



TO: Governor Dugaard  
FROM: James D. Hagen, Secretary  
Department of Tourism  
DATE: May 8, 2015  
RE: April 2015 Monthly Status Report

#### Domestic Earned Media Numbers

March:	Impressions: 159,920,728 Ad Value: \$1,382,560 Number of clips: 19
FY15 To-Date:	Impressions: 1,102,863,378 Ad Value: \$3,644,826 Number of clips: 279

#### Media, PR & Industry Relations

Information requests/interviews/meetings: Visited with Rick Knobe, KSOO radio in Sioux Falls, regarding a road trip across northern South Dakota for his radio show, Viewpoint University. Coordinated with KELO producer Andy Graning for interview with Secretary Hagen to discuss peak season marketing. Coordinated interview with Hagen on KWAT's morning show, "What's Up," for 2015 peak marketing overview; provided images of 2015 creative and a link to our new TV spot. Provided "what's new" information to Marge Peterson, writer for *AAA Home & Away* magazine, for pitches to her editor. Coordinated with the Governor's Office and Danielle Taylor, Executive Editor of *Parks & Recreation* magazine, for her article featuring Governor Dugaard. Provided several ideas to Chuck Mai, *AAA Home & Away*, for family-friendly events and new or expanded attractions for a summer feature on South Dakota. Worked with staff photographer to send Buffalo Roundup photo to Victoria Mechler of *Cowboys & Indians* Magazine; they're featuring the event in their monthly calendar because of the 50<sup>th</sup> Anniversary of the Roundup. Arranged interviews for Secretary Hagen with *New York* magazine and *TIME* Magazine regarding South Dakota as the only state President Obama has not visited during his presidency. Provided HD b-roll footage of general South Dakota imagery to Erica Mahoney, Staging Solutions, who is working on a presentation for an international gas industry conference to be held in Paris, France.

While in Minneapolis, street team efforts included the Skyway, where Tourism visited with potential visitors amidst a few walls wrapped with South Dakota scenery. Team had media appointments with *Delta Sky* magazine, St. Paul Pioneer Press, Minneapolis Star Tribune, and a freelance writer. Participated in a morning show segment on KARE-11 in Minneapolis that featured an interview with Secretary Hagen and a trivia game with the Presidential Mascots.

Worked with MMGY's PR team on various other inquiries and media pitches. Fulfilled general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to [www.MediaSD.com](http://www.MediaSD.com) and the State News Web):  
April 14: Department of Tourism Launches Summer Marketing Campaign. Posted one industry release: 5<sup>th</sup> Annual South Dakota Birding Festival at Fort Randall.

Developed itinerary and worked with industry partners to host Elaine Warner, freelance writer. She is covering the Birding Festival near Lake Andes and on assignment for *AAA Home & Away* magazine and *Slice* magazine for caving in the Black Hills, wineries, and visits to Mount Rushmore National Memorial, Rapid City, Hot Springs, Custer, Deadwood, and Wall.

Worked on a social media influencer fam scheduled for June: lodging, activities, invitations, and itinerary. Met with industry members to discuss opportunities for hosting.

Emailed notification letters to the seven CVBs that applied for funds to promote National Travel & Tourism Week (NTTW) in their cities: Aberdeen, Chamberlain-Oacoma, Pierre, Mitchell, Rapid City, Sioux Falls, and Watertown. Activities included photo contests, treasure hunts, ads, flags, social media outreach, and a newspaper insert.

Began discussions about speakers and topics for the 2016 Governor's Conference on Tourism; theme will be "Be Monumental." Began preparing Save-the-Date press release.

Attended the Glacial Lakes & Prairies board meeting in Aberdeen as the liaison from the Department of Tourism; gave an update from Tourism.

Approved the May content calendar for Facebook and Twitter. Working with MMGY social team on the peak season campaign for 2015, #TheGreat8: content, creative, and the prize kit; campaign launches May 4. Finalized local vendors for prize package and working on approving creative, messaging, and details of the contest. Working on creative with our internal team to match #TheGreat8 on other platforms, including Google+, YouTube, and Flickr.

The Instagram account has 3,233 followers and 875 posts. The Travel South Dakota Twitter (@southdakota) account has 9,212 tweets and 19,200+ followers. South Dakota Tourism's consumer Facebook page has ~160,000 fans.

#### International and Domestic Trade Sales

Fulfilled requests for 1,200 South Dakota Vacation Guides to AAA offices in 11 states: Colorado, Indiana, Kentucky, Michigan, Minnesota, Nebraska, New York, Ohio, Pennsylvania, Texas, and Wisconsin.

