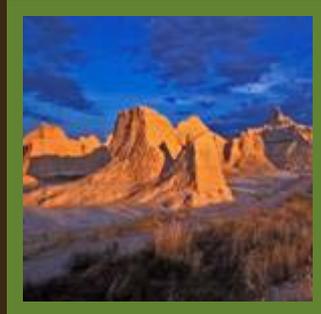


South Dakota Department of Tourism and State Development



TSD FY2011 Recommended Budget

	FTE	General Funds	Federal Authority	Other Authority	Total
FY2010 Base Budget	255.1	\$8,756,506	\$15,125,993	\$62,619,699	\$ 86,502,198
Expansion/Reduction:					
Office of Tourism	-1.0			\$446,151	\$446,151
Office of the Arts			\$(306,000)		\$(306,000)
Office of History	-1.0	\$(29,765)			\$(29,765)
Increase in Health Insurance - Department		\$6,683	\$4,212	\$28,917	\$39,812
SD Housing Development Authority (Info)			\$(109,752)	\$(310,248)	\$(420,000)
SD Science & Technology Authority (Info)				\$(13,422,835)	\$(13,422,835)
Total FY2011 Recommended Budget	253.1	\$8,733,424	\$14,714,453	\$49,361,684	\$72,809,561

Gross Receipts Tax (Promotion Tax)

FY2010 - Received to Date | FY2010 & FY2011 Estimates

Month Received	Tourism		Arts	ARC	Total
	1%	0.5%	0.5%	0.5%	
July*	\$375,274				\$375,274
August*	\$761,611				\$761,611
September	\$1,106,303	\$371,580	\$124,243	\$57,369	\$1,659,495
October	\$928,520	\$464,260	\$104,243	\$48,149	\$1,545,173
November	\$649,492	\$218,149	\$72,917	\$33,680	\$974,238
December	\$409,357	\$137,493	\$45,958	\$21,228	\$614,036
January	\$300,534	\$100,942	\$33,740	\$15,585	\$450,801
February	\$295,189	\$ 99,147	\$33,140	\$15,307	\$442,783
YTD	\$4,826,280	\$1,391,572	\$414,242	\$191,318	\$6,823,412
Estimated for FY2010	\$5,817,568	\$1,572,128	\$525,491	\$242,722	\$8,157,909
Maximum .5% Funding		\$2,000,000	\$668,509	\$308,782	
Remainder		(427,872)	(143,018)	(66,060)	\$(636,950) Short
Estimated for FY2011	\$5,967,325	\$2,004,280	\$669,940	\$309,443	\$8,950,988
Maximum .5% Funding		\$2,000,000	\$668,509	\$308,782	
Remainder		\$4,280	\$1,431	\$661	\$6,372 Long

*The visitor industry began collecting the additional .5% gross receipts tax on July 1, 2009. The collections received in the months of July and August was tax collected by the visitor industry during the months of May and June at the 1%

2010 Initiative

- **Goal 1:** Double visitor spending from \$600 million to \$1.2 billion by 2010
- **Goal 2:** Increase Gross State Product (GSP) by \$10 billion by 2010
- **Goal 3:** Become a recognized leader in research and technology development by 2010
- **Goal 4:** Brand and develop South Dakota's quality of life as best in America by 2010
- **Goal 5:** Uphold our commitment to the 2010 Initiative as a work in progress

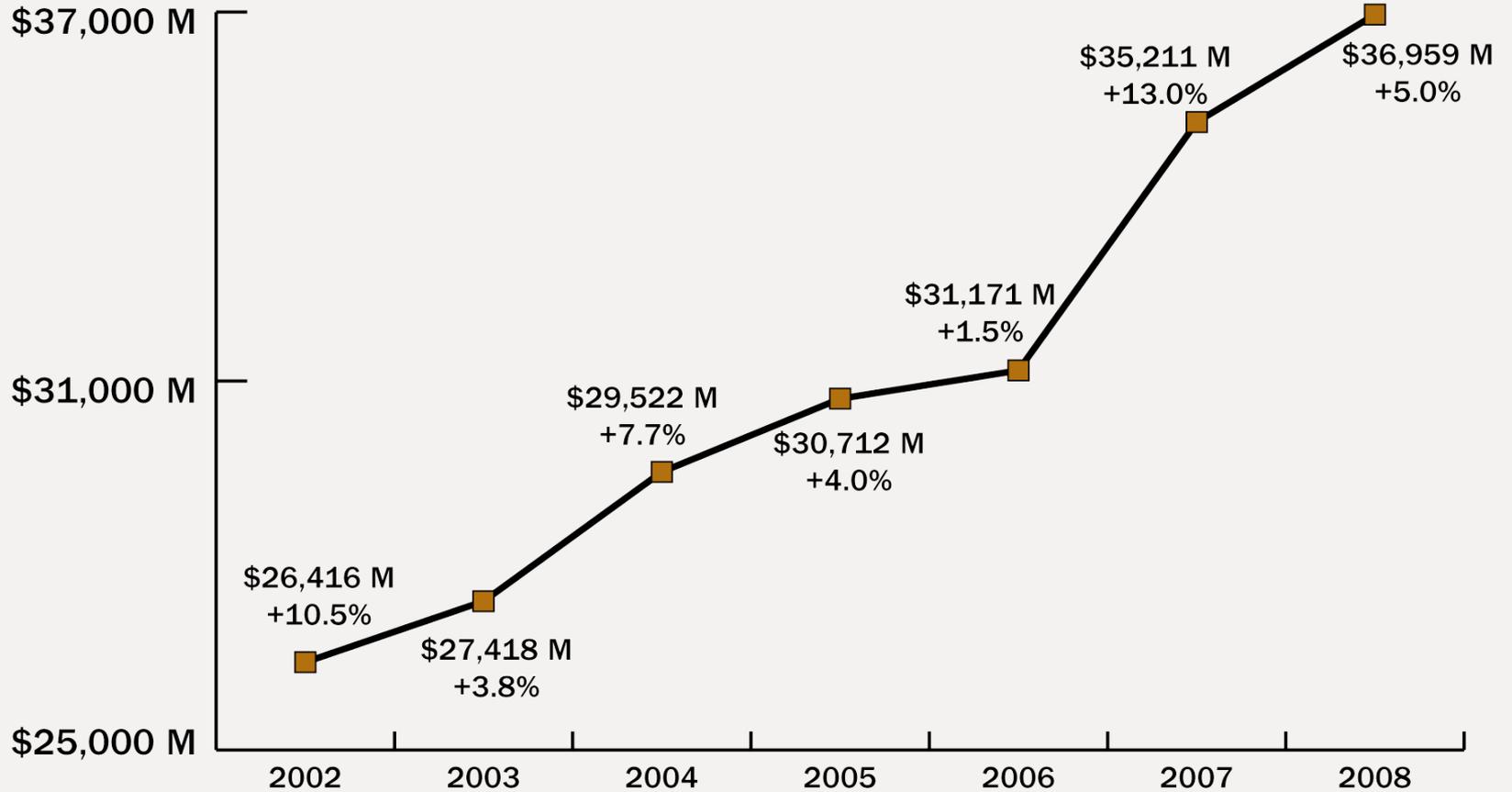


Governor's Office of Economic Development

GOED Impact

- Worked with 648 companies
 - New Leads
 - R&E
 - Hosting
- Capital Investment
 - \$217 Million
- Projected Jobs Created
 - 529 FTE (Through GOED Finance programs in 2009)

Economic Growth



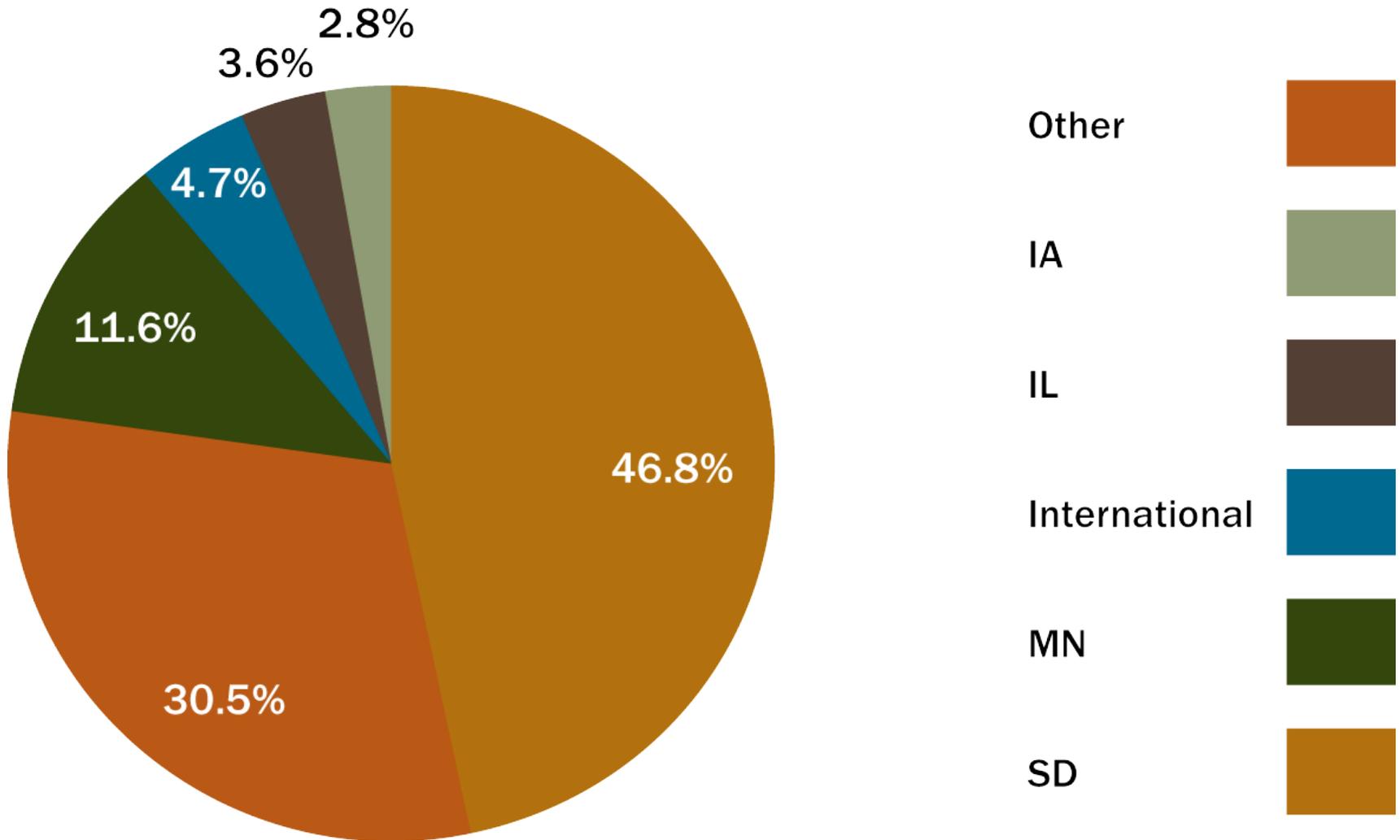
GOED Sales Activity

	2005	2006	2007	2008	2009
NEW LEADS	221	225	345	345	403
PROSPECTS HOSTED	63	55	66	75	42
PROPOSALS SENT	18	47	48	29	37
COMMUNITY CONTACTS	NA	635	480	716	993

