


Memorandum



Date: December 14, 2016

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

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

We are happy to report that 2016-2017 represents *Culture Shock Miami*'s 12th season and the program continues to expand its programming offerings. To date, 2,124 tickets have been sold for the first quarter of the 2016-2017 cultural season.

As of October 1st, more than 145 performances already have been made available to the program's target audience. *Culture Shock Miami* staff continues to work with cultural organizations to renew and recruit ticket donations. To date, commitments have been received from Aventura Cultural Arts Center, Dance NOW! Miami, GableStage, Miami City Ballet, Miami Youth Ballet, New World School of the Arts, New World Symphony, Pinecrest Gardens Banyon Bowl, Seminole Theatre, South Miami-Dade Cultural Arts Center (SMDCAC), Thomas Armour Youth Ballet, 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, Coral Gables Museum, Fairchild Tropical Botanic Garden, Frost Museum at FIU, Gold Coast Railroad Museum, HistoryMiami, Miami Children's Museum, Pérez Art Museum Miami, Vizcaya Museum and Gardens, The Wolfsonian at FIU, and ZooMiami.

As reported last month, the program is increasing its presenting activities from 10 performances in 2015-2016, to 13 special performances and engagements spanning different arts disciplines during the 2016-2017 season. In addition to SMDCAC, the program collaborated with the Department's *All Kids Included* initiative, and co-presented with Miami-Dade County Auditorium (MDCA) and local, multidisciplinary organization, *FUNDarte*, to increase its programming and broaden its audience reach. This season includes: the season kick-off *Backyard Bash* (October 2016 - SMDCAC), All Kids Included's *A New Definition of Dance* (October 2016 – New World School of the Arts, Caleb Auditorium, and MDCA), Casa Patas' *Los Silencios del Baile* (November 2016 – MDCA / *FUNDarte*), *Limón Dance Company* (November 2016 - SMDCAC), *Adam Trent: A New Generation of Magic* (January 2017 – SMDCAC *Family Series*), *Aspen Santa Fe Ballet* (January 2017 – SMDCAC), *Vocalosity* (February 2017 - SMDCAC), *The Mayhem Poets* (February 2017 – SMDCAC *Family Series*), *Momix Dance Company* (February 2017 - SMDCAC), *The Peking Acrobats* (February 2017 - SMDCAC), *Taj Express* (March 2017 - SMDCAC), *DrumLine Live* (April 2017 - SMDCAC), and Manual Cinema's *Lula del Rey* (April 2017 – SMDCAC). As previously reported, all performances were placed on sale in mid-September 2016. *CultureShockMiami.com* features \$5-tickets for the program's target audience, and admission tickets for the general public are available on the collaborative partners' websites.

In continuing *Culture Shock Miami*'s special partnership with SMDCAC, the program is collaborating with the center to participate in a series of free community events organized around a particular theme and/or holiday. The events provide a safe gathering place for families, where food trucks and other themed-activities are made available. In addition, these gatherings serve as promotional events to market season offerings and register new subscribers for social media sites and electronic marketing campaigns.

The most recent event, *Winter Holiday Celebration*, occurred on December 9 and featured a toy drive, pictures with Santa, food trucks, signature holiday drinks, free popcorn and the movie *Arthur Christmas, It Takes a Family* on the back lawn. The event was sponsored in part by the Town of Cutler Bay and Miami-Dade County Commissioner Levine Cava's Office.

Culture Shock Miami continues to market the program's offerings aggressively via *Facebook*, *Twitter*, *Instagram*, and *Snapchat*. In an effort to help promote *Miami Book Fair International*, reach young readers and increase their participation and attendance at the street fair, the program collaborated with Miami Dade College to organize a two-part campaign that included the following:

- *Culture Shock Miami* Student Councilors Khloey Jean-Baptiste, Alexa Martinez, and Sabrina Trinidad were invited to introduce young-audience authors, serve as panel moderators, and lead Q & A sessions.
- *Miami Book Fair* and *Culture Shock Miami* staff coordinated an *Instagram* site "take-over" titled *A Peek inside the Life of... a young-audience author*. The social media campaign occurred over the weekend of the fair and featured Carolyn Cohagan, author of *Time Zero*, and *New York Times Best-Selling* author of *Black Widow*, *Red Vengeance*, Margaret Stohl. *Instagram* followers were treated to a rare and special treat of multiple images documenting a day in the life of the two (2) authors. As a result of this campaign, referral traffic from *Instagram* to the program's website increased by 588%.

