

**Date:** November 14, 2018  
**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 Update

- *Culture Shock Miami* has partnered with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor performances of Dance Theatre of Harlem (January 2019), *Legally Blonde* (March 2019), and *RENT* (April 2019). Tickets to these performances were released for sale on November 6. In addition, *Culture Shock Miami* is sponsoring SMDCAC's presentation of Dimensions Dance Theatre of Miami – School and Public performances (November 16-18). To date, 60 percent of the ticket allotment has been sold for the two (2) public performances.
- *Culture Shock Miami* collaborated with All Kids Included to sponsor A New Definition of Dance featuring *Ill-Abilities* (November 8 - 9), and provided marketing support for workshops and performances.
- The program is participating in *Miami Book Fair 2018* – Booth in Friday's Street Fair, and Saturday's Author Panel: Ibtihaj Muhammad and Kate Schatz, will be moderated by *Culture Shock Miami* Student Councilors (November 17)
- *Culture Shock Miami* staff member, Mary-Margaret Dale, attended South Arts' Performing Arts Exchange Conference in Orlando. Program staff is initiating discussions with artist representatives and attending conferences to plan the 2019-20 season.
  
- Monthly Progress
  - 565 tickets sold to date (November 2018)
  - Total of 1,249 tickets sold in October 2018
  - 8,466 unique website visitors (month of October)
  
- Marketing and Public Relations Firms
  - **Matrix2 Advertising - Marketing**
    - Created Facebook ads to promote the release of tickets for Dance Theatre of Harlem, *Legally Blonde*, and *RENT*;
    - Developed online/digital and social media campaigns for A New Definition of Dance featuring *Ill-Abilities*; and
    - Secured distribution of a dedicated eblast to WLRN's *Circle of Friends*.
  - **Beber Silverstein Group - Public Relations**
    - Coordinated public relations efforts for A New Definition of Dance featuring *Ill-Abilities*, including distribution of press release and fielding media inquiries and interviews.

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