



South Dakota

Department of Tourism
711 East Wells Avenue, Pierre, SD 57501

TO: Governor Dugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: August 10, 2015
RE: July 2015 Monthly Status Report

Domestic Earned Media Numbers

June	Impressions: 21,601,218 Ad Value: \$212,910 Number of clips: 8
FY15 To-Date	Impressions: 1,313,865,833 Ad Value: \$6,061,131 Number of clips: 334

Media, PR & Industry Relations

Information requests/interviews/meetings: Interview with S.D. Public Broadcasting regarding activities at Mount Rushmore National Memorial over July 3-4. Interview with KDFR radio regarding summer activities throughout South Dakota. Sent statistics and information to Electric Cooperative for article they're working on regarding the Rally. Worked with MMGY's PR team on various other inquiries and media pitches. General inquiries from MediaSD.com and others. Participated in weekly call with MMGY PR team to discuss updates to PR projects.

Press Releases: Posted four industry releases.

Domestic Press Hits: Chicago Tribune (Sunday Circulation: 789,915) - As a result of the "Three Reasons to Visit South Dakota in 2015," freelance writer Phil Marty included the Sturgis Motorcycle Rally in his "News to Use" in the June 28 travel section. ChicagoTribune.com (UVM: 14,246,570) - As a result of the "Three Reasons to Visit South Dakota in 2015," freelance writer Phil Marty included the Sturgis Motorcycle Rally in his online "News to Use" on June 19. Parents.com (UVM: 4,946,699) - As a result of an October 2014 editorial appointment with Editor Karen Cicero; she included Badlands National Park in her piece on the "10 Best National Parks for Families." The piece ran online on June 9. BudgetTravel.com (UVM: 644,204) - As a result of a Summer 2013 press trip to South Dakota, Digital Editor Kaeli Conforti included mention of her trip in her piece "8 Easy Ways to Make the Most of Solo Travel." The piece ran online on June 5. Midwest Wanderer (UVM: 2,300) - As a result of attending the 2014 Buffalo Roundup press trip, Connie Reed wrote a blog post about attending the event, which ran on June 30. Midwest Wanderer (UVM: 2,300) - As a result of attending the 2014 Buffalo Roundup press trip, Connie Reed wrote a blog post about Rapid City, which ran on June 6. Tripping Blonde (UVM: N/A) - As a result of attending South Dakota's NYC Travel Massive event, Linda Lee Kazmerski wrote a blog post about the event, the Mount Rushmore Mascots, and the South

Dakota cocktails created by Harding's. Suitcases and Sippy Cups (UVM: 35,000) - Hosted trip activities in the Black Hills for family travel blogger Jessica Bowers; coverage pending.

Attended and took part in Sturgis Rally press conference with Department of Public Safety.

Connected a reporter from the Argus Leader with South Dakota Game, Fish & Parks.

Provided information on South Dakota as a sports destination to *SportsEvents* Magazine.

Working with MMGY Global to set up adventure press trip in August. Suggested options for the itinerary and reviewing potential guest lists.

Provided materials to Miles Marketing for the Brand USA 2016 Inspiration Guide.

Provided a photo and description of Badlands National Park to Sarah Sekula of *usatoday.com* for a "50 states, 50 scenic views" photo gallery; and Devil's Bathtub near Spearfish, the Laura Ingalls Wilder home, and Cosmos Mystery Area. (<http://experience.usatoday.com/america/picture-gallery/road-trips/2015/07/09/road-trip-usa-50-states-50-scenic-views/29916183>). Provided links and information to Susan Barnes of *usatoday.com* on Custer State Park and Okobojo Point; she is working on a story about exceptional beaches.

Reviewed initial Tourism Conference creative design and copy; the Save-the-Date mailer has been sent; finalized copy for the sponsorship flyer; and working on preliminary information for the registration flyer. Met with committee to finalize speaker selections and topics and make session assignments. Worked with staff to identify prospective new sponsors. Set up the schedule and timeline for the conference. Worked on getting the conference website updated.

