



TO: Governor Daugaard
FROM: James D. Hagen, Secretary
Department of Tourism
DATE: April 7, 2016
RE: March 2016 Monthly Status Report

Domestic Earned Media Numbers

February	Impressions: 121,339,666 Ad Value: \$2,233,237 Number of clips: 17
FY16 To-Date	Impressions: 1,935,332,269 Ad Value: \$11,973,149 Number of clips: 369

Media, PR & Industry Relations

Information requests/interviews/meetings: Interview with Mike Tanner at KWAT, Watertown, regarding Twins sponsorship; and Dakota Radio Group to discuss 2016 marketing and outlook for tourism. Worked with MMGY's PR team on various other inquiries and media pitches and general inquiries from MediaSD.com and others.

Press Releases: To in-state media (posted to www.MediaSD.com and the State News Web): March 3: South Dakota Tourism's Work Recognized with Three Awards in 59th Annual Adrian Awards Competition. Posted nine industry news releases to MediaSD.com.

Provided Matt Meltzer, journalist with Thrillist, information about Sioux Falls, the most underrated "thing" in South Dakota, and photos for Deadwood being one of the best cities for parties/events in the U.S. Working with freelancer Marge Peterson on best places for pie and what is new in South Dakota. Working with a blogger on agri-tourism stops in South Dakota.

Working with Tourism's internal team to make preparations for the Custer State Park Buffalo Roundup hosting. Working on lodging arrangements for several cities and will develop activities and attractions.

Coordinating four separate itineraries for four social media influencers who will be coming to South Dakota in partnership with our peak social media campaign.

Emailed information and an application form about available funds for National Travel and Tourism Week (NTTW), May 7-16, to the 11 CVBs in the state; included links to the U.S. Travel Association's website, which contains a toolkit and more information. Reviewed applications; will send grant award letters. This week of events serves to champion the power of our industry.

Prepared a Department of Tourism report and attended the Glacial Lakes & Prairies tourism board meeting in De Smet.

Attended the monthly meeting of the Pierre CVB Hospitality Committee. Followed up with CVB director about the Black Hills & Badlands Tourism Association's VIP Training Card program.

Reviewed intern applications and interviewed four candidates.

Attended Destination Capitol Hill and met with South Dakota's Congressional delegation to discuss national travel issues that affect South Dakota.

Reviewed evaluations from the 2016 Governor's Conference on Tourism. Began working on possible theme ideas for the 2017 Conference. Started reviewing topics and speakers for 2017 and spoke with two speakers bureaus.

Social Media

Worked on April content calendar for Facebook/Twitter/Instagram. Instagram account has 10,900 followers and 885 posts. Travel South Dakota Twitter (@southdakota) account has 25,000 followers. South Dakota Tourism's Facebook page has ~213,353 fans. Working with MMGY to develop Canvas ads for Facebook/Instagram. The YouTube channel videos had 9,652 views. Will edit more parts of the Great 8 video to be used on Instagram. Edited parts of the National Parks video to be used on Instagram and Facebook. Edited and uploaded several short videos for use in social media and uploaded them to DropBox.

Working with MMGY on peak season social media plans, which includes one related to the 75th anniversary of the completion of Mount Rushmore. The other one is for social media influencers with the development of four itineraries from which to choose; will begin preparations on their scheduled stops in April. Working on creative for the campaign.

International and Domestic Trade Sales

Fulfilled requests for 825 Vacation Guides to AAA offices in 10 states: Iowa, Illinois, Indiana, Michigan, Minnesota, North Dakota, Ohio, Pennsylvania, Texas, and West Virginia.

Sent requested group tour information to Marilyn Hoveland, SD Travelers Studies, Rapid City. Provided itinerary ideas across I-90 for Mitchell CVB to use in follow-up request from a trade show. Sent request to Ivan Sorbel at Pine Ridge Area Chamber for tour guides for Pine Ridge Reservation for international clients.

Submitted editorial for ENews Spotlight, *Groups Today*, to be featured in March.

Completed follow-up to tour operators from the North American Journeys (NAJ) show; sent leads to South Dakota suppliers.

