



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: August 9, 2018
RE: July 2018 Monthly Status Report

JDH

Global Media and Public Relations June Domestic Earned Media

June Domestic Earned Media

Impressions: 532,146,505
Ad Value: \$1,011,420.03
Number of Clips: 174

FY 18 To-Date Domestic Earned Media

Impressions: 3,333,717,624
Ad Value: \$45,470,569.90
Number of Clips: 1,657

June International Earned Media

Circulation: 2,315,216
Readership: 6,960,648
Ad Value: \$1,118,265.90
Number of Clips: 46

FY 18 To-Date International Earned Media

Circulation: 1,494,839,466
Readership: 1,640,229,220
Ad Value: \$13,157,967.88
Number of Clips: 5

- The team hosted international and domestic journalists to the state on individual press trips. Notably, the team was able to secure a journalist through the Brand USA partnership called the Mega Media Venture. The journalist was able to travel to our state during the 4th of July holiday,

and spent time at many key Black Hills attractions including Custer State Park, Crazy Horse Memorial, Deadwood, the Black Hills Roundup Rodeo and Badlands National Park.

- The team worked with RMI (Rocky Mountain International) closely during July to discover ways that we can better serve our international reps when it comes to securing top tier media relationships and hostings. Research was conducted this month on how to better our relationship and what is needed to proactively move forward. We will discuss opportunities in August with the RMI team with the feedback they received from their overseas offices.

Industry Outreach and Development

Industry Outreach

- Finalized the Online Hospitality Training Program and prepared to release it to the Industry the week of August 6.
- Attended and co-hosted the Agritourism workgroup meeting on July 24.
- Staff are creating a one page Agritourism Fact Sheet they can share with the Industry.
- Attended the Chamberlain Cultural Night Native Dancer event on July 6.
- Staff participated in the Local Foods Fair as an Agritourism Exhibitor on July 25 in Sioux Falls.
- Held outreach meetings in Rapid City, Sioux Falls, Yankton, Aberdeen, and Webster.
- Continue to work with all tourism conference teams to move forward on all elements.
- Had discussion with the Department of Revenue staff to discuss shared economy impacts (Airbnb, FlipKey, HomeAway, etc.) on the state and our revenue (local BBB taxes, tourism tax, etc.).
- Scheduled site visit and meeting with Quality Quick Print in Aberdeen on July 16 to discuss their ability to distribute the vacation guide for us.
- Provided content for the Industry Outreach team's pages to prepare for the new SDvisit.com site launch.
- Met with the MMGY team to discuss changes to the new online Tableau performance metrics dashboard.
- Continue to progress with the exhibit plans for Wilmot, Vermillion and Valley Springs welcome centers.
- Shipped 54 bulk requests for literature. This consisted of 9,320 – SD Maps, 2,430 – Vacation Guides, 160 – SD Native Travel Guides and 800 – Tribal Lands brochures

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from January 1-July 31, generated 109,505,277 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 92,233,157 paid impressions, 7,843,614 engagements from January 1-July 31.
- With 7 out of 12 Community Co-ops reported, our co-op efforts have created 103,755,539

impressions and 853,521 engagements from January 1-July 31.

- Hosted two social media influencers, one as part of department's peak social campaign and the other a part of co-op efforts with Custer State Park. One more to come in August as part of co-op with Visit Spearfish.

2019 Evergreen and Peak Marketing

- Finalized markets and tactics/approved fall calendars with L&S for traditional efforts and MMGY for digital and Out-of-Home efforts.
- Finalized 2019 plan with Brand USA and signed LOA. Submitted feedback on VisittheUSA.com/SouthDakota page.

TravelSouthDakota.com and SDVisit.com

- Total TravelSouthDakota.com web sessions January 1-July 31 total 1,286,666 (up 15.1% over prior year) and new users are up 13.7%.
- South Dakota Vacation Guide requests from the website January 1-July 31 total 77,084 (up 34.4% over prior year).
- Ushered the new SDVisit.com into stage development and ready for launch on 8/06. Transferred all data from old site and have been developing and entering new content in preparation. The new industry site will have a heavy focus on research and reports, training, industry events, programs available, marketing campaigns, and a toolkit - all to better educate the industry.
- Worked with Miles Partnership to create and deploy an online survey for industry members on TravelSouthDakota.com. We received responses from 20 partners out of 71 that received the survey. Feedback to be used in structure/goals for new site that we'll start working sprints on in August for an early November launch.
- Updated and posted sign-up info, plus tested online payment system, for Group Tour Co-op on SDVisit.com.
- Published seven new spotlights or itineraries on TravelSouthDakota.com with subjects including SD's Drive-In Theaters, SD Fairs, SD Ice Cream spots, SD's Weirdest events, SD BBQ Festivals, Pactola's history, and how to make the most of two-days in Deadwood.

2018 Shoulder Marketing

- Met with all fall community co-op partners and are finalizing fall marketing calendars.
- Reviewed, submitted feedback and approved various print, digital, and social for shoulder efforts including hunting TV spots and our Brand USA Fall UK and German multi-channel co-ops.

Other

- Worked with Industry Outreach team to review, submit feedback and approve the Q3 Industry Insights email with L&S.

