



TO: Governor Daugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: August 8, 2014  
RE: July 2014 Monthly Status Report

### Domestic Earned Media Numbers

June

Impressions: 10,267,830  
Ad Value: \$6,127  
Number of clips: 2

FY14 (does not include Macy's numbers)

Impressions: 219,240,707  
Ad Value: \$4,481,843  
Number of clips: 242

### Media & Industry Relations

Information requests/interviews/meetings: Marcus Traxler, Mitchell Daily Republic, regarding general information on how we spend our money, how we do what we do, etc. Worked with senior photographer on photo requests: *AFAR* Magazine editor chose Badlands to be featured on *Wake up with AI* on the Weather Channel as one of the country's most beautiful destinations. Worked with MMGY's PR team on various other inquiries and media pitches, general inquiries from MediaSD.com, and others.

Posted four visitor industry releases to MediaSD.com. Reviewed four press releases for History and one release for Arts.

Met with Superintendent Eric Brunnemann from Badlands National Park and staff from the Governor's Office, Department of Agriculture, and Department of Tribal Relations to hear an update regarding the south unit of Badlands National Park. Met with Department of Game, Fish & Parks to discuss the new visitor center project in Custer State Park.

For the Governor's Conference on Tourism, January 20-22, in Pierre, received three speaker contracts from Gold Stars Speakers Bureau. Began working on a travel writer panel. Other topics and speakers are being finalized.

A few Department of Tourism staff toured the National Guard Museum in Pierre. Secretary Hagen, Deputy Secretary Goodman, and Eileen Bertsch assisted the Mount Rushmore Mascots with their appearance in the Hot Harley Nights parade in Sioux Falls. Mascot appearances are planned in August/September in Yankton, Watertown, and Huron. Delivered a report for the Glacial Lakes & Prairies board meeting in Wessington Springs.

For Social Media:

- July Facebook mentions rose 18%, with total keyword mentions increasing by 19%.
- @southdakota Twitter account reached the 15,000 milestone in July with a total of 15,003 followers. We also saw an 11% increase in potential impressions for the month.
- Travelsmart e-newsletter sign-ups increased on Facebook (233%) and Twitter (300%), plus one Travelsmart request from Pinterest.
- Instagram Engagement saw growth with a 40% increase in new followers

The YouTube channel had 14,400 views over the last 30 days. Added videos and stills to the Instagram account. Edited several short video clips and made them available for use. Shared video with the WYAN – Where Are You Now – website via RMI. Shared Black Hills video with the Rapid City Arts Council for their promotions.

#### International and Domestic Trade Sales

Continued updating/confirming information for sections of the 2015-2016 Group Tour Planning Guide. Presented mock-up of the Group Tour Co-op ad to marketing team.

Sent requested information to St. Louis Travel Group, Missouri; Blue Lakes Charter & Tours, Ohio; Badger Coaches, Wisconsin; Sr. Services of Central Illinois; Georgina Morrow, California; and Treva Brown, Texas. Created shipment of brochures for Melanie Settje in Bermuda, where her husband is the US Consul General; she is active in sending people to South Dakota. Sent information to Digvijay Singh Jodha, journalist for a paper in India: information about the state; links to our websites, vacation guide, and brochures; and contact information.

Fulfilled requests for 1,380 South Dakota Vacation Guides to AAA Offices in 13 states: Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Nebraska, New Jersey, Ohio, Oklahoma, Pennsylvania, and Wisconsin.

Sent International Powwow (IPW) leads and Active America leads to South Dakota suppliers so they can contact potential travel companies. Leads are also online.

Working with communities on itinerary and/or lodging needs for pre-fam and Buffalo Roundup domestic and international journalists, September 21-28. Sent e-invite/itinerary to 15 journalists in Italy, France, Germany, the United Kingdom, The Netherlands, Australia, Sweden, and Norway; working with overseas RMI offices on finalizing attendees and details.

Sent new photos and new copy to Betsy Cooper to update the Thetouroperator.com site.