Completed follow-up to 36 tour operators from the American Bus Association (ABA) Annual Marketplace, January 9-12, in Louisville and from 26 tour operators from National Tour Association (NTA) Annual Travel Exchange Convention, January 31-February 4, in Atlanta. Have three tour operators registered for the Group Tour Operators Fam, April 21-27; will travel across I-90, southeastern South Dakota, and Black Hills areas. Working with communities on hosting meals and lodging and with attractions on complementary admissions.

Working with Haybina Hao from NTA to select Chinese tour operators for the Chinese Fam, May 12-17. Working with the industry on lodging, attraction passes, and meals for the group of 10. Working with Michelle Thompson from BH&B to set up a presentation in Chinese.

Worked with Jason Lu, China Visit Tour, regarding proposal to include South Dakota on a campaign to promote/encourage NTA DMOs and suppliers to solicit more visitations from the Chinese market, both directly from China and from Chinese communities in North America, for groups, families, self-guided trips, and self-driving travelers. Contacted South Dakota communities to see if they would be interested in hosting the group of 4-5 people.

Working with Mr. Osamu Hoshino, Tourism's representative for the Japanese market, on our annual Japanese Fam, May 22-27, for 10 people. Writing itinerary and working with South Dakota suppliers on meals, lodging, and attraction passes.

Prepared for appointment selection process, which begins April 4, for TIA International Pow Wow (IPW), June 18-22, and coordinated with booth partners. Sent list of Japanese companies that will be attending IPW to Osamu Hoshino to get his opinion on appointment requests. Worked with staff regarding information for the triangular banner for the booth, added names to the list of participants, and updated the registration.

Worked on Buffalo Roundup hosting for international journalists, September 25-October 1. Contacted Deadwood for assistance with lodging. Roughed out itinerary and shared it with our Rocky Mountain International (RMI) international offices, to help put together a list of potential international journalist guests.

Along with Tourism's RMI marketing consortium partners, met with 65 journalists and tour operators during the ITB Trade Show in Germany and the French Mission, March 6-19. ITB has 10,000 exhibiting companies from 187 countries with 60,000 consumers attending over the weekend. Many tour operators were interested in new and expanded business, and there was a lot of interest and upcoming trips planned by journalists to the RMI region. There were 50 tour operator and journalist attendees at the RMI Buckle Club reception.

Attended Active America China Show, March 15-19, in Fort Worth. Worked with Amanda Allcock from Crazy Horse and Julie Jones-Whitcher from Rapid City CVB, on a breakfast sponsorship and video presentations in Chinese. Met with 23 Chinese tour companies and attended seminars to learn more about the Chinese Market.

Will attend RMI Summit and Directors Meeting on May 2, prior to the RMI Roundup with international tour operators and suppliers in Cody, Wyoming. RMI states are Wyoming, Montana, North Dakota, and South Dakota. For the Roundup, there are currently 18 South Dakota suppliers attending. Working on post-fam for South Dakota, which will incorporate the South Dakota suppliers who attend the Roundup; seven people have signed up to attend the post-fam, May 7-13. (All four RMI states are offering tours.) Worked with The Lodge at Deadwood for American Vacations request to stay an additional four nights at their property following the RMI Roundup. Notified suppliers regarding a webinar to be hosted by RMI on Wednesday, April 6, for those attending RMI Roundup.

The four RMI states are finalizing a promotion with ATI, the largest tour operator in the U.S.

Was contacted by Floristrada, Italy, for a trip in May/June to the Rocky Mountain Region with stops in South Dakota, May 31-June 1. Arranged lodging and worked on itinerary.

Provided information to Alex Kirby-Harris, Audley Travel, United Kingdom, for client who is coming to South Dakota in April and does not drive. Working with David Sedley, United Kingdom, who is planning tours for 2017; interests include the Wild West, Native American culture, history, and outdoors. Working on itinerary for motorcycle clients for Karen Niven, Bon Voyage Travel, United Kingdom. Working on more itineraries and experiences for Alidays/Fluid Travel for their website. Contacted small receptive operators in Black Hills area regarding a request from The Cultural Experience, United Kingdom, for a small group coming to South Dakota and the region in June. Sent tour request to South Dakota tour operators for a company from Croatia for a Native American tour.

