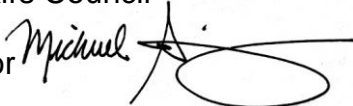


**Date:** January 16, 2019  
**To:** Members, Cultural Affairs Council  
**From:** Michael Spring, Director   
**Subject:** *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

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## 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 more than 50% of its ticket allotment. In addition to the public performances, *Culture Shock Miami* is sponsoring two (2) school performances also being presented at SMDCAC.
- Culture Shock Miami staff attended the 2019 Association of Performing Arts Presenters (APAP) Conference in New York, January 4-8. APAP is the national service, advocacy and membership organization for the performing arts presenting field. Their annual conference continues to be a great resource for staff's professional development. In addition to being the largest global performing arts marketplace to meet artist representatives and field partners, the conference also provides audience building and community engagement resources, as well as performance showcases that inspire and help formulate future seasons of *Culture Shock Miami Presents*. Previous artist and/or performance showcases that have led to presentations and sponsorships by *Culture Shock Miami Presents* include Black Violin, STREB, TAO: *Drum Heart*, The Other Mozart, and the program's current season which includes *Turning 15 on the Road to Freedom*, Dance Theater of Harlem, Mayumana: *Currents*, and *In to America*.
- Monthly Progress
  - 823 tickets sold to date (January 2019)
  - Total of 1,179 tickets sold in December 2018
  - 5,460 unique website visitors (month of December), of which 57.4% were new visitors and 42.6% were returning visitors
- 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 Facebook, Instagram, and YouTube ads; 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**
    - Coordinating public relations efforts for a campaign centered around the program's presentation of Mayumana's *Currents* in February 2019, including distribution of press release and fielding media inquiries.

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