

CVB ADVISORY COUNCIL

March 22, 2018
12:00 Noon
Washington Pavilion

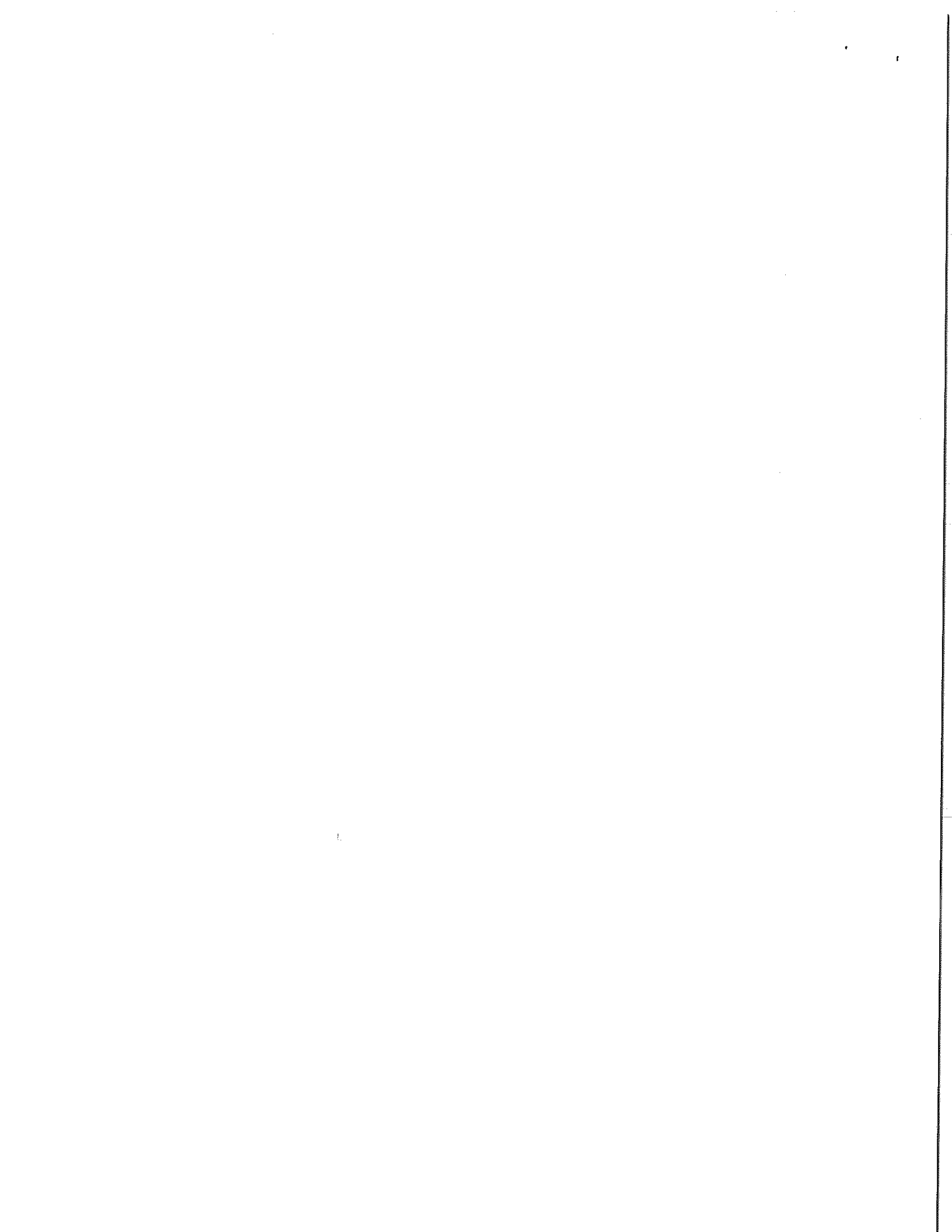
- - - Agenda - - -

1. **Call to order** – Sara McMahon, Chair
2. **Approval of Minutes**
3. **Financial Report** – Teri Schmidt
4. **Staff Activity** – Teri Schmidt
5. **Sioux Falls Convention Center** – Stu Webber
6. **Downtown Sioux Falls Report** – Brienne Maner
7. **Sioux Falls Parks & Recreation Report** – Cathy Buchheim
8. **Washington Pavilion** – Christine Bruning
9. **South Dakota Tourism Report** – Alexa Dorn
10. **South Dakota Rock & Roll Music Association** – John Mogen, President
11. **Legislative Briefing** – Debra Owen, Public Policy Director
Sioux Falls Area Chamber of Commerce
12. **Council Discussion**
13. **New Business**

Future Meetings:

- | | |
|-----------------|-------------------------------|
| •April 26, 2018 | Sioux Falls Convention Center |
| •May 24, 2018 | State Theatre |
| •June 28, 2018 | Great Plains Zoo |
| •July, 2018 | No Meeting |

