


# Memorandum



**Date:** June 18, 2014

**To:** Members, Cultural Affairs Council

**From:** Michael Spring, Director 

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

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We are happy to report that *Culture Shock Miami* continues to expand its programming offerings for the 2013-2014 season, with more than 270 events available to its target audience. To date, 5,990 tickets have been sold for the first nine months of the 2013-2014 cultural season. In addition, 1,480 students have been reached through free outreach performances and workshops organized in collaboration with the Miami-Dade Public School System, bringing the program's 2013-2014 reach to a total of 7,470.

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* will present *Rhythmic Circus – Feet Don't Fail Me Now!*, a highly energetic, tapping explosion of rock, blues, and soul. *Feet Don't Fail Me Now!* has been contracted to perform on the main stage of the South Miami-Dade Cultural Arts Center on June 28, 2014. Additionally, a free, full performance is being made available to Miami-Dade County camps on June 27<sup>th</sup> and a tap-dance workshop is being offered to Miami-Dade residents on the morning of June 28<sup>th</sup>. Tickets were put on sale on April 29, 2014 on CultureShockMiami.com. In addition to the \$5 *Culture Shock Miami* student-tickets, a limited number of tickets are available at SMDCAC.org. These tickets are being sold to the general public at a cost of \$15-\$25.

In addition to the program's ongoing marketing campaign, *Culture Shock Miami* staff has been working with *Matrix2 Advertising* and *Arts Marketing Network* to implement a special campaign to market the June 28<sup>th</sup> performance of *Feet Don't Fail Me Now!* The following is being implemented:

- Listing in the South Miami-Dade Cultural Arts Center's Summer Events brochure;
- Creation of electronic and printed promotional materials to be distributed via cultural, educational and governmental partners countywide;
- Creation of a promotional video featured on CultureShockMiami.com, YouTube and Vimeo;
- Design and creation of a program book to be distributed at the mainstage performance;
- Online media advertising at MiamiNewTimes.com, and consecutive print ads in *The Miami New Times* two (2) weeks prior to the show;
- One (1) month campaign (June 2014) on Miami-Dade Transit buses - 10 buses along the Central and South Miami-Dade routes;
- Two-week (June 16 – June 28) television advertising on NBC6 and The CW-WSFL TV to reach parents and the program's target audience respectively;
- Two-week ad campaign (June 16 – June 28) on WLRN Public Radio; and
- One (1) television interview on NBC6's *6 in the Mix* featuring artists from *Feet Don't Fail Me Now!*

*Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations for the remainder of the 2013-2014 cultural season. To date, commitments have been received from Amernet Sting Quartet, Adrienne Arsht Center for the Performing Arts, Greater Miami Youth Symphony, Miami Children's Chorus, Miami-Dade County Auditorium, and

Zoetic Stage. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Bass Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, HistoryMiami, Miami Children's Museum, Miami Museum of Science, Museum of Contemporary Art, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

#### Arts Marketing Network - Public Relations

Department staff continues to work with *Arts Marketing Network* (public relations firm) who helped launch the program's 2013-2014 cultural season. The firm is continuing the "You Review" project of interviewing *Culture Shock Miami* ticket buyers at performances to create video reviews of the events available through the program. With "You Review" students are asked to provide a critique of the performance/event attended. The reviews are posted on *YouTube*, *Vimeo*, Facebook and on *CultureShockMiami.com* to provide a student's perspective on arts performances. The most recent "You Review" highlighted the *Dranoff 2 Piano Concert* held at the South Miami-Dade Cultural Arts Center. To date, the seventeen (17) "You Review" videos have received more than 4,300 views.

"You Review" videos have been created for:

- Murray Dranoff Foundation *Piano Slam* (05/2014)
- Dranoff 2 Piano Concert (04/2014)
- Pérez Art Museum Miami (03/2014)
- South Miami-Dade Cultural Arts Center's Jon Batiste (03/2014)
- *Spirit Of Uganda* (03/2014)
- *Coconut Grove Arts Festival* (02/2014)
- The Cleveland Orchestra (02/2014)
- Opera For You, For Me, Forever! (01/2014)
- South Miami-Dade Cultural Arts Center's Miami Youth Ballet "The Nutcracker" (12/2013)
- *Art Basel Miami Beach* (12/2013)
- South Miami-Dade Cultural Arts Center's Asolo Repertory Theatre *Romeo and Juliet* (11/2013)
- South Miami-Dade Cultural Arts Center's *Tango Fire* (11/2013)
- Miami City Ballet's *Program I* (11/2013)
- GableStage's *My Name is Asher Lev* (11/2013)
- Florida Grand Opera's *Mourning Becomes Electra* (11/2013)
- Vizcaya Museum and Gardens' *Discover Vizcaya* (10/2013)
- South Miami-Dade Cultural Arts Center's *Diavolo* (10/2013)

*Culture Shock Miami* continues to market the program's offerings aggressively via Facebook and Twitter. 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 currently has 2,934 fans.

Here are the highlights of our monthly progress:

- To date, 307 tickets have been sold for the month of June 2014.
- A total of 648 tickets was sold for the month of May 2014. This represents an increase of 121% from May 2013 ticket sales (293);
- Our e-mail list currently has 7,475 subscribers.

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