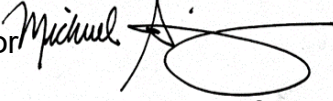


Memorandum



Date: November 16, 2022
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
 - 456 tickets sold to date (November 2022);
 - 553 tickets sold in October 2022; and
 - 1,111 total reach to date (ticket sales and community event attendance).
- CSM collaborated with the Adrienne Arsht Center's *Family Fest* and the County's Parks, Recreation and Open Spaces Department to co-present Thee Phantom and The Illharmonic Orchestra on November 5 at Gwen Cherry Park in Northwest Miami-Dade. Presented to celebrate the 50th anniversary of Hip Hop, the free event drew more than (102) attendees.
- On October 26, CSM staff hosted its annual cultural partners' season kick-off meeting. The Zoom session provided the opportunity to reconnect, discuss support strategies, and share post-pandemic challenges. Forty-four organizations were represented. The partners' fall performances were released in mid-October, with more than 70 events going on sale.
- CSM has been invited to participate in this year's Miami Book Fair. Staff and councilors will be on site on November 18 to promote the program during the student fieldtrip day.

- **CSM Student Advisory Council –**

CSM launched, *Behind the Curtain*, a new professional development initiative specifically created for its councilors. The interactive sessions are organized to introduce councilors to the array of arts and arts marketing professions. Invited guests include Haden Beaudoin, Marketing Manager at The Weinbach Group; Mariah Forde, Manager - PR and Social Media, New World Symphony; and Trish Gutierrez, Assistant Production Manager at The Dennis C. Moss Cultural Center. Councilors are enjoying hearing from young professionals to whom they can relate.

- **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.

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

A total of 5,280 students were registered to attend the virtual performance of *Turning 15 on The Road to Freedom*. With an effort to return to in-person performances, the Collective remains committed to engaging Miami-Dade students, especially around the holidays and during the schools' testing periods. The remaining virtual performances for the 2022-23 season include:

- *Hip Hop Nutcracker* (December 2022; Dance, Grades 3-12)
- *Diary of a Wombat* (May 2023; Theater, Grades K-3)

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