

**Date:** December 16, 2015

**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 2015-2016 represents *Culture Shock Miami*'s 11<sup>th</sup> season and the program continues to expand its programming offerings for 2015-2016. To date, 1,663 tickets have been sold for the first three months of the 2015-2016 cultural season. In addition, 3,262 students and teachers have been reached through free outreach performances and workshops in collaboration with Arthur & Polly Mays Conservatory of the Arts, Caleb Auditorium, Miami-Dade Public School System's *Cultural Passport Program*, and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 4,925.

As of October 1<sup>st</sup>, more than 110 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 Actors' Playhouse, Adrienne Arsht Center, Miami City Ballet, Miami-Dade County Auditorium, MusicALL Orchestras, New World Symphony, North Miami Community Band, Orchestra Miami, Peter London Global Dance Company, Pinecrest Gardens Banyan Bowl, South Miami-Dade Cultural Arts Center, and Thomas Armour Youth Ballet. 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* will present 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. Two (2) performances are being produced as part of the *Culture Shock Miami Presents* series – *Che Malambo* (February 2016) and a summer show presentation currently being negotiated. The additional performances are being 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), Savion Glover and Jack DeJohnette (March 2016 – AHCAC), *GlobalFEST* (March 2016 - SMDCAC), 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.

In continuing *Culture Shock Miami*'s special partnership with venues managed by the Department of Cultural Affairs, the program expanded its collaboration efforts with the Caleb Auditorium and Miami-Dade County Auditorium to include free, daytime student performances. This outreach initiative consists of four (4) performances aimed at presenting high quality art performances to middle and high students through the Miami-Dade County Public School *Cultural Passport Program*. They include: *Combinado Argentino de Danza* (Caleb Auditorium / October 2015– 886 students reached); *Hispanic Flamenco Ballet* (Caleb Auditorium / December 2015 – 1,920 students reached); Camille A. Brown & Dancers (February 2016); *Compañía Urbana de Danza* (March 2016). *Culture Shock Miami* staff will

take advantage of those presentations to raise awareness about the program and distribute promotional materials to the attendees.

### Matrix2 Advertising - Marketing

As reported last month, Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed 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 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 July 2016);
- Online Media –
  - 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 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.

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:

- November 9 – Rennie Harris Intensive Masterclass at Arthur & Polly Mays Conservatory of the Arts
- December 11 – *Hispanic Flamenco Ballet* at Caleb Auditorium

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 9,003 fans, an increase of 56% from December 2014 (5,754).

Here are the highlights of our monthly progress:

- To date, 387 tickets have been sold for the month of December 2015.

- *Culture Shock Miami* sold out allotments of tickets to Miami City Ballet's *The Nutcracker* (11 performances); Peter London Global Dance Company's *Dance/ing Under the Mistletoe* (2 performances); Pinecrest Gardens Banyan Bowl's *Maria Rivas Home for the Holidays*; and Thomas Armour Youth Ballet's *The Nutcracker*.
- A total of 654 tickets was sold for the month of November 2015.
- Our e-mail list currently has 7,999 subscribers.

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