

TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: April 7, 2014
RE: March 2014 Monthly Status Report

By the Numbers

February Numbers

- Unique Web Visitors: down 2.7%
- Tourism Tax (1%): \$316,723.91, up 22%
- Tourism Tax (.5%): \$99,220.83, up 22%
- Gaming Tax: \$233,962, down 4.2%
- Hotel Occupancy: up 3.8%
- Hotel Overnights (Demand): up 6.2%
- Hotel Rates (ADR): up 2.9%

Media & Industry Relations

February Domestic Earned Media Numbers

Impressions: 4,491,751
Ad Value: \$155,408
Number of clips: 21

FY14 to date through February Domestic (does not include Macy's numbers)

Impressions: 154,646,193
Ad Value: \$3,953,972
Number of clips: 192

Information requests/interviews/meetings: Sent information to freelance writer Lisa Davis regarding South Dakota celebrities and ideas for hobby travel for the My Town and Hobby Travel sections of Go Escape, a USA Today publication. Sent suggestions to AAA *Home & Away* writer Marge Peterson for "good eats along I-90," new attractions, and the 125th anniversary of South Dakota's statehood. Provided information to Macmillan regarding photo request to be used in textbook; sent photo of Mount Rushmore being cleaned, so I referred him to the National Park Service for proper credit information. Scheduled interviews for Secretary Hagen with KCCR and WNAX radio regarding his appointment to the U.S. Travel and Tourism Advisory Board. Sent information on archery hunting and programs to learn archery to MMGY's PR team for a pitch they're working on.

Press Releases to in-state media (posted to www.MediaSD.com and the State News Web): South Dakota Tourism's Work Recognized with Three Adrian Awards in 57th Annual Adrian Awards Competition and South Dakota Tourism's Work Recognized with Nine Awards in 2014 ADDY Awards Competition. Posted one visitor industry release to MediaSD.com. Reviewed eight releases for History and three for Arts.

Distributed Tourism's March e-FYI e-newsletter to 1,315 list members via Listrak.com and to Tourism's email database of 2,025 on March 10. Topics included Secretary's Message, Congratulations to the 2014 Tourism Award Winners!, 2015-2016 Group Tour Planning Guide, 2014 Interstate Information Center Programs, Spring Hospitality Training, Best Presidential Attraction Poll, Media Coverage, South Dakota Arts Council News, South Dakota State Historical Society News, Important Reminders, Did You Know?, and U.S. Travel Association Updates.

Media outreach: Amanda Avery, Producer, "TODAY Show" (viewership: 1,900,000) – Pitched Joanne LaMarca on a President's Day segment featuring the Mount Rushmore mascots. The segment aired on February 17, 2014, during the fourth hour with Kathie Lee and Hoda. One segment involved three of the mascots (Abraham Lincoln, Thomas Jefferson and Theodore Roosevelt) the second one was with George Washington interacting with Kathie Lee and Hoda. Kathie Lee also spoke about Crazy Horse Memorial and Badlands National Park as she had visited the state when filming Regis and Kathie Lee in September 1998 at Mount Rushmore National Memorial. Other pitches included "Good Morning America," "Ellen" and "Live with Kelly and Michael," for President's Day Mount Rushmore mascot appearances and conducted extensive follow-up. Pitched "Monumental Love" video campaign and also reached out to online women's and lifestyle outlets with presidential love angle showcasing the video campaign initiative for Valentine's Day to additional broadcast shows.

Jacinda Boneau, *Babble.com* (UVM: 1,576,311) — Jacinda was hosted on the May 2013 family press trip. She posted an article entitled, "5 Lessons Traveling to South Dakota Will Teach Your Kid," which highlighted some of the great educational and quality family time takeaways she and her daughter experienced. The story ran on February 26, 2014.