Reviewed international press report FY15 and compiled numbers for 2015 Buffalo Roundup:

Media Impressions: 28,389,262

Media ad values: \$2,317,967

International Press for February:

Australia: **Sbs.com.au**, Tony Robinson's Wild West Episode 3, no impressions listed, estimated ad value of \$20,000. **SBS**, Tony Robinson's Wild West Episode 3, impressions of 6 million with estimated ad value of \$180,000.

Italy: **Travel Quotidiano.com**, Paola Camera, Konrad Travel promotes Real America; impressions of 10,000 with estimated ad value of \$1,200.

Guidaviaggi.it, Assesandra Tesan, Konrad Travel promotes Real America; impressions of 55,000 with estimated ad value of \$1,300.

Turismoattualita.it, Konrad Travel Real America article; impressions of 567,000 with estimated ad value of \$1,200.

France: **Vanityfair.fr**, Mauna Kea, 15 places with breathtaking landscapes; impressions of 6,934,000 with estimated ad value of \$9,866.

Biba.fr, Exposition – La Maison des Etats Unis welcomes the collection of Indians of North America; impressions of 1,992,786 with estimated ad value of \$28,057.

Gala.fr, The Revenant, many scenes filmed in South Dakota, Jean Christian Hay; impressions of 6,966,274 with estimated ad value of \$6,901.

Echotouristique, Events in the RMI states; impressions of 44,356 with estimated ad value of \$281,734. **Echotouristique**, Focus on Herve Duxin and Olivier Barthez; impressions of 44,356 with estimated ad value of \$281,734.

United Kingdom: **The Irish Sun (web)**, US parks featuring Badlands, SD and Glacier, MT, Aoife Finneran; impressions of 16,389 with estimated ad value of \$99.

Sophie Lam, newspaper, short story on films in RMI region, Revenant, and a sample fly drive package; impressions of 805,293 with estimated ad value of \$733.

Main Online UK (web), David Rose, Includes Mount Rushmore, Badlands, America as You Like It package; impressions of 4,157,499 with estimated ad value of \$98,531.

Saga Holidays, centennial national parks including Mount Rushmore, Black Hills Crazy Horse; impressions of 100,995 with estimated ad value of \$759.

The Guardian, Sean O'Hagan, SD's Lakota, Pine Ridge Indian Reservation; impressions of 498,117 with estimated ad value of \$20,756.

Silver Travel Advisor, Sally Dowling, American Sky itineraries including Rapid City and Mount Rushmore; impressions of 72,031 with estimated ad value of \$336.

The Independent, Chris Leadbeater, feature on Oscar nominated locations including The Revenant, commenting on MT and SD; impressions of 1,053,543 with estimated ad value of \$1,829.

The Times, Tom Chesshyre, Travel tips, The Revenant featuring sample package from My Holiday featuring the four RMI states; impressions of 80,357 with estimated ad value of \$1,081.

The Times, Travel Tips, Tom Chesshyre, The Revenant, sample package My America Holiday featuring the four RMI states; impressions of 1,225,929 with estimated ad value of \$1,856.

Reisen (Travel) Exclusive Online, America Unlimited 15 day tour through the four RMI states; impressions of 79,607 with estimated ad value of \$9,068.

Birmingham Mail, Lindsay Sutton, Following in a presidents footsteps, featuring SD's Crazy Horse, Custer State Park, Rapid City; impressions of 76,764 with estimated ad value of \$16,035.

Lindsay Sutton also had the same article published in the following:

Evening Gazette, impressions of 72,120 with estimated ad value of \$9,105.

Liverpool Echo, impressions of 173,427 with estimated ad value of \$19,837.

Manchester Evening News, impressions of 104,637 with estimated ad value of \$14,963.

Evening Chronicle (Newcastle), impressions of 93,882 with estimated ad value of \$14,002.

Paisley Daily Express, impressions of 20,661 with estimated ad value of \$5,095.

