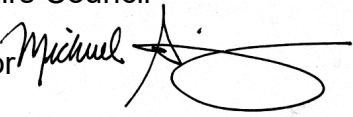


Date: January 15, 2020
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

Culture Shock Miami Presents Series Update

- Partnering with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Alonzo King Lines Ballet (January 18, 2020). To date, 50% of Culture Shock Miami's ticket inventory has been sold. Tickets are currently on sale on CultureShockMiami.com and SMDCAC.org.
- 45% of ticket inventory sold to date. Performances include:
 - Jason Bishop - Illusionist (February 1, 2020 - SMDCAC);
 - *Turning 15 on the Road to Freedom* (Play, February 8, 2020 – Miami-Dade County Auditorium); and
 - *enra* (Multi-media Dance, April 3, 2020 – SMDCAC).

Culture Shock Miami (CSM)

- Partnering with Florida International University's (FIU) *Global Learning* program to promote Culture Shock Miami at the Biscayne Bay Campus. *Global Learning* hosts a series of moderated conversations based on *The New York Times* articles. Culture Shock Miami staff will participate in a conversation on youth activism, a topic directly related to the presentation of *Turning 15 on the Road to Freedom*.
- Collaborating with SMDCAC to host students from Columbia College (Chicago). As part of their travel curriculum, visiting students will learn about Culture Shock Miami and its audience development efforts, as well as SMDCAC, its programming and role in the community.
- Monthly Progress
 - 623 tickets sold to date (January 2020 performances);
 - Total of 1,035 tickets sold to December 2019 performances; and
 - 8,461 unique website visitors (December 2019), of which 63% were new visitors and 37% were returning visitors.

Marketing and Public Relations Firms

- *Matrix2 Advertising* – Marketing
 - Activating promotion of Jason Bishop Illusionist, *Turning 15 on the Road to Freedom* and performances being presented in partnership with SMDCAC. Campaigns, comprised of a combination of digital, print, radio and social media ads, are scheduled to run throughout the months of January and early-February.
- *Beber Silverstein Group* - Public Relations (PR)
 - Establishing 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.