

Memorandum



Date: October 18, 2023
To: Members, Cultural Affairs Council
From: Marialaura Leslie, Interim Director *M Leslie*
Subject: Culture Shock Miami – Discount Tickets for Youth Program

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

CSM closed out its 2022-23 season processing a total of 6,977 tickets. In addition, the program's *Culture Shock Miami Presents* series provided free in-person school performances to 2,627 students, bringing the program's total reach for the season to 9,604.

Below is a quarterly breakdown of the program's reach for the 2022-23 cultural season:

- 1,824 - 1st Quarter (October 2022 – December 2022)
- 4,675 - 2nd Quarter (January 2023 – March 2023)
- 1,489 - 3rd Quarter (April 2023 – June 2023)
- 1,616 - 4th Quarter (July 2023 – September 2023)

As done in prior years, CSM staff met with cultural partners earlier this month to discuss collaborations during the 2023-24 season. This brainstorming session provides staff and cultural partners the opportunity to connect and discuss support strategies, as well as needs and challenges that may affect daily operations.

- **Culture Shock Miami Presents Update –**

Culture Shock Miami Presents kicked off its 10th Season on September 28 with two-days of free in-person performances of [Shaun Boothe's The Unauthorized Biography Series](#). CSM collaborated with Miami-Dade County Public Schools' *Cultural Passport* program and the African Heritage Cultural Arts Center (AHCAC) to present two (2) performances in the *OnStage* black box of Miami-Dade County Auditorium and one (1) performance in the music room at AHCAC. The performances drew 320 attendees.

The 2023-24 season includes exciting, educational, and diverse dance, music, and spectacle programming that will appeal to Culture Shock Miami's target audience. Additional in-person performances planned for the season will take place at the Dennis C. Moss Cultural Arts Center including [B2Wins](#) (October 2023), [Beyond Babel](#) (February 2024), and [360 ALLSTARS](#) (February 2024). In addition to public evening performances, daytime free school performances are being organized in collaboration with the Miami-Dade County Public Schools' *Cultural Passport* program.

Also, CSM is collaborating with the Moss Center to sponsor six (5) artists and co-present one (1) artist representing various artistic disciplines. They include:

- January 2024:
 - *Direct from Sweden ABBA*
 - Dance Theater of Harlem
 - Drumline Live

- February 2024:
 - The String Queens (co-presentation)
 - Samara Joy
- May 2024:
 - One Night of Queen

- **CSM Student Advisory Council –**

As previously reported, the CSM Student Advisory Council kicked off its 2023-24 meetings in late-August. This year's council is comprised of 13 members ranging from 8th grade to college students, and represent 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. General meetings are being held once a month and special "Creators" meetings are being held on the third Wednesday of each month. Councilors are actively generating content to help promote the program and its presenting series.

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

A total of 56,250 students were registered to attend three (3) virtual performances presented by the Collective during the 2022-23 season. The Collective remains committed to engaging Miami-Dade students and present virtual programming that will appeal to all grade levels. Negotiations are underway for 2023-24 offerings and will be provided once officially secured.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff finalized the program's 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 brand awareness campaigns targeting parents and teens respectively.

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