

Memorandum



Date: January 24, 2024
To: Members, Cultural Affairs Council
From: Marialaura Leslie, Director *M Leslie*
Subject: Culture Shock Miami – Discount Tickets for Youth Program

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

- Monthly Progress
 - 671 tickets sold to date (January 2024);
 - 672 tickets sold in December 2023; and
 - 3,184 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. This month, Culture Shock Miami is sponsoring the presentation of two (2) artists performing at the Dennis C. Moss Cultural Arts Center (Moss Center), Dance Theater of Harlem (January 19 and 20, 200 tickets) and *DRUMLine* Live (January 27, 150 tickets). In addition to the public performances, CSM and Moss Center are collaborating with the Miami-Dade County Public School's *Cultural Passport* program on the presentation of free school performances.

In addition to the above-mentioned performances, CSM is collaborating with the Moss Center to sponsor artists representing various artistic genres during the first quarter of 2024. It is important to note that CSM has sold out of its allotment of tickets for the performances listed below. They include:

- January 2024:
 - *Direct from Sweden ABBA* (50 tickets)
- February 2024:
 - The String Queens (68 tickets)
 - Samara Joy (50 tickets)

As previously reported, *Culture Shock Miami Presents* will present [360 ALLSTARS](#) on April 12 at the Moss Center. 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.

- **CSM Student Advisory Council –**

The CSM Advisory Council continues to meet twice a month to discuss and create organic content to promote the program and its presenting series. The Advisory Council collaborated with the Pérez Art Museum Teen Council (PTAC) to organize the second annual [Teen Summit](#) on January 19, 2024 at PAMM. The event will include a PTAC-led museum tour, interactive presentations, performances, art-making workshops, and live music. CSM engaged local cultural partner, PATH (Preserving Archiving and Teach Hip Hop), to present a performance and expressive movement segment during

the summit. In addition to being a free gathering space for 100 creative teens, the event offers professional development credits to participating educators.

As previously reported, 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 remains committed to engaging Miami-Dade students and present in-person and virtual 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 & Rhythm*. The four-day event will include a series of workshops hosted for dance students at the Adrienne Arsht Center, as well as a free school performance at the Moss Center. Additional information will be provided at next month's Council meeting.

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 virtual and in-person performances to school aged children (grades K-12) throughout Miami-Dade.

- **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. The ads include:

- Brand awareness Google search - *Discount Tickets*;
- *Mom/Dad Be Cool!* campaigns on Facebook and Instagram; and
- "The Voice" campaign promoting the program's \$5 Tickets on Facebook, Instagram, and Snapchat.

Lastly, The Weinbach Group designed a new step-and-repeat (backdrop) highlighting the program's website and hashtags - #miamidadearts and #artsinthe305 to promote CSM and the Department. The step-and-repeat will be used at community engagement events to brand activities and promote the program.

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