



**To:** Governor Daugaard  
**From:** James D. Hagen, Secretary  
Department of Tourism  
**Date:** November 8, 2017  
**RE:** October 2017 Monthly Status Report

**JDH**

**Global Media and Public Relations**

**September Domestic Earned Media**

Impressions: 293,294,201  
Ad Value: \$6,039,339.73  
Number of Clips: 267

**FY 18 To-Date Domestic Earned Media**

Impressions: 627,258,809  
Ad Value: \$23,445,785.86  
Number of Clips: 337

**September International Earned Media**

Circulation: 47,067,895  
Readership: 113,049,945  
Ad Value: \$173,954.90  
Number of Clips: 16

**FY 18 To-Date International Earned Media**

Circulation: 66,981,240  
Readership: 114,226,783  
Ad Value: \$479,011.45  
Number of Clips: 39

- Results of the 2017 Buffalo Roundup journalist hosting continue to come in, thus far, the coverage has been great and diverse on the state and the offerings.
- The team hosted one international journalist from France in the Black Hills area.
- Working toward finalizing our Meredith / Midwest Living media day with in state industry members.
- In October, the team finalized an internal communications plan to include media coverage, state and national tourism news, recent social media highlights, office news, etc. The goal is to streamline communication in the office and provide timely, relevant and useful information to staff.

## **Industry Outreach and Development**

### **Industry Outreach**

- New Website was launched this month.
- Attended first ESTO 2018 planning Committee.
- Delivered presentation at the Rapid City Sports Summit on October 17.
- Delivered presentation at the Southeast Annual Meeting on October 3.
- Organized and attended a meeting with the Information Center architects and exhibitor vendor on October 11-12 .
- Participated in marketing meetings in Sioux Falls with SD tourism staff and our marketing agencies.
- Removed supplies and racks from the Wilmot, Valley Springs and Homestead welcome centers to prepare for demo and remodeling.
- 1,459 emails were reviewed with comments from the Online Request Form and all inquiries were responded to when they had questions or needed specific information.
- Held kickoff meeting with exhibits vendor, BLDG4 Fabrication, to discuss design concepts and set project parameters for Homestead, Valley Springs, and Wilmot welcome centers.
- Cleared out the Wilmot, Valley Springs, and Vermillion centers in preparation of welcome center reconstruction.
- Attended Valley Springs visioning meeting to review design concepts.
- Worked with AG's office to draft legislation that would allow for the sale of advertising in welcome centers.

## **Global Marketing and Brand Strategy**

### **Completed Projects:**

#### **2017 Peak Marketing**

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1-October 31, generated 103,609,618 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 214,793,026 paid impressions, 5,192,910 engagements from January 1-October 31.
- Social media efforts (Facebook, Twitter, Instagram and Pinterest) have generated 177,788,233 organic impressions and 1,309,503 engagements from January 1-October 31.

- With 7 out of 11 Community Co-ops reported, our co-op efforts have created 131,056,435 impressions and 1,500,102 engagements from January 1-October 31.

### **2017 Fall Shoulder Marketing**

- Reviewed, submitted feedback and worked with partners on approval of various fall shoulder community co-op efforts for Black Hills & Badlands, Deadwood, Sioux Falls, Custer State Park, Pierre and Watertown. Efforts included social, a Midwest Living ad, native content and videos.
- Reviewed, submitted feedback and worked with partners on approval of winter messaging for BHB, Deadwood, Pierre and Watertown.
- Visited Brookings to meet with CVB and post an Instagram Story from community promoting fall/winter things to do.
- Reviewed, approved and worked with MMGY to bring three social media influencers to state as part of our on-going #SeasonsofSoDak fall social campaign. Two influencers spent four days, three nights exploring Black Hills and one influencer spent same amount of time touring Sioux Falls and immediate area. As part of hosting, we negotiate influencers post daily to channels, post Facebook Live or Instagram Stories, give us 20 photos or other assets for us to use in future marketing and potentially write blog post that we may also use on travelsouthdakota.com.

### **TravelSouthDakota.com**

- Total web sessions for the calendar year through October total 1,549,064 (up 5% over prior year) and unique users are up 6.31%.
- South Dakota Vacation Guide requests from the website through October total 73,349 (up 15.37% over prior year).

### **2018 Peak Marketing**

- Reviewed, updated and sent Peak 2018 Community Co-op applications. Deadline is November 15 for application. Expect one previous partner to apply again for a potential of twelve total partners for peak.
- Attended inaugural Star Tribune Vacation and Travel Experience in Minneapolis October 28-29. Response to South Dakota was very positive. Many that we spoke with there had never visited South Dakota and affirms that there is a lot of opportunity to reach potential new visitors in what is a traditional market for our efforts.

### **Other**

- Held a group strategy sessions with our three RFP winning agencies in Sioux Falls October 2 - 4 to discuss brand strategies, creative and messaging. Also, held breakouts in regards to upcoming activation opportunities with Macy's and into 2018, plus a deep-dive into our community program to review partner survey results and ways to adapt the program to the changing market.
- Reviewed, updated and sent printing specs for 2018 South Dakota Vacation Guide to Office of Procurement for posting.
- Attended and presented at Black Hills and Badlands Tourism Association's Annual Meeting 10/26 in Rapid City.

