



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: July 7, 2016
RE: June 2016 Monthly Status Report

Media and Industry Relations

Media and Public Relations

Media Interviews

- Interview with Sioux Falls Business Journal re: culinary travel
- Chicago media blitz/Travel Massive event: Met one-on-one with eight travel journalists, and hosted a two-hour Travel Massive event which was attended by 40 travel industry professionals and media. Publications represented in both the one-on-one meetings and the Travel Massive event included: Business Wire, CBS Chicago, Chicago Parent, Chicago Sun-Times, Chicago Tribune, Crain's Chicago Business, The Daily Herald, Dang Travelers, Examiner.com, FamilyTravelForum.com, Midwest Living, Men's Health, Orbitz, Plate, Red Tricycle, Reunions Magazine, Romance Travel Magazine, Saveur, The Craig Hensel, Time Out Chicago, Travel Insider Magazine, USA Today, Wall Street Journal and the Washington Post.
- Sent information about the Black Hills Roundup Rodeo weekend to Eileen Ogintz with Taking the Kids re: offbeat activities for the 4th of July, prior to the fireworks. Unfortunately the writer ended up using something else.
- Sent information about Mt. Rushmore 75th and last living sculptor to Kit Bernardi for her pitch to USA Today's special GoEscape edition.

Fam Tours

- I-29 Cultural Corridor FAM planning
- Scheduled for July 13-17
- Working with industry partners to fill in the itinerary
- Continuing to confirm participants

Buffalo Roundup FAM planning

- Scheduled for September 25-Oct. 1
- Working with industry partners on lodging, activities, etc.
- Beginning to gauge interest from domestic and international writers

Press Releases:

June 2: Celebrate '605' Day Across South Dakota

June 16: SD Tourism Wins Telly Award for Work with Brand USA

May Domestic Earned Media

Impressions: 335,664,733

Ad Value: \$4,387,666.22

Number of clips: 105

FY16 To-Date Domestic Earned Media

Impressions: 2,564,854,894

Ad Value: \$19,156,025.95

Number of clips: 503

Social Media

- The social media team in June focused on promoting all four of the influencer trips that occurred in April and May. Content production was the main focal point with social posts, Twitter chats, approving content for the iExplore network pieces, etc. At the end of June or early July a complete report from the #MyGreatPlace campaign will be complete.
- Web content continues to be a major priority for the web team. SEO content, RootsRated content, and GetSmart all continue to be top of mind and involved in our daily work.
- MMGY moving forward with the homepage discussion and recommendations for moving forward.
- #605Day was a success and involved trying new tactics and techniques including producing gifs and SnapChat filters.
- Video performance on Twitter for #605Day had a 2.63% engagement rate, beating travel industry benchmarks by 53%.
- Twitter video view rates were at 29.54% beating travel industry benchmarks by 80%.
- 100 unique people posted photos/videos on Instagram on #605Day.

April Social Media Stats

- Spikes on Twitter engagement and followers on May 18th was attributed to the iExplore chat with the #MyGreatPlace influencers.
- The top referrer to Facebook in May was the May e-newsletter, which included a call out to the #MyGreatPlace campaign. May also accounted for the highest website views in recent history due to the e-newsletter call out and social campaign.
- Goal of reaching 235,000 Facebook fans is 107% complete
- Goal of generating 5,000 new Twitter fans is 110% complete
- Goal of generating 300,000 social media engagements is 233% complete
- In May, social media generated 24,057 referrals to TravelSouthDakota.com (record for the year)
- Social generated 677 Vacation Guide requests at a 2.81% conversion rate.

Interns

- Content searching and review for social channels and website
- Assisting Trade Sales team with writing for e-newsletters and posting on Facebook
- Entered leads for RMI
- Assisting with Tourism Conference speaker recommendations

Other

- Met with DOT/Tourism Work Group to discuss next steps after approval of Info Center/Rest Area changes.
- Mascots outreach with Twins at Target Field, and at the Great Race in Chamberlain.
- Continued distribution of #FishInSD window clings and tackle box stickers to industry partners.

