


**Date:** February 21, 2024  
**To:** Members, Cultural Affairs Council  
**From:** Marialaura Leslie, Director   
**Subject:** Culture Shock Miami – Discount Tickets for Youth Program

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

- Monthly Progress
  - 691 tickets sold to date (February 2024);
  - 967 tickets sold in January 2024; and
  - 5,258 total reach to date (ticket sales and outreach participation).

- **Culture Shock Miami Presents Update**

*Culture Shock Miami Presents'* 2023-24 season includes exciting, educational, and diverse dance, music, and spectacle programming that will appeal to Culture Shock Miami's target audience. As reported last month, Culture Shock Miami co-presented two (2) artists at the Dennis C. Moss Cultural Arts Center (Moss Center), Dance Theater of Harlem and *DRUMLine Live*. In addition to the 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. *DRUMLine Live* performed to a sold-out house on the evening of January 27.

This month, CSM collaborated with the Moss Center to co-present strings trio, The String Queens (February 10), and sponsor the presentation of Grammy award-winning, 23-year-old Jazz vocalist, Samara Joy (February 17). It is important to note that CSM has sold out of its allotment of tickets for the performances.

*Culture Shock Miami Presents* is preparing to welcome to the Mainstage of the Moss Center [360 ALLSTARS](#) (April 12). In addition to a public evening performance, a free daytime school performance is being organized in collaboration with the Miami-Dade County Public Schools' *Cultural Passport* program. In addition, CSM staff is collaborating with the staff of Parks, Recreation and Open Spaces to co-host a Bicycle Motorcross (BMX) workshop. This initiative provides the opportunity to expand the program's audience reach and footprint in South Miami-Dade. More details will be provided as plans are finalized.

- **CSM Student Advisory Council**

The CSM Advisory Council continues to meet twice a month to discuss and create organic content to promote the program. Advisory Council members remain very active in serving as Ambassadors. In addition to presenting at the Pérez Art Museum's second annual [Teen Summit](#) last month, 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*. Culture Shock Councilors will also represent the program at this month's presentations of The String Queens and Samara Joy.

As previously reported, the CSM Advisory Council is comprised of 13 members ranging from 8<sup>th</sup> 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 remains committed to engaging Miami-Dade students and offer programming that will appeal to all grade levels. During the 2023-24 season, the Collective has been collaborating with local dance choreographer and artist, Gentry George (Zest Collective), to commission a public performance in honor of Black History Month – *Roots & Rhythms*. The five-day event will include 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 being organized in partnership with MDCPS's Cultural Passport program. The Collective worked with the artist to make available to teachers a [study guide](#) that will help enrich the school performance experience. In addition to being distributed to teachers, the study guide can be accessed on the [Educators' page](#) of the Culture Shock Miami website.

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 are meeting 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
  - February 2024
    - Teen Recruitment (*\$5 Tickets!*)
      - Facebook, Instagram, and Snapchat
    - Mom Recruitment, *OMG Mom!*
      - Facebook and Instagram
  - January 2024
    - 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](http://CultureShockMiami.com) to view the program's offerings.