South Wales Echo, impressions of 55,746 with estimated ad value of \$11,053.

Huddersfield Daily Examiner, impressions of 40,296 with estimated ad value of \$2,574.

Coventry Telegraph, impressions of 60,963 with estimated ad value of \$4,115.

North Wales Daily Post, impressions of 72,489 with estimated ad value of \$7,372.

Nottingham Post, impressions of 70,599 with estimated ad value of \$10,769.

Birmingham Post, impressions of 29,127 with estimated ad value of \$5,329.

The Journal (Newcastle), impressions of 45,141 with estimated ad value of \$9,113.

Western Mail, impressions of 55,881 with estimated ad value of \$12,388.

Total ad value for this report is \$1,088,790.

Film Office

Will be working with Cinema Falls to present the Mount Rushmore mascots to the April Cinema Falls event.

Outdoors

South Dakota Outdoors (@sdoutdoors) Twitter account has 7,067 followers. South Dakota Outdoors Facebook page has 3,198 fans.

Hospitality

Worked with designer to order gold foil seals for the newly designed certificate in recognition of outstanding customer service: Hospitality Certificates, a gold seal for the second nomination, and a gold lapel pin for the third recognition.

Submitted a reminder about using the Great Service Star (GSS) logo for the March eFYI. Forwarded GSS logo files to several businesses/organizations upon request. Submitted a reminder about the Online Customer Service training for the March eFYI.

Reviewed applications from 25 organizations in 17 communities for Spring Hospitality Training funds; notified each organization of their award along with directions to receive reimbursement.

Information Centers

Participated in a second meeting with Cultural Heritage Center staff to work on updates to the Native American content/pictures for a display at the Lewis & Clark Information Center at Chamberlain.

Prepared and sent hiring packets to 73 Information Center staff. Worked on updating employee handbook and organizing and setting itinerary for the supervisors' meeting in early May. Continued planning the fam for travel counselors.

Met with Rest Area Work Group and continued work with subgroups – creating outline for MOU. Met with Barry Caughlin from Nanonation who supplied a quote for interactive kiosks and digital displays at the centers: \$45,000 for interactive kiosks and \$21,600 for digital displays.

Narrowed the list of questions for the Intercept Study, usually handed out at the Information Centers to travelers; it will probably be in June this year. Will administer either as a handout/mailed or as an online survey.

Travel Shows

Coordinated travel show shipments to St. Paul and Eau Claire.

Photo/Video

Tourism photography: hiking/hammocking on LaFramboise Island, sledding, Pierre; Buffalo Roundup invitation pieces for design contest entry.

Fulfilled photo file requests to *South Dakota Magazine*, Southeast South Dakota Tourism, Yankton; Outdoor Campus, Super 8, Dept. of Social Services, Great Plains Zoo, Sioux Falls; Minuteman Missile National Historic Site; Rapid City CVB, *Visitor Magazine*, RJ Design, Rapid City; BlackHillsVacations.com, TDG Communications, Deadwood; South Dakota Retirement System, Game, Fish and Parks, BPro, Pierre; Lead Chamber of Commerce; Schade Winery, Volga; Dakota Buttes Visitors Council, North Dakota; Good Sam Club, California; *Spirit of the West Magazine*, Arizona; and Thrillist, Florida.

Continued editing and inputting digital photos into Tourism's database, current total is 21,315; added 136 from staff.

Tourism photography: working on summer hit list; Corn Palace, Mitchell; air travel, Sioux Falls; Jewel Cave National Monument; Wind Cave National Park; and Black Hills National Forest.

Arts Council photography: photographed artist Arthur Amiotte delivering work for Arts in Public Buildings program.

GOED photography: GOED Conference; businesses in Sioux Falls area

Video Projects: Finished the final cut of the National Parks videos and sent it to staff. Edited video for the Trade Sales Team to use in the Chinese market. Worked on added new video to the stock footage on DropBox.

Video Dubs and Loans: Sent stock footage to the South Dakota Community Foundation for media releases they are doing. Sent our 30 second TV Spot to the Sioux Empire Film Festival as part of our sponsorship.

