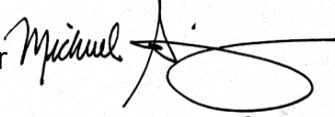


Memorandum



Date: July 19, 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 – Tickets Sold:
 - July 2023: 380 (to date)
 - June 2023: 497
 - May 2023: 496
- Culture Shock staff has been working with the County's Internal Services Department (ISD) to issue a solicitation for the acquisition of a new ticketing and patron management platform. The new system will replace the existing TicketWeb platform and will provide more flexibility in event and ticket inventory management, as well as patron profile and records administration. The solicitation was released on July 6 and will remain open until July 28. An update will be provided at the next Cultural Affairs Council meeting.
- Program staff continues to work with the County's Communication Department to migrate the program's website into the County's infrastructure. This approach allows the program to utilize County resources to host and maintain the website, without the need for an outside contractor.

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

Staff continues to plan for *Culture Shock Miami Presents* 10th Season in 2023-24. The season will include exciting, educational, and diverse dance, music, and spectacle programming. Program staff has been working with staff from the Moss Center to identify and co-present performances that will appeal to Culture Shock Miami's target audience.

In addition, staff continues to meet with colleagues from the Miami-Dade Arts Education Collective to discuss the upcoming season and identify in-person and virtual performances to be presented during the 2023-24 school year. The Collective is exploring the in-person presentation of a Miami-based artist and the virtual presentation of a nationally known Florida artist.

Staff continues to work closely with the Miami-Dade County Public School System's (MDCPS) *Cultural Passport* program to finalize season offerings and field trip options to be offered to students during 2023-24 school year.

- **CSM Student Advisory Council –**

As previously reported, applications for the 2023-24 school year were released online on May 9. The application deadline was extended from June 24 until July 16. To further engage young leaders, applicants are being 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 late July 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 finalize the implementation of the 2022-23 marketing plan. Summer efforts are focused on increasing brand awareness campaigns that target teens and parents respectively.

The team met in late June to discuss the program's 2023-24 presenting season and consider an appropriate marketing approach.

Visit CultureShockMiami.com to view the program's offerings.