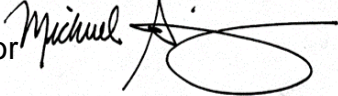


Memorandum



Date: May 17, 2023
To: Members, Cultural Affairs Council
From: Michael Spring, Director 
Subject: Culture Shock Miami – Discount Tickets for Youth Program

- **2022-23 Culture Shock Miami (CSM) Update –**

- Monthly Progress – Tickets Sold:
 - May 2023: 406 (to date)
 - April 2023: 507
 - March 2023: 936
- CSM was represented at the Leadership Miami and Greater Miami Chamber of Commerce's *Be the Change South Florida* resource fair held in Cutler Bay on May 13. The event gathered community partners to educate the community about food insecurity and waste.
- The final virtual field trip of the 2022-23 season, *Diary of a Wombat*, is being presented in collaboration with the Miami-Dade Arts Education Collective. To date, 8,175 students have been registered to view the performance.
- Culture Shock staff is working with the County's Communication Department to migrate the program's website into the County's infrastructure. This approach allows the program to utilize County resources to host and maintain the website, without the need for an outside contractor.

- **Culture Shock Miami Presents Update –**

Staff continues to plan for the 2023-24 season which will include exciting, educational, and diverse dance, music, and spectacle programming. Most recently, staff met with colleagues from the Moss Center, as well as the Adrienne Arsht Center to discuss their upcoming respective seasons and identify co-presentation and sponsorship opportunities.

Staff continues to work closely with the Miami-Dade County Public School System's (MDCPS) *Cultural Passport* program to consider season offerings and field trip options to be offered to students during 2023-24 school year.

- **CSM Student Advisory Council –**

Following a successful and productive 2022-23 season, the Council will hold its final meeting on May 17.

CSM staff finalized applications for the 2023-24 school year. Applications were announced on April 17 and made available online from May 9 to June 24. To further engage young leaders, applicants are being invited to submit an application in one of two (2) categories - as an Arts Ambassador to assist at public performances and community events, or as Creators to generate organic content to

promote the program and its offerings. This approach will help in the recruitment of young leaders with various interests ranging from the performing arts to marketing, journalism and graphic design. Councilor selection will be finalized by July 24 with an orientation session scheduled for August 9.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff continue to meet monthly to discuss marketing efforts for the remainder of the program's 2022-23 season. The existing marketing plan has been adjusted to support the creation of a new promotional brochure, and to increase brand awareness campaigns targeting teens and parents respectively.

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