


Date: August 19, 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* continues to expand its offerings for the 2014-2015 season, with more than 180 events available to its target audience during the past eleven (11) months of the 2014-2015 fiscal year. To date, 9,687 tickets have been sold for the first eleven (11) months of the current 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 11,692. This represents an increase of 13% from the first eleven (11) months of the 2013-2014 cultural (10,215) season.

Culture Shock Miami staff continues to work with cultural organizations to renew and recruit ticket donations for the 2014-2015 cultural season. To date, commitments have been received from Artistic Vibes, Coral Gables Congregational Church, Deering Estate at Cutler, and GableStage. In addition to these performance events, available on the website are monthly allotments of tickets from returning museum partners. They include: Bass Museum, Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, HistoryMiami, Lowe Art Museum, Miami Children's Museum, Miami Museum of Science, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

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 voice 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

Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the media plan developed for the 2014-2015 cultural season and address the program's marketing needs. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2013-2014 media placement and identify the best options for the 2014-2015 cultural season. Given the program's aggressive schedule and remarkable list of performances, the campaign was launched in September 2014. The media plan includes print, online, radio, outdoor, and television advertising.

In anticipation of the program's summer activities, *Matrix2 Advertising* worked closely with *Culture Shock Miami* and SMDCAC staff to develop and implement a media plan for the promotion of the July 25 co-presentation of *Chicago Repertory Ballet*. *Culture Shock Miami*, SMDCAC, and *Matrix2* staff met in May to discuss and review the program's media plan and to make necessary adjustments to effectively promote the mid-summer performance. While the revised plan mirrors the media plan implemented at the beginning of the 2014-2015 cultural season, minor changes were made during the months of June and July to reduce *Culture Shock Miami's* generic brand ads in order to highlight performance-specific ads and effectively promote the July 25 presentation. These changes will be reflected in online, radio, outdoor and television advertising.

Arts Marketing Network - Public Relations

Department staff continues to work closely with *Arts Marketing Network* (public relations firm) who helped launch the program's 2014-2015 cultural season. *Arts Marketing Network* and *Culture Shock Miami* staff met in early June to discuss summer 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 2,000 views on social media. Additional *Inside Stories* are planned for the Loew Art Museum (August), and Miami City Ballet (September). *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.

Arts Marketing Network staff developed and continues to implement innovative methods that help raise awareness about the program. They include:

- 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.

The firm continues 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

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 7,805 fans, an increase of 104% from August 2014 (3,831).

Here are the highlights of our monthly progress:

- A total of 468 tickets was sold for the month of June 2015, and 750 tickets for the month of July 2015;
- To date, 302 tickets have been sold for the month of August 2015;
- Our e-mail list currently has 6,884 subscribers.

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