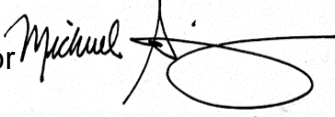


Memorandum



Date: February 15, 2023
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: Culture Shock Miami – Discount Tickets for Youth Program

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

- Monthly Progress
 - February 2023: 551 tickets sold to date;
 - January 2023: 778 tickets sold.
- CSM will be represented at this year's 59th Coconut Grove Arts Festival. Staff and student councilors will be on hand to promote the program.

- **Culture Shock Miami Presents Update –**

CSM is presenting the groundbreaking all-female Tap group *Chloe Arnold's Syncopated Ladies: Live* at the Miami-Dade County Auditorium on Friday, February 17. In addition to the in-person public evening performance, a free school show will be presented to more than 1,890 Miami-Dade Public School students in partnership with the *Cultural Passport* program.

CSM is collaborating with the Roxy Theatre Group's Tap students to make a special masterclass available to more than 25 dancers.

- **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 presenting series. This month, the Council focused on creating Instagram Reels and [blog](#) articles to promote the upcoming performance of *Syncopated Ladies*.

CSM's *Behind the Curtain*, the new professional development initiative designed to introduce councilors to the array of arts administration professions, will resume at the end of February with a presentation from [The Peace Studio](#), a local organization developing artists and journalists to inspire hope and catalyze transformative social change.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff continue to meet monthly to discuss marketing efforts for *CSM Presents'* 2022-23 season. In addition to marketing efforts promoting the 2022-23 season, TWG created digital materials for ongoing brand awareness campaigns targeting parents.

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