


**Date:** August 20, 2014

**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 programming offerings for the 2013-2014 season, with more than 290 events available to its target audience. To date, 7,613 tickets have been sold for the first 11 months of the 2013-2014 cultural season. In addition, 2,259 students have been reached through free outreach performances and workshops organized in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center, bringing the program's 2013-2014 reach to a total of 9,872.

In an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the summer months, *Culture Shock Miami* collaborated with the Adrienne Arsht Center for the Performing Arts on their presentation of *H2OMBRE: Brave The Elements*, a 360-degree alternate universe experience comprised of heart-pumping electronic music, aerial acrobatics, extravagant visuals, and more than 6,000 gallons of water per show. As a collaborator, *Culture Shock Miami* initially received 400 tickets for the run of the show. Given the success of the marketing campaign, an additional 100 tickets were made available to the program. *Culture Shock Miami* has sold out the allotment of the first 400 tickets. The additional 100 tickets were released on August 7<sup>th</sup> on *CultureShockMiami.com* and are expected to sell out.

The goal of this collaboration was to utilize innovative marketing strategies targeting young adults to promote an exciting Miami premiere. In addition to the program's ongoing marketing campaign, *Culture Shock Miami* staff worked with *Matrix2 Advertising* to implement a special campaign to market the performances of *H2OMBRE*. The following strategies were implemented:

- Creation of print and electronic promotional materials to be used at *Second Saturday Art Walks* in Wynwood –
  - Large-scale outdoor video projection;
  - Tear-away posters to be displayed and picked-up by attendees; and
  - Two-sided mobile billboard (10ft X 22ft) the weeks of July 17-21 and August 7-11;
- Online media advertising at *MiamiNewTimes.com*, and consecutive print ads in *The Miami New Times* one (1) week prior to the opening of the show; and
- Two (2) months campaign (July and August 2014) on Miami-Dade Transit buses - 10 buses along the Central and South Miami-Dade routes.

In addition, the program's public relations firm, *Arts Marketing Network*, interviewed Scott Shiller, Executive Vice-President of the Arsht Center, to create a promotional video and provide *Culture Shock Miami* audiences a special, behind the scenes look at this summer's hottest show. The *Inside Story* is featured on *YouTube*, *Vimeo*, *Facebook* and *CultureShockMiami.com*.

*Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations for the summer months of the 2013-2014 cultural season. To date, commitments have been received from Adrienne Arsht Center for the Performing Arts and

Miami-Dade County Auditorium. 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, Miami Museum of Science, Museum of Contemporary Art, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

*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 currently has 3,831 fans.

We are happy to report that *ArtsburstMiami.com* writer, Rebekah Lanae Lengel, interviewed *Culture Shock Miami* staff member, Gerry Landreth, for the article *Culture Shock Miami Brings Cheap Tickets and Love of the Arts to Youth*. Featured in the Sunday, August 8<sup>th</sup> edition of the *Miami Herald's Tropical Life* section, the piece highlighted the program's achievements since its inception in 2004, and its benefits to Miami-Dade's youth. In addition, the article promoted the 2014-2015 *Culture Shock Miami*-produced performances. The article can be viewed at - [www.miamiherald.com/2014/08/10/4281340/culture-shock-miami-brings-cheap.html#storylink=cpy](http://www.miamiherald.com/2014/08/10/4281340/culture-shock-miami-brings-cheap.html#storylink=cpy)

Here are the highlights of our monthly progress:

- To date, 415 tickets have been sold for the month of August 2014.
- A total of 541 tickets was sold for the month of July 2014.
- Our e-mail list currently has 7,475 subscribers.

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