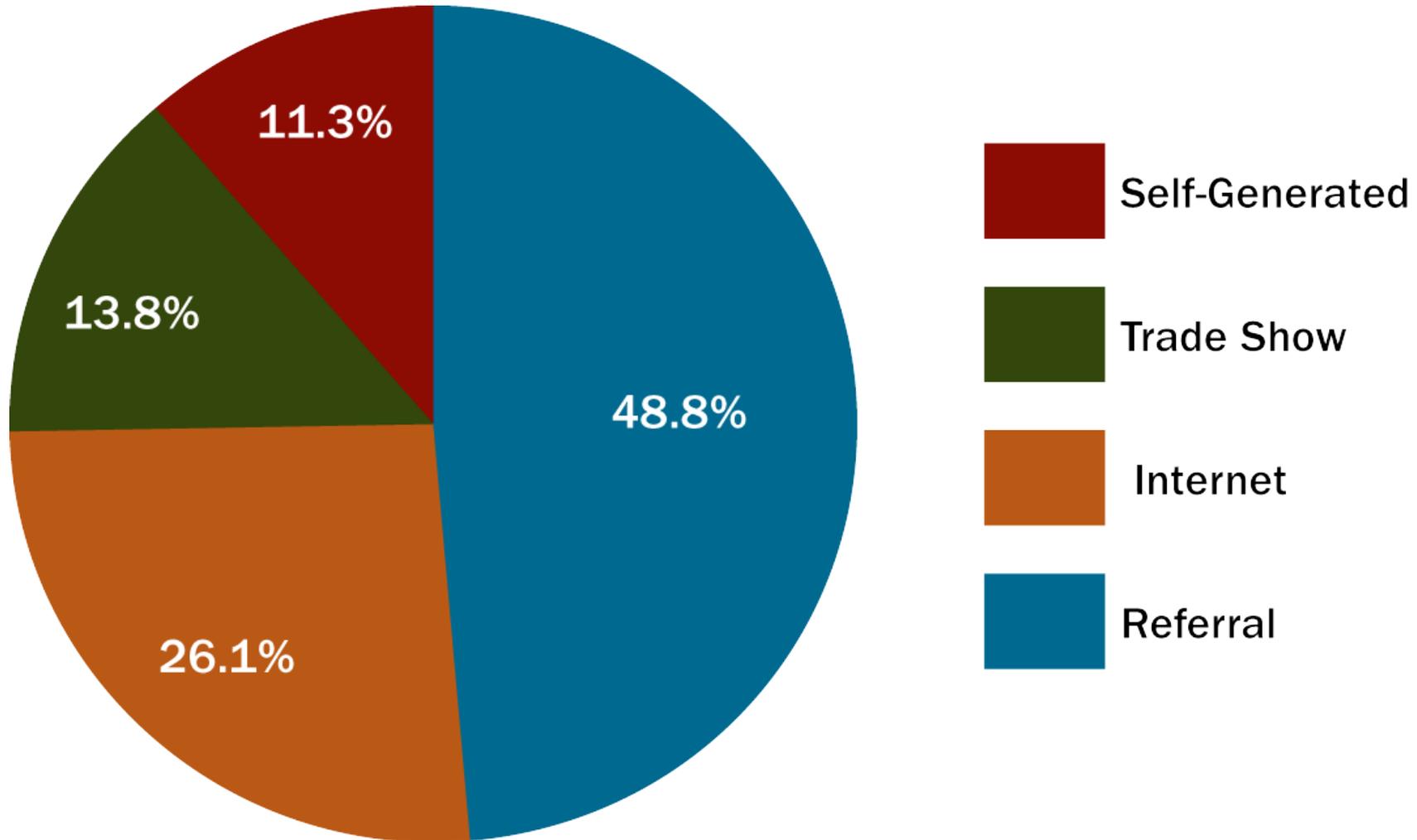
Manufacturing Expansions

	EXPANSIONS	CAPITAL INVESTMENT
2009	399	\$217.0
2008	522	\$401.0
2007	528	\$733.4
2006	461	\$263.6
2005	344	\$221.0

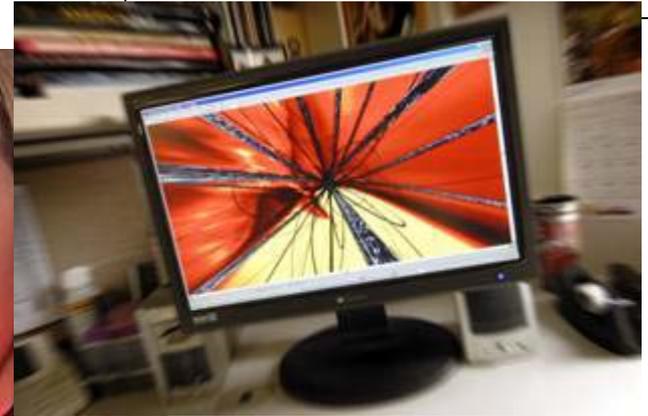
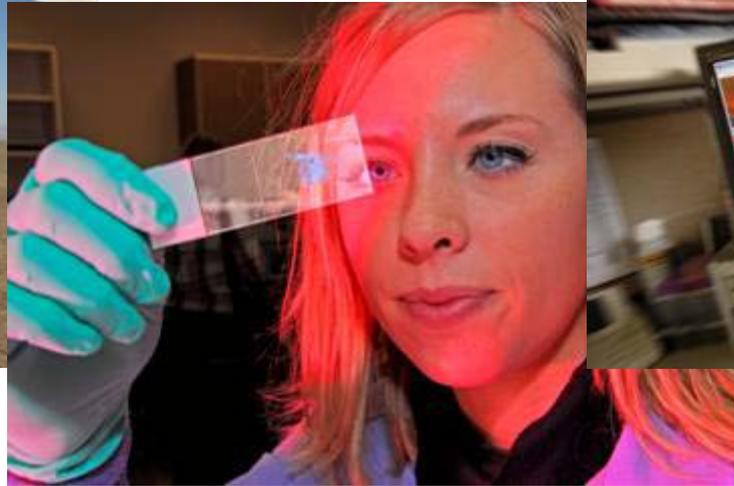
Leads by State



Leads by Source



Targeted Industries



Agricultural Processing & Export

APEX

Loans/Awards Approved	4
Dollars Approved	\$646,608
Projected FTEs Created	42
Projected FTEs Retained	14
Total Project Cost	\$1,700,000

CALENDAR YEAR, JANUARY 1 – DECEMBER 31

REDI Fund

REDI Fund

Loans/Awards Approved	13
Dollars Approved	\$9,768,577
Projected FTEs Created	351
Projected FTEs Retained	241
Total Project Cost	\$33,967,531

CALENDAR YEAR. JANUARY 1 – DECEMBER 31

Value-Added Ag Subfund

VASF

Loans/Awards Approved	1
Dollars Approved	\$22,500
Total Project Cost	\$251,000

CALENDAR YEAR. JANUARY 1 – DECEMBER 31

SBA 504

SBA 504

Loans/Awards Approved	15
Dollars Approved	\$6,361,155
Projected FTEs Created	112
Total Project Cost	\$16,750,926

CALENDAR YEAR, JANUARY 1 – DECEMBER 31

MicroLOAN South Dakota

Microloan South Dakota

Loans/Awards Approved	6
Dollars Approved	\$229,460
Total Project Cost	\$661,920

CALENDAR YEAR, JANUARY 1 – DECEMBER 31

Community Development Block Grant

CDBG

Grants Awarded	31
Dollars Approved	\$11,627,562
Total Project Cost	\$48,167,102

CALENDAR YEAR, JANUARY 1 – DECEMBER 31

Workforce Development Program

Workforce Development Program

Grants Awarded	33
Companies Awarded	27
Dollars Awarded	\$1,165,543
Employees Trained	1,511

CALENDAR YEAR, JANUARY 1 – DECEMBER 31

Trade Shows



COMING UP IN 2010

The GOED is partnering with communities and companies for the following trade shows in 2010:

- SHOT Show, Las Vegas, Nev., Jan. 19-22
- World Ag Expo, Tulare, Calif., Feb. 9-11
- Data World Conference, Nashville, Tenn., March 7-11
- BIO 2010, Chicago, Ill., May 3-6
- AWEA, Dallas, Texas, May 23-26
- MDM Minneapolis, Minneapolis, Minn., October 13-14

For more information on the GOED's co-oping opportunities, please contact Mary Lehecka Nelson at 605-773-3301 or mary.leheckanelson@state.sd.us.

Companies Promoted

A SQUARE | Chamberlain

ALORICA | N. Sioux City

ANTIMICROBIAL TECHNOLOGIES GROUP
Sioux Falls

BAE SYSTEMS | Aberdeen

BAR-STO | Rapid City

BLACK HILLS AMMUNITION | Rapid City

BLACK HILLS SHOOTER SUPPLY | Rapid City

BOYDS GUNSTOCKS | Mitchell

BROADWIND ENERGY | Brandon

BROWN & SAENGER | Sioux Falls

BUFFALO RIDGE RESORT | Gary

CORBON | Sturgis

COSENTURY | Sioux Falls

DAKOTA ARMS | Sturgis

DAKOTAFIRE SYSTEMS | Rapid City

DAKTRONICS | Brookings

EMPI | Clear Lake

EMS | Gary

ENERTECH | Mitchell

GEOFURNACE | De Smet

GLACIAL LAKES ENERGY | Mina

HORIZONTAL MACHINING | Huron

HS PRECISION | Rapid City

JACK LINKS | Alpena

KNIGHT AND CARVER | Howard

LAKOTA ARCHERY | Timber Lake

LINK IT | Arlington

LINK IT | Britton

LINK IT | Eureka

LINK IT | Watertown

MALLOY ELECTRIC | Sioux Falls

MIDSTATES PRINTING | Aberdeen

MOLDED FIBER GLASS | Aberdeen

MUTH ELECTRIC | Mitchell

OCTAFLEX | Timber Lake

OMNITECH | Sioux Falls

PIC | Mound City

PROGRESSIVE FINANCIAL SERVICES
Aberdeen

SHUR-CO | Springfield

TDI ARMS | Rapid City

ULTIMED | DeSmet

ULTRAMAX | Rapid City

VALLEY QUEEN CHEESE | Milbank

VIZIO | N. Sioux City

Radio Co-op Marketing



Radio Ad Targets

RADIO MARKETING: BENEFITS FOR COMMUNITIES

Radio stations involved in the GOED's Radio Marketing Co-op Program:

- KSTP-AM Minneapolis/St. Paul
- KTLK-FM Minneapolis/St. Paul
- Hubbard Radio Network – Regional
- 25 Total Stations

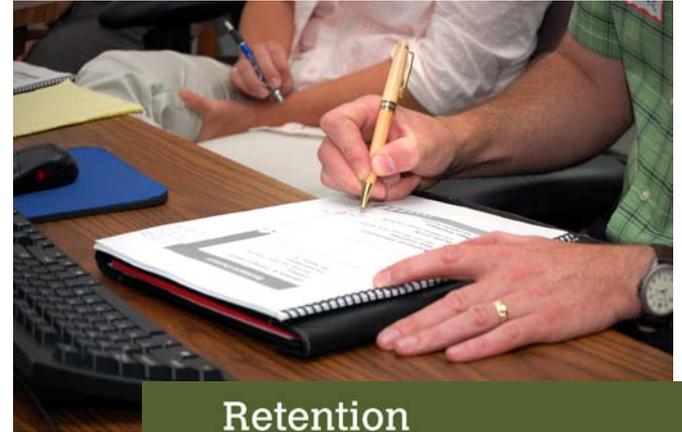
By taking part in the GOED's Radio Marketing Co-op Program, each of the five South Dakota communities receive:

- 408 radio spots
- 2 multimedia press releases that include 200 words of copy, up to four Fun Facts, one video, up to four photos, contact information and a Web address

Between the Radio Marketing Co-op Program and other radio advertising the GOED does throughout the year, the South Dakota message is heard 4,042 times!