Shivani Vora, Contributor, *The New York Times* (Circulation: 1,865,318) – MMGY arranged an interview with Jim Hagen and travel and hospitality contributor, Shivani Vora, and in connecting with the Sioux Falls CVB and a local food blogger. Shivani decided to run a feature piece profiling select restaurants and the culinary scene in Sioux Falls. The story is confirmed to run in an upcoming issue.

Stephanie Pearson, *Outside* (Circulation: 675,000) – MMGY worked with her to compile information for a South Dakota road trip story she is working on and considering for the July issue.

MMGY secured appointments for Jim Hagen with the following media in New York City, February 24-25: Lianna Trubowitz (Editorial Assistant) *Condé Nast Traveler*; Donna Heiderstadt (Freelancer) *Outside*, *Huffington Post Travel*, and *Budget Travel*; Rainer Jenss (Freelancer) *National Geographic Intelligent Travel*; Kaeli Conforti (Digital Editor) *BudgetTravel.com*; and Kyle McCarty (Editor - *Family Travel Forum*) *TakingtheKids.com*, *HuffingtonPost.com*, *Fox News*, and *TODAY.com*.

MMGY will continue to follow up with *Departures* Senior Travel Features Editor, Jessica Flint, to discuss travel in South Dakota. She is working on an "American Story" themed July issue and considering South Dakota.

Tourism will work with CVBs in the state to highlight the benefits of travel during the 2014 National Travel & Tourism week, May 3-11. Sent notification letters to CVBs that applied for promotional funds to help spread the message about the benefits derived from travelers to South Dakota. Marketing promotions, including campaigns focused for each participating community, media blitzes and interviews, and hospitality/customer service training, are the backbone of this campaign.

Worked with Mary Bergin on updating information about South Dakota in a traveler guide she is writing. Sent edited copy to Good Sam RV Travel Guide & Campground Directory and responded to their request for photos.

Finalized prep work for the new Information Center panels. Continued working with Department of Transportation on installation plan. First panels are scheduled to be printed in April.

For social media relations, approved the April content calendar for Facebook and Twitter; working on the #HiFromSD campaign; swapped out all social media creative with the help of our in-house graphic design team for the South Dakota Tourism Facebook Page, South Dakota Outdoors Facebook page, @SouthDakota twitter handle, @SDOutdoors twitter handle, Pinterest page, Flickr page, Instagram page, Google+ page, and YouTube channel. Updated information on Pinterest Map board with MMGY.

As of February, we have surpassed two of our goals and close to reaching the remaining three: 109% Facebook fans, 127% new Google+ followers, 80% new Twitter followers, 87% - 25% increase in web referrals, and 91% new Pinterest followers. We saw a 12.66% increase in Facebook engagement this month, and a 5.45% increase in reach after last month's impressive 33.28% increase. Social media referrals increased 17.86% this month. Our top performing Facebook post was Terry Peak Chalets. Our top two performing tweets included images of Mount Rushmore, one wished Abraham Lincoln a Happy Birthday and the other was about President's Day.

Added the new TV spots to the YouTube channel; videos had 17,900 views for the month.

South Dakota Tourism's Facebook page has 101,051 fans. Blog post was made on Winter in Deadwood. Travel South Dakota Twitter (@southdakota) account has a total of 6,502 tweets and 12,715 followers, up 229 from last month.

Sec. Jim Hagen's Twitter account has 868 followers.

International and Domestic Trade Sales

The 2013-2014 Group Tour Planning Guide (GTPG) has been added to TravelSD.com as an e-guide. Met with staff to review updates and partner content for the 2015-2016 GTPG. Sent email reminder to current partners who have not yet registered.

Sent requested information to Laura Castellani, Illinois, for a group of Italians traveling to South Dakota from Chicago. Contacted by Me Travel, Utah, for a group of 70 people in 16 RVs who are coming through South Dakota in early May, traveling from Chicago to Salt Lake City. They are bloggers who will be posting information about their travels; each has their own blog specialty – food, attractions, etc. Tourism will assist with itineraries. Contacted by Rocky Mountain International (RMI) to provide itinerary suggestions for Fieldwood Travel, Sweden, a result of the recent Discover America Event in Copenhagen, Denmark. Will assist Trudi Hurni from Tui Swiss Flex Travel for her trip to South Dakota in May. Fulfilled request from RMI for Beef Processing Plants in South Dakota, which was a result of a meeting with Mark Goldberg, Americabound Tours based in California, at ITB in Berlin.