Prepared a report on Tourism Office and attended the Glacial Lakes & Prairies Board in Volga. Followed up with Tourism staff on items discussed at the board meeting and prepared a report on the meeting for Sec. Hagen and others.

Worked with Dr. Ignatius Cayatano, Black Hills State University, on a sponsorship for the first annual World Tourism Days event at the university.

Social Media Relations: Worked on the August content calendar for Facebook, Twitter, and Instagram. Waiting for final deliverables from the Instagram Influencer press trip in June; initial results have been positive. Instagram account has 4,746 followers and 655 posts; edited a number of clips and prepared them for future use on the Instagram page. Travel South Dakota Twitter account (@southdakota) has a total of 9,631 tweets and 21,552 followers. South Dakota Tourism's Facebook page has ~184,787 fans. Added the new fishing video to the YouTube channel; updated the playlists and first-look videos on the YouTube channel. The YouTube channel had 11,400 views for the last 30 days.

So far, the #TheGreat8 campaign has had 7,258,428 impressions on Facebook and Twitter, which surpassed the team's goal; 6,300,000 total impressions on Instagram, which was due to the influencers being in South Dakota during a part of the campaign and the boost of their followers looking at South Dakota content. There were more than 10,200 comments on Facebook and 2,013 RTs on Twitter; total number of entries into the contest was 12,213.

International and Domestic Trade Sales

Fulfilled requests for 1,515 South Dakota Vacation Guides to AAA offices in 12 states: Colorado, Iowa, Illinois, Indiana, Michigan, Minnesota, Nebraska, Ohio, Pennsylvania, Texas, Wisconsin, and West Virginia.

Fulfilled requested information to Tracks & Trails, Colorado; Sunnyland Tours, Missouri; YMT Vacations, California; Little Rock Tours, Arkansas; and Group Destination Planners, Montana.

Continued to follow up with companies that have returned the coupon to order the Group Tour Planning Guide.

Have 14 partners in the 4-page, 4-color Group Tour Co-op Magazine ad for insertion in the following group tour magazines: September/October issue of *Groups Today* (circ. 10,000); November/December issues of *Destinations Magazine* (circ. 7,325), *Select Traveler* (circ. 5,000), and *Group Travel Leader* (circ. 20,000); and December issues of *Leisure Group Travel* (circ. 20,000) and *Courier Magazine* (circ. 6,000).

Finalized June/July Travel Professionals E-Newsletter and sent on July 26 to tour operators on Tourism's database. Formatted to better fit the current website structure. Began work on the next E-Newsletter, which will focus on food, wineries, and breweries in the state.

Wrote article for Tribal Relations newsletter regarding recent tour operator hostings in which Native American attractions and sites were included.

Finalized three-day itinerary for July for Lina Shah, who writes for Asian and India publications for people living in the United States from those countries. Drafted a suggested itinerary for Mr. Fujimura fam, August 8-11, which included lodging at the Hotel Alex Johnson during the Sturgis Motorcycle Rally. Finalized itinerary for David Rose hosting, United Kingdom, including lodging for one night in Deadwood and three nights in Rapid City while he is here in mid-August. Began drafting three-day itinerary for August for Margherita Tizzi/Fabio Colombo, Italy, hosting. Contacted lodging properties to make arrangements for USA Tours, Denmark, September 14-15; continued working on itinerary details. Worked with CVBS/Chambers.

Sent images and Deadwood information to Inge Lundereng, Norway, for article he is writing. Provided photos of Crow Creek Ranch, Belle Fourche, to Discover America United Kingdom. Provided winter information to tour operator Cividin Viaggi, Italy.

Sent follow-up to 34 tour operators and journalists who expressed an interest in South Dakota during the April Rocky Mountain International (RMI) Roundup. Sent follow-up to 17 tour operators and journalists who expressed an interest in South Dakota during ITB that the RMI overseas offices attended for the partner states. Sent follow-up to 11 tour operators and journalists who expressed an interest in South Dakota during VUSA.

Met with the Fort Pierre Mayor and BID board to give a presentation on what RMI is and how it is beneficial to them. Answered questions about the RMI MegaFam and explained who the tour operators are, where they're from, their interests, and discussed their ideas for the agenda.