- Presented Peak 2017 campaign results in Yankton to community stakeholders, met following to tour community and begun 2018 planning.
- Photographed Governor's Invitational Pheasant Hunt plus Trick or Treating at the Governor's Mansion.
- Photo requests completed:
  - **In-state requests:** Visit Spearfish; South Dakota Newspaper Association, Brookings; Bureau of Finance and Management, Pierre; South Dakota Magazine, Yankton; Michels Communications, Sioux Falls; Pierre CVB; Southeast South Dakota Tourism Association, Yankton; City of Watertown; Outdoor Campus East, Sioux Falls; Game, Fish & Parks, Pierre and Lead; South Dakota Rural Electric Association, Pierre; Dept. of Health, Pierre; Governor's Office, Pierre; South Dakota Historical Society, Pierre
  - **Out-of-state requests:** Dakota Country Magazine, ND; Forbes Travel Guide, GA; Scripps Network, TN; NTA Services, KY;

### **Projects in Progress:**

#### **2018 Peak**

- Working with L-S on survey to deploy to 75+ current and past co-op participants seeking input on co-op offering lineup and effectiveness.

#### **Pheasant Fest 2018 – Sioux Falls**

- Secured extra booths due to overwhelming interest from SD vendors – of those, only one remains available. Banners and other South Dakota Pavilion for upcoming event printed and delivered to office.

#### **SDVisit.com**

- Held kickoff meeting for new industry site project with Miles Media, agency awarded website contract from RFP process, to be completed by spring 2018. Worked with team to identify key industry stakeholders and develop interview questions for Miles to interview mid-November plus reviewed goals and objectives for new site.

#### **2018 Annual Governor's Conference on Tourism**

- Continued work with Miles Media on new SouthDakotaTourismConference.com. Added content and completed final prep for site launch first week of November
- Working on new design for the Ben Black Elk award that utilizes a 3-D printing from a wooden bust displayed outside of Tourism's office. Initial scans and rendering are beyond expectation.
- Designed and shipped to printer the background design for the main stage, delivery of panels expected the week of November 13.

## South Dakota Arts Council

### Grants

	October	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	23	106	109
Touring Arts bookings	13	174	187

- Completed grant panel review sessions for artist applications to SDAC's [Touring Arts \(TA\)](#) (nearly 40 artists/groups applied) and [Artists in Schools & Communities \(AISC\)](#) (7 applications) programs. Panel recommendations for both artist/teaching artist rosters were presented to the South Dakota Arts Council (SDAC) board at its Nov. 3 meeting.

### Partnerships/Outreach

- SDAC Arts Program Coordinator Kate Vandell coordinated the 2017 **First Lady's Prairie Art Showcase**, featuring the work of 27 South Dakota artists and artisans for sale. The art showcase, a complement to the Governor's Invitational Pheasant Hunt, had less foot traffic than last year during the publicly open portion of the event, but high-ticket sales increased. SDAC staff are already planning ideas to increase publicity of the event in 2018.
- Distributed the autumn issue of [Arts Alive](#), which signaled a slight **editorial shift as well as an adjusted distribution model**. SDAC partners with statewide nonprofit arts advocacy and service organization Arts South Dakota to produce *Arts Alive*, and the decision was made in the summer to take a more person-centered approach to many of the feature articles, allowing the artist or organizational representative to "do the talking" when it comes to telling their stories. The distribution model continued to evolve, moving away from being centered on a subscription/membership-based delivery model to offering more publications for free at strategic points across the state, from arts and cultural facilities to state and regional visitors centers; talks are being planned to get *Arts Alive* into the State Capitol and its visitors center as well.
- Helped the Short Grass Arts Council in Pierre to host the October 22-28 residency of **Israeli musical group Sofi & the Baladis** as part of the Arts Midwest World Fest program. This program seeks to foster understanding of and appreciation for global uniqueness and differences, and it will bring **three more international musical ensembles to the community over the next two years** with groups from Japan, China, and Norway. Each week-long residency will provide opportunities for intercultural exchanges as well as free musical workshops and performances at schools, churches, and other community facilities, culminating in a ticketed full performance open to the public. This first residency was successful, with the group reaching nearly 900 people in the Pierre and Fort Pierre communities before the October 28 public concert, which was attended by an estimated 250-plus people.

## Pending Events and Projects

- On behalf of SDAC and the Art for State Buildings program, Vandel attended a meeting with members of the Governor's staff to discuss **options for copper that blew off the Capitol dome** a little more than a year ago. SDAC had been communicating with sculptor and current **S.D. Artist Laureate Dale Lamphere** to determine whether he would have interest in participating in a project if the copper was workable; after the First Lady cut a piece of the copper, which was mailed to Lamphere by SDAC, he indicated the copper seemed workable. A call between SDAC Director Patrick Baker and Lamphere to further discuss whether he would be interested in creating a commissioned sculpture from the copper, most likely through the **Art for State Buildings program**, has been scheduled for the week of Nov. 6; Vandel is also researching potential vendors in the region that may be able to make Capitol dome image-stamped coasters or a similar keepsake/gift. A follow-up meeting between SDAC and Governor's staff members is scheduled for Nov. 20.
- The **Art for State Buildings selection committee** will be surveyed in late 2017 about FY2018 plans for the program, pending the outcome of talks with Lamphere and Governor's staff regarding plans for the Capitol dome copper. If a sculpture using Capitol copper is not commissioned through the program, SDAC staff will recommend spending some of the annual \$20,000 budget on conservation efforts for the current state collection, which includes 79 pieces procured over the past decade, along with using any remaining funds to put out an artist call for proposals for new artworks.