Fulfilled requests for 1,650 Vacation Guides to AAA offices in 10 states: Iowa, Indiana, Michigan, Minnesota, Missouri, Nebraska, New Mexico, Ohio, Pennsylvania, and Wisconsin.

Worked with Betsy Cooper from thetouroperator.com website to update itineraries and links to TravelSD. On March 20, thetouroperator.com highlighted South Dakota in their e-newsletter because of our partnership with them. Our profile page, which contains suggested itineraries, royalty-free photos, and additional information about South Dakota, was viewed 65 times.

Researched attendees to the Heritage Clubs International show and sent to our partners for the show: Rapid City CVB, Sioux Falls CVB, Black Hills & Badlands Tourism Association, and Deadwood Gulch and Casino. Met with 37 bank travel leaders; emailed follow-up as needed. Will email leads to South Dakota suppliers and upload leads to the database.

Attended Go West Summit in Tacoma, Washington, and met with 46 tour operators and receptive tour operators.

Attended Active America China show, March 10-14, and coordinated with a Chinese translator regarding the 10-minute slide and video presentation about South Dakota and our partners at the show, Rapid City CVB and Crazy Horse Memorial. Tourism met with 36 tour operators. Rapid City CVB and Crazy Horse had their own appointments.

Prepared shipment of materials and travel show booth to International Pow Wow (IPW) in Chicago, April 5-9. Requested 60-second videos from partners to run on the screen. Drafted report with Japanese appointment schedule and sent to Osamu Hoshino, our Japanese representative. Booth partners included Rapid City CVB, Durst Investments, Crazy Horse Memorial, Sioux Falls CVB, Regency Hotel Management, Hospitality Central, Fort Hays Chuckwagon, and Ramada Rapid City. Through our team's efforts, we were able to secure 71 appointments. Tourism will also attend Visit USA receptions for the opportunity to mingle with the journalists and tour operators from several countries. Will also meet with Brand USA.

Continued working on draft of Travel Agent fam and began contacting South Dakota suppliers to host the fam. Contacted participants to create their profiles for hosts.

Sent e-invite and registration form for Group Tour Operators Familiarization, May 1-8, to 120 tour operators. Contacted communities regarding the tour to request lodging, meals, etc. Have received registrations from six participants. Sent reminder email to potential attendees.

Prepared shipments of promotional materials for Osamu Hoshino's New York Sales Mission. He is meeting with Kintetsu International Express, H.I.S. International Tours, JTB Travel Network Company, Nippon Express Travel, Amnet New York, Inc., and TTA Inc., New York.

Worked with Osamu to set dates for the Japanese fam, May 28- June 1. Worked on draft of itinerary and started contacting suppliers for possible hostings.

Submitted itinerary for the Brand USA fam in South Dakota in May; coordinated with Rapid City and Cedar Pass Lodge regarding meals, rooms, and activities for 15 tour operators/agents from the United Kingdom. The tour will arrive in Badlands National Park on May 19 for an overnight; the next day covers Rapid City, Mount Rushmore, Crazy Horse, and Custer State Park; and an overnight in Rapid City; they depart on May 21. Tourism will accompany them.