Helped develop an itinerary for a journalist working on stories for Brand USA and National Geographic in August. Expect five to six German journalists on the Brand USA fam, September 1-4; working with CVBs, Chambers of Commerce, and RMI on coordinating details.

For promotions with Brand USA: submitted order for banners, photos, and other materials for the Multi-Channel Germany program. For the Multi-Channel United Kingdom program, contacted John DeLeva regarding deadline date for materials in September. For the Brand USA Inspiration Guide, held conference call with DeLeva; materials were sent as they were due August 22. Working with John on partners from industry for three pages for Tourism.

Sent invitation to South Dakota suppliers, per request from Osamu Hoshino our Japanese marketing representative, to attend his Los Angeles sales mission, August 5-7. Organized event details and shipment of materials. Worked on a fam/prize giveaway for one attendee.

Contacted by Osamu Hoshino for fam arrangements, August 16-17 in Deadwood and Rapid City, for Mr. Kamata from Los Angeles. He is the CFO for NTA, one of Japan's largest tour providers for the LA office and he is influential in product development.

Worked with Osamu Hoshino on a shipment to the Japanese Office for the JATA Travel Show in Tokyo, September 22-30. A member of the Tourism staff will attend.

Provided information to Ike Ogura from HOG LLC for an upcoming group trip that he is bringing to South Dakota in August. Ike was part of the 2014 Japanese fam in May.

Continued to work on details of the Rocky Mountain International (RMI) MegaFam in South Dakota, September 9-13. The full fam dates are September 5-14 for the joint hosting effort with North Dakota for 15 tour operators and receptive tour operators from Europe.

Worked with each RMI overseas office to get an inventory in order to build shipments of promotional materials for each office.

Sent information on film permits for Mount Rushmore National Memorial to Altrimenti Viaggi, Italy, tour operator bringing 13 people, August 7-8, for a reality TV show; shuttle service for Sturgis Rally; Sturgis Rally; and scenic routes that included Spearfish Canyon.

RMI office awarded 2015 RMI Roundup, April 12-16, to Sioux Falls. It will be preceded by state summit meetings and followed by post-roundup fams for participants/tour operators.

Provided hostings letter and made travel arrangements for Mr. Eustache from Amerigo, tour company from France for July 24-27. Sent attractions letter to Jan Doets, The Netherlands, for their product manager, Priscilla Meise, who will visit South Dakota in August. Contacted by Rocky Mountain International (RMI) regarding a fam request from Anne Vibeke Travels, Denmark, for a visit in September to RMI states for their TV program; sent Mount Rushmore and Badlands filming permit information to RMI. Working with Hot Springs and Wall for overnights for the Alidays Trade Fam, October 17-20.

Edited itineraries for the 2015 Real America Guide and rewrote the Old West itinerary.

Compiling report on team's hostings and marketing efforts for FY14 and the focus of their visit. It will also include partners in the Group Tour Planning Guide and the Group Tour Co-op.

### Outdoors

As a new staffer, visited industry members and properties in the western portion of the state: Spearfish Canyon, the Matthews Opera House & Arts Center, Lookout Mountain, Custer State Park, Harney Peak, Needles Highway, Custer Skywalk Nature Trail, Black Hills Playhouse, State Game Lodge, Outdoor Campus West, and Dinosaur Park.

Met with Mike Gussiaas, Vice President of Marketing at Black Hills & Badlands Association. Met with Daryl Stisser of Sylvan Rocks Climbing School.

Fulfilled request about combination pheasant/waterfowl hunting opportunities in South Dakota and fulfilled request for information about West River deer hunting.

Created introductory entry/copy and drafted plans for future for the Outdoors blog.

#### Hospitality

Issued 148 Governor's Certificate for Outstanding Hospitality to industry members who were recognized/written about by visitors, 53 gold seals for second write-up, and 28 lapel pins for the third level of recognition.

#### Information Centers

Shipped updated South Dakota official state highway maps to the Information Centers. Ordered replacement iPad tablets, compatible with Verizon, for Wasta and Spearfish Centers.