Community Development Efforts

- Reached out to smaller communities and EDC's
- Trainings Offered
 - RFI's
 - R&E
- Expanding emphasis on in-state companies



Retention
& Expansion training



JOIN US!

The Governor's Office of Economic Development is teaming up with Executive Pulse, the United States and Canada's leading consultants on Business Retention and Expansion, to offer you this exciting training opportunity. In 2008, a whopping 61 percent of South Dakota's business leads came from within the state - proving that extra work in this segment of our Economic Development efforts is well worth the while!

When: Monday, July 27, 1-5 p.m. and
Tuesday, July 28, 8 a.m.-5 p.m.
Where: The American, Ft. Pierre
Cost: \$25 - includes lunch

ready to partner
SOUTH DAKOTA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

To register, contact Kay Decker at (605) 773-5974 or
kay.decker@state.sd.us. A copy of the agenda can be viewed
at www.sdreadytopartner.com.

The GOED made 103 visits to rural community leaders in 2009!

Office of Tourism

2009 Economic Impact

Highlights

2009 Total Visitor Spending - \$962,702,704

% change - Down 0.4%

Impact on South Dakota's Economy - \$2.41 Billion

% change - Down 0.4%

State Sales Tax - \$25,488,000

% change - Up 8.6%

State Gasoline Tax - \$25,520,000

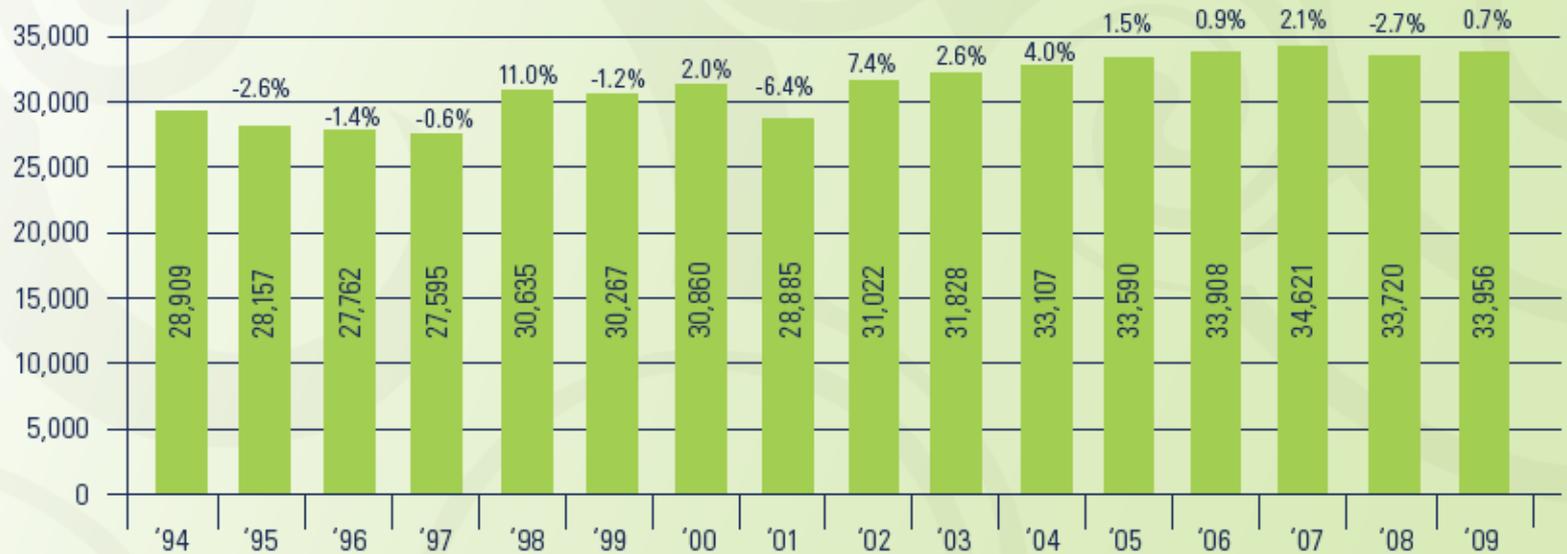
% change - Up 14.4%

Employment Created - 33,956

% change - Up 0.7%

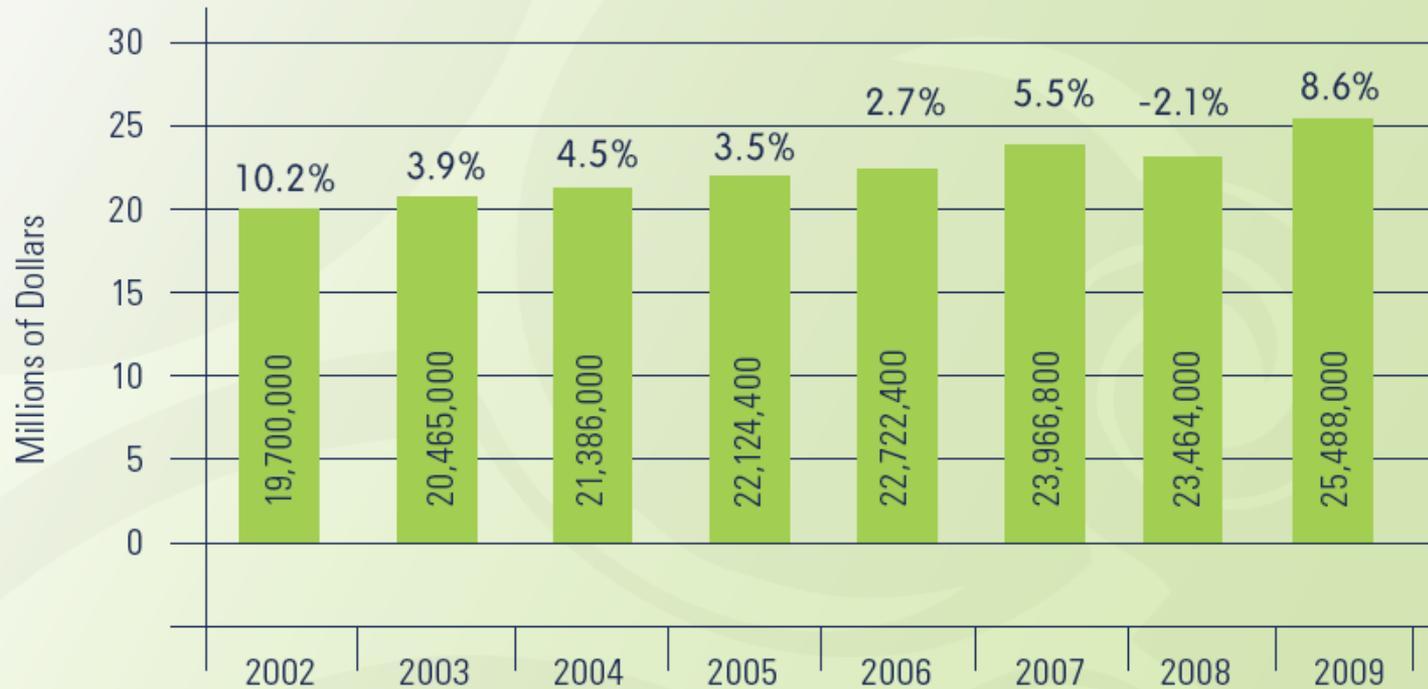
Visitor Industry Employment

Travel Industry Employment



Sales Tax Revenue

Sales Tax from Visitors



Online Performance

Top States with Web Traffic

States	2008 Visitors	2009 Visitors	% Change
Minnesota	111,239	127,794	14.9%
South Dakota	126,513	126,290	-0.2%
Wisconsin	59,525	74,965	25.9%
Illinois	69,286	71,661	3.4%
California	65,542	68,199	4.1%
Colorado	43,976	55,734	26.7%
Iowa	45,054	53,651	19.1%
Texas	45,031	50,531	12.2%
New York	40,917	46,240	13.0%
Nebraska	43,369	45,542	5.0%

Email Stats

	SENT	READ
e-FYI Newsletter	18,745	24.6%
Travel Professionals	1,453	32.2%
Travelsmart	3,157,748	10.6%
2009 TOTAL	3,177,946	10.7%

2009 Peak Season

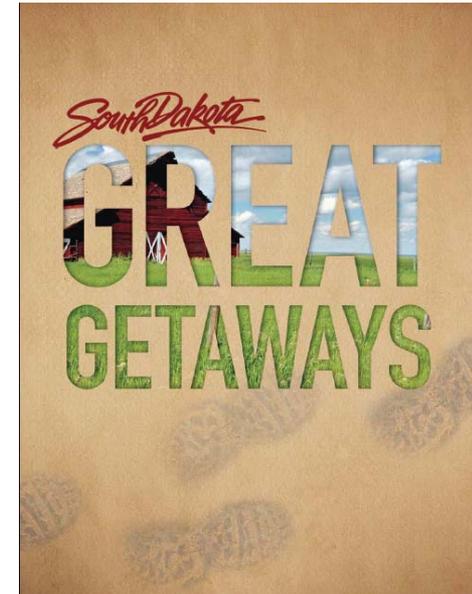


Giant Step

Discover - Family Circle Ad

- 6 page ads
- Circulation near 15.6 million
- Broader audience reach
- Peak inquiries up 58%
- Ads run in publications such as Ladies Home Journal, Midwest Living and Travel 50 and Beyond

Yankton CVB - *"In 2008, the CVB can attribute more than 65 percent of our inquiries, came from just ONE of their co-op programs, Giant Step"*

