



**To:** Governor Daugaard  
**From:** James D. Hagen, Secretary  
Department of Tourism  
**Date:** December 7, 2018  
**RE:** November 2018 Monthly Status Report

**JDH**

## **Global Media and Public Relations**

### **October Domestic Earned Media**

Impressions: 268,913,045  
Ad Value: \$569,081.10  
Number of Clips: 120

### **FY 19 To-Date Domestic Earned Media**

Impressions: 1,189,155,813  
Ad Value: \$10,822,498.89  
Number of Clips: 248

### **October International Earned Media**

Circulation: 124,769,782  
Ad Value: \$1,448,361.00  
Number of Clips: 163

### **FY 19 To-Date International Earned Media\***

Circulation: 895,786,417  
Readership: 23,765,851  
Ad Value: \$8,929,950.85  
Number of Clips: 700

*\*In these updated numbers, figures have been updated to correct an error in reporting from our source in previous FY19 reports.*

Each of the members on the Global Media & PR team attended a training course for PIOs concentrating on tools, tips and training specific to the communicator role.

In November the team focused on some exciting monthly happenings including the pardoning of the turkey from the President. The turkey was from Huron, South Dakota, making it the first turkey from South Dakota. Because of this exciting news, the department partnered with Dakota Provisions and the National Turkey Federation on enticing the media to cover this story. In addition, the team worked with MMGY Global to engage consumers coming to TravelSouthDakota.com and to the department's social media channels promoting this. Stats on these campaigns along with media impressions for the effort will be available in the following report.

Main media pitching efforts the team is concentrating on for the next few months will include Christmas at the Capitol, holiday events across the state, winter sports activities and, in our international offices, pitching for spring baby animals and early peak season activities.

The department had the "Mount Rushmore's American Pride" float in the Macy's Thanksgiving Day Parade for the ninth consecutive year. Highlights from the parade and viewership included:

- NBC's broadcast of "The 92nd Macy's Thanksgiving Day Parade" was the #1 most-watched entertainment telecast on TV since the Oscars in March
- From 9 AM to noon, "The 92nd Macy's Thanksgiving Day Parade " averaged a 5.98 rating in adults 18-49, which tops all entertainment programs on television since last March's "Academy Awards"
- Viewership of the 2018 Parade is the #4 biggest audience for annual Parade coverage in people meter history, dating back to 1987
- In addition to our primary NBC telecast:
  - Now in its 3<sup>rd</sup> year, hosted by BuzzFeed's Keith Habersberger and E!'s Zuri Hall, Verizon's exclusive 360-degree Live Stream of the Parade on YouTube garnered record viewership with a total audience of 11.5 Million across Twitter and YouTube
  - On social media, specific Macy's Parade mentions were +80% as compared to 2017, with #MacysParade at one point trending on Twitter as the #1 topic
  - 6 of the top 10 trending moments on Twitter were Macy's related
  - In 2018 Macy's effectively engaged the millennial audience via social, garnering over 83% positive net sentiment overall – and 60% under the age of 35

## **Industry Outreach and Development**

- Worked on finalizing all details for the 2019 Governor's Conference on Tourism.
- Hired a hospitality speaker for National Travel and Tourism week (NTTW) to go around the state and give 5-6 hospitality training to front-line employees.
- Held meetings regarding NTTW; trying to get logistics worked out with other tourism industry partners so all of our efforts can be perceived as one collaborated effort across the state.
- Reviewed Great Service Star Applications and notified recipients of their designation.
- Reviewed and selected Great Service Star finalists to share with the Tourism Advisory Board to choose the Mickelson award winners.
- Attended and delivered a presentation at the Local Foods Conference in Brookings, November 1-3.
- Finalized details for the Longwoods ROI and Image Study.

- Organized a meeting with BIT to review different features and options for laptops and tablets to upgrade department equipment as needed.
- Suggested improvements for the Online Dashboard.
- Updated NCSTD Travel Counselor Certification Exam and submitted application to the U.S. Travel Association for recertification.
- Updated Welcome Center industry and visitor webpages, as well as publication program requirements.
- Reviewed graphic designs for both Wilmot and Vermillion exhibits.
- Shipped 5 bulk requests for literature. This consisted of 240 – SD Maps, and 198 – Vacation Guides.
- 1,229 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 3,676 Domestic requests.
- 108 Canadian requests were e-mailed to MSI for fulfillment.
- Fulfilled 105 International request packets and shipped them to MSI Worldwide Mail Service for delivery.