Please note: South Dakota Tourism Monthly Report can be downloaded at:
http://sdvisit.com/tools/monthlyreports/2018/PDF/govrpt_1_18.pdf





CVB Sales Report

February 2018

BOOKED BUSINESS

Total Number of Groups	23
Room Nights Booked	1,106
Booked Attendance	2,347
Estimated Economic Impact/Attendee Spending	\$647,773

LEADS SENT

Sales Leads Sent	16
Room Nights	5,917
Attendance	7,308
Estimated Economic Impact/Attendee Spending	\$6,117,181

PENDING BUSINESS (as 3.20.17)

Sales Leads Pending	53
Room Nights Pending	20,867
Pending Attendance	57,807
Pending Estimated Economic Impact/Attendee Spending <i>(Pending Business is being prospected into 2022)</i>	\$27,531,041

LOST BUSINESS

Total Number of Groups	3
Lost Room Nights	11,310
Lost Attendance	11,120
Estimated Lost Economic Impact/Attendee Spending	\$8,750,774

Reason for loss:

1. Board selected Brandon Valley, SD.
2. Group selected another city (reason unknown).
3. Board selected Overland Park, KS.

SLOUX FALLS

The Heart of America
CONVENTION & VISITORS BUREAU

2018 Sales Report - February 2018

2018	2018	2017	2016	2015	2014
Total					
YTD Booked Events	37	72	185	116	122
YTD Room Nights Booked	5,861	21,755	33,992	34,334	65,736
YTD Booked Attendance	39,235	64,550	172,693	110,434	84,821
YTD Estimated Economic Impact/Attendee Spending	\$15,410,418.00	\$21,011,465.00	\$39,454,666.00	\$30,212,526.00	\$46,069,033.00
New Business					
YTD Booked Events	17	32	77	59	79
YTD Room Nights Booked	3,395	10,130	19,554	15,810	13,450
YTD Booked Attendance	31,944	32,506	42,236	48,640	44,627
YTD Estimated Economic Impact/Attendee Spending	\$12,950,864.00	\$13,089,423.00	\$17,461,879.00	\$14,381,649.00	\$17,211,933.00
Repeat Business					
YTD Booked Events	20	40	58	57	43
YTD Room Nights Booked	2,466	11,625	14,438	18,524	52,286
YTD Booked Attendance	7,291	32,044	130,457	61,794	40,194
YTD Estimated Economic Impact/Attendee Spending	\$2,459,554.00	\$7,922,042.00	\$21,992,787.00	\$15,830,877.00	\$28,857,100.00

- *2014 booked 19 groups with 1,000+ attendees
- *2015 booked 32 groups with 1,000+ attendees
- *2016 YTD booked 15 groups with 1,000+ attendees
- *2016 started tracking overnight tour/asslist
- *2016 turned PheasantFest definite

SILOUX FALLS

The Heart of America

CONVENTION & VISITORS BUREAU

Service Report / February 2018	Year-to-date totals		
	2018	2017	2016
Total			
YTD - Events	17	18	21
YTD - Attendees	93,545	62,810	62,360
Average Monthly Attendance	5,502	3,489	2,969
New Business			
YTD - Events	5		
YTD - Attendees	29,700		
Average Monthly Attendance	5,940		
Repeat Business			
YTD - Events	12		
YTD - Attendees	63,845		
Average Monthly Attendance	5,320		
Service Packets Sent	39		

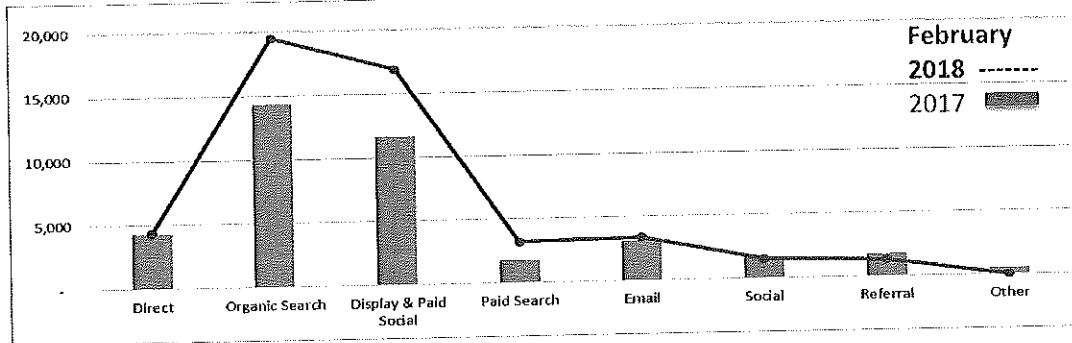
Sioux Falls CVB (Visit Sioux Falls) Marketing Report



Throughout various marketing initiatives, the Sioux Falls CVB is engaging with digital users through the various phases of their meeting, convention, event, and trip planning: creating awareness, ongoing engagement and education, and ultimately conversions. Each phase requires different messaging and placement tactics.

