

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: August 9, 2013  
RE: July 2013 Monthly Status Report

### By the Numbers

#### June

- Info Requests: down 0.8%
- Unique Web Visitors: down 3.0%
- Tourism Tax (1%): \$434,810, up 5.8%
- Tourism Tax (.5%): \$136,214, up 5.8%
- Gaming Tax: \$291,071, down 2.1%
- Hotel Occupancy: down 3.2%
- Hotel Overnights (Demand): down 2.0%
- Hotel Rates (ADR): up 3.9%

### Media & Industry Relations

#### July – Earned Media:

Impressions	82,255,721
Ad Value	\$1,288,896
Number of Clips	34

Information requests/interviews/meetings: David Rookhuizen, Capital Journal, interview about how historical sites can draw visitors; Sarika Shawla, CBS News, on lesser-known national parks – provided information and photos for Wind Cave National Park; Travel Channel regarding water parks; *Country Living* magazine regarding Thanksgiving-related items in South Dakota; Jennifer Geraets, Sioux Falls Business Journal, interview about growth of wineries in South Dakota; and Jeanne Apelseh, ARC International in Rapid City, for a list of South Dakota media contacts.

Hostings: Jason Lamb, WDAF FOX-TV, Kansas City; Cindy Richards, Editor of TravelingMom.com; Kendra Williams, Senior Travel Editor at *Midwest Living* magazine; Kaeli Conforti, Digital Editor at Budget Travel; Marge Peterson, AAA; and freelancer Kristen Gough and her family.

Press Releases – To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): South Dakota Department of Tourism Capitalizes on Growing Chinese Market and Department of Tourism Wraps Guerilla Marketing Campaign. Posted three visitor industry releases to MediaSD.com. Reviewed six releases for History and one for Arts.

Distributed June issue of the e-FYI industry newsletter to 1,298 list members via Listrak and to 2,068 email addresses on Tourism's database on July 23. Topics included Secretary's Message, Thank You South Dakota Visitor Industry!, 2014 Governor's Conference on Tourism, 2014 Travel Shows, Great Service Star Submissions Due in September, Rooster Rush 2013, Vote for Mount Rushmore and the Badlands, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, and U.S. Travel Association Updates.

Met with Minuteman Missile National Historic Site Superintendent Duane Bubac and staff regarding a road improvement plan. Met with Diana Hiles of the South Dakota Snowmobiling Association to discuss ways Tourism can assist when they host the

International Snowmobiling Congress in 2016. Met via conference call with KXLG radio in Watertown regarding a special promotional idea.

Finalized Tourism Conference sponsorship flyer and Save-the-Date postcard – both to be mailed in early August; writing copy for the registration flyer. Submitted contracts for five speakers; have one to finalize. Reviewed pricing information and scope of a specific website for the conference. Discussed a video for the conference.

Prepared a report for the Glacial Lakes & Prairies Tourism board meeting and forwarded to their executive director Rosie Smith.

South Dakota Tourism's consumer Facebook page has 57,969 fans, up 863 from last month. The number might be slightly higher as we were still coming off the Bus Tour and the sweeps; however, in July we did not have any money in ads or posts so seeing this number steadily increase is a good sign. South Dakota Visitor Industry Facebook page has 509 fans. Blog posts included Public Art Featured in Main Street Square, SD State Parks, and Bramble Park Zoo.

Travel South Dakota Twitter (@southdakota) account has 4,531 tweets; 247 are new from last month. We have 10,613 followers, up 246 from last month.

Sec. Jim Hagen's Twitter account has 624 followers.

#### International and Domestic Trade Sales

Began interview process to fill Trade Sales Representative position.

Fulfilled requests for 1,415 Vacation Guides to AAA offices in 12 states: Illinois, Indiana, Iowa, Minnesota, Nebraska, New Jersey, Ohio, Pennsylvania, Washington, West Virginia, Wisconsin, and Wyoming.

Fulfilled requests for information from Janet Kock, Unforgettable Travel, Ohio; Roger Benischek, California; S&S Travel, Indiana; Marlene Dowling, Massachusetts; Barb Popp, Wisconsin; Parrott's Tours, Michigan; Dixie Ryan, Missouri; and Mayflower Tours, Illinois.