Looking Forward

- Long-term content strategy for website, social, email, etc.
- Tourism Conference

Research and Visitor Services

Web Development

- Helped to finalize and add the following new content:
- Spotlight – 8 Incredible Adventures You Didn't Know Were Possible in South Dakota (Matador Network) (June 7, 2016)
- Road Journal – A Perfect Vacation (Kristin Luna) (May 27, 2016)
- Road Journal – A Bucket List Trip of Whoa Moments (Spencer Spellman) (June 16, 2016)
- Road Journal – Young Kids and the Open Road (Jill Emmer) (June 16, 2016)
- Road Journal – A Horizon of Possibilities in South Dakota (JJ Yosh) (June 29, 2016)
- Worked with BIT to purchase and MMGY to implement two new domain names: HiFromSD.com and 605Day.com.
- Continued meeting and discussing various projects, including the homepage, tagging and content integration, Get Smart Content and RootsRated (primarily with Katlyn Richter and MMGY staff, Carrie Grossman, Alexa Lubel and Allison way).
- Assembled the June 2016 edition of the Travel Professionals e-newsletter (per Cole Irwin). Deployed via Listrak.com on June 21, 2016, to 6,127 list members. (see attached)
- Coraggio – participated (and led, in some cases) meetings related to Values and Operational Planning.

Research

- Worked with our research vendor, SMARI Insights, to pull raw data from our Visitor Profile study to fulfill a request by Rapid City CVB's agency of record, BCF.
- Continued work on the CenStates conference program which entailed contacting speakers, scheduling, sponsorship sales, etc.
- Reviewed past Travel Insights industry emails and made the decision to begin sending these in late July. The L&S research team will begin working on a scope of work for this effort.

- Worked with Smith Travel Research to clarify our republication agreement and the type of data it covers. We may look at increasing our contract to enable us to share this data with more industry members.

Fulfillment

- Shipped 95 bulk requests for literature. This consisted of 12,167 – SD Maps, 3,546 – Vacation Guides, 300 – Motorcycle Guides, 160 Native South Dakota – 800 Tribal Lands brochures and 400 Culinary Guides.
- 2,303 emails were reviewed with comments from the Online Request Form and all inquiries were responded to when they had questions or needed specific information.
- BH Workshop fulfilled 13,451 Domestic
- 278 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 150 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Welcome Centers

- Removed the poster display racks from the welcome centers.
- Developed a welcome center survey to gain a better understanding of how visitors use the rest areas and welcome centers. It will be deployed in late July and run through Sept 11. This survey will be delivered as a hard copy with postage page envelope. Participants will have the option of completing it online if they choose. Participants will be entered into a \$150 drawing for completing the survey.
- Performed on-site inspections with DOT staff at Salem, Chamberlain and Vivian.

Additional Work

- Attended the Snowmobile Congress show on June 8-12 in Rapid City.
- Held several Strategic Planning meetings to discuss action steps for our area of focus, “Advancing the development of the destination”.
- Worked with our vendors to finalize year-end contract renewals, invoicing and grant agreements.
- Worked with BIT personnel to purchase and configure 4 iPad’s for staff.

Looking Forward

- Will be developing a performance dashboard for the legislative planning committee meeting.
- Continuing work on our Visitor Experience Program. This program will assist us in targeted marketing and messaging to users who have indicated specific interests and have the highest propensity to travel to South Dakota.

Marketing

Tourism Marketing

- Reviewed and approved three more native content articles for use on our social media channels.
- Numerous meetings with Lawrence and Schiller on our 2016 fall/shoulder marketing campaign, creative, strategy and media schedule.
- Met with MMGY to continue talks on our Shoulder digital marketing campaign as well as creative.
- Had several calls this month with different vendors, many this month were from Digital Asset Management companies.
- We had our Twins efforts on June 17-18 in Minneapolis. We attended two games where the mascots welcomed fans, sang take me out the ballgame and watched the Friday Night Fireworks, which SD Tourism sponsors.
- Had meetings with Pheasants Forever, the Vikings and FoxSports North this month.