## **Global Marketing and Brand Strategy**

### **Completed Projects:**

#### **2018 Marketing**

- Traditional Peak efforts (Print, Out-of-Home/Billboards, Direct Mail, etc.) from Jan. 1-Nov. 30, generated 161,171,345 paid impressions.
- Digital efforts (Display, Pay-per-click, Paid Social, Native, etc.) have generated 105,251,430 paid impressions, 9,778,906 engagements from Jan. 1- Nov. 30.
- With 7 out of 12 Community Co-ops reporting, our co-op efforts have created 162,232,538 impressions and 1,069,226 engagements from Jan. 1- Nov. 30.
- Reviewed, edited and approved items for international marketing efforts and Brand USA co-ops including: Western Canada co-op ads, Road Trip video project, and Global Inspiration program elements.
- Reviewed, edited and approved various creative for community co-op shoulder efforts like full page ad for 605 Magazine, digital and social posts for Deadwood and winter creative digital banners for Sioux Falls.

#### **2019 Marketing**

- Closed the application process for 2019 Community Co-op program Nov. 23. Reviewed applications and awarded matching funds to 20 peak and shoulder 2019 requests. The 2019 Community Co-op program partners include: Black Hills and Badlands Tourism Association, Custer State Park, Custer City BID Board, Deadwood Chamber of Commerce and Visitors Bureau, Hot Springs BID Board, Pierre BID #1, Visit Rapid City, Sioux Falls Convention and Visitors Bureau, Visit Spearfish, City of Sturgis, and Watertown Convention and Visitors Bureau. Planning meetings begin with partners in December.

- Met with Sturgis City representatives, Buffalo Chip, Custer BID and Deadwood CVB to discuss 2019 Community and A La Carte Co-op programs prior to application deadlines to discuss new program structures.
- Held focus groups in Chicago, Dallas and Minneapolis during the first week of November to discover target market audience perceptions of South Dakota and test visuals, music, and tactics for 2019 marketing efforts.
- Reviewed, edited and approved various creative for 2019 shoulder and year-round efforts, including: updated evergreen creative for Minnesota Vikings partnership running throughout U.S. Bank Stadium, full page ad for Pheasants Forever, two-page spread for SD Magazine, and winter creative banners.
- Reviewed, edited and approved cover for 2019 South Dakota Vacation Guide.

### **TravelSouthDakota.com and SDVisit.com**

- TravelSouthDakota.com web sessions Jan. 1- Nov. 30 total 1,975,336 (up 20.6% over prior year) and new users are up 20.1%.
- South Dakota Vacation Guide requests from the website Jan.1- Nov. 30 total 91,608 (up 19.5% over prior year).
- Reviewed, edited and approved various site components and tested backend data entry on new TravelSouthDakota.com for an expected launch in spring 2019.
- Wrote, reviewed, edited and approved new Highway 14 Itinerary highlighting route and posted on TravelSouthDakota.com.

### **Other**

- Concepted theme/look, designed, edited, and shipped to printer all signage needs for Christmas at the Capitol.
- Photo requests completed:
  - **In-state requests:** South Dakota Magazine, Yankton; TDG, Deadwood; Lawrence & Schiller, Sioux Falls; Southeast South Dakota Tourism, Yankton; South Dakota Rural Electric Association, Pierre; Klock Werks, Mitchell; Social Services, Sioux Falls; South Dakota Newspaper Association, Brookings; Madison Chamber of Commerce; Technology in Education, Rapid City; Glacial Lakes Tourism, Watertown; South Dakota Telecommunications Association, Pierre; Missouri River Tourism, Pierre; Mile Up Marketing, Lead; Day County offices, Webster.
  - **Out-of-state requests:** MMGY, MO; Pirelli Tires, CA; Men's Journal, NY; Chicago Tribune, IL.

### **Projects in Progress:**

#### **2019 Marketing**

- Working with L&S, MMGY and Miles Partnerships on 2019 evergreen and peak plans for paid traditional, digital, social, email, and web efforts.
- Working with Miles Partnerships 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. Working with four regional associations to coordinate upload of their pages to printer by Dec. 3 deadline.

- Coordinating staff, designing and editing booth materials, and logistics for upcoming 2019 consumer travel shows. Show line-up for 2019 includes: Chicago Travel & Adventure Show, Jan. 12-13, 2019; L.A. Travel & Adventure Show, Feb. 16-17; Pheasant Fest & Quail Classic, Schaumburg, IL., Feb. 22-24; Denver Travel & Adventure Show, Feb. 23-24; Dallas Travel & Adventure Show, Mar. 30-31.