Distributed the 2013 issue 5 edition of the Travel Professionals E-newsletter via Listrak on July 22 to 6,528 list members. Topics included Explore South Dakota's Winter Wonderland, Travel Professionals Tip, Featured Itinerary: South Dakota Holiday Season, Featured Attractions, Featured Events, and What's New?.

Reviewed content of Escort Notes and may expand to a piece for journalists in addition to its primary use by tour operators. Met with staff to update Technical Tours offerings for tour operators and their groups. Contacted MMGY regarding Group Planner e-guide quotes and memory stick quote for press kits. Met with staff to discuss process for Group Tour Planning Guide registrations, payments, and editing assets and descriptions.

Held conference call with Mat Peters from Black Hills, Badlands & Lakes regarding their new group tour guide.

Attended TAP Dance (Travel Alliance Partners) annual convention in Norfolk, Virginia, in June; met with 31 tour operators and attended networking events. Completed follow-up.

Will place the Group Tour Co-op 4-page ad in six group tour magazines: *Bank Travel*, *Courier*, *Destinations*, *Groups Today*, *Leisure Group Travel*, and *Western Group Tour* for fall/winter placement. Ad has room for 18 partners.

Added Lakota Ways, Wall, to supplier database and sent FY13 lead reports to manager Kiri Close. Spoke with Abby McCabe, Hampton Inn in Sioux Falls, about how they can become more visible in the group tour market.

Submitted registration for National Tour Association Travel Exchange, February 16-20, in Los Angeles. Provided email list for a group of South Dakota suppliers regarding an opportunity to attend the 2014 Go West Summit, February 2-27, in Seattle/Tacoma.

Created PowerPoint presentation for the Japanese sales mission in Los Angeles in early August. Discussed Osamu Hoshino's FY14 contract proposal for the Japanese market.

Created three-day itinerary for Mr. Yu Jen Chiong, journalist from MOOK guidebook in Taiwan. Working on Paul Romer fam from National Geographic Netherlands for September 23-28. Created six-day itinerary for journalists Paul and Kathy Wade, United Kingdom, traveling around the Black Hills. Drafted nine-day itinerary for journalist Ole Helmhausen, Germany, who is updating the popular travel guide, the Baedeker.

Was contacted by Alex Robertson, freelance journalist from the United Kingdom; forwarded his request to Rocky Mountain International (RMI) Cheyenne and RMI United Kingdom for fam form.

Discussed a potential fam trip with Linda Bentley, journalist from Australia, for August as part of her 50 states in 50 weeks tour; referred her to Caroline Davidson, RMI Australia.

Assisted Maverick TV, United Kingdom, regarding a new travel entertainment series for British broadcaster 1TV2 to take place on a working ranch; make contacts with ranchers to gauge their interest in participating. The TV producers would have a presenter live on a ranch in South Dakota to experience cowboy life on a working ranch.

Working with RMI overseas offices to vet journalists for the Governor's Buffalo Roundup and pre-fam, September 22-28; will send e-invites. Working with Olivier Goujon, freelance photographer, who is interested in attending. He has requested several arrangements in order to be able to write a good article before committing to this project. He lives Italy, but writes for French magazines, one of which is VSD.

### Outdoors

Attended a meeting with the Governor's staff about the status of pheasant hunting. Began planning shoulder campaigns/promotions, which includes the potential for an outdoors Facebook page. The fan base for the outdoors hunting information continues to widen.

Hostings include a Browning/Winchester media hunt in September; fall turkey hunt in October with writers from National Wild Turkey Federation; turkey hunt in October with Dave Vedder and Ron Kerr from Western Shooting Journal (circ. 200,000). They plan to hunt in the Pierre and Aberdeen areas; will post on a local sportsman bulletin board that has more than 8,000 subscribers. Plan to host a writer from Tuscaloosa News in November.

Writers from the following magazines have been invited to the Governor's Invitational Pheasant Hunt in October: *Covey Rise*, *Wisconsin Outdoor News Daily*, and *Minnesota Sporting Journal*. Will invite one more writer.

South Dakota Outdoors Twitter account has a total of 1,549 tweets with 2,931 followers; 139 are new this month. Made daily twitter posts and bi-weekly blog posts on SDOutdoors blog.

#### Film Office

Updated and approved two listings on FilmSD.com; continued to update crew and service databases. Responded to inquiries and requests for information from FilmSD.

Contacted festivals regarding their sponsorship amount from the Film Office/Department of Tourism.