During the Rocky Mountain International (RMI) France/United Kingdom Mission, March 17-30, in Paris, we provided trainings for 12 tour operators and their staff. Our RMI French representative sent 50 invitations for a dinner and reception, and 48 tour operators and journalists attended and met with representatives from South Dakota, Wyoming, Montana, and Idaho. In the United Kingdom, we provided trainings for North American Travel Service in two sessions for eight staff; Complete North America for 10 people plus a meeting with their product manager; met with Tony Daly, Ranch Rider, and provided two trainings for their team of six people; met with the regional product manager and the assistant at Thomas Cook; provided training at Audley Travel for eight people and met with James Butler to learn more about their

operation as their team markets the United States and some of their staff specialize in the RMI region; met Lisa Cooper with KBC to discuss the Mission and their promotion of the region; met with two staff from American Roundup and Frontier America to discuss their new promotion on the region; met with AmeriCan and Worldwide Travel; held dinner with Helena Beard with KBC Marketing and Adrian Watts, MD KBC China Travel; met with staff at America As You Like it, which included their product manager, managing director, and marketing manager to provide updates and what's new; and the last meeting was held with Exsus, an upscale tour operator that plans to include our entire region in offerings to his clients.

South Dakota will have 15 suppliers participating in the RMI Roundup Tour Operator Show for suppliers in the RMI region in Missoula, Montana, April 29-May 3. The Roundup provides an opportunity for businesses, destinations and attractions within the region to meet face-to-face with targeted tour operators from Europe, Scandinavia, and Australia who specifically want to do business in South Dakota, Montana, Wyoming, and Idaho.

Meso Reisen, tour operator from Germany, will be visiting Rapid City and the Black Hills to expand his product offerings; contacted Rapid City for overnights. Will send more itinerary ideas for his fam tour and his clients' visits.

Had conversations with Alexei Dmitriev about a possible hosting for him in September or August for a story about archaeology.

International Journalists/Press:

Benelux:

3 Op Reis published a Mount Rushmore National Memorial article on February 2, 2014 – Floortje. Photos of South Dakota included Badlands National Park, Mount Rushmore, and Crazy Horse Memorial. Estimated ad value is \$6,750. They produced Episode 20 on their program on North Dakota and South Dakota: one item on the Enchanted Highway in North Dakota and the rest of the episode included Sturgis, Mount Rushmore, and Crazy Horse. <http://3opreis.bnn.nl/afleveringen/algemeen/7/20>. Estimated ad value is \$102,150. This was the result of a FY14 hosting.

Italy:

D-Repubblica (circ. 451,000) carried an article by Mr. Angelo Gandolfi and Mrs. Elizabeth Van Irsel, who attended Buffalo Roundup last fall: A sustainable hunting practice observed in South Dakota. Immaculate and wild places like Wind Cave National Park, Custer State Park, and Badlands National Park now threatened by coyote and badger, which hunt prairie dogs; coyote and badger allied friends to catch prairie dogs. Estimated ad value is \$130,000.

Germany:

TIP Magazine (circ. 10,500), published an article called Come and get the lasso by Janin Nachtweh; it features the Wild West in the four RMI states. It also references rodeos, Native Indians, powwows and ranches. Estimated ad value is \$13,367.

Australia:



SouthDakotaFeature
-BrandUSA-Feb14.pd

Faith Thumath (New Zealand trade journalist) attended a hosting in South Dakota earlier this fiscal year. Her 6-page feature article ran in New Zealand's key industry news -Travel Today -

an electronic daily newsletter emailed to retail travel agents and travel suppliers and available on mobile devices, February 24-28. South Dakota's feature is valued at \$24,000 for the 'print' pdf version that can be downloaded and also another \$20,000 as it is an online feature to be shared.

Total ad value for this report is \$296,267 from international press.

Outdoors

Applications for the outdoors position closed March 21. Tourism has received more than 30 applications. A list of applicants to interview will be developed and interviews scheduled.

South Dakota Outdoors Facebook page has 1,446 fans. South Dakota Outdoors Twitter account has a total of 2,373 tweets with 3,901 followers; 74 are new followers this month.

Film Office

Updated and approved listings on FilmSD.com; posted one press release one casting call. Completed several pages of updates to FilmSD.com.

Spoke with several potential prospects for filming in South Dakota; forwarded information about film permits.

