



GOVERNOR'S TOURISM ADVISORY BOARD MEETING
Ramkota Convention Center – Amphitheater 2
Pierre, South Dakota
July 14, 2021, 10:00 a.m. to 2:45 p.m.

Board Members Present

Caleb Arceneaux
Tom Biegler
Johnny Brockelsby
Ted Husted
Ann Lesch
Julie Ranum
Valentine Rausch
Frank Smith
Carmen Schramm
Ivan Sorbel
Kristi Wagner

Guests/Others Present

Mike Behm
Megan Davidson
Mackenzie Decker
Emily Kiel
Gary Keller
Karen Kern
Bob Mercer
Kyrik Rombough

Rosie Smith
Michelle Thompson
Sierra Ward

Staff Members Present

Byron Banasiak
Calvin Bloemendaal
Bailey Carlsen
Ann DeVany
Alexa Dorn
Ciara Forest
Thad Friedeman
Michele Ganschow
Wanda Goodman
Mike Gussiaas
Jim Hagen
Kirk Hulstein
Cole Irwin
Harla Jessop
Steph Palmer
Katlyn Svendsen
Ashley Worth

Board President Kristi Wagner called the meeting to order.

Secretary Jim Hagen welcomed the board to Pierre as well guests who were in attendance. He noted it was the very first meeting since COVID that all board members could be in attendance. The secretary relayed that we had a full agenda with some outstanding highlights to share. He thanked the board and industry members for all their support and hard work during the pandemic.

President Wagner asked that each board member give a brief report from their area.

Carmen Schramm

- Parks in Southeast South Dakota are reporting numbers up 3.5%.
- The World Archery Championships will be held in Yankton in September.
- This event will bring 2,000 archery individuals to the area during the event.

Caleb Arceneaux

- Numbers in the hills are off the charts comparing to 2018 and 2019.
- Staffing shortages are everyone's problem. 75 J-1 visa workers have saved them.

Julie Ranum

- Everyone is happy to welcome guests back into their businesses.
- Watertown area is having a great season.
- A new Holiday inn Express and an Aldi have opened.
- Foundation Plaza is new in downtown Watertown.
- A lot of development and a lot of visitors this year.
- Travel counselors are doing a phenomenal job.

Ivan Sorbel

- They continue to have travel restrictions in place on the reservation.
- Guests can come in, but not many places are open for them to visit.
- Fairs will be going on this year.
- Red Cloud Art show will be online again this year.
- Huge Indian National Finals Rodeo (INFR) will be held the first week of August.
- Making plans for hunting season. Had a great turkey hunting season last Spring.
- Living History Village is making progress. Working to get open when they get electricity. Just got water and gravel.

Valentine Rausch

- Abby of the Hills is full. People want to get back to normal.
- They are in process of doing their own strategic planning for Glacial Lakes Tourism Assoc.
- Everything shows their numbers are up.
- All have same problem as others with being short of help.

Frank Smith

- Water is low so that helps with fishing.
- Business has been wild. Hotel is up 34.8%.
- Bush Landing and Sutton Bay are having work done on boat docks because of low water levels.
- Help is concern like it is everywhere else.

Ann Lesch

- The Laura Ingalls Wilder Pageant is putting on a great show with great attendance.
- Concerts and traffic have been good all year.
- Last Wednesday our numbers were the biggest ever!
- Finding help is an issue.

Johnny Brockelsby

- We have had best March, April, May and June in history of Reptile Gardens.
- We had a great opening event with LRC Midwest group. 450 people in attendance.
- Staffing is challenge, but not as bad as other places.
- Giving financial incentives to keep people working for them year after year.

Ted Husted

- Wall is seeing crazy numbers and all-time high record.
- Wall had a 4th of July parade but no tourism floats cause all businesses were too busy so didn't have time to prepare one.
- 40 – 80% up from 2019.
- Gas gallons 44% up from 2020.

Tom Biegler

- Leisure traffic has been phenomenal. It is stabilizing coming into August. Things are good!
- Group hotel is a little soft. Doing a lot of stuff now so can prepare for '22 and '23 when things normalize.
- Leisure traffic is incredible.
- More help is needed.
- Group of GM's are doing so much more with less.
- They are rewarding employees for sticking with us.

