

**CVB ADVISORY COUNCIL**

**May 24, 2018**

**12:00 Noon**

**State Theatre**

**--- Agenda ---**

1. **Call to order** – Sara McMahon, Chair
2. **Approval of Minutes**
3. **Financial Report** – Jan Grunewaldt, Treasurer
4. **Staff Activity** – Teri Schmidt
5. **State Theatre Update** – John Swedeen, President, State Theatre Co. and Allison Weiland, Development Coordinator
6. **Sioux Falls Convention Center** – Stu Webber
7. **Downtown Sioux Falls Report** – Brienne Maner
8. **Sioux Falls Parks & Recreation Report** – Cathy Buchheim
9. **Southeast South Dakota Tourism Association Report** – Gary Keller
10. **Chamber of Commerce Board Report** – Alex Ramirez
11. **Washington Pavilion** – Christine Bruning
12. **Council Discussion**
13. **New Business**
14. **State Theatre Tour**

***Future Meetings:***

- |                      |  |
|----------------------|--|
| • June 28, 2018      | <i>Great Plains Zoo &amp; Delbridge Museum</i> |
| • July, 2018         | <i>No Meeting!</i>                             |
| • August 23, 2018    | <i>Sioux Falls Convention Center</i>           |
| • September 27, 2018 | <i>Sioux Falls Convention Center</i>           |

**Please note: South Dakota Tourism Monthly Report can be downloaded at:**  
**[http://sdvisit.com/tools/monthlyreports/2018/PDF/govrpt\\_4\\_18.pdf](http://sdvisit.com/tools/monthlyreports/2018/PDF/govrpt_4_18.pdf)**



**SF AREA CHAMBER OF COMMERCE**  
**Convention & Visitors Bureau - Room Tax Division**  
**For the Seven Months Ending Monday, April 30, 2018**

	----- Month of April -----		----- YTD thru April -----		Actual vs. Budget
	Actual 2017	Budget	Actual 2018	Budget	
<b>REVENUE</b>					
Room Tax	\$90,964	\$86,083	\$73,597	\$569,205	\$1,120,000
Interest Income	371	1,000	477	7,000	12,000
Miscellaneous Income	120	833	120	5,833	10,000
Host City-Falls VIC, Other	17,722	16,046	12,316	58,257	251,750
<b>Total Revenue</b>	<b>109,177</b>	<b>103,962</b>	<b>86,511</b>	<b>640,296</b>	<b>1,393,750</b>
	85.5%				94.4%
	47.7%				103.0%
	14.4%				14.4%
	76.8%				96.8%
	<b>83.2%</b>				<b>94.0%</b>
<b>EXPENSES</b>					
<b>Administrative</b>					
Accounting/Audit/Legal	5,405	3,405	1,871	23,835	40,860
Continuing Industry Education	0	2,792	0	19,542	33,500
Insurance	9,624	13,372	8,966	93,602	160,460
Manager's Expense	2,924	1,485	2,063	10,395	17,820
Retirement	2,688	4,118	4,157	28,828	49,420
Taxes - Payroll	4,884	5,993	5,556	41,953	71,920
Salaries	67,287	77,138	77,826	539,963	925,650
BID Program Administration	(69,609)	(81,227)	(75,329)	(568,588)	(974,723)
<b>Total Administrative</b>	<b>23,202</b>	<b>27,076</b>	<b>25,109</b>	<b>189,529</b>	<b>324,907</b>
	92.7%				87.5%
	0.0%				87.5%
	67.1%				31.0%
	138.9%				68.8%
	100.9%				123.6%
	92.7%				91.1%
	100.9%				88.0%
	92.7%				91.4%
	92.7%				87.5%
<b>Fixed Program</b>					
Computer	6,844	2,758	3,725	19,305	33,095
Depreciation	3,670	3,098	2,743	21,689	37,181
Office Space	12,673	13,036	11,716	91,254	156,436
Office Supplies	343	583	425	4,083	7,000
Dues & Subscriptions	535	2,753	507	19,273	33,040
Postage	1,328	5,353	2,575	37,473	64,240
Equipment Maintenance	284	375	279	2,625	4,500
Printing & Stationery	0	431	0	3,019	5,175
Taxes - UBIT	0	0	0	0	0
Telephone	704	833	746	5,833	10,000
<b>Total Fixed Program</b>	<b>26,382</b>	<b>29,222</b>	<b>22,716</b>	<b>204,556</b>	<b>350,667</b>
	89.6%				85.8%
	77.7%				84.0%