May attend a film festival/office conference in Dallas in September.

Working with staff on creating two videos for use at the Tourism Conference: Thank you South Dakota and Bus Tour Recap.

South Dakota Film Office Twitter account has 300 tweets and 922 followers, up 17 from last month.

Made presentation to Pierre Kiwanis regarding the Mascots Bus Tour and led a session about the social media landscape for communicators at the state's information officers for government agencies meeting.

#### Hospitality

Visited with a manager from the Bullock Properties in Deadwood about the hospitality program and the Great Service Star; sent links to pages on SDVisit. Issued 203 certificates, 69 gold seals, and 35 lapel pins for the Governor's Hospitality Program.

Worked with Creative Team to update the Great Service Star application form and the forms on SDVisit. Will mail hard copy applications in August.

Visited with Trevor Bryan, Fort Hays Old West Town, about accessing the Online Customer Service training; sent information on the Governor's Hospitality Certificate program and the Great Service Star program.

#### Information Centers

Hired two new travel counselors for Vivian. Sent two Chamberlain staff members to a Lewis & Clark workshop in Bismarck.

Reordered Travel CD packaging; South Dakota stories are very popular with visitors and the series is selling well.

Met with Department of Transportation (DOT) cabinet secretary to discuss updates for the Information Center panels and welcome signage. Continued to work with DOT to get proper Information Center signage displayed on Interstates.

Have been receiving the annual Summer Intercept questionnaires from visitors; 6,741 were distributed at Information Centers in July.

From June 1-30, car counts were up 3.0%. Visitation increases in key markets include Illinois, 8.9%; Wisconsin, 5.7%; Missouri, 3.8%; Wyoming, 2.3%; Minnesota, 2.0%; Iowa, 0.6%; Canada, 8.0%; Foreign, 15.4%; and tour buses, 27.7%. Those that show a decrease: Colorado, 5.3%; Michigan, 1.2%; and North Dakota, 0.3%.

### Photo/Video

Tourism photography: Buffalo, burros, Sylvan Lake kayakers and swimmers, rock climbing, Needles Highway, Blue Bell Lodge chuck wagon supper in Custer State Park; 1880 Train at Hill City and Keystone; Wall Drug; Corn Palace Stampede rodeo and Corn Palace; Missouri River aeriels; Reptile Gardens, International Mud Day, Museum of the American Bison, Storybook Island at Rapid City; Crazy Horse Memorial; Geological Institute in Hill City; Termesphere Gallery in Spearfish; Mickelson Trail, High Country Guest Ranch including Circle B Chuckwagon and Brule at/near Hill City; Deadwood re-enactors and Deadwood Main Street; Fort Pierre rodeo; Huset's Speedway in Brandon; downtown Keystone; and Sturgis Camaro Rally.

Governor's Office photography: Apartment complex for SDWINS program.

Fulfilled requests for photos to *South Dakota* Magazine, Yankton; Rapid City CVB, ARC International, Rapid City; City of Pierre, Renemans Dentistry, Department of Game, Fish & Parks, Pierre; BankWest, Mitchell; Royal River Casino, Flandreau; Lawrence & Schiller, Regency Management, Outdoor Campus, WR Hospitality, Social Services, Sioux Falls; Termesphere Gallery, Spearfish; Rocky Mountain International, Wyoming; *Group Travel Leader*, Kentucky; MMGY, Kansas; *Spirit of the West* magazine, Arizona; and Fargo Forum, North Dakota.

Tourism's hit list: Sturgis Motorcycle Rally; Badlands Astrofest; southeastern wineries; Central States Fair.

Met with staff to finalize ideas and plans for a shoot for the 2014 TV spots. Observed and assisted with set-up and production for the shoots.

Assisted CNBC producers with scouting locations for their live shoots in preparation for the countdown when they named South Dakota as the #1 state to do business. Sent stock footage of South Dakota to use in their productions.

Video completed: Shot video of the Badlands scenic loop; Hot Springs area; buffalo in Custer State Park and Wind Cave National Park; and Corn Palace Rodeo.

Video Dubs and Loans: Sent Black Hills footage to Doug Lee Pictures in Sioux Falls. Sent stock footage to Robert Sharp and Associates in Rapid City.

Shot photos during the TV shoot and shared them on the Tourism Facebook page. The YouTube videos had 25,800 views over the last 30 days.

Archived footage shot for the first half of the year.