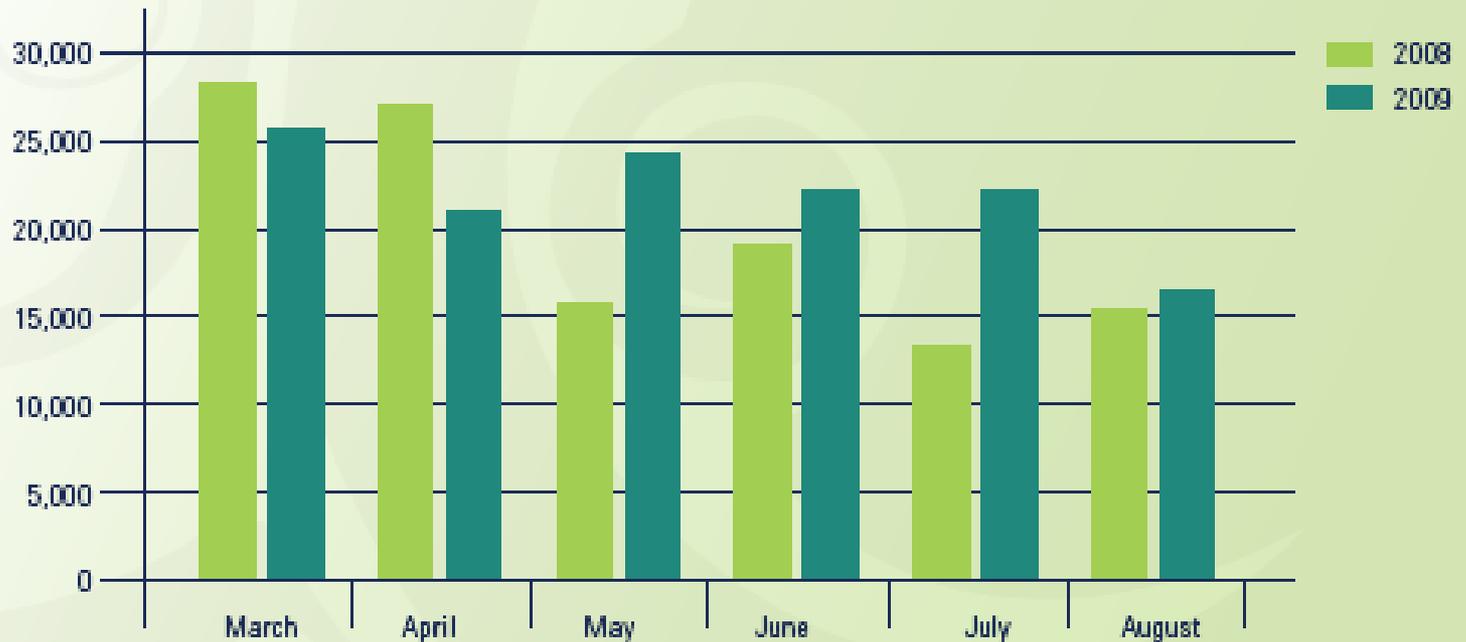


Great Getaways

- Produced one, 16 page, full color magazine-style marketing piece for both Peak and Shoulder Season
- Peak season circulation: 718,731
- Shoulder season circulation: 514,083
- Ran in newspapers in CO, IA, MN, NE, ND, SD and WY.

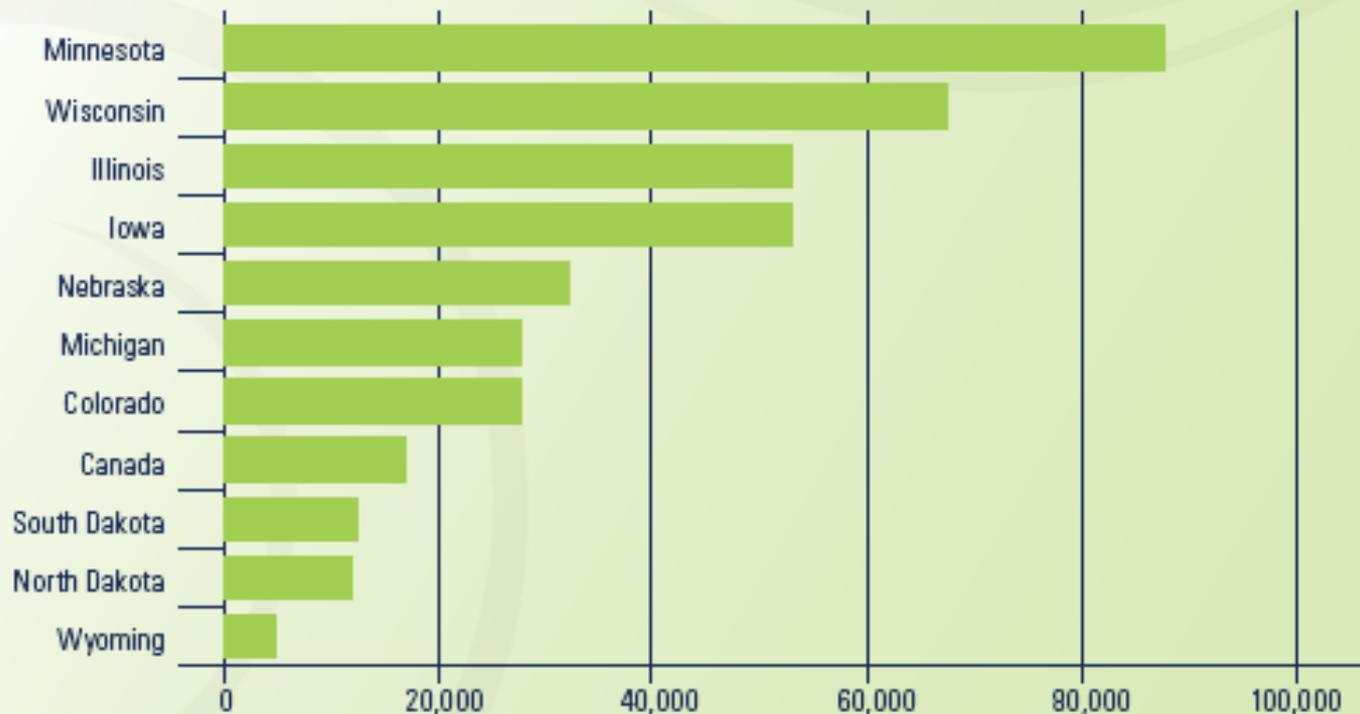
Peak Season Inquiries

Peak Season Inquiries



Peak Season Inquires

Target Market Inquiries



2009 Shoulder Season

Rooster Rush promotional overview

- Rooster Rush ran from August-December
- Partnered with Minnesota Vikings linebacker Chad Greenway for radio and TV ads as well as a pheasant hunt giveaway for one winner and two buddies
- Greenway promotion ran from Aug. 17, 2009- Jan. 5, 2010
- Sponsored Vikings football game
- Partnered with several SD communities to promote Rooster Rush



Results:

- More than 12,000 individual households registered for the Chad Greenway hunt
- Approximately 325,000 unique page visits to TravelSD.com
- Approximately 14,000 new e-mail leads

Million Dollar Challenge Efforts

Brown County Fair (Aberdeen)

- Attendance - 246,486
- Estimated Impact - \$39.4 million

Summit League Tournament (Sioux Falls)

- Attendance - 36,758
- Estimated Impact - \$23.5 million

Ribs, Rods & Rock n' Roll (Vermillion)

- Attendance - 10,000
- Estimated Impact - \$1.6 million

Primal Quest

- Total Direct Spending: \$378,800
- Estimated Impact - \$947,000

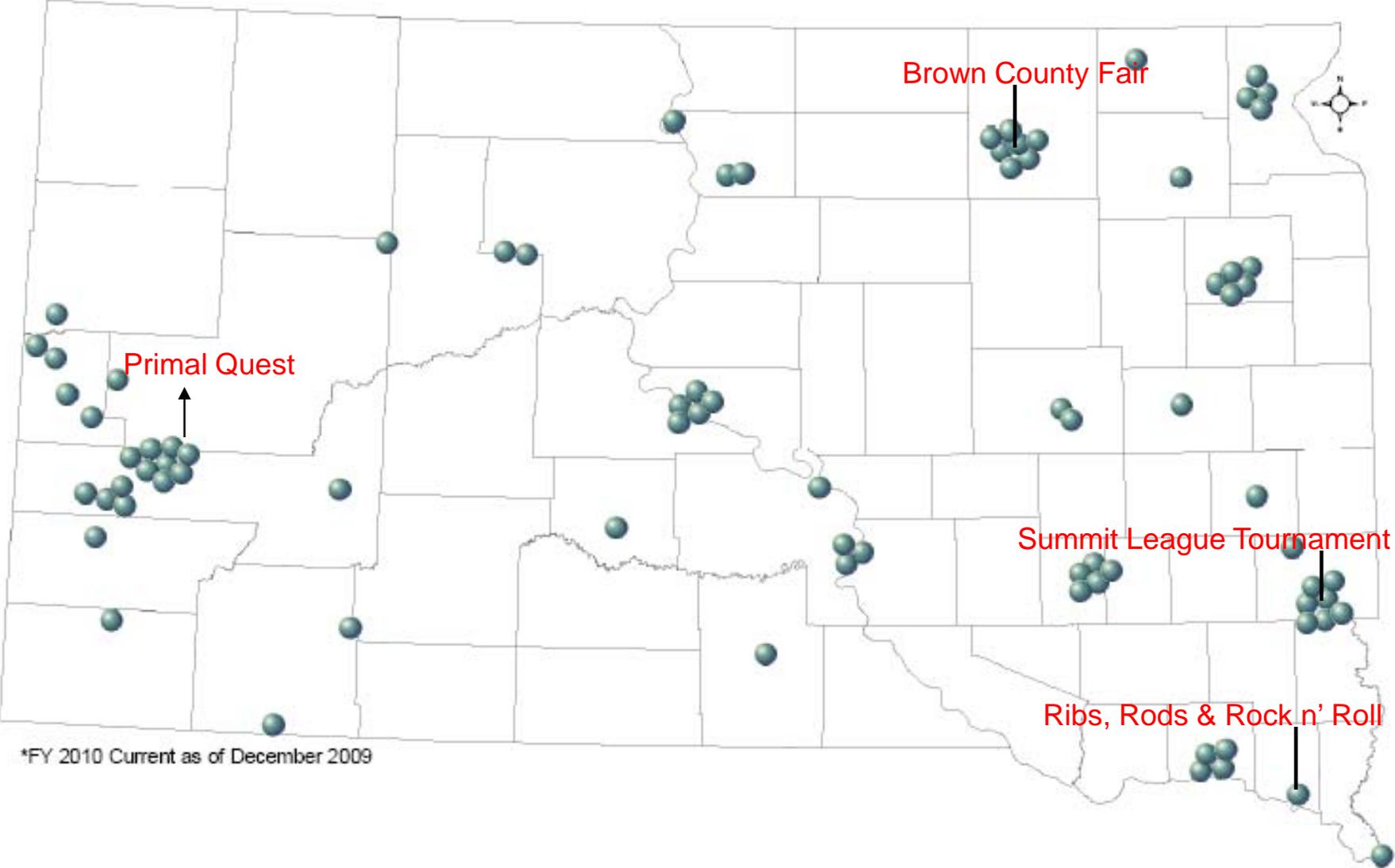


Brown County Fair (Aberdeen)