Kristi Wagner

- Sturgis has a collaborative effort going on. Jerry Cole collaborated with Extreme Bikes and Downtown and have been doing bicycle riding event. It is an 8-week opportunity each Wednesday. They time bikers on 30 to 40-mile ride. Not everyone is in to win, but for the ride. Been averaging 160 – 180 riders. Leave at 6 pm and then come back and have entertainment at Harley Square.
- Black Hills Playhouse built outdoor stage and is doing great!

Wanda Goodman, Strategic Planning Update

Strategic Planning Process

- Working with Coraggio Group on strategic planning. This company specializes in Tourism planning.
- First immersion session has been held with the internal planning team.
- Industry stakeholder survey to go out July 15.
- Stakeholder retreat to be held in August.
- Hope to have the process completed in November.
- Will have a session at the Tourism Conference in January to share the results and new plan.

Emily Kiel, Game Fish and Parks Department

- Emily shared updates from the Department of Game, Fish and Parks.

Mary Arlington, South Dakota Campground Association

- Shared updates on campgrounds on I-90.
- Staffing is problem most campgrounds are having.
- Working on educating campers to be respectful.

Sierra Ward, Lead Chamber of Commerce

- Sierra shared updates going on in the Lead community.

Kirk Hulstein, Agritourism Work Group Update

- During the last meeting we provided updates about the agritourism curriculum.
- He shared map of participants and how varied the locations are.
- Not only do they vary by region, they are also varied in types of businesses and experiences they offer. It will be great in creating itineraries that vary from each other from bison ranches to pick your own operations.
- Provided a recap of our first meeting in Pierre and the specific topics covered.
- Provided quick update on the tour to ND and some of the locations they will visit.

Tom Biegler, Update from South Dakota Visitor Industry Alliance

- South Dakota is back. South Dakota Tourism has kept us front and center and people have come back.
- We are #1 in the nation. It will be a blast to see numbers at the end of the year.
- We have an opportunity to showcase who we are and show our best customer service.

Calvin Bloemendaal, Update on South Dakota Native Tourism Alliance (SDNTA)

- SDNTA is an ad hoc network of stakeholders from the nine tribes in South Dakota and state and federal resource providers.
- Three action teams are working on priority initiatives outlined by the South Dakota Native Tourism Development and Management Plan
- Dr. Vincent and Karen Lundquist presented to SDNTA on governance options. So that SDNTA members can make an informed decision on how they want to operate in the future.
- Action team one is working on next steps following presentation from Dr. Vincent and Karen Lundquist. Website is coming soon. Logo for SDNTA and website is being worked on as well.
- Action team two has been working on engagement of tribal leaders and communities.
- Action team three has been working on a visitor etiquette guide and video.
- Office launch of the South Dakota Native Tourism Alliance and the Native American Tourism Development and Management Plan is August 26th at the Journey Museum in Rapid City.

Kirk Hulstein, Update on Latest Travel and Tourism Research and Forecasts

- Since May we have been outpacing the nation.
- Since May 2020 we have been exceeding the growth for travel spending.
- As of May 2021, we officially exceeded pre-pandemic levels for travel spending increasing 9%.
- Hotel performance is showing growth over 2019, especially the past 3 months.
- Occupancy flat, room nights up 4%, and revenue up 5%
- Short term rentals also performing extremely well.

- There was a lot of conversation around short term rentals and what share of the market they are capturing.
- State and National Park visitation showing an increase of over 400k in visitors.
- Looking ahead, consumer sentiment shows no slowing down of travel through the end of the year.
- They also have the means to do it with huge savings and net worth saved from 2020 at 1.4T.
- Business travel index shows a rebound in the latter part of this year.
- Gas prices could be a detractor if the price continues to climb.

Katlyn Svendsen, Update from Global Media and Public Relations Team

- FY21 Public Relations Metrics
 - 12% in placements
 - +33% in impressions
 - +63% in ad value
- Though we were down in overall number of placements, this was indicating that we continued to place articles in high value publications with large viewership/readership.
- The basics of the PR plan will remain intact for FY22. In addition to the basics, a few new highlights include:
 - we will go back to New York City for in person desk side appointments,
 - host an in-person familiarization tour in the spring, and
 - target military and veteran publications.
- The PR team hosted the tv show Epic Trails in South Dakota in June / July. South Dakota will be featured in at least one full episode airing on Outside TV (available in 40 million households)
- 27 regional sports networks (available in 80 million households) and on the National Geographic Channel (opening up international viewing), and also with digital distribution on Backpacking TV YouTube's channel.
- Social media team continues to put a yearly content plan together focusing on a variety of topics throughout the year. The team will produce two web guides in FY22 (arts and culture / brewery winery). They will supplement the new city guide features with social media features monthly beginning in September. Those will include Instagram stories, one gif, reels, etc.