Video hit list: Aberdeen area shoot planned for Storybook Land and the Brown County Fair; southeast tour plans include five wineries, Good Earth State Park, and eastern farm scenics; one or two days at the Sturgis Rally and motorcycles in the Black Hills; camping in the Black Hills; Dinosaur Park and Rapid City skylines; fishing and Missouri River activities near Pierre; and Fort Randall Pow Wow in Lake Andes.

### Travel Market Advertising/Marketing

Approved the following: July Inquiry email; July Travelsmart; Fishing email; September events email; RMI Real America Guide/SD section; Shoulder Great Getaways; TravelSD update; Tourism Shoulder Newspaper ads for Kansas City, Des Moines, Omaha, and Minneapolis; Last Minute Family Vacations (rotating Rushmore, Corn Palace, and camping images); Fall Vacations (rotating Rushmore and Badlands images); Experience Fall Events (CSP Roundup); Shoulder Digital; Round up the Buffalo Game/Plan my Fall Trip; Hunting banner (falling feathers); Fall & Fall banner; Rich Media – Point Roll videos; Hunting pre-roll; and ½ page Badlands ad for Days of '76 program book.

Reviewed and/or approved the following for campaign so-ops: Custer State Park – shoulder print and TV creative and shoulder PPC proposal; Huron – shoulder media schedule, TV spot, and print creative and shoulder PPC proposal; and Spearfish – shoulder season shoulder PPC proposal. Met with Rapid City and their ad agency, BCF, to review proposed shoulder season marketing plan. Met with Sioux Falls about winter campaign strategy. Joined Sec. Hagen and L&S presented marketing plan to Karen Witt, Bid Board members, and new city councilmembers in Watertown; shoulder media schedule, TV spot, and print ads and shoulder PPC proposal were approved. Met with Deadwood and L&S via conference calls to strategize on shoulder media schedule.

Met with eight partners in the Giant Step and Great Getaways co-op programs. All said the co-op programs are great for them and an easy, inexpensive way to get their message out to a large audience. Giant Step co-op ads will be in the September issues of selected magazines. Finalized Shoulder Great Getaways newspaper co-op; insert drops in newspapers the week of August 4. Mailed copies to partners. Reviewing layout options for 2014 peak Giant Step. (Many states are now advertising in the same magazines with very similar layout designs as South Dakota.)

Encouraged partners to create vacation packages with area attractions and explained how we used packages in our marketing. Asked partners to add events they are hosting and/or sponsoring to TravelSD; working to get more winter events listed.

Met with staff to discuss merchandise for the Rooster Rush community promotions program. Updated information for SDVisit.com. Mailed updated letter and forms the end of July. Each community organization may request up to \$500 per project.

Began working to revamp the Matching Dollar Challenge program process to begin accepting applications by November 1. Information and forms will be posted on SDVisit. Attended the Southeast South Dakota Tourism Association board meeting in Yankton; toured the town of Burke, Sully Flats Hunting Lodge, and Wild Wings Hunting Lodge near Gregory. Attended Great American Cattle Trails Association meeting at High Plains Cultural Heritage Center in Spearfish.

### Web Development and Digital Marketing

Consumer website – TravelSD.com: 70 vacation packages were listed. Completed updates to HuntinSD.com; will update again when the 2013 Hunting & Trapping Handbook from Game, Fish & Parks is available in September.

Finished updates to the Watertown hunting landing page, [www.huntinsd.com/watertown](http://www.huntinsd.com/watertown). Added the 2013 Roundup date and updated the /custerstatepark page. Updated the cover image with Governor Daugaard and the PDF of the Motorcycling Guide on both

the downloadable publications page and the Sturgis Rally page. Updated the photo of Crazy Horse Memorial on the /Attractions/Crazy-Horse page with a photo they provided.

Provided direction to MMGY after reviewing several versions of the proposed creative for TravelSD.com's site templates. Selected family for the Along for the Ride Video series that will be featured on the redesigned TravelSD and notified MMGY. Discussed possible methods for collecting the rankings, plan for displaying them, and how to manage future "Best of Lists" that will be a new feature on TravelSD.

