


Date: September 16, 2015

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: *Culture Shock Miami* – Discount Tickets for Youth Program

We are happy to report that *Culture Shock Miami* prepares to wrap up its current season with more than 460 events made available to its target audience since the beginning of the 2014-2015 fiscal year. To date, 9,879 tickets have been sold for the current 2014-2015 cultural season. In addition, 2,005 students have been reached through free outreach performances and workshops in collaboration with the Miami-Dade Public School System and the South Miami-Dade Cultural Arts Center (SMDCAC), bringing the program's total reach to date to 11,884. This represents an increase of 14.47% from the 2013-2014 cultural (10,382) season.

In anticipation of the 2015-2016 cultural season, *Culture Shock Miami* staff is collaborating with the program's cultural partners to renew their participation and solicit ticket donations from their respective 2015-2016 season. An invitation to participate in *Culture Shock Miami's* 2015-2016 season was sent to cultural partners and was featured in the Department's September 9 *News To Use* issue. These two approaches, along with direct follow-ups from staff, have proven to be successful in previous years. In addition, *Culture Shock Miami* staff will work directly with Department grants administrators to encourage participation from applicants to the Department's various grants programs. This approach targets existing and new organizations who may not be familiar with the Department's various outreach initiatives, particularly *Culture Shock Miami* and its mission.

In an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the summer months, *Culture Shock Miami* co-presented *Chicago Repertory Ballet* on the main stage of SMDCAC on July 25. The company drew more than 450 attendees to SMDCAC. In addition to the July 25 public evening performance (439 attendees), a free community dance masterclass was offered on the morning of Saturday, July 25 (20 attendees). Hailed by the *Chicago Tribune* as "wonderfully dramatic," *Chicago Repertory Ballet* has established its unique place in today's dance with its dedication to contemporary choreographic voice and incomparable storytelling. Summer performances are presented in an effort to effectively reach the program's target audience, stimulate ticket sales, and provide high quality art performances during the slower summer months. In addition to the \$5 *CultureShockMiami.com* student ticket-rate, tickets were available to the general public at a cost of \$25-\$30 on the Center's website (SMDCAC.org).

As previously reported, *Culture Shock Miami's* 10th season offered eight (8) special performances spanning different arts disciplines. Three performances were produced as part of the *Culture Shock Miami Presents* series – *The Intergalactic Nemesis: Target Earth* (October 2014), *The StepCrew* (January 2015), and *Ballet Memphis* (April 2015). The additional five (5) performances were presented in collaboration with SMDCAC. They include: the free season kick-off *Backyard Bash* (October 2014), *Soledad Barrio and Noche Flamenca* (November 2014), *The Improvised Shakespeare Company* (February 2015), *Peking Acrobats* (February 2015), and *Mummenschanz* (February and March 2015). All performances were placed on sale in September 2014. In addition to the \$5 student-rate tickets available on *CultureShockMiami.com*, tickets for the general public were made available at SMDCAC.org.

Matrix2 Advertising - Marketing

Matrix2 Advertising worked closely with *Culture Shock Miami* staff to review, revise and implement a media plan to effectively promote the mid-summer performances, particularly the promotion of the July 25 co-presentation of *Chicago Repertory Ballet*. While the revised plan mirrored the media plan implemented at the beginning of the 2014-2015 cultural season, minor changes were made at the beginning of the summer to reduce *Culture Shock Miami's* generic brand ads in order to highlight performance-specific ads and effectively promote *Chicago Repertory Ballet*.

Culture Shock Miami staff is scheduled to meet with *Matrix2* staff this month to discuss the program's 2015-2016 media plan. Staff members will draw on effective strategies and feedback from the program's target audience, as well as its cultural and civic partners to evaluate 2014-2015 media placement and identify the best options for the 2015-2016 cultural season. A report outlining the 2015-2016 media plan will be provided at next month's Council meeting.

