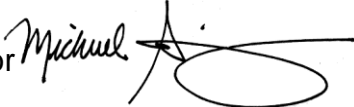


Date: June 17, 2015

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 155 events available to its target audience during the first nine (9) months of the 2014-2015 fiscal year. To date, 8,167 tickets have been sold for the first nine (9) months of the current cultural season. In addition, 2,005 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 10,172. This represents an increase of 13% from the first nine (9) months of the 2013-2014 cultural (9,000) 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 Performing Arts Network, and SMDCAC. 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.

As reported last month, *Culture Shock Miami* will co-present *Chicago Repertory Ballet* on the main stage of SMDCAC on July 25. Hailed by the *Chicago Tribune* as "wonderfully dramatic," *Chicago Repertory Ballet* has established its unique voice in today's dance with its dedication to contemporary choreographic voice and incomparable storytelling. Summer performances are presented in an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the slower summer months. In addition to the \$5 *CultureShockMiami.com* student ticket-rate, tickets are available to the general public at a cost of \$25-\$30 on the Center's website (SMDCAC.org).

As previously reported, *Culture Shock Miami's* 10th season offered eight (8) special performances spanning different arts disciplines. Three performances were 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 were 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 were 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 anticipation of the program's summer activities, *Matrix2 Advertising* is working closely with *Culture Shock Miami* and SMDCAC staff to develop and implement a media plan for the promotion of the July 25 co-presentation of *Chicago Repertory Ballet*. *Culture Shock Miami*, SMDCAC, and *Matrix2* staff met last month to discuss and review current media plans and to make necessary adjustments to effectively promote the mid-summer performance. While the revised plan mirrors the media plan implemented at the beginning of the 2014-2015 cultural season, minor changes have been made during the months of June and July to reduce *Culture Shock Miami's* generic brand ads in order to highlight performance-specific ads and effectively promote the July 25 presentation. These changes will be reflected in online, radio, outdoor and television advertising.

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* and *Culture Shock Miami* staff met last month to discuss summer plans, particularly the promotion of the July 25 presentation of *Chicago Repertory Ballet* and the coordination of additional *Inside Stories* for the following institutions: ZooMiami (June), Loew Art Museum (August), Miami City Ballet (September). *Inside Stories* highlight 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.

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 continues its *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. 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), *Dranoff 2 Piano: Bang The Ivories* (3/25/15), and *Ballet Memphis* (4/25/15).

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. 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 7,126 fans, an increase of 143% from June 2014 (2,934).

Here are the highlights of our monthly progress:

- A total of 481 tickets was sold for the month of May 2015;
- To date, 103 tickets have been sold for the month of June 2015;
- Our e-mail list currently has 7,031 subscribers.

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