

# Memorandum



**Date:** September 18, 2019  
**To:** Members, Cultural Affairs Council  
**From:** Michael Spring, Director   
**Subject:** *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

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- Program Updates – Monthly Performance Sales and Website Traffic
  - 481 tickets sold to date (September 2019);
  - Total of 660 tickets sold for August 2019;
  - Total of 950 tickets sold for July 2019;
  - 7,169 unique website visitors (month of August 2019), of which 54% were new visitors and 46% were returning visitors.
  
- Culture Shock Miami Updates -
  - **Culture Shock Miami Presents 2019-2020 Season**
    - Launched the 2019-2020 season with performances taking place at South Miami-Dade Cultural Arts Center (SMDCAC) and Miami-Dade County Auditorium (MDCA). Select free school performances will be organized in partnership with the Miami-Dade County Public School System's *Cultural Passport* Program. Performances through April 2020 include –
      - Shane Koyczan - Spoken Word Artist (September 28, 2019 – SMDCAC)
      - Jason Bishop Illusionist (February 1, 2020 – SMDCAC)
      - *Turning 15 On The Road To Freedom* (February 7, 2020 - MDCA)
      - *enra* (April 3, 2020 – SMDCAC)
    - Tickets to *Culture Shock Miami Presents* performances went on sale on August 27 at CultureShockMiami.com, SMDCAC.org, miamidadecountyauditorium.org and both venues' box offices.
    - Culture Shock Miami continues to partner with SMDCAC to sponsor seven (7) performances during the upcoming season, including All Kids Included Festival 2020, Alonzo King Lines Ballet, Dimensions Dance Theater of Miami, Peking Acrobats, Sin Salida: A Collaboration Between Union Tanquera and Kate Weave Company, SPEAK: Leela Dance Collective, and Broadways' *The Color Purple*. Sponsorships include ticket allotments to public performances currently on sale through CultureShockMiami.com, as well as free daytime school performances for select shows.
    - **Community Outreach**

To build county-wide awareness about the program, Culture Shock Miami participated in outreach activities and collaborations with the following community partners:

      - Adrienne Arsht Center's *ArtsLaunch 2019*
      - Boys and Girls Club
      - Chairwoman Audrey M. Edmonson's *Back to School Fun Day/ Health and Info Fair*
      - City Year Miami
      - Florida International University
      - Girl Scouts of Miami-Dade
      - Miami Dade College
      - Miami-Dade Public Library System
      - Nova Southeastern University
      - University of Miami

- **Cultural Partners**
  - Staff continues working with cultural partners to solicit ticket donations for their upcoming seasons. An invitation to participate this season was sent to nearly 200 organizations in July. Partner tickets will go on sale through the program's website on October 1.
  - Culture Shock Miami hosted its annual Cultural Partners round table discussions on September 9, 11, and 16. These meetings are designed to: 1) receive feedback on their partnership with Culture Shock Miami, 2) introduce the program to cultural partners' new staff members, and 3) brainstorm on how to better serve patrons and partners during the upcoming season.
  
- **Student Council**

The Student Advisory Board received 38 applications from 28 new and 10 returning applicants. Applicants were invited to the program's first meeting of the season on September 11. Twenty-five (25) students attended. They will elect officers at their October meeting.
  
- Marketing and Public Relations Firms
  - **Matrix2 Advertising - Marketing**

Matrix2 and program staff finalized the media plan for the 2019-20 season. Paid ads will focus on the four (4) performances being presented by *Culture Shock Miami*, with a portion of the budget allocated to promoting sponsored performances. As in previous seasons, marketing efforts will primarily consist of digital campaigns which will be closely monitored and adjusted as needed to achieve ticket sales goals.
  - **Beber Silverstein Group - Public Relations**

Beber Silverstein Group secured an interview with reporter Mike Hamersly about the program's 2019-20 season. An [article](#) was published on August 27 on ArtBurst Miami. Plans to create awareness through the press and community outreach for the next three months include:

    - Pitching the 2019-2020 season to media outlets;
    - Exploring possible partnerships with Lyft and other rideshare services;
    - Developing relationships with Miami-Dade County Public Schools' Principal's Council; and
    - Pitching human interest stories highlighting the impact of Culture Shock Miami on young audiences.

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