



To: Governor Dugaard
From: James D. Hagen, Secretary
Department of Tourism
Date: September 10, 2018
RE: August 2018 Monthly Status Report

JDH

Global Media and Public Relations

July Domestic Earned Media

Impressions: 316,295,656
Ad Value: \$8,954,816.50
Number of Clips: 72

FY 19 To-Date Domestic Earned Media

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July International Earned Media

Circulation: 519,044,733
Readership: 5,980,000
Ad Value: \$4,858,848.41
Number of Clips: 397

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- This month, the big focus for the Global Media and PR team was hosting an interesting press trip focused on a theme we called, "Back to the Land." Stops on the trip were exclusively focused on Native American stops, agri-tourism, farm to table, and the Missouri River. The journalists were hyper-focused on these types of stories. Overall feedback for the trip was wildly positive. Several stories are in the works and we will see much of the fruits of this labor in early 2019. We were also able to focus this trip on the Southeast Tourism region and the Missouri River Tourism region.
- Primary focus moving forward for our team includes the Buffalo Roundup hosting, several individual press trips both domestic and international, and working on our strategic PR planning for peak season 2019. A few notable hostings that will be taking place are a German journalist couple that will be producing a guidebook and a USA Today hosting that will result in a video series for USA Today.

Industry Outreach and Development

Industry Outreach

- Held conference calls with all speakers for the Tourism Conference and worked on the specifics of the Tourism Day at the Capitol.
- Attended the ESTO conference and was a member of the planning committee and moderated a session.
- Scheduled site visits with potential fulfillment vendors in Sioux Falls and Aberdeen.
- Attended the Southeast South Dakota Tourism board meeting on August 8.
- Conducted outreach events in Mitchell, Freeman, Sturgis, Yankton, Brookings, De Smet and Huron.
- Attended Ft. Randall Wacipi.
- Attended Dakotafest in Mitchell on August 22.
- Developed Agritourism one sheeter to provide information to industry members
- Attended Glacial Lakes and Prairies Tourism Association board meeting on August 30.
- Attended Aberdeen CVB board meeting on August 29.
- Made updates to Great Service Star and Governor's Hospitality program.
- Attended Pierre Chamber of Commerce Hospitality Committee meeting on August 14.
- Volunteered at Brookings Downtown at Sundown event.
- Collect 2019 Tourism Conference sponsorships and payments.
- Reviewed the Niche Travel Survey that will be used to determine level of interest in Agritourism, Outdoor Adventure and Tribal Tourism.
- Shipped 43 bulk requests for literature. This consisted of 10,785 SD Maps and 1,715 Vacation Guides.
- 1,600 emails were reviewed with comments from the Online Request Form.
- Staffed booth at the Department of Education conference where we talked to teachers and administrators about getting vacation guides and maps to their schools.

- Drafted two RFPs for fulfillment and call center services and compiled responses to all vendor questions.
- Continued working with BLDG4 on new exhibit concepts and content for panels and displays at Wilmot, Valley Springs and Homestead Welcome Centers.

Global Marketing and Brand Strategy

Completed Projects:

2018 Peak Marketing

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-Aug 31, generated 147,360,628 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) generated 94,951,495 paid impressions, 9,316,772 engagements from Jan. 1-Aug 31.
- With 7 out of 12 Community Co-ops reported, our co-op efforts created 116,823,532 impressions and 970,329 engagements from Jan. 1-Aug 31.
- Hosted two social media influencers as part of co-op efforts, a videographer for Visit Spearfish specializing in outdoor adventure and the other with Black Hills and Badlands Tourism Association.

TravelSouthDakota.com and SDVisit.com

- TravelSouthDakota.com web sessions Jan.1-Aug 31 total 1,466,660 (up 14.8% over prior year) and new users are up 9.5%.
- South Dakota Vacation Guide requests from the website Jan.1-Aug 31 total 82,157 (up 29.3% over prior year).
- Launched new SDVisit.com on Aug. 6. New industry site has a heavy focus on research and reports, training, industry events, programs available, marketing campaigns, and a toolkit - all to better educate the industry. Since launch, site sessions are up 79.5% over prior year and pageviews up 110% with visitors exploring site. Launch was promoted with a special industry email and through newly redesigned industry newsletter, The Mile Marker, which went out on Aug. 30.

2018 Shoulder Marketing

- Reviewed, edited and approved shoulder Great Getaways direct mailer that shipped to 100,000 households between cities like Chicago, Minneapolis, Denver, La Crosse/Eau Claire, Madison and Omaha on Aug. 13.
- Reviewed, submitted feedback and approved various print, digital, and social for shoulder efforts including new TV spots and for Chicago, Denver, and Minneapolis markets.

Governor's Conference on Tourism 2019

- Reviewed and approved style components for upcoming SouthDakotaTourismConference.com.

Other

- Attended Educational Seminar for Tourism Organizations (ESTO) tourism conference in Phoenix.
- Worked with Global Media and PR Team to design a talking points/FAQ sheet regarding the Keystone Pipeline for welcome center staff.

Photo requests completed:

- In-state requests: South Dakota Magazine, Yankton; Governor's Office of Economic Development, Pierre; Lawrence & Schiller, Sioux Falls; Division of Insurance, Pierre; Knecht Home Centers, Rapid City; Yankton CVB; Episcopal Diocese of Rapid City; Jewel Cave National Monument, Custer; Mitchell CVB; KELO-TV, Sioux Falls; Mount Rushmore National Memorial, Keystone; Black Hills Pioneer, Spearfish; Winner Advocate, Winner; Black Hills & Badlands, Rapid City.
- Out-of-state requests: Rocky Mountain International, WY; MMGY, MO; NJF, NY; Miles Media, FL; Atlanta Constitution Journal, GA; Travel-Leisure Magazine, NY; Trivago, Germany; StepOutside.org

Projects in Progress:

2018 Shoulder

- Continue meeting and working with Black Hills and Badlands Tourism Association, Rapid City, Custer State Park, Deadwood, Pierre, Sioux Falls, and Sturgis on shoulder season co-op creative for launch throughout fall.
- Receiving Rooster Rush T-shirts and caps early September for delivery to participating communities/organizations by 9/10.