- Photo requests completed:
 - **In-state requests:** South Dakota Magazine, Yankton; 1880 Train, Hill City; Visit Watertown; Redlin Art Center, Watertown; Mitchell CVB; Glacial Lakes Tourism, Watertown; South Dakota Public Broadcasting, Vermillion; Yankton CVB; South Dakota Historical Society, Pierre; 605 Magazine, Sioux Falls; Visit Rapid City; Sturgis Rally; Game, Fish & Parks, Pierre; Public Utilities Commission, Pierre.
 - **Out-of-state requests:** Rocky Mountain International, WY; MMGY, MO; University of Montana, Bozeman; NJF, NY; Miles Media, FL; Christian Tours, NC.
- Designed, reviewed and updated Vacation Guide sales sheet for use by four regional tourism associations in their upcoming sales efforts.

Projects in Progress:

2018 Peak

- Continue meeting and working with Black Hills and Badlands Tourism Association, Custer, Custer State Park, Deadwood, Hot Springs, Pierre, Sioux Falls, Spearfish, Sturgis, and Yankton on peak co-op creative for launch this summer.

Other

- Working with Miles Partnership on a reskinned SouthDakotaTourismConference.com. New site with updated information to launch in mid to late August.
- Working with Miles Partnership on a new look for the 2018/2019 South Dakota Vacation Guide and content plan. Guide to utilize new Great Faces, Great Places double-exposure creative of Lawrence & Schiller from peak efforts. Bids for printing to Procurement and open on 8/2.
- Working with Industry Outreach team on an agritourism information sheet team can provide communities.
- Rooster Rush marketing program deadlines 8/06 for applications and program dollars to be rewarded on 8/09.

Global Travel and Trade

International Marketing with Rocky Mountain International

- Worked with RMI to set up a new project management system to help organize the 7 markets that we are currently in.
- Finalized FY19 budget with RMI.

FAM Tours

- Prepared itineraries for a variety of companies across many markets to plan pre and post FAM tours for IPW which was held in Denver on May 20-23, 2018.
 - Key ones:
 - Cindy Winkler- Peoria Charters- July
 - Emanuelle- RMI FAM Tour- July
 - Janet Johnson- National Exchange Bank & Trust- July
 - Tenzing Travel- September

Strategic Plan

- Started executing Q1 objectives.
- Hotel Training and visits in Sioux Falls complete.

Hired new Global Travel Trade Representative

- Had over 50 applicants to review and hire from.
- Conducted phone and in person interviews.
- Eventually extended an offer to Calley Worth from the Game, Fish and Park Dept. to be our new Global Travel and Trade Representative. She accepted and will be starting on August 24th.

Global Social Media

- Established guidelines and submitted paperwork for new Weibo account in China for South Dakota Department of Tourism.
- Reviewed content and goals with our Chinese reps.

South Dakota Arts Council

Grants

	July	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	0	74	64
Touring Arts bookings	0	49	98

- The South Dakota Arts Council spent much of July processing final evaluations and payments of Fiscal Year 2018 grants as well as processing grant agreements and additional paperwork being sent in by FY19 grantees. Work to finalize FY18 grants and initiate FY19 grants from SDAC will continue into August.

UPDATE: Arts-military initiative

- SDAC Director Patrick Baker visited Hot Springs July 19 to meet with Lt. Governor Matt Michels and National Endowment for the Humanities Chairman Jon Peede – as well as staff from the S.D. Humanities Council, statewide arts service and advocacy nonprofit Arts South Dakota, and the Michael J. Fitzmaurice State Veterans Home – to continue planning for an [arts-military initiative at the State Veterans Home](#). Humanities is poised to serve as a funding and planning partner for the initiative, which is on track for a pilot year of programming in FY19.

First Lady's Prairie Art Showcase

- SDAC Arts Program Coordinator Kate Vandel convened the selection committee July 25 for the [First Lady's Prairie Art Showcase](#), including the First Lady and representatives of the Governor's Office of Economic Development, the Department of Tourism, and SDAC. Nearly 30 artists and artisans were selected from a significant number of applications and will show and offer for sale their artworks, jewelry, crafts, and other wares during the 2018 First Lady's Prairie Art Showcase, to be held October 26-27 in conjunction with Governor Dugaard's Invitational Pheasant Hunt.

Arts Council

- SDAC's advisory board and staff met for its summer meeting July 13 in Brookings and were welcomed by the Brookings Mayor Keith Corbett, city planner, and head of the local convention and visitors bureau. The Brookings Arts Council hosted the meeting at its recently renovated space in downtown Brookings, and the South Dakota Art Museum, located on campus at South Dakota State University, offered a tour of its exhibits to SDAC representatives after the board meeting. Among other [agenda items](#), the Council welcomed two new board members and elected officers as well as hearing a report from staff about progress on [SDAC's strategic plan](#) after completion of Year 1.

Arts Education Institute

- In planning partnership with Arts South Dakota and Northern State University, SDAC sponsored the 19th annual July 16-18 [Arts Education Institute](#) offering professional development in arts and learning for all South Dakota teachers and administrators pre-K through 12th grade. Ten arts-education instructors offered 15 workshops for 67 participants, who could receive graduate, undergraduate, or continuing education credits.