Key Video Projects: Edit more video for use on the social media channels and upload them to DropBox. Add cards and annotations to more of the YouTube videos. Update the stock footage in the DropBox files for video loans. Meet with staff to discuss project hit list for the upcoming spring and summer. Edit a new aerial footage video and place it on the YouTube channel.

Travel Market Advertising/Marketing

Community/organization co-op campaigns:

Spearfish: Edited and approved pre-roll and TV scripts; in production at L&S. Reviewed and approved digital elements including rich media banners, display banners, YuMe media, and social media posts. Approved *Outside* and *Backpacker* magazine digital elements.

Custer BID: Approved Peak 2016 media calendar and reviewed and approved TV and pre-roll scripts; in production at L&S.

Watertown: Walked through the Peak 2016 updated media calendar and answered questions group had in regards to publications and native advertising. Got approval on the media calendar after the board reviewed. Setting up a meeting to discuss the Peak digital plan details. Started conversation on what the direct mail piece will look like for Peak 2016.

Hot Springs: Reviewed and approved Peak 2016 media calendar and edited and approved pre-roll scripts, digital plan details, social posts, rack card, and digital elements.

Custer State Park: Edited and approved March social posts and Peak 2016 digital plan. Worked on editing and approving digital ad elements.

Sioux Falls: Reviewed and approved digital banners and approved final digital elements for the Peak 2016 calendar. Edited native content articles and working to finalize elements with Matador.

Pierre: Reviewed and approved peak digital plan details, *South Dakota* Magazine full page ad, April social posts, and TEADS in article display elements, and edited the direct mail piece. Edited and approved two different digital element creatives for different target audiences; one set of banners is aimed at anglers and the other set is aimed at bucket listers. Edited and approved angler TV spot. Approved the overall digital plan; edited and approved April's social media posts.

Black Hills & Badlands: Working on finalizing direct mail pieces, which is due to ship to the printer on March 22. Edited April social posts and pre-roll ads and display ads and sent to BHB; worked with BHB and L&S on final approval. Approved banners for Matador Network; worked with BHB to approve articles' titles for contract with Matador. Waiting for the written articles to be returned for editing. Worked on approving the final digital plan.

Deadwood: Edited and approved April social media posts and digital plan. Worked with Deadwood to get promotional photos and audio from the tribute band artists to use for event radio and event TV spots. Reviewed initial scripts for radio and TV for Wild Bill Days and KOOL Deadwood Nites; sent feedback to L&S and they are waiting for promotional material for Wild Bill Days to complete. Worked on display, remarketing, and pre-roll ads. Approved ads for Big Horns to the Black Hills and Minnesota Monthly. Approved the digital page takeover for True West the additional banner ad and social media post True West will run as value-added.

eCRM: Travelsmart: Reviewed content, edited, and approved email; deployed March 10&11.

Events: March (May Events): Reviewed and edited content; deployed March 23. Inquiry:

Reviewed and edited copy; deployed March 20. Hunting: No hunting emails until fall season.

Fishing: Updated fishing email creative, deployed first fishing email March 21. Working with MMGY on an editorial calendar for upcoming months.

Finalized Tourism's Peak 2016 creative for traditional, digital, and out of home. Will send copies of the magazine co-op ads to partners once publications arrive at Tourism. Reviewed and sent revisions to L&S for the full page and 1/3 page ads for *Nature Conservancy*; waiting for revised proof. Met with L&S to review Tourism's direct mail options; working with L&S on the final proof. Worked on the final *Midwest Living* spread. Met with the team to review the creative for the Chicago wallscales and other out of home efforts.

Sent Great Getaways newspaper co-op proofs to each partner; made edits/swapped out photos as they requested. Worked with designer to finalize layout, photos, captions, and partner copy and sent updated proofs back to the partners for approval. Sent final file to the printer on March 21. Pieces will be inserted into papers at the end of April.

Met with the GF&P communications team to discuss what resources were available to promote South Dakota's off-road trails systems. Conducted research on what trail resources are currently available and contacted BlackHillsTrails.org for information. Discussed Pheasants Forever and improvements to be made for next year.

