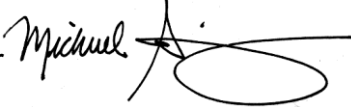


**Date:** March 18, 2015

**To:** Members, Cultural Affairs Council

**From:** Michael Spring, Director 

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

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We are happy to report that *Culture Shock Miami* continues to expand its offerings for the 2014-2015 season, with more than 130 events available to its target audience during the first quarter of the 2014-2015 fiscal year. To date, 6,360 tickets have been sold for the first six months of the current cultural season. In addition, 1,501 students have been reached through free outreach performances and workshops 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 7,861. This represents an increase of 33% from the first six months of the 2013-2014 cultural season.

*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 Adrienne Arsht Center, African Heritage Cultural Arts Center, Ballet Flamenco La Rosa, Centro Cultural Español de Cooperacion Iberoamericana, Coral Gables Congregational Church, Florida Grand Opera, GableStage, Miami Symphony Orchestra, New World Symphony, Pinecrest Gardens, and South Miami-Dade Cultural Arts Center. 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* 10<sup>th</sup> season celebration and its special partnership with the South Miami-Dade Cultural Arts Center, the program collaborated with the Center during the months of February and March to present *The Improvised Shakespeare Company*, *Peking Acrobats*, and *Mummenschanz*. Based on one audience member's suggestion, *The Improvised Shakespeare Company* creates a fully improvised Shakespearean masterpiece on stage where nothing has been pre-planned, rehearsed or written. All of the dialogue is created and spoken for the first time right before the audience. Two performances of *The Improvised Shakespeare Company* were presented in the Center's 130-seat Black Box Theatre on February 14, drawing a total of 118 *Culture Shock Miami* audience members. Additionally, a free performance was made available to Miami-Dade students via the Miami-Dade Public Schools' *Cultural Passport Program* on the morning of February 13 (813 attendees), and a workshop was offered to Miami-Dade residents on the morning of February 14 (16 participants). *Peking Acrobats*, a troupe of China's most gifted tumblers, contortionists, jugglers, cyclists, and gymnasts complemented by live musicians playing traditional Chinese instruments, performed to a sold out crowd on February 21 at 8pm on the mainstage of SMDCAC. Given the incredible response and sold out evening performance, a matinee performance was added to accommodate the remarkable interest from the community. A total of 400 tickets was sold through *CultureShockMiami.com*. *Mummenschanz* was presented on the mainstage of SMDCAC on February 28 and March 1. The Swiss mask theater troupe performing in a surreal mask- and prop-oriented style drew a total of 432 *Culture Shock Miami* attendees to the Center.

As previously reported, *Culture Shock Miami's* 10<sup>th</sup> 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 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. In addition to the \$5 student-rate tickets available on *CultureShockMiami.com*, tickets for the general public are made available at *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. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2013-2014 media placement and identify the best options for the 2014-2015 cultural season. Given the program's aggressive schedule and remarkable list of performances, the campaign was launched in September 2014. The media plan includes print, online, radio, outdoor, and television advertising.

In addition, *Matrix2 Advertising* is working closely with *Culture Shock Miami* and SMDCAC staff to assist with the promotion of the Center's upcoming annual *All Kids Included Festival*. In an effort to raise awareness about the program and draw teen audiences to the Center, *Culture Shock Miami* will once again collaborate with the Center on the presentation of an outdoor stage. A detailed report will be provided at the April meeting.

#### Arts Marketing Network - Public Relations

Department staff continues to work 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 *The Intergalactic Nemesis* (10/11/14), *Soledad Barrio and Noche Flamenca* (11/14/14), *The StepCrew* (01/23/15), *Peking Acrobats* (02/21/2015), and *Mummenschanz* (02/28/15).

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 6,564 fans, an increase of 232% from March 2014 (1,980).

Here are the highlights of our monthly progress:

- To date, 378 tickets have been sold for the month of March 2015.
- A total of 930 tickets was sold for the month of January 2015, representing an increase of 65% from January 2014 (718);
- A total of 1,515 tickets was sold for the month of February 2015, and the program's reach totaled 3,202 for the month of February 2015. This represents an increase of 30% from February 2014 (2,464);
- Our e-mail list currently has 7,031 subscribers.

Please be sure to visit the new website at [www.CultureShockMiami.com](http://www.CultureShockMiami.com)