with a packet of information and brochures. She is interested in starting a walk across South Dakota event.

Working on new creative for our social platforms with MMGY; primarily reviewing some changes to Twitter and Facebook. Working with MMGY on proposals for a social media promotion. Will contact the Attorney General's Office regarding progress on accounts that are infringing on our logo.

South Dakota Tourism's consumer Facebook page has 24,330 fans, up 4,039 from last month; gain picked up with placement of sponsored stories on our page. South Dakota Facebook page for our visitor industry has 192 fans.

Travel South Dakota Twitter account (@southdakota) has a total of 3,620 tweets; up 200 from last month. There are 9,376 followers, up 390 from last month.

Sec. Jim Hagen's Twitter account has 485 followers.

International and Domestic Trade Sales

Fulfilled requests for 290 Vacation Guides to 17 AAA offices in Colorado, Ohio, Pennsylvania, New York, and Texas. Sent requested information to Gary Schluter, Rocky Mountain Holiday

Tours, Colorado; Kathleen Fitzgerald, California; Juven Tours, North Dakota; Frosch Travel, Colorado, for a group of seniors coming to the Buffalo Roundup in 2014; and Sioux Falls CVB. Sent highway maps to Mamiko Naito in Tokyo to be used for Osamu's Japanese sales mission, and 82 packets of information and brochures to tour operators in New York City for Osamu's East Coast Sales mission. Sent information packets to Alejandro Lisere with ABA International Travel Co. in Argentina. Sent Italian Great Parks, Monuments and Memorials brochures and South Dakota highway maps to Carlo Ferrari for distribution at Italian Film Festival. Sent requested information on sports teams/events and venues in South Dakota for Brand USA/ESPN promotion in the United Kingdom market. Sent shipment to Swanson's Travel, Sweden, for annual client event being held March 2; materials will be distributed by Rocky Mountain International (RMI).

Assembled the 2013 issue 1 edition of the Travel Professionals E-newsletter and sent via Listrak.com on February 21 to 6,283 list members. Topics included Saddlebroncs and Buckin' Bulls, Travel Professionals Tip, Featured Itinerary: Glacial Lakes and Prairies Country, Featured Attractions, Featured Events, and What's New?.

Discussed using Tourism's YouTube Channel for Black Hills, Badlands & Lakes' (BHB&L) American Bus Association (ABA) and National Tour Association (NTA) their follow-up. Had conference call with BHB&L regarding Houston Sales Blitz, March 3-7; will promote Black Hills Travel Agent program as well as Tourism's travel agent fam. Organized appointments.

Notified South Dakota NTA and ABA members that leads from these two conferences had been posted so they could access for potential business. Posted Bank Travel leads and North American Journeys (NAJ) leads to SDVisit and sent to suppliers. Added all contacts/leads from various travel-related conferences to Travel Professionals e-newsletter. Working on follow-up from NTA, ABA, Bank Travel Conference, NAJ Conference, TTG, and World Travel Market.

Completed registration for Heritage Clubs International Peer Group Conference in Rapid City, February 27-March 3. Sent profile sheets to Rapid City CVB, submitted photo for program booklet, developed PowerPoint presentation, and will assist Rapid City CVB with airport transportation for arrivals and departures.

Assisted Keiko Takahashi in providing video footage for JTB International to use for commercial that will run on TV Japan from March through Fall 2013.

During the Australia Mission in February with Rocky Mountain International (RMI) partner states of Idaho, Montana, and Wyoming, met with Eddie Steinmann whose company showcased the RMI region in his new catalog. Participated in the Visit USA Show and met with media and distributed brochures to the attending travel agents, tour operators, and other attendees in Perth. This booth format was used in Perth, Sydney, Brisbane, and Melbourne, Australia; and Auckland, New Zealand. Met with TravelMatch on new international media and tour operator programs. Conducted staff trainings for salespeople at Adventure World in Sydney.

South Dakota is to be featured in tour operator catalogs for the first time in the Australian market; this is our second year to attend the Australia Mission. Insight Vacations, Australia, is featuring South Dakota and the region in their America Parks Trail and America's Magnificent National Parks Tour. South Dakota is featured for the first time with DriveAway Holidays and includes a photo in their brochure; this Australian company promotes tours worldwide. Adventure World, the largest adventure travel company in Australia, is featuring South Dakota and the region in two tours – Highlights of the USA and Western Heritage Drive.

