

TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: July 9, 2014  
RE: June 2014 Monthly Status Report

Domestic Earned Media Numbers

May: Impressions: 45,101,313  
Ad Value: \$365,011  
Number of clips: 38

FY14 to date through May (does not include Macy's numbers):

Impressions: 208,972,877  
Ad Value: \$4,475,716  
Number of clips: 240

Media & Industry Relations

Information requests/interviews/meetings: Sent information to Pat Dobbs, KOTA-TV, on importance and growth of cultural tourism; popular sports and sports venues to Paige Townley with *Sports Events* magazine; and Pierre's best restaurants to Elise Hartman Ford with AOL Travel for an article she's working on about the best restaurants in the 50 state capitals. Worked with staff photographer to fulfill photo requests to TravelChannel.com, Fenske Media in Rapid City, USA Today, and Shape.com.

To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web): Striving to Serve the Savvy Consumer and Special Travel Message from Department of Tourism (flooding and temporary closure of I-29). Reviewed five releases for History.

Finalized itinerary for MMGY public relations staff for the Black Hills & Badlands areas. Drafted itinerary for freelance writer Donna Bozzo from Chicago Tribune, CBS Chicago, and WGN. Finalized dates for writer Marcia Frost with About.com's Midwest Travel Guide. Worked on itinerary for July for travel writer Marge Peterson for three stories she plans: Good Eats Along I-90, 48 Hours in Sioux Falls, and 48 Hours in Rapid City. Worked on itinerary for Kevin Cullen, the Motorhead Traveler, who plans to produce two shows in October.

The All American RV Blogger Tour submitted a report regarding the campaign: 16 influencers were in South Dakota (traveled in 16 RVs), and they made 150+ social media posts that reached 4.3 million+ people. Many are interested in coming back since their time in the state was limited.

Following up with travel writer Sarah Pixley regarding her trip in the state to see if she needs additional information.

For Tourism Conference, compiled information on 30 speakers who have been recommended as possible conference presenters and began looking at their videos. Began researching décor items; print color palette has been approved. Drafted copy for the Save-the-Date postcard to be mailed by mid-July; working on copy for the sponsorship flyer to be mailed in early August.

Traveled to Tabor to assist with the Rushmore mascots as they walked in the Czech Days parade. Attended the monthly meeting of the Pierre CVB hospitality committee and gave a

Department of Tourism report. Several staff members toured the Oahe Dam Powerhouse and the Verendrye Museum. Attended the South Dakota Arts Council's regional meeting in Pierre.

Finalized the July content calendar for Facebook and Twitter. Working on updating the blog design/creative, added bio and photo of new staff, and working on the back end of both the Outdoor blog and the Travel blog. Blog post included Love Letters from Mount Rushmore.

#HiFromSD campaign numbers as of June 27: 1,416 keyword mentions across social, 1.6 million Twitter impressions, and 138,000 Instagram impressions. Placed notice in the e-FYI that extra window clings are available to the industry on a first-come, first-served basis. Creative is designing stickers for the campaign and designing billboards for six that have been purchased.

In June, we saw good growth on Social:

Facebook -	18% increase in Engagement, 23% increase in People Talking About This, 9% increase in Reach, and 185% engagement increase in Vacation Guide Requests.
Twitter -	246% increase in new followers. 46 % increase in Referrals, and 156% in Leads.
Pinterest -	200% increase in Vacation Guide Requests

The final breakdown of our 2013-2014 goals:

Facebook Fans -	133% increase,
Twitter Followers -	91 % increase,
Pinterest Followers -	105% increase,
Web Referrals -	119% increase, and
Google+ Followers -	171% increase.

South Dakota Tourism's Facebook page has 116,963 fans. Travel South Dakota Twitter (@southdakota) account has a total of 7,173 tweets and 14,200 followers.

YouTube channel videos had 16,139 views for the month.

#### International and Domestic Trade Sales

Contacted magazines for ad rates for Tourism's group tour co-op magazine insert. Returned insertion orders to chosen magazines and notified others. Mailed registration forms to the 60 South Dakota members of American Bus Association (ABA) and National Tour Association (NTA) regarding co-op. Placed registration information online.

