



To: Governor Daugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: March 10, 2017
RE: February 2017 Monthly Status Report

Global Media and Public Relations

January Domestic Earned Media

Impressions: 253,618,776
Ad Value: \$75,458.68
Number of Clips: 51

FY 17 To-Date Domestic Earned Media

Impressions: 2,232,840,299
Ad Value: \$1,965,055.73
Number of Clips: 216

- February brought the PR team to Seattle and Los Angeles to host a media blitz including editorial appointments in both cities, and hosting a large scale media event called Travel Massive in Los Angeles. The team was able to meet with 14 media professionals and one social media influencer over the trip to sell South Dakota's iconic attractions, little known locations and great beauty. The conversations were diverse including food and wine, Native American culture and pioneer history, our great monuments and memorials, scenic drives, anniversaries and events, and unique family attractions. The Travel Massive event brought in 60 more media professionals and we were able to keep South Dakota top of mind with storytelling, sharing our Mount Rushmore mascots, tastes and flavors from the state (including serving World's Only Corn Palace popcorn balls, Sick N Twisted brew, and Chubby Chipmunk truffles). Follow-up with all of the media for story ideas and potential hosting opportunities is in the works.
- We hosted our second webinar in a three part series with Kit Bernardi. The final webinar will take place March 9th. The webinar's topic was how to take relationships to the next step with editorial media members. The final webinar will focus on branding to encourage media coverage.

Industry Outreach and Development

Events and Outreach

- Brainstorming National Travel and Tourism Week Ideas.
- In process of wrapping up 2017 Tourism Conference.
- Starting search for speakers and conference theme for 2018.

Research

- Attended the TTRA International Board meeting in Scottsdale AZ on Feb 23-24.
- Launch of the first Travel Insights email, which includes stats and indicators as to the industry's performance.

Fulfillment

- Shipped 63 bulk requests for literature. This consisted of 5,065 – SD Maps, 3,360 – Vacation Guides and 25 – Motorcycle Guides.
- 2,132 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 10,531 Domestic inquiries.
- 265 Canadian requests were e-mailed to MSI Worldwide Mail Service for fulfillment.
- Fulfilled 252 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

Information Centers

- Met with Missouri River Tourism to discuss new payroll contract.
- Conducted interviews for welcome center positions.
- Made updates to employee handbook and other materials.
- Began planning FAM tour. Reached out to host cities and submitted RFP for motorcoach.

Global Marketing and Brand Strategy

Completed Projects:

2017 South Dakota Vacation Guide

- Reviewed, submitted feedback and approved digital eguide, pushed live on 2/10 to TravelSouthDakota.com along with regional partner sites.
- Planned 2017 recap and 2018 prep meeting with four regional directors for 3/6.

2017 Peak Marketing

- Completed registration, coordinated efforts and executed South Dakota pavilion at Pheasant Fest in Minneapolis. 2017 saw record-setting attendance for the show and corresponding levels of engagement for the department's efforts there. Booth incorporated various giveaways to help draw attention to department's and industry partner's booth space
- Completed registration for 2017 Great Getaways co-op program; gathered and submitted materials for 51 partners to L&S for layout and partner proofs.

- Worked with MMGY team to finalize planning, coordinate and execute President's Day activation at Mall of America. The on-site activation was a monumental birthday celebration that included a 6-ft Mount Rushmore cake, Mount Rushmore mascots, South Dakota-themed photo booth, themed party hats and other party favors/giveaway items plus South Dakota Vacation Guides. Effort was supported by geo-targeted digital and social ads in Minneapolis market plus email generating tens of thousands more in reach.
- Reviewed, submitted feedback and approved creative for Brand USA multi-channel co-op marketing effort for spring 2017 in western Canada.
- Reviewed, submitted feedback and approved new :15 and :30 sec TV spots by L&S for 2017 peak.
- Met with Deadwood Chamber and stakeholders for brand assessment and brainstorming meeting for 2017 peak in response to current gaming trends.
- Reviewed, submitted feedback and approved co-op ads for Custer State Park, Black Hills Badlands, Deadwood, Pierre, Watertown, Sioux Falls and Rapid City.
- Reviewed, submitted feedback and approved creative for Quail Forever ad.
- Finalized and approved peak media calendars for community co-ops with Hot Springs, Yankton, Watertown, and Pierre.
- Met with representatives from Sturgis Motorcycle Rally and Custer BID board reps, plus new agency to discuss 2017 peak co-op plans.
- Reviewed, submitted feedback and approved creative for full page ad in Pheasants Forever Summer issue.
- Reviewed, submitted feedback and approved creative for digital ad placements on Expedia.
- Reviewed, submitted feedback and approved creative for various rich-media ad placements across three different ad networks.

2017 Winter/Spring Shoulder Marketing

- Finalized plans and hosted social media influencer Brandon Eckroth from 2/8-11 highlighting things to do during the winter in Sioux Falls and the Black Hills. As part of influencer agreement, Brandon posted numerous posts daily showcasing trip, provided photos for department's database along with a content piece for TravelSouthDakota.com.
- Reviewed, submitted feedback and approved Valentine's Day cards for Facebook deployment.

2017 Global and Trade Marketing

- Worked with Trade team on ideas for sponsor display setup and activities for engaging attendees at upcoming IPW show.

