

Memorandum



Date: July 19, 2017

To: Members, Cultural Affairs Council

From: Michael Spring, Director

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

We are happy to report that 2016-2017 represents *Culture Shock Miami*'s 12th season and the program continues to expand its programming offerings. To date, 11,899 tickets have been sold for the 2016-2017 cultural season. To date, this represents an increase of 11% from 2015-2016 sales (10,767). In addition, 4,502 students, campers and teachers have been reached through free outreach performances and workshops in collaboration with Miami Arts Studio 6-12 Magnet School at Zelda Glazer, Caleb Auditorium, FundArte, Miami-Dade Public School System's *Cultural Passport Program*, and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 16,401.

As of October 1st, more than 495 performances have been made available to the program's target audience. *Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit cultural season ticket donations for the remainder of the 2016-2017. To date, commitments have been received from Adrienne Arsht Center, Area Stage at the Riviera, Antiheroes Project, Black Archives History and Research Foundation of South Florida, Coral Gables Art Cinema, Coral Gables Congregational Church, Coral Gables Museum, Florida International University's *Alternative Theatre Festival*, Miami-Dade County Auditorium, Main Street Players, Miami Music Festival, PATH HipHop Summer Academy, Rhythm Foundation, South Miami-Dade Cultural Arts Center, and Teatro Avante. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, Gold Coast Railroad Museum, HistoryMiami, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

In addition, we are happy to report that as of May 2017, the Phillip and Patricia Frost Museum of Science renewed its partnership with *Culture Shock Miami* to coincide with the grand opening of its newly completed facility in Museum Park. An allotment of 350 tickets per month is being made available for sale on CultureShockMiami.com. *Culture Shock Miami* was featured in the Miami New Times' May 17 article by Jonathan Kendall, [How to Get Into the New Frost Science Museum for Cheap – or Free](#). As a result of the article, the program's website received over 2,500 visits during the month of May, overall website traffic increased by 117% and first time visitors to the website increased by 166%. Given the demand for museum tickets during the summer months, particularly the Frost Museum of Science, the program's website witnessed on July 1 a total of 1,094 visitors and 763 tickets were sold. As with other museums, Frost Museum tickets are on sale for 2-for-\$5 and the allotment of tickets are replenished on a monthly basis.

As previously reported, the program increased its presenting activities from 10 performances in 2015-2016, to 13 special performances and engagements spanning different arts disciplines during the 2016-2017 season. In addition to SMDCAC, the program collaborated with the Department's *All Kids Included* initiative, and co-presented with Miami-Dade County Auditorium (MDCA) and local, multidisciplinary organization, *FUNDarte*, to increase its programming and broaden its audience reach. This season includes: the season kick-off *Backyard Bash* (October 2016 - SMDCAC); All Kids Included's *A New*

Definition of Dance (October 2016 – New World School of the Arts, Caleb Auditorium, and MDCA); Casa Patas' *Los Silencios del Baile* (November 2016 – MDCA / FUNDarte); *Limón Dance Company* (November 2016 - SMDCAC); *Adam Trent: A New Generation of Magic*, and *Aspen Santa Fe Ballet* (January 2017 – SMDCAC); *Vocalosity*, *The Mayhem Poets*, and *The Peking Acrobats* (February 2017 - SMDCAC); *Taj Express* and *Momix Dance Company* (March 2017 - SMDCAC); *DrumLine Live* (April 2017 - SMDCAC); and Manual Cinema's *Lula del Rey* (April 2017 – SMDCAC). As previously reported, all performances were placed on sale in mid-September 2016. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and admission tickets for the general public are available on the collaborative partners' websites.

In an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the summer months, *Culture Shock Miami* collaborated with the South Miami-Dade Cultural Arts Center to co-present Miami's newest critically acclaimed contemporary ballet company on the mainstage of SMDCAC. On July 8, Dimensions Dance Theatre in Miami performed *Fievre (Fever): A Night of Summer Ballet*, a collection of ballets to turn up the summer heat, including three sizzling Miami premieres. In addition to the public performance, *Culture Shock Miami* sponsored a special, free matinee performance on July 7 to camps around Miami-Dade County. More than 900 campers from 13 Miami-Dade County-based summer camp sites attended the performance. Tickets were put on sale on June 6, 2017 on *CultureShockMiami.com*. In addition to the \$5 *Culture Shock Miami* student-tickets, tickets were made available to the general public at SMDCAC.org, at the cost of \$25-\$45.

Matrix2 Advertising - Marketing

Matrix2 Advertising recruited *5Four Digital*, a digital marketing strategy firm, to implement comprehensive tracking and reporting mechanisms through Facebook and Google Analytics, to measure the effectiveness of digital marketing efforts for *Culture Shock Miami*. In addition to tracking website behavior, this enhanced feature will measure "lead-to-sale" conversions – from initial marketing campaign to website visit to ticket purchase.