Contacted by Dave Pinkston, *North American Group Tour* magazine, with offer to place a ½ page ad, a banner ad on their website, and logo, photos, editorial, and video clip for directory listing on their website. Will work with staff for editorial, ad design, and banner ad. Sent information to George Spencer, editor of *Destinations* magazine, for feature on South Dakota for the September issue that will focus on the Buffalo Roundup.

Sent fall image options to TheTourOperator.com site to promote fall travel to South Dakota.

Sent requested information to Dawn White, North Carolina, regarding a 2-state tour for clients; Robert Hanich, Northfield, Minnesota, for group tours; Victor Leopoldo, CH Travel/Touch Brazil, Florida; and travel agent Sue Weiner from L'Escape Travel, Virginia.

Fulfilled requests for 1,215 South Dakota Vacation Guides to AAA Offices in nine states: Colorado, Illinois, Michigan, Minnesota, Nebraska, New York, Ohio, Pennsylvania, and Wisconsin.

Input 86 leads from International Powwow in Chicago and made them available to suppliers.

During Travel Alliance Partners Annual Conference (TAP Dance) in Reno, June 1-5, met with 31 tour operators in 20-minute appointments to review group tour offerings. Worked with pod partners (South Dakota Department of Tourism, Rapid City CVB, Regency Hotel Management, North Dakota Tourism, and Fargo/Moorhead CVB) on itinerary and what's new in both states. Sent South Dakota/North Dakota/Wyoming itinerary ideas to tour operator Lin a shah, India, for Asian tours to the region.

For the RMI MegaFam, September 5-14, worked with North Dakota to draft an itinerary to include both states; 15 tour operators from Europe will be hosted. The tour will include Bismarck, Medora, Fargo, Black Hills, and central and northeastern South Dakota.

Contacted North American Journeys (NAJ) regarding 2015 shows and sponsorships. We will attend NAJ Summit and have a South Dakota portal on their website. Rapid City, Crazy Horse Memorial, and Tourism will again sponsor the breakfast and host a presentation at the Active America China Show.

Bids have been emailed from the Rocky Mountain International (RMI) office to South Dakota suppliers offering the opportunity to bid for the 2015 RMI Roundup. RMI is a marketing consortium that now includes the states of Wyoming, Montana, North Dakota, and South Dakota. Idaho was not able to participate in the consortium this year.

Prepared itinerary suggestions for journalists Ravaccia and Concina with *Autoroute 4X4*, Italy; they were in South Dakota, June 5-7, and again, June 15-17, for stops in Sioux Falls, Rapid City, and the Black Hills. (Contacted Black Hills Back Country Adventures regarding the hosting and their interest in writing about ATV tours.) They've posted articles on the Fuoristrada web and in 4x4 magazine/web. Prepared itinerary suggestions for Anders Persson, Swanson's Travel, Sweden, June 28-30. Prepared itinerary suggestions for travel agent from Terri's Travel and Cruise Centre, Canada, to research sites for their tour offerings. Alidays Trade Fam dates have changed to October 17-20 in South Dakota; they will stay in Deadwood, Wall, and Hot Springs and would like to see Keystone, Mount Rushmore National Memorial, Rapid City, Badlands National Park, and Custer State Park. This is a training tour, and Alidays is our largest producer of travelers from Italy.

Provided information to Claudia Capodarte and Doug Noel, GEO & GEO, Italy, regarding filming on the Pine Ridge Reservation for their four-person crew. GEO & GEO attended the 2013 Buffalo Roundup and pre-Roundup press trip to film for a documentary on Italian TV. They returned in late June to gather additional information and footage of the Pine Ridge Reservation and powwow. Interests included preparations for a powwow, traditional Native American food, regalia, jewelry, decorations, etc.; children wearing regalia; and children listening to a teacher or elder speak about the Native American culture.

Sent information to Inge Lundereng, Norway, for a feature on Custer State Park. Sent items to Nora Gherras, Compagnies Du Monde, France, as they are representing the RMI region at a consumer show in Paris; usual attendance is 14,000. Compagnies du Monde is one of our major tour operators in France.

Drafted itinerary for Harold Hordych and Jörg Buschmann for Süddeutsche Zeitung GmbH publication from Germany for July 17-21, with stops in Sturgis, Rapid City, Pierre, and Sioux Falls. Drafted itinerary for journalists Keir Mudie and Sian Harrison, The Sunday People, United Kingdom, August 15-18, to research information for their articles. Reviewed itinerary for tour operator Spence Gelband, A Friend in New York, for tour he has coming in September.

