


Memorandum



Date: April 20, 2016
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

We are happy to report that 2015-2016 represents *Culture Shock Miami*'s 11th season and the program continues to expand its programming offerings for the cultural season. To date, 8,807 tickets have been processed for the first seven (7) months of the 2015-2016 cultural season. In addition, 6,387 students, teachers and community members have been reached through free outreach performances and workshops offered in collaboration with Caleb Auditorium, Miami-Dade Public School System's *Cultural Passport Program*, Miami-Dade County Auditorium, and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 15,194. It is important to note that within these first seven (7) months, the program has already exceeded its 2014-2015 total reach by 26% (12,060).

As of October 1st, more than 310 performances have been made available to the program's target audience for the first quarter of the 2015-2016 fiscal year. *Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations for the 2015-2016 cultural season. To date, commitments have been received from Adrienne Arsht Center, Arts Ballet Theatre, Florida Grand Opera, FundArte, Miami City Ballet, Miami-Dade County Auditorium, Miami Light Project, Miramar Cultural Arts Center, Momentum Dance Company, Murray Dranoff Foundation, New World Symphony, Orchestra Miami, Pinecrest Gardens Banyan Bowl, Rhythm Foundation, 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, Miami Children's Museum, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

During the 2015-2016 season *Culture Shock Miami* is presenting a series of special performances, spanning different arts disciplines. In addition to SMDCAC, the program is collaborating with new partners and co-presenting with the African Heritage Cultural Arts Center (AHCAC) and Miami-Dade County Auditorium (MDCA) to increase its programming and broaden its audience reach. Three (3) performances are being produced as part of the *Culture Shock Miami Presents* series – *Che Malambo* (February 2016); *Semi-Toned* (April 2016) and *Black Violin* (July 2016). The additional performances were presented in collaboration with SMDCAC, MDCA, and AHCAC. They include: the free, sold out, SMDCAC season kick-off *Backyard Bash* (October 2015 - SMDCAC), *Step Afrika* (February 2016 - SMDCAC), *Ladysmith Black Mambazo* (February 2016 - SMDCAC), *An Evening with Savion Glover and Jack DeJohnette* (March 2016 – AHCAC), *GlobalFEST* (March 2016 - SMDCAC), *Broadway's Saturday Night Fever* (March 2016 – SMDCAC), and *Companhia Urbana de Danca* (March 2016 - MDCA). All performances were placed on sale at the end of September. *CultureShockMiami.com* featured \$5-tickets for the program's target audience, and admission tickets for the general public were made available on the collaborative partners' websites. *Black Violin* tickets will be placed on sale on May 3, on *CultureShockMiami.com* and SMDCAC.org

In continuing *Culture Shock Miami*'s special partnership with venues managed by the Department of Cultural Affairs, the program expanded its collaboration efforts with MDCA to include a free, daytime student performance in addition to the public performance of *Companhia Urbana de Danca*. This outreach initiative consisted of a performance aimed at presenting high quality art performances to middle and high school students through the Miami-Dade County Public School *Cultural Passport Program*. A total of 900 students and teachers attended the free performance.

Matrix2 Advertising - Marketing

Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed for the 2015-2016 cultural season. *Matrix2* and *Culture Shock Miami* staff met on April 5 to revisit and discuss the existing media plan, and make necessary adjustments to effectively promote the July 8 presentation of *Black Violin*. To that end, marketing dollars are being re-distributed to radio advertising, particularly on WHQT *Hot105*, and to print media calendar listings, in both English and Spanish. In addition, given that the *Black Violin* performance is scheduled for early-July, outdoor bus wrap ads will be displayed by May 1 to coincide with the May 3 online ticket sales; social media ads will begin airing on June 1.