Completed interviews and processed paperwork to hire two more travel counselors.

Car count as of July 23: 136,681 cars stopped at the Centers for an increase of 2.8% over last year. Increases in key markets: Michigan 0.2%, Minnesota 3.7%, Missouri 2.7%, North Dakota 10.4%, Wisconsin 6.5%, Canada 0.2%, Colorado 1.9%, and Iowa 0.8%. Decreases in key markets: Illinois 7.5%, Wyoming 6.5%, Tour Buses 6.6%, and Foreign 4.3%.

Worked with Department of Transportation to explore options for A/C at Valley Springs; requested the window air conditioner in the main lobby be replaced. Explored options for adding recycling programs to the Centers.

Began developing/gathering comments from the travel counselors for the newsletter and planning the end-of-year party.

#### Photo/Video

Tourism photography: camping, hiking, swimming, boating, go-karting, Yankton; Falls Park, downtown Sioux Falls bike path, JazzFest, Great Plains Zoo, Sioux Falls; Czech Days, Tabor; Children's Museum of South Dakota, Nick's Hamburgers, Brookings; Ingalls Homestead, De Smet; rock climbing at Palisades; Strawbale Winery, Renner; Aerial Adventure Park, Keystone; Evans Plunge, Mammoth Days, Hot Springs; wildlife at Wind Cave; Badlands National Park; Fort Pierre rodeo; numerous outdoor activities, Railroad Days, Prairie Village, Madison; lawn mower racing, Pukwana; Burke Stampede cattle drive; Buffalo Ridge western town; sunflowers, wheat fields; National Hammock Day promotion; and Founding Fathers, Rapid City.

Economic Development photography: Governor's Golf Classic.

Arts Council/History photography: Baseball in Madison and Pierre for Cultural Heritage Center.

Fulfilled loans for photos to *South Dakota Magazine*, Southeast SD Tourism, Yankton; Rushmore News, Lasting Impressions Unlimited, Rapid City; Black Hills Central Reservations, Deadwood; SD Pharmaceutical Association, SD Telecommunications Association, SD Homeland Security, Pierre; Grapevine Design, Spearfish; Sylvan Rocks Climbing School, Custer; Starbucks, Seattle; *AFAR Magazine*, New York; *AAA Home & Away*, Nebraska; and Brand USA, Washington D.C.

Continued editing and inputting photos into Tourism's database; current total is 18,211.

Tourism photography hit list: Storybook Land Festival, Aberdeen; Sioux River Folk Festival, Canton; Good Earth State Park, Riverfest, Sioux Falls; Twin Brooks Threshing Bee; McCrory Gardens, Brookings; Riverboat Days, Yankton; Joy Ranch, Watertown; and Corn Palace Festival, Mitchell.

Video Shoots: Storybook Land Festival and Wylie Park activities, Aberdeen; traffic and construction in Sioux Falls for a GOED project; DocuTap, JazzFest, Sioux Falls; Daktronics, Bel Brands, Brookings; and the Fort to 50 Kayak Challenge, Pickstown.

Video Projects and Loans: Shot and edited a short video for the Department of Revenue for use in promoting a convention they are hosting next year. Sent a file of the 2014 TV spot to the Days of '76 Committee to run on a large screen during the rodeo. Sent Sturgis Rally and stock footage to the BBC show BattleGround Bikes. Sent stock footage to MMGY to share with a journalist.

Key Projects and Video hit list: Sturgis Rally; fishing and water activities, Pierre; motorcycle shoot in the Black Hills; wildlife loop in Custer State Park; Kool Deadwood Nights; video for the Governor's Hunt; continue to add more video to the Instagram and social media sites; edit more videos for placement on the YouTube site; and work on increasing traffic to the YouTube site.