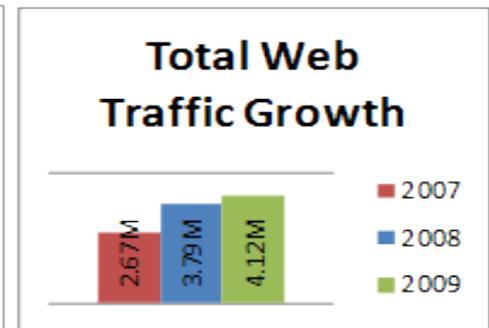
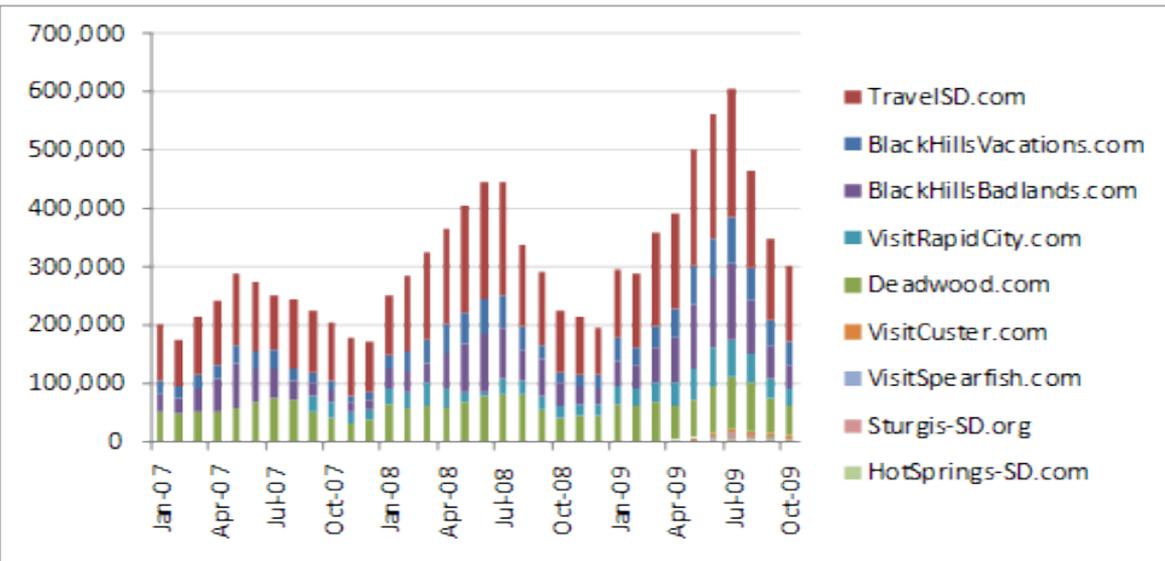
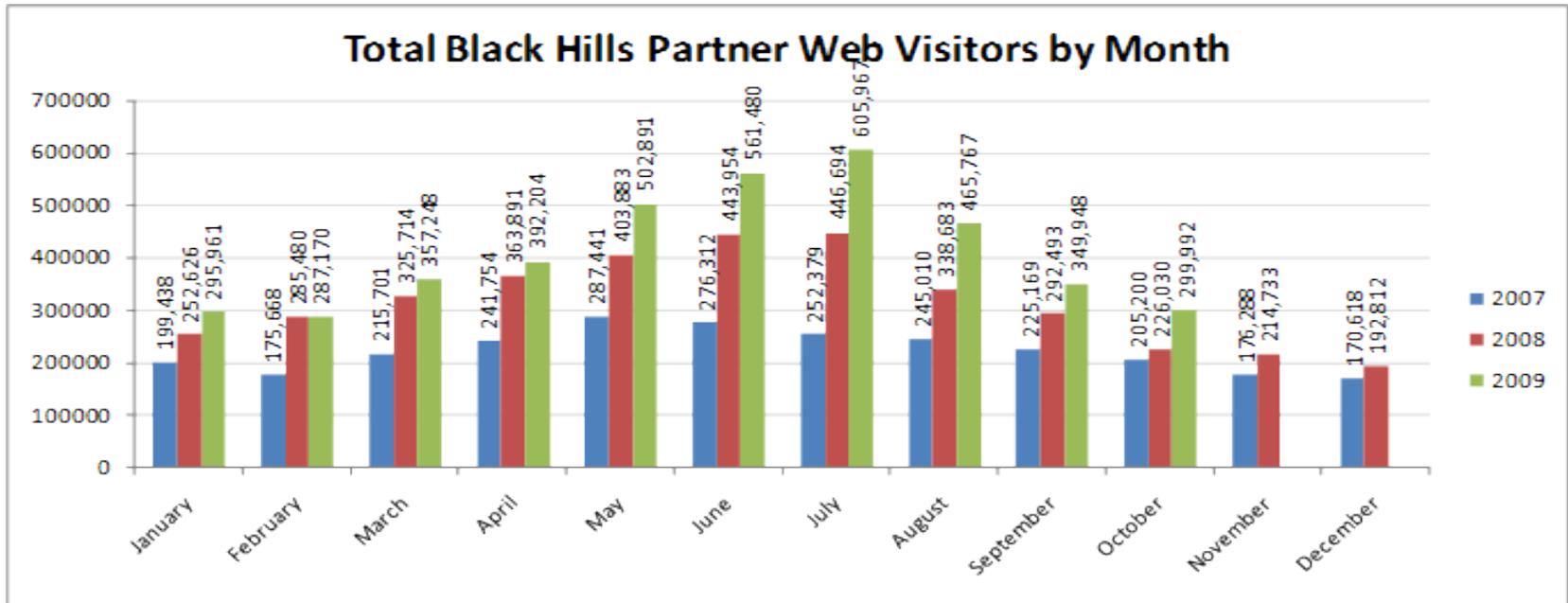
Ribs, Rods & Rock n' Roll (Vermillion)

Million Dollar Challenge Events



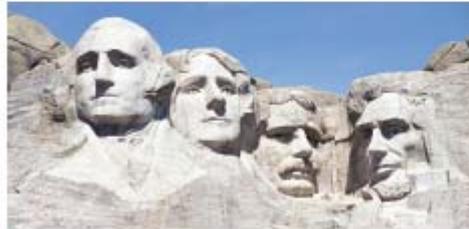
*FY 2010 Current as of December 2009

BHDS Key Performance Indicators



Rapid City CVB Cooperative

Unpack
in Rapid City.



Unwind
in the
Black Hills.

*300-thread count sheets. High-speed Internet connections.
A waterpark for the kids. A morning latte for you.*

When you stay in Rapid City you're centrally located to the rugged adventures of the Black Hills ... with all the comforts of home. Plan your vacation and come enjoy a morning latte with a presidential view.

Starting At

\$289*

Per Person/Double Occupancy

Valid through 10/31/08

Rapid City Recreation and Relaxation

Escape to Rapid City and enjoy some recreation and relaxation in the beautiful Black Hills of South Dakota. Vacation package includes massages at a spa, rounds of golf at Hart Ranch and Red Rock, Mickelson Trail bike adventure, parking pass to Mount Rushmore National Memorial and more.

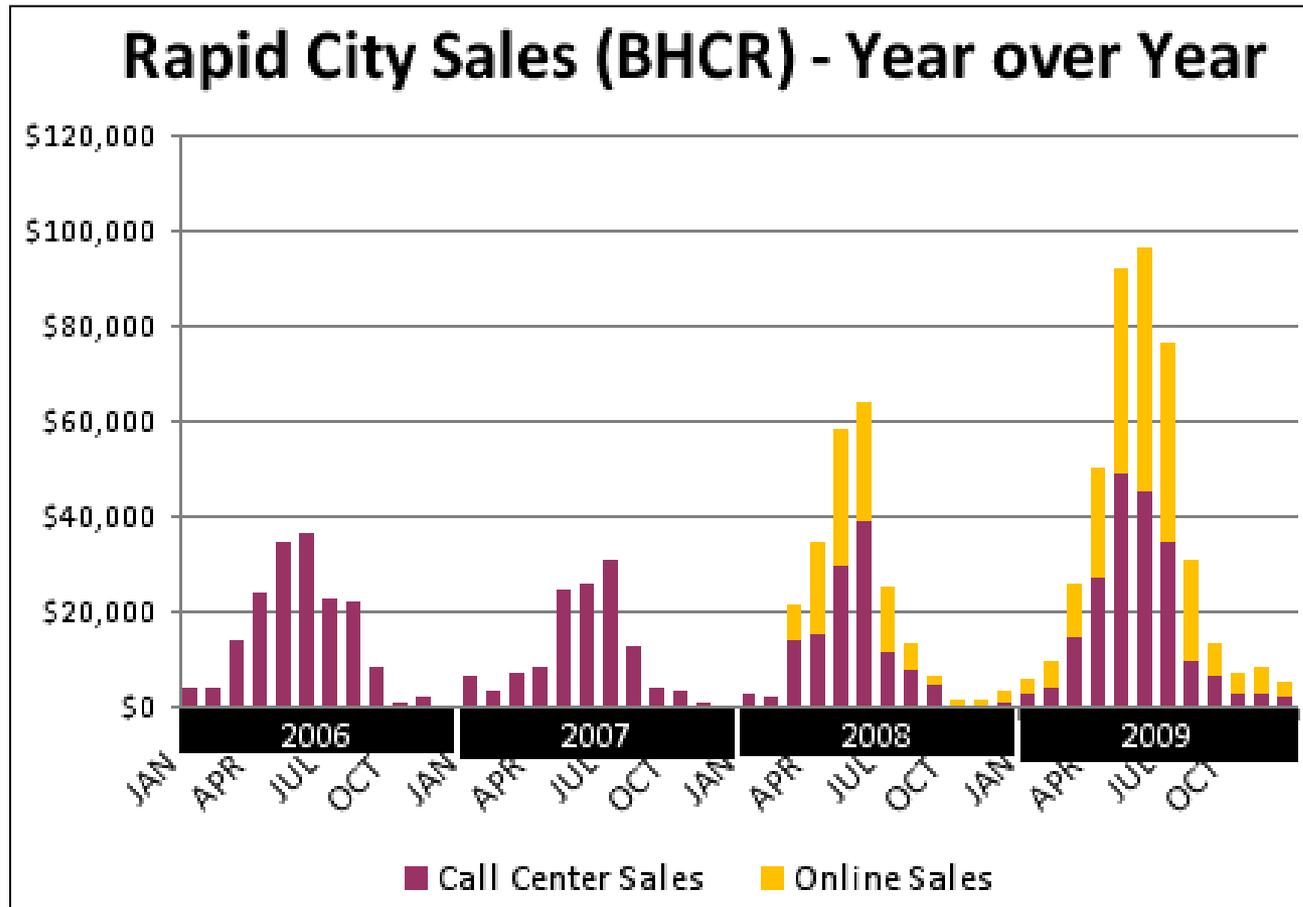
Book Your Vacation Today!