Have met with Eagle Rider Motorcycle Rentals, California, at several international tradeshow. Sturgis is featured in an escorted tour with one departure to Sturgis and featured in the self-drive tours section of the brochure – both have four overnights in South Dakota. Eagle Rider promotes their motorcycle rentals around the world.

Finalized preparations to attend ITB in Germany and the French Mission in March with RMI partner states of Idaho, Montana, and Wyoming. During this mission, RMI states hold a reception for those journalists and tour operators who've attended a fam tour or hosting in one or all of the states; 55 people plan to attend. RMI representatives will hold meetings and presentations with tour operators and journalists at the ITB (International Tourism Bourse) in Germany and in France.

Working on plans for RMI Roundup and the annual Summit meeting in April for partner states.

Finalized preparations for Active America China Show in March; contacted company to translate business cards and tour itineraries into Chinese.

Press from international journalists:

Benelux: *Leven* magazine (circ. 30,000) carried an article on "Highways & Byways" which included Badlands National Park, Wounded Knee, and Ingalls Homestead. Estimated ad value is \$11,201.

France: *Equiwest* magazine (circ. 25,000) carried an article that mentions many attractions and cities across the state. Estimated ad value is \$8,960.

Notre Temps magazine (circ. 975,318) and their online version (viewership of 33,449,000) carried an article on Mount Rushmore – presidents in granite by Jean-Francois Letexier. Estimated ad value is \$50,784.

Handbag.com has an article on ranching in the RMI partner states (circ. 680,189). Estimated ad value is \$1,600.

Italy: *Quattroquattro* (circ. 20,000), *The American Dream*, *Discovering USA* with a 4x4 vehicle by Mario Ravaccia and Giusy Concina. Writers mentioned several South Dakota attractions and cities. Estimated ad value is \$12,000.

Total ad value for this report is \$84,545.

Working on eight hostings and familiarization tours at this time: April – Lisa Cooper with KBC and another one with Roughrider Guides, United Kingdom; June – Mr. Berchi, Italy; and three fams from Australia – Faith Thumath, Shane Babcock and Mark Sheehan motorhome fam, and Rally fam; the fall – RMI Megafam; and September – Buffalo Roundup.

Outdoors

Met with team members on updating fishing banner ads and fishinsd.com for the upcoming spring and summer fishing season. Continued work on a proposed media schedule for our fall hunting campaign.

Hosted Gary Howey's TV show, *Outdoorsman Adventures*, will air later this year; Larry Myrhe, outdoor writer for *Sioux City Journal*, has already written several articles; and Tom Mitchell, KELO radio-Mitchell, for a late season Canada goose hunt and ice fishing on Lake Oahe.

Attended Pheasant Fest Trade Show in Minneapolis. Tourism organized 24 booths in the South Dakota pavilion with 16 different partners from around the state. Attendance was estimated at 28,000+ for the three-day show. Tourism's booth provided sign-up space for a prize package giveaway, which was awarded to Chad Odens of Scotland, South Dakota. Tourism also organized a parade with dog owners and 75 dogs wore the South Dakota orange bandanna.

Made daily Twitter posts for our SDOutdoors handle. South Dakota Outdoors Twitter account has 1,006 tweets and 2,226 followers, 88 are new this month.

Spring hosting schedule includes AGLOW Cast – n – Blast in May.

Film Office

Updated and approved three listings on FilmSD.com. Fulfilled requests for two production guides.

Working with Secretary Hagen to gauge interest in a John Kelly film project in the Aberdeen area.

Continued working with Cinema Falls, Black Hills Film Festival (BHFF), and South Dakota Film Festival (SDFF) on their upcoming events. Received proposal for BHFF 2014. Working with SDFF to release information that their submissions are open. Will work with MMGY PR office on finding a potential writer to attend and cover the SDFF in September.

Working with contacts at Warner Brothers on a potential film for South Dakota in spring of 2013. Coordinating efforts with Duane Lammers on photos of the Badlands area that could potentially be used for this shoot.