Expect delivery of the Group Tour Planning Guide in May.

Finalized preparations for the Rocky Mountain International (RMI) Roundup in Sioux Falls. Attended RMI Summit, a meeting with all RMI partners prior to the start of appointments with international tour operators. After the Roundup, tourism coordinated details for two separate five-day fam tours that included the 34 South Dakota suppliers who attended RMI Roundup: I-90 and Black Hills and Northeast and Black Hills. We hosted 22 tour operators on the two fams from Australia, the United Kingdom, Germany, Switzerland, France, Italy, Belgium, and The Netherlands. The two fams came together the last day in the Black Hills. Worked with Laure Marandet, a French tour operator, for site inspections and touring after RMI Roundup.

Finalized details and hosted Travel Agent fam, April 23-30, for seven AAA and CAA representatives from Illinois, New York, Pennsylvania, and Saskatchewan. Stops included

Sioux Falls, Mitchell, Chamberlain, Badlands National Park, Wall Drug, Custer State Park, Hot Springs, Custer, Crazy Horse Memorial, Mount Rushmore National Memorial, Deadwood, Sturgis, and Rapid City.

Assembled 30 South Dakota information packets for shipment for Japanese trade shows.

Sent itinerary for translation for Japanese fam tour, May 11-15, for seven participants from Tokyo.

Researched and emailed 179 international and domestic tour operators to set up appointments for the U.S. Travel Association International PowWow (IPW), May 30-June 3, in Orlando. Confirmation of appointments will be sent in early May. Sent list of the 11 South Dakota suppliers to RMI as they will be hosting a reception for tour operators and journalists who have been to the region for marketplaces and hostings. Created 100 flash drives for the IPW Show.

Working on itinerary and reaching out to communities for hosting Alexei Demitriev on a fam, June 17-28. Worked with him to get the stories and angles he needs for his articles. He will begin in Sioux Falls and end in Rapid City.

Approved upcoming fams for June: Audley Travel, United Kingdom; journalist Julie Miller, Australia; journalist Imco Lanting, The Netherlands; and Sciacqua/Benazzi hosting, Italy. And in August: Gordon Smith, Sunday Post United Kingdom; and America as You Like It.

For Active America China Show, April 7-9, researched Chinese show leads, requested appointments, and ended up with 24 appointments; sent leads to South Dakota suppliers. Distributed 55 South Dakota packets to Chinese tour operators and 10 to receptive tour operators (English). Worked with South Dakota partners, Rapid City CVB and Crazy Horse Memorial, to develop the PowerPoint presentation for the breakfast we hosted; worked with the translator on the presentation.

Intern:

Elijah Bonde, Sioux Falls, will graduate from the University of South Dakota in May. His major is Communications Studies. He will start on May 18 with the Domestic & International Trade Sales team.

International Press:

Germany

Rhein-Zeitung (circ. 146,969) "Im Land der Buffel und Indianer," article about history of South Dakota and North Dakota with Native Americans and buffalo by Stefan Kieffer. Mentioned are Deadwood, Black Hills, Crazy Horse, Mount Rushmore, Medora, Badlands, Sioux Falls and Sturgis. Estimated ad value is \$24,846.

Outdoors

Planning a July exploration trip in the eastern part of the state, which includes Lewis & Clark Recreation Area (Yankton), Union Grove State Park (Beresford), Sculpture Walk (Sioux Falls), Devil's Gulch and Split Rock Park (Garretson), Beaver Creek Nature Area (Valley Springs), Oakwood Lakes (Bruce), McCrory Gardens (Brookings), Sica Hollow State Park (Sisseton), and Mina Lake Recreation Area (Aberdeen).

Helped sponsor featured speaker Ted Floyd, birding expert and editor of *Birding Magazine*, at the 5<sup>th</sup> Annual Fort Randall Birding Festival, May 1-3, at Pickstown/Lake Andes/Wagner areas in Central South Dakota.

Drafted blog entry on pike fishing; created and edited copy for fishing emails; and posted information, images, and links on the SD Outdoors Twitter and Facebook pages. Continued promotion of the #HuntInSD program (<https://tagboard.com/HuntInSD>) and the #FishInSD hashtag. Developed a social media content calendar.

South Dakota Outdoors (@sdoutdoors) Twitter account has 3,119 tweets and 5,605 followers. The South Dakota Outdoors Facebook page has 2,251 fans.