**SF AREA CHAMBER OF COMMERCE**  
**Convention & Visitors Bureau - Visitor Information Center**  
**For the Seven Months Ending Monday, April 30, 2018**

	----- Month of April -----		----- YTD thru April -----		
	Actual	Budget	Actual	Budget	Actual vs. Budget
	2017	2018	2017	2018	
<b>*****FALLS PARK*****</b>					
<b>REVENUE</b>					
Falls VIC, Mdse	\$11,416	\$15,900	\$62,141	\$57,237	95.8%
Falls VIC, Space	900	146	1,500	1,021	151.8%
Total Falls Park Revenue	<u>12,316</u>	<u>16,046</u>	<u>63,641</u>	<u>58,257</u>	<u>96.8%</u>
<b>EXPENSES</b>					
Falls VIC, Other.	48	138	790	968	423.9%
Falls VIC, Mdse	4,988	7,950	29,291	28,618	91.6%
Falls VIC, Mdse Shipping	0	583	2,611	4,083	58.2%
Falls VIC, Credit Card Fees	357	567	1,359	3,967	40.5%
Falls VIC, Equipment	138	1,436	700	10,054	9.3%
Falls VIC, Supplies	780	208	1,293	1,458	150.0%
Falls VIC, Insurance	252	267	1,207	1,867	94.4%
Falls VIC, Salaries	4,894	6,250	23,563	43,750	54.8%
Falls VIC, P/R Tax	366	569	2,017	3,981	51.2%
Falls VIC, Retirement	30	79	341	554	32.9%
Total Falls Park Expenses	<u>11,852</u>	<u>18,048</u>	<u>63,173</u>	<u>99,301</u>	<u>65.9%</u>
Total Falls Visitor Information Center	<u>464</u>	<u>(2,002)</u>	<u>468</u>	<u>(41,043)</u>	<u>21.9%</u>
	<u>(23.2%)</u>				

# SIOUX FALLS

*The Heart of America*

CONVENTION & VISITORS BUREAU

2018 Sales Report - April 2018

2018	Year end totals				
	2018	2017	2016	2015	2014
<b>Total</b>					
YTD Booked Events	63	72	135	116	122
YTD Room Nights Booked	8,308	21,755	33,992	34,334	65,736
YTD Booked Attendance	45,258	64,550	172,693	110,434	84,821
YTD Estimated Economic Impact/Attendee Spending	\$17,030,488.00	\$21,011,465.00	\$39,454,666.00	\$30,212,526.00	\$46,069,033.00
<b>New Business</b>					
YTD Booked Events	32	32	77	59	79
YTD Room Nights Booked	5,033	10,130	19,554	15,810	13,450
YTD Booked Attendance	36,402	32,506	42,236	48,640	44,627
YTD Estimated Economic Impact/Attendee Spending	\$14,038,977.00	\$13,089,423.00	\$17,461,879.00	\$14,381,649.00	\$17,211,933.00
<b>Repeat Business</b>					
YTD Booked Events	31	40	58	57	43
YTD Room Nights Booked	3,275	11,625	14,438	18,524	52,286
YTD Booked Attendance	8,856	32,044	130,457	61,794	40,194
YTD Estimated Economic Impact/Attendee Spending	\$2,991,511.00	\$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/assist

\*2016 turned PheasantFest definite

# SILOUX FALLS

*The Heart of America*

CONVENTION & VISITORS BUREAU

Service Report / April 2018	2018	Year to date totals	
		2017	2016
<b>Total</b>			
YTD - Events	38	51	55
YTD - Attendees	204,836	159,431	160,125
Average Monthly Attendance	5,390	3,126	2,911
<b>New Business</b>			
YTD - Events	11		
YTD - Attendees	53,200		
Average Monthly Attendance	4,836		
<b>Repeat Business</b>			
YTD - Events	27		
YTD - Attendees	151,636		
Average Monthly Attendance	5,616		
Service Packets Sent	42		

