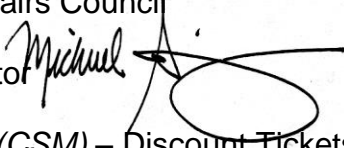


Memorandum



Date: May 15, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

2018-2019 Season Update

- *Culture Shock Miami* partnered with Miami-Dade County Auditorium (MDCA) to present *In To America* on May 10. The presentation included a free school performance for students from Ferguson Senior High School, Miami Edison Senior High School, Miami Norland Senior High School, and Miami Senior High School. In addition to the school performance, a public performance was presented for the Culture Shock Miami audience (ages 13-22) and the general public.
- To date, the *Culture Shock Miami Presents* series has sold a total of 2,274 tickets this season, representing 83% of available tickets.
- Program Updates
 - 504 tickets sold to date (May 2019)
 - Total of 1,212 tickets sold in April 2019;
 - 9,821 unique website visitors (month of April), of which 56% were new visitors and 44% were returning visitors;
- Culture Shock Miami staff is in the process of recruiting a part-time Program Coordinator to assist primarily with social media content creation, development of email marketing communications, event set up on TicketWeb and website, and customer service inquiries. An update will be provided at the June Council meeting.
- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - Implemented a media campaign to promote the presentation of *In To America* at MDCA. The campaign included dedicated eblasts and digital banners via Culture Owl, Cultural Crusaders, 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.
 - **Beber Silverstein Group - Public Relations**
 - Coordinated a public relations campaign centered around the presentation of *In To America*, including distribution of press release, developing pitch angles and contacting media outlets - Miami Herald, ArtBurst Miami, WLRN, Diario Las Americas, El Nuevo Herald, Miami ArtZine, local television stations (PBS, CBS, NBC, Fox, ABC and The CW), as well as local Spanish channels (Univision, MegaTV, America TeVe and Telemundo).
 - Secured a radio interview on WLRN's *Your South Florida* for the Director of *In To America* to discuss and promote the play.