


Date: October 21, 2015

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

Culture Shock Miami closed out the 2014-2015 season with ticket sales totaling 10,055. In addition, 2,005 students were 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 (SMDCAC), bringing the program's 2014-2015 reach to a total of 12,060. This represents an increase of 16% over the FY 2013-2014 program reach (10,382).

We are happy to report that 2015-2016 represents *Culture Shock Miami's* 11th season. In continuing *Culture Shock Miami's* special partnership with SMDCAC, *Culture Shock Miami* launched its 2015-2016 season by co-sponsoring SMDCAC's 5th Anniversary Season Kick-Off *Backyard Bash*. Held on the concert lawn of SMDCAC on October 10th, the free outdoor concert featured Big Bad Voodoo Daddy, Hot 8 Brass Band, Aaron Lebos, and DJ Le Spam. The family-friendly event provided an opportunity for South Miami-Dade residents to learn more about *CultureShockMiami.com* and SMDCAC, their upcoming season offerings and performances, and outreach activities available to students and the community-at-large.

This season, the program is increasing its presentations from eight (8) performances presented in 2014-2015, to ten (10) 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. Two (2) performances are being produced as part of the *Culture Shock Miami Presents* series – *BLAZE* (February 2016), and a summer show presentation currently being negotiated. The additional eight (8) performances will be presented in collaboration with SMDCAC, MDCA, and AHCAC. They include: the free season kick-off *Backyard Bash* (October 2015 - SMDCAC), *Streb Extreme Action Company: Forces* (January 2016 - SMDCAC), *Step Afrika* (February 2016 - SMDCAC), *Ladysmith Black Mambazo* (February 2016 - SMDCAC), Savion Glover and Jack DeJohnette (March 2016 – AHCAC), *Global Fest* (February - SMDCAC), and Broadway's *Saturday Night Fever* (March 2016 – SMDCAC), and *Compañía Urbana de Danza* (March 2016 - MDCA). All performances were placed on sale at the end of September. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and admission tickets for the general public are available on the collaborative partners' websites.

As of October 1st, more than 116 performances have already been made available to the program's target audience for the 2015-2016 fiscal year. *Culture Shock Miami* staff is working with cultural organizations to renew and recruit ticket donations for the 2015-2016 cultural season. To date, commitments have been received from the Adrienne Arsht Center, Arts Ballet Theatre, Dance Now! Ensemble, FilmGate, Mainstreet Playhouse, Miami City Ballet, Orchestra Miami, South Miami-Dade Cultural Arts Center, and University of Miami's *Festival Miami*. 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.

Matrix2 Advertising - Marketing

Department staff met with staff from *Matrix2 Advertising* to discuss and implement a media plan for the 2015-2016 cultural season. Staff members 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 new campaign was launched in October. 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 July 2016);
- Online Media –
 - A 13-month branding campaign with *The Miami New Times* consisting of online banners, reskins, special text messaging, mobile calendar, e-newsletter banners and listings, dedicated e-blasts, and social network posts, and mobile audio and video banners (September 2015 – September 2016);
 - A 12-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 –
 - 240 :30sec spots and two (2) *6 In The Mix* interviews on NBC6–WTVJ;
 - 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 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 continues to work 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.

In addition, the firm will continue 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.

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

- October 10 - *Backyard Bash* at SMDCAC
- October 16 - *Combinado Argentina de Danza* at Caleb Auditorium
- October 16 - Chamber South *Principals' Breakfast* at SMDCAC
- October 22 - Ammonds Middle School Theater Etiquette Workshop at SMDCAC

In addition, *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. The program's Facebook Fan page currently has 8,458 fans, an increase of 78% from October 2014 (4,756).

Here are the highlights of our monthly progress:

- To date, 472 tickets have been sold for the month of October 2015.
- A total of 198 tickets was sold for the month of September 2015.
- Our e-mail list currently has 6,865 subscribers.

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