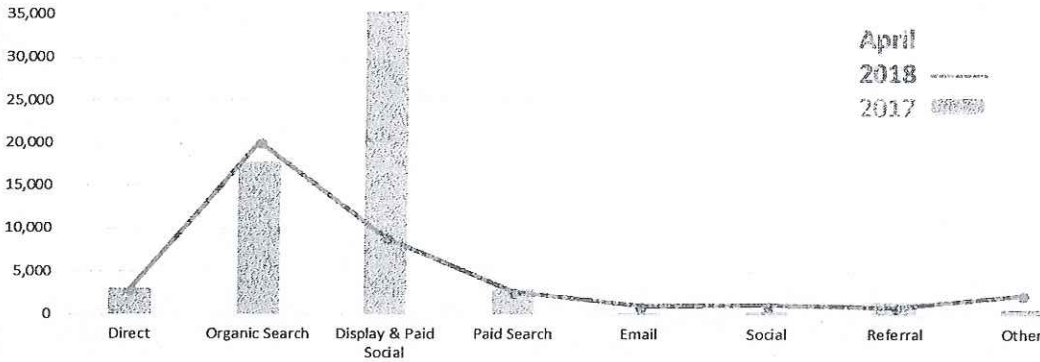
# Sioux Falls CVB (Visit Sioux Falls) Marketing Report



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 **18.2M impressions** and drove over **17.8K clicks** to the website through tracked campaign placements.



**INSIGHTS:** Sessions were down substantially YoY, mainly due to a shift in overall strategy to drive quality engagements. As a result, page sessions were up 6%, session duration up 24% and new sessions up 14%. Organic search was also up 14%.

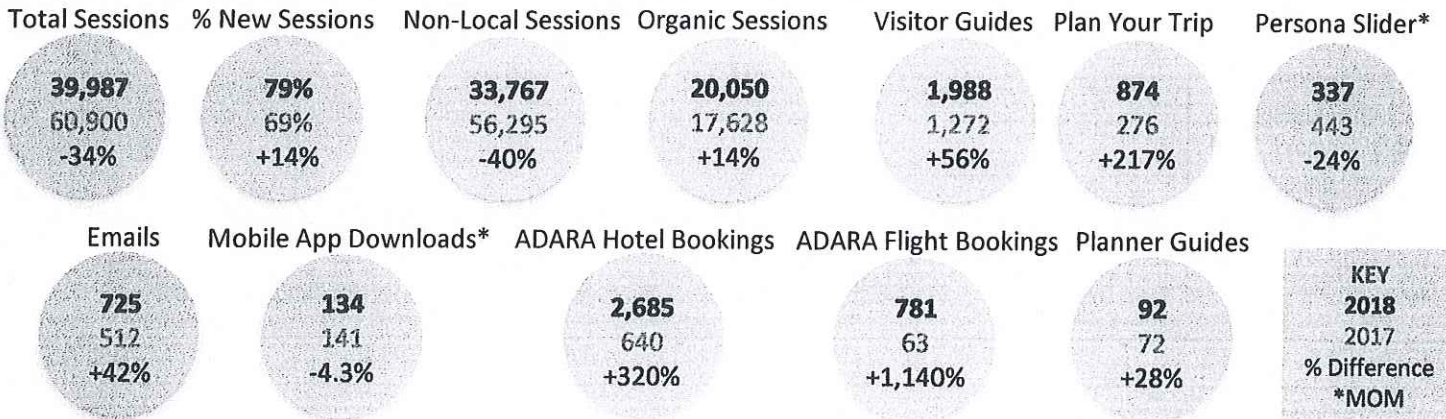
## SOCIAL MEDIA

Channel	Impressions	Engagements	Link Clicks	Followers	MOM (%)	YOY (%)
Facebook	1,410,781	4,475	6,344	37,240	+2.5%	+33%
Instagram	85,162	4,354	N/A	7,797	-42%	+19%
Twitter	28,476	708	87	10,432	+20%	+46%
YouTube	1,577 (views)	3,355 (minutes)	N/A	78,499 (views)	-4.4%	+40%
LinkedIn	767	20	15	464	-33%	+18%
<b>Total</b>	<b>1,526,763</b>	<b>12,912</b>	<b>6,446</b>	<b>134,432</b>	<b>N/A</b>	<b>N/A</b>

**INSIGHTS:** Total impressions were up 12.7% MoM. Facebook likes were up 35% and engagements up 13.5% MoM. Women 35-44 make up the largest fan base, however, women 55+ are the most engaged user.

## 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:** Planners Guide and Venue Guide downloads are up 43% YoY. The "Plan to Win" Campaign had a lot of success in April through email form submissions, Facebook and Google ads. Visitor Guide conversions were up 80% YoY. The primary conversion method was to view the guide. Plan Your Trip itinerary interactions were up 217% YoY, attributed to Google organic traffic, Peak campaign efforts, particularly AdTaxi display and Facebook video. ADARA Impact reported 270 flight and 971 hotel bookings in April totaling \$115,327 in revenue.