#### Film Office

Updated and approved listings on [www.FilmSD.com](http://www.FilmSD.com). Met with Highway Patrol regarding contacts and links for film requests.

#### Information Centers

Held meeting for supervisors to review summer plans, staffing, CD series sales, and T-shirt sales.

Finalized plans for the Information Center fam, May 1 - 7. Centers open on May 18.

#### Hospitality

Presented proposal for a change in the way Governor's Certificates for Outstanding Hospitality are issued; proposal was approved by the Governor's Tourism Advisory Board: process will be streamlined. There will still be three levels of recognizing outstanding hospitality.

Provided the ID code to four businesses/organizations for the online training program.

Contacted the 17 different organizers of spring hospitality trainings; prepared a list of trainings for the April eFYI and a list is posted on SDVisit.com under the "Cooperative Programs" button. Most training sessions take place in May. A total of \$24,000 was awarded to assist with speaker costs.

Visited with Lisa Bender from the Mitchell CVB about hospitality training and National Travel & Tourism Week. Forwarded logo files, information, and links to websites.

#### Photo/Video

Continued participation in Tourism's website review: copy and photos, drafted Roadside Attractions itinerary copy, and assembled photo essays.

Tourism photography: downtown Aberdeen, Casey Tibbs and Scotty Philip graves, and pike fishing on Lake Oahe.

Fulfilled photo file requests to the following: *South Dakota* magazine, Yankton; *Sioux Falls Woman* magazine, University of Sioux Falls, U.S. Dept. of Justice, Sioux Falls; Game, Fish & Parks, Madison, Sioux Falls, and Pierre; Rapid City Regional Health, Black Hills & Badlands, RJ Designs, *Black Hills Parent* magazine, Outdoor Campus West, Rapid City; South Dakota Community Foundation, Public Utilities Commission, Delta Trust Co., River Lodge, South Dakota Peace Officers Association, Pierre; Mobridge Tribune; artist Joshua Spies, Watertown;

Black Hills Central Reservations, Deadwood; Strawbale Winery, Renner; Naked Winery, Hill City; Sturgis Motorcycle Museum; I-29 Cultural Corridor, South Dakota Public Broadcasting, Vermillion; Izaak Walton League, Maryland; Good Sam Club, California; *Cowboys & Indians* magazine, Texas; and Rocky Mountain International, Wyoming.

Continued editing and inputting photos into Tourism's digital photo database and culling outdated imagery that will no longer be used; current total is 19,425.

Gave slideshow and presentation on Tourism's photography to 13 members of the Aberdeen Photo Club.

Tourism photography hit list: Wild Horse Sanctuary, Mammoth Site, Hot Springs; Wind Cave National Park; Falls Park, Sioux Falls; Devils Gulch, Split Rock Park, Garretson; Corn Palace, Prehistoric Indian Village, Mitchell; Mickelson Trail; Camping in Black Hills; and Wounded Knee Museum, Wall.

GOED: Award winners, etc. at GOED Conference in Sioux Falls and GOED photo week of several businesses in Sioux Falls area.

#### Travel Market Advertising/Marketing

For Calendar of Events listings, holding off adding new events until the new site is up and functioning. A new form will be developed for submitting events.

Continued working with members of the visitor industry on business accounts and business listings via the Industry Portal.

The last magazine ads in the Magazine Co-op (formerly Giant Step) will drop next month. Once all magazine inserts have been placed, copies of each magazine/ad will be sent to each individual partner for reference. There will not be a Shoulder Magazine Co-op this year; will discuss its future when we a new co-op structure is developed. Approved *National Geographic Traveler* ad, niche TV spots, and final digital campaign elements.

Registration for Shoulder Great Getaways will begin in May and open to 42 partners. These inserts will be placed in newspapers in Colorado, Iowa, Minnesota, Nebraska, South Dakota, and Wyoming in early August. Program information and guidelines will be included in a mailing and placed on SDVisit.com.

Attended the Minneapolis Skyway events to talk to potential visitors and hand out brochures. Met with the Twins, Timberwolves, Pheasants Forever, Fox Sports Wisconsin, and Meredith Travel/*Midwest Living* on marketing possibilities.

#### Campaign Co-ops:

##### Deadwood

- Approved the KARE Minneapolis webpage takeover; it goes live May 4.
- Approved May social media posts, digital, and social.
- Working on radio spot for Wild Bill Days.
- Still need approval for KETV in Omaha banner takeover ad.

##### Custer State Park

- Approved value-added page takeover of the Denver cable sign-in page; it goes live on May 4.
- Approved the latest round of newspaper ads.

