

Date: October 18, 2017

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

2016-2017 - Season 12 Review

- 582 events on sale (including 12 *Culture Shock Miami Presents* performances)
- 18,405 reached through ticket sales and free outreach activities
 - 13,903 tickets sold; 29% increase from 10,767 in 2015-2016
 - 4,502 reached through 10 free performances and workshops in collaboration with *All Kids Included*, FundArte, Miami-Dade County Auditorium, Miami-Dade Public School System and South Miami-Dade Cultural Arts Center (SMDCAC).

2017-2018 Upcoming Season

- *Culture Shock Miami Presents* - Season 13
 - Season Launched on September 12, 2017
 - Partnerships: Miami-Dade County Auditorium (MDCA) and South Miami-Dade Cultural Arts Center (SMDCAC)
 - 10 Artists and 22 performances
 - Yoli Mayor In Concert – MDCA, October 2017
 - 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
 - 27 participating organizations and 57 performances/museums on sale
 - Conducted price analysis, resulting in increasing museum tickets from \$2.50 to \$5, effective October 1
- Monthly Progress – October 2017
 - 773 tickets sold to date
 - 12,282 newsletter subscribers
 - 5,090 unique website visitors, 297% increase from same period in 2016
 - 64% of website visits are new visitors
- Culture Shock Miami Student Council
 - 20 participants (8 in 2016-17)
 - First meeting held on October 4, 2017, elected President, Secretary and formed Events and Promotions/Social Media committees
- Marketing & Public Relations
 - Marketing – *Matrix2 Advertising*
 - Designed new 2017-2018 promotional postcards
 - Media Plan - launched digital campaign for 2017-18 season
 - Public Relations – *Arts Marketing Network*

- Season announcement September 5
- *Discover Yoli Mayor* promotional video
- 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.

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