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a bi-monthly publication for local history groups

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State Office of Tourism offers programs to help market History

If your historical events and activities need some promotional help, consider the cooperative marketing partnerships offered by the South Dakota Office of Tourism.

Tourism and the South Dakota State Historical Society are "sister divisions" within the Department of Tourism and State Development. The State Historical Society partners with the Office of Tourism with many of their marketing programs.

The cooperative Tourism marketing programs will help more people learn about the events and activities you have planned.

The Office of Tourism offers a wide-variety of co-op partnerships. Some are completely free. Others pool state and local resources together to help advertising dollars go further.

Here are a few examples of the available co-op programs.

Digital Revolution: This innovative new Web co-op creates a "one click, one call" reservation system that makes it easy for visitors to purchase packages and make travel arrangements. South Dakota Digital Revolution gives your organizations the opportunity to connect with more than two million www.TravelSD.com visitors each year.

Giant Step: This program provides industry partners the opportunity to have advertising exposure in nationally-recognized women's and family magazines. Each ad features up to five partners and will run at least twice a year.

Great Getaways: This newspaper insert is a multi-page, full color, magazine style marketing piece that focuses



on travel opportunities throughout the state. Partners receive a color photo and 40 words of copy (including phone number, e-mail and Web address).

Great Events: This campaign is a powerful marketing tool for event organizers to promote their event and increase attendance rates. The Office of Tourism provides assistance to event organizers and supports promotional efforts to boost visitor spending and increase the economic impact on host communities.

Calendar of Events: Each year, the South Dakota Office of Tourism compiles a statewide listing of events that appeal to visitors. The calendar is posted on www.TravelSD.com and distributed to visitors, travel writers, group tour operators, in-state media and other members of the travel industry.

Online Vacation Packages: Travelers are looking for the convenience of packaged vacations. This online promotion allows industry partners to promote Vacation Packages on Tourism's consumer Web site, www.TravelSD.com, free of charge, for up to one year.

Visitors Services Directory: A listing in the Visitor Services Directory includes the partner's business contact information, a booking or reservation link (if available), an e-mail link and a link to the partner's Web site.

For more information on the cooperative opportunities available to you, visit www.sdvisit.com or call (605) 773-3301.

Field Reports

The Dakota Discovery Museum in Mitchell is celebrating the arrival of Spring with a free opening weekend on May 1-2. The weekend will be highlighted by the performance of Wilson & McKee, a nationally-recognized touring duo specializing in original as well as traditional Irish and Scottish acoustic music. Their awards include the 2002 National Dulcimer Champion. Call (605) 996-2122 for more information.

Work has been continuing in the museum on installing the final pieces to complete the recreated studio of artist Charles Hargens, Jr. The central beam of the studio has been recreated. Items from the Hargens Collection were displayed on the beam for years in the artist's studio. A collection featured on the beam is over 30 tiny hand-carved and painted ducks and other fowl created by Charles "Doc" Hargens, Sr., in his retirement in Hot Springs.

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Current officers of the Moody County Historical Society in Flandreau include: President -- Dale Johnson; Vice-President -- Carole Hurley; Secretary -- Anna Duncan; Treasurer -- Ron Smith; and Board Members -- Bill Beane, Beverly Wakeman, Warren Jackson, John Hay, Tammy Pitsenberger, Jan Gilbertson and Dorothy Bauske.

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More Field Reports

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The South Dakota State Railroad Museum in Hill City officially opens to the public at high noon (mountain time) on Saturday, May 1. Rick Mills, a Hermosa native with more than 20 years of marketing and tourism experience, is the museum's executive director. The museum's goal is to have visitors experience memorabilia and items related to the numerous railroad companies that have served South Dakota from 1872 to the present. The museum is on the grounds of the 1880 Train/Black Hills Central Railroad in Hill City. For more information call (605) 877-6629 or e-mail sdsrrm@gmail.com

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"Dinosaur Adventure" is a special exhibit on display at the Goss Opera House in Watertown. Visitors can discover "bone-ified" fun as they view the exhibit, which traces the history of the dinosaurs from their earliest appearance in history all the way to the last of the dinosaurs. For more information call (605) 878-4677 or e-mail lynn@gossoperahouseeducation.com

The Codington County Heritage Museum in Watertown is hosting a new traveling exhibit, "Marketing Dakota," from the South Dakota State Historical Society. Through text and photos, the exhibit, on display through June 10, describes the hard sell used to draw settlers to the territory and state. For Dakota, political, social and economic growth depended on bringing in people. Communities, railroads and the government all advertised aggressively and reality seldom got in the way of a good promotional line. For more information about the museum, call (605) 886-7335 or go to cchsmuseum.org. Traveling exhibits are available for up to eight weeks from the State Historical Society. The cost is \$75 rental fee plus the cost of shipping from the site. For more information or to book an exhibit, please contact Kate.Higdon@state.sd.us or call (605) 773-4373.

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The Minnehaha County Historical Society held its spring banquet April 15 at the Old Courthouse Museum in Sioux Falls. The featured speaker was Carl Teer, chairman of the African American History Museum committee.

The society dedicated an All City Elementary historical marker on April 16 at Jane Adams School in Sioux Falls. The marker commemorated the 35th anniversary of the beginning of the first public alternative school in Sioux Falls. The alternative school embraced two basic principles: parents would agree to be volunteer helpers, and its curriculum would expose students to local, national and international issues and events with each classroom treated as an extension of the community.

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The theme of the "Family Fun Day" held by the Journey Museum in Rapid City on April 11 was "Go Fly a Kite." The event, attended by about 40 children, featured the showing of a film about kite-making and an activity in which participants made a kite and then flew it on the museum grounds.

SDSHS Notes

Starting Tuesday, June 1, the museum in the South Dakota Cultural Heritage Center will be open expanded hours for summer visitors. Through Labor Day, museum hours will be 9 a.m.-6:30 p.m. Monday-Saturday and 1-4:30 p.m. on Sundays. After Labor Day, the museum will return to its regular hours of 9 a.m.-4:30 p.m. Monday-Saturday and 1-4:30 p.m. on Sundays and most holidays. The museum is open every day except Thanksgiving, Christmas, New Year's and Easter.

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Double award-winning authors and ex-political insiders Mark Meierhenry and David Volk have returned to the literary stage with *The Mystery of the Maize*. The latest children's book from the South Dakota State Historical Society, illustrated by South Dakota artist Marty Two Bulls, Sr., tells the story of how the corn we are so familiar with today made its way to South Dakota over the course of the last 10,000 years. *The Mystery of the Maize* links the past to the present and shows the development of maize. Readers find out that things have changed a lot since people first planted the crop thousands of years ago. Meierhenry and Volk worked together with Sioux Falls artist Jason Folkerts on two earlier award-winning children's books. Their *The Mystery of the Round Rocks* won a bronze IPPY award from Independent Publisher magazine in 2008; *The Mystery of the Tree Rings* won a silver IPPY award in 2009. Available for \$13.95 plus shipping and tax, *The Mystery of the Maize* is available at most bookstores and through the South Dakota State Historical Society Press. Visit www.sdshspress.com or call (605) 773-6009 for more information.

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Share what your museum or local history group is doing to preserve history by sending it to *Hoofprints* at the postal address or e-mail on the front page. Priority is given to History Group Members of the State Historical Society.

From the SDSHS Director



Jay D. Vogt

State Historical Society Director
Jay D. Vogt's column will return in the next issue of *Hoofprints*.