Researched and wrote about new happenings in South Dakota and sent to RMI for Quarterly Newsletter for distribution to overseas travel professionals.

Followed up with Alexei Demitriev regarding his fam, June 17-28. He plans to send his first article to publications in August. Had call with Alexei regarding his proposal for a future meeting of the Global Journalist Association to be held in South Dakota

Sent email to South Dakota suppliers regarding the LA Mission, August 12-14; will work with suppliers as needed. Worked on opening speech to welcome the tour operators to the conference on behalf of South Dakota, Wyoming, and Colorado.

Working with RMI on Australian Mission agenda, the Italian Mission agenda, and discussing joint sponsorship for a reception to be coordinated with RMI states. Began working on arrangements for 2016 ITB show in March in Germany; RMI states coordinate.

Contacted the overseas RMI offices regarding arrivals and departures for journalists for the Buffalo Roundup. Sent information to French RMI office for film crew itinerary possibilities.

International Press:

Australia: Julie Miller – Australian journalist who attended Buffalo Roundup - [Traveller.com.au](http://www.traveller.com.au). <http://www.traveller.com.au/best-bars-in-americas-wild-west-gi3jip> - web article. No circulation or ad value was posted.

Germany:

The RMI Media report for June showed that an article by Til Biermann, who was hosted on the Brand USA German press fam in the summer of 2014, was published June 1 in Welt am Sonntag WAMS (circ. 400,985) in Germany; estimated ad value was \$74,315.

Journalist Julia Proisinger, who attended Buffalo Roundup 2014, published an article in Free Men's World called "Between Cowboys" (circ. 90,000); estimated ad value is \$202,575.

Total estimated ad value for this report is \$276,890.

Outdoors

Participated in a fly fishing fam in the Deadwood and Spearfish Canyon areas and other fishing near Belle Fourche; it was hosted by Lee Harstad from the Deadwood Chamber & Visitors Bureau. The trip featured a writer from *Field & Stream* and two representatives from Cabela's. Sent contact information of area pheasant guides to Steve Hickoff of *Field & Stream*.

Participated in a conference call with Pheasants Forever regarding the Dog of the Day promotion. Secured Antler Ridge Lodge, Hamill, South Dakota, to host a hunt giveaway being promoted by Pheasants Forever, Browning, and Polaris. Tourism will receive call-outs and logo recognition in all promotional materials.

Participated in a conference call with Benny Spies of "Gun It with Benny Spies."

Traveled to Wessington Springs and Mitchell to shoot footage for a web series being developed. The first half will feature gathering food (foraging, hunting, fishing, etc.) and the second will feature Chef Daniel Brown creating food with what's been gathered.

Arranged a call for August with Stephanie Monton of Heliconia (helipress.com) regarding potential partnership.

Composed a road journal for TravelSouthDakota.com featuring pictures and experiences from time spent in Spearfish. (<https://www.travelsouthdakota.com/explore-with-us/road-journals/feelin-the-vibe-in-spearfish>)

Created July fishing email for distribution at the end of the month.

Developed and programmed a social media content calendar for July and August. Posted information, images, and links on the SD Outdoors Twitter and Facebook pages; continued promotion of the #HuntInSD program (<https://tagboard.com/HuntInSD>); and continued promotion of the #FishInSD hashtag. South Dakota Outdoors (@sdoutdoors) twitter account has a total of 3,397 tweets and 5,983 followers. South Dakota Outdoors Facebook page has 2,573 fans.

Film Office

Updated and approved listings on filmsd.com.

Inquiries/Film Office Tasks: Sent information to two production companies looking for South Dakota imagery. Spoke with several companies regarding film permits and location information.

Continued discussions with FOX regarding "The Revenant" film and potential opportunities for partnership with Tourism.

Working with film festivals regarding sponsorship opportunities from the Department/Film Office. Will be receiving invoices to support those programs.

Attended class in Sioux Falls for the Governor's Leadership Development program.

Information Centers

Solidified plans for installing iPad tablets at all the Centers.