## **Global Travel and Trade**

### **Nordic Market**

- Reviewing Marketing Plan for Nordic market. Had a GoToMeeting to meet new reps and to discuss marketing efforts for the rest of FY18.

### **ABA Sponsorship**

- Gathered Partner info for the sponsorship flyer.
- Held meeting with South Dakota suppliers who are partnering with us to go over details of sponsorship.

### **NTA Milwaukee**

- Calley Attended November 4-7 and met with 33 Tour Operators
- Followed up with Show Notes and leads to SD suppliers.

### **TravelSouthDakota.com Redesign**

- Reworked all the itineraries on the International and Group Tour pages on TourSDakota.com.
- Working with RMI to get content translated for launch.
- Brainstormed layout and navigation.

### **International Roundup- Spearfish**

- Sent out Sponsorship info for IRU Show in Spearfish.
- Met with Mistie Caldwell from Spearfish to discuss partnerships.

### **Chinese Market**

- Updated Weibo content.
- Total followers- 1,157 Great increase in a short period.
- Total Views- 195,886 in 2 months.

### **Zoho Database**

- Updating new database with previous years' content.
- Fixing bugs in this new system.

### **Great American West Trip Report #'s (Full 2017)**

- \$22.4 M Estimated Visitor spend from Travel Trade Only (UK, Germany, Italy, France, Benelux, Australia) up 9% from last year.

- 70,500 Estimated room nights booked from Travel Trade Only (UK, Germany, Italy, France, Benelux, Australia) up 21% from last year.
- 69:1 Return on Investment with RMI
- 3,121 Overnights offered in SD by Tour Operators and Travel Agents from GAW countries 10% growth from last year.

### Global Social Media

- Finalized and submitted additional justification paperwork for new Weibo account for South Dakota Department of Tourism
- Further development of monthly content with our Chinese reps.

### Website

- Establishing goals and content ideas for new international and domestic travel trade webpages
- Writing new international/domestic focused itineraries for new web pages

### UK Mission September 28-October 6

- Staff headed to the UK to meet with Travel Agents, Tour Operators and Journalists to promote SD to the UK Market. Met with over 50 travel professionals in meetings and events.

### Nordic Market

- Hired a new Nordic rep, through our consortium with RMI. The company is named Related and has already put together a marketing plan for this fall and spring that we are reviewing now.

## South Dakota Arts Council

### Grants

	November	CY18 YTD	CY17 YTD
Artists in Schools & Community bookings	12	125	123
Touring Arts bookings	5	125	211

- South Dakota Arts Council staff spent much of November ramping up efforts to provide helpful resources and tips as well as technical assistance to SDAC grant applicants for FY2020 grant funds. SDAC was poised to open its online grant-application system to individuals and organizations Dec. 3 with an ultimate deadline of March 1, 2019. New or enhanced avenues of support to grant applicants include the following:
  - Creation of an online "[Applicant Portal](#)" with support and resources
  - Development of a comprehensive "Guide to Grants" for SDAC funding
  - Development of a "Quick Start Guide" for SDAC grant funding
  - Creation of an SDAC applicant Facebook private group as a new method of providing technical assistance

- Plans to host three webinars to in December, then be archived on the Applicant Portal, covering 1) a walk-through of the online grant-application system, 2) tips for better grant applications for artists, and 3) tips for better grant applications for organizations
- Publicizing several sets of dates and times for calling in to SDAC for technical assistance
- Plans to provide staff review of draft grant applications to check for eligibility prior to submission
- SDAC staff also spent considerable time finalizing data from FY18 grants to prepare for both the South Dakota Arts Council Annual Report to the Legislature and final reporting to the National Endowment for the Arts.

### **Professional Development**

- SDAC's three full-time employees and contract folklorist attended the [2018 National Assembly of State Arts Agencies conference](#) Baltimore, Md., in early November, meeting with representatives of other state and U.S. territory government arts agencies and taking in professional development opportunities including, but not limited to, the following:
  - Arts in rural communities, including a session with representatives of the National Governors Association on the imminent release of its "Rural Prosperity through the Arts and Creative Sector: A Rural Action Guide for Governors and States"
  - Arts education
  - Accessibility, diversity, equity, and inclusion in the arts
  - Folk and traditional arts
  - Grant audits
  - Creation of arts districts
  - Peer sessions for directors, deputy directors, accessibility coordinators, and folklorists