


# Memorandum



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

## Update - Effects of COVID-19 on Culture Shock Miami (May 2020)

- Culture Shock Miami (CSM) Co-Presentation with South Miami-Dade Cultural Arts Center (SMDCAC) – All Kids Included (AKI) 2020:
  - April 30 & May 1: CSM Presents Kevin Spencer at Homestead Senior High School - (2) field trips postponed to 2021 school year
  - May 2, 2020: Kevin Spencer at AKI 2020 postponed to 2021
- Cultural Partners' Ticket Refunds and Sale Terminations -
  - 66 tickets refunded
  - 26 performances (1,061 tickets) taken off-sale

**CSM Website Traffic** - While given the cessation of ticket sales, pageviews have diminished significantly, the use of the CSM website to feature free virtual performances is an effective strategy to maintain web visibility during COVID-19. It is important to sustain CSM's web presence until activities and ticket sales can resume.

<b>CSM Website Pageviews (First 3 Days of Month)</b>	<b>2020</b>	<b>2019</b>	<b>%</b>
May	345	3,571	-90%
April	1,313	4,000	-67%
March	6,411	3,875	+65%
February	5,132	3,939	+30%
January	5,957	3,675	+62%

<b>CSM Website Monthly Pageviews</b>	<b>2020</b>	<b>2019</b>	<b>%</b>
April	6,372	30,664	-79%
March	21,467	39,300	-45%
February	39,301	31,332	+25%
January	39,427	32,765	+20%

## Culture Shock Miami's (CSM) Response to COVID-19

[Online Experiences](#) launched as of March 24 on CultureShockMiami.com

- Curated list of virtual tours and exhibitions, online performances, and on-demand resources;
- 103 Listings available to patrons;
- 243% increase in online cultural engagements listed (from 30 at launch);
- Enhancing listings and page to make experience more dynamic and user friendly.

Other activities to increase the program's visibility and understand what colleagues are doing in Miami-Dade County and around the State of Florida include –

- Promotion of Fantasy Theater Factory's (FTF) *Together Apart* initiative – Creative writing project for elementary, middle and high school students as they social distance during the COVID-19 pandemic. FTF will continue the series with two additional *Together Apart* programs in May: *Together Apart Frontlines* and *Together Apart Graduating Class of 2020 Showcase, College Edition*. Selected written works will be presented as staged play readings and will be performed as a virtual event on May 8. Virtual performances will be shared via CSM's website and social media.
- Promotion of *SMDCAC Sessions* – SMDCAC-led Miami-based project to support local artists and showcase their talents during COVID-19. Artists with ongoing relationships with SMDCAC are asked to create a three- to five-minute video performance that will be broadcasted through SMDCAC's Facebook page and promoted via CSM's website. *SMDCAC Sessions* is set to launch on May 14.
- Miami Dade College (MDC *Live Arts*) – Exploring the idea of organizing streamed performances "field trips" geared towards teens and young adults during the 2020/21 school year. The performance will be centered around an environmental theme and will include activism opportunities to engage the program's audience.
- Weekly meetings with Florida Professional Presenters Consortium and Florida Professional Presenters Consortium Education Committee to brainstorm, discuss future performances/activities being scheduled for Florida theaters and hear directly from agents about how they are responding to COVID-19.
- CSM staff is working with artists and agents to reschedule Summer 2020 performances to 2021.

Please be sure to visit the newly created *Online Experiences* at [www.CultureShockMiami.com](http://www.CultureShockMiami.com).