Cooperative Marketing

- Shoulder Community Co-op – We had conference calls with our shoulder partners, (Deadwood, Custer State Park, Rapid City and Pierre) about their 2016 Shoulder media calendars.
- Great Getaways registration is complete and all copy and photos were sent over to Tara.
- Sent all great getaways partners their ads for approval.
- Peak Community Co-op -
- Approved social posts for Deadwood
- Approved social posts for Custer State Park
- Approved social posts for Black Hills Badlands
- Reviewed and finalized Deadwoods new creative direction as well as new banner ads and webpage.
- Approved social posts for Custer BID
- Approved social posts for Watertown
- Approved social posts for Spearfish
- Approved social posts for Hot Springs
- Worked with Giant Step magazine publishers to guarantee our partners receive their leads.
- Community Co-op Applications – Finalized the shoulder budget and informed the partners of the amounts they would be matched.

eCRM

- Worked with MMGY to write, edit and deploy the Travelsmart, events and fishing emails.
- Worked with L&S and MMGY on a fishing email / survey.
- Had a few meetings with MMGY to review the email performance as well to discuss next steps.

Industry Outreach

- Watertown - Attended a co-op meeting in SF with Watertown.
- Pierre – Met with Lois and Laura on the Pierre CVB Co-op.
- Custer State Park – Attended a meeting in Pierre with Custer State Park.

Conferences

CenStates:

- Worked with Kirk on the speakers for the CenStates conference.

Tourism Conference:

- Worked with Angie on the “look” for this year’s conference.
- Held our first Tourism Conference meeting for the year.
- Worked with Angie on the Save the Date Card. It will head to the printer very soon.
- Found the updates we want to make to last year’s sponsorship flyer and got those to Angie so she can begin working on the sponsorship flyer.
- Worked with Amy and Jacey to put a possible speaker document together in preparation for our meeting next Wednesday.

Coraggio

- Attended several meetings with our Values teams.
- Attended several meetings with our different objective teams.

International and Domestic Trade Sales

IPW – June 18-22, 2016

- Researched Tour Operators and Journalists that we met with at IPW
- Had appointments with 107 International Tour Operators and over 25 domestic and international journalists over a 3 day period.
- Recorded notes from appointments and sent them out to SD suppliers that attended the show so they can do there follow-up.

Coraggio

- Attended several operational planning meetings – Advance the Development of the Destination.
- Also attended a portion of the Enhance and Expand Sustainable Industry Success team meetings to offer input on Group Tour Co-op.

RMI Roundup 2016

- Sent leads to South Dakota suppliers who attended the conference May 3-6 in Cody, WY and have begun follow-up with Tour Operators that we met with.

Knecht Reisen Mini Brochure

- We are creating a German promotional piece through RMI with North Dakota, Wyoming and Montana. So far we have Black Hills and Badlands, Rapid City, Crazy Horse and De Smet as partners in this. The piece will be printed and distributed to 12000 of Knecht Reisen’s customers.

FAMS

June Hostings

- Dove Travel, Italy- June 3-5, 2016 (2 Journalists)
- La Route Des Voyages, French – June 8-11, 2016 (4 Tour Operators)
- Marzo Mian, Italy – June 9-13, 2016 (4 Journalists)
- Kids Love Travel, Dutch – June 19-21, 2016 (2 Journalists)
- FilmTourism, German – June 19-22, 2016 (3 Journalists)

Future FAMS

- Buffalo Roundup – Sept. 25-Oct. 1, 2016 - Sent invitation to international journalists that we would like to participate in this year's FAM
- China Visit, China & US – Oct. 27-Nov. 1, 2016 (4-5 person hosting - Drafted detailed preliminary itinerary and sent to representative for group to review

Group Tour Co-op

- Contacted group tour magazines for quotes on ad prices for the 4-page Co-op
- Drafted timeline
- Contacted South Dakota ABA/NTA members to survey and determine how many group magazines they prefer to place co-op ads in
- Drafted letter and registration and sent advertising registration and information to 50 SD ABA/NTA members to offer the opportunity to place an ad (there is space available for 18 partners)
- Worked to update Online Payment System
- Currently have eight partners registered – space available for up to 18.