Megan Davidson, Update from Vermillion CVB

- Megan shared updates from the Vermillion community.

Byron Banasiak, Tourism's New Visual Assets Manager

- Secretary Hagen introduced Byron to group and what his duties of Visual Assets Manager are.
- Byron shared a few of his photo's he has taken recently and what his plans are in the future with his position.

Mike Gussiaas, Update from Global Marketing and Brand Strategy Team

- Heading into this peak making largest investment in paid marketing efforts ever at \$8.11M and expecting to generate more than 467.71M impressions. Between evergreen + peak, have generated more than 516.99M from Jan 1 through June.

- Important to this time of year is the impact of our co-op efforts – both community + A La Carte – in impressions generated and impact on flight + hotel bookings. Our evergreen and peak efforts inspire and set the table for our co-op program to help potential visitors in ultimately converting.
- In June, co-ops generated 145,439 flight + hotel bookings. That was 89% of overall tracked efforts for the month.
- The co-op program is also a great way for us as a department to get more niche and promote specific communities, events and regional interests.
- Good example is Sturgis. Our joint co-op effort with the Sturgis Rally Department has generated more than 36.9M impressions CYTD for the upcoming Sturgis Motorcycle Rally. 21,031 flight + hotel bookings are attributed to those efforts.
- Regarding co-ops, we're also entering into our second-year launch of our SDT x GFP "Hunt the Greatest" effort that had an estimated economic impact of \$19.84M. The second-year effort will run 5/24-12/31 and cost \$720k.
- Year two of our SDT x Wyoming Tourism "Black to Yellow" campaign is also launching soon. The first year generated nearly \$2M in revenue and had an ROI of \$5.60: \$1.
- Level Up – better than expected revenues means an incremental late-summer spend. While businesses are busy now, the greater impact we see from efforts happens over the long-term and this additional spend should help set us up for visitation in 2022.
- We're launching a passport program promoting hidden gems throughout the state to encourage getting people to more rural areas and lesser known communities. A survey to the industry with nearly 250 responses helped inform the direction on places and experiences to promote.

Mike Behm, Dept. of Transportation / Kyrik Rombough, Dept. of Ag and Natural Resources, Update on South Dakota Electric Vehicle Corridor Designation

- They shared future plans of the electric vehicle corridor designation in South Dakota.

Cole Irwin, Update from Global Travel and Trade Team

Motorcoach Efforts

- ABA Tradeshow
- Destination Videos of SD Communities
- CTP Program through NTA for our Team
- Motorcoach Audit 2021/2022
- Native American Motorcoach Tour Development

Great American West (International Marketing)

- International Supplier Seminar
- Education opportunity for SD partners to learn, connect and understand travel trade professionals.
- Creative Samples
- Wide open inspiration
- Full state itinerary creation

Tradeshows for FY22

- IPW
- Brand USA Travel Week
- NTA
- ABA
- Go West Summit
- NAJ RTO Summit
- International Roundup
- Great American West Missions

Mackenzie Decker, Update on Tourism Labor Recruitment Efforts - Department of Labor

- Mackenzie presented the Department of Labor's plans to improve the labor force in South Dakota.

Kirk Hulstein, Update from Industry Outreach, Development and Research Team

- In addition to the development areas covered, Jacey and Calvin will be hitting the roads. Kirk provided map showing places visited recently.
- Covered webinar topics on the schedule and asked for any recommendations they may have for topics.

Bailey Carlsen, Update on 2022 Governor's Conference on Tourism and Hospitality Training 2022

South Dakota Governor's Conference on Tourism is January 18-20, 2022.

- We are planning 4 general session speakers.
- New award: Governor's Tourism Rising Star Award.
- New student mentorship opportunity available.
- Governor's speech, Sec. Hagen's speech and the awards ceremony will be recorded and available on the SDVISIT.COM at a later date.

2022 Spring Hospitality Training is May 2-5, 2022

- Training will be in Keystone, Sturgis, Rapid City, Pierre, Aberdeen, Sioux Falls and Brookings.

President Kristi Wagner and Secretary Jim Hagen, Open Forum

- The next Tourism board meeting will most likely be in September, but stay tuned because of busy schedules. Will look at dates and be in touch with board members.

Meeting adjourned by President Kristi Wagner at 2:45 pm.