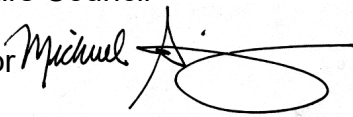


Memorandum



Date: May 18, 2022
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: Culture Shock Miami (CSM) – Discount Tickets for Youth Program

- **Program Updates –**

- As our community begins to emerge from the pandemic and audiences return to cultural activities, 3,808 tickets have been processed to date. In addition, 660 students attended the free, in-person school performance of Hipler Ballerinas presented at Miami-Dade County Auditorium in January 2022, bringing the program's reach to 4,468. This represents 37% of the program's 2018-19 year-to-date traffic, the last complete year of offerings (12,049).

Below is a quarterly breakdown of the program's reach for the 2021-22 cultural season:

- 1,295 - 1st Quarter (October 2021 – December 2021)
 - 2,335 - 2nd Quarter (January 2022 – March 2022)
 - 838 - 3rd Quarter (April 2022 – To date)
- In an effort to expand their reach to families with teens, the Adrienne Arsht Center's Education and Community Engagement division proposed to Culture Shock Miami the possibility of co-presenting during next year's *Family Fest*. A few artists ranging from dance, music and theatre are being jointly considered. The Arsht Center's *Family Fest* consists of a season of free performances featuring the world's leading family-friendly artists. Once finalized, an update will be provided to the Cultural Affairs Council.

- **Cultural Partners Update –**

Florida Grand Opera's Education Director, Luis Valenzuela, was interviewed by CSM Councilors on May 2. Valenzuela discussed the planning process for staging an opera, as well as the organization's efforts to introduce this artform to younger audiences. These activities, used to generate organic content for the program, will be featured on the [Student Council Blog](#), as well as the program's social media sites.

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

- Christopher Rivas, creator and actor of *The Real James Bond... Was Dominican*, joined the CSM Student Council on April 27 for a post-performance virtual *Talk Back*. Held via Zoom, the 45-minute session gave councilors and their guests the opportunity to hear directly from Rivas about his inspiration, creative process, and professional life as a BIPOC artist. Due to COVID protocols put in place at the time of the performance (February 2022), in-person outreach activities had to be modified and rescheduled to virtual activities.
- Staff is finalizing its research and compilation of artists for the 2022-23 season. In addition to artist negotiations, CSM staff is collaborating with staff from the South Miami-Dade Cultural Arts Center (SMDCAC), as well as Miami-Dade County Auditorium (MDCA) to explore co-presenting options. An outline of *Culture Shock Miami Presents'* 2022-23 offerings will be provided by late-summer.

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

To date, 41,144 students have been registered to attend the 2021-22 virtual performances being presented by the Collective. *Diamond's Dream*, the remaining performance of the season, will be available to classrooms through June 8. For a complete list of virtual offerings being offered during the 2021-2022 season [click here](#).

As a reminder, in order to access virtual performances, Miami-Dade County Public School (MDCPS) teachers are asked to register their classes via the *Cultural Passport Program's* portal. All non-MDCPS teachers can register with the Adrienne Arsht Center's Education and Community Engagement team.

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 and 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. In addition to assisting with the promotion of this season's public performances, members have been involved in generating new and organic content for the Student Council [blog](#).

With one final meeting left in the current school year, staff is finalizing the recruitment process for 2022-23. Applications for the new cycle will become available in late-spring/early-summer.

- **Marketing and Public Relations Update –**

Program staff continues to work with The Weinbach Group to create brand awareness campaigns to promote the program over the summer months. Digital and social media campaigns, targeting parents, teachers and teens, launched in March are being extended. Special efforts are being explored to capture and generate collateral materials (i.e., promotional images) that represent Miami-Dade's diverse community. As reported last August, the Department of Cultural Affairs hired The Weinbach Group to provide marketing and public relations services for its venues and programs.

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