#### Black Hills & Badlands

- Presented FSI creative and provided feedback; final creative went to printers.
- Approved May's social media posts.

#### Custer BID

- Approved digital elements

#### Watertown

- Met and made edits to their FSI, Fargo market.
- Approved digital and social components and TV.

#### Sioux Falls

- Approved pre-roll.

#### Spearfish

- Approved Visit Spearfish print ads.

Met with Pierre BID and L&S on brand assessment.

Finalized Shoulder co-op dollar amounts for community partners. Met with L&S to review media Calendar for Shoulder 2015. Met with MMGY regarding a Shoulder 2015 digital plan.

#### Web Development and Digital Marketing

General – TravelSouthDakota.com: Continued working on various elements related to the site redesign. Began making updates, changes, and tweaks to content based on the internal site review. Added two more Photo Essays: Those Famous Faces (Mount Rushmore National Memorial) and Ride, Climb, Paddle (outdoors activities).

Continued working on elements and issues related to the Industry Portal.

Provided the 2015 TV spot and the link to the Travelsmart sign-up on the new website to Nxtbook to be updated in the digital version of the 2015 Vacation Guide.

E-newsletters – Travelsmart, VRM, Travel Professionals:

Worked with staff and MMGY on the second fishing email for 2015; it was deployed on April 29.

Distributed Tourism's eFYI newsletter to list members via Listrak.com and Tourism's database the end of April. Topics included Secretary's Message, TravelSouthDakota.com Wants You, 2015 Interstate Information Center Programs, 2015 National Travel & Tourism Week, South Dakota NTTW Efforts, 2015 Literature Swaps, Spring Hospitality Training, Shoulder Great Getaways, Media Coverage, South Dakota Arts Council News, Important Reminders, Did You Know?, and U.S. Travel Association Updates.

Industry Site – SDVisit.com: Added link to the 2015 toolkit on the National Travel & Tourism Week page.

Created and deployed another Industry Portal email to 740 industry members. Mailed the postcard to 1,500 on Tourism's database.

Film Office Site – FilmSD.com: Completed several updates to the following pages: Filming in South Dakota, Filmography, Film Permits, and State Agencies.

Other: Posted several documents to the sdbgn.sd.gov website (South Dakota Board of Geographic Names) related to the renaming of Harney Peak: approved minutes from December 22, 2014; draft minutes from March 31, 2015; and an informational brochure.

### Publications

Entities in the 2014 Guide to Archaeology & Paleontology provided new and/or updated copy for the 2015 Guide. Copies will be distributed at the Interstate Information Centers and posted on TravelSouthDakota as a pdf. Guide will be ready by late May.

### Fulfillment

Fulfilled 60 bulk shipments/requests: 10,310 South Dakota highway maps and 3,320 Vacation Guides. Black Hills Works fulfilled 11,943 domestic requests. Fulfilled 149 international requests via MSI Worldwide Mail Service and 269 Canadian requests were emailed to MSI for fulfillment. Fulfilled 100 special packet requests via regular mail. Reviewed 3,001 emails from the Online Request Form and responded to many that had specific questions.

### Board on Geographic Names

Attended a board meeting to prepare for the upcoming schedule of public meetings on the proposed re-naming of Harney Peak. Reviewed public comments as they were submitted. Attended meetings in Martin, Custer, and Rapid City to gather public comments on the renaming proposal for Harney Peak.

Proofed copy for posting to the website, press releases, and meeting announcements. Proofed the draft of the brochure being produced to explain the renaming process.

### Tribal Tourism

Per request from Tribal Relations Secretary Emery, compiled information about Tourism's interaction with the Cheyenne River Tribe in preparation for the Governor's visit to the tribe.

Upon request from the Department of Tribal Relations, gathered information on the process for getting brochures displayed at the Interstate Information Centers.

Updated Native American information for the displays at the Chamberlain Information Center.

Met with Tribal Relations Secretary Steve Emery and staff member David Reiss to discuss tourism on the reservations. Traveled with Tribal Relations staff and the Secretary of State and one of her staff to visit with the Sisseton Wahpeton Oyate chairman and council members; shared information on Tourism's involvement with tribes. Met separately with Elias Mendoza and a Tribal Relations staff person to further discuss tourism on the reservation.

