


Memorandum



Date: November 20, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

2019-2020 Season Update

- *Culture Shock Miami Presents*
 - 35% 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).
- Culture Shock Miami (CSM)
 - Sponsored the South Miami-Dade Cultural Arts Center (SMDCAC) presentation of Dimensions Dance Theatre of Miami's *Ballet Sculpture & Serenity* (school and public performances - November 15 and 16).
 - A total of 751 students attended the free school performance organized in partnership with the Miami-Dade County Public School *Cultural Passport* program; and
 - 70% of the ticket allotment was sold for the public performance.
 - Announced cultural partners' Spring 2020 performances on November 19, 2019. More than 125 new events have been donated to the program and will be placed on sale on December 3, 2019.
 - Participating in *Miami Book Fair 2019* –
 - Author Interviews - CSM councilors will conduct interviews with authors Maika and Maritza Moulite, and Walter Naegle;
 - November 22 Street Fair - Booth to be staffed by CSM program managers and councilors; and
 - November 24 Author Presentations - CSM councilors will introduce and moderate Q&A sessions with authors Stephanie Garber, Tahereh Mafi, and G. Willow Wilson.
- Monthly Progress
 - 837 tickets sold to date (November 2019 performances);
 - Total of 826 tickets sold to October 2019 performances; and
 - 9,542 unique website visitors (October 2019), of which 63% were new visitors and 37% were returning visitors.

Marketing and Public Relations Firms

- **Matrix2 Advertising - Marketing**
 - Implementing the 2019-20 media plan. Campaigns, comprised mostly of digital ads, focus on promoting *Culture Shock Miami Presents* performances, with a portion of the budget allocated to promoting sponsored performances. Program staff continues to monitor and adjust campaigns as needed to achieve ticket sales goals.
 - Created and launched Facebook ads promoting Dimensions Dance Theatre of Miami's *Ballet Sculpture & Serenity*.
 - Activating promotion of *Turning 15 on the Road to Freedom* with an insert in *The New Tropic's* newsletter (40,000 subscribers).

- **Beber Silverstein Group - Public Relations (PR)**
 - Working with Florida International University (FIU) Student Ad Agency to develop a promotional campaign for *Culture Shock Miami Presents* performances. An update will be provided at the December Cultural Affairs Council meeting.
 - Submitted to Greater Miami Convention and Visitors Bureau (GMCVB) *Culture Shock Miami Presents* performance information for upcoming issue of *Greater Miami & The Beaches Events Calendar*.
 - Initiated outreach to new community-based organizations and businesses to increase awareness about the February 2020 presentation of *Turning 15 on the Road to Freedom* (i.e., Miami Chamber of Commerce, National Association for the Advancement of Colored People - NAACP, faith-based organizations, and radio stations).
 - Initiated outreach to Consulate of Japan for the April 2020 presentation of *enra*.

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