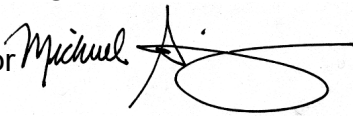


Date: September 15, 2021

To: Members, Cultural Affairs Council

From: Michael Spring, Director 

Subject: Culture Shock Miami (CSM) – Discount Tickets for Youth Program

Culture Shock Miami (CSM)

- **Culture Shock Miami Presents Season Update** – Staff continues to work with agents and venues to reschedule performances from the program’s 2019/20 season. Two (2) performances originally scheduled to take place between April and August 2020 have been rescheduled to January and February 2022. These in-person performances include Hippet Ballerinas and *The Real James Bond Was Dominican*. Both performances are scheduled to take place at Miami-Dade County Auditorium.
- **CSM Student Advisory Council** – 35 applications were received and accepted for the program’s 2021/22 Student Advisory Council. Applicants who expressed interest in leading the council’s committees (Administrative, Advocacy, Blog, and Marketing) were asked to complete a supplemental questionnaire prior to staff making a final selection. Staff will meet with the newly appointed Council Committee leaders on September 8, and the entire Council will meet on September 15. Last year, the Student Advisory Council moved to host bi-monthly meetings and starting in October, councilors will meet on the first and third Wednesdays of each month. Council members serve as ambassadors for Culture Shock to encourage participation in the arts amongst their peers, as well as provide input to staff regarding marketing and programming.
- **Miami-Dade Arts Education Collective** – As a member of the Miami-Dade Arts Education Collective, CSM staff is working with partner organizations to finalize the 2021/22 season. Given the uncertainties regarding in-person field trips during the new school year, eight (8) artists are being slated for virtual performances. The Collective seeks to support Miami-Dade schools, including Miami-Dade County Public Schools’ (MDCPS) *Cultural Passport Program*, by identifying and pooling resources to meet the arts education needs of school-aged children, grades K-12, during the COVID-19 pandemic. In an effort to re-introduce live, in-person school field trips to the school system, the Collective is looking to engage local artists and/or cultural organizations who could perform outdoors between February and early-April 2022.

Partners of the Miami-Dade Arts Education Collective include 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. This group of Florida Presenters is looking to replicate its successful 2020/21 season (more than 75,000 students reached) by once again providing diverse and high-quality virtual programming to school-aged children during the 2021/22 school year.

- **Cultural Partners Update** – As done in prior years, CSM staff is meeting with the program’s cultural partners to discuss ways to collaborate during the upcoming season. The September 23 brainstorming session will provide staff and cultural partners the opportunity to connect and discuss support strategies for the 2021/22 season as well as the post-pandemic future.

- **Marketing and Public Relations Firm Update** – Department staff worked with the County’s Internal Services Department to complete a vendor solicitation and retain the services of a new firm to conduct marketing and public relations services for the Department’s multiple divisions and programs. The Weinbach Group was selected and began providing services as of August 1. The firm has been in service in Miami for more than 30 years. Local clients include Florida Memorial University, Jackson Health System, The Miami Foundation, The Children’s Trust, and University of Miami Health System.

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