


Date: June 17, 2020

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

Culture Shock Miami's (CSM) Response to COVID-19

[Online Experiences](#) launched as of March 24 on CultureShockMiami.com

- Curated list of virtual tours and exhibitions, online performances, and on-demand resources;
- More than 120 listings available to patrons;
- 300%+ increase in online cultural engagements listed (from 30 at launch);
- Enhancing listings and page to make experience more dynamic and user-friendly.

Other activities to increase the program's visibility and understand what colleagues are doing in Miami-Dade County and around the State of Florida include –

- Dream in Green and Miami Dade College (MDC *Live Arts*) – Collaborating with educational partners to present *ECOCultura: Green Schools*, streamed “field trip” performances geared towards teens and young adults during the 2020-21 school year. Focusing on the impact of climate change and the importance of resiliency, performer Miwa Matreyek fuses theater, animation and intricate shadow play to create fantastical kaleidoscopic vistas. The performance includes activism opportunities to engage students and audience members, as well as discussions with local and national activists. As the Department embarks on *Arts Resilient 305*, this project will serve as a model tool to enliven environmental learning and student empowerment while fostering the next generation of arts patrons. A grant application has been submitted to the State of Florida's Division of Cultural Affairs' *Arts in Education* Program for funding consideration.
- Florida International University (FIU) Student Affairs – CSM staff participated in an online session with students from *Student Support Services*, a Department tasked with supporting and enriching college experiences by engaging students outside of the classroom. The session gathered 11 participants to discuss *The Role of Arts in Times of Social Distancing*. Participants were invited to share feedback about their views, preferences, and participation frequency as cultural organizations transition to virtual experiences.
- Promotion of Fantasy Theater Factory's (FTF) *ONE@SRT 2020* – Initiative launched on June 1 to provide a space dedicated to staging and sharing one-person performances as the organization prepares to return to live presentations at the Sandrell Rivers Theater. Artists are invited to submit solo-performance projects (theater, dance, and/or music) to be part of FTF's plan to re-open to live audiences. This initiative is being marketing via the CSM website and social media outlets.

- Promotion of *SMDCAC Sessions* – South Miami-Dade Cultural Arts Center-led Miami-based project to support local artists and showcase their talents during COVID-19. Artists with ongoing relationships with SMDCAC are asked to create a three- to five-minute video performance that will be broadcasted through SMDCAC’s Facebook page and promoted via CSM’s website. CSM staff is exploring the idea of collaborating with SMDCAC to co-present young, local artists who have previously been presented by the program (i.e., Yoli Mayor).
- Weekly meetings with Florida Professional Presenters Consortium and Florida Professional Presenters Consortium Education Committee to brainstorm, discuss future performances/activities being scheduled for Florida theaters and hear directly from presenters, agents, and educators about their plans to re-engage audiences during summer months and the 2020-21 season.
- CSM staff continues to work with artists and agents to reschedule Summer 2020 performances during the program’s 2020-21 season. In addition, new artists are being considered for *Culture Shock Miami Presents* in 2020-21 and 2021-22.

Update - Effects of COVID-19 on Culture Shock Miami (June 2020)

CSM Website Traffic - Given the cessation of ticket sales, pageviews have diminished significantly. However, the use of the CSM website to feature free virtual performances is an effective strategy to maintain web visibility during COVID-19. It is important to sustain CSM’s web presence until activities and ticket sales can resume.

An increase of 119% in pageviews was observed from May 2020 (345) to June 2020 (756). This increase of 411 views was witnessed during the first three days of June 2020 as the first newsletter of the month was published on June 2, and a new allotment of tickets for Vizcaya Museum and Gardens became available for sale. 53% of the venue’s ticket sales to date (9 of 17 tickets sold) occurred within those first two (2) days of the month. Consistent messaging and engagement are keys to remaining visible to the program’s audience, and this promising increase demonstrates that audience members continue to pay attention our messaging, even in times of social distancing.

2020 Website Pageviews (First 3 Days of Month)	May	June	%
June	345	756	+119%

CSM Website Pageviews (First 3 Days of Month)	2020	2019	%
June	756	3,709	-80%
May	345	3,571	-90%
April	1,313	4,000	-67%
March	6,411	3,875	+65%

CSM Website Monthly Pageviews	2020	2019	%
May	5,346	26,949	-80%
April	6,372	30,664	-79%
March	21,467	39,300	-45%
February	39,301	31,332	+25%
January	39,427	32,765	+20%