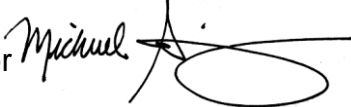


Date: December 17, 2014

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

We are happy to report that *Culture Shock Miami* continues to expand its programming offerings for the 2014-2015 season, with more than 70 events available to its target audience during the first quarter of the 2014-2015 fiscal year. To date, 1,789 tickets have been sold for the first quarter of the 2014-2015 cultural season. In addition, 672 students have been reached through a free outreach performance and workshop in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 2,461.

Culture Shock Miami staff continues to work with cultural organizations to renew and recruit ticket donations for the 2014-2015 cultural season. To date, commitments have been received from Actors' Playhouse, Adrienne Arsht Center, Arts Ballet Theatre, Buskerfest Street Music Festival, Chopin Foundation, Coral Gables Museum *Gallery Night Live*, Dance Now Ensemble, Deering Estate at Cutler, Florida Grand Opera, Gablestage, Miami City Ballet, Miami-Dade County Auditorium, Murray Dranoff Foundation, Rhythm Foundation, South Florida Lindy Collective, South Miami-Dade Cultural Arts Center, The Cleveland Orchestra, Thomas Armour Youth Ballet, Viewing Vizcaya Film Series, and Vizcaya *Walking Tours*. 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, Lowe Art Museum, Miami Children's Museum, Miami Museum of Science, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

In continuing with *Culture Shock Miami's* 10th season celebration and its special partnership with SMDCAC, the program will present *The StepCrew*, an unbelievable performance bringing together three styles of exhilarating dance forms – Ottawa Valley stepdance, Irish stepdance, and Tap. With virtuosic dancers and musicians, this cast of outstanding talent takes its audience on a dance journey as champions in their respective art forms, displaying the amazing similarities and differences among these three captivating styles. In addition, *The StepCrew* boasts three world-class fiddlers backed by an amazing five-piece ensemble comprised of some of the most talented and respected musicians in the Celtic music scene today. *The StepCrew* will perform on the mainstage of SMDCAC on January 23, 2015. In addition to the \$5 *Culture Shock Miami* student-rate tickets, a limited number of tickets are available to the general public, at a cost of \$15-\$35, at SMDCAC.org.

As reported last month, *Culture Shock Miami's* 10th season offers eight (8) special performances, spanning different arts disciplines. Three performances are being produced as part of the *Culture Shock Miami Presents* series – *The Intergalactic Nemesis: Target Earth* (October 2014), *The StepCrew* (January 2015), and *Ballet Memphis* (April 2015). The additional five (5) performances are being presented in collaboration with SMDCAC. They include: the sold-out free season kick-off *Backyard Bash* (October 2014), *Soledad Barrio and Noche Flamenca* (November 2014), *The Improvised Shakespeare Company* (February 2015), *Peking Acrobats* (February 2015), and *Mummenschanz* (February and March 2015). All performances were placed on sale in September. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and general admission tickets to all performances are available on SMDCAC.org.

Matrix2 Advertising - Marketing

As instructed last month, Department staff is working with *Matrix2 Advertising* to discuss and explore Spanish media options for *Culture Shock Miami*. *Matrix2* has drafted a proposal that will be presented to Department staff in mid-December. A detailed report will be presented to the Council at the January 2015 meeting.

Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed for the 2014-2015 cultural season. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2013-2014 media placement and identify the best options for the 2014-2015 cultural season. Given the program's aggressive schedule and remarkable list of performances, the new campaign was launched in September. The media plan includes print, online, radio, outdoor media, and television advertising as follows:

- Special Print Media - *Culture Shock Miami* was one of four departmental programs featured in the Miami Herald's September 21, 2014 *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 - A 12-month campaign with *The Miami New Times* consisting of Arts and Calendar sections and special issue ads (October 2014 – September 2015);
- Online Media - A 13-month 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 2014 – September 2015);
- Radio Media – WLRN advertising to air 1-week prior of *Culture Shock Miami Presents* performances and SMDCAC collaboration performances;
- Television Media – Airing two (2) weeks prior to *Culture Shock Miami Presents* performances are the following - 172 :30sec spots and four (4) *6 In The Mix* interviews to air on NBC6–WTVJ; 194 :30sec spots and :15sec snipes to air on The CW-WSFL; and 288 :30sec spots to air on Comcast stations; and
- 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 2014 – September 2015).

In addition to paid advertising, *Matrix2* secured the following added-value advertising:

- Comcast - Online streaming of *Intergalactic Nemesis* television ad on Comcast/Xfinity products: ESPN.com, Xfinity.com, XfinityTV.com, and XfinityTV Player App;
- CBS Outdoor - Advertising at 11 Metrorail stations;
- NBC6 - 600,000 online/mobile banner impressions; and
- MiamiNewTimes.com - Social networking posts, sponsored events calendar listings, and ad index postings.

Arts Marketing Network - Public Relations

Department staff has been working closely with *Arts Marketing Network* (public relations firm) who helped launch the program's 2014-2015 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 has resumed the "You Review" project of interviewing *Culture Shock Miami* ticket buyers at performances to create video reviews of the events available through the program. With "You Review" students are asked to provide a critique of the performance/event attended. The reviews are posted on *YouTube*, Vimeo's *CSM-TV*, Facebook and on *CultureShockMiami.com* to provide a student's perspective on arts performances. The most recent "You Review" highlighted *The Intergalactic Nemesis* (10/11/14) and *Soledad Barrio and Noche Flamenca* (11/14/14).

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 22 – Honey Shine (girl mentoring program) visit to SMDCAC;
- December 6 – MDCPS District Thespian Outreach at SMDCAC; and
- December 16 - Miami-Dade County Youth Art Speaks Showcase at the Stephen P. Clark Center.

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 continues to receive more "Likes." It currently has 5,754 fans, an increase of 227% from December 2013 (1,758).

Here are the highlights of our monthly progress:

- To date, 190 tickets have been sold for the month of December 2014.
- A total of 824 tickets was sold for the month of November 2014. This represents an increase of 53% from November 2014 ticket sales (539).
- Our e-mail list currently has 7,079 subscribers.

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