


Memorandum



Date: September 21, 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 continues to emerge from the pandemic and audiences return to cultural activities, 5,948 tickets have been processed to date. Along with 660 students who attended the free, in-person school performance of Hipler Ballerinas presented at Miami-Dade County Auditorium on January 14, 2022, the program's total reach to date is 6,608.

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)
- 1,000 - 4th Quarter to Date (July 2022 – September 2022)

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

- Staff is finalizing its compilation of artists for the 2022-23 season. In addition, CSM staff is collaborating with staff from the Dennis C. Moss Cultural Arts Center, as well as Miami-Dade County Auditorium (MDCA) to finalize co-presentation and sponsorship options. An outline of *Culture Shock Miami Presents'* 2022-23 offerings will be provided next month.
- 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 being 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 part of this summer's social media strategy, the program's Coordinator and Marketing and Outreach Intern visited Fairchild Tropical Botanic Garden to coincide with the organization's September 1 return participation to Culture Shock Miami. The photos and videos captured were featured on the program's social media channels to continue engaging teens and young adults. Content from the visit will also be featured on the [Student Council Blog](#).

- **CSM Student Advisory Council –**

The CSM Student Advisory Council kicked off its 2022-23 orientation meeting on August 24. 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.

As reported last month, Student Advisory Council recruitment for the 2022-23 school year concluded on July 22. A total of 33 applications were received from students from Miam-Dade, Broward, and Palm Beach County. Of the applications received, 13 were received for Council Director positions for the Advocacy, Marketing, and Blog teams. Council Directors are selected to serve in senior positions on the Council and as team leaders within their respective divisions.

- **Marketing and Public Relations Update –**

Program staff continues to work with The Weinbach Group (TWG) to create digital and social media 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 has been completed. The photoshoot took place on August 10 and 11 at Frost Science Museum, Pérez Art Museum, and ZooMiami. The images captured will be used for the program’s 2022-23 marketing campaign.

CSM and TWG staff are planning to meet before the end of the month to discuss the program’s 2022-23 season and corresponding marketing efforts.

- **Ticketing and Patron Management Update –**

Staff is working with the county’s Internal Services Department (ISD) to acquire a new ticketing and patron management solution. As the program continues to grow, a new system is necessary to keep up with changes in technology that will better serve the CSM audience. To date, staff has participated in six (6) system demonstrations, with the intent of moving towards a procurement process before the end of the fiscal year.

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