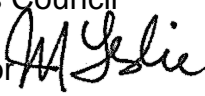


Memorandum



Date: April 17, 2024
To: Members, Cultural Affairs Council
From: Marialaura Leslie, Director 
Subject: Culture Shock Miami – Discount Tickets for Youth Program

- **2023-24 Culture Shock Miami (CSM) Update –**

- Monthly Progress of Tickets Processed:
 - 783 tickets to date (April 2024);
 - 675 tickets in March 2024;
 - 946 tickets in February 2024; and
 - 8,031 total reach to date (ticket sales and outreach participation).

- **Culture Shock Miami Presents Update –**

Culture Shock Miami Presents wrapped up its 2023-24 season with the April 12 presentation of [360 ALLSTARS](#) on the Mainstage of the Dennis C. Moss Cultural Arts Center (Moss Center). In addition to a public evening performance, a free daytime school performance was organized in collaboration with the Miami-Dade County Public Schools' *Cultural Passport* program, welcoming more than 867 students to the Moss Center. This energy-packed urban circus was specifically selected to reach new audiences and expand the program's reach and footprint in Miami-Dade County.

The 2023-24 season included exciting, educational, and diverse dance, music, and spectacle programming that appealed to Culture Shock Miami's target audience. As previously reported, Culture Shock Miami sponsored the presentation of four (4) artists at the Moss Center last quarter - Dance Theater of Harlem (January 19 & 20), *DRUMLine* Live (January 27), The String Queens (February 10), and Grammy award-winning, 23 year-old Jazz vocalist Samara Joy (February 17). In addition to two (2) public performances by Dance Theatre of Harlem, CSM and Moss Center welcomed more than 500 students to a free school performance organized in collaboration with the Miami-Dade County Public School's (MDCPS) *Cultural Passport* program. The String Queens led a post-performance workshop for 54 community members. It is important to note that CSM sold out of its allotment of tickets for the performances of *DRUMLine* Live, String Queens and Samara Joy.

- **CSM Student Advisory Council –**

The CSM Advisory Council continues to meet twice a month to serve as Ambassadors and create organic content to promote the program. In addition to presenting at the Pérez Art Museum's second annual *Teen Summit* in January, Council members joined staff on the Mainstage of the Moss Center to deliver the curtain speech and promote the program during the presentation of *DRUMLine* Live. Furthermore, Councilors represented the program during the performances of The String Queens, Samara Joy, and 360 AllStars.

The CSM Advisory Council is comprised of 13 members ranging from 8th grade to college students, representing various districts of Miami-Dade County, as well as Broward and Brevard County. Councilors are serving in one of two (2) categories - as Arts Ambassadors to assist at public performances and community events, or as Creators to generate organic content to promote the program and its offerings.

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

The Collective remained committed to engaging Miami-Dade students and offer programming that appeal to all grade levels. During the 2023-24 season, the Collective collaborated with local dance choreographer and artist, Gentry George (Zest Collective), to commission a public performance in honor of Black History Month – *Roots & Rhythms*. Reaching more than 1,715 students, the five-day engagement included two (2) workshops hosted for dance students at the Adrienne Arsht Center, a limited engagement dress rehearsal at the Moss Center, as well as two (2) free school performances at the Moss Center organized in partnership with MDCPS's *Cultural Passport* program. The Collective worked with the artist to make available to teachers a [study guide](#) that helped enrich the school performance experience. In addition, the study guide was made available on Culture Shock Miami's [Educators' page](#) to provide educational content to educators throughout Miami-Dade County.

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 County schools, including Miami-Dade County Public Schools' (MDCPS) *Cultural Passport* program, pool resources and meet the arts education needs of school-aged children, grades K-12, at the height of the COVID-19 pandemic. Since, the Collective continues to provide arts performances to school aged children (grades K-12) throughout Miami-Dade. To date, more than 180,000 students have been reached.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff continue to meet twice a month to discuss and oversee the implementation of the 2023-24 marketing plan. As done in prior years, marketing efforts are prioritizing digital advertising to promote the *Culture Shock Miami Presents* series, as well as ongoing campaigns targeting parents and teens respectively. These newly released campaigns are proving to be successful and to date have generated more than 300 e-subscriber leads. Recent activities include:

- Digital Advertising Campaigns
 - [360 AllStars](#)
 - Teen Recruitment (*\$5 Tickets!*)
 - Facebook, Instagram, and Snapchat
 - Mom Recruitment, *OMG Mom!*
 - Facebook and Instagram
 - Mom and Dad Recruitment - *Be Cool!* Campaign
 - Facebook and Instagram
 - Google Search, Discount Tickets
- Public Relations
 - Dance Theatre of Harlem
 - *DRUMLine* Live
 - *360 AllStars*

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