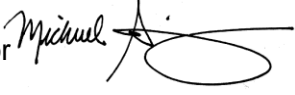


Memorandum



Date: May 16, 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
 - April 2018 – 1,106
 - May 2018 – 533 (to date)
 - 10,056 active users on website
 - 15,849 newsletter subscribers

- *Culture Shock Miami Presents* - Season Update
 - May 2018 performance:
 - Mandy Harvey at *AKI2018 Festival* – America’s Got Talent and award-winning singer, songwriter, and inspirational speaker who lost her residual hearing at the age of nineteen performed on the mainstage of the South Miami-Dade Cultural Arts Center (SMDCAC) on Saturday, May 5. Ms. Harvey tours the world performing her original music and presenting her inspirational story of never giving up and continuing to try. She calls these messages *Wisdom for Life*.
 - Two (2) free performances (Noon and 3 PM);
 - Post-performance *Meet and Greet*; and
 - Attendance of approximately 850.
 - Summer 2018:
 - Program staff is collaborating with SMDCAC staff to sponsor a performance during the mid-summer months. Sponsorship will most likely include a free Friday camp performance and tickets to a Saturday evening performance. More information will be provided at next month’s Council meeting.

- Marketing and Public Relations
 - Marketing – *Matrix2 Advertising*
 - Coordination of marketing campaign for the program’s 2018-19 season.
 - Public Relations Firm Update – *Beber Silverstein Group*
 - Program staff met with with Beber Silverstein Group on April 25 to discuss the program’s 2018-2019 public relations needs.
 - Updates will be provided at the July meeting as plans are formally drafted and firms initiate implementation of the campaigns.

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