

# Memorandum



**Date:** July 20, 2022

**To:** Members, Cultural Affairs Council

**From:** Michael Spring, Director

A handwritten signature in black ink, appearing to read "Michael Spring", written over a horizontal line.

**Subject:** Culture Shock Miami (CSM) – Discount Tickets for Youth Program

## • Program Updates –

- As our community continues to emerge from the pandemic and audiences return to cultural activities, 5,150 tickets have been processed to date. Along with 660 students who attended the free, in-person school performance of Hiplet Ballerinas presented at Miami-Dade County Auditorium on January 14, 2022, the program's total reach to date is 5,810.

Below is a quarterly breakdown of the program's reach for the 2021-22 cultural season:

- 1,295 - 1<sup>st</sup> Quarter (October 2021 – December 2021)
  - 2,335 - 2<sup>nd</sup> Quarter (January 2022 – March 2022)
  - 1,318 - 3<sup>rd</sup> Quarter (April 2022 – June 2022)
  - 202 - 4<sup>th</sup> Quarter to Date (July 2022 – September 2022)
- In an effort to expand their reach to families with teens, the Adrienne Arsht Center's Education and Community Engagement division proposed to Culture Shock Miami (CSM) the possibility of co-presenting during their 2022-23 *Family Fest*. A few artists ranging from dance, music and theatre are being jointly considered. This month, Arsht and CSM staff are scheduled to discuss location options for outdoor performances with the Miami-Dade Parks, Recreation and Open Spaces Department. The Arsht Center's *Family Fest* consists of a season of free performances featuring the world's leading family-friendly artists. Once finalized, an update will be provided to the Cultural Affairs Council.

## • Cultural Partners Update –

As part of our social media strategy for the summer, the program's Coordinator and Marketing and Outreach Intern visited Frost Museum of Science, Pérez Art Museum Miami, and Vizcaya Museum and Gardens to explore the current exhibitions. The photos and [videos](#) captured during the visits have been included in a guide of activities for teens and young adults to engage with over the summer. Onsite visits to the Bass Museum of Art, Coral Gables Museum, De La Cruz Collection, the Institute of Contemporary Art, and the Rubell Museum are also planned and will be included in the guide. Additional content from these visits will also be featured on the [Student Council Blog](#).

## • Culture Shock Miami Presents Season Update –

- Staff is finalizing its research and compilation of artists for the 2022-23 season. In addition to artist negotiations, CSM staff is collaborating with staff from the South Miami-Dade Cultural Arts Center (SMDCAC), as well as Miami-Dade County Auditorium (MDCA) to finalize co-presenting options. An outline of *Culture Shock Miami Presents'* 2022-23 offerings will be provided by late-summer.

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

A total of 42,799 students were registered to attend the virtual performances presented by the Collective this season. For a complete list of 2021-22 virtual offerings [click here](#). The collective is meeting during the month of July to discuss virtual and in-person options for the 2022-23 school year. An update will be provided next month.

Culture Shock Miami joined forces with the Adrienne Arsht Center's Education and Community Engagement team, Miami Theater Center (MTC), and the South Miami-Dade Cultural Arts Center's (SMDCAC) Education and Outreach Division to support Miami-Dade schools, including Miami-Dade County Public Schools' (MDCPS) *Cultural Passport Program*, to pool resources and meet the arts education needs of school-aged children, grades K-12, during the COVID-19 pandemic.

- **CSM Student Advisory Council –**

The final meeting of the 2021-22 Student Advisory Council took place on May 18. This season, Councilors published eight (8) [blog](#) posts, and two (2) more stories are scheduled for publication this summer. Program staff is currently recruiting for the 2022-23 school year. The current application process will close on July 22. A recruitment update will be provided at the next meeting.

- **Marketing and Public Relations Update –**

Program staff continues to work with The Weinbach Group (TWG) to create brand awareness campaigns to promote the program over the summer months through digital and social media campaigns. Additionally, in collaboration with the Student Advisory Council, the agency has proposed an initiative to create promotional images of teens and young adults that are representative of Miami-Dade's diverse community. Program staff met with TWG in late-June to identify locations and talent. The intent is to complete this project during the summer months and have images available for the program's 2022-23 marketing campaign. As reported last August, the Department of Cultural Affairs hired The Weinbach Group to provide marketing and public relations services for its venues and programs.

- **Ticketing and Patron Management Update –**

Staff is working with the county's Internal Services Department (ISD) to acquire a new ticketing and patron management solution. As the program continues to grow, a new system is necessary to keep up with changes in technology that will better serve the CSM audience. To date, staff has participated in six (6) system demonstrations, with the intent of moving towards a procurement process before the end of the fiscal year.

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