2017 Global Media Relations and PR

- Drafted and shipped report for Brookings Chamber newsletter on department's marketing plans for 2017.

Other

- Presented 2016 Black Hills Intercept Study at Black Hills Central Reservations Annual Meeting.
- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; Game, Fish & Parks, Pierre; Yankton CVB; DOT, Pierre; Custer BID Board; Sturgis Rally; Commercial Interior Design, Sioux Falls; Living Here Magazine, Yankton; Sioux Falls Sculpture Walk; Bureau of Administration, Pierre.

- **Out-of-state requests:** AAA magazine, OK; MMGY, KS; Philanthropy Roundtable, DC; Splitrock Studios, MN; MMGY, NY; Travel Channel; Cowboys and Indians Magazine, TX.
- Attended DMO MOJO marketing conference in Monterey, CA 2/22-24.
- Presented department's 2017 marketing plans to Black Hills and Badlands Tourism Association's marketing committee and gave brief update to BH&B Board on 2/15.

Projects in Progress:

2017 Peak Marketing

- Designing new informational rack card to promote the Dignity statue, current print date for end of March.
- Working Travel and Adventure Show in Denver on 3/17-3/19.

TravelSouthDakota.com and SDVisit.com

- Working with MMGY on homepage redesign and updated navigation for launch in mid-March.

Other

- Coordinating new printing of children's activity books for information centers. Finished books are due back by April 1.
- Creating new business cards in response to department restructuring and new staff positions and titles. Updating letterhead and envelopes to match and keep cohesive brand identity throughout. Timeline and quantities TBD.

Global Travel and Trade

NAJ-RTO Summit- February 8-10, 2017 Marina Del Ray, CA

- Prepared for, shipped materials and attended show. Met with 25 international tour and receptive companies.

Go West-February 19-23, 2017, Reno, NV

- Prepared for, shipped materials and attended show. Met with over 60 international tour operators and receptive operators. In partnership with South Dakota suppliers, hosted 8 Chinese tour operators for private dinner promoting travel into South Dakota and expanding itineraries.

Circle Wisconsin – April 2-4, 2017, Green Bay, WI

- Confirmed sponsorship for morning break, booked air.

FAMs

- Working with RMI and Brand USA to arrange a few group tours that will be happening in 2017. More details to come.

Domestic Trade FAM – April 20-25, 2017

- Six Domestic Trade Representatives are registered.

Active America China (AAC)- April 23-24, 2017 Portland, OR

- Worked with Black Hills & Badlands and Rapid City to submit a post FAM itinerary following the show.

Rocky Mountain International IRU Post-FAM, May 6-10, 2017

- There are 12 International Travel Professionals registered.

Group Tour Planning Guide

- Proofing all sections of the 2017-2018 Group Tour Planning Guide. The guide will be a digital only version for 2017-2018.

2017 Printed Promotional Materials

- Completed updates and redesign for the travel and trade profile sheet and What's New (4-page) documents. Printed a Japanese Guide. Updated 2017 Powwow & Rodeo Schedule, and Ranch publications for travel professionals to access online.

South Dakota Arts Council

Grants

	February	CY17 YTD	CY16 YTD
Artists in Schools & Community bookings	15	30	35
Touring Arts bookings	3	6	33

- Opened the S.D. Arts Council's (SDAC) online grant-management system for receiving applications for FY18 grants; March 1, 2017, is the deadline to apply.

Partnerships/Outreach

- In partnership with statewide arts advocacy nonprofit Arts South Dakota, organized and held the Governor's Awards in the Arts and Arts Day at the Capitol February 15. Both events were successful in helping to explain the work of the S.D. Arts Council as well as honoring the important contributions of businesses, organizations, and individuals in the state that support the arts and creativity in the lives of all South Dakotans. In addition to the Governor's State of the Arts address, highlights included the premiere of a [video celebrating the 50th anniversary of SDAC](#) and a curated art show featuring the work of 50 of South Dakota's finest artists in honor of the 50th anniversary.

Public Relations/Media

- Completed the [2016 South Dakota Arts Council Annual Report](#), which is available on the SDAC website and was given to all S.D. legislators during Arts Day at the Capitol February 15.
- Finished and distributed the winter issue of [Arts Alive](#), also included as an insert to packets delivered to all legislators during Arts Day at the Capitol.
- On February 1 the Yankton Daily Press & Dakotan published [an article](#) speculating about what the demise of the NEA might mean across the state as well as locally. SDAC was not contacted for this article, but Arts South Dakota Director Jim Speirs did use public information from the SDAC 2016 Annual Report for some of his comments and made it available to the newspaper. Speirs did mention that the South Dakota Legislature, through the Department of Tourism, is another major source of SDAC funding.

- Issued [February 1 press release](#) announcing the opening of applications and deadlines for Artists in Schools & Communities grant funding opportunities for FY18 through SDAC.

Pending Events and Projects

- March 13, 2017 – Poetry Out Loud state finals in Sioux Falls.
- March 21, 2017 – National Arts Advocacy Day in Washington, D.C. (SDAC's Patrick Baker and Rebecca Cruse along with Arts South Dakota's Jim Speirs and S.D. Artist Laureate Dale Lamphere will all meet with South Dakota's delegation to discuss the importance of the arts in South Dakota).