Produced excel spreadsheets for several years of Rooster Rush co-op funding.

Publications

Attended the department's annual publications meeting to discuss the status of several printed items: Guide to Archaeology & Paleontology, Motorcycling Guide, and Lewis & Clark Map.

Web Development and Digital Marketing

Consumer site – TravelSouthDakota.com: Working with the Tourism team and the MMGY team to further develop the Hunting and Fishing pages for more in-depth content. Changed the "Things To Do" pages in order to allow for more implementation of content. In the process of curating and creating a photo essay or story using user-generated content for The Great 8 destinations. Uploaded a new Great 8 Video to the Great 8 page on TravelSouthDakota.com.

Newly added to the site: Photo Essay: *Spark Your Imagination, Snowmobiling By The Numbers, Booming Grounds, and Czech This Out*. Itinerary: *Spotting Spring's Baby Animals*. Working on brainstorming opportunities for Road Journals on the hunting pages and reviewing content of the Outdoor blog to repurpose on the website. Completed updates to the main Hunting (HuntInSD.com) page, including removing links to the Outdoors blog.

Reviewed changing "Stories" to "Spotlights," and added seven 'pending' content items to this section: 8 Ways South Dakota Will Surprise You; 16 Things You Didn't Know About South Dakota; A Taste of South Dakota's Favorite Foods; Sip, Socialize and Sight-See: A Winery Tour of South Dakota; 7 Unexpected Things You'll See in the Black Hills National Forest; Seven Things You Didn't Know About the Black Hills Caves; and 10 Romantic Destinations That'll Have You Swooning in South Dakota.

Added links to the digital version of "Pints & Platters" to the Eat & Drink section opening copy and to the 'A Taste of South Dakota's Favorite Foods' opening copy. During March, 12 business listings and 70 event listings were processed.

Working with GetSmart on providing unique content to individuals based on their location, interest, etc. In late March, we were able to launch personalized content based on location. In April we will work on personalizing, based on the interests or age of the user.

Press Site – MediaSD.com (TravelSouthDakota.com/Newsroom): Completed updates to the “Media Contact Us” and “Multimedia Gallery” webpages. Posted 10 press releases: *Tourism* – South Dakota Tourism’s Work Recognized With Three Awards in 59th Annual Adrian Awards. *Industry* – Newly Remodeled Mitchell Prehistoric Indian Village Museum to Officially Open on April 1; “Rumor Has It” Clay Walker to Play Deadwood Mountain Grand; Try a Little Bit of ‘Tater Salad’ with Comedian Ron White at Deadwood Mountain Grand; ‘Honky Tonk Man’ Dwight Yoakam to Rock Deadwood Mountain Grand; “I Swear” John Michael Montgomery Will Take The Deadwood Mountain Grand Stage; Mount Rushmore Resort at Palmer Gulch Launches 3-Rodeo Series June 11; St. Paddy’s Weekend Expected to Draw Record Breaking Crowds; Deadwood’s Food, Wine & Brew Festival Ups the Ante in Third Year; and Deadwood Mountain Grand to Host Hollywood’s Greatest Game Shows with Host Bob Eubanks.

Industry Site - SDVisit.com: Completed final updates to the Great Service Star (GSS) 2016 designees list and added the new GSS logo to the appropriate webpage. Posted the counties/regions addition to the economic impact report as well as the South Dakota Visitor Profile report. Created and posted a page with a photo of and the history about the Ben Black Elk Award. Updated the information and logo for National Travel & Tourism Week (NTTW). Assembled an email to in-state industry members about the Coraggio survey and deployed to 1,000 email addresses in Tourism’s industry database.

Tourism Conference - SouthDakotaTourismConference.com: Downloaded final reports of the conference evaluation from SurveyGizmo.com and forwarded them to the Conference committee. A total of 96 completed evaluations were received.