#### Travel Market Advertising/Marketing

Conducted daily internal marketing meetings and discussed, reviewed, and proofed, as needed, the following elements: July e-Target email; July Travelsmart; Events email; Badlands (2-page) ad for 5280 Magazine; Shoulder newspaper strip ads (Minneapolis, Des Moines, Omaha, and Eau Claire); Oh, Ranger! email #4 (Crazy Horse, Deadwood, Custer State Park); #HuntinSD logo; Badlands ad for Days of '76 program book; South Dakota in Full Color – fall foliage locations for Pinterest Map; Bootprints – copy for dedicated email and sponsored email; Group Tour Co-op ad (placement in six group tour magazines and overprint for mailing); and community co-op campaigns.

Community Co-op Campaigns –Hot Springs: Approved and shipped final print ads for the peak season.

Deadwood: attended presentation on Roger Brooks Branding. Presented Deadwood with initial shoulder/winter season media calendar. New calendar will focus about 20-25% of budget on shoulder travel and 75-80% of budget on winter activities. Once this has been approved, we will present to Deadwood along with their shoulder/winter digital plan for review. Approved and shipped a half-page co-op ad for all seven Nebraska Cornhusker football programs. Approved full-page ad for six fall/winter events in the Sioux Falls 605 Magazine that will hit shelves on August 1. Full-page ad in College World Series program.

Custer State Park: Approved full-page advertorial for August/September issue of *Sioux Falls Woman* Magazine. Approved first of two digital pushdown units on ArgusLeader.com; the first unit will go live on August 4 and promote last minute family vacations. The second unit will go live on September 15 and highlight the Buffalo Roundup and activities surrounding the event.

Spearfish: Received approval on Spearfish's shoulder media schedule; received first shoulder ad from L&S and sent to Spearfish for final approval.

Custer BID: Helped develop information on the co-op for presentation to City Council by Chamber director. Had conference call with Custer to discuss strategies and planning for the future and discussed SEM.

Watertown: Received approval on Watertown's hunting/fishing donut for the shoulder TV/pre-roll spot, reviewed and approved first hunting/fishing shoulder ad, and set up call to discuss shoulder digital proposal.

Huron: Received approval on shoulder media calendar; reviewed and approved first Huron hunting ads to place in *Iowa Sportsman* and *Pointing Dog Journal*.

Sioux Falls: Gave final approval on Sioux Falls winter media calendar; worked to optimize the CVB Premier Center lip sync contest, and approved updated spend for campaign.

Met with Pierre CVB to discuss the community co-op program. Met with Michelle Thomson and Mike Gussiaas at Black Hills & Badlands to discuss co-op opportunities.

Sent Peak 2015 co-op applications to all partners and began reviewing those received.

Continued daily monitoring and approval of online co-ops for pending business listings, events, photos, vacation packages, and hot deals; edited event listings and business listings.

Once magazines arrive with peak Giant Step co-op partner ads, will send copies to each partner in which their ad was placed. Shoulder Giant Step ads have shipped and will begin running in the following magazines: September issues of *Better Homes & Gardens*, *EveryDay* with Rachel Ray, and *Oprah*; and September/October issue of *Midwest Living*.

Final Great Getaways co-op newspaper insert files were sent to printer; piece will be inserted the week of August 4: Colorado Springs Gazette, Fort Collins Coloradoan, Greeley Tribune, and Loveland Reporter-Herald in Colorado; Atlantic News Telegraph, Carroll Daily Times Herald, Creston News Advertiser, Des Moines Register, Fort Dodge Messenger, Harlan News Advertiser/Tribune, Mason City Globe Gazette, Red Oak Express, Sheldon NW Iowa Review, Sioux City Journal, and Spencer Daily Reporter in Iowa; Mankato Free Press, Marshall Independent, Rochester Post Bulletin, St. Cloud Times, and Worthington Daily Globe in Minnesota; Omaha World Herald and Scottsbluff Star Herald in Nebraska; Casper Star Tribune, Cheyenne WY Tribune-Eagle, Gillette News Record, and Sheridan Press in Wyoming; and Sioux Falls Argus Leader in South Dakota for a circulation of 669,701. The co-op had 42 partners.

Finalized Department of Tourism's Matching Dollar Challenge (MDC) projects with partners. Finalized payments with the four regional tourism association directors for their MDC projects.

