

Memorandum



Date: September 14, 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
 - June 2018 – 1,219 tickets sold
 - July 2018 – 1,119 tickets sold
 - August 2018 – 880 tickets sold
 - September 2018 – 240 tickets sold (to date)
 - 5,746 unique visitors to website
 - 14,693 newsletter subscribers
- *Culture Shock Miami* Update
 - **Summer 2018**

Culture Shock Miami collaborated with the South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Dimensions Dance Theatre of Miami’s *Ballet of Wo(Men)*. The sponsorship included a free daytime performance for local camps on Friday, July 20, as well as an allotment of 150 tickets made available for \$5 through CultureShockMiami.com for the July 21 public performance.
 - **Culture Shock Miami Presents 2018-2019 Season**
 - Program staff has finalized offers and performance agreements to present three (3) artists in the 2018-19 season at SMDCAC and Miami-Dade County Auditorium (MDCA). In addition to public performances, these presentations will include free school performances organized in partnership with the Miami-Dade County Public School System’s (MDCPS) *Cultural Passport* Program. Performances include –
 - *Turning 15 on the Road to Freedom* (October 2018 - SMDCAC)
 - Mayumana’s *Currents* (February 2019 - SMDCAC)
 - *In To America* (May 2019 - MDCA)
 - Tickets to *Turning 15 on the Road to Freedom* were put on sale on the program’s website on August 14. The two (2) remaining performances, Mayumana’s *Currents* and *In To America*, were put on sale on Tuesday, September 4.
 - **2018-2019 Season Planning**
 - Program staff continues to collaborate with SMDCAC to sponsor eight (8) artist performances, including Dimensions Dance Theater of Miami, Dance Theatre of Harlem, Farruquito, Martha Redbone’s *Bone Hill The Concert*, *Legally Blonde The Musical*, Zoppe Circus, Ballet Hispanico, and *RENT*. Sponsorships will include free daytime school performances for select shows, and allotments of tickets to public performances to be sold through the program’s website. Culture Shock Miami will also collaborate with the Department’s *All Kids Included* initiative to sponsor the Mainstage headliner for the 2019 All Kids Included Festival as well as sponsor *A New Definition of Dance*, featuring *ILL-Abilities* at MDCA.
 - In addition, staff is collaborating with the program’s cultural partners to renew their participation and solicit ticket donations from their respective upcoming seasons. An invitation to participate in Culture Shock Miami’s 2018-2019 season was sent to cultural partners and was featured in the Department’s September 4 *News To*

Use e-newsletter. These two approaches, along with direct follow-ups from staff, have proven to be successful in previous years. In addition, Culture Shock Miami staff will work directly with Department grants administrators to encourage participation from applicants to the Department's various grants programs. This approach targets existing and new organizations who may not be familiar with the Department's various outreach initiatives, particularly Culture Shock Miami and its mission. Cultural Partners' tickets will be put on sale on the program's website on September 18.

- Culture Shock Miami staff is hosting a round table discussion with cultural partners' staff members. This meeting will serve two purposes: 1) receive feedback on their partnership with Culture Shock Miami, and 2) brainstorm on how to further streamline the ticketing processes. A report will be provided at the October Council meeting.

- Marketing and Public Relations Firms

- **Matrix2 Advertising - Marketing**

Program staff met with Matrix2 staff to develop and implement an advertising campaign for the 2018-19 season. Ads are primarily focusing on the three (3) performances being presented by *Culture Shock Miami*, with a portion of the marketing budget being allocated to promoting sponsored performances. As in previous seasons, marketing efforts will focus on online/digital campaigns, and staff will closely monitor ticket sales to determine the impact of ads and make necessary adjustments as needed.

- **Beber Silverstein Group - Public Relations**

Program staff met with Beber Silverstein Group to review public relations strategy for the 2018-19 cultural season. Between July and September 2018, PR campaigns focused on:

- College and University Outreach;
 - 2018-2019 Season Launch;
 - MDCPS's *Parent Teacher Student Association* Campaigns;
 - *Turning 15 On The Road to Freedom*; and
 - Other possible partnerships – Rideshare Opportunities – Lyft and Uber.

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