As previously reported, Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the program's 2016-2017 media plan. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2015-2016 media placement and identify the best options for the 2016-2017 cultural season. In addition, program staff evaluated patrons' initial response and ticket purchase patterns following the mid-September 2016-2017 season launch to: 1) determine overall interest in upcoming performances; 2) identify which performances may require additional marketing dollars to encourage ticket sales; and 3) finalize the media plan and secure media buys. Given the program's aggressive schedule and remarkable list of performances, the new campaign was launched in October 2016. The media plan includes digital, print, radio, television, outdoor and social media as follows:

- Digital Media (English and Spanish) – A comprehensive 6-month performance-specific campaign to include digital ads on *Big1059.ihart.com*, *MiamiHerald.com*, *ElNuevoHerald.com*, *MiamiNewTimes.com*, and *Pandora.com* (October 2016 – April 2017);
- Print Media (Spanish) - A 3-month campaign, comprised of generic brand and performance-specific ads, targeting Miami-Dade's Hispanic community with *Diario Las Americas* (November 2016, January 2017, and March 2017);

- Radio Media – *WHQT-HOT105* and *101.5-LiteFM* performance-specific advertising to air 2-weeks prior to performances with large appeal to urban/contemporary communities and adult-parents with children in the program's age-range;
- Television Media – This season, program staff decided to maintain a very light presence on Cable TV, particularly for the presentation of illusionist, Adam Trent's *A New Generation of Magic*, airing :30sec spots two (2) weeks prior to the performance on the following networks: A&E; Discovery; Family, FOOD, History, Nick, Lifetime and TNT;
- Outdoor Media –
 - CBS Outdoor - A 12-month campaign of 10 monthly bus wraps for buses on the Miami-Dade Transit North/Aventura and Coral Way/South Dade routes (October 2016 – September 2017). In addition to paid advertising, *Matrix2* secured added-value advertising for additional brand exposure at 11 Metrorail stations; and
- Social Media - A 12-month performance-specific campaign on *Facebook* featuring generic brand ads and ads highlighting all 1 performances scheduled for the 2016-2017 season (October 2016 – September 2017).

Arts Marketing Network - Public Relations

Culture Shock Miami staff continues to work closely with *Arts Marketing Network* (public relations firm) who helped launch the program's 2016-2017 cultural season. *Arts Marketing Network* staff developed and continues to implement innovative methods that help raise awareness about the program. They include:

- Drafting press releases and coordinating their release to various media outlets;
- Pitching general and online media outlets based on articles and story lines from the program's newsletter;
- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami* performances and activities;
- 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 is continuing its *You Review* project. *You Reviews* provide *Culture Shock Miami* ticket buyers the opportunity to review, critique, and share with their peers the experience of attending a live arts performance directly after the performance. To date, the 2016-2017 cultural season *You Reviews* include: *A New Definition of Dance* (10/26-27/2016), *Los Silencios del Baile* (11/5/2016), *Limon Dance Company* (11/19/2016), *Act of God* (12/04/16), and Seraphic Fire Holiday Concert: *On Winter's Night* (12/16/16), Adam Trent: *A New Definition of Magic* (1/21/17), *Aspen Santa Fe Ballet* (1/28/17), *Vocalosity* (2/3/17), *Piano Slam* at Arsht Center (2/16/17), *Peking Acrobats* (2/25/17), and *Taj Express* (3/5/17), *MOMIX Dance Company* (3/19/17), *Drumline Live* (4/1/17), *Manual Cinema's Lula Del Rey* (4/29/17), and *Dimensions Dance Theatre in Miami's Fievre (Fever): A Night of Summer Ballet* (7/8/17). The stories and reviews are posted on *YouTube*, *Vimeo's CSM-TV*, *Facebook* and on *CultureShockMiami.com* to provide the program's audience an in-depth look at the arts in Miami-Dade County.

Program staff continues to implement its in-house marketing campaign, utilizing baseline promotional tools (e.g., a weekly e-newsletter, website, and glasses, postcards, totes, and pencils) to maintain awareness of and participation in the program. Staff continues to attend all *Culture Shock Miami*

Presents and/or *Co-Presents* performances, and participates in community and/or arts organization-sponsored events to promote the program's offerings. They include:

- January 21 – Adam Trent: *A New Definition of Magic*
- January 28 – Aspen Santa Fe Ballet
- February 3 - *Vocalosity*
- February 17 – *The Mayhem Poets*
- February 18-20 – *The Coconut Grove Arts Festival*
- February 24 – SMDCAC/Culture Shock Miami – High School *Drum-Off*
- February 25 – *The Peking Acrobats* (2 performances)
- March 5 – *Taj Express*
- March 18 – *MOMIX* Dance Company
- April 1 – *Drumline Live*
- April 28 – Manual Cinema
- July 8 – Dimensions Dance Theatre of Miami: *Fievre*

Here are the highlights of our monthly progress:

- To date, 977 tickets have been sold for the month of July 2017;
- A total of 1,020 tickets was sold for the month of June 2017, representing an increase of 86% from June 2016 (549);
- Our e-mail list currently has 12,282 subscribers.

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