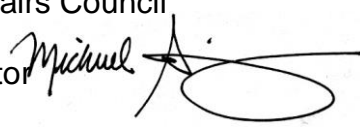


# Memorandum



**Date:** October 16, 2019  
**To:** Members, Cultural Affairs Council  
**From:** Michael Spring, Director   
**Subject:** *Culture Shock Miami (CSM) – Discount Tickets for Youth Program*

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## ○ 2018-2019 Season Review

- Increase of 10.56% in number of events available on website, from 663 in 2017-18 to 733 in 2018-19.
- 17,086 reached through ticket sales and free outreach activities -
  - 13,115 tickets processed; and
  - 3,971 reached through 11 free performances and workshops in collaboration with *All Kids Included*, Miami-Dade County Auditorium (MDCA), Miami-Dade Public School System's Cultural Passport program and South Miami-Dade Cultural Arts Center (SMDCAC).
- 119,661 unique website visitors of which 58% were new visitors and 42% were returning visitors.

## ○ 2019-2020 Season Update

- Launched cultural partners' 2019-20 season on October 1, 2019.
  - To date, 60 cultural partners have provided tickets to their respective 2019-20 seasons;
  - 215 events were placed on sale; and
  - Launch-day sales totaled 404 tickets.
- To date, 501 tickets have been sold program-wide for October 2019 performances;
- 2,583 unique website visitors (to date - October 2019), of which 57% were new visitors and 43% were returning visitors.

## ○ *Culture Shock Miami Presents* Update

- Shane Koyczan - Spoken Word Artist presented at SMDCAC on September 28 -
  - 243 tickets processed (158 *Culture Shock Miami* + 85 SMDCAC);
  - Post-performance *Artist Meet & Greet*; and
  - Free artist-led workshop for 20 students held at Deering Estate in collaboration with Florida International University *Honors College* Professor John Bailly.
- 32% of ticket inventory sold to date to *Culture Shock Miami Presents* performances.

## ○ Student Advisory Council

- Councilors volunteered at *Culture Shock Miami Presents'* performance of Shane Koyczan. Their responsibilities included staffing the *Culture Shock Miami* information table, delivering the curtain speech with program staff, and conducting interviews for Instagram stories.
- Board elected *Co-President of Marketing*, *Co-President of Community Outreach*, and *Secretary* at their October 2 meeting.

○ **Marketing and Public Relations Firms**

• **Matrix2 Advertising - Marketing**

- Matrix2 and program staff continue to implement the media plan developed for the 2019-20 season. The campaign, comprised mostly of digital ads, will focus on promoting the remaining *Culture Shock Miami Presents* performances, with a portion of the budget allocated to promoting sponsored performances. Program staff will continue to monitor and adjust campaigns as needed to achieve ticket sales goals.

• **Beber Silverstein Group - Public Relations (PR)**

- The firm secured an interview with spoken-word artist Shane Koyczan by ArtBurst Contributor, Michael Hamersly, to promote the September 28 performance at SMDCAC. An [article](#) was published on September 25 on ArtBurst Miami.
- Plans to maintain awareness through the press and community outreach for the first quarter of FY19-20 include:
  - Securing relationships and strategic partnerships with community organizations (i.e., Boys and Girls Club and Girl Scouts);
  - Developing relationships and seeking promotional opportunities with local schools;
  - Exploring partnerships with rideshare services;
  - Working with FIU Marketing students to develop an integrated awareness campaign for the program; and
  - Pitching the February 2020 presentations of Jason Bishop, Illusionist and *Turning 15 on the Road to Freedom*.

Please be sure to visit the website at [www.CultureShockMiami.com](http://www.CultureShockMiami.com).