

Memorandum



Date: November 15, 2017

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

- Monthly Progress –
 - October 2017 – 1,139 tickets sold; 54% increase from October 2016 (742)
 - November 2017 - 997 tickets sold to date
 - 13,779 newsletter subscribers
 - 12,542 unique website users
 - 11,454 new visitors to CultureShockMiami.com
 - *Culture Shock Miami Presents* - Season 13
 - 10 artists and 22 performances
 - Season Launched on September 12, 2017
 - Partnerships: Miami-Dade County Auditorium (MDCA) and South Miami-Dade Cultural Arts Center (SMDCAC)
 - Yoli Mayor In Concert – MDCA, October 2017
 - 152 Attendees
 - STREB – SMDCAC, January 2018
 - *Darius & Twig* – SMDCAC, January 2018
 - BalletBoyz - SMDCAC, February 2018
 - Pilobolus' *Shadowland* – SMDCAC, February 2018
 - Slow Burn Theatre's *Disaster! A '70s Disaster Movie Musical!* – SMDCAC, March 2018
 - Dance Theatre of Harlem – SMDCAC, March 2018
 - TAO *Drum Heart* - SMDCAC, March 2018
 - *The Other Mozart* - SMDCAC, April 2018
 - Mandy Harvey (*AKI Festival 2018*) - SMDCAC, May 2018
- Cultural Partners
 - CSM staff hosted 3 Cultural Partners' Box Office staff meetings
 - Season launched October 10, 2017 for Cultural Partners, October - December 2017 activities
 - 115 performances/museums on sale
 - Conducted analysis of small and mid-sized Departmental grantees who have expressed interests and concerns in joining Culture Shock Miami
 - CSM Staff met with respective grant administrators of Hannibal Cox Jr. Cultural Grants, Developing Arts in Neighborhoods, and Community Grants to demystify the program's participation policy. In an effort to assist these groups and encourage participation, CSM staff will work with respective grants program administrators to:
 - Promote CSM at grant workshops and during grant consultations
 - Conduct follow-up communication post-grant panel meeting to invite grantees to join CSM
 - Provide benefits and comparable “marketing” value of ticket donations

- Culture Shock Miami Student Council
 - 20 participants (8 in 2016-17)
 - First two meetings held on October 4 and November 1
 - Elected Officers and formed Events and Promotions/Social Media committees
 - Volunteered at Yoli Mayor performance on 10/22/17
- Marketing & Public Relations
 - Transitional period – completed new solicitation process for services to begin in January 2018. Given the County's *Cone of Silence* which prohibits any communication regarding the solicitation process, a complete report will be provided to the Cultural Affairs Council once the Mayor issues a written recommendation for the selected firms and the cone is lifted.
 - Marketing – *Matrix2 Advertising*
 - Designed new 2017-2018 promotional postcards
 - Media Plan - launched digital campaign for 2017-18 season
 - Public Relations – *Arts Marketing Network*
 - *Inside Story*: New World Symphony

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