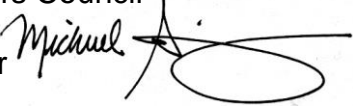


Memorandum



Date: March 20, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

2018-2019 Season Update

- On February 15, *Culture Shock Miami* presented Israeli dance company Mayumna on the main stage of the South Miami-Dade Cultural Arts Center (SMDCAC). Created for the *Jerusalem Light Festival*, their performance, *Currents*, featured an international roster of dancer-performers, and the performance included body percussion and specialty instruments, acrobatics, video and laser light effects. 740 tickets were sold and the performance was very well received by the program's target audience and patrons of SMDCAC. In addition to the public performance, *Culture Shock Miami* sponsored a school performance that provided free access to 450 students.
- *Culture Shock Miami* has partnered with SMDCAC to sponsor two (2) presentations this month, totaling 5 performances. The sponsored performances included:
 - Martha Redbone's *Bone Hill The Concert* (March 1 and 2, Black Box & Mainstage) –The Americana singer-songwriter drew on the story of her Kentucky family for a theatrical song cycle exploring the fraught, hidden history of African-Americans and Native Americans in Appalachia. The performance included Cherokee chants, bluegrass, gospel and rhythm and blues, to tell a powerful tale of race, heritage, and what it means to be American. 358 students attended the school-sponsored performance.
 - *Legally Blonde – The Musical* (March 9, Mainstage) – Based on the 2001 hit movie, the official Broadway show depicts the ultimate theatrical tribute to Girl Power, as Elle Woods confronts stereotypes, sexism, cheating boyfriends and manipulative mentors. Culture Shock Miami sold 100% of its ticket allotment to two (2) performances in less than 6 days. Additional tickets were released for sale on March 5 and announced via the program's newsletter and social media sites. The additional tickets sold within minutes, bringing total sales for both performances to 320 tickets.
- To date, the *Culture Shock Miami Presents* series has sold a total of 2,105 tickets this season, representing 85% of available tickets.
- Monthly Updates
 - 1,154 tickets sold to date for March 2019
 - Total of 1,173 tickets sold in February 2019
 - Total of 1,420 tickets sold January 2019
 - 8,652 unique website visitors (month of February), of which 60% were returning visitors and 40% were new visitors.

- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - Implemented media campaign to promote the presentation of Mayumana's *Current*. Campaign included dedicated eblasts and digital banners via MiamiNewTimes.com, Miami Herald, and WLRN online; Facebook, Instagram, and YouTube ads; and a social media retargeting campaign to reach patrons who have visited the program's website or who are existing patrons of Culture Shock Miami, based on their previous internet actions.
 - Created and executed Facebook advertising campaign for Martha Redbone's *Bone Hill The Concert*.
 - **Beber Silverstein Group - Public Relations**
 - Coordinated a public relations campaign centered around the presentation of Mayumana's *Currents*, including distribution of press release, outreach to Jewish community centers, fielding media inquiries, and a feature in Miami ArtZine's *Best Best* newsletter.
 - Secured coverage in Nova Southeastern University's student paper, *The Current*.
 - Met with Florida International University's Student Media advisor to discuss editorial inclusion in their newspaper and radio station.

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