**Falls Park Visitor Information Center (VIC) Monthly Report**

**April 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:	8,721	8,440	13,065	10,332	9,998	7,122	10,229	11,193	11,309	14,975	9,046
YTD:	<b>13,012</b>	<b>15,288</b>	<b>20,917</b>	<b>15,818</b>	<b>20,407</b>	<b>11,547</b>	<b>16,270</b>	<b>20,419</b>	<b>22,665</b>	<b>27,897</b>	<b>17,656</b>

\* Data reflects the number of people that enter the visitor center.

**Number of States Visiting the Falls Park VIC: 41\*\***

**TOP 10 STATES**

- |                 |                 |
|-----------------|-----------------|
| 1. South Dakota | 6. Wisconsin    |
| 2. Minnesota    | 7. North Dakota |
| 3. Iowa         | 8. Washington   |
| 4. Nebraska     | 9. California   |
| 5. Texas        | 10. Illinois    |

**Number of Foreign Countries Visiting the Falls Park VIC: 20\*\***

**TOP 10 COUNTRIES**

- |                |              |
|----------------|--------------|
| 1. Canada      | 6. France    |
| 2. Germany     | 7. Brazil    |
| 3. Australia   | 8. Cambodia  |
| 4. Puerto Rico | 9. Denmark   |
| 5. England     | 10. Ethiopia |

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

- |                              |                            |
|------------------------------|----------------------------|
| 1. Friends & Family          | 5. Local Business Referral |
| 2. Other                     | 6. AAA                     |
| 3. Internet                  | 7. Midwest Living          |
| 4. Sioux Falls Visitor Guide |                            |

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

**Top-selling Merchandise this Month:**

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

**FOR IMMEDIATE RELEASE:** Thursday, May 17, 2018

**CONTACT:** [Katlyn Richter](#), Global Media & Public Relations Director, South Dakota Department of Tourism, 605-773-3301

## **Summer Tourism Season in South Dakota Shows Promise**

PIERRE, S.D. – Thanks in part to a new peak season campaign, “Great Faces, Great Places,” the South Dakota Department of Tourism is expecting the launch of the peak tourist season this month to be another solid one for the state.

“Our campaign is performing well,” said James Hagen, Secretary of the South Dakota Department of Tourism. “In Chicago, Denver, Kansas City, Minneapolis and Canada, interest in visiting South Dakota this summer is strong. We’re expecting this to translate into a good season for tourism in South Dakota.”

The department monitors several key indicators to determine how the marketing is resonating with consumers. Vacation Guide requests through the department’s website [TravelSouthDakota.com](#) are up 78 percent, while the number of new visitors to the site is up 11 percent from Jan. 1 through April. For the same time frame, e-newsletter signups are up 32 percent.

The new “Great Faces, Great Places” creative campaign—which incorporates the tagline first used in 1989—focuses on both the unique faces and great places that visitors will find in South Dakota. Backed by new South Dakota artist recordings of the iconic “Great Faces, Great Places, South Dakota” jingle, the TV spots feature some of the state’s great faces sharing their own stories. Those featured in the new commercials include Mount Rushmore National Memorial Superintendent Cheryl Schreier and Chief of Interpretation Blaine Kortemeyer; Sandi Vojta, co-owner of Prairie Berry Winery and Miner Brewing; and Chris Hanmer, CH Patisserie owner and world champion pastry chef.

Building on last year’s successful tourism season that saw total visitation increase to 13.9 million visitors and spending grow to \$3.88 billion, the department will continue TV, billboard, magazine, direct-mail, digital and social advertising efforts targeting families, outdoor adventure-seeking travelers, and mature audiences looking to cross iconic stops like Mount Rushmore off their bucket lists. Strategic efforts for 2018 kicked off prior to the 2017 holiday season with the Macy’s Thanksgiving Day Parade as well as a season-long promotion with the Minnesota Vikings.

The department’s multi-channel approach strives to share a consistent South Dakota message with audiences throughout a variety of media platforms.

“When someone in our target market sees a South Dakota billboard on their way to work, a South Dakota ad on their phone during the day, notices someone they follow on social media exploring South Dakota, and then comes home to see South Dakota on their television at night, research shows that they’re going to be far more likely to come to our state,” said Hagen. “We believe that a multi-channel approach is one of the best ways we can attract visitors.”

In total, the department expects the peak season marketing campaign to generate more than 358 million impressions. Efforts will run primarily through mid-July, with some messaging continuing into the fall.