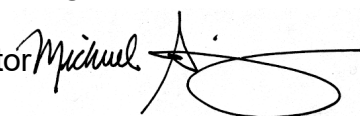


Date: December 15, 2021

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: Culture Shock Miami (CSM) – Discount Tickets for Youth Program

Culture Shock Miami (CSM)

- **Culture Shock Miami Presents Season Update** – Staff continues to move forward with plans to present the rescheduled performances of *Hiplet Ballerinas* (January 14, 2022) and *The Real James Bond Was Dominican* (February 25 and 26, 2022) at Miami-Dade County Auditorium. \$5 tickets for the program's target audience, teens and young adults (13-22), are currently on sale on CultureShockMiami.com. Tickets for the general public (\$15-\$20) are available on the Auditorium's website, miamidadecountyauditorium.org.

In addition to the public performance of *Hiplet Ballerinas*, CSM is presenting a free, in-person school performance the morning of January 14. To date, more than 790 students are scheduled to attend the in-person school performance. Also, *Hiplet Ballerinas* will host a free workshop on January 13 for dance students at the African Heritage Cultural Arts Center.

As previously reported, CSM staff is collaborating with the Department's Education and Outreach division to provide Access Services at the aforementioned performances. Services will include ASL interpreters, captioning, audio description, and alternate text for digital program books.

- **Miami-Dade Arts Education Collective** – To date, more than 18,860 students have been registered to attend the 2021/22 virtual performances being presented by the collective. For the month of December, Step Afrika's *Magical Musical Holiday Step Show* has been added to the list of offerings. In order to access the virtual performances, Miami-Dade County Public School (MDCPS) teachers can register their classes via the *Cultural Passport Program*. All non-MDCPS teachers can register with the Adrienne Arsht Center's Education and Community Engagement team.

As a reminder, this year's virtual offerings include:

- *Diamond's Dream* - Theater Animation; Themes: economic hardships, family dynamics, global pandemic (October 2021 – June 2022);
- *Duke* – Theater; Theme: native and indigenous culture, history of Olympic swimming, history of surfing, resiliency (October 2021);
- *Dreamers* – Theater; Themes: immigration journey, perseverance and hope, bilingual storytelling (November 2021);
- *The In Between* – Theater; Themes: adolescence, immigration, income inequality, social media misinformation and cyberbullying (November 2021);
- *Step Afrika! Magical Musical Holiday Step Show* – Dance; Themes: holidays, history, African-American traditional stepping (December 2021);
- *Jabari Dreams of Freedom* – Theater; Themes: history, civil rights era (January 2022);
- *Citizen James* – Theater; Themes: self-identity, police violence, societal pressures (February 2022); and
- *Cenicienta, A Bilingual Cinderella Story* – Theater; Themes: cultural heritage, family dynamics (March 2022).

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 to 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. This month, councilors have been tasked with coming up with innovative ways to promote the performance of Hippet Ballerinas. To engage the program's teen audience over social media, councilors recommended the creation of a TikTok dance challenge. Hippet Ballerinas' artistic team has agreed to choreograph the dance to help promote their performance in Miami. The challenge is tentatively set to launch in mid- to late-December. Local Culture Shock Miami social media followers will be invited to learn, perform and re-post the dance via social media. A challenge winner will be selected and officially announced at the January 14 public performance. The winner will have the opportunity to meet the Hippet Ballerinas at a post-performance, socially distanced meet-up.
- **Marketing and Public Relations Update** – As reported last August, the Department of Cultural Affairs' newly hired marketing and public relations firm, The Weinbach Group, put together a marketing plan for the promotion of Culture Shock Miami's 2021-2022 season. In addition to brand awareness and the promotion of the *Culture Shock Miami Presents* series, the plan will promote the collaborative work being done via the Miami-Dade Arts Education Collective. The plan focuses primarily on digital and social media advertising.

In addition, Culture Shock Miami staff is collaborating with the County's Communications and Customer Experience Department to create promotional assets for the program and its student advisory council. They include: masks, flyers, postcards, program books, t-shirts, polo shirts and hooded sweatshirts.

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