

Memorandum



Date: December 20, 2017

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

- Monthly Progress –
 - November 2017 - 1,135 tickets sold; 38% increase from November 2016 (824)
 - December 2017 - 874 tickets sold to date
 - 13,729 newsletter subscribers
 - 10,098 unique website visitors
 - 8,758 new users to CultureShockMiami.com
- #CultureGiving Campaign – December 13 through 24
 - Encourage patrons to gift “the gift of culture” this holiday season and purchase tickets between December 13 and 24 to be automatically entered to win four (4) tickets to TAO: *Drum Heart* in March 2018.
- *Culture Shock Miami Presents* - Season 13 in partnership with Miami-Dade County Auditorium (MDCA) and South Miami-Dade Cultural Arts Center (SMDCAC)
 - STREB – SMDCAC, January 2018
 - *Darius & Twig* – SMDCAC, January 2018
 - BalletBoyz - SMDCAC, February 2018
 - Pilobolus’ *Shadowland* – SMDCAC, February 2018
 - Slow Burn Theatre’s *Disaster! A ‘70s Disaster Movie Musical!* – SMDCAC, March 2018
 - Dance Theatre of Harlem – SMDCAC, March 2018
 - TAO *Drum Heart* - SMDCAC, March 2018
 - *The Other Mozart* - SMDCAC, April 2018
 - Mandy Harvey (*AKI Festival 2018*) - SMDCAC, May 2018
 - Season launched on September 12, 2017, presenting a total of 10 artists and 22 performances.
- In an effort to attract more teens, the 34th *Miami Book Fair* collaborated with *Culture Shock Miami* on the following -
 - @CultureShockMia Instagram take-over by *National Book Award* finalist and author of *American Street*, Ibi Zoboi, during the promotional tour of her young adult book in Detroit, MI;
 - Culture Shock Miami booth at the Street Fair;
 - Student Advisory Board Member, Alexa Martinez, served as Host and Introducer of the Young Adults program on November 18.
- Marketing & Public Relations
 - Marketing – *Matrix2 Advertising*
 - Designed two campaigns: a *Miami New Times* ad for 12 Days of #CultureGiving, and a Facebook ad for STREB on January 20 and 21, 2018
 - Transitional period – completed new solicitation process for marketing and public relations services. Given the County’s *Cone of Silence* which prohibits any communication regarding the solicitation process, a complete report will be provided to

the Cultural Affairs Council once the Mayor issues a written recommendation for the selected firms and the cone is lifted.

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