DIGITAL MEDIA

Through various campaign efforts, the Visit Sioux Falls brand generated over **28.5K impressions** and drove over **28.3K clicks** to the website through tracked campaign placements.



INSIGHTS: In February, there was a 43% increase in local traffic YOY, particularly attributed to events pages. Non-local traffic currently makes up 87% of all monthly users. Pageviews were up 8.6% YOY, 15.7% MOM.

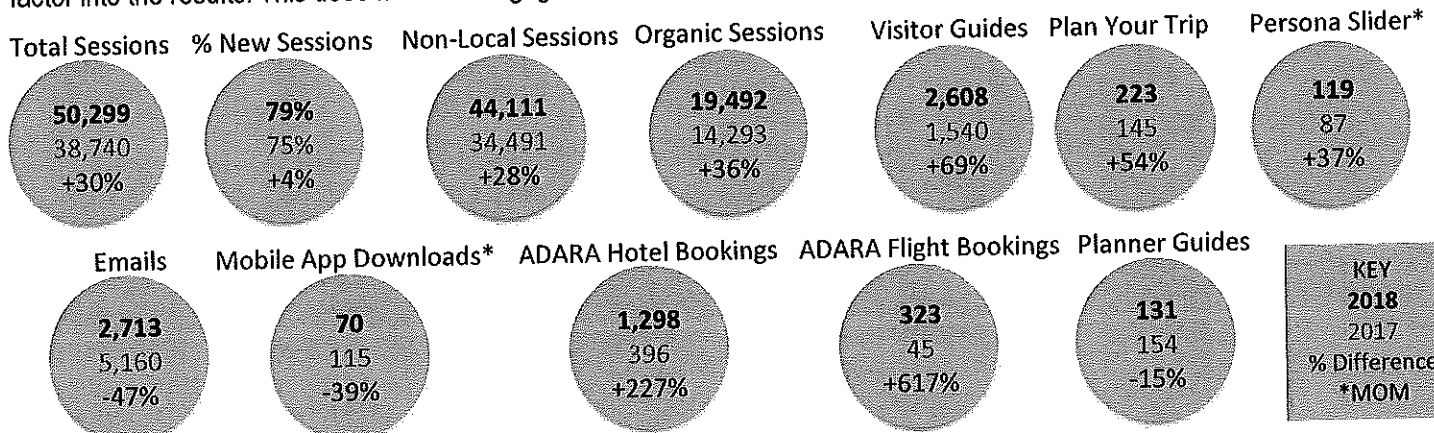
SOCIAL MEDIA

Channel	Impressions	Engagements	Link Clicks	Followers	MOM (%)	YOY (%)
Facebook	1,442,029	2,300	11,769	36,665	-48%	-36%
Instagram	183,440	5,342	N/A	7,532	-29%	-7.2%
Twitter	24,070	510	19	10,302	-40%	-42%
YouTube	1,070 (views)	2,133 (minutes)	N/A	74,426 (views)	-3.2%	-8.5%
LinkedIn	528	10	3	454	-53%	0.0%
Total	1,651,137	10,295	11,791	54,953	N/A	N/A