Assisted the Wasta Information Center to prep 100 biker bags for tour group staying in Keystone.

Hired two additional staff members for the Wasta and Tilford Information Centers to help cover increased activity during the Sturgis Motorcycle Rally and the end of the season.

Started planning the end-of-the year party.

Worked on creating the new South Dakota test for Information Center staff.

Car Count: As of July 27, there have been 384,138 people visit the Information Centers, up 7.7% over last year. Car count is up 8.5% over last year. Increases in key markets: Michigan, 20.2%; Minnesota, 9.4%; Missouri, 1.5%, Nebraska, 3.9%; Wisconsin, 14.9%; Colorado, 14.9%; Iowa, 8.1%; Illinois, 15.8%; Wyoming, 13.5%; and Foreign, 21.1%. Decreases in key markets: Canada, 1.8%; North Dakota, 1.3%; and Tour Buses, 3.4%.

Hospitality

Issued 50 certificates, 20 gold seals, and six lapel pins to recognize outstanding hospitality.

Met with creative staff and team managers to discuss a new logo design for the Great Service Star (GSS) Program. Worked with the creative team to develop standards for the logo use,

which will be forwarded to all GSS designees to assist them when using the logo. Will mail annual application form and accompanying instructions for renewals and new designees.

Photo/Video

Worked on plan for two photo essays per month for TravelSouthDakota.com.

Tourism photography: Sisseton Wahpeton Oyate Wacipi; Sica Hollow; Bramble Park Zoo, Watertown; Pierre area recreation; hiking in Black Hills; Bad River Music Series, Fort Pierre; kayaking at Stockade Lake, Custer State Park; disc golf, Trail of Governors, and Capitol, Pierre; Watertown Main Street; Song of the Great Spirit building, Sisseton; and adventure sports.

Fulfilled 21 photo requests: *South Dakota Magazine*, Yankton County Observer, Southeast South Dakota Tourism, Yankton; Black Hills & Badlands, Rapid City; South Dakota Rural Electric Association, Sen. Mike Rounds, South Dakota Retailers Association, Pierre CVB, PryntComm, Department of Education, Office of Emergency Management, Pierre; South Dakota Public Broadcasting, Vermillion; Custer BID Board; USA Today, Brand USA, Washington, DC; American Bus Association, Massachusetts; and National Bison Association, North Dakota.

Continued editing and inputting photos into Tourism database; current total is 19,824. Culling outdated imagery.

Tourism photography hit list: Sturgis Rally including motorcycles on scenic byways; Hugh Glass Rendezvous, Lemmon; and television commercial with locations to be determined.

Shot video of exterior buildings and wildlife in Wind Cave National Park; video of wildlife in Custer State Park; interiors of The Mammoth Site in Hot Springs; and video of maintenance work being done on the faces at Mount Rushmore National Memorial.

Video Dubs and Loans: Sent stock footage to Loud Televisions for a traveling series pilot they are producing. Sent video to the Airline Pilots Association for a conference video they are producing. Sent the "Beauty of South Dakota" video to Sid Goss in Rapid City for a presentation he is giving at a national conference this fall. Sent additional stock footage to Indigo Films in California for a series they are working on.

Video Projects: Shot and edited a fishing video for statewide fishing promotion and uploaded it to YouTube for distribution.

Continued to update the Dropbox stock footage library with new clips and new file downs for people to download.

August hit list: Set up and shoot locations for a Great 8 video; Sturgis Rally; Minuteman Missile NHS near the Badlands; motorcycling in the Black Hills; and fishing and water recreation in the Pierre area.

Video Projects: Work on shooting locations for a National Parks video for the YouTube channel and social media. Work with staff on an outdoor cooking show.

Travel Market Advertising/Marketing

Sent final files for shoulder Great Getaways newspaper co-op to the printer in early July; insertion date is August 11 in Colorado, Iowa, Minnesota, Nebraska, South Dakota, and Wyoming of 760,886 copies.

Met internally to discuss target audiences and markets for Peak 2016. Met with L&S to further discuss Peak 2016 market options.