Provided winter film to Canusa, our largest tour operator in Germany.

Wrote copy and researched images for two top 10 lists: Things To see and Do while in South Dakota and 10 Things You Didn't Know about South Dakota and sent to *Let's Travel* magazine, Australia. Each of the four RMI states will receive five pages of copy, a map, and photos. Sent images to Roland Troxler, Round the World Travel, Australia, for their new Native American product. Sent requested information on various topics, cities, Native American culture, etc. to Mark Williams Media, Australia, for his research and hosting in early 2015 for a book about the American West, which will include South Dakota.

Sent requested images to Maurizio, Press Tours in Italy, U.S. specialist, for their new product which includes Sioux Falls, Pierre, Rapid City, and Deadwood; result of MegaFam and follow-up appointment at RMI Roundup.

At Visit USA Roadshows, United Kingdom, the four RMI states will be represented by the United Kingdom office, November 25-27, where they will meet with more than 130 agents/tour operators at each of the three venues in the cities of London, Nottingham, and Belfast.

Sent more updates on the 125<sup>th</sup> anniversary activities to journalist Frank Corless, United Kingdom; he is also interested in a bus tour across the state.

Contacted RMI offices in France and Australia regarding journalists to invite to the Buffalo Roundup; will contact remainder of RMI overseas offices as well as Scandinavia journalists; and reviewed draft e-invite for this event. Began working with communities to secure lodging for journalists who will be hosted on the Buffalo Roundup and pre-fam, September 21-28.

### Outdoors

Will follow-up with Mobridge Chamber on results of their fishing tournament the end of June.

Began researching writers to invite to the Governor's Invitational Pheasant Hunt in October. Will work on details for Tourism and the visitor industry for booth spaces at the Pheasant Fest in Des Moines, February 20-22.

Met with Dave Gates, president of Dakota Sportsmen TV, to discuss current and future relationship between the Department of Tourism and his television program.

Spoke with Bob Skadsen, president of the South Dakota ATV/UTV Association, about a possible working relationship.

Worked on arrangements to attend the 2014 National Bicycle Tourism Conference in San Diego in November.

South Dakota Outdoors Facebook page has 1,642 fans. South Dakota Outdoors Twitter account has a total of 2,434 tweets and 4,362 followers.

### Film Office

Updated and approved listings on Filmsd.com; continuing the process of updating the content. Working on joint agency pages; will set up a meeting with the Highway Patrol.

Working with a film company that will be filming in South Dakota in October. Currently tracking down photos of hotels in the Black Hills area.

Compiling and analyzing sponsorship submissions from the film festivals in South Dakota.

### Hospitality

Met with Secretary Hagen to discuss our contract with Black Hills State University for maintenance of our Online Customer Service Training program; Tourism will continue this as a training option. Staff will also take the training and give feedback on whether there is a need for updating content.

Updated the letters that accompany the three award levels for Governor's Recognition of Outstanding Hospitality. Reviewed nominations received since January 1.

### Information Centers

Staff at the Information Centers is currently using tablets and card readers to process sales of the travel CD series. Created training materials and security settings.

Hired six new employees at Spearfish, New Effington, Wilmot, and Vermillion.

Car counts at the Information Centers are up 0.8% over last year. Growth in key markets: Michigan 1%, Minnesota 0.1%, Missouri 6.4%, North Dakota 12%, Wisconsin 2.9%, Canada 6%, and Foreign 5.6%. Those in the minus column: Colorado 2.8%, Iowa 0.3%, Illinois 11.8%, Wyoming 10.5%, and Tour Buses 18.6%.

### Photo/Video

Tourism photography: Wall Drug; Wildlife Loop Road, hiking at Sylvan Lake, Stockade Lake, Sylvan Lake Lodge, and rock climbing at Needles in Custer State Park; hiking on Harney Peak Trail; Crazy Horse Stampede Rodeo; Wild Bill Days in Deadwood; Mount Rushmore National Memorial; Cosmos; Iron Mountain Road; gunfight reenactment on 1880 Train; Sioux Avenue Cruise Night in Pierre; mountain goats; and Custer Stampede buffalo statues and Chalet Motel in Custer.