Uploaded the following subscriber data to Listrak.com for the Travel Professionals E-newsletter: RMI Sales Mission – 54 were added; United Kingdom Mission – 12 were added; and Nordic Mission – 47 were added. Assembled the March 2016 edition of the Travel Professionals E-newsletter and sent via Listrak.com on March 8 to 6,256 list members.

eFYI e-newsletter – Drafted and assembled the March issue and deployed it to 2,573 list members via Listrak.com on March 23 to the visitor industry.

Research

Created a Vacation Guide Satisfaction Survey that will be triggered 4-5 weeks after a consumer request.

Worked with our analyst at Strategic Marketing and Research to finalize the visitor profile report and worked with our analyst at Tourism Economics to finalize the County and Region Economic Impact report. Both were posted to SDvisit.com.

Provided MMGY with the monthly reports needed to complete the February dashboard.

Pulled google analytics to review year-over-year data on TravelSouthDakota.com.

Requested fishing database count from MMGY for analysis by L&S. Developed a Pheasant Fest survey to be sent to partners from the 2016 show. This survey will measure partner satisfaction and obtain new ideas to improve the show for next year.

Other: Worked with staff to create the CenStates Save-the-Date mailer and graphic. Held CenStates conference call to discuss sponsorship benefits and next steps for developing a program, which included assigning tasks to each team.

Fulfillment

Fulfilled 61 bulk shipments/requests: 10,175 South Dakota highway maps and 2,835 Vacation Guides. Black Hills Works fulfilled 15,967 domestic requests, which included 6,223 Reader Leads. Fulfilled 222 international requests via MSI Worldwide Mail Service and 263 Canadian requests were emailed to MSI for fulfillment. Fulfilled 42 special packet requests via regular mail. Reviewed 2,568 emails from the Online Request Form and responded to those with specific questions.

Met with the Black Hills Works fulfillment team to review their daily process and discussed ways to make the process more efficient.

Met with Black Hills Central Reservations and presented Tourism's 2016 marketing plans, promotions and creative.

Researched distribution options for the Vacation Guide and decided to partner with CTM and Certified displays in 2016. Completed agreements and worked on shipping details.

Tribal Tourism

Accompanied staff from the Department of Tribal Relations and Governor's Office of Economic Development to a meeting with Four Bands Community Fund in Eagle Butte to discuss economic development within the tribe.

Creative Consultations/Projects

T. Berg:

For Tourism: Sent final routings for Tourism's 2015 Annual Report.

Rebuilding and updating the information booklets for the Lewis & Clark Information Center and two posters.

Designed and uploaded the 2016 Peak Great Getaways files to Meredith for printing. Color proofs will be approved by the end of March.

For Governor and GOED: Designed the 2016 Buffalo Roundup logo; in the process of designing the Roundup invitation.

A. Hofmeister:

For Tourism: Working with a T-shirt vendor for gifts to Instagrammers and another design for the Information Center staff to sell.

Have converted all of The Great 8 images into one-color files that can be sent to South Dakota communities to use as icons in their own publications. Created options for making The Great 8 files for individual locations to use with their town names; information will be included on SDVisit along with the graphics. Viewers will contact Tourism to obtain versions of the graphics that will work in their own applications.

Designed a graphic to represent the CenStates TTRA 2016 Conference that will be held in Rapid City, September 21-23. Sent the graphic to CenStates to use as a save-the-date for their e-newsletter; will send a print version of a save-the-date postcard and create a program booklet.

For Governor and GOED: Designed the Golf Classic invitation and RSVP and met with Governor Daugaard. Waiting on quotes before sending to print vendor.

Dept. of Labor & Regulation Logo: Designed several options of logos; will deliver final file formats once they've made their decision.

A. McCloud:

For Tourism: Hospitality Certificates and lapel pins have arrived; ordered the foil stickers.

Working on a logo for new "Mouth Dakota" adventure, a new Tourism promotion.

For Governor and GOED: Hunt save-the-date card was approved. Designed logo for Hunt and sent to staff contact for vendor.

For GOED: Received envelopes for the Conference registration flyer and card and mailed. Designed the program book and sent to printer. Designed and routed the signage and other print items. Designed centerpieces and forwarded for approval.

Minuteman Missile NHS logo: Designed a Minuteman Missile logo to match the other white outline logos that MMGY did for a video.

