

Memorandum



Date: December 18, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

2019-2020 Season Update

- *Culture Shock Miami Presents Series Update*
 - 40% of ticket inventory sold to date. Performances include:
 - Jason Bishop - Illusionist (February 2020);
 - *Turning 15 on the Road to Freedom* (Play, February 2020); and
 - *enra* (Multi-media Dance, April 2020).
 - Partnering with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Alonzo King Lines Ballet (January 2020), Sin Salida – A Collaboration Between Union Tanguera and Kate Weare Company (February 2020), Peking Acrobats (February 2020), *The Color Purple* (March 2020), *SPEAK*: Leela Dance Collective, and the All Kids Included Festival (May 2020). All ticketed events are currently on sale on CultureShockMiami.com and SMDCAC.org.
- Culture Shock Miami
 - Launched cultural partners' 2020 (winter and spring) performances on December 3, 2019. More than 125 events were donated to the program. 203 tickets were sold within the first 24 hours of the launch.
 - Florida International University's (FIU) communications agency, BOLD, developed and pitched two (2) marketing campaigns targeting college-aged students for the promotion of *Turning 15 on the Road to Freedom*. BOLD is a student-run and faculty-managed agency that provides hands-on experiences to FIU students in an authentic and professional agency environment. The presentations, made on December 3, included movable billboards in Wynwood, hiring social media influencers, and non-traditional on-campus promotional activities. Staff is collaborating with the program's public relations agency, Beber Silverstein, to explore implementation of the campaigns.
 - Ruth Kimbrough-Bent, Communications Manager with the Miami-Dade County Communications Department, was invited to present to Culture Shock Miami's Student Advisory Council. The presentation focused on Miami-Dade County's marketing strategies and challenges. Following the presentation, Councilors were asked to create three (3) campaigns to promote *Turning 15 on the Road to Freedom*. Campaigns included high school choir flash mobs, scavenger hunts, and a social media campaign entitled *Past to Present – How History Relates to Today*, in collaboration with the American Civil Liberties Union (ACLU). Staff is exploring the latter for possible implementation.

- Student Councilors attended Palmetto Middle School's *Arts Literacy Night* on December 16 to promote the program.
- Staff and Student Councilors participated in *Miami Book Fair 2019* –
 - Booth at Street Fair on November 22; and
 - November 24 Author Panel: Stephanie Garber and Tahereh Mafi were moderated by *Culture Shock Miami* Student Councilors.
- Monthly Progress
 - 641 tickets sold to date (December 2019 performances);
 - Total of 1,124 tickets sold to November 2019 performances; and
 - 9,363 unique website visitors (November 2019), of which 65% were new visitors and 35% were returning visitors.
- **Marketing and Public Relations Firms**
 - ***Matrix2 Advertising - Marketing***
 - Activating promotion of *Turning 15 on the Road to Freedom*. Campaigns, comprised mostly digital, print, radio and social media ads are scheduled to run in early-January 2020.
 - ***Beber Silverstein Group - Public Relations (PR)***
 - Establish new partnerships with community organizations and businesses to increase awareness about the presentation of *Turning 15 on the Road to Freedom* in February 2020 (i.e., American Civil Liberties Union – ACLU of Florida Greater Miami Chapter, FIU-Bold, Miami Chamber of Commerce, National Association for the Advancement of Colored People - NAACP, faith-based organizations, and radio stations).
- Please be sure to visit the website at www.CultureShockMiami.com.