Governor's Conference on Tourism 2019

- Working with members of Industry Outreach team on conference website for launch in September, signage and collateral needs, upcoming mailers, speakers and sessions, plus conference décor needs.

Other

- Working with Secretary, Mount Rushmore and Black Hills region stakeholders on informational talking points sheet in regard to upcoming terrace construction project at Mt. Rushmore to stress areas and activities available during construction.
- Working with Miles Partnership on content and layout for the 2018/2019 South Dakota Vacation Guide. Guide to utilize new Great Faces, Great Places double-exposure creative of Lawrence & Schiller from peak efforts.

Global Travel and Trade

International Marketing with Rocky Mountain International

- Worked with RMI to set up a Basecamp a new project management system for our 7 international markets we are in.

FAM Tours

- Prepared itineraries for a variety of companies across many markets
 - FAM Tours
 - Atlantic Dream Vacation (Netherlands) September 6-13, 2018
 - Tenzing Travel (Netherlands) September 8-11, 2018
 - Nippon Travel (Japan) September 14-17, 2018

Prepare for Upcoming Tradeshow Active America China Receptive Edition

- Updated Tour Operator Land Website with content and photos
- Prepared Video presentation, giveaways, preshow organization

What's New Document

- Gathered and developed content and finalized What's New Document to distribute to Global Travel Trade contacts

Strategic Plan

Started executing Q1 objectives

- Hotel Training and visits in Sioux Falls complete
- Working on scheduling trainings and visits in RC.

New Database

- Transferred contacts to new zoho database

Travel Professionals E-Newsletter

- Worked with L&S to update distribution list in correlation with the new GDPR regulations
- Developed content and finalized layout for newly formatted e-newsletter with L&S

ABA Sponsorship 2019

- Organized a sponsorship call with ABA partners, organizing additional exposure at the show in Louisville, KY in January.

Global Social Media

- Established guidelines and submitted additional justification paperwork for new Weibo account for South Dakota Department of Tourism
- Further development of content & goals with our Chinese reps.

New Hire

- Calley Worth has joined our team as a Global Travel and Trade Representative that will be handling the Domestic Group Tour market as well as Canada.

South Dakota Arts Council

Grants

	August	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	2	83	70
Touring Arts bookings	8	87	98

Artists in Schools & Communities

- After a [public announcement](#) in late July, the South Dakota Arts Council (SDAC) **opened application to roster artists** for the Artists in Schools & Communities (AISC) program, providing intensive, hands-on educational opportunities in all arts disciplines to students of all ages across the state by providing funds to schools and nonprofit organizations that bring in groups and individuals for residencies. A total of **3 new artists applied along with 5 current roster artists** who applied for permanent endorsement (all teaching artists must go through a peer-review/endorsement process twice and remain active in the program to be granted permanent roster status). The artists are responsible for developing their residency lesson plans. Residencies are coordinated through SDAC as part of its Arts in Education programming.

Art for State Buildings

- SDAC staff continued to prepare for a September 13 private reception at the Governor's residence to honor the **10th anniversary of the Art for State Buildings (AFSB) program**. The program established the State's art collection, placing artworks from South Dakota artists in buildings throughout the Capitol complex in Pierre, and is coordinated by SDAC. Hosted by the Governor and First Lady, who has served on the AFSB Selection Committee for years, the reception will also honor the special "copper class" of FY 2018 acquisitions, all of which incorporate copper from a sheet of the Capitol dome that was damaged and had to be removed in



2016. **S.D. Artist Laureate Dale Lamphere will speak as a guest of honor** that evening. Lamphere was instrumental in kick-starting the program a decade ago with a donated sculpture, and he helped curate this year's special copper class of art. SDAC staff has prepared a booklet for the event with the entire inventory of now 84 pieces, featuring the 6 new pieces from the copper class, as well as information placards to identify pieces at the residence as well as the most visible pieces hanging in the Capitol (identifying placards will be placed with all pieces in the collection by year's end).

Outreach

- SDAC Director Patrick Baker traveled to Chicago for the August 21-22 **Arts Midwest State Arts Agency Summit**, convening the executive directors from across the 9-state region.

Upcoming Events

- September 5-8 – SDAC Arts Program Coordinator Kate Vandell travels to Indianapolis for the **2018 Arts Midwest Conference**.
- September 13 – Private reception at Governor's residence for **Art for State Buildings** artists and 10th anniversary of program.
- September 30 – SDAC Director travels to Minneapolis for **bushCONNECT 2018**, a leadership networking event hosted by the Bush Foundation that builds stronger and more meaningful connections across Minnesota, North Dakota, South Dakota, and the 23 Native nations that share the same geography.
- October 7-13 – Musical group **Manhu from China** will visit Pierre for a weeklong residency coordinated by Short Grass Arts Council through the Arts Midwest World Fest program. Manhu will conduct workshops and cultural exchanges with schools and community groups throughout the week, culminating in a public performance the evening of Saturday, Oct. 13, at Drifters in Fort Pierre.
- October 12 – SDAC will hold its **fall advisory board meeting** in Pierre in conjunction with the board of statewide nonprofit arts and services organization **Arts South Dakota**.