


Memorandum



Date: October 19, 2022
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: Culture Shock Miami (CSM) – Discount Tickets for Youth Program

- **2021-22 Season Update –**

As our community continues to emerge from the pandemic and audiences return to cultural activities, CSM closed out its 2021-22 season processing a total of 6,074 tickets. Along with 660 students who attended the free, in-person school performance of Hiplet Ballerinas presented at Miami-Dade County Auditorium on January 14, 2022, the program's total reach to date is 6,734.

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)
- 1,318 - 3rd Quarter (April 2022 – June 2022)
- 1,126 - 4th Quarter (July 2022 – September 2022)

- **2022-23 Culture Shock Miami Presents Season Update –**

- Staff finalized its compilation of artists for *CSM Presents'* 2022-23 season. Two performances will be presented this upcoming season. They include Syncopated Ladies at Miami-Dade County Auditorium (February 2023), and Step Afrika! in collaboration with The Dennis C. Moss Center Cultural Arts Center (March 2023). Both performances will include free in-person fieldtrips to be made available to students.
- In addition, CSM staff is collaborating with staff from The Dennis C. Moss Center to sponsor a total of nine (9) artists representing various artistic disciplines. They include:
 - November 2022:
 - Farruquito (Flamenco Dance Concert)
 - Dimensions Dance of Miami
 - January 2023:
 - *World of Musicals* (Theatre)
 - International Guitar Night (Music)
 - Grimmz Fairytales (Dance)
 - Olujimi Dance
 - Circa: *Humans 2.0* (Dance, Acrobatics)
 - March 2023:
 - Zoppe Italian Family Circus (Family Entertainment)
 - April 2023:
 - TAJ Express: *The Bollywood Jukebox*

- In an effort to expand their reach to families with teens, the Adrienne Arsht Center's Education and Community Engagement division proposed a collaboration to Culture Shock Miami (CSM) during their 2022-23 *Family Fest*. This month, Arsht and CSM staff finalized location options for the outdoor performances with the Miami-Dade Parks, Recreation and Open Spaces Department. The first event is scheduled to take place on November 5 at Gwen Cherry Park in Northwest Miami-Dade. A second event is planned for January 7, 2023 at Tropical Park in collaboration with Roxy Theatre Group, manager and operator of the Westchester Cultural Arts Center. The Arsht Center's *Family Fest* consists of a season of free performances featuring the world's leading family-friendly artists.

- **Cultural Partners Update –**

As done in prior years, CSM staff is coordinating a meeting with the program's cultural partners to discuss collaborations during the 2022-23 season. This brainstorming session provides staff and cultural partners the opportunity to connect and discuss support strategies, as well as post-pandemic challenges and needs. A report will be provided at next month's CAC meeting.

- **CSM Student Advisory Council –**

The CSM Student Advisory Council kicked off its 2022-23 orientation meeting in August. This first meeting was organized as an "ice breaker" for councilors to meet one another and learn about the program's plans for the upcoming season. Additionally, a special meeting was held on August 31 for Council Directors to discuss their vision for the upcoming season and prioritize projects.

The Student Advisory Council has been meeting bi-monthly via Zoom to discuss innovative ways to market the program's offerings and encourage participation in the arts amongst their peers. Special attention is being given to social media channels and the creation of engaging organic content to reach young adult audiences.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff met last month to discuss the program's 2022-23 season and corresponding marketing efforts which will focus on this season's *CSM Presents* performances. In addition, staff discussed the need to promote the collaborative efforts being undertaken with the Arsht's Center's *Family Fest*, as well as the virtual performances being made available to students, grades K-12, via the Miami-Dade Arts Education Collective.

Program staff continues to work with TWG to create brand awareness campaigns to promote the program. The agency's initiative to capture promotional images of teens and young adults that are representative of Miami-Dade's diverse community was completed in August. The photoshoot took place at Frost Science Museum, Pérez Art Museum Miami, and ZooMiami. The images captured will be used during the program's 2022-23 marketing campaign.

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

A total of 42,799 students were registered to attend the nine (9) virtual performances presented by the Collective during the 2021-22 season. The Collective met last month to finalize its list of virtual options for the 2022-23 school year. With an effort to return to in-person performances, the Collective remains committed to engaging Miami-Dade students, especially during the schools' extensive testing periods. The following three (3) virtual performances will be offered in 2022-23:

- *Turning 15 on The Road to Freedom* (Nov. 2022 and Apr. 2023; Theater, Grades 6-12)
- *Hip Hop Nutcracker* (Dec. 2022; Dance, Grades 3-12)
- *Diary of a Wombat* (May 2023; Theater, Grades K-3)

Culture Shock Miami joined forces with the Adrienne Arsht Center's Education and Community Engagement team, Miami Theater Center (MTC), and the Dennis C. Moss Cultural Arts Center's 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, at the height of the COVID-19 pandemic.

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