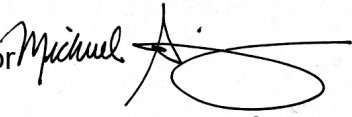


# Memorandum



**Date:** September 20, 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:
  - September 2023: 154 (to date)
  - August 2023: 356
  - July 2023: 644
- Culture Shock staff has been working with the County's Internal Services Department (ISD) to issue a solicitation for the acquisition of a new ticketing and patron management platform. The solicitation closed on July 28. ISD staff and members of the Selection Committee met on August 30 to initiate the proposal review process. The County's "Cone of Silence" has been put in place until selection is finalized and a recommendation is approved and announced by the Office of the Mayor.

The new system will replace the existing TicketWeb platform and will provide more flexibility in event and ticket inventory management, as well as patron profile and records administration.

- Program staff continues to work 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 is finalizing plans for *Culture Shock Miami Presents* upcoming 10<sup>th</sup> Season. The 2023-24 season will include exciting, educational, and diverse dance, music, and spectacle programming. Program staff has been working with staff from the Dennis C. Moss Cultural Arts Center and Adrienne Arsht Center for the Performing Arts to identify and collaborate on performances that will appeal to Culture Shock Miami's target audience. Tickets for Fall 2023 shows, [B2Wins](#) (Moss Center) and [The Sound of \(Black\) Music](#) (Arsht Center) were released for sale last month, while the 2024 performances of [Beyond Babel](#) and [360 ALLSTARS](#) (Moss Center) were put on sale on August 29. In addition to the public performances, program staff is collaborating with the Miami-Dade County Public School System to present [Shaun Boothe's The Unauthorized Biography Series](#), a transformative musical project celebrating some of the world's greatest cultural icons through biographical hip-hop songs.

Program staff continues to meet with colleagues from the Miami-Dade Arts Education Collective to finalize the upcoming season. The Collective is looking to present in-person a Miami-based artist

and the virtual presentation of a nationally known Florida artist. Additional information will be provided once the artists are officially secured.

- **CSM Student Advisory Council –**

The CSM Student Advisory Council kicked off its 2023-24 orientation meeting on August 30. This first meeting was organized as an “ice breaker” for councilors to meet one another and learn about the program’s plans for the upcoming season. This year’s council is comprised of 14 members ranging from 8<sup>th</sup> grade to college students, and representing various districts of Miami-Dade County, as well as Broward and Brevard County.

As previously reported, Councilors will serve 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 will be held once a month and are set to begin on September 6. In addition to general meetings, special meetings will be held for Creators on the third Wednesday of each month.

- **Marketing and Public Relations Update –**

CSM and The Weinbach Group (TWG) staff met last month to discuss brand awareness campaign progress and an appropriate marketing approach for the program’s 2023-24 presenting season. Summer campaigns have been going well and generating leads for the program’s newsletter subscriptions. To date, 117 leads have been generated.

As of September 1, TWG staff finalized the program’s 2023-24 marketing plan and the team began meeting biweekly to address the program’s marketing and public relations needs.

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