Continuing to work on potential updates to the Film Office Production Guide or if Tourism will rely on FilmSD to convey information.

Notified Reel Scout of our decision to discontinue services with their product.

Hospitality

Mailed "2014" year tabs to designees, who earned use of the Great Service Star (GSS), to place on their GSS hospitality plaques. Also sent 18 plaques to new designees.

Provided information about the Online Customer Service Training program to Lakota Funds in Kyle.

Reviewed 26 spring hospitality training applications. Twenty-five organizations in 19 cities were funded at their requested amount; sent notification letters to each of them. Compiled details about each of the spring training events for listing on SDVisit.com.

Information Centers

Compiled information packets and mailed to all Information Center travel counselors, included fam tour itinerary and hire documents.

Continued to work on arrangements for the Information Center fam for travel counselors and make arrangements with the supervisors to coordinate details of opening Centers. Have updated Employee Handbook. Will train travel counselors on new credit card swipe system which involves the purchase and installation of tablets and credit card readers at all the Centers; met with Bureau of Information & Telecommunications to discuss our plan for Travel CD purchases at the Centers. The CD series highlights the state's history and culture.

Photo/Video

Tourism photography: Deadwood TV shoot included Adams Museum, Days of '76 Museum, Midnight Star Casino, dining at Jake's, gaming at Franklin Hotel and Silverado, spa/motel

suite/kitchen at Deadwood Mountain Grand, Saloon No. 10, gunfight reenactment, and Executive Lodging.

Economic Development photography: Hurco Technologies, Harrisburg; Omega Quant Analytics, Blend Interactive, CTE Academy, Alumend, GEAR Center, Glanbia, Sioux Falls; Wilson Trailers, Lennox; Terex-Bidwell, Canton; and Vantage Point Solutions, Boyd's Gunstocks, Mitchell.

Fulfilled requests for photos to *South Dakota* Magazine, Southeast South Dakota Tourism, Yankton; Lawrence & Schiller, Department of Social Services, Sioux Falls; Rushmore News, Outdoor Campus West, KOTA television, Rapid City; Bureau of Information and Technology, BPro, Game, Fish & Parks, Eagle Creek, Bureau of Administration, Pierre; *Black Hills Visitor* Magazine, *Outdoor Heir* Magazine, South Dakotans for the Arts, Rapid City; South Dakota Public Broadcasting, Vermillion; TDG Design, Black Hills Central Reservations, Deadwood; Prehistoric Indian Village, Mitchell; Lasting Impressions, Garretson; Rocky Mountain International, Wyoming; *Parents* Magazine, MMGY, New York; Ultimate Motorcycling, Good Sam Club, California; *Metro Family* Magazine, Oklahoma; and *Spirit of the West* Magazine, Arizona.

Continued editing and inputting digital photos into Tourism's database, current total is 17,871.

Tourism photography hit list: continue to build spring/summer hit list; attend Moab Photo Symposium in Utah.

GOED photography: planning second "photo week" in May.

Video projects for Tourism: Assisted with the setup and shooting of the Deadwood TV commercial shoot, which included snowmobiles and models, locations, and oversaw direction of shoots.

Oversaw the production of USB data drives for Trade Sales team to use in their promotions.

Compiled videos from partners in upcoming group travel shows and edited into one video for display at the shows. Sent video to Black Hills & Badlands Association for promotional spots they are producing for their partners. Made a video compilation of several image pieces for the Department of Agriculture to show at a trade show in California. Made four video loans via DropBox for the month.

Working on a video hit list to include projects and shoots for the new website. Work on shoots for the spring and early summer. Drafted ideas and possible shoots to discuss for development.

For GOED: Set up and shot a timelapse video of a GOED billboard installation at the Minneapolis Airport.

Worked with staff to compile speaker needs for the GOED conference. Will attend the GOED conference in April and assist with A/V setup and speaker needs.

