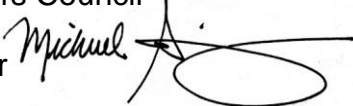


Memorandum



Date: April 15, 2020
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

Effects of COVID-19 on Culture Shock Miami –

- 760 tickets refunded (March and April 2020).
- *Culture Shock Miami (CSM) Presents* and Co-Presentation with South Miami-Dade Cultural Arts Center (SMDCAC):
 - March 14, 2020 - *The Color Purple* (SMDCAC Co-Pro - Cancelled)
 - March 15, 2020 - *The Color Purple* (SMDCAC Co-Pro - Cancelled)
 - April 3, 2020 - enra: *DREAMS* (CSM Presents - Postponed)
 - April 25, 2020 – *SPEAK*: Leela Dance Collective (SMDCAC Co-Pro – Cancelled)
- Cultural Partners’ Performance Cancellations and/or Off-Sale -
 - 43 Performances (March 2020)
 - 36 Performances (April 2020)

CSM Website Traffic -

CSM Website Pageviews (First 3 Days of Month)	2020	2019	%
April	1,313	4,000	-67%
March	6,411	3,875	+65%
February	5,132	3,939	+30%
January	5,957	3,675	+62%

CSM Website Monthly Pageviews	2020	2019	%
March	21,467	39,300	-45%
February	39,301	31,332	+25%
January	39,427	32,765	+20%

Culture Shock Miami’s (CSM) Response to COVID-19

Launch of [Online Experiences](#) on CultureShockMiami.com on March 24, 2020

- Curated list of virtual tours and exhibitions, online performances, and on-demand resources.

Between the weeks of March 17-23 and March 24-30, coinciding with the launch of *Online Experiences*, website traffic witnessed -

- 150% increase in online cultural engagements listed (from 30 to more than 75);
- 305% increase in unique active sessions (from 513 to 2,077);

- 291% increase in users (from 423 to 1,655); and
 - 160% increase in pageviews (from 1,122 to 2,916).
 - 627 active sessions on March 25 (day following *Online Experiences* launch), the highest number of sessions for March 2020.
- Online activities are sorted by disciplines including Auditions and Classes, Dance performances, Films, Museums and Visual Arts, Music and Theatre, Reading, Writing, and Culture, and Useful Resources.
 - Cultural partners include: Arts Ballet Theatre of Florida, Coral Gables Art Cinema, Fairchild Tropical Botanic Garden, Florida Grand Opera, HistoryMiami, Institute of Contemporary Art (ICA) Miami, Miami-Dade County Parks, Recreation and Open Spaces, Miami Symphony Orchestra, New World Symphony, O Cinema, Pérez Art Museum Miami (PAMM), Seminole Theatre, The Bass, Viernes Culturales, Vizcaya Museum and Gardens, and ZooMiami.
 - Offering online activities by arts organizations in other parts of the country, including Alvin Alley American Dance Theater, Broadway World, National Public Radio's (NPR) Tiny Desk Series, and The Metropolitan Opera.
 - In addition to staff research, cultural organizations are encouraged to submit information via a newly created submission form.
 - *Beber Silverstein Group* Public Relations secured coverage for Online Experiences in following media outlets:
 - Artburst Miami
 - Community Newspapers
 - Culture Crusaders
 - Florida Trend
 - Miami Herald
 - Miami On The Cheap (social media)
 - Miami Today
 - Sun Sentinel
 - The New Tropic

Please be sure to visit the newly created *Online Experiences* at www.CultureShockMiami.com.