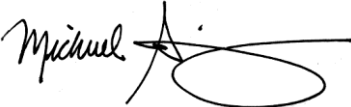


Memorandum



Date: January 18, 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
 - January 2023: 500 tickets sold to date;
 - First Quarter: 1,824 tickets sold (October – December 2022).
- After participating virtually in 2020 and 2021, CSM returned “in-person” to the 2022 Miami Book Fair (MBF). Staff promoted CSM during the student field trip day. In addition, CSM student councilors, Danielle Leon and Kaitlyn Coll, introduced the author panel “Love Yourself: Trendsetters, K-Pop Stars & Old Flames,” which featured authors Claire Ahn, Kat Cho and Natalia Sylvester. Coverage of MBF by CSM’s social media team resulted in high engagement and shares via the program’s Instagram Stories.

- **Culture Shock Miami Presents Update –**

CSM continues its collaboration with the Moss Cultural Arts Center to offer a multitude of diverse performances to young audiences. The following performances were made available during the month of January –

- World of Musicals
- International Guitar Night
- Olujimi Dance: T.W.E.R.K
- Grimmz Fairy Tales
- Circa: Humans 2.0

CSM has partnered with the Arsht Center, Roxy Theatre Group, and Miami-Dade County Parks, Recreation and Open Spaces to present *Family Fest in the Park* at the Westchester Cultural Arts Center (WCAC) located in Tropical Park. The January 7 event featured *Michaela’s Love Movement*, a tap dance performance by local and national artists. In addition, the event included a pre-show performance by WCAC’s Roxy Theatre Group tap students.

- **CSM Student Advisory Council –**

CSM’s *Behind the Curtain*, the new professional development initiative designed to introduce student councilors to the array of arts administration professions, continued in December with presentations by Trish Gutierrez, Assistant Production Manager at The Dennis C. Moss Cultural Arts Center, and Dana Pezoldt, Grants Administrator and arts health specialist at the Miami-Dade County Department of Cultural Affairs.

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

During the month of December, the Collective presented *Hip Hop Nutcracker* as a virtual field trip to more than 40,945 students in grades 3-12. A total of 5,280 students were registered to attend the virtual performance of *Turning 15 on The Road to Freedom*, the story about Lynda Blackmon Lowery's involvement in the civil rights movement when she was a teenager. That performance was available to grades 6-12 the week prior to the November 2022 election day. The Collective will present *Diary of a Wombat* in May 2023 to grades K-3.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff are meeting monthly to discuss marketing efforts for CSM Presents' 2022-23 season – Syncopated Ladies (February) and Step Afrika! (March). In addition, TWG staff is creating digital materials to promote the Miami-Dade Arts Education Collective's virtual performances to teachers.

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