Arts Marketing Network - Public Relations

Arts Marketing Network and *Culture Shock Miami* staff worked closely during the summer months to implement the program's public relations plans, particularly the promotion of the July 25 presentation of *Chicago Repertory Ballet*. In addition to ongoing public relations activities, *Arts Marketing Network* resumed the production of *Inside Stories*, leading with ZooMiami. To date, the *ZooMiami Inside Story* has had more than 4,224 views on social media. Additional *Inside Stories*, to be released at the beginning of the 2015-2016 cultural season, are being produced for the Loew Art Museum, and Miami City Ballet. *Inside Stories* highlight a cultural organization and/or venue in Miami-Dade County where senior staff members are interviewed to provide students with an inside view of their cultural organization's inner workings.

Culture Shock Miami staff met with *Arts Marketing Network* staff on September 10 to finalize discussions about the launch of the program's 2015-2016 cultural season. *Arts Marketing Network* staff will continue to implement innovative methods that helped raise awareness about the program during the 2014-2015 season, including:

- The publication of *The Art Stopper*, a quarterly online newsletter for parents and teachers of high school students;
- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami Presents* performances and activities;
- Pitching general and online media outlets based on articles and story lines from the program's newsletter;
- Drafting press releases and coordinating their release to various media outlets;
- Managing and updating social media sites – Facebook, Twitter, and Instagram;
- Coordination of online contests to encourage *Culture Shock Miami's* target audience to learn more about upcoming performances;
- Contacting special interest groups for the promotion of specific performances; and
- Assisting staff with the implementation and promotion of special projects and/or events in collaboration with cultural partners.

In addition, the firm will continue its *You Review* project. *You Reviews* provide *Culture Shock Miami* ticket buyers the opportunity to review, critique and share with their peers the experience of attending

a live arts performance directly after the performance. The stories and reviews are posted on *YouTube*, *Vimeo's CSM-TV*, Facebook and on *CultureShockMiami.com* to provide the program's audience an in-depth look at the arts in Miami-Dade County. To date, 2014-2015 cultural season *You Reviews* highlighted *The Intergalactic Nemesis* (10/11/14), *Soledad Barrio and Noche Flamenca* (11/14/14), *The StepCrew* (01/23/15), *Peking Acrobats* (02/21/2015), *Mummenschanz* (02/28/15), *Dranoff 2 Piano: Bang The Ivories* (3/25/15), *Ballet Memphis* (4/25/15), and *Chicago Repertory Ballet* (7/25/15).

We are happy to report that Ms. Katherine Robertson has been recruited to intern with *Culture Shock Miami*. In addition to working with Department staff on the program's outreach activities and social media campaign, Ms. Robertson will serve as liaison to the *Culture Shock Miami* Student Advisory Council. Ms. Robertson holds a Bachelor's of Science in *Arts Administration* from Wagner College in New York.

Department staff continues to implement our in-house marketing campaign, utilizing baseline promotional tools (e.g., a weekly e-newsletter, website, printed posters and postcards, totes, t-shirts, and pens) to maintain awareness of and participation in the program. Department staff continues to participate in community and/or arts organization-sponsored events to promote the program's offerings. They include:

- August 5 – Juvenile Services and Parks Department Movie Screening at SMDCAC
- August 15 – District 3 *Back to School Fun Day/Health and Info Fair*
- August 25 & 26 – Miami Dade College *Wolfson* Campus – Student Orientation
- September 12 - Children's Trust *Family Expo 2015*
- September 12 – City of Miami *Art Days*

In addition, *Culture Shock Miami* continues to market the program's offerings aggressively via Facebook, Twitter and Instagram. The *Culture Shock Miami* Facebook Fan page and Twitter account provide daily updates and special, last-minute offerings available to the program's target audience. These social networking sites have helped staff inform the program's target audience of newly available performances and ticket inventory. In addition, these social networking tools inform the program's fans of workshops, events and other opportunities presented by the program's cultural partners. The program's Facebook Fan page continues to receive more "Likes." It currently has 8,118 fans.

Here are the highlights of our monthly progress:

- A total of 1,690 tickets was sold for the months of June (468), July (750) and August (472);
- To date, 144 tickets have been sold for the month of September 2015; and
- Our e-mail list currently has 6,865 subscribers.

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