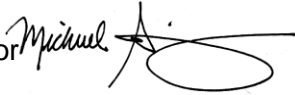


Memorandum



Date: March 21, 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
 - February 2018 - 1,221
 - March 2018 – 1,787
 - 13,271 newsletter subscribers
 - 213 new subscribers in February
 - 110 new subscribers in March (as of March 15)
- *Culture Shock Miami Presents* - Season Update
 - February and March 2018 performances:
 - BalletBoyz – February 10, 2018
 - *Shadowland* by Pilobolus – February 18, 2018
 - *Disaster!* The Musical – March 2-4, 2018
 - Dance Theatre of Harlem – March 10 and 11, 2018
 - TAO: *Drum Heart* – March 16, 2018
 - Special “Pre-Show Hang Out” (VIP) reception hosted for *Culture Shock Miami* / TAO ticket buyers. Event featured introductory speech from the *Culture Shock Miami* Student Council President and Vice-President, a TAO artist meet and greet, and a photo booth with unlimited photo sessions, photostrip print-out and a “text photos to phone” feature which was encouraged for social media use.
- Marketing & Public Relations
 - Marketing – *Matrix2 Advertising*
 - Designed a comprehensive campaign for the promotion of the above listed performances consisting of social media and digital ads – Facebook, Instagram, MiamiNewTimes.com, Pandora, and WLRN.com
 - Public Relations – *Arts Marketing Network*
 - Developed and coordinated a plan to increase awareness about *Culture Shock Miami Presents* performances of TAO: *Drum Heart* (March) and *The Other Mozart* (April) consisting of media releases, program books and press coverage, as well as social media campaigns. Arts Marketing Network will continue to serve as the program’s PR firm through April 2018.
 - Solicitation Process Update –
 - *Matrix2 Advertising* and Beber Silverstein Group have been selected and hired as the Department’s new Marketing and Public Relations firm, respectively. Staff continues to work closely with Marrix2 and anticipates a seamless transition with the new contract. Department staff met with the team from Beber Silverstein Group to initiate discussions about the Department’s various divisions and initiatives, and assess their individual public relations needs. *Culture Shock Miami* staff will begin working with the new firm in May 2018 to strategize about the program’s 2018-2019 season. The 3-year contract for each firm will be in place through February 2021.

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