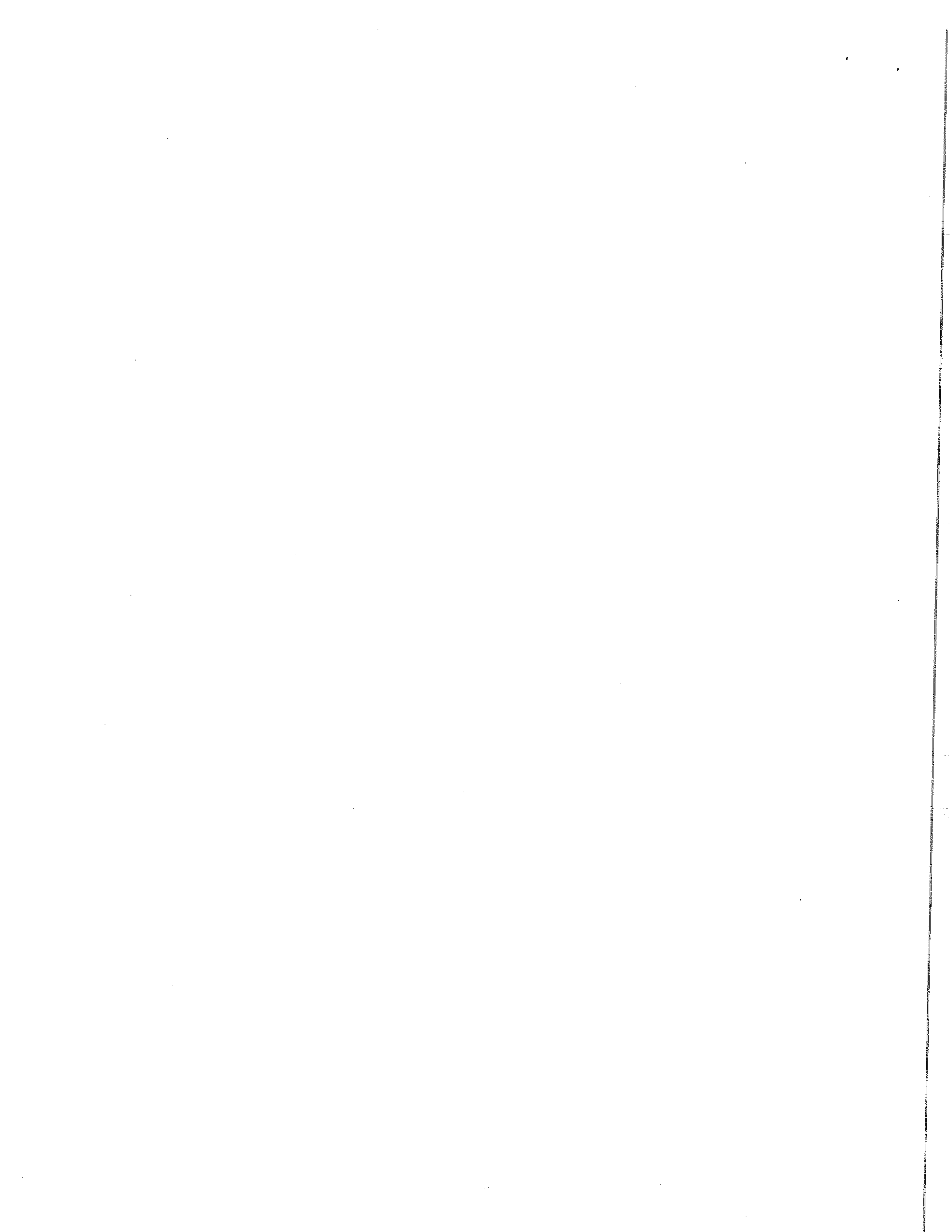
INSIGHTS: In February, social activity reached over 1.6 million people, an increase of 34% over the previous month. Facebook engaged users were up 9%. Total followers increased by 0.9%.

PACE (YOY)

Below provides a year-over-year view of primary key performance indicators (KPI's). A variety of tactics and seasonality trends factor into the results. This does not track engagement metrics.



CAMPAIGN INSIGHTS: The Winter Campaign produced a 2% lift in de-duplicated registrations YOY with a 32% conversion rate. Nearly \$350K was generated in hotel revenue, a 104% return on media dollars to hotels booked. Visitor Guide conversions are up 34% YOY. Plan Your Trip itinerary interactions were up 54% YOY, attributed to a rise in organic and email. The metros with the highest itinerary usage were Minneapolis/St. Paul, Omaha, Sioux City and Chicago. ADARA Impact reported 54 flight and 409 hotel bookings in Feb. totaling \$73,457 in revenue after engagement with CVB marketing efforts, with an 8-day attribution.





Falls Park Visitor Information Center (VIC) Monthly Report

February 2018

Rachel Crane, Host City Manager

Current Number of Visitors:

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Month:	930	1,410	856	1,397	1,811	1,167	766	644	2,924	4,094	1,411
YTD:	2,212	2,836	1,791	2,258	4,418	2,601	2,100	2,801	5,891	7026*	3,929

* Data reflects the number of people that enter the visitor center. *Feb 2017 had 60-70 degree temps

Number of States Visiting the Falls Park VIC: 25**

TOP 10 STATES

- | | |
|-----------------|-----------------|
| 1. Iowa | 6. California |
| 2. South Dakota | 7. North Dakota |
| 3. Minnesota | 8. Pennsylvania |
| 4. Nebraska | 9. Wyoming |
| 5. Illinois | 10. Colorado |

Number of Foreign Countries Visiting the Falls Park VIC: 5**

TOP 10 COUNTRIES

- | | |
|-------------|-------------|
| 1. Canada | 4. Mongolia |
| 2. China | 5. Norway |
| 3. Malaysia | |

