

Memorandum



Date: June 15, 2022

To: Members, Cultural Affairs Council

From: Michael Spring, Director

A handwritten signature in black ink, appearing to read "Michael Spring", with a large, stylized flourish extending from the end of the name.

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, 4,118 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 4,778. This represents 40% of the program's 2018-19 year-to-date traffic, the last complete year of offerings (12,049).

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

- 1,295 - 1st Quarter (October 2021 – December 2021)
 - 2,335 - 2nd Quarter (January 2022 – March 2022)
 - 1,148 - 3rd Quarter (April 2022 – To date)
- 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 the possibility of co-presenting during next year's *Family Fest*. A few artists ranging from dance, music and theatre are being jointly considered. 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 Vizcaya Museum and Gardens, Frost Museum of Science, and Perez Art Museum Miami to explore the current exhibitions. The photos and videos captured during the visits will be 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, 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 explore co-presenting options. An outline of *Culture Shock Miami Presents'* 2022-23 offerings will be provided by late-summer.

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

To date, approximately 45,000 students have been registered to attend the 2021-22 virtual performances being presented by the Collective. For a complete list of virtual offerings being offered during the 2021-2022 season [click here](#).

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) posts for the [blog](#), and two (2) more stories are scheduled for publication over the summer. Additionally, the Council will have an end of year gathering at Tropical Park on June 10, after which some members will attend the Mayor's *Glow to Thrive* event to promote the program at the Culture Shock table.

- **Marketing and Public Relations Update –**

Program staff continues to work with The Weinbach Group 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. While this project is in the early planning stages, the intent is to launch and complete it during the summer months. 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 ITD department 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 Culture Shock audience. To date, staff has participated in five (5) system demonstrations, with the intent of moving towards a procurement process before the end of the fiscal year.

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