Budget

- Contacted all shows that we plan to attend in FY 2017 to get costs.
- Collected contracts from our International Reps to sign and finalize budgets.
- Looked into promotional opportunities with Collette (Large Tour Operator for us) might add into budget.

New Hire

- Hired Alexa Steiner as an International and Domestic Trade Sales Rep.

Creative Strategies

Photo Services

- New and updated images were captured for use in future print and online media stories, along with web content building and a multitude of requests for media sources throughout the country and world.

- Highlights in June included:
 - fishing on Lake Oahe
 - Hot Springs area attractions
 - Custer State Park Chuck Wagon Dinner
 - Rushmore Rodeo at Palmer Gulch Resort
 - Outdoor Campus, Sioux Falls
 - Capitol Campout, Pierre
 - ATV riding, Black Hills
 - Key Shoots for July:
 - Wooden Legs Brewing, Brookings; Redlin Art Center, Watertown; camping and water recreation, Lake Poinsett; hiking, Black Hills; Skywalk Trail, Custer; Bitter Esters Brewing, Custer; Mickelson Trail; Miner Brewing Company, Hill City; Badlands National Park; Jazzfest, Sioux Falls
 - Photo requests came in from all over the globe:
 - New York, Rhode Island, North Dakota, Colorado, Washington, California and Australia, to name a few.

Video Services

- Highlights from June included:
 - Video shot of the Minuteman Missile site and new information center near Cactus Flats
 - Video shot of wildlife and scenic areas in Badlands National Park
 - Video shot of fishing on the Missouri River near Whitlock Bay
 - Video shot of grasslands in Fort Pierre National Grasslands
- Key Projects for July:
 - Work on setting up shoots for Scenic Drive videos for use on the website
 - Work with staff to compile more ideas for video for the website and Youtube channel
 - Edit more video for use on the social media channels and upload them to DropBox

Design Work and Publications

- Twins Promotions team signage was updated to be used during our first promotional Friday night game during the Twins and Yankees game.

Tourism Conference

- We've been working on designing the look of the 2017 tourism conference print materials.
- Save-the-date postcard goes out first in July to industry folks.
- Sponsorship mailer is up next and will go out to businesses in late July.

Governor's Buffalo Roundup

- Invite has been approved and in final review process now
- Sent to print vendor on July 1.

Governor's Pheasant Hunt

- The look and feel for this year's Pheasant Hunt is being crafted now. The layout for the invite has been started and we're preparing specifications for print vendors to bid on.
- Prepare so you can review mid-July.

Shoulder Season Great Getaways

- We are now in the final proofing and design of our 20-page newspaper insert promoting the South Dakota's Shoulder Season.
- Drops in regional newspapers mid-August.

Metal Lapel Pins

- The popularity of these pins continues and we're currently receiving quotes for more to be produced.
- They sell for 53 cents each.
- The new supply should arrive by mid-August.

Other

- Coraggio - Our team has been attending meetings involving our operational planning and also the values team.
- Hosting Gifts - We assembled more of our printed photo books and prepped our plush stuffed buffalo (70!) with small South Dakota logos. Those were given out to special clients at the massive International Pow Wow (IPW) group tour trade show in New Orleans.

SD Arts Council

Grants

	June	CY16 YTD	CY15 YTD
Artists in Schools & Community bookings	4	65	79
Touring Arts bookings	8	55	61

- Continued to conduct calls with FY17 grant applicants to provide panel feedback as a service to try to improve future grant applications (additional calls are scheduled for July). These calls included both FY17 grant recipients, curious about feedback or funding levels, as well as several artists or organizations who were not recommended for funding, each of which received a hand-written note in their rejection letter urging them to inquire.