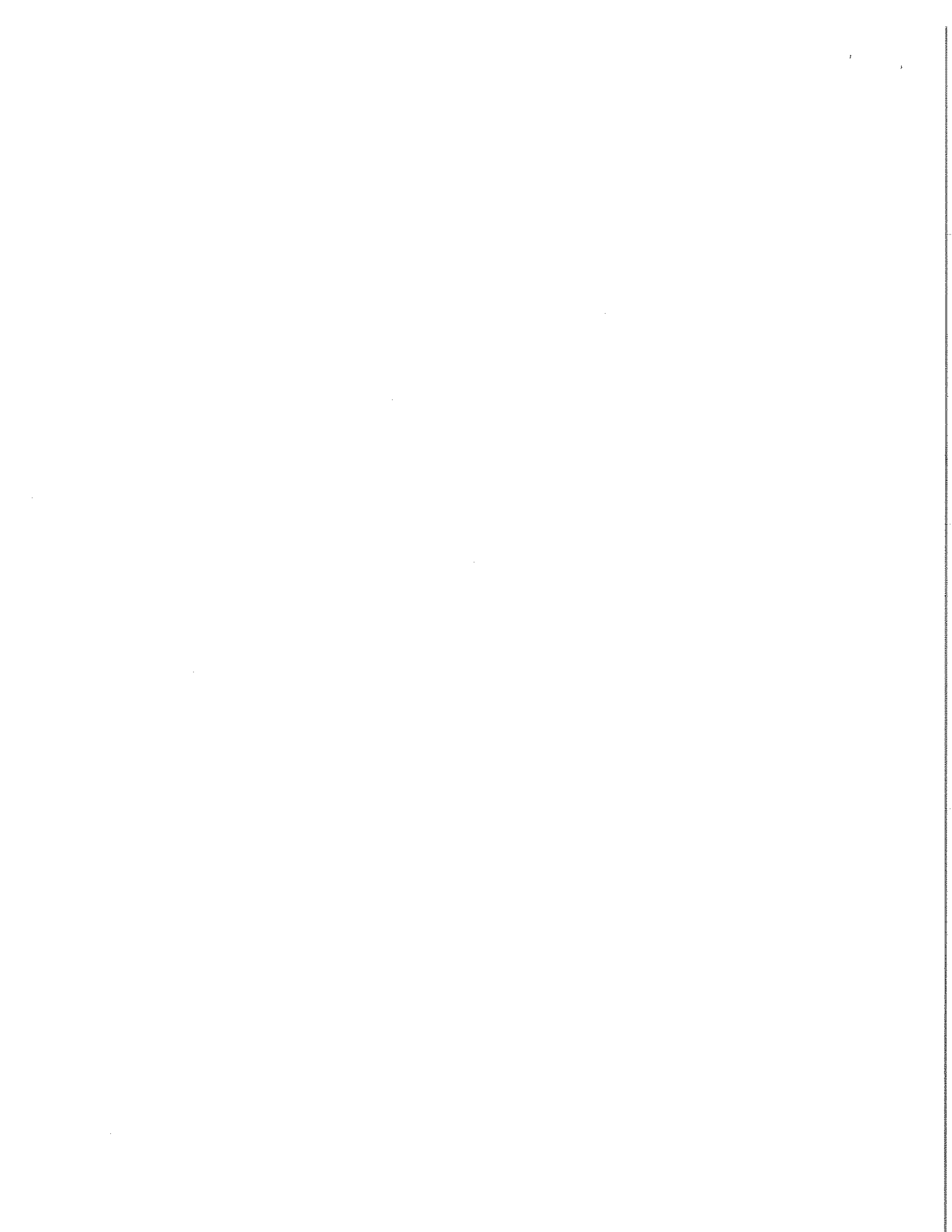
Top Sources for How Visitors Heard About Sioux Falls: **

- | | |
|---------------------|------------------------------|
| 1. Friends & Family | 4. Sioux Falls Visitor Guide |
| 2. Internet | 5. Previous Visitor |
| 3. Other | 6. SD Vacation Guide |

** Data reflects only the number of people who sign the guest book.

Top-selling Merchandise this Month:

- | | |
|-------------------|--------------------|
| 1. Post Cards | 6. Shot Glasses |
| 2. Promo T-shirts | 7. Note Cards |
| 3. Sweatshirts | 8. Stuffed Animals |
| 4. Coffee Mugs | 9. Magnets |
| 5. Pencils | 10. Pens |





Sioux Falls is hoops town: 59 games and lucky chicken strips

Date: Mar 19.

By: Terry Vandrovec.



March is the month for basketball. The Sanford Pentagon is taking that to a unique level.



The 3,250-seat, retro-styled venue on the north side of Sioux Falls, South Dakota, is in the midst of hosting 59 college basketball postseason games from Feb. 24-March 24, including three national championships. So far, 45 have been played. Four have gone to overtime – one to double overtime.

These aren't the only basketball games in Sioux Falls, either. The Denny Sanford Premier Center hosted 14 games for the Summit League men's and women's tournament, and the Elmen Center at Augustana University was home to seven matchups for the NCAA Division II women's central region tournament.

Plus, the Pentagon is home to the Sioux Falls Skyforce, the NBA G League affiliate of the Miami Heat, which plays four home games in March.

Some other noteworthy numbers:

1.2 million: Estimated CBS viewers who watched the NCAA Division II men's basketball championship game – held at the Pentagon – in 2017. The number is expected to be similar this year on March 24. And that's hardly the only live coverage going on at the five-sided venue. CBS Sports

Sioux Falls is hoops town: 59 games and lucky chicken strips - Sanford Health News

Network is airing the Division II women's championship game on March 23, ESPN3 aired the NAIA Division II men's title game on Tuesday and Micdo Sports Network did all 14 games during the NSIC men's and women's tournament.