Arts Council/History photography: Tourism Mascots with "Love Letters from Mount Rushmore" book promotion.

Fulfilled photo requests/loans to *South Dakota Magazine*, Yankton; HMS Enterprises and ARC International in Rapid City; Washington Pavilion and Sanford Premiere Center in Sioux Falls; Maverick Publishing in Spearfish; TDG Communications and Adams Museum in Deadwood; Game, Fish & Parks, South Dakota Historical Society, and South Dakota Retirement System in Pierre; Mitchell Daily Republic; Crazy Horse Memorial; Dubuque Telegraph-Herald in Iowa; Lerner Publishing in Minnesota; USA Today in Washington, DC; Rocky Mountain International in Wyoming and Germany; and North Media, Scotland.

Tourism photography hit list: TV commercial shoot including Great Plains Zoo, camping and boating at Lewis and Clark Lake, Falls Park, rock climbing at Palisades State Park, Children's Museum of South Dakota in Brookings, Laura Ingalls Homestead in De Smet, Strawbale Winery

in Renner, Old Courthouse Museum, Mammoth Days, Evans Plunge, and Founding Fathers Independence Hall.

Continued editing and inputting photos into Tourism's database, current total is 18,125.

GOED photography: Governor's Golf Classic.

Video accomplishments: Attended shoots for TV spot and helped with set-up and logistics. Shot video of the scenes and preparation work during the shoots.

Sent winter and snowmobiling video to a German travel website at RMI's request.

Shot video of the Czech Days Parade and events in Tabor, downtown Sioux Falls, and Stockade Lake. Set up and shot video of rock climbing in Custer State Park.

Met with staff and L&S to discuss locations and logistics for TV shoot in June in the eastern part of the state. Ordered more audio travel CDs for sale in the Information Centers.

For GOED: Working with staff to produce a video.

Other: Shot and edited interviews for State Veterans home in Hot Springs to be used in the promotion of an endowment fund for the home. Edited a new TV spot for the Fort Sisseton Historical Festival for the Department of Game, Fish & Parks. Produce a short video for the Department of Revenue.

Video hit list: Set up Pierre area shoots, including fishing, boating and kayaking; southeastern area shoots, including kayaking, JazzFest, and Good Earth State Park; Black Hills area shoot including the wildlife loop, Mount Rushmore National Memorial, and Needles Highway. Work on adding more video to social media.

#### Travel Market Advertising/Marketing

Held daily internal marketing meetings and discussed, reviewed, and proofed, as needed, the following elements: June e-Target email, June Travelsmart, Events email, Oh, Ranger! email #3 on caves, Shoulder Giant Step – final creative/layout, hunting ad for *Gun Dog Magazine*, state map – reviewed copy updates for reprint, Shoulder Great Getaways – reviewed new partner copy and creative/layout, revised email template design, Travel Professionals E-Newsletter, and Hot Springs co-op – repeat ads.

Met with staff to discuss this year's community partners' co-op program.

Attended shoulder planning meeting with L&S. Attended Brand Assessment meetings in Kansas City with MMGY, L&S, and Tourism staff.

Completed interview with Verizon wireless. They wanted to publish an article about how we are changing our digital strategy to accommodate the increase in mobile.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 59 vacation packages were listed.

For business listings on the revamped/redesigned TravelSD.com, Tourism will use a postcard to notify visitor industry members about the business listing call effort. In addition, visitor industry

members will be notified by email that a call center will be phoning them to get updated contact information and/or to confirm that what we have on file is correct.

Updated GoDaddy domain redirects for three different URL's for our TTRA CenStates website.

Reviewed casting options for two additional "Along for the Ride" videos. The series of videos will be featured on digital, social media, and our new website.

Approved new creative concepts and wireframes for the redesigned website.

### Research

Collected travel indicators and provided weekly reports to MMGY for the May Dashboard to track performance of our key markets, which included web sessions, inquiries, and traffic counts. Highlights included:

- State park visitation counts are up 5.9% for the year, mainly due to Missouri River campgrounds in the Southeast region.
- YTD Hotel Occupancy is flat with 2013 results. The Black Hills region was up 4% in May and 2.8% YTD.
- CYTD – paid impressions are up 31% and media engagement is up 160%. Inquiries and web traffic remain down.
- CNN has been our strongest performer in media engagement and Opt Intelligence takes the lead with inquiries.

