


Memorandum



Date: March 15, 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, 7,524 tickets have been sold for the first half of the 2016-2017 cultural season. In addition, 3,565 students 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 11,089.

As of October 1st, more than 300 performances have already been made available to the program's target audience. *Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations. To date, commitments have been received from Adrienne Arsht Center, Aventura Cultural Arts Center, Broward Center for the Performing Arts, Coral Gables Congregational Church, Miami-Dade County Auditorium, Miami Theater Center, New World Symphony, Parker Playhouse, Pinecrest Gardens Banyan Bowl, and SMDCAC. 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.

As reported last December, the program is increasing 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 raise awareness about the program and stimulate interest and ticket sales for the upcoming presentation of *DrumLine Live*, *Culture Shock Miami* and SMDCAC staff organized a school *Drumline Drum Off* Event. Free and open to the public, the *Drum Off* took place on February 24 and drew families who enjoyed the rhythms of DJ Trooklyn, tasty treats from food trucks, and the drumming

sounds of local schools bands. The Miami Carol City Senior High School *Black Out Express* received the grand prize which included a \$500 prize for the band's Booster Club, tickets to attend *DrumLine Live*, and the opportunity to perform on the plaza and lead the procession into the mainstage on April 1.

Matrix2 Advertising - Marketing

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 12 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). 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 *Drumming* Event
- February 25 – *The Peking Acrobats* (2 performances)
- March 5 – *Taj Express*

Here are the highlights of our monthly progress:

- To date, 975 tickets have been sold for the month of March 2017;
- A total of 1,802 tickets was sold for the month of January 2017, and 2,060 tickets were sold for the month of February 2017;
- Overall traffic to CultureShockMiami.com increased by 2.2% from January 2017;
- New visitors to CultureShockMiami.com increased by 6.2% from January 2017;
- Our e-mail list currently has 11,606 subscribers.

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