Partnerships

- Finalized planning with Arts South Dakota, the new statewide arts advocacy organization, to move forward with producing a series of videos to celebrate the 50th anniversary of the South Dakota Arts Council. Arts SD will work with video production partners to carry out the Arts Council's goals of creating videos that will look back on 50 years of history as well as "evergreen videos" that will feature some of the state's most exciting artists and arts events to be relevant as outreach for the state office for years to come.

- Continued to refine plans and select dates for the “Summer Arts Road Tour,” a collaborative effort between SDAC Director Patrick Baker and Arts SD Director Jim Speirs to meet artists and arts organizations where they are to both introduce ourselves as new arts leaders in South Dakota as well as to listen to the ideas, concerns, etc., of these important members of local arts communities. The ultimate goal is to better serve all South Dakotans and their communities through the arts.
- Spoke with a representative of regional arts organization Arts Midwest, of which South Dakota is a member, about helping identify a host community for World Fest, a program connecting small and mid-sized Midwestern communities to world cultures through week-long residencies with global performers. Currently Pierre is being considered as a host community for World Fest, which would bring four different international groups to the community over a two-year period.
- Continued planning discussions with a representative of Arts Midwest regarding hosting ArtsLab, a program aimed at strengthening the impact of arts organizations in urban and rural communities through leadership and strategy development, in Sioux Falls in 2016-2017. Through Arts Midwest, South Dakota partnered with North Dakota and Iowa to host a multi-session course in 2014-2015 to help leaders of community arts organizations articulate a compelling organizational vision and build a robust business model. South Dakota will again join with the same neighboring states to offer these development opportunities through Arts Midwest.

Arts Education

- Planning with the state Department of Education (DOE) for implementation of the Every Student Succeeds Act. SDAC Deputy Director Rebecca Cruse will work with Arts South Dakota and other groups with vested interest in arts education to form a workgroup, which will help advise DOE on the fine arts components of the bill. The group will also focus on helping local groups with grassroots efforts to effectively advocate to their school officials for inclusion of arts education. This will be a lengthy and involved process that will begin in the fall.
- Planning cooperative effort with Arizona’s arts education coordinator for a kind of exchange program for training of teaching artists to save costs and engage artists.

Public Relations/Outreach

- Helped publicize one of South Dakota’s own having just received the highest national honor in the folk and traditional arts. Bryan Akipa of Sisseton was just announced as a 2016 National Heritage Fellow by the National Endowment for the Arts. Akipa is a master of the art of both making and playing the Dakota flute and has long been recognized in his home state for his skill. Among other connections to SDAC, Akipa has been a master in our Traditional Arts Apprenticeship program as well as a featured artists in a past statewide touring exhibit, “Tree of Life: South Dakota Woodworking Traditions.”
- Continued the “50 Artists to Watch” initiative via the SDAC website and social media channels to help celebrate SDAC’s 50th anniversary. These short artist features will continue through the end of the year and continue to garner weekly artist nominations as well as interest/online discussion.

- Staff outreach: Baker attended the Arts Midwest State Arts Agencies Summit in Chicago June 8-10 and was able to meet his peers across a nine-state region. SDAC Deputy Director Rebecca Cruse attended the June 17-19 – Americans for the Arts annual convention in Boston.

Looking Forward

- Conducted several interviews with applicants in an effort to find a replacement for outgoing SDAC Program Coordinator Heather Davidson. At this time, signs look good that a suitable replacement will be found among the applicant pool.
- July 15 – Arts Council board of directors to convene in Sioux Falls for summer meeting; attending JazzFest the night before to celebrate the 50th anniversary of the Arts Council with other members of the state’s arts community.
- July 20-23 – Patrick Baker to attend National Assembly of State Arts Agencies “boot camp” for new executive directors in Washington, D.C.