Began reviewing approximately 1,665 responses to Travelsmart sent by MMGY July 12 and 16. Reviewed 16 responses to the Events email sent by MMGY July 24. Began reviewing 105 responses to the fishing email #5 sent by MMGY July 26. Reviewed 35 responses to Vacation Guide and other Visitor Relations Management (VRM) automated emails; forwarded six to appropriate staff. Reviewed 280 responses to the Travel Professionals E-newsletter sent July 22; still processing responses. Reviewed 40 automatic responses to the June e-FYI newsletter.

Trade Sales Site – TourSDakota.com (TravelSD.com/TravelProfessionals): Completed updating the group tour itineraries, based on the 2013-2014 Group Tour Planning Guide, and added the Native American Scenic Byway itinerary.

Industry Site - SDVisit.com: Completed updates to the Great Service Star page and the downloadable application form. Created a new page for listing visitor industry partners who host each year. Working on updates for 2014 Rooster Rush Campaign.

#### Publications

Began working on an update of the Motorcycling Guide.

#### Fulfillment

Fulfilled 67 bulk shipments/requests: 2,210 of the 2013-2014 Vacation Guides, 28,575 highway maps, and 1,175 Motorcycle Guides. Black Hills Works fulfilled 13,469 domestic requests and 475 Canadian requests. From the office, we fulfilled 199 international requests via MSI Worldwide Mail Service and 73 special packet requests. Reviewed 4,968 emails from the Online Request Form.

#### Research

Sent travel indicator data to MMGY for Dashboards – state and national park visitation, hotel data, fulfillment, tax data, revenue, web traffic, Central Reservations' bookings, revenue, information requests, and social media interactions; posted on SDVisit monthly. Worked on strategy for Tourism's Brand Assessment for August through October: visitor industry member input (stakeholder interviews) and out of state focus groups in Minneapolis and Des Moines in late September and Chicago and Kansas City in early October.

#### Tribal Tourism

Registered for the American Indian Alaska Native Tourism Association (AIANTA) conference in Tulsa in late September.

Followed up with Elias Mendoza, Sisseton-Wahpeton Oyate, on a request to research an abandoned DOT rest stop in Roberts County.

Assisted with a letter of support for Ivan Sorbel and the Pine Ridge Chamber of Commerce to accompany a grant request.

Visited with Kiri Close of Lakota Ways, a new business/attraction in Wall, about their programs and housing of the Museum of Wounded Knee exhibits, due to a fire.

Worked with Sherwin Zephier, Yankton Sioux Tribe, to schedule their tribal visit in late August.

Responded to an inquiry from Lydia Four Horns Powless, with the Rosebud Economic Development Corporation, concerning Tourism's tribal visit. Reviewed purpose of visiting each tribe and reservation; offered to work with her on a visit this fall.

#### Travel Shows

Tourism will organize and attend the following consumer shows in 2014: January 11-12, Chicago Travel & Adventure Show; January 17-19, Des Moines Boat, Sports & Travel Show; January 23-26, Kansas City Boat & Sport Show; February 6-9, Minneapolis RV, Vacation & Camping Show; and March 14-16, Wisconsin (Eau Claire) Sport Show.

#### Board on Geographic Names

The next hearing which will be held August 27 in Flandreau.

#### Governor's Buffalo Roundup

Have received seven RSVPs from domestic journalists regarding the Buffalo Roundup. Received the menu options from Xanterra for the Thursday evening meal at Mount Rushmore National Memorial and from Custer State Park Resorts Company for Wednesday evening and Thursday breakfast. Worked with Crazy Horse Memorial on transportation logistics to get everyone to the top of the mountain. Worked with staff on Buffalo Roundup video feeds.

#### Governor's Invitational Pheasant Hunt

Have confirmed three outdoors writers to attend the Hunt. Working on several other items, including print materials and décor. Sent special requests to Winchester, Federal, and two in-state businesses.

#### Creative Consultations/Projects

A. Hofmeister:

For Tourism: Will design the group tour co-op ad for Trade Sales team; need to adjust timeline as partner materials have been delayed. Ads will be placed between August and October, depending upon specifications of each magazine: *Groups Today*, *Bank Travel Management*, *Destinations*, *Leisure Group Travel*, *Group Tour Magazine*, and *Courier*. An additional 5,000 copies of the ad will be mailed in December to Tourism's group tour database.

Designed a postcard template and an email graphic for the Rooster Rush (RR) campaign for communities to use to promote pheasant hunting in their areas. Sent to web team to update pages on SDVisit for downloading. Sent a new poster file to printer; ordered 1,000 posters and will make available for participating RR communities.