Helping a contact from the BBC coordinate film efforts at the Homestake Mine. Sent aerial footage from Harney Peak and other Black Hills areas; sent our :30 spot to show additional footage and opportunities for aerial footage.

Met with Andrew Kightlinger on updates from the independent projects that he's been working on and discussed South Dakota's film industry.

Fulfilled several email requests for information regarding the film office and updates to our commission listings.

South Dakota Film Office Twitter account has a total of 290 tweets and 812 followers, up 12 from last month.

Hospitality

Issued 535 Governor Certificates for Outstanding Hospitality, 291 gold seals, and 150 lapel pins. For the 2012 calendar year, 921 certificates, 511 gold seals, and 249 lapel pins were issued.

For the Great Service Star Program, mailed approximately 160 letters and 2013 Year Tabs with instructions to attach the Tab to plaques. Sent eight new plaques. As a bonus to this program, participating properties have permission to use the Star in their advertising. Reviewed ads in the 2013-2014 South Dakota Vacation Guide; will follow up with some of those who are not eligible to continue using the Star and/or those with the wrong logo.

Visited with conference keynote speaker, Stuart Ellis-Myers, about his proposal to work with CVBs in South Dakota for a one, two-week-long frontline hospitality training "road show." Updated the spring training application form and letter and mailed to 300 contacts; deadline to apply for assistance in paying a speaker is March 16 with the maximum grant of \$1,000.

Information Centers

Conducted remaining interviews for travel counselors. Mailed information packets and paperwork to those who've been hired; sent regret letters to the others. Reviewed Information Center Handbook for printing. Delivered new computers to Spearfish, Tilford, and Wasta.

Will work with the Pierre CVB for lodging and meal needs for the Interstate Information Center supervisors' meeting and the two lit swaps in May. The West River Lit Swap will be May 8 in Rapid City. The East River Lit Swap will be May 9 in Mitchell and will include a tour of the Corn Palace and its newest display.

Sent Information Center shipping announcement to RUDE Transportation, Speedy Delivery, and MME.

Tourism will be designing updated photo panels for the 21 Interstate Information Centers/Rest Areas, and PheasantLand Industries will produce them. Department of Transportation will pay for updates and install them.

Photo/Video

Tourism photography: Catfish Bay Ice Fish Fest, Media One Funski, snowmobiling, Lead-Deadwood Winterfest including Snocross racing, dog sledding, tubing, bonfire and fireworks, and Governor's Conference on Tourism.

Governor's Office: Photographed criminal justice bill signing.

Fulfilled requests with loans to *South Dakota Magazine*, Yankton; Black Hills, Badlands and Lakes, Rapid City Chamber of Commerce, ARC International, Rapid City; Glacial Lakes & Prairies Tourism, Prairie Lakes Health Care System, Watertown; Black Hills Central Reservations, Deadwood; Department of Social Services, Regency Management, Outdoor Campus, Children's Hospital, Sioux Falls; Highway Patrol, Pierre CVB, Office of Emergency Management, Governor's Office, Department of Game, Fish & Parks, PryntComm, Pierre; First National Bank, Mitchell; South Dakota Public Broadcasting, Vermillion; Lead Chamber of Commerce, Ski Mystic, Lead; Prairie Berry Winery, Hill City; author Dan Drotzman, Minnesota; Macy's, New York; Rocky Mountain International, Wyoming and Australia; Vista Point Verlag, Germany; British Broadcasting Company, United Kingdom; and Z Tours Voyages, France.

Continued editing and inputting photos into Tourism's database; currently have 15,829 images.

Tourism photography hit list: aggressive editing on image database and develop spring/summer hit list.

Video Shoots: Shot snowmobiling in Spearfish Canyon and the Black Hills.

Video Dubs and Loans: Edited several Tourism videos into one DVD for the Trade Sales Team and had 500 copies duplicated for distribution. Assisted with the new Press Kit CD and had 1,000 copies of it duplicated. Had 1,350 copies of each of the four CDs of South Dakota for the Information Centers; CD package will be sold this year, rather than rented to visitors.

Video Archive: Collected the last of the BetaSP tapes from the Tourism and GOED files and transferred to the State Archives. Sent a BetaSP machine and monitor along with the tapes.

Social Media: The YouTube videos had 21,980 views in February. Added the new 2013 TV spot to the YouTube channel.