Worked with the L&S team to finalize our co-op Dashboard. This will be our primary source for tracking inquires and bookings by data and market.

Sent an RFP for the Travel & Tourism Research Association's (TTRA) CenStates Chapter Annual Conference to our in-state CVBs; it is scheduled for late September 2015.

Reviewed nSight Data for share of search and conversions. One important finding that we identified was the booking window changes significantly, when comparing June and August. For bookings in June, we can expect a 31-day window, and in August, the search-to-stay window is 146 days. nSight delivers a simplified view of the complex behaviors, intentions, and personas that influence travel. Its comprehensive database consolidates over 25 billion global travel searches and transactions from over 5,000 consumer websites.

### Publications

Finalized copy for South Dakota's Tribal Lands brochure, Guide to Archaeology & Paleontology, and the Crops, Grasses, and Wildflowers piece. The Tribal Lands brochure is at the printer, the Archaeology Guide has been delivered from the printer and copies dispersed to the Information Centers, and the Crops, Grasses and Wildflowers piece is near completion. All are available on TravelSD.com as downloadable brochures.

### Fulfillment

Fulfilled 55 bulk shipments/requests: 40 South Dakota highway maps, 4,281 Vacation Guides, and 200 Native South Dakota booklets. Black Hills Works fulfilled 16,141 domestic requests. Fulfilled 205 international requests via MSI Worldwide Mail Service and 440 Canadian requests were emailed to MSI for fulfillment. Fulfilled 52 special packet requests via regular mail. Reviewed 3,199 emails from the Online Request Form.

### Tribal Tourism

Traveled to the Rosebud to meet with tribal leaders. Tourism staff included Secretary Hagen, Deputy Secretary Goodman, and Eileen Bertsch and Governor's Tourism Advisory Board Member Ivan Sorbel on June 25.

Made travel and lodging arrangements for attendance at the AIANTA (American Indian Alaska Native Tourism Association) annual conference in Louisiana in September.

### Board of Geographic Names

Reviewed several items concerning suggested name changes in preparation for the July meeting in Sioux Falls.

### Governor's Tourism Advisory Board

Carmen Schramm, Executive Director of the Yankton Chamber of Commerce, was appointed to fill the term of Mark Schilling from Mitchell. Carmen attended an orientation meeting for new members and was briefed on Tourism's marketing and the makeup and focus of each team.

The next Board meeting is planned for September 3 in Pierre.

### Governor's Buffalo Roundup

Tourism continues to work on various aspects of the Roundup and attends committee planning meetings to give updates. Met with the Governor for feedback on the invitation design.

### Governor's Invitational Pheasant Hunt

Attended planning meetings for committee progress reports. Embroidery on the hunt vests is in progress. Will meet with the Governor in July for feedback on invitation design.

### Creative Consultations/Projects

#### A. Hofmeister:

For Tourism: Designed a new Tribal Lands brochure to coordinate with the new Native South Dakota guides. Worked with Tribal Government Relations staff on copy since this was originally one of their brochures; ordered 69,000 copies for general distribution.

Received proofs from the printer on the updated South Dakota highway maps and approved; delivery is expected mid-July.

Updated Tourism's greeting cards with new imagery; order has arrived.

Designed a new brochure on crops, grasses and wildflowers; it is online as a downloadable brochure on TravelSD. We are not printing any at this time.

For GOED: Designed a second oversized postcard to promote South Dakota Manufacturing Week; order has been delivered.

For the Governor's Office and GOED: Researched various items for Governor's Invitational Pheasant Hunt and working with Pheasantland Industries on options. Began working on design ideas for the invitation and will review it with the Governor in mid-July.

#### A. McCloud:

For Tourism: Received Tourism's envelopes for travel packet mailings; waiting for the smaller envelopes to be delivered.



Completed updates to the Greenhorn's Guide (Archeology and Paleontology Guide) and sent files to printer. Received 700 copies, which will mainly be distributed at the Information Centers. A downloadable guide was placed on TravelSD.com.

Received information for shoulder Great Getaways newspaper insert co-op; waiting for final approval before sending files to printer.

