

From James Hagen

Here are a few items you can share with the commission that Tourism continues to work on:

1. Department of Tourism is compiling a booth for the commission at the 2025 South Dakota Governor's Conference on Tourism.
2. During his Tourism Conference keynote presentation, Secretary Hagen will be encouraging tourism industry members who attend the conference to get engaged with the commission.
3. Several tourism industry members have recently joined the commission after visits with Secretary Hagen – Black Hills & Badlands Tourism Association, Southeast South Dakota Tourism Association and Glacial Lakes & Prairies Tourism Association. Secretary Hagen will be encouraging Convention & Visitors Bureaus, Chambers of Commerce, etc. to also get involved.
4. 250th logo will be added to the 2026 South Dakota vacation guide. We'll add a full page within the guide promoting the commission, the anniversary, the passport and other special events.
5. Tourism is brainstorming 250 GREAT EVENTS to check out in 2026.
6. Tourism will add content to TravelSouthDakota.com to promote the state's 250th activities.
7. Here is an update from Alexa on our marketing team about the 250th passport the Department of Tourism will be developing. We have to keep the passport at around 35 stops. Please let us know if you have suggestions for something major that we may have overlooked:

Hey All!

I'm excited to share an update and preliminary draft of the location list and launch timeline for the 250th Birthday of America/South Dakota Passport! This timeline provides a structured outline for key phases leading up to launch, and while it serves as our roadmap, there's flexibility to adjust along the way. I look forward to collaborating closely with each of you, aligning tasks based on individual project loads to ensure a seamless process.

With your expertise and teamwork, we'll bring this exciting project to life, creating an engaging passport experience that will showcase the best of Americana South Dakota.

Thank you all for your dedication to this celebratory 250th Anniversary Passport—I can't wait to see what we accomplish together!

Current Location List

## National Parks & Historic Sites

1. Mount Rushmore National Memorial – Keystone
2. Fort Sisseton Historic State Park – Lake City
3. Minuteman National Historic Site – Interior
4. Missouri National Recreational River – Yankton

## Museums & Memorials

1. Presidential Wax Museum – Keystone
2. City of Presidents Sculptures – Rapid City
3. Redlin Art Center – Watertown
4. South Dakota National Guard Museum – Pierre
5. USS South Dakota Battleship Memorial – Sioux Falls
6. Old Fort Meade Museum – Sturgis
7. Armed Forces Display & Gifts – Wasta
8. Crazy Horse Memorial – Custer
9. National Music Museum – Vermillion
10. Air and Space Museum – Box Elder / Ellsworth AFB
11. Cultural Heritage Center - Pierre

## Events

1. Days of 76 Rodeo – Deadwood
2. Buffalo Roundup – Custer State Park
3. Sisseton Wahpeton Oyate Pow Wow – Old Agency
4. Black Hills Roundup Rodeo – Belle Fourche
5. Wylie Park 4th of July Celebration – Aberdeen
6. Independence Day Celebration – Lake Mitchell – Mitchell
7. Custer's Old-Time Country 4th of July – Custer
8. Sitting Bull Stampede Rodeo – Mobridge
9. Fireworks Over Lake Herman – Madison
10. Chamberlain Rock the Bluffs – Chamberlain
11. Lennox Old Fashioned 4th of July Celebration – Lennox

12. Yankton All American 4th of July Celebration – Yankton

Dining

1. Loud American Roadhouse – Sturgis
2. Mount Rushmore Brewing Company – Custer

Parks

1. Memorials on Capitol Grounds – Pierre
2. USS South Dakota Battleship Memorial – Sioux Falls

Additional Attractions

1. Center of the Nation – Belle Fourche
2. Spearfish Canyon National Scenic Byway – Spearfish

Rough Timeline

Oct 2024- Feb 2025: Location Recommendations & Information Gathering

- Tasks:
  - o Collect input on must-visit locations, attractions, and events across South Dakota.
  - o Identify key criteria for recommended locations and gather baseline information.
  - o Location Research & Merchant List Development
  - o Develop a list of merchants and partners interested in participating.

May 2025: Bandwango Kickoff & Timeline Development

- Tasks:
  - o Begin collaboration with Bandwango to outline pass requirements.
  - o Establish a detailed timeline for each subsequent development phase.
  - o Review options and order custom Americana themed passport prize to include in the passport for launch

June - July 2025: Passport Creative Development & Partner Asset Collection

- Tasks:
  - o Work on the creative assets for the passport, including branding, design, and layouts with Karsh.

- o Collect necessary assets from partners.

#### August - September 2025: Pass Build & Testing

- Tasks:
  - o Bandwango builds the pass structure based on the finalized creative assets.
  - o Conduct thorough testing for functionality and user experience.

#### September - October 2025: Web Pages Development & Pass Integration

- Tasks:
  - o Develop dedicated web pages for the passport, incorporating pass integration.

#### October 2025: Partner Location Correspondence

- Tasks:
  - o Reach out to partner locations to confirm details, finalize participation, and address any last-minute changes or questions.

#### November 2025: Promotional Material Production & Mailings

- Tasks:
  - o Print promotional materials (rack cards, posters) for distribution.
  - o Mail materials to stakeholders and partners for pre-launch awareness.

#### December 2025: Launch Preparation

- Tasks:
  - o Finalize all promotional efforts, ensuring materials are ready for launch.
  - o Schedule social, digital, print, and email campaigns.

#### January 1, 2026: Launch & Promotion

- Tasks:
  - o Officially launch the passport on digital platforms and with promotional partners.
  - o Kick-off initial promotions across all channels to build momentum.

#### January - July 2026: Digital, Social, Print, Email, and Promotional Efforts

- Tasks:
  - o Send a launch announcement email to consumer and industry databases.
  - o Continue sustained promotion on social media, email, and print.
  - o Monitor and adjust marketing efforts to maximize passport visibility.