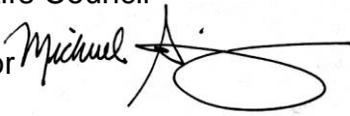


Memorandum



Date: July 17, 2019
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: *Culture Shock Miami (CSM)* – Discount Tickets for Youth Program

- Monthly Progress – Program’s Reach
 - 878 tickets sold to date (July 2019);
 - Total of 815 tickets sold in June 2019;
 - 8,609 unique website visitors (month of June), of which 60% were new visitors and 40% were returning visitors.

- Culture Shock Miami Updates
 - **Summer 2019**

Culture Shock Miami collaborated with South Miami-Dade Cultural Arts Center (SMDCAC) to sponsor Dimensions Dance Theatre of Miami’s *An Evening of Premiere Ballets*. The sponsorship included a free daytime performance for local camps on Friday, July 12, and 100 \$5 tickets were made available through CultureShockMiami.com for the July 13 and July 14 public performances. To date, a total of 61 tickets were sold for both public performances.
 - **Culture Shock Miami Presents 2019-2020 Season**

Program staff is finalizing the series’ 2019-2020 season of performances at SMDCAC and Miami-Dade County Auditorium (MDCA). Free school performances will be organized in partnership with the Miami-Dade County Public School System’s *Cultural Passport* Program. Planned performances include –

 - Shane Koyczan, Spoken Word Artist (September 2019 – SMDCAC)
 - Jason Bishop Illusionist (February 2020 – SMDCAC)
 - *Turning 15 On The Road To Freedom* (February 2020 - MDCA)
 - *enra* (April 2020 – SMDCAC)
 - *The Real James Bond Was Dominican* (June 2020 – MDCA)
 - Hiplet Ballerinas (August 2020 – SMDCAC)

- Culture Shock Miami will collaborate with SMDCAC to sponsor eight (8) performances during the upcoming season. Sponsorships will include free daytime school performances, and ticket allotments to public performances that will be sold through CultureShockMiami.com. The list of performances will be made available once SMDCAC announces its season.
- **Cultural Partners**

Members of the cultural community will be invited to donate tickets to their upcoming seasons, which will be available for purchase through cultureshockmiami.com beginning October 1.
- **Student Council**

Applications for new students to serve on the program’s 2019-2020 Student Advisory Board were made available on July 9 with a deadline of August 6.

- Marketing and Public Relations Firms
 - **Matrix2 Advertising - Marketing**
 - Program staff met with Matrix2 staff to develop a media campaign for Shane Koyczan’s performance and the comprehensive 2019-2020 season. Campaigns will be closely monitored and adjusted based on ticket sales.

- **Beber Silverstein Group - Public Relations**
 - Program staff met with Beber Silverstein Group last month to focus the media strategy for the next three months, which includes:
 - Build ongoing brand awareness and community outreach;
 - Develop relationships with Miami-Dade County Public Schools' Principal's Council and Charter Schools;
 - Pitch human Interest stories highlighting the impact of Culture Shock Miami on young audiences; and
 - Pitch Shane Koyczan performance and 2019-2020 season to media outlets.

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