

Date: April 15, 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 offerings for the 2014-2015 season, with more than 140 events available to its target audience during the first quarter of the 2014-2015 fiscal year. To date, 7,030 tickets have been sold for the first seven (7) 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 8,531. This represents an increase of 38% from the first seven (7) 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, Ballet Flamenco La Rosa, Dave and Mary Alper Jewish Community Center, Deering Estate at Cutler, GableStage, Miami City Ballet, Miami-Dade County Auditorium, Miami Light Project, 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* 10th season celebration and its special partnership with SMDCAC, the program will present *Ballet Memphis* on Saturday, April 25, 2015. Identified as a "national treasure" by the Ford Foundation, *Ballet Memphis* annually produces more original work than any other company of its size and continues to breathe new life into the arena of classical ballet. *Ballet Memphis* has helped redefine Memphis' cultural landscape and evolved into a groundbreaking, nationally sought-after company. In addition to the April 25 evening public performance, a free school performance is being offered to students in collaboration with Miami-Dade Public Schools on April 24, and a community dance masterclass will be offered on the morning of Saturday, April 25. Tickets to the performance are currently on sale on CultureShockMiami.com. 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 \$25-\$45, 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 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.

Culture Shock Miami will participate in SMDCAC's 9th Annual *All Kids Included* Festival on May 2, 2015. In an effort to raise awareness about the program and draw teen audiences to the Center, *Culture Shock Miami* will sponsor the festival's outdoor stage. The outdoor stage will include multiple performances by *School of Rock* and *The Rodiles*. These performers were carefully selected because of their appeal to the program's target audience. In addition, to *Culture Shock Miami* Program Managers Christina Tassy-Beauvoir and Gerry Landreth, a master of ceremony will promote the program and promotional materials will be distributed to attendees from the *Culture Shock Miami* booth.

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 upcoming *All Kids Included Festival*.

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), *Mummenschanz* (02/28/15) and *Dranoff 2 Piano: Bang The Ivories* (3/25/15).

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. Department staff participates in community and/or arts organization-sponsored events to promote the program's offerings. They include:

- April 10 – Stephen P. Clark Center Government Center *Spring Into Wellness Fair*
- April 11 – *PhilanthroFest*
- April 24 – South Miami-Dade Cultural Arts Center Free School Performance of *Ballet Memphis*
- April 25 – South Miami-Dade Cultural Arts Center *Ballet Memphis* Dance Masterclass
- April 25 – South Miami-Dade Cultural Arts Center *Ballet Memphis* Public Performance

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 6,631 fans, an increase of 190% from April 2014 (2,292).

Here are the highlights of our monthly progress:

- A total of 702 tickets was sold for the month of March 2015;
- To date, 450 tickets have been sold for the month of April 2015;
- *Culture Shock Miami* sold out allotments of tickets to Deering Estate at Cutler's *The Schubertiade of 2015*; Miami-Dade County Auditorium's *Bistory*; Miami City Ballet's *Program IV* (3 performances); Miami Light Project's *Omar Sosa*; and ZooMiami;
- Our e-mail list currently has 7,031 subscribers.

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