### Governor's Tourism Advisory Board

The Board toured Buffalo Ridge Resort in Gary and Joy Ranch near Florence. Meetings were held at Joy Ranch and the Watertown Event Center. Each Board member and regional director gave an outlook for the summer; all are optimistic as spring numbers are great. Secretary Hagen gave updates on Tribal outreach, Sturgis Rally preparations, Welcome signs, revenue, Board on Geographic Names, ad campaign, and the newly-launched website. Tourism's team leaders gave project updates. Group received a briefing on peak season marketing campaigns and plans for fall campaigns.

### Creative Consultations/Projects

T. Berg:

For Tourism: Designed/updated the 2015 South Dakota Travel CD case for the series that highlights the history and geography of the state and many attractions. The 4-CD series is sold at the Interstate Information Centers. Helped create designs and ordered T-shirt samples for the Interstate Information Center T-shirt project.

For GOED: Designed the 2015 GOED Conference invitation/rsvp, the conference booklet, event signage, miscellaneous table cards, and nametags.

Designed a postcard invite for the SDDC Annual Meeting; Central Duplicating printed copies.

A. Hofmeister:

For Tourism: Completed the design and mockups of the Group Tour Planning Guide; after approval, sent to the printer; 3,500 will be delivered by the end of May. Guides will be mailed to selected group tour operators and travel agents.

Created mockup for T-shirt designs to be worn by Interstate Information Center staff and two others to be sold at the Centers.

Designed a PowerPoint template with updated graphics to be used by Tourism staff.

A. McCloud:

For Tourism: Designed several options for T-shirts – one for Information Center staff to wear and the other two styles to be sold.

Working on tweaking the Great Service Star logo and designing the 2015 Guide to Archeology and Paleontology.

For GOED: Designed invitation for the EDFD meeting; Central Duplicating printed.

For the Governor: Met with the Governor regarding the Golf Classic invitation, which he approved. It was sent to the printer and a proof was returned and approved. Expect delivery in early May. Ordered supplies needed to complete the project for mailing. Will design nametags, gift tags, and signage.

Working on two postcards for GOED's Manufacturing Week.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: e-Target email; Travelsmart; Events email; draft copy and photos for Lead gen email, Vacation Guide (VG) request confirmation, eNewsletter, VG survey, VG received, and eTarget; summer campaign: headlines and photos for The Great 8 and Along For The Ride; press releases: Department of Tourism Launches Summer Campaign and Department of Tourism Launches New Website; Orbitz engagement; The Great 8; Fishing email #2; Australia Multi-channel program: print insert; Black Hills & Badlands Co-op: FSI; Custer BID Co-op: pre-roll video targeted to motorcycling group; Deadwood Co-op: banner ads for Omaha; Hot Springs Co-op: digital elements for Sioux Falls, Denver, and Minneapolis; and Watertown Co-op: FSI and *Fargo Woman* ad.

Project Review/Proofing: Governor's Golf Classic: final proofing of invitation; Group Tour Planning Guide: final proofing; Stitch-out samples of SD script and web address for embroidery on blankets; T-shirts and designs for Information Center staffs; Sandwich board: updated creative/artwork for Minneapolis blitz; PowerPoint template: updated creative/artwork; and e-FYI.

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 SD promotional items. Compiled Hunt meeting minutes and routed to committee. Ordered Information Center name tags. GOED Conference: received and reviewed conference awards and routed to conference chair. Reviewed new TravelSouthDakota.com website: forwarded a list of copy errors to staff. Met with staff regarding the Roundup creative needs and drafted timeline. Timeline for Governor's Pheasant Hunt creative needs is in progress.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects: planning, timelines, creative needs, and assignments to designers. In progress: Governor's Events: Golf Classic, Buffalo Roundup, Hunt, Tourism letterhead update, large packet envelopes reprint, state highway map, and research/order giveaway promotional items.

T. Friedeman, Creative Strategies Manager:

For Tourism: Coordinated sending enlarged copies of the city maps that appear next to the overall state map to Chambers of Commerce. Proposed updates were done by the respective Chambers, which they returned for follow-up. Forwarded these files to our contact at Department of Transportation to review; she will make updates and add suggestions as space allows on the small maps. The next map printing is tentatively scheduled for September.

Coordinated 2016 Vacation Guide discussions with regional directors.

For GOED: Followed-up with Outsound Productions on A/V billing for the GOED Conference in April. Reviewed and forwarded to GOED.

Burned a DVD of an oil and gas video that was used at a trade show.

For Governor and GOED: Held meeting with Creative staff and GOED to review 2015 Buffalo Roundup overview, timeline, and budget.

Logo and photo requests fulfilled:

Sent photos to Lindsey Philips, a consultant with SD Community Foundation.