1-866-RapidCity (727-4324) or www.VisitRapidCity.com

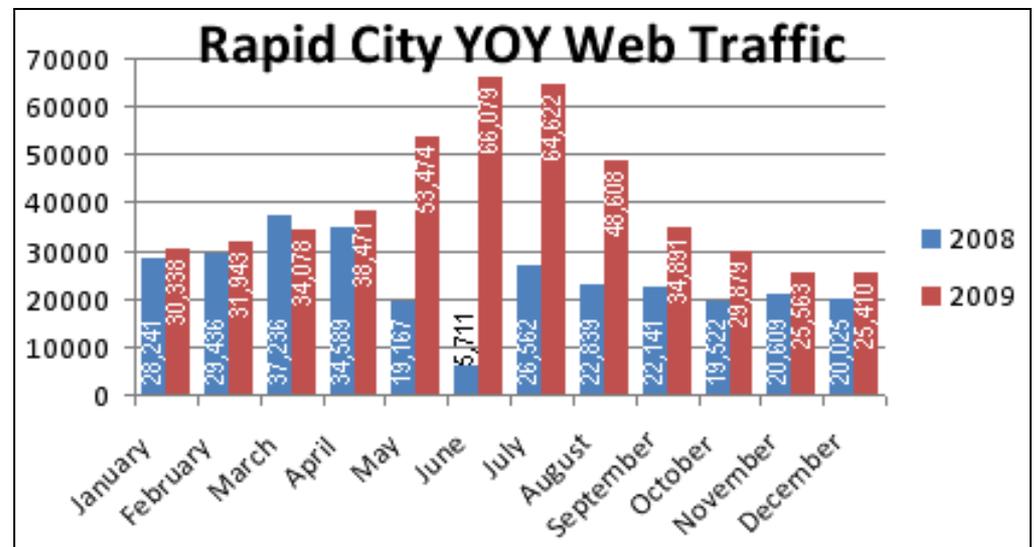
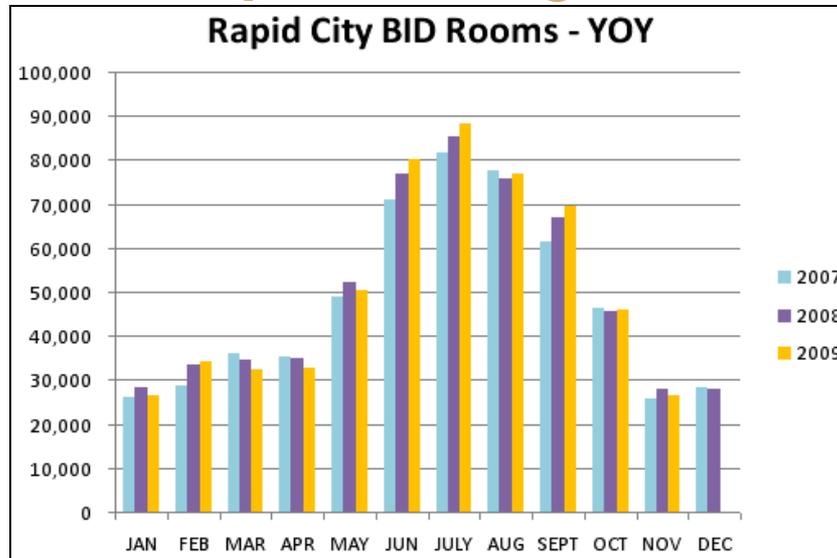


* Based on availability. Some restrictions apply. Tax and transportation not included.

Rapid City CVB Cooperative



Rapid City CVB Cooperative



Custer State Park Cooperative

2009 Coop Ad

- Visitation up 7.9% in 2009
- Over 1.8 million visitors
- Revenue up 29.5% in 2009

Camping Reservations: 1-800-710-2267
www.CampSD.com



Untamed & Untouched
in the Black Hills of South Dakota

**CUSTER
STATE PARK
RESORT** 1-888-875-0001
www.CusterResorts.com

Stay Where The Buffalo Roam



**BLUE BELL
LODGE** *Legion Lake* **STATE
GAME LODGE** *Sylvan Lake* **LODGE**

Now is the perfect time to
getaway to Custer State Park!

These four distinct and different lodges provide
accommodation choices including historic lodge rooms,
hotel, motel, and cabin choices. **Open until the end of October.**

Call or go online for special Fall rates!

The memories are waiting for you!

Check our website for
special Fall event details.

Blue Bell Lodge
Will Be Open All Year!

Nature's *Wild Beauty*

In Custer State Park in the Black Hills of South Dakota, you'll find 71,000 acres of unrestricted access. You can get up close to the free roaming buffalo, elk, big horn sheep and antelope that graze the prairie grasses of one of the largest state parks in the country. Wildlife, hiking, camping and family adventures make Custer State Park a place where you can let your spirit soar.



Come, let your spirit soar

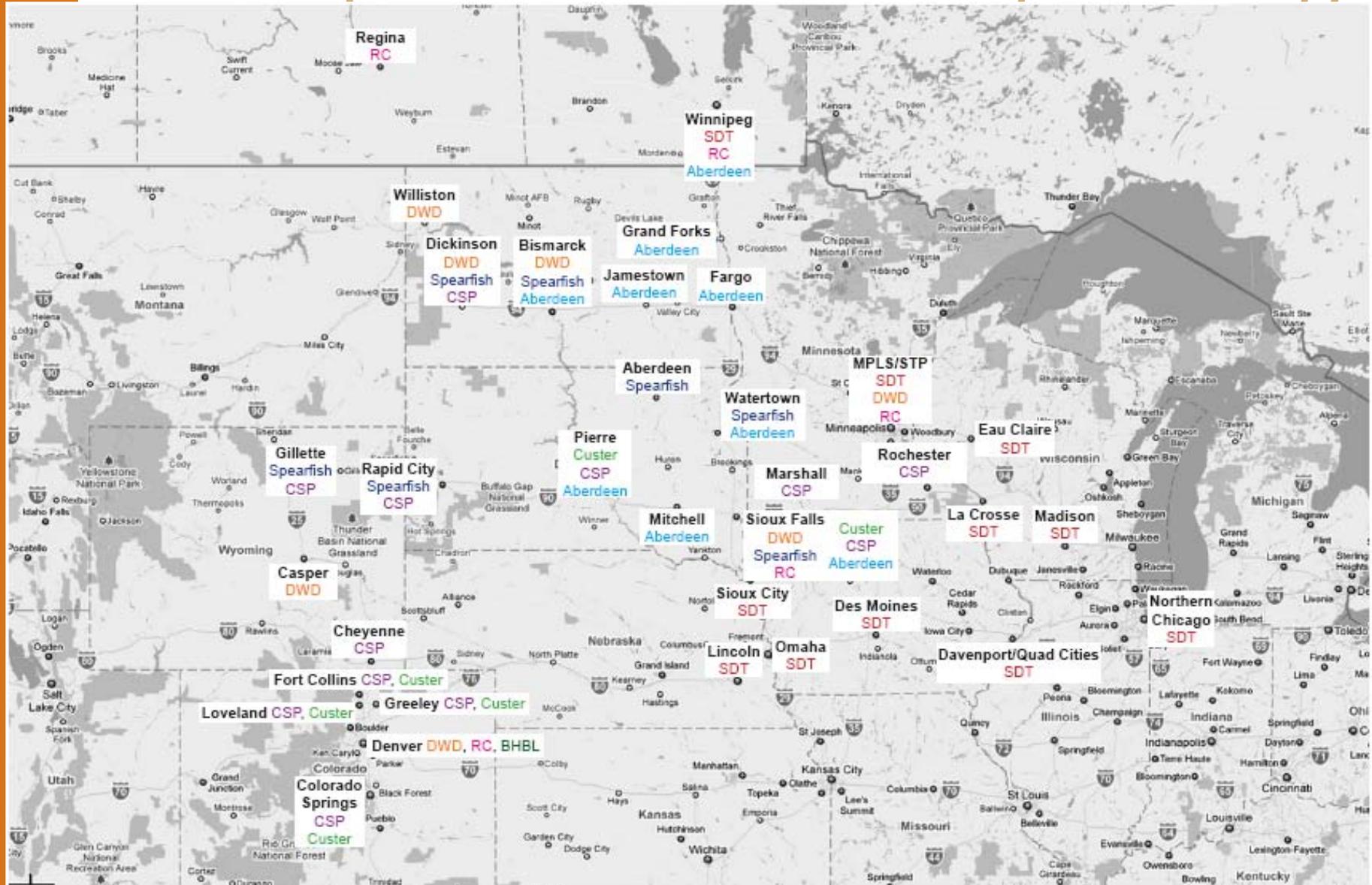


www.TravelSD.com/CusterStatePark

Camping Reservations: 1-800-710-2267

Lodging: 1-888-875-0001

2010 Cooperative Marketing Strategy





Research and Commercialization

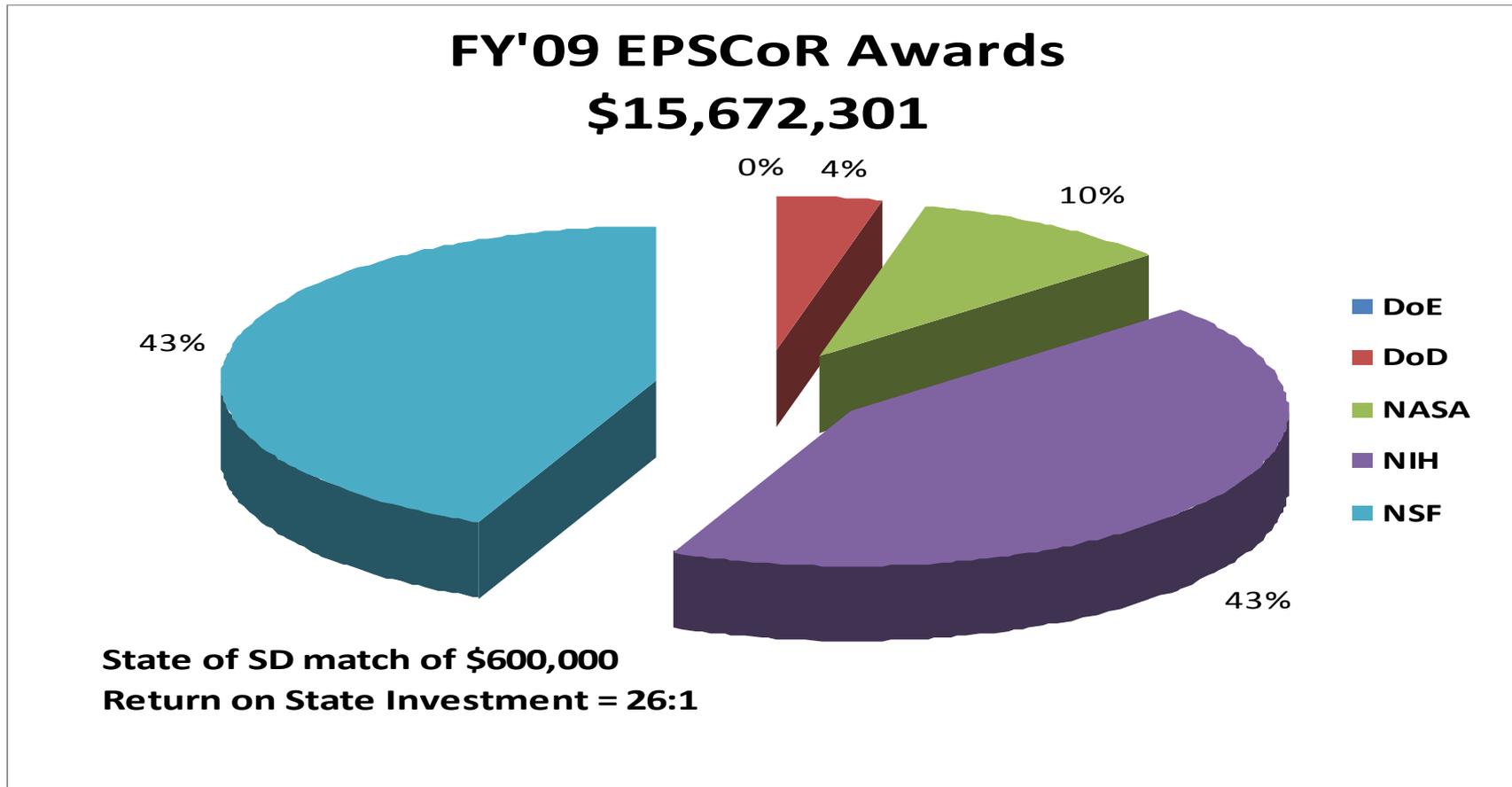
Division of Research and Commerce

2010 Research Centers

- Four original centers supported 2004-2009
- Three centers are now self sustaining
- Detailed information on the seven research centers currently receiving support will be presented at Tuesday, February 16, 2010 hearing

