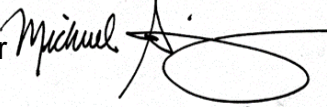


Memorandum



Date: June 21, 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:
 - June 2023: 310 (to date)
 - May 2023: 496
 - April 2023: 507
- Culture Shock 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. Most recently, staff met 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’s 2022-23 season proved to be successful with a total reach of 56,250 to three (3) virtual presentations - *Turning 15 on the Road to Freedom* (5,280), *Hip Hop Nutcracker* (40,948), and *Diary of a Wombat* (10,472).

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 –**

Following a successful and productive 2022-23 season, the Council held its final meeting on May 17.

Applications for the 2023-24 school year were released online on May 9 and will remain open until June 24. 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 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 remainder of the program's 2022-23 season. The existing marketing plan has been adjusted to support the creation of a new promotional brochure, and to increase brand awareness campaigns targeting teens and parents respectively.

The team is meeting next month to discuss a marketing approach for the program's 2023-24 season.

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