At this time, future MDC projects will be coordinated by each regional tourism association. Most of the regions have offered the opportunity for MDC grants/applications only to their members.

For the fall Rooster Rush campaign, met with staff to discuss the #HuntInSD promotion. Will send application for marketing grants and the merchandise order form to the industry after the online pages are updated.

#### Web Development and Digital Marketing

Consumer website – TravelSD.com: 60 vacation packages were listed.

Tourism has purchased www.TravelSouthDakota.com, which will now be the domain we use in all of our advertising (print, digital, broadcast etc.); www.TravelSD.com will continue to point to our current site so we will not lose traffic from repeat visitors, referral traffic, etc.

Worked on several elements of the business listings on the website regarding updates to contact information. Notified members with a postcard and email about the updates and that a call center would contact them. Developed script and calling strategy.

Reviewed new comps and wireframes for TravelSouthDakota and provided recommendations on search and share functionality. Made content updates on the website on the Cultural Corridor listing. Reviewed a Road Journal submission by one of the actors in our TV spot; recommended that we use it and sent to MMGY for their review.

### Research

Collected travel indicators for the June Dashboard, which included such items as web traffic, car counts, inquiries, and other market information; provided to team members. Predictive indicators appear to be down but most of our visitation and revenue metrics are on track.

Reached out to MMGY to identify if mobile traffic is being captured within our analytics profile. It appears only the mobile traffic that reaches an interim page to the full site is being captured. This is causing a decrease in overall web traffic to the site; requested a change that will send all mobile traffic directly to the full site. This update will also improve usability for consumers.

Reviewed business rule document for TravelSouthDakota.com forms and global elements. Provided MMGY with questions from our team.

Joined conference call requested by nSight Travel Intelligence to discuss our satisfaction with the current platform and to update us on improvements for the next rollout.

Completed two economic impact evaluations for Aberdeen events.

Made updates to the CenStates TTRA Website, including conference schedules and speaker topics.

### Publications

Will post updates for the Lewis & Clark Trail brochure to the online version.

### Fulfillment

Fulfilled 71 bulk shipments/requests: 12,650 South Dakota highway maps, 2,885 Vacation Guides, 2,700 Tribal Lands brochures, and 240 Native South Dakota booklets. Black Hills Works fulfilled 13,386 domestic requests. Fulfilled 192 international requests via MSI Worldwide Mail Service and 449 Canadian requests were emailed to MSI for fulfillment. Fulfilled 52 special packet requests via regular mail. Reviewed 2,975 emails from the Online Request Form.

Participated on call to discuss the current data flow for TravelSouthDakota.com, Salesforce, Exact Target, and fulfillment vendors. Collected and sent documentation on Salesforce and Black Hills Central Reservation feeds.

Joined call with L&S and MMGY to discuss the new source code setup and how we'd like inquiries reported, based on the new setup which will be coded correctly in the dashboard feed.

### Tribal Tourism

Visited with Sisseton Wahpeton Oyate tourism director, Elias Mendoza, for an update on tribal events, including the annual powwow. Confirmed that he will be attending the annual National Indian Tourism Conference (AIANTA) in September in Louisiana

Visited with the Yankton Sioux Tribe tourism director, Sherwyn Zephier, about attending the AIANTA conference; Fort Randall Casino employee, Samantha Sully, may go to the conference in his place. Emailed Native American Advocacy Program executive director, Marla Bull Bear, and contacted Kiri Close from Lakota Ways in Wall regarding the AIANTA conference. Upon request from Sec. LaPlante at Department of Tribal Relations, prepared a report on Department of Tourism's tribal tourism efforts. Will travel to the Cheyenne River Reservation on August 6 for the next tribal visit.

### Board of Geographic Names

Reviewed several items from the National Board on Geographic Names in preparation for the public hearing in Sioux Falls on July 29. Took a call from a reporter for WNAZ AM/FM radio in Yankton concerning the two proposed names for an un-named creek in Minnehaha County.