Special Projects: Shot an interview with Bureau of Finance Commissioner Jason Dilges and sent it to a production company to be edited. Gathered video from various sources and put together a DVD for the Department of Agriculture to use during a development conference in California and other trade shows.

Video shoots hit list: Set up a few remaining winter shoots including, tubing at Ski Mystic. Check on shooting Schmeckfest in Freeman. Draft outline of projects/shoots for early summer.

Video Projects: Edit aerial video projects for the social media platforms. Edit the rock climbing video from last summer and add it to the social media platforms. Look into adding a Vimeo channel for Tourism-produced videos.

GOED shoots: Work with GOED staff to shoot interviews for the GOED conference.

Travel Market Advertising/Marketing

Finalized and shipped the following ads: *2013 Peak* – South Dakota Tourism (*SDT*) – Giant Step magazine ads for May issues and which drop May 1: *Better Homes & Gardens* and *Woman's Day* (East River theme), *Country Living* and *Good Housekeeping* (National Parks theme); May/June issue that drops May 1: *Midwest Living* (East River theme); and June issue of *Family Circle* (East River theme) that drops June 1.

Other campaigns/projects: Travelsmart. Travel eCRM – February, March, and April content. Peak Free Standing Insert (FSI) – first mock-up. Shoulder hunting campaign planning – budget, messaging, co-ops, direct mail, and TV. Banner ads. *Midwest Living* – full-page rodeo ad. BHB&L co-op remarketing banners. Custer State Park co-op remarketing banners. 'Your American Journey' Social Media Sweepstakes pitch. FishinSD.com site – working on tweaks to the site. For Peak campaigns, reviewed and approved banner ads for Custer State Park and BHB&L and approved donut scripts for Spearfish and Deadwood. Reviewed and approved images and copy for TravelGuidesFree.com for Custer BID and Spearfish. Reviewed banner ads for Rapid City and Deadwood.

Continued working on details for the Presidential Mascots' Bus Tour scheduled for June. It will start in Sioux Falls with other main stops in Omaha, Kansas City, Milwaukee, Minneapolis, Chicago, and Fargo.

Held marketing meetings on Macy's American Icon campaign, the new three-year Parade commitment, "value-added" offers for promotions, Nature Adventures with Todd and Terri, and Great Getaways. Reviewed AMS proposal from MMGY and current database solution offered by Bureau of Information and Telecommunications. Reviewed a new platform to share access of Tourism's photo and video assets. Team approved 60 sec and 30 sec TV spots, Family Banner ad, Final Giant Step ads, Prize Bank Letter to the Industry, Profile Image for both Facebook and Twitter, March emails, Banner ad Map, Best of the Midwest ad, and co-op ads. Worked on changes for Pre-roll, FSI, Flash sites of History and Outdoors, Giant Step website ads, webpage images, Dream Plan Go proposal, fishing email copy, fishing banner, and paid

search results. Sent letters to regions, CVBs, and Chambers of Chamber requesting vacation packages, which are/can be used in Tourism's overall marketing campaigns.

Coordinated copy for 63 partners in the Great Getaways newspaper co-op, which is being designed in-house. Each partner will have 40 words of copy and a photo. Will forward each listing for final approval from each partner.

Held conference call with Minnesota Vikings football to review 2012 sponsorship.

Participated in conference call with Mark Playko from Legends, the new company in charge of securing sponsorships for the Sturgis Rally

Contacted Days of '76 Rodeo committee and South Dakota Birding Festival committee to discuss next steps and program requirements for Matching Dollar Challenge grants.

Staff member from Research is transitioning to the Marketing Team.

Web Development and Digital Marketing

Consumer website - TravelSD.com: 46 vacation packages are listed.

Email Marketing – Assisted with final testing of TravelSD.com transition. Held Customer Management System (CMS) training for the MMGY web team and Tourism staff. Met with the Your Tour representative to discuss using their product on our revised website. Reviewed email report by MMGY and provided recommendations on issue with API overage.

