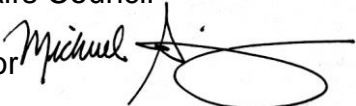


Memorandum



Date: June 19, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

Monthly Progress – Program’s Reach

- 279 tickets sold to date (June 2019);
- Total of 971 tickets sold in May 2019;
- 7,693 unique website visitors (month of May), of which 55% were new visitors and 45% were returning visitors.

2018-2019 Season Update

- Culture Shock Miami is collaborating with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Dimensions Dance Theatre of Miami’s *An Evening of Premiere Ballets*. The sponsorship will include a free daytime performance for local camps on Friday, July 12, and a total of 100 tickets made available for \$5 through CultureShockMiami.com for the July 13 and July 14 public performances. A follow-up report will be provided at the next Council meeting.
- *Culture Shock Miami Presents* is bringing internationally renowned spoken word artist, poet, author and YouTube sensation Shane Koyczan to SMDCAC. With more than 364,580 followers, Mr. Koyczan is known for writing about issues like bullying, cancer, death and eating disorders. Mr. Koyczan will perform on SMDCAC’s Mainstage on Saturday, September 28. \$5 tickets will be available through CultureShockMiami.com by the end of the month. Tickets for the general public will be sold via the center’s box office and at smdcac.org.
- Culture Shock Miami staff hired Melanie Rodriguez to serve as the program’s part-time Program Coordinator. Ms. Rodriguez is currently enrolled at Florida International University where she is pursuing a Bachelor in Communication Arts: *Art and Performance Studies*. Her responsibilities include assisting with social media content creation, developing email marketing communications, managing event setup on TicketWeb and website, and handling customer service inquiries. Ms. Rodriguez interned with the Department during her senior year at iPrep Academy and served as President of Culture Shock Miami’s Student Advisory Council during the 2018-2019 academic year.
- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - Program staff is meeting with Matrix2 staff to discuss and develop a media campaign for the presentation of Shane Koyczan at SMDCAC. Given Mr. Koyczan’s popularity on social media, the campaign will consist of digital and social media ads. Additional information will be provided at next month’s meeting.
 - **Beber Silverstein Group - Public Relations**
 - Program staff met with Beber Silverstein Group on June 4 to coordinate a public relations campaign centered around the presentation of Shane Koyczan. Additional information regarding the campaign will be provided at next month’s meeting.

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