Began working on the 'look' and the color palette for the 2015 Tourism Conference; designing the Save-the-Date card and the Sponsorship mailer.

The Chamberlain (Lewis & Clark) Information Center panels have been installed. Continue to send Paige files to DOT for printing and schedule installations.

For History: Made changes to letterhead for Archaeology in Rapid City as they moved to another location in Rapid City – building was damaged in the October snow storm; delivery was made to their new office.

For Governor's Office and GOED: Received paper samples and quotes from printers and met with the Governor to finalize for Roundup. Sent files to printer for all print pieces. Will finalize order for remaining items.

For Governor's Office: Have been asked to supply design options for the new state license plates by July/August.

Other: Sent final logos to contact for the International Snowmobile Expo. Sent information on lapel pin companies for her to order her supply.

T. Meise:

For Tourism: Designed billboards for the #HiFromSD campaign; placements will occur from the end of June through mid-July. Researching sticker prices for the #HiFromSD campaign.

Will design a 4-page, Group Tour co-op ad for placements in selected magazines; subscribers are travel agents and group tour operators. Our first printed ad may be dropped in a publication as early as August 1.

For GOED: Designed an 8-page booklet for GOED Finance Programs; sent digital files to the printer. Finished booklets will be delivered in-house by mid-July.

For Governor's Office: Prepared team photos from the Governor's Golf Classic; they will be mailed in the event Thank You cards.

Designing a trail map for the South Dakota 125<sup>th</sup> Anniversary Wagon Train.

Designed a variety of press release format options for the Governor's Office.

M. Ganschow:

For Tourism: Attended daily internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: June e-Target email, June Travelsmart, Events email, Oh, Ranger! email #3 on caves, Shoulder Giant Step – final creative/layout, hunting ad for *Gun Dog* Magazine, state map – reviewed copy updates for

reprint, Shoulder Great Getaways – reviewed new partner copy and creative/layout, revised email template design, Travel Professionals E-Newsletter, and Hot Springs co-op – repeat ads.

Project Review/Proofing: GOED Finance Piece update, #HiFromSD billboard creative, press release template for Governor's Office, SD 125<sup>th</sup> Celebration Wagon Train Map, Guide to Archaeology & Paleontology, Roundup Invitation, Shoulder Great Getaways, Hunt Landowner Postcard, Tribal Lands brochure, SD Grasses, Wildflowers & Crops, and SD highway map.

Other: Assisted staff with various hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Compiled minutes from the May 6 Roundup meeting. Compiled minutes from the June 11 Hunt meeting. Updated Hunt invite copy and forwarded Word document to designer. Drafted timeline for the Hunt creative materials. Attended Brand Assessment overview meeting. Attended Governor's Hunt committee meeting, the Group Tour co-op ad planning meeting, and the Wagon Train Map planning meeting.

In Progress/Upcoming Projects: South Dakota Tourism and co-op ad marketing campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers (in progress: Info Center panels, SD Welcome Signs design, Governor's Events planning and materials – Roundup, Hunt, Custom Flash Drives, Shoulder Great Getaways, Group Tour Co-op, Group Tour Planning Guide, Photo Book reprint, and 2015 Tourism Conference planning). Researching giveaway items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Worked with staff to coordinate orders for #HiFromSD social media campaign for window clings, lapel buttons, and Post-It Notes for Information Centers.

Logo and photo requests fulfilled: Photos for Kristen Kochanski, photo editor, at the Travel Channel, for a multi-media press release. Native American themed images sent to RMI for a tour operator working on a new South Dakota tour: Roland Troxler, Managing Director, Round The World Travel Pty Ltd, Sydney, Australia. Governor's residence images to Barbara Huff, America's History Lady, for a new book she's working on. Pulled images to accompany an article in *Lets Travel Magazine* - New Zealand/Brand USA.

Projects in Preparation/Ongoing: fulfillment packet envelopes – waiting for the small one to be delivered. Coordinating efforts with designer and vendor for updated state highway map – 500,000 will be printed and delivered mid-July. This is a project we coordinate with DOT as they produce the front – official side – and Tourism produces the back. DOT pays for printing. Deliveries will be made to Pierre and Black Hills Works.

Researching costs and options on custom molded Flash Drives for primary use at international trade shows; asked for several samples of 3-D custom molded drives.