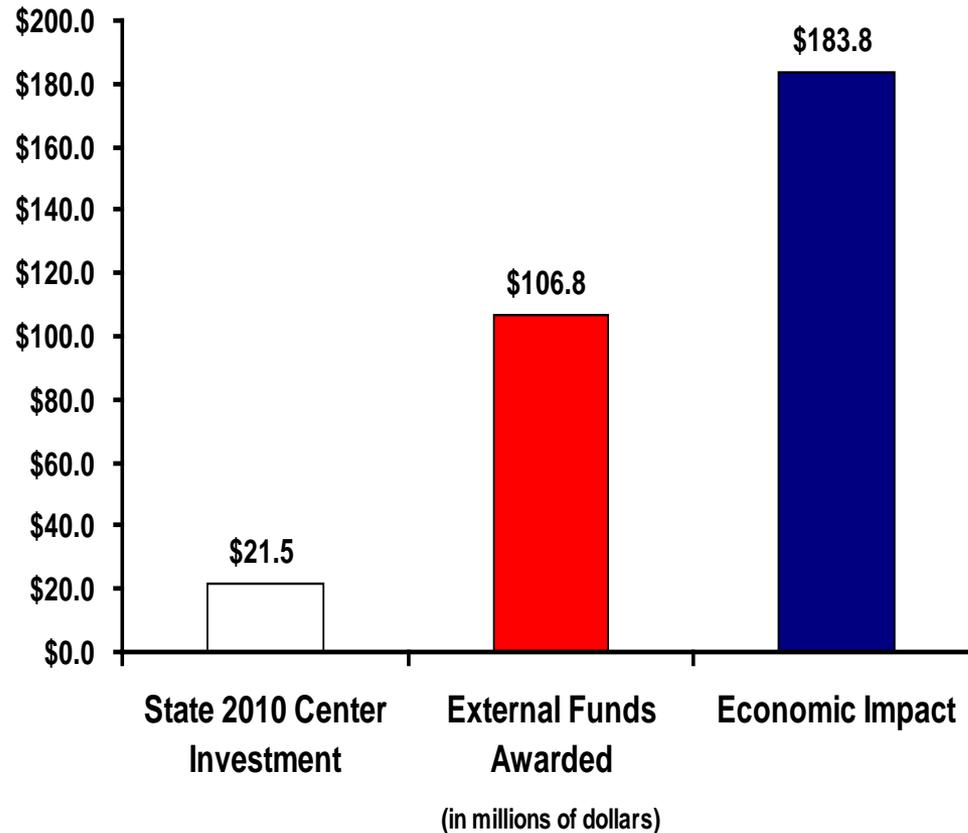
Division of Research and Commerce

EPSCoR State Match-\$600,000



Impact of 2010 Research Center Investments

**2010 Centers' Economic Impact
FY05-FY10 Investment and Return**



South Dakota's R&D Growth Leads the Nation

South Dakota's R&D Statistics and Rankings (Source NSF)

1

FY 02-06 113% increase in
federal R&D obligations per
capita

FY 02-06 77% increase in federal
S&E obligations to academia

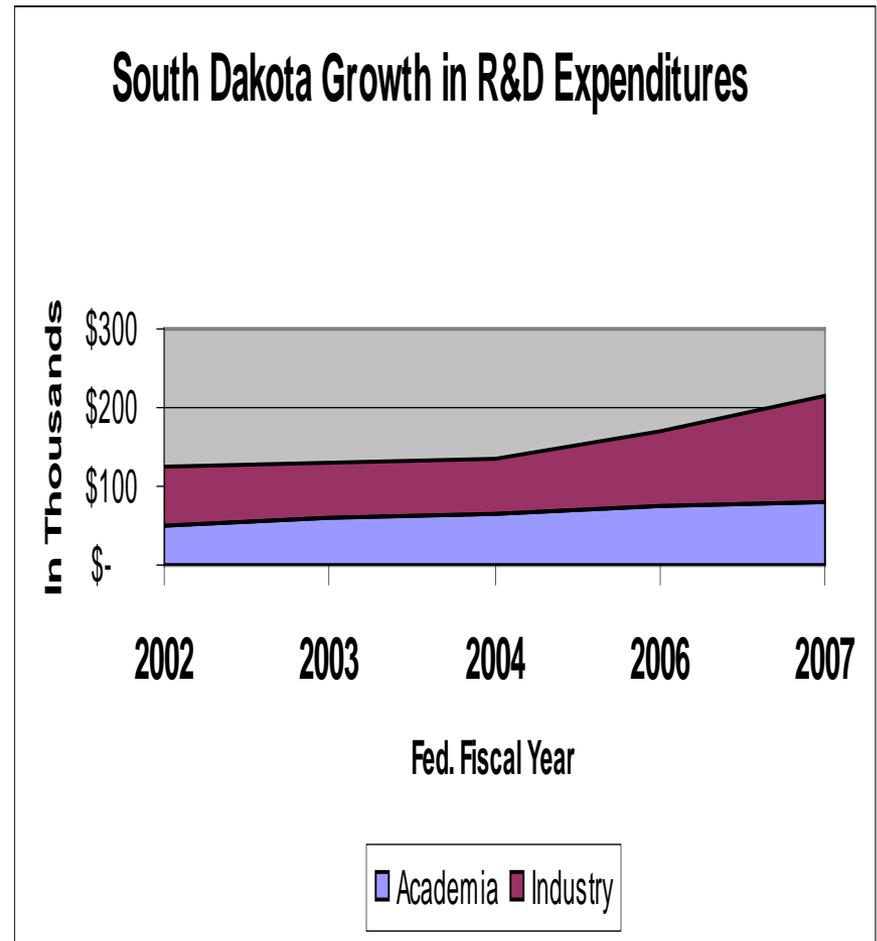
2

FY 03-07 195% increase in
academic R&D funding from
industry

FY 03-07 63% increase in
academic federal R&D
expenditures

4

FY 03-07 76% increase in
industry R&D spending



Dakota Seeds

- 79 Companies
- 151 Internships/Assistantships
- 35% of interns/assistants employed full-time by company after graduation
- 1-1 match required
- Companies have paid \$2.50 for each \$1 Dakota Seeds received

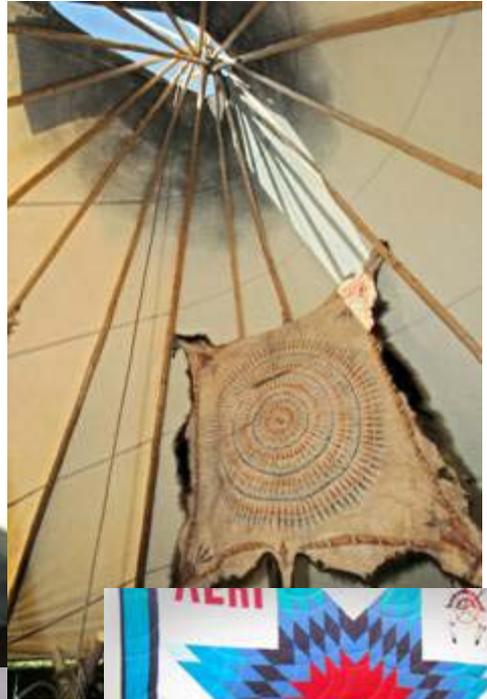


Source: GOED- Survey of Participating Businesses



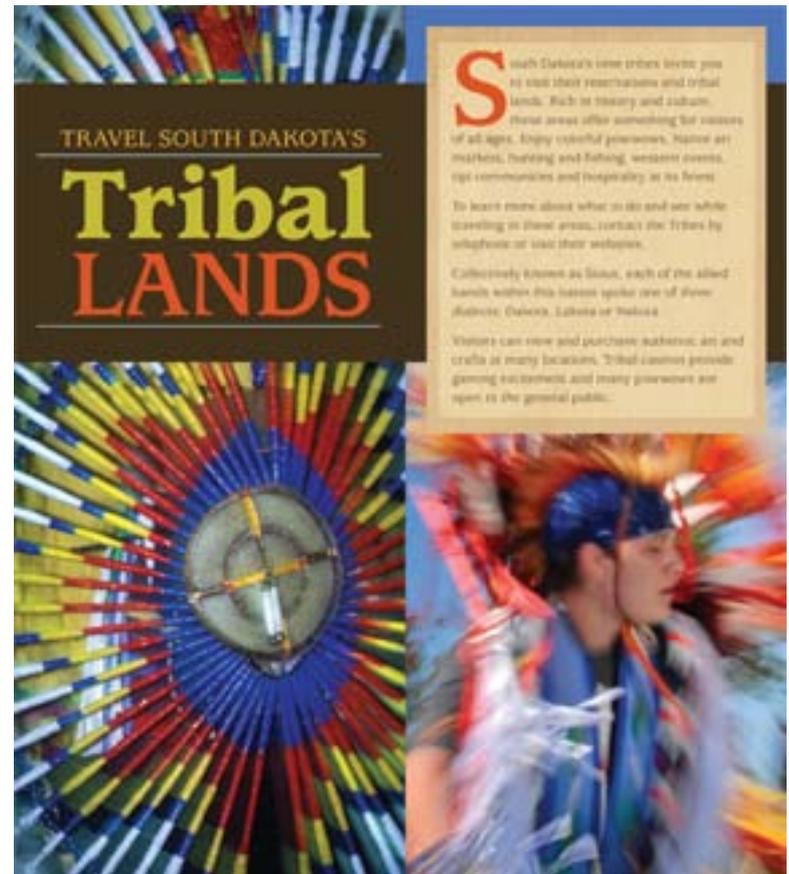
Tribal Government Relations

Tribal Tourism



Tribal Tourism

- Travel South Dakota's Tribal Lands Brochure
- Tribal Tourism Roundtable
- Northern Route to the Black Hills
- Oyate Trail
- Native Tours, Native Art, Native Culture
- Promoting Pine Ridge
- Four Bands Community Fund/Native Discovery
- Cooperative Marketing



Tribal Projects

- South Dakota Indian Business Alliance
- Indian Education Advisory Council (DOE)
- Interagency Council on Homelessness
- Tax Collection Agreements (DRR)
- Governor's Indian Health Initiative
- SD Prisoner Re-Entry Initiative (DOC)
- Roadway Safety Committee (DOT)
- SD Board of Geographic Names

Arts Council



FY 2009 Activities

- Assistance to Artists, Arts Organizations, Schools and Other Nonprofits: **\$1.1 million**
- These dollars helped generate **\$12.8 million** in additional local arts funds.
- SDAC recipients reported a total attendance of **2.5 million people** at South Dakota Arts Council co-sponsored events.