For Governor's Office/GOED: Have begun working on the graphs for the South Dakota WINS Annual Report and the main design of the book. It will be a 20-30 page book with



a quantity of 350. Final received final copy on or around August 1; goal is to have the report done by the end of August and send to the printer.

For GOED: Designed a Save-the-Date postcard for the Board of Economic Development Annual Meeting.

Made some informational and visual updates to GOED's Finance Piece, which is full color, and four pages plus insert. Printed 1,000 copies; have received delivery.

For First Lady: Will be designing a children's hardcover book with an alphabet theme, based on South Dakota images. The current plan is to print 200 books. Will work with photographer, based on a list of topic ideas from First Lady Linda Daugaard.

A. McCloud:

For Tourism: Made updates to the Great Service Star program forms and sent to staff for SDVisit updates and mailings. Reordered Great Service Star Certificates.

Participated in a meeting with Department of Transportation (DOT) to discuss capabilities of their new plotter and how DOT could help with the Information Center panels. DOT representative asked for three panel mockups to try on the new plotter so we can make sure that the quality would be good enough for the up-close panels. Made the files and uploaded several formats for DOT to review.

For Governor's Pheasant Hunt: Will forward remaining items to vendor for embroidery. Finished the two mock-ups for the Hunt invitation and had meeting with the Governor; made tweaks and routed to staff and the Governor's Office and sent to printer after approval. Designed silhouettes for décor. Working on license plate designs.

For Arts Council: Assisted in jury process for the First Lady's Prairie Art Showcase.

For Tribal Affairs: Designed posters, ordered, and forwarded to their office.

T. Meise:

For Tourism: Shipped Shoulder Great Getaways files to printer who will send to newspapers for insertions in August.

Redesigned the South Dakota Stories Travel CDs to fit the size of the new packaging.

Designed/presented artwork for the State Welcome Signage. Sent files to Pheasantland Industries for test printing.

Designed the Save-the-Date postcards for the Governor's Conference on Tourism; received order from the printer. Routing the Sponsorship mailer and acquiring printer quotes for the project. Designed event banner for the web.

For Governor's Office: Received invitations for the Governor's Buffalo Roundup and will assemble in early August. License plates are coming from Pheasantland Industries.

M. Ganschow:

For Tourism: Assisted staff with hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items.

Compiled tour operator follow-up mailing. Reviewing Escort Notes copy for updates.

For Tourism Conference, updated the Made is South Dakota mailing and checking into a different layout/format (self-mailer), which will be mailed in mid-August.

For GOED, Governor's Office, and/or Tourism:

Project Review/Proofing: GOED Finance Piece update/reprint and Save-the-Date card; Roundup invitation, RSVP, ambassador card, and accommodations card; Tourism Conference Save-the-Date card and sponsorship mailer; Rooster Rush poster and postcard for communities; and Governor's Hunt invitation, RSVP, and ambassador card.

Project Meetings: Attended two Roundup committee meetings, drafted minutes and forwarded to committee. SD WINS Report for Governor's Office – met to review content and timeline. Children's Book for the First Lady – content and timeline in place.

In Progress/Upcoming Projects: Tourism and co-op ad marketing campaigns; special events – planning, timelines, creative needs, assignments to designers (in progress: Information Center panel design/copy updates, SD Welcome Signs design update, group tour co-op ad, Roundup, Hunt, Tourism Conference); and assist Trade Sales team.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Attended TV shoot to monitor the first 1 ½ days of shooting for peak 2014 ads; group included Great Plains Motion Picture Co., L&S, Tourism photographers, and selected model family. Locations included Custer State Park, Mount Rushmore National Memorial, Hill City, Keystone, Wall Drug, Badlands National Park, and Corn Palace rodeo. Footage headed to L&S the end of July with editing and sample file to be ready by late August.

For Governor's Invitational Pheasant Hunt: Followed up with vendor on embroidery. Spoke with owner of Outsound Productions regarding staging and lighting needs for the Hunt weekend and an estimate of costs. Collaborating on décor.

#### Logo/Photo/Map requests

Provided South Dakota script and full logo files to Jaimie Jones, who is working on projects for the South Dakota Walleye Classic.

Provided several camping images, mostly tent camping, to Black Hills Central Reservations. Sent hunting dog images Glacial Lakes and Prairies Association.