Travel Market Advertising/Marketing

Peak season Giant Step ads have begun dropping in magazines: *Better Homes & Gardens*, *Midwest Living*, *Rachel Ray*, *Good Housekeeping*, *Woman's Day*, *Country Living*, and *Oprah*. Once Tourism receives all magazines, copies of the magazines and ads will be sent to all partners. Shoulder Giant Step proofs will be sent to the partners in the upcoming weeks for a

chance to alter their copy and photo for shoulder season messaging. Worked on partner copy and photo edits from partners for peak Great Getaways; shipped files to printer. Insert will drop in newspapers in Colorado, Iowa, Minnesota, Nebraska, South Dakota, Wisconsin and Wyoming the week of April 28 for a circulation of just over 668,000. Registration for Shoulder Great Getaways will be mailed in late April/early May.

Campaign co-ops for Deadwood, Custer State Park, Black Hills & Badlands include: Traveled to Deadwood for the first TV shoot and photo shoot. New shots included winter activities, fine dining, Saloon #10, gaming, gun fights, and time lapse video. Approved Deadwood's remarketing web banners and TV script. Traveled to Watertown to review the 2014 Peak marketing plan with their BID board; approved TV scripts and print ads. Edited and approved Custer State Park's newspaper ad template and banner ads. Gave final approval on Black Hills & Badlands 5280 magazine ad. Finalized print ads for Hot Springs for Minnesota and Denver markets and revised copy for newspaper spadea and routed to partners. For Spearfish, started approval process for newspaper ads, 2014 peak TV spot, and possible mountain bike giveaway.

Mailed applications to the co-op partners for 2014 shoulder co-ops. Asked communities to provide dollar request amount for shoulder 2014, winter 2014, and estimate for peak 2015 to begin internal budget discussions.

Contacted remaining Matching Dollar Challenge grant recipients to send revised marketing budgets. Letter of Agreement was sent to each recipient.

For peak street team efforts with the presidential mascots, called the Field Museum and the transit authority in Chicago for information regarding appearances by our Rushmore Mascots, April 24-28. Appearance at the Milwaukee County Zoo has been approved. Awarded bus bid to Prairie Coach Trailways out of Dell Rapids

Met with Pheasants Forever to discuss 2014-2015 partnership.

Attended a strategy meeting with L&S to discuss 2014 Shoulder Season.

Web Development and Digital Marketing

Consumer website – TravelSD.com: 67 vacation packages were listed.

Continued working with MMGY on requirements for the new website. Reviewed the content plan with the web committee and provided recommendations on asset collection, which included photo and video needs, Dakotalapse, and South Dakota Public Broadcasting. Discussed the Fan Faves portion of our site, which is the place for fans to indicate their favorites from best places for ice cream to the best camping sites.

Held conference call with the MMGY team to discuss the ETarget list makeup and deployment strategy for the Travelsmart subscribers of more than 600,000 addresses. This list can be split by interests/travel preferences for special email messaging in our target markets. The first message will focus on national parks and the second on state parks.

E-newsletters – Travelsmart, VRM, Travel Professionals: Compiled content for a special winter one-off email to the "Winter Sports" segment of the Travelsmart subscriber list. With approval from Deadwood CVB, it was deployed to the list segment on March 12.

Received approval on draft of the first of six fishing emails to the "Hunting and Fishing" segment of the Travelsmart list; first message was sent March 27.

Reviewed nearly 1,150 responses to Travelsmart sent by MMGY on March 7; forwarded 24 to appropriate staff for handling. Reviewed 21 responses to the Events email sent on March 16; forwarded one for handling. Reviewed 19 responses to Vacation Guide and other (VRM) automated emails; forwarded eight. Reviewed five responses to the special winter email sent on March 12. Reviewed 73 responses to the first fishing email sent on March 27; forwarded two responses for handling. Reviewed 200 responses to the 2014 issue 2 edition of the Travel Professionals E-newsletter; forwarded one response.

Working to finalize paperwork on Tourism's purchase of TravelSouthDakota.com.