3,023: Points that Cornerstone forward Kyle Steinenga scored in his college career. It's the most ever by a Michigan college player in any division. The 6-foot-6 senior also broke the NAIA Division II men's tournament records for career points (328) and career rebounds (135).

18,250: Minutes of physical activity that have taken place – on the playing court – during those 45 games. That doesn't factor in warmup times, practices or nervous energy.

59: Number of schools that earned trips to the Pentagon during this wild run. Those institutions are based in 26 states. The farthest away: Barry University of Miami Shores, Florida, which is 1,817 miles from Sioux Falls. The Buccaneers are participating in the D-II men's Elite Eight.

2: Number of teams from Indiana featured in the NAIA men's title game, both from the same conference – the Crossroads League.

250: St. Francis University of Fort Wayne, Indiana, found a new superstition while in Sioux Falls. Before its first game, the team placed an order for 50 chicken strips to eat as a postgame meal. The Cougars won that game – and decided the food had something to do with it. In all, they devoured roughly 250 chicken strips, having gone all the way to the NAIA championship game.

2,415: Boxes of popcorn the Pentagon concessions team sold through the first 45 games. That number will rise quickly this week as Northern State University from Aberdeen, South Dakota, is the No. 3 seed in the D-II men's Elite Eight, and expected to draw large crowds.

6,517: Number of points scored through 45 games. In other words, teams are scoring more than 72 points per game – a decent clip. Nearly 20 percent of those points were scored from beyond the 3-point line, as the teams have combined for 414 3-pointers so far.

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Related Articles

MINNEAPOLIS

Minneapolis Convention Center set for \$2.7 million bathroom remodel

"Competitive overhaul" seeks to redo outdated restrooms.

By Adam Belz (<http://www.startribune.com/adam-belz/158965945/>) Star Tribune

MARCH 16, 2018 — 6:31PM

The city of Minneapolis is preparing to accept a \$2.7 million bid to remodel the bathrooms at the Minneapolis Convention Center.

Shaw-Lundquist Associates Inc. was the low bidder of six contractors who vied for the project, and the Ways and Means Committee of the City Council is set to approve the contract on Tuesday (<https://lms.minneapolismn.gov/RCA/2113>). The money comes from the Convention Center's budget, which is funded about equally from sales taxes and event revenue.

Kim Insley, a spokeswoman for the Convention Center, said 29 bathrooms will be renovated as part of the "competitive overhaul" project.

"These restrooms are 20 years old and they serve over a million people a year," she said. "They need to be updated to the standards of the other restrooms to serve guests well."

The renovation will make the bathrooms 50 percent more water-efficient, and their lights will burn less energy.

Some 32 other restrooms at the Convention Center, most of them smaller than the ones up for bid now, were remodeled recently at a cost of \$3 million. Work on the remaining restrooms will start this spring.

The Convention Center struggles to break even (<http://www.startribune.com/bigger-minneapolis-convention-center-does-not-pay-off/94711574/>) and is constantly undergoing improvements. The latest large city capital expenditure was \$11 million devoted to rebuilding the grassy plaza (<http://www.startribune.com/hodges-pitches-10-5-million-overhaul-of-convention-center-plaza/391362151/>) across the street from the main entry.

The council late last year approved spending \$879,000 for plumbing (<https://lms.minneapolismn.gov/File/2017-01485>), \$605,000 to replace "front-of-house exterior" lights (<https://lms.minneapolismn.gov/File/2017-01398>) and \$317,000 to replace drinking fountains (<https://lms.minneapolismn.gov/File/2017-01398>). In October, the council finalized a \$904,000 contract for dome lighting and in the past 12 months has authorized hundreds of thousands of dollars in spending for signage, wall sconces and ballroom lighting.