Season Support

(16 of 35 awarded)

- Aberdeen Community Theatre
- South Dakota Art Museum
- Mitchell Area Community Theatre
- Dakota Academy of Performing Arts
- Sioux Falls Jazz and Blues Society
- Watertown Town Players
- Hill City Arts Council
- Capitol City Children's Choir
- Brookings Arts Council
- Deadwood/Lead Arts Council
- Pierre Players
- Black Hills Symphony Orchestra
- South Dakota Symphony
- Lewis and Clark Theatre Company
- Sisseton Arts Council
- Spearfish Arts Center



Project Support

(12 of 25 awarded)

- Custer Area Council
- Flandreau's Crystal Theatre
- Northeast South Dakota Celtic Faire
- Sculpture Walk Sioux Falls
- Vermillion Community Theatre
- Oglala Lakota College
- Sioux YMCA – Dupree
- Cloud Horse Arts Institute – Kyle
- Swiss Choral Society – Freeman
- Prairie Winds Writers Project – Sturgis
- Discovery Center – Pierre
- Adams Museum & House - Deadwood



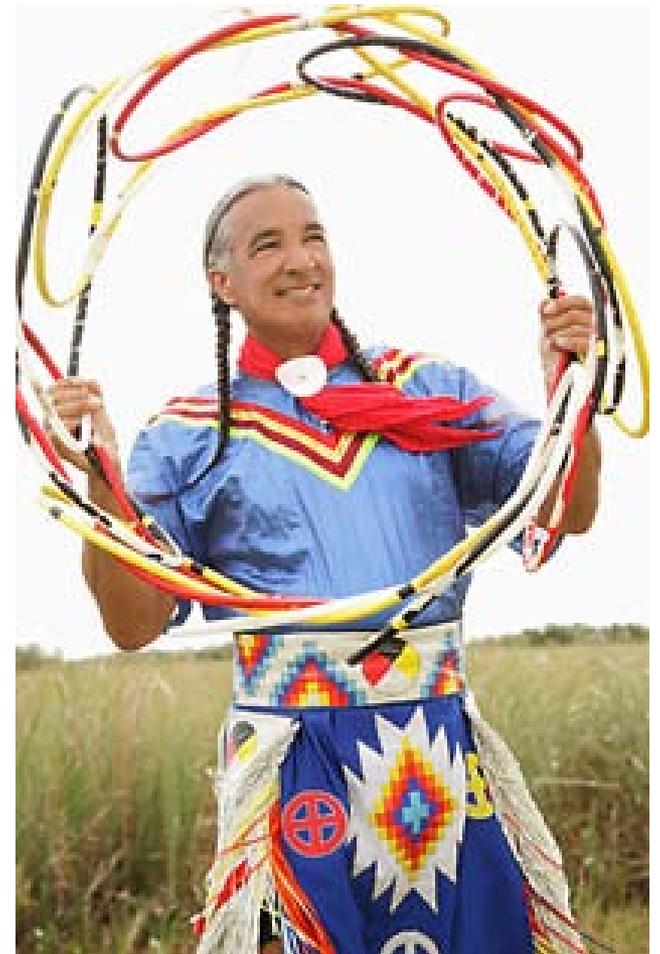
Artists In Schools & Communities Program

In FY 2009, Artists in Schools & Communities provided 167 residencies totaling 244 weeks in 69 communities across the state and involved 32 artists working with 37,000 students and adults.



Touring Arts Program

In FY 2009 **40** Touring Arts roster artists and arts groups booked **249** performances and exhibitions. Reported attendance was over **225,000**.



American Recovery & Reinvestment Act

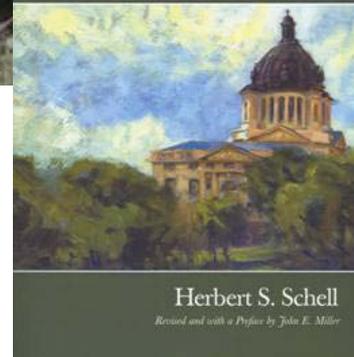
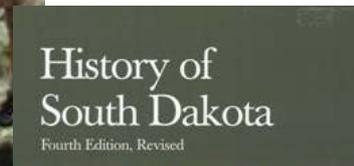
- Through the National Endowment for the Arts, SDAC received \$290,000 in federal stimulus funding and created the **South Dakota Arts Job Preservation Program**.
- Funds were distributed to 10 South Dakota organizations to help preserve jobs in the arts.



State Historical Society

Priorities

Collect, preserve, interpret, and promote
the history of the people of South Dakota



Collect

- 575 Museum Artifacts
- 368 Cubic Feet of Records



Preserve



Coulson House, Yankton



Depot, Brookings



Commercial Historic District, Rapid City



Administration Building,
Augustana College, Sioux Falls

Interpret

- www.sd4history.com
 - 4th Grade History Online Text
- Travel Itinerary
 - www.nps.gov/history/nr/travel/pierre_fortpierre



Promote

SOUTH DAKOTA STATE HISTORICAL SOCIETY
Department of Tourism and State Development

About Us | Plan a Visit | Membership | Calendar | FAQ | Shop | Site Index

MUSEUM

MENU
Archaeology
Archives
Historic Preservation
Museum
Publishing
Heritage Fund

WELCOME
Welcome to the South Dakota State Historical Society. Created by the Legislature in 1901, the Society has been the keeper of state's history ever since. Today we operate five program areas—archaeology, archives, historic preservation, museum, and research and publishing. Explore South Dakota's history—list your home on the National Register of Historic Places, read our publications, study in our research room, and visit our museum. Find out more about the South Dakota State Historical Society here.

Help Preserve South Dakota's Unique Heritage. BECOME A MEMBER TODAY

Plan your visit to the past
CULTURAL HERITAGE CENTER

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www.history.sd.gov

Archives Month 2009
Celebrate South Dakota History

South Dakota

Sponsored by the South Dakota Historical Records Advisory Board.
Photos courtesy of the State Archives of the South Dakota State Historical Society.
Funding provided by the National Historical Publications and Records Commission.

Photograph of a parade down Pierre Street featuring various modes of transportation including horses, automobiles, and a trolley in the unaltered photo taken in Pierre, SD.

Uncovering the Past
Archaeology & Historic Preservation Month

South Dakota May 2009

Fort Pierre Chouteau was built as a fur trading post for the American Fur Company in 1832. Bought by the U.S. Army in 1855 for use as a military fort, the post was abandoned two years later. While the fort no longer stands, the site is a National Historic Landmark.

Background photo: white, National Historic Landmark boundary; red, 1880s fort; blue, original fur trading post. Photos from left to right: 2007 magnetic gradiometry survey results in the vicinity of the trading post, with interpretations (dot-matrix and raw data); 2007 ground penetrating radar results from the earth, which reflect off buried objects and materials. Volunteers assist with excavation of Fort Pierre Chouteau in 2001. Artifacts found during excavation. Images are courtesy of the South Dakota State Historical Society.

Visit www.sdhhs.org for a calendar of events.

SOUTH DAKOTA STATE HISTORICAL SOCIETY

Prairie Politics ... *South Dakota State Historical Society*
From Territory to Today *2010 History Conference*

April 30 - May 1, 2010
Ramkota RiverCentre
Pierre, SD

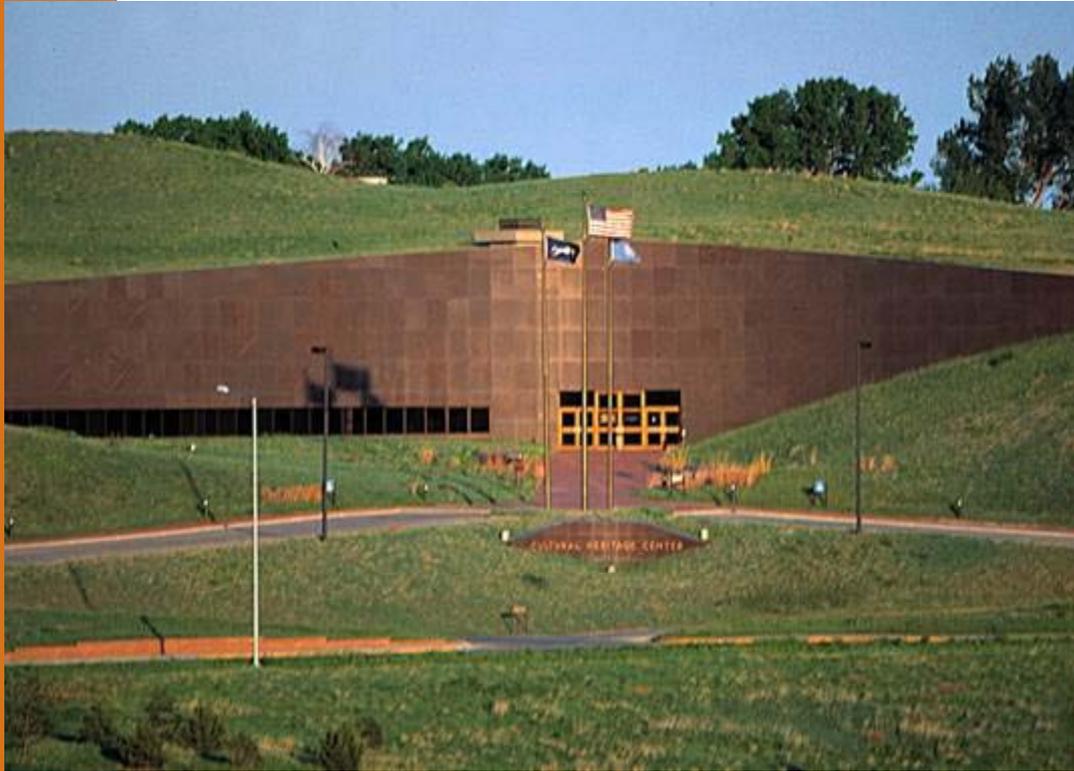
STATE CAPITOL PIERRE, S. DAK. 18

Charles A. Mess Johnson & Blomquist

South Dakota State Historical Society

- Archaeology
- Archives
- Historic Preservation
- Museum
- Research and Publishing
- Administrative/Development

Cultural Heritage Center



- Archives
- Historic Preservation
- Museum
- Research & Publishing
- Administration/ Development

Archaeology



The End