Campaign Co-ops:

Pierre: Met with Pierre BID to review initial markets and audience findings. They plan to update their website and create the structure needed for a big push for Peak. Reviewed first round of logo options; L&S will revise based on discussions.

Deadwood: Approved Shoulder/Winter media calendar and paid social. The next meeting will include reviewing digital elements and creative.

Custer State Park: Edited and approved *Sioux Falls Woman* full-page advertorial about the history of the buffalo and roundup. Approved pre-roll for Shoulder; digital plan, based on CSP's feedback; updated banner ads; and updated copy for the full-page ad in *5280* magazine. Edited scripts for the KUSA 9 News sponsorship; videos are currently running.

Spearfish: Approved TV and pre-roll scripts. Approved *Rock and Ice* magazine ad from L&S with edited copy and different photos. Set up phone call to discuss digital elements and SEM. Received Peak 2016 co-op application.

Black Hills & Badlands: Direct mail piece with scratch-n-sniff portion was mailed.

Custer BID: Received Peak 2016 co-op application. Reviewed June SEM report.

Hot Springs: Received Peak 2016 co-op application. Reviewed June SEM report.

Watertown: Set up phone call to discuss shoulder digital elements and SEM. Working to make changes to digital ads; approved paid social. Met with Watertown representatives. Met with Julie Ranum at Redlin Art Center. Received co-op application.

Custer State Park: Finalizing Denver 9 News sponsorship, finalizing shoulder media calendar, and met with officials to present digital elements. Received Peak 2016 co-op application.

Deadwood: Finalizing shoulder media calendar. Received Peak 2016 co-op application.

Sioux Falls: Met to brainstorm and discuss shoulder/winter advertising campaign.

Received Peak 2016 co-op application.

Spearfish: Approved paid social.

Rapid City: Approved shoulder print ad.

eCRM: Travelsmart: Edited and approved July content. July Events email for September Events: Chose new photos and reviewed and edited content. Inquiry email: Reviewed and edited copy. Fishing email: Working with MMGY on an editorial calendar. Approved triggered emails.

Approved Tourism shoulder digital ads; Great 8 Newspaper ads and TV spot; Hunting pre-roll; Pheasants Forever full-page ad; and co-op partners' shoulder media calendars. Waiting on final approval on TV/pre-roll scripts and digital elements for Spearfish and Watertown.

Working to set up a meeting with Southeast South Dakota Tourism in Yankton.

Finalized Rooster Rush content on SDVisit.com. Worked with staff on promotional merchandise that will be offered through our office: T-shirts, hunting shirts, caps, yard signs, window clings, and mini posters. Updated the information letter and the application forms to be mailed.

Had calls with Boaz Frankel of The Pedal-Powered Talk Show about bringing show to South Dakota; Red Bull Media House; Pommtree; Cooperatize; Instagram; Midwest Living regarding a new publication; Film Office festival sponsorship proposals; MMGY to review Shoulder 2015

digital plan and peak research; L&S regarding Tourism and co-op campaigns; and Shoulder 2015 co-op partners. Had a call with Disney/Pixar to discuss possible marketing opportunities with the release of their new movie "The Good Dinosaur;" will revisit idea when Tourism receives an official proposal.

Web Development and Digital Marketing

Travel/SouthDakota.com: Met with internal team to discuss options for adding additional callouts to the booking microsite. Met with MMGY and our internal web team to discuss changes: increase the visual callout for the Vacation Guide and other menu items, more visual pop to the images, additional prompts to scroll down the page, and add additional callouts to the Great 8.

Met with the MMGY development team to discuss solutions to the technical and usability problems with the site; we provided 21 updates that we'd like made to the system.

Reviewed and tested the Events, Travelsmart, Inquiry, and Fishing emails in July for eCRM.

Research

Reviewed media research by Bob Frohoff with MMGY Global; they analyzed audience population, media usage by audience, spot market potential, and media efficiency by market. We will use this data to build our media allocation in 2016 and schedule a joint meeting with both agencies to discuss the research further.