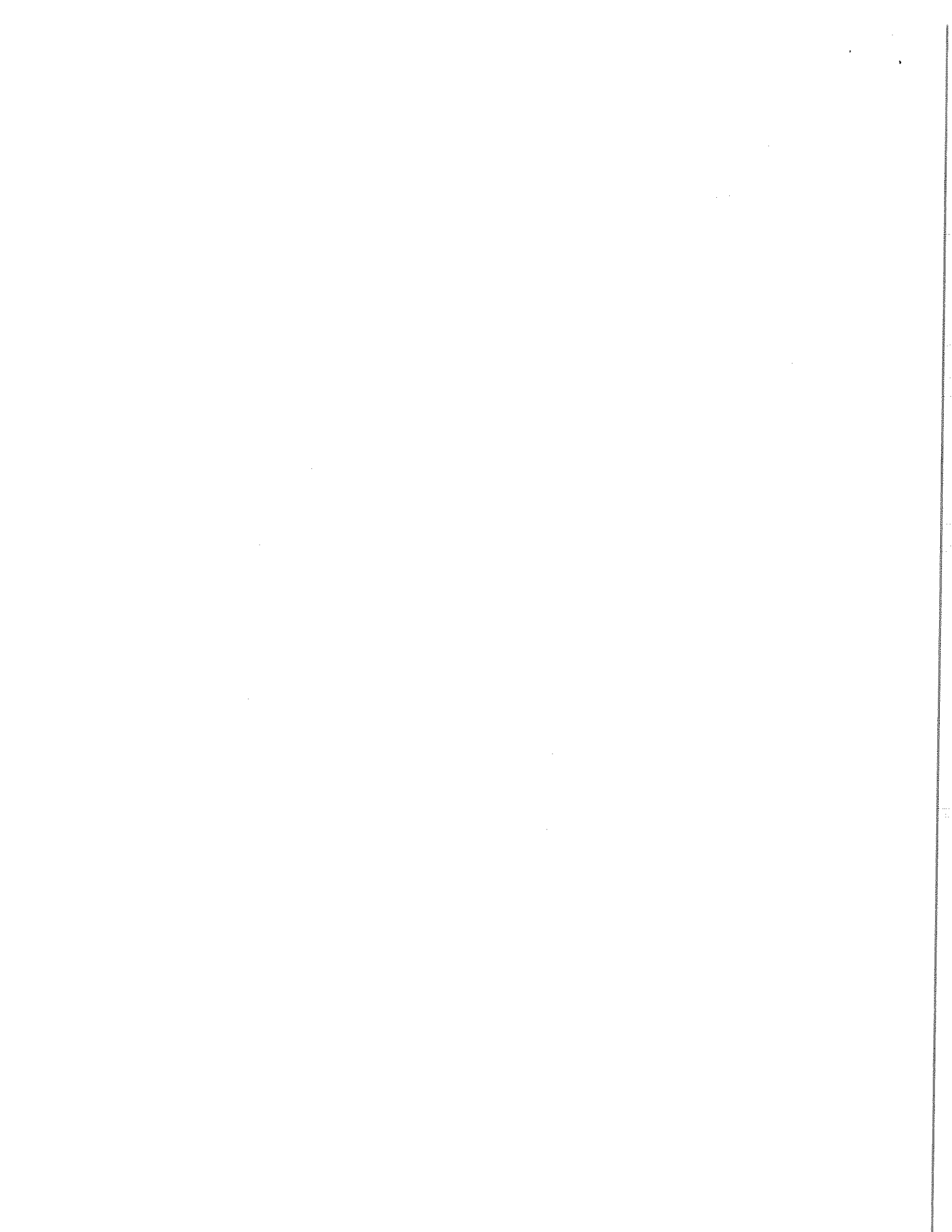
(<http://stmedia.startribune.com/images/face+gal050216+33>.
BRE MCGEE

The Seasons Rotunda of the Minneapolis Convention Center.

adam.belz@startribune.com

612-673-4405

adambelz



Teri Schmidt

From: South Dakota Department of Tourism <travelsmart@state.sd.us>
Sent: Monday, March 19, 2018 1:33 PM
To: Teri Schmidt
Subject: UPDATE: Valley Springs Welcome Center to be Open in 2018

[View this email with images.](#)



Additional Interstate Welcome Center to Remain Open in 2018

Due to a shift in the construction timeline, the **Valley Springs Welcome Center will be open and staffed with Travel Counselors during the 2018 season.** Construction of the new Welcome Center is now scheduled to begin in early fall of 2018.

The Valley Springs Welcome Center will attend the literature swaps in Rapid City (May 2) and Mitchell (May 3), and will be distributing publications to travelers in 2018. More updates about the Interstate Welcome Centers and Rest Area Revitalization Plan can be found on SDVisit.com.

The Interstate Welcome Centers that will be open and staffed during the 2018 season are New Effington, Valley Springs, Salem (eastbound and westbound), Chamberlain, Vivian, and Spearfish.