M. Ganschow:

For Tourism: Attended internal marketing update meetings. Discussed, reviewed and proofed, as needed, the following elements with the marketing team: Mount Rushmore advertorial and photo for Groups Today; Outdoor billboards for Wrigleyville, Chicago; large images for Southdale Mall center entrance windows/doors; outdoor billboards in Minneapolis, Des Moines, Quad Cities, and Kansas City; Outdoor wallscapes in Chicago; digital banners – rich media and pre-roll; Pheasants Forever ad – summer issue; Fishing email; Great Getaways newspaper co-op – final review; Tourism's direct mail piece with magnet; Nature Conservancy ad; Black Hills & Badlands Co-op – banners, direct mail piece; Custer BID Co-op – adventure banners; Deadwood Co-op – True West e-magazine takeover banners, Kool Deadwood Nites and Wild Bill Days TV and radio scripts for regional markets, half-page ad for Big Horns to Black Hills, full-page ad for Minnesota Monthly; Hot Springs Co-op – rebranding pre-roll scripts, display banners and pre-roll; Pierre BID – ad for South Dakota Magazine, pop up banner ads, direct mail piece for regional markets; Rapid City Co-op – banners; Sioux Falls Co-op – Peak landing page; and Spearfish Co-op – digital display banners, pre-roll and TV script.

Project Review/Proofing: Governor's Golf Classic invitation; Roundup – updated logo for gift items; Hunt – updated logo for gift items; GOED Conference program booklet and miscellaneous print items; Logo redesign for Dept. of Labor & Regulation; T-shirt designs; National Parks video; Logo for TTRA CenStates Conference; Great Getaways – Peak Season 2016; Tourism Annual Report 2015; and eFYI.

Other: Assisted staff with various hosting gifts or general giveaway requests. Responded to Tourism fan mail by sending hand-written note and SD promo items. Researched FishInSD swag. Reordered messenger bags. Attended meeting with a few staff to discuss design materials needed for the TTRA CenStates Conference that will be held September 21-23 in

Rapid City. Attended meeting to review T-shirt designs: one for in-state Instagrammers and one for sale at the Information Centers; designs were chosen and sample T-shirts are on order for review. Attended Buffalo Roundup planning committee meeting; drafted and routed meeting minutes to committee. Attended Governor's Hunt planning committee meeting; drafted and routed meeting minutes to committee. Attended Publications discussion meeting.

In Progress/Upcoming Projects: SDT and Co-op Ad Marketing Campaigns. Tourism/GOED projects – planning, timelines, creative needs, assignments to designers. In progress: Tourism Annual Report; GOED Conference, April 12-13; Golf Classic invite and print pieces; SD Vacation Guide Insert Card in Wyoming Vacation Guide; Motorcycling Guide reprint; CenStates Conference materials; Photo Note Cards; Roundup invite and print pieces; and Hunt invite and print pieces.

T. Friedeman, Creative Strategies Manager:

For Tourism: Attended meeting for Minnesota Vikings proposed promotional package.

Met with Cultural Heritage Center (CHC) team to discuss details of image needs for Lewis & Clark Information Center kiosk pages project. Sent cut out images to staff at CHC so they can pull the correct images and provide us with digital files. I've sourced all but one image for a larger poster layout that is displayed at the Center. Designer will combine into freshened layouts before the Centers open this spring.

For Governor and GOED: Met as a member of the Buffalo Roundup planning committee meeting and the Governor's Hunt planning committee. Coordinating landowner gift element.

Working with staff to get some promotional items ordered and/or printed for #FishInSD promotion: line clippers and lanyards and a small weatherproof decal suitable for placement on a tackle box. Will order window clings.

For GOED: Paperwork was completed with Outsound Productions for GOED Conference.

Other: Participated in the Coraggio Consulting Group strategy planning meeting with 20+ members from the visitor industry. This was a key meeting with stakeholders from across the state. Tourism's team also met with the consultants and worked on the Vision-out Statement.

Logo and photo requests

Fulfilled requests to Jenna Carda, Black Hills Magazine, Great 8 white/clear main logo.