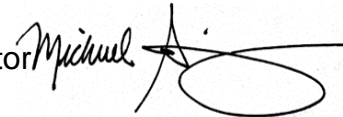


# Memorandum



**Date:** April 19, 2023  
**To:** Members, Cultural Affairs Council  
**From:** Michael Spring, Director   
**Subject:** Culture Shock Miami – Discount Tickets for Youth Program

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- **2022-23 Culture Shock Miami (CSM) Update –**

- Monthly Progress – Tickets Sold:

- April 2023: 461 (to date)
- March 2023: 924
- February 2023: 553
- January 2023: 778

- CSM was represented at the Pérez Art Museum's *2023 Teen Summit* on April 7. Staff and advisory councilors attended the event to promote the program and network with other local teen arts advisory boards.

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

CSM presented the polyrhythmic percussive step group Step Afrika! at the Dennis C. Moss Cultural Arts Center on Friday, March 10. In addition to the in-person public evening performance, a free school show was presented to more than 650 Miami-Dade Public School students in partnership with the *Cultural Passport* program.

Staff is currently planning for the 2023-2024 season which will include exciting, educational, and diverse dance, music, and spectacle programming.

- **CSM Student Advisory Council –**

The Council continues to meet on a bi-weekly basis to discuss and create organic content to promote the program and its cultural partners. This month, Blog members will interview Monica Stephenson, Director of Community Engagement at Miami City Ballet, to highlight the organization's impact in Miami-Dade County, as well as in the dance world.

CSM staff is finalizing applications for the 2023-24 school year. Applications were announced on April 17 and will be available online from April 24 to June 24. To further engage young leaders, applicants will be invited to submit an application in one of two (2) categories - as an Arts Ambassador to assist at public performances and community events, or as Creators to generate organic content to promote the program and its offerings. This approach will help in the recruitment of young leaders with various interests ranging from the performing arts to marketing, journalism and graphic design. Councilor selection will be finalized by July 24 with an orientation session scheduled for August 9.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff continue to meet monthly to discuss marketing efforts for the program's 2022-23 season. The existing marketing plan is being adjusted to increase brand awareness campaigns targeting teens and parents respectively.

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