### Governor's Tourism Advisory Board

The Governor has reappointed Stan Anderson, John Brockelsby, and George Kessler to additional four-year terms. Board members serve the Governor and the Department of Tourism as liaisons to the visitor industry. They also work with the Department of Tourism on marketing plans and issues. The Board is comprised of 11 members from across the state and they represent various aspects of the visitor industry.

### Governor's Buffalo Roundup

Print materials have been approved, ordered, and received.

E-invite to journalists has been approved; team managers will send to domestic and international journalists who have been vetted.

### Governor's Invitational Pheasant Hunt

Worked with Bruce Cull to plan the Archery events. Worked with Department of Game, Fish & Parks and Federal Ammunition to secure this year's game and target loads.

More aspects of the event are being handled by committee members.

### Creative Consultations/Projects

#### A. Hofmeister:

For Tourism: Updated the South Dakota Photo Book and ordered copies for hostings and trade shows.

Changed timeline on the Group Tour Planning Guide due to online registration issues. Researching new photos for the covers, introduction pages and tabbed dividers.

The updated, official state highway maps have arrived at our warehouse.

For Governor's Office and GOED: Received an ornament mock-up from Pheasantland Industries for the Governor's Invitational Pheasant. Received approval from the Governor on the designs of the invitation, RSVPs, and ambassador card.



A. McCloud:

For Tourism: Received approval from partners and Tourism staff for the shoulder Great Getaways co-op newspaper insert. Sent files to printer.

The Chamberlain Information Center panels were installed the beginning of July and panels at Vermillion, Sioux Falls, and Spearfish were installed later in the month. Continued sending Paige files to DOT for printing/installations.

Save-the-Date postcards for the Governor's Conference on Tourism have been mailed to the visitor industry. The sponsorship mailer has been designed, routed, and approved, and will be mailed in August. Designed the letterhead for the Tourism Conference and sent to staff.  
For Arts Council: Ordered business cards for new staff person, Heather Davidson.

For Governor's Office and GOED: For Buffalo Roundup, sent print materials' files to printer: RSVPs, Ambassador Card, Dinner Card, Thank You cards, and Program Book Cover; all have arrived. Designed the license plates, which Pheasantland Industries will produce. Designed e-invite for journalists. Designed the letterhead and sent to staff.

For Governor's Office: Continued working on designs for the state license plates. The designs are due for review at the end of July beginning of August.

T. Meise:

For Tourism: Updated the South Dakota Script logo for the TravelSouthDakota.com website.

Designed a 4-page ad for partners in the Group Tour Co-op, which is open to visitor industry who are also members of NTA and ABA, for the Trade Sales Team. Partners have approved their final proofs and the digital files have been prepped for printing.

Designed stickers for the #HiFromSD campaign, which are being handed out at the Information Centers.

Designed a logo and a web header for the #HuntInSD campaign.

Updated the online copy for the Lewis & Clark Guide that is available for free download on TravelSouthDakota.com.

Designed a ½-page ad for the Days of '76 Program Guide and sent files to print.

For History: Working on designing a poster for National Archives Month.

Other: Designed a 2-sided Trail Map for the South Dakota 125<sup>th</sup> Anniversary Wagon Train. They've been printed and are being distributed to promote the event, September 3-20.

Designed artwork for the state welcome signs; DOT is now producing the signage.

M. Ganschow:

For Tourism: At daily internal marketing update meetings, discussed, reviewed, and proofed, as needed, the following elements with the marketing team: July e-Target email; July Travelsmart; Events email; Shoulder newspaper strip ads (Minneapolis, Des Moines, Omaha, and Eau Claire); Badlands (2-page) ad for 5280 Magazine; Oh, Ranger! email #4 (Crazy Horse, Deadwood, Custer State Park); #HuntinSD logo; Badlands ad for Days of '76 program book;

South Dakota in Full Color – fall foliage locations for Pinterest Map; Bootprints – copy for dedicated email and sponsored email; Group Tour Co-op ad (for placement in six group tour magazines and overprint for mailing); Custer State Park Co-op – ad for *Sioux Falls Woman* magazine and Family Vacation ad for online Argus Leader; and Deadwood Co-op – Deadwood ad featuring fall/winter events for *605 Magazine* in Sioux Falls.