As previously reported, Culture Shock Miami staff drew on effective strategies and feedback from the program's target audience to evaluate 2014-2015 media placement and identify the best options for the 2015-2016 cultural season. Given the program's aggressive schedule and remarkable list of performances, the campaign was launched in October 2015. The media plan includes print, online, radio, television, outdoor and social media as follows:

- Special Print Media - *Culture Shock Miami* was one of four departmental programs featured in the Miami Herald's September 13, 2015 *Season of the Arts* edition. In addition to *Culture Shock Miami*, the ad featured the South Miami-Dade Cultural Arts Center, the Miami-Dade County Auditorium and the *All Kids Included* initiative;
- Print Media (English and Spanish) - A 4-month campaign, highlighting events being presented at the height of the cultural season, with *The Miami New Times* and *Diario Las Americas* consisting of Arts and Calendar sections and special issue ads (January 2016 – March 2016, and June - July 2016);
- Online Media –
 - o A 3-month branding and event-specific campaign with *The Miami Herald* to include geographical, behavioral, contextual, site and search-retargeting. In addition to reaching new potential audience members, this new campaign will facilitate the tracking and monitoring of the audience's buying patterns;
- Radio Media – Pandora Radio, WDNA, WLRN, WHQT, WMGE event-specific advertising to air 2-weeks prior of *Culture Shock Miami Presents* and collaboration performances;
- Television Media – Airing two (2) weeks prior to *Culture Shock Miami Presents* performances are the following –
 - o 240 :30sec spots and two (2) *6 In The Mix* interviews on NBC6–WTVJ;
 - o a 10-week campaign totaling 5,576 :30sec spots to air on Comcast's English and Spanish Networks including: A&E, ABC Family, Animal Planet, Bravo, CNN, CNN Español, DIY, Discovery, Food Network, Fox News, HGTV, HLN, History, History Español, Lifetime, MSNBC, Mun2, Nick, Oxygen, Spike, TNT, TVLand, TVOne, Travel, USA;
- Outdoor Media - A 13-month campaign of 10 monthly bus wraps for buses on the Miami-Dade Transit North/Aventura and Coral Way/South Dade routes (October 2015 – September 2016); and
- Social Media - A 4-month event-specific campaign on *Facebook*, targeting *Culture Shock Miami Presents* and collaboration performances taking place at the height of the cultural season (January 2016 – March 2016 and June - July 2016).

In addition to paid advertising, *Matrix2* secured the following added-value advertising:

- NBC6-WTVJ – Ads on COZI TV, listings in "*6 in the mix*" calendar, two (2) NBC.com "page takeovers," and 200,000 digital impressions on NBC.com for desktops and mobile devices;

- Comcast - Online streaming of television ads on Comcast/Xfinity.com and FoxNews.com;
- *Outfront* Media (Outdoor) - Advertising at 11 Metrorail stations; and
- MiamiNewTimes.com - Social networking posts, sponsored events calendar listings, and ad index postings.

Arts Marketing Network - Public Relations

Culture Shock Miami staff has been working closely with *Arts Marketing Network* (public relations firm) who helped launch the program's 2015-2016 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.

As previously reported, the firm reinstated the *You Review* project. *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. *You Reviews* were conducted at the following performances:

- *Che Malambo* (February 6, 2016)
- *Step Afrika!* (February 13, 2016)
- *Ladysmith Black Mambazo* (February 26, 2016)
- *Saturday Night Fever* (March 19, 2016)
- *Companhia Urbana de Danca* (March 26, 2016)
- *Semi-Toned* (April 1, 2016)

Culture Shock Miami continues to market the program's offerings aggressively via Facebook, Twitter and Instagram. 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. As reported last month, *Culture Shock Miami* reached 10,000+ Facebook *Likes* on February 15, 2016. The program currently has 10,540 *Likes*, an increase of 59% from April 2015 (6,631).

Here are the highlights of our monthly progress:

- To date, 694 tickets have been sold for the month of April 2016;
- *Culture Shock Miami* sold out allotments of tickets to Adrienne Arsht Center's *Cuba Beat: Mambo Descarga*; Florida Grand Opera's *The Passenger*; Momentum Dance Company's *Spring Season 2016*; Pinecrest Gardens Banyan Bowl's *Doc Severinsen*; Nityananda Center's *Discovering Life Force Folkloric Dance Festival*; South Miami-Dade Cultural Arts Center's *BodyTraffic*; and Vizcaya Museum and Gardens.
- A total of 1,276 tickets was sold for the month of March 2016, representing an increase of 81% from March 2015 sales (702).
- Our e-mail list currently has 7,845 subscribers.

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