To continue the momentum on social media, *Culture Shock Miami* staff is launching *12 Days of Culture*, (*#CultureGiving*), a campaign designed to promote the arts and encourage ticket sales for performances scheduled during the second quarter of the 2016-2017 cultural season. Second quarter tickets will go on sale on *CultureShockMiami.com* on December 13. Between the period of December 13 and December 24, all ticket buyers will automatically be entered to win four (4) tickets to the program's January 21 presentation of *Adam Trent: A New Generation of Magic*.

In addition to special events, the program's social media sites provide updates of newly received ticket inventory, and last-minute performance offerings available to the program's target audience. The program's *Instagram* account grew by 11% during the month of November and Facebook Fan page currently has 11,592 fans, an increase of 29% from December 2015 (9,003).

Matrix2 Advertising - Marketing

As reported last month, Department staff continues to work closely with staff from *Matrix2 Advertising* to implement the program's 2016-2017 media plan. Staff members drew on effective strategies and feedback from the program's target audience to evaluate 2015-2016 media placement and identify the best options for the 2016-2017 cultural season. In addition, program staff evaluated patrons' initial response and ticket purchase patterns following the mid-September 2016-2017 season launch to: 1) determine overall interest in upcoming performances, 2) identify which performances may require additional marketing dollars to encourage ticket sales, and 3) finalize the media plan and secure media buys. Given the program's aggressive schedule and remarkable list of performances, the new campaign was launched in October. The media plan includes digital, print, radio, television, outdoor and social media as follows:

- Digital Media (English and Spanish) – A comprehensive 6-month performance-specific campaign to include digital ads on *Big1059.ihart.com*, *MiamiHerald.com*, *ElNuevoHerald.com*, *MiamiNewTimes.com*, and *Pandora.com* (October 2016 – April 2017);

- Print Media (Spanish) - A 3-month campaign, comprised of generic brand and performance-specific ads, targeting Miami-Dade's Hispanic community with *Diario Las Americas* (November 2016, January 2017, and March 2017);
- Radio Media – *WHQT-HOT105* and *101.5-LiteFM* performance-specific advertising to air 2-weeks prior to performances with large appeal to urban/contemporary communities and adult-parents with children in the program's age-range;
- Television Media – This season, program staff decided to maintain a very light presence on Cable TV, particularly for the presentation of illusionist, Adam Trent's *A New Generation of Magic*, airing :30sec spots two (2) weeks prior to the performance on the following networks: A&E; Discovery; Family, FOOD, History, Nick, Lifetime and TNT;
- Outdoor Media –
 - CBS Outdoor - A 12-month campaign of 10 monthly bus wraps for buses on the Miami-Dade Transit North/Aventura and Coral Way/South Dade routes (October 2016 – September 2017). In addition to paid advertising, *Matrix2* secured added-value advertising for additional brand exposure at 11 Metrorail stations.
- Social Media - A 12-month performance-specific campaign on *Facebook* featuring generic brand ads and ads highlighting all 12 performances scheduled for the 2016-2017 season (October 2016 – September 2017).

Arts Marketing Network - Public Relations

Culture Shock Miami staff continues to work closely with *Arts Marketing Network* (public relations firm) who helped launch the program's 2016-2017 cultural season. *Arts Marketing Network* staff developed and continues to implement innovative methods that help raise awareness about the program. They include:

- The publication of *Your \$5-Ticket Update*, a weekly newsletter providing news and updates about the program. The newsletter is sent to over 12,540 subscribers every Tuesday;
- Creating *CSM-TV* on Vimeo.com and YouTube to highlight *Culture Shock Miami* 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 is continuing 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. To date, the 2016-2017 cultural season *You Reviews* include: *A New Definition of Dance* (10/26-27/2016), *Los Silencios del Baile* (11/5/2016), *Limon Dance Company* (11/19/2016), *Act of God* (12/04/16), and Seraphic Fire Holiday Concert: *On Winter's Night* (12/16/16). 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.

Department staff continues to implement our in-house marketing campaign, utilizing baseline promotional tools (e.g., a weekly e-newsletter, website, and glasses, postcards, totes, and pencils) 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:

- November 18-20 – *Miami Book Fair International*
- December 8 – *Theater Etiquette Workshop* (SMDCAC)
- December 9 – *Winter Holiday Celebration* (SMDCAC)

Here are the highlights of our monthly progress:

- To date, 561 tickets have been sold for the month of December 2016;
- A total of 824 tickets was sold for the month of November 2016, representing a 23% increase from November 2015 (668);
- Visits to the program's website increased in traffic by 35% from October to November 2016. In addition, the website witnessed a four (4) percent increase in new visitors over the last month;
- Our e-mail list currently has 12,689 subscribers.

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