Research

Processed agreement with NSight Travel Intelligence. This new technology company monitors over 35 billion travel searches worldwide on all of the major OTA's, hotels and airlines. We now have the ability to look at demand to South Dakota and evaluate.

Updated the Travel Indicator Dashboard and also worked with L&S to develop a dashboard that focuses on Inquiry and reservations data.

Worked with MMGY to begin a new process for updating our Travel Indicators. We will now post all sources to the FTP site and they will update the figures directly to the backend of the dashboard platform. A few of the indicators are recorded at the beginning of this report.

Attended meeting with Pheasants Forever to discuss their 2015 proposal. Pulled past research on the percentage of members that purchase small game licenses in South Dakota as one discussion point.

Publications

Completed research on updates to the *Native South Dakota, A Travel Guide to Tribal Lands* booklet. Submitted updates to creative for layout and design.

Will finalize copy for an updated motorcycling/scenic routes guide in April for online posting.

Fulfillment

Fulfilled 110 bulk shipments/requests: 7,215 South Dakota highway maps, 5,305 Vacation Guides, and 500 Lewis & Clark brochures. Black Hills Works fulfilled 14,142 domestic requests. Fulfilled 290 international requests via MSI Worldwide Mail Service and 479 Canadian requests were emailed to MSI for fulfillment. Fulfilled 62 special packet requests via regular mail. Reviewed 3,550 emails from the Online Request Form.

Tribal Tourism

Worked with Kiri Close from Lakota Ways in Wall, to get their attraction included in the updated Native South Dakota guide. Encouraged her to add the annual Pine Ridge art market to our Calendar of Events on TravelSD.com and sent her the link for that.

Visited with Elias Mendoza, Sisseton-Wahpeton Tourism Office director, about a future Travelsd.com video.

Visited with Clair Green, Lower Brule Sioux Tribe administration office, about summer plans for the Buffalo Interpretive Center.

Travel Shows

Report on the Minneapolis Northwest Sport Show from Karen Kern, SD Missouri River Tourism. She and Rosie Smith from Glacial Lakes & Prairies represented the state as well as their own regions and Tourism shipped materials: "The show was very, very good. We went through about 800 vacation guides, plus all the other stuff we took! And, I believe Black Hills & Badlands said they went through 800 guides, too. Crowds were good - Saturday was an awesome day. The two seminars that Rosie and I gave didn't have a lot of people, but went well. People who came to the booth simply wanted questions answered and we did our best to do that at all the shows. We heard numerous times that it was so great South Dakota was at the shows – and of course – so were North Dakota, Nebraska, Minnesota, Indiana, and I think New Mexico was at one of them. There is a lot of competition out there for visitors. If SD isn't there – it's like out of sight out of mind. People can always go somewhere else!"

Creative Consultations/Projects

A. Hofmeister:

For Tourism: Working on a reprint of the current Kids' Activity Book that is distributed at the Information Centers. Will send files to the printer by April 1. Finished books will be delivered to the warehouse by April 22.

Designing a new Native South Dakota Guide; plan to order 25,250 guidebooks. Will send final files to print by April 17 with delivery by May 9.

For GOED: Designing print items for GOED Conference, which includes signs, conference booklet, fast-fact cards, nametags, and slides for the PowerPoint presentation.

Designed a new image piece for GOED; expect delivery by April 7.

For First Lady: Designed a Children's "ABC's of South Dakota" Book for First Lady Linda Dugaard, which has been ordered.

A. McCloud:

For Tourism: Designed new Peak season graphics for the social platforms.

The Information Center photo panels are all approved and corrections have been made; waiting for reply from DOT so we can figure out the best way to send the panels to Sioux Falls for printing.

Reviewed printer's proof for Great Getaways; this co-op newspaper promotion will be inserted in newspapers in late April.

For GOED: A split Buffalo Roundup logo has been approved.

Ordered/created business cards for three GOED staff.

