

Date: November 15, 2023
To: Members, Cultural Affairs Council
From: Marialaura Leslie, Director
Subject: Culture Shock Miami – Discount Tickets for Youth Program

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

- Monthly Progress
 - 471 tickets sold to date (November 2023);
 - 626 tickets sold in October 2023; and
 - 1,635 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. Brazilian twin violinists, [B2Wins](#), performed on the Mainstage of the Dennis C. Moss Cultural Arts Center on October 13. In addition to the public evening performance, more than 660 students attended the free school performance organized in collaboration with the Miami-Dade County Public Schools' *Cultural Passport* Program.

Other performances planned this season include [Beyond Babel](#) (February 25 and 26, 2024), and [360 ALLSTARS](#) (April 12, 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 is collaborating with the Adrienne Arsht Center's *Family Fest* and the County's Parks, Recreation and Open Spaces department to co-present Sons of Mystro on November 18 at JL (Joe) and Enid W. Demps Park (formerly known as Goulds Park) in South Miami-Dade. The free event will include a performance by The Mays Conservatory Strings Quartet and the presentation of the Disney-Pixar film, *Soul*. An update will be provided at next month's meeting.

- CSM has been invited to participate in this year's Miami Book Fair. Staff and councilors will be on site on November 17 to promote the program during the student fieldtrip day.

- **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. Recently, Councilors visited and promoted [The Hive](#), a creative safe space for teens located in North Miami. This month, the Council is focusing on assisting The Weinbach Group with evergreen promotional campaigns and opportunities to promote the February performance of *Beyond Babel*.

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. Negotiations continue for 2023-24 offerings and will be provided once officially secured.

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. Today the Collective continues to provide virtual and in-person performances for 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 brand awareness campaigns targeting parents and teens respectively.

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