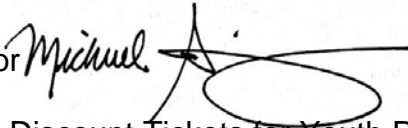


Date: January 21, 2015

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

We are happy to report that *Culture Shock Miami* continues to expand its programming offerings for the 2014-2015 season, with more than 122 events available to its target audience during the first quarter of the 2014-2015 fiscal year. This represents an increase of 34% from the first quarter of the 2013-2014 cultural season. To date, 2,544 tickets have been sold for the first four months of the current cultural season. In addition, 672 students have been reached through a free outreach performance and workshop in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 3,216.

Culture Shock Miami staff continues to work with cultural organizations to renew and recruit ticket donations for the 2014-2015 cultural season. To date, commitments have been received from Actors' Playhouse, Flamenco Sephardit, Florida Grand Opera, GableStage, Miami City Ballet, Miami Symphony Orchestra, Pinecrest Gardens, South Miami-Dade Cultural Arts Center, and Viewing Vizcaya Film Series. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Bass Museum, Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, HistoryMiami, Lowe Art Museum, Miami Children's Museum, Miami Museum of Science, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

In continuing with *Culture Shock Miami's* 10th season celebration and its special partnership with the South Miami-Dade Cultural Arts Center, the program will present *The StepCrew*, an unbelievable performance bringing together three styles of exhilarating dance forms – Ottawa Valley stepdance, Irish stepdance, and Tap. With virtuosic dancers and musicians, this cast of outstanding talent takes its audience on a dance journey as champions in their respective art forms, displaying the amazing similarities and differences among these three captivating styles. In addition, *The StepCrew* boasts three world-class fiddlers backed by an amazing five-piece ensemble comprised of some of the most talented and respected musicians in the Celtic music scene today. *The StepCrew* will perform on the mainstage of SMDCAC on January 23, 2015. In addition to the \$5 *Culture Shock Miami* student-rate tickets, a limited number of tickets are available to the general public, at a cost of \$20-\$35, at SMDCAC.org.

As previously reported, *Culture Shock Miami's* 10th season offers eight (8) special performances spanning different arts disciplines. Three performances are being produced as part of the *Culture Shock Miami Presents* series – *The Intergalactic Nemesis: Target Earth* (October 2014), *The StepCrew* (January 2015), and *Ballet Memphis* (April 2015). The additional five (5) performances are being presented in collaboration with SMDCAC. They include: the sold-out free season kick-off *Backyard Bash* (October 2014), *Soledad Barrio and Noche Flamenca* (November 2014), *The Improvised Shakespeare Company* (February 2015), *Peking Acrobats* (February 2015), and *Mummenschanz* (February and March 2015). All performances were placed on sale in September 2014. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and general admission tickets to all performances are available on SMDCAC.org.

Matrix2 Advertising - Marketing

Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed for the 2014-2015 cultural season and address the program’s marketing needs. As instructed in November, Department staff began working with *Matrix2* to discuss and explore Spanish media options for *Culture Shock Miami*. In December 2014, *Matrix2* conducted market research and compiled facts about Hispanic preferences.

Research shows that media preferences of Spanish-speaking students ages 13-22, *Culture Shock Miami*’s primary audience, is English. The research did indicate a slight difference happening in media choices for ages 18 and up, specifically the 18-49 year old segment of the Spanish-speaking population. While “Only English” continues to be the main choice for media preferences, research indicates an interest in “Some, Mostly, or Only” Spanish programming as indicated in the chart below:

Media Language Preference	Reading	TV	Radio	Online
Only English	38.2%	33.4%	28.9%	53.4%
Mostly English, but some Spanish	25.3	31.9	29.9	19.6
Mostly in Spanish, but some English	14.9	21.1	20.0	12.5
Only in Spanish	20.6	12.8	19.4	13.3
Other Language	1.0	0.9	0.9	1.1

Matrix2 drafted and presented to Department staff a preliminary media plan outlining viable options for reaching Spanish-speaking audience members. The plan would target parents of *Culture Shock Miami*’s primary audience (parents of students ages 13-22) and would include choices from the following:

- Print - Calendar of event listing and/or generic *Culture Shock Miami* branding ads in Hispanic publications;
- Radio - Integration in programming of FM Spanish stations;
- Television - Generic *Culture Shock Miami* branding ads to air on key Spanish television stations during top ranking timeslots (8pm to 11pm, Monday through Friday);
- Online –
 - Online Publications - Campaign consisting of online banners and calendar listings for performance-specific and branding advertising with click-through opportunities;
 - Social Media - Identifying audience qualifiers for performance-specific, branding and audience development advertising on top ranking social media sites (Facebook and Twitter).

In addition, Department and *Matrix2* staff will identify cultural partners to encourage collaborative advertising efforts and maximize audience reach.

Arts Marketing Network - Public Relations

Department staff has been working closely with *Arts Marketing Network* (public relations firm) who helped launch the program’s 2014-2015 cultural season. *Arts Marketing Network* staff developed and continues to implement innovative methods that help raise awareness about the program. They include:

- The publication of *The Art Stopper*, a quarterly online newsletter for parents and teachers of high school students;

- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami Presents* performances and activities;
- Pitching general and online media outlets based on articles and story lines from the program's newsletter;
- Drafting press releases and coordinating their release to various media outlets;
- Managing and updating social media sites – Facebook, Twitter, and Instagram;
- Coordination of online contests to encourage *Culture Shock Miami's* target audience to learn more about upcoming performances;
- Contacting special interest groups for the promotion of specific performances; and
- Assisting staff with the implementation and promotion of special projects and/or events in collaboration with cultural partners.

In addition, the firm has resumed the *Inside Stories* and *You Review* projects. *Inside Stories* highlights a cultural organization and/or venue in Miami-Dade County where senior staff members are interviewed to provide students with an inside view of their cultural organization's inner workings. *You Reviews* provide *Culture Shock Miami* ticket buyers the opportunity to review, critique and share with their peers the experience of attending a live arts performance directly after the performance. The stories and reviews are posted on *YouTube*, Vimeo's *CSM-TV*, Facebook and on *CultureShockMiami.com* to provide the program's audience an in-depth look at the arts in Miami-Dade County. The most recent *You Review* highlighted are *The Intergalactic Nemesis* (10/11/14) and *Soledad Barrio and Noche Flamenca* (11/14/14). Arts Marketing Network staff will attend the January 23 presentation of *The StepCrew* to conduct a "You Review" following that performance.

Department staff continues to implement our in-house marketing campaign, utilizing baseline promotional tools (e.g., a weekly e-newsletter, website, printed posters and postcards, totes, t-shirts, and pens) to maintain awareness of and participation in the program. In addition, *Culture Shock Miami* continues to market the program's offerings aggressively via Facebook and Twitter. The *Culture Shock Miami* Facebook Fan page and Twitter account provide daily updates and special, last-minute offerings available to the program's target audience. These social networking sites have helped staff inform the program's target audience of newly available performances and ticket inventory. In addition, these social networking tools inform the program's fans of workshops, events and other opportunities presented by the program's cultural partners. The program's Facebook Fan page continues to receive more "Likes." It currently has 6,130 fans, an increase of 246% from January 2014 (1,773).

Here are the highlights of our monthly progress:

- To date, 516 tickets have been sold for the month of January 2015.
- A total of 429 tickets was sold for the month of December 2014.
- Our e-mail list currently has 7,031 subscribers.

Please be sure to visit the new website at www.cultureshockmiami.com