Created an International Snowmobile logo and sent requestor options that depicted snowmobiling. However, created a new logo with her instructions/drawing; waiting for a response.

T. Meise:

For Tourism: Emailed Wounded Knee photos/event ideas to Stuart Rosebrook at *True West Magazine*.

Updated ad for the Black Hills Film Festival and sent it out for print.

Updated Active America China ad with new typography and higher contrast black and white imagery and sent to print. It will circulate later this year.

For GOED: Sent final digital file of the GOED Annual Report to printer; ordered 3,500 copies.

Designed Governor's Golf Classic Save-the-Date notices for email distribution. Invites have been approved and files have been sent to printer; they are due back by April 22.

Completed design of new welcome signs. DOT will have them made and begin installations on secondary roads.

M. Ganschow:

For Tourism: Discussed, reviewed and proofed, as needed, the following elements with the marketing team: March Inquiry email, March Travelsmart, Events email, *O Magazine* Sweepstakes e-Blast, Orbitz – campaign creative, Digital pre-roll and overlay, #beinsd (or #HifromSD) – Peak social promo campaign, *Midwest Living* sidekick, CNN mural ad, Peak Tourism commercials posted to YouTube, Triggered emails, Great Getaways – final review, Dream, Plan, Go – revised copy, Press release – SD Tourism Wins Awards, Hunting ad for Pheasants Forever and Minnesota Sporting Journal, and Social Media image updates; Black Hills & Badlands Co-op – TV spot, remarketing banners; Custer BID Co-op – Ride campaign – motorcycle banner ads and pre-roll, TV spot; Custer State Park Co-op – TV spot, banner ads; Deadwood Co-op – remarketing banners; Hot Springs Co-op – ad for *5280 Magazine*, copy for Greeley Spadea; Rapid City Co-op – train car wraps for Denver, digital creative, banners and billboards, ad for *Omaha Magazine*; Spearfish Co-op – TV spot; and Watertown Co-op – newspaper and magazine ads.

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

Tourism & GOED: Project Review/Proofing: Golf invite; GOED Image Piece; GOED Conference Mailer, Program Book, Awards copy, Fast Facts card, Signage; Kids Activity Book for Information Centers – minor updates and reprint; Tour Operators Fam e-Invite for Vicky; Logo mockups for Int'l Snowmobile Congress; and e-FYI Newsletter.

Routed various project or ad requests to appropriate designer.

Attended planning meeting for the Roundup creative materials. Drafted a list of items needed with timelines and updated invite copy and routed to chairperson.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns and Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Info Center Panel updates; SD Welcome Signs design update; GOED Conference; Governor's Events planning and materials – Golf, Roundup, Hunt; Motorcycling Guide for online posting only; and Native Guide update), assist Trade Sales team with projects – Tech Tours update, and research/order giveaway promo items.

Thad Friedeman, Creative Strategies Manager:

For Tourism: Group call with Minneapolis Star Tribune (promotion package at Minnesota State Fair), discuss changes to Hunt Faces Show, Buffalo Roundup project review, new website video and photo content being developed from within department, Pheasants Forever partnership options review, and Shoulder Season 2014 Planning meeting with L&S and team.

Logo and photo requests:

South Dakota script assistance for FlatlandFlyways logo, located in Hecla; gave permission to use script and general usage guidelines and also reviewed logo for Maggie Russo and Adam Wollman. Corn Palace: Provided Janelle Thiesse with a wide variety of database images for inspiration on upcoming new corn mural design direction.

Projects in Preparation/Ongoing:

Shoulder season ad design reviews.

Coordinating special Mount Rushmore themed gifts for GOED Chinese trip delegation.

Forwarded detailed information to Outsound Productions for the April GOED conference in Sioux Falls. Will photograph award winners.

Assist with street team planning in Milwaukee and Chicago for April with Tourism team, which includes mascot jerseys and T-shirts.

Monthly Buffalo Roundup committee meeting and planning continues.