

Date: December 19, 2018
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

2018-2019 Season Update

- *Culture Shock Miami* has partnered with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor performances of Dance Theatre of Harlem (January 2019). Tickets were released for sale on CultureShockMiami.com on November 6. To date, the program has sold approximately 30% of its ticket allotment. In addition to the public performances, *Culture Shock Miami* is sponsoring the presentation two (2) school performances also being presented at SMDCAC.
- *Culture Shock Miami* is collaborating with All Kids Included and SMDCAC to sponsor a free, public performance of international break-dance crew *Ill-Abilities* at the May 2019 *All Kids Included Festival*. Led by Montreal-based performer and motivational speaker, Luca “Lazylegz” Patuelli, the group is comprised of an all-star team of differently-able dancers whose goal is to show the world that anything is possible. Presented in November in collaboration with Arts4All Florida’s A New Definition of Dance three-city tour, their empowering message, *No Excuses No Limits*, and barrier-breaking dancing abilities, truly resonated with the Miami-Dade audience. [Photos](#) & [Promotional Video](#).
- Monthly Progress
 - 614 tickets sold to date (December 2018)
 - Total of 1,070 tickets sold in November 2018
 - 7,113 unique website visitors (month of November)
- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - Working on social media campaign to promote the January 26 and 27 presentation of Dance Theatre of Harlem at SMDCAC. Campaign will include a series ads of static images and videos on Facebook, Instagram, and YouTube; and a social 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**
 - Coordinated public relations efforts for a campaign centered around *Holiday Gift of Arts*, including distribution of press release and fielding media inquiries. While promoting the Department’s mission, its cultural facilities, and *Culture Shock Miami*, the campaign encourages Miami-Dade County residents to purchase and offer tickets to cultural events as holiday gifts.

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