Obtained visitor profile estimates and proposals from SMARI, DK Shifflet, Longwoods, and MMGY.

Reviewed the updated Research Dashboard "BIME" and sent changes and corrections as needed. This will be the interactive dashboard used for presentations, industry emails, and staff access.

Held conference call to introduce Tourism Economics to staff and get background on their economic impact methodology.

Fulfillment

Fulfilled 82 bulk shipments/requests: 5,200 South Dakota highway maps, 3,810 Vacation Guides, 80 South Dakota Native Guides, 100 Lewis & Clark brochures, 250 Motorcycling Guides, and 3,600 Tribal Lands brochures. Black Hills Works fulfilled 16,273 domestic requests, which included 9,125 Reader Leads. Fulfilled 141 international requests via MSI Worldwide Mail Service and 308 Canadian requests were emailed to MSI for fulfillment. Fulfilled 47 special packet requests via regular mail. Reviewed 2,047 emails from the Online Request Form and responded to those with specific questions.

Board on Geographic Names

Continued to read public comments submitted to the board on the proposed renaming of Harney Peak. Attended a meeting on June 29 where the board voted to not recommend a name change to the U. S. Board on Geographic Names.

Tribal Tourism

Provided photos for Tribal Relations Newsletter of the RMI Roundup and International PowWow.

Replied to Yankton Sioux Tribe staff person, Sherwyn Zephier, on why the Native American Scenic Byway is shown on many websites as starting near Chamberlain rather than at Running Water on the Nebraska Border. The stretch from Running Water to Chamberlain is designated a state scenic byway and, from Chamberlain to the North Dakota border, it is designated a National Scenic Byway.

Met with a member of Senator Rounds' staff about a brochure he is developing that will highlight tourism offerings on the reservations; shared Tourism's two tribal publications and offered assistance with information and contacts if needed.

Contacted the Department of Tribal Relations about updating links on their website to our tribal brochures.

Compiled a short report on Department of Tourism involvement with the Standing Rock Sioux Tribe in preparation of the Governor's visit to the tribe in August.

Met with David Reiss at Tribal Relations regarding historical information from Tourism's files concerning the Wakpa Sica Reconciliation Place in Fort Pierre.

Visited with representatives from the Standing Rock Sioux Tribe and the Cheyenne River Sioux Tribe to discuss Tourism's financial assistance to attend the annual Native American Tourism Conference (AIANTA) in September in Colorado.

Governor's Tourism Advisory Board

The next meeting is September 9 & 10 in Rapid City at the Holiday Inn Rushmore Plaza.

Governor's Buffalo Roundup

Worked with the State Game Lodge on dinner options for Thursday evening and hor d'oeuvres options for the Wednesday evening reception. Worked with Prairie Berry Winery on the menu for the luncheon there. Received approval from the First Lady on food options.

Creative Consultations/Projects

T. Berg:

For Tourism: Designed an 8.5" x 11" coupon for the Group Tour Planning Guide, which was mailed to tour operators who did not get the Group Tour Planning Guide. Coupon offers them the option to order the guide and other materials; ordered 2,050 copies for the in-house mailing.

Created a pdf for common questions and answers that focus on the Sturgis Motorcycle Rally.

For Governor's Office/GOED: Designed the invitation, RSVP, landowner cards, ambassador cards, program covers, and thank you cards for the Governor's Pheasant Hunt; will send to printer. Working on designing a variety of license plate options for the event.

A. Hofmeister:

For Tourism: Designed the sponsorship mailer for the Tourism Conference; mailers are in production. Designed a Save-the-Date mailer, which have been mailed. Other print materials include a registration mailer, program, and signage. Working on a website button for SDVisit.com and gathering design elements to send to MMGY to use for the website.

Designed the shoulder Great Getaways newspaper co-op insert; files were sent to printer for a quantity of 760,886. The inserts will be placed in newspapers the week of August 11.

Designed e-invites for the Buffalo Roundup to be sent by staff to international and domestic journalists.

