

Memorandum



Date: June 20, 2018
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

- Monthly Progress – Program’s Reach
 - May 2018 – 802 tickets sold
 - June 2018 - 589 tickets sold (to date)
 - 8,910 active users on website
 - 15,989 newsletter subscribers

- *Culture Shock Miami Presents* - Season Update
 - Summer 2018:
 - *Culture Shock Miami* is collaborating with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Dimensions Dance Theatre of Miami’s *Ballet of Wo(Men)*. The sponsorship includes a free daytime performance for local camps on Friday, July 20, and 100 tickets that will be available for \$5 through the program’s website for the public performance on Saturday, July 21.
 - 2018-19 Season planning
 - Program staff is finalizing offers and contracts to present three (3) artists in the 2018-19 season at SMDCAC and Miami-Dade County Auditorium. In addition to public performances, these collaborations will include free school performances organized in partnership with the Miami-Dade County Public School System.
 - Program staff is collaborating with SMDCAC to sponsor eight (8) artist performances, as well the Mainstage headliner for the *2019 All Kids Included Festival*.

- Marketing and Public Relations Firms
 - Marketing – *Matrix2 Advertising*
 - Planning meeting is being held in June to develop advertising campaign for 2018-19 season.
 - Public Relations – *Beber Silverstein Group*
 - Planning meeting is being held in June to review public relations strategy for the summer, as well as the 2018-19 cultural season.
 - More information about the 2018-19 season will be provided at the July Council meeting.

For the latest offerings, visit the website at www.cultureshockmiami.com.