E-newsletters – Travelsmart, VRM, and Travel Professionals: Began reviewing 1,020+ responses to Travelsmart sent by MMGY on February 22; will forward responses to appropriate staff. Reviewed 16 responses to the Events VRM email sent by MMGY on February 8; none needed to be forwarded. Reviewed 31 responses to Vacation Guide and other VRM automated emails; forwarded 16 to appropriate staff. Reviewed 250+ responses to Tourism's eFYI e-newsletter sent to 1,282 list members via Listrak.com and to Tourism's list of 2,259 email addresses on February.

For the Travel Professionals E-Newsletter, added 326 subscribers from the NTA list to Listrak.com and added 68 from the Bank Travel Conference list. Reviewed approximately 150 responses to this edition; forwarded five responses to appropriate staff, and processed seven updates and 134 unsubscribes.

Industry Site - SDVisit.com: Completed listing of the Great Service Star designees. Completed updates to the Spring Hospitality Training Co-op and application form.

Continued to monitor the online Tourism Conference evaluations and provide reports to the conference committee.

Began working on updates to the FishInSD.com homepage; will add new graphics.

Completed updates to the Interstate Information Center Publication Program and Poster Program and tested the online payment component for the Poster Program. Sent email about the Poster Program to visitor industry, which comprised 1,284 list members via Listrak.com and to 2,191 on Tourism's email database on February 26. Reviewed approximately 150 automatic responses to this email; forwarded one.

Sent letters and shoulder season applications to co-op campaign partners: Rapid City CVB, Deadwood Chamber, Visit Spearfish, Custer State Park, Custer BID, Black Hills, Badlands & Lakes Tourism, Hot Springs BID, Watertown CVB, Aberdeen CVB, and Huron Chamber. For TravelSD.com co-op, gave MMGY tutorial on content management system and daily maintenance area updates. Updated partner/Black Hills Central Reservations content daily.

Travel Shows

Upcoming travel shows in March are the Milwaukee Journal Sentinel Sport Show & Minneapolis NW Sport Show that Dar Deshandt with Prairie Productions coordinated with tourism-related industry partners. Tourism is assisting with materials shipments to the Eau Claire Sport Show, which Karen Kern is attending for Great Lakes. She and possibly Rosie Smith from Glacial Lakes & Prairies will help man Tourism's booth. Tourism does not plan to send staff.

Fulfillment

Bulk shipments from Tourism included 80 bulk requests: 13,505 of the 2013-2014 Vacation Guides, 6,085 highway maps, and 200 Lewis & Clark brochures. Black Hills Works fulfilled 10,790 domestic requests. From the office, we fulfilled 226 international requests and shipped via MSI Worldwide Mail Service, 329 Canadian requests via MSI, and 83 special packet requests. Reviewed 2,612 emails from the Online Request Form.

The snowmobile report is updated one to two times a week.

Research

Will work with DataTrim on program to delete duplicates via request forms; program was on hold while Tourism transitioned website from L&S to MMGY Global. This is an on-going project.

Leads with demographic errors, such as missing last names or invalid email addresses, are kicked out and sent to a queue to be reviewed; this is an on-going project and has been transferred to MMGY Global.

Compiled travel indicators report for December and another one for the year; travel indicators include state and national park visitation, hotel data, fulfillment, tax data, revenue, web traffic, and Central Reservations' bookings. Sent Travel Insights Q4 2012 report to industry via email on February 7. Report included statistics on such things as the web, hotel numbers, revenue, information requests, and social media interactions.

Responded to various information requests regarding community, regional and state hotel numbers; economic impacts; Global Insights regional and community information; Black Hills tourist numbers; Mount Rushmore visitation numbers; and information request for graduation essay.

Reviewed proposed Interactive Dashboard layout and measurement indicators. Suggested options for data feeds and plan for monthly updates.

Finalized our Smith Travel Research agreement with additional segments for Mitchell and Pierre.

Staff member from the Research Team is moving to the Marketing Team and transitioning her responsibilities and programs to another Research Team member.

Publications

Began annual updates to our archeology/paleontology publication. Received a request from Augustana College in Sioux Falls to include their archaeology and paleontology program.

Governor's Tourism Advisory Board

The next meeting will be held March 19 in Gary at Buffalo Ridge Resort and March 20 in Watertown at the Ramkota Event Center.

Governor's Buffalo Roundup

Committee met to review options for the shortened event timeframe.

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Designed and placed a full-color ad for the back cover of Black Hills Film Festival program book.

