


Memorandum



Date: November 16, 2016

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, 1,232 tickets have been sold for the first two months of the 2016-2017 cultural season.

As of October 1st, more than 140 new performances have already been made available to the program's target audience for the first quarter of the 2016-2017 season. *Culture Shock Miami* staff is working with cultural organizations to renew and recruit ticket donations. To date, commitments have been received from the Adrienne Arsht Center, Aventura Cultural Arts Center, Dave and Mary Alper Jewish Community Center, Florida Grand Opera, GableStage, Jerry Herman Ring Theatre, Main Street Playhouse, Miami Beach Botanical Garden, Miami City Ballet, Miami-Dade County Auditorium, New World School of the Arts Dance Theater, Orchestra Miami, Pinecrest Gardens' Banyan Bowl, South Miami-Dade Cultural Arts Center, Wertheim Performing Arts Center at FIU, and Zoetic Stage. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Bass Museum, Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, Gold Coast Railroad Museum, HistoryMiami, Miami Children's Museum, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

During the 2016-2017 season, the program is increasing its activities from 10 performances in 2015-2016, to 13 special performances and engagements, spanning different arts disciplines. In addition to the South Miami-Dade Cultural Arts Center (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. The 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* (January 2017 – SMDCAC *Family Series*), *Aspen Santa Fe Ballet* (January 2017 – SMDCAC), *Vocalosity* (February 2017 - SMDCAC), *The Mayhem Poets* (February 2017 – SMDCAC *Family Series*), *Momix Dance Company* (February 2017 - SMDCAC), *The Peking Acrobats* (February 2017 - SMDCAC), *Taj Express* (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 continuing *Culture Shock Miami*'s special partnership with SMDCAC, the program is collaborating with the Center to present a series of *Theater Etiquette* workshops. The workshops consist of a three (3) hour-long program that brings middle and high school students to the Center. The program begins on the Center's mainstage, where students attend an interactive presentation of *Culture Shock Miami's Top 10 Rudest Things You Can Do at a Cultural Event*, and learn about and discuss proper theater etiquette. The presentation is followed by back-of-house tours, hands-on activities, and question and

answer sessions with Center staff, crew, and resident artists. While teaching proper theater etiquette, the workshops provide students with the opportunity to experience and understand the inner workings of a cultural arts venue. A total of four (4) workshops is planned for the 2016-2017 season, two (2) in the fall and two (2) in the spring.

Matrix2 Advertising - Marketing

As reported last month, 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. 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.
- 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:

- The publication of *Your \$5-Ticket Update*, a weekly newsletter providing news and updates about the program. The newsletter is sent to over 12,540 subscribers every Tuesday;
- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami* performances and activities;

- Pitching general and online media outlets based on articles and story lines from the program's newsletter;
- Drafting press releases and coordinating their release to various media outlets;
- Managing and updating social media sites – Facebook, Twitter, and Instagram;
- Coordination of online contests to encourage *Culture Shock Miami's* target audience to learn more about upcoming performances;
- 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* have highlighted *A New Definition of Dance* (10/26-27/2016), and *Los Silencios del Baile* (11/5/2016). 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.

Department staff continues to implement our 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. Department staff continues to participate in community and/or arts organization-sponsored events to promote the program's offerings. They include:

- November 5 and 6 – Casa Patas Foundation's *Los Silencios del Baile* (MDCA)
- November 11 and 12 – Miami Dade Public Schools District 8 Thespians' *Individual Events Festival* (Felix Varela Senior High School)
- November 19 – Jose Limon Dance Company (SMDCAC)

In addition, *Culture Shock Miami* continues to market the program's offerings aggressively via Facebook, Twitter and Instagram. The *Culture Shock Miami* Facebook Fan page and Twitter account provide daily updates and special, last-minute offerings available to the program's target audience. These social networking sites have helped staff inform the program's target audience of newly available performances and ticket inventory. In addition, these social networking tools inform the program's fans of workshops, events and other opportunities presented by the program's cultural partners. The program's Facebook Fan page currently has 11,559 fans, an increase of 31% from November 2015 (8,806).

Here are the highlights of our monthly progress:

- To date, 493 tickets have been sold for the month of November 2016;
- A total of 739 tickets was sold for the month of October 2016;
- Visits to the program's website increased by eight (8) percent from September to October 2016;
- Our e-mail list currently has 12,545 subscribers.

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