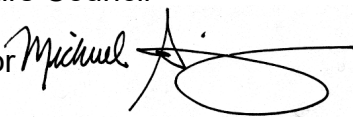


# Memorandum



**Date:** April 20, 2022  
**To:** Members, Cultural Affairs Council  
**From:** Michael Spring, Director   
**Subject:** Culture Shock Miami (CSM) – Discount Tickets for Youth Program

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- **Program Update –**

Staff finalized its recruitment for a college student to serve as the program's [Marketing and Outreach Intern](#). Maria K. Cruz joined the team on March 29 and is scheduled to work approximately 20 hours per week. Her responsibilities will include:

- Assisting with the creation of engaging content for social media;
- Setting up events on the CSM website and ticketing platform;
- Compiling and distributing ticket reports to cultural partners; and
- Providing administrative support as needed for CSM initiatives including Student Advisory Council, Miami-Dade Arts Education Collective, and outreach activities at community events.

Ms. Cruz is an International Relations major from Florida International University who hopes to learn about the inner workings of county government, as well as the policies created and implemented to support local arts organizations.

- **Cultural Partners Update –**

- The Pérez Art Museum Miami of Miami-Dade County (PAMM) renewed its allotment of tickets last month. PAMM is once again providing a monthly allotment of 75 tickets to the program.
- CSM joined Miami Dade College's *Live Arts Miami*, Dream in Green, and Miami-Dade Public School System's *Cultural Passport* Program to present *Small Island, Big Song* to more than 560 middle and high school students. The free, in-person field trip was held at the North Beach Bandshell on February 25. The multi-platform project uniting award-winning indigenous musicians from the Pacific and Indian Oceans focused on the impacts of sea-level rise and climate change on their delicate homelands.

- **Culture Shock Miami Presents Season Update –**

*The Real James Bond... Was Dominican* was presented *On Stage* at Miami-Dade County Auditorium on February 25 and 26, 2022. Set to a live percussion score and immersive projections, the play focused on a young man's guide to love, color, code-switching, success, fake-it-till-you-make-it, and the roller coaster of finding one's true self. \$5 tickets for the program's target audience, teens and young adults (13-22), were sold on CultureShockMiami.com. Tickets for the general public (\$15-\$20) were made available on the Auditorium's website, miamidadecountyauditorium.org. Audience attendance reached 80% capacity on February 25 and the February 26 performance sold out.

Due to COVID protocols put in place to safeguard the well-being of the artists, crew and audience members, previously scheduled outreach activities had to be suspended. To that end, the play's creator and actor, Christopher Rivas, has agreed to join the CSM Student Council on April 27 for a "talk back" session. The Zoom call will give councilors the opportunity to hear directly from Rivas about his creative process and professional life as a BIPOC artist.

As previously reported, CSM staff collaborated with the Department's Education and Outreach division to provide Access Services during this season's presentations of *Hiplet Ballerinas* and *The Real James Bond... Was Dominican*. Services included ASL interpreters, captioning, audio description, and alternate text for digital programs.

- **Miami-Dade Arts Education Collective –**

To date, 41,184 students have been registered to attend the 2021-22 virtual performances being presented by the Collective. In honor of February's Black History Month, the Collective presented *Citizen James* from February 7 – 18 to a total of 641 students. In an effort to engage more 11 and 12 graders, the target audience for *Citizen James*, the Collective obtained permission to extend the presentation, free of charge, beyond February. The performance will once again be available to classrooms from April 4 - 15, 2022. *Cenicienta - A Bilingual Cinderella Story* was presented from March 7 – 18, 2022 to more than 4,385 students. *Diamond's Dream*, the remaining performance of the season, will be available to classrooms through June 8. For a complete list of virtual offerings being offered during the 2021-2022 season [click here](#).

In order to access the virtual performances, Miami-Dade County Public School (MDCPS) teachers are asked to register their classes via the *Cultural Passport Program's* portal. All non-MDCPS teachers can register with the Adrienne Arsht Center's Education and Community Engagement team.

Culture Shock Miami joined forces with the Adrienne Arsht Center's Education and Community Engagement team, Miami Theater Center (MTC), and the South Miami-Dade Cultural Arts Center's (SMDCAC) Education and Outreach Division to support Miami-Dade schools, including Miami-Dade County Public Schools' (MDCPS) *Cultural Passport Program*, to pool resources and meet the arts education needs of school-aged children, grades K-12, during the COVID-19 pandemic.

- **CSM Student Advisory Council –**

The 2021-22 Student Advisory Council continues to meet on a bi-monthly basis. In addition to assisting with the promotion of this season's public performances, members have been involved in generating new content for the Student Council [blog](#). In honor of Women's History Month and *World Piano Day*, both celebrated in March, Councilor Kerren Dieuville interviewed Rollins College Professor Gloria Cook about her journey as a piano performer and professor. The interview is currently available on the blog.

With a little over two months remaining in the current school year, staff will continue to engage the council in special projects and opportunities such as the upcoming "talk back" with Christopher Rivas, creator and actor of *The Real James Bond... Was Dominican*.

- **Marketing and Public Relations Update –**

Program staff continues to work with The Weinbach Group to create brand awareness campaigns to promote the program. Digital and social media campaigns targeting parents, teachers and teens were launched last month. Teacher-based campaigns include a special promotion of the virtual performances being presented by the Miami-Dade Arts Education Collective. Campaigns are proving to be engaging and successful. To date, more than 125 new subscribers have registered for the program's newsletter. As reported last August, the Department of Cultural Affairs hired The Weinbach Group to provide marketing and public relations services for its venues and programs.

Visit [CultureShockMiami.com](http://CultureShockMiami.com) to view the program's offerings.