For Governor's Office/GOED: Finished designing the invitation as well as the RSVP cards, thank-you cards, prospect reception invitations, gift cards, and program book covers for the Governor's Buffalo Roundup. Sent the files to the printer; several of the finished pieces have arrived at our office. Designed files for small magnets; working on designing mailing labels, license plates, signage, and vehicle decals.

A. McCloud:

For Tourism: Designed the Group Tour Co-op ad, which was reviewed at the marketing meeting; sent proofs to partners for review/approval.

Worked on revised logo for the Great Service Star. Will redesign the form, pin, and other materials with the new logo.

Worked on a newly-designed South Dakota profile sheet for use at trade shows that International & Domestic Trade Sales Team attends.

Designed a new poster for Rooster Rush.

Other: Made necessary changes to the state highway map and sent to the printer.

M. Ganschow:

For Tourism: Attended internal marketing update meetings and discussed, reviewed, and proofed, as needed, the following elements with the marketing team: Travelsmart; Travel Professionals E-newsletter; Fishing email; Social creative/photo updates; Hunting flash banners, pre-roll video; and 2-page ad for Pheasants Forever; Shoulder leisure TV spot (Great 8); SD section in Brand USA Inspiration Guide 2016; Group Tour Co-op ad; Custer State Park Co-op – Shoulder TV spot audio, shoulder digital ads, full-page advertorial on CSP Buffalo Roundup for *Sioux Falls Woman* magazine; Rapid City Co-op – Buffalo Roundup ad for *AAA Encompass*; and Spearfish Co-op – Shoulder TV spot audio and ad for *Rock & Ice* magazine.

Project Review/Proofing: Great Getaways – final proof; state highway map – final proof; Governor's Buffalo Roundup – invite, RSVP, ambassador letter, prospect invite, gift tag, creative for magnets, and media e-invite; Great Service Star logo update; Tourism Conference Save-the-Date and Sponsorship mailer; Rally Info Sheet; Rooster Rush Welcome Hunters poster; and Governor's Pheasant Hunt – invite, RSVP, ambassador letter, and landowner RSVP.

Responded to Tourism fan mail by sending hand-written note and South Dakota promotional items. Research/order giveaway promo items.

Attended meeting to review Governor's Hunt creative concepts and timeline. Attended Roundup committee meeting and compiled meeting minutes and routed to committee.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns; Tourism/GOED projects – planning, timelines, creative needs, assignments to designers; Governor's Buffalo Roundup; Governor's Hunt; Hunt Art Show materials; Tourism Conference print materials; Great Service Star logo update; Group Tour Co-op magazine ad; SD Profile Sheet; Rooster Rush Welcome Hunters poster; and Vacation Guide updates.

T. Friedeman, Creative Strategies Manager:

For Tourism: Received several options for improving the South Dakota Vacation Guide cover and the associated costs that come with those changes; will meet internally and discuss with the regional directors regarding costs and direction.

Per the designer's request, arranged moratorium approval to purchase an external hard drive to provide additional redundant file storage of design projects on iMac hardware.

Updated Rooster Rush logos to reflect '2015' as necessary and forwarded for placement on the website. Worked with designer on new community 'Welcome Hunters' poster. Worked with vendors for pricing on caps, apparel, color design for T-shirts, and double-sided yard signs.

For Governor/GOED: Assisted in jury for the submitted artwork from South Dakota artists for this year's First Lady's Prairie Art Showcase held during the Governor's Invitational Pheasant Hunt in October.

Other: Attended the first formal meeting of USS South Dakota Battleship Memorial committee in Sioux Falls. Lt. Gov. Michels was also part of the larger group meeting to discuss timelines, fundraising, and initial marketing ideas. This is a three-year plan to coincide with the building and commissioning of a new Navy submarine named after South Dakota.

Received a press sheet from the vendor for the printing of the state highway map; delivery is currently set for mid-August.

Logo and photo requests fulfilled: Sent cover of current vacation guide to Jody Williamson at Glacial Lakes & Prairies for their ad sales; Black Hills images to Johnathan Harms at Revenue for conference book project; and State Seal vector art was sent to AdStars for production of some label pins for the Governor's Office.