State of South Dakota

NINETY-SECOND SESSION
LEGISLATIVE ASSEMBLY, 2017

369Y0323

HOUSE COMMEMORATION NO. 1030

Introduced by: Representatives Rounds, Bartling, Duvall, Hawley, Mickelson, Peterson (Kent), and Qualm and Senators Monroe, Curd, Greenfield (Brock), Heinert, Maher, and Sutton

A LEGISLATIVE COMMEMORATION, Honoring and commending the South Dakota Department of Tourism staff and its professional advertising and media production partners for their award winning efforts to promote the state's travel and tourism industry.

WHEREAS, the travel and tourism industry represents nine and one half percent of jobs in the state and generates significant contributions to both the state gross domestic product and state and local tax revenue; and

WHEREAS, the Department of Tourism and its partner Lawrence & Schiller won the prestigious National Mercury Award for Best Print Advertising Piece in both 2014 and 2016 from the U.S. Travel Association among competitors from tourism offices in all fifty states, and the department received a Bronze Telly Award for its work with Brand USA and Miles Marketing Destinations on a video featuring Custer State Park; and

WHEREAS, the Hospitality Sales & Marketing Association International awarded the South Dakota Department of Tourism and its partner MMGY Global multiple 2016 Adrian Awards, including a Silver Award for the social media campaign "My Great Place" and two Gold Awards for the printed pieces "*My Great Place*" and the "*The State Where the Buffalo Roam*":

NOW, THEREFORE, BE IT COMMEMORATED, by the Ninety-Second Legislature of the State of South Dakota, that the Legislature hereby does honor and commend the South Dakota Department of Tourism staff and others involved for their efforts and offers its congratulations for receiving these distinguished awards.