For GOED: Designed two mock-ups of the Golf Classic 2013 Invitation for the Governor's review. Sent print specs to printers for quotes on both designs, and ordered paper samples to set up the mock-ups. Will route to staff in early March. Will meet with Governor Daugaard for feedback and route final mock-ups. Invitations, RSVPs, and Ambassador cards are scheduled to go to the printer in late March. Invitations will be mailed mid to late April.

A. McCloud:

For Tourism: Designed label for Trade Sales & Marketing Team's 2013 Travel Videos for their Press Kit.

Reviewed and approved Vacation Guide proof pages and sent to printer. Received guides.

Designed fishing ads for the Bass and Walleye Federation websites. Designed mock-up for website header on FishinSD.com.

Worked on editing photos for a presentation for Secretary Hagen for BrandUSA.

For GOED: Sent GOED Annual Report to printer for 3,000 books; Reports will be mailed. Updated Fast Facts, which included maps.

Delivered order of business cards for three staff.

Designed GOED Conference flyer and RSVP card and placed order for 2,500 pieces. Expect order in early March. Will design signage and program book once copy is received.

Designed Save-the-Date card for the Pheasant Hunt. Working on ideas for the two Hunt mock-up designs and ordering possible design elements.

T. Meise:

For Tourism: Designed a Travel CD poster for this program at the Interstate Information Centers. Redesigning the cover and ordering copies of the letter from the Governor for each of the new sets of CDs.

Received and distributed business cards for staff. Redesigning staff business card to include a Chinese translation.

Ordered 5,300 copies of the Group Tour Co-op ad, which will be mailed to tour operators on Trade Sales' database in March.

Continued updating Tourism's Annual Report – will route second mock-up in early March.

Started photo layout of the peak Great Getaways co-op newspaper insert.

Started designing a new look for the State Welcome Signage on the Interstates; will route first mock-ups in mid-March.

For GOED: Designed the Save-the-Date card for the Governor's Buffalo Roundup; working on two design styles to present to the Governor.

Designing posters for the Bio Show in April.

M. Ganschow:

For Tourism: Reviewed/proofed – Black Hills Film Festival program ad, Press Kit CD update, Great Service application for funds, Tourism Annual Report, Information Center Travel CD sign, and South Dakota Vacation Guide.

Projects/Events Meetings: Photo and copy for updates for Information Center panels; mock-ups of a redesign for S.D. Welcome Signs; and Made in S.D. exhibitors at Tourism Conference – what is the future of program/exhibits at conference and attracting more quality vendors.

For GOED: Reviewed/proofed GOED Dinner at Mansion Invitation; Governor's Events Save-the-Date e-cards for the Golf Classic, Buffalo Roundup, and Governor's Hunt; partner signage for the GOED BIO Show; GOED Conference registration flyer, program booklet, and Awards; and GOED Annual Report.

Projects/Events/Meetings: Discussed booth materials/signage needs for GOED BIO Show; GOED workforce/quality of life ad; invitation and creative materials for Governor's Golf Classic; and event agenda, tours, dinners, and logistics materials for Governor's Buffalo Roundup.

Routed various project or ad requests to appropriate designer: Tourism/GOED projects and Governor's special events – planning, timelines, creative needs, and assignments.

Thad Friedeman, Creative Strategies Manager

For Tourism: Coordinated prepped photo images for printing and lamination at Department of Transportation for Information Centers.

Plugged appropriate images into template per Trade Sales request for presentation in the Black Hills for Bank Tours group.

Pulled several images to review for Best of the Midwest full-page ad that L&S designed.

Pulled photos of Spearfish Canyon, Harney Peak, and ridges around Deadwood.

For GOED: Coordinated final details with All-Around Graphic for three custom designed caps for possible use at 2013 Governor's Invitational Pheasant Hunt.

For GOED Conference, April 16-17, Sioux Falls, approved pricing with A/V vendor and coordinated Agreement update. Updated the small and large community awards along with the Excellence in Economic Development Award for presentation at the banquet. There is also a new entrepreneur award.

Logo/Photo/Map requests:

Sent images to Amy Mancuso in the Governor's Office for possible new artwork.

Interns

Various Tourism Teams have conducted interviews and have more scheduled in March. Tourism expects to hire three for the summer.