Project Review/Proofing: Roundup media e-invites; Roundup license plate mockups; Shoulder Great Getaways – final proof; Tourism Conference sponsorship mailer; #HuntInSD logo; Photo Book - updates for reprint; and Rooster Rush poster.

Other: Routed various project or ad requests to appropriate designer. 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. Attended Hunt meeting; compiling meeting minutes. Attended Roundup meeting; compiling meeting minutes. Attended Tourism Conference planning meeting. Attended briefing with staff and ad agencies regarding revisions to the South Dakota Tourism logo. Met with State Historical Society regarding designing the SDSHS Archives Month Poster. Attended meeting regarding the Group Tour Planning Guide.

In Progress/Upcoming Projects: Tourism and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers in progress ( SD Welcome Signs update, Governor’s Events planning & materials – Roundup, Hunt, Custom Flash Drives, Group Tour Planning Guide, and 2015 Tourism Conference planning); and research/order giveaway promo items.

T. Friedeman, Creative Strategies Manager:

For Tourism: The reprinted state highway maps have been delivered to the Black Hills Works and the BIT/Tourism Warehouse in Pierre. Coordinated printing of the map. Due to a damaged paper stock roll, only 472,000 of the 500,000 maps were printed. DOT pays printing costs.

Met for photo database overview with staff. Reviewed corrections for Rooster Rush materials. Met to plan Hunt safety video with several Hunt committee members.

Logo and photo requests fulfilled: Deadwood Main Street images for Cassie Shortsleeve, Senior Online Editor, Shape. Sent logo files to Fritz Miller, Director of Marketing at SDPB. Sent Capitol Christmas images to Lana Blair at PryntComm. Sent revised logo files to RMI staff.

For Rooster Rush, received quotes for T-shirts and embroidery on long-sleeved hunting shirts and caps. Updates to the online promotional funds application forms will be done by August 1. The logo has been updated by L&S to incorporate the revised South Dakota script. Finalizing design on the ‘Welcome Hunters’ poster that community organizations can request. Sent logos to Eagle Sales (Budweiser – Chamberlain) for them to incorporate into their fall hunting POP displays and banners around the state.

Roundup –Contacted the vendor in Brookings about vehicle decals. Will work on revising the signage file.



## South Dakota Department of Tourism Social Media Report 2014 - 2015 Executive Summary

Social Reach	July	Total/Avg.
Facebook Impressions	1,936,426	1,936,426
Twitter Impressions	3,895,995	3,895,995
Social Keyword Mentions	11,047	11,047

Channel Insights	July	Total
Facebook Fans	119,012	119,012
Twitter Followers	15,003	15,003
Pinterest Followers	2,050	2,050
Google+ Followers	373	373
YouTube Views	1,186,019	1,186,019
Website Analytics	July	Total/Avg.
Social Media Referrals	2,796	2,796
Social Media Leads Generated	128	128

Percentage of Goal Completed	July	Total
New Facebook Fans (50,000)	55%	71%
New Twitter Followers (3,500)	239%	85%
25% Increase in Web Referrals	475%	8%
Social Media Engagements (250,000)	427%	36%
10% Increase in E-Newsletter & Vacation Guide sign-ups	1400%	11%

Facebook Advertising	July	Total/Avg.
Impressions	N/A	N/A
Clicks	N/A	N/A
Page Likes	N/A	N/A
Clickthrough Rate	N/A	N/A

Average Cost Per Click	N/A	N/A
Average Cost Per Fan	N/A	N/A

<b>Facebook Advertising - Posts</b>	<b>July</b>	<b>Total/Avg.</b>
Impressions	480,858	480,858
Clicks	40,401	40,401
Actions	35,675	35,675
Page Likes	582	582
Clickthrough Rate	8.40%	8.40%
Average Cost Per Click	\$0.07	\$0.07