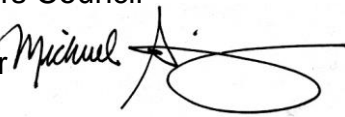


# Memorandum



**Date:** April 17, 2019

**To:** Members, Cultural Affairs Council

**From:** Michael Spring, Director 

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

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Last month, the [Culture Shock Miami](#) website was updated with a mobile-first design. Based on direct feedback from the program's target audience and its student advisory board, staff worked closely with web developers to modify the look and feel of the site to provide a seamless experience for use on mobile devices, as well as desktops. In addition to facilitating mobile device-based ticket purchases, the updates include new content sections that highlight various resources available to teens/young adults, the cultural community, educators, and the general public.

## **2018-2019 Season Update**

- *Culture Shock Miami* partnered with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor two (2) presentations this month, totaling four (4) performances. The sponsored performances included:
  - Ballet Hispánico (April 6, Mainstage) – In addition to the public performance, 353 students attended the free school-sponsored performance.
  - *RENT* – The Musical (April 13 & 14, Mainstage) – 100% of ticket allotment sold to the two (2) performances, totaling 300 tickets.
- Culture Shock Miami staff and student council president visited Florida International University's (FIU) Maitique Campus for a presentation to students of the *Honors College*. Staff spent approximately two (2) hours with Professor John Bailly and his students to discuss the program and to take the opportunity to get a better understanding of arts activities and marketing strategies that appeal to college students. The visit proved to be very successful and will be followed up by future discussions on how to expand a collaboration between Culture Shock Miami and the FIU *Honors College*.
- Program staff collaborated with local youth organization, Preserving Archiving & Teaching Hip Hop (PATH), to coordinate activities for their Spring Break camp attendees. Centered around the organization's *Our Story* project, this engagement led the group to a weeklong exploration of Miami cultural organizations including part of the Art in Public Places collection in Downtown Miami, the Pérez Art Museum Miami, and an in-depth visit to Miami City Ballet.
- To date, the *Culture Shock Miami Presents* series has sold a total of 2,209 tickets this season, representing 87% of available tickets.
- Program Updates
  - 5,502 patrons reached during the second quarter of the 2018-19 season;
  - Total of 1,687 tickets sold in March 2019;
  - 7,929 unique website visitors (month of March), of which 56% were new visitors and 44% were returning visitors;
  - 866 tickets sold to date (April 2019)

- Marketing and Public Relations Firms
  - **Matrix2 Advertising - Marketing**
    - Implementing media campaign to promote the presentation of *In To America* at Miami-Dade County Auditorium on May 10. Campaign includes dedicated eblasts and digital banners via Miami Herald, and WLRN online; Facebook, Instagram, and YouTube ads; and a social media retargeting campaign to reach patrons who have visited the program's website or who are existing patrons of Culture Shock Miami, based on their previous internet actions.
  - **Beber Silverstein Group - Public Relations**
    - Coordinating a public relations campaign centered around the presentation of *In To America*, including distribution of press release, developing pitch angles and contacting media outlets - Miami Herald, ArtBurst Miami, WLRN, Diario Las Americas, El Nuevo Herald, Miami ArtZine, local television stations (PBS, CBS, NBC, Fox, ABC and The CW), as well as local Spanish channels (Univision, MegaTV, America TeVe and Telemundo).
    - Secured program staff as presenter for the Brickell-Miami Rotary Club, that led to additional possible collaborations with CitiYear and The Boys and Girls Club mentoring program.

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