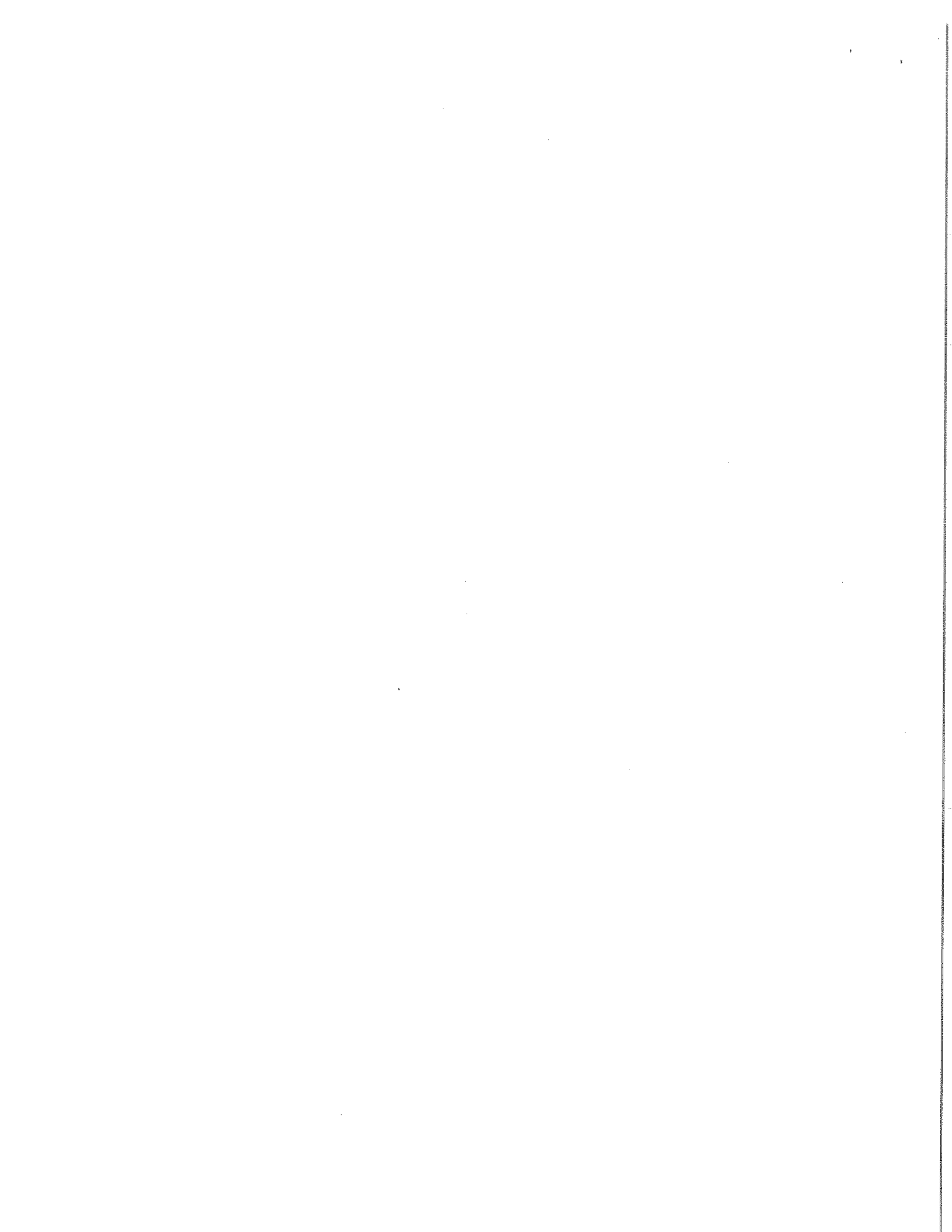
The Wilmot and Vermillion Welcome Centers will be closed during the 2018 season as they undergo renovations/reconstruction.

Thanks!

Nate Johnson
Welcome Center Manager
Nate.Johnson@TravelSouthDakota.com

South Dakota Department of Tourism
711 E. Wells Ave. | Pierre, SD 57501 | 605-773-3301 | SDVisit.com



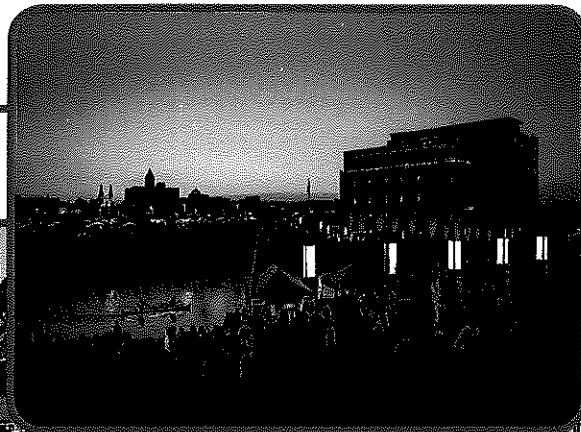


TOURISM SEMINAR

May 8, 2018 • 10:00 - 11:00 am
Sioux Falls Convention Center Rooms 1 & 2

“2018 South Dakota Dept. of Tourism Update: with Secretary Jim Hagen”

Gain the latest updates on tourism marketing, research and a preview of the upcoming peak summer season. Jim will also share his thoughts on the important role Sioux Falls plays in tourism in our state.



Seating is limited.

Please RSVP to Mary at the CVB 605.275.6060

This complimentary seminar is provided by:

SIoux FALLS
The Heart of America
CONVENTION & VISITORS BUREAU

2018 VISITOR INDUSTRY LUNCHEON

May 8, 2018 • 11:30 am
Sioux Falls Convention Center
Ticket Required

“Don’t Get Stuck on Stupid...Leadership in Action”

Featured speaker

Lt. General Russel L. Honoré (Ret.)

Commander of Joint Task Force Katrina
& Global Preparedness Authority

Presentation of 2018 Visitor Industry Awards

To nominate an individual or business
for the Visitor Industry Awards go to
VisitSiouxFalls.com/IndustryAwards by March 23, 2018.

Categories include:
Heart of the City, First Impressions, and Business.

