

# Culture Shock Miami Cultural Partner Official Guide

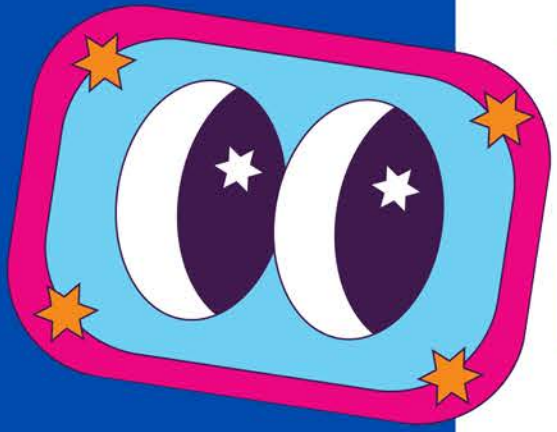


**2023 - 2024**





# UPDATED INFOGRAPHIC AND DONATION/BOX OFFICE INFO




## CULTURE SHOCK MIAMI


Audience Development program of the Miami-Dade County Department of Cultural Affairs which serves teens and young adults between the ages of 13-22. The program began in 2006 with a grant from the Knight Foundation.

**FOR 17 YEARS, THROUGH CULTURE SHOCK MIAMI AND CULTURE SHOCK MIAMI PRESENTS ...**

**316,775** TEENS/YOUNG ADULTS + THEIR FAMILIES

Participated in arts and cultural events through Culture Shock Miami







**191,590** PARTICIPATED IN FREE FIELD TRIPS

Field trips provided at no charge to Miami-Dade students and teachers, reach increased due to the introduction of virtual field trips

**255** STUDENT ADVISORY COUNCIL MEMBERS


Students have served as ambassadors for the arts throughout Miami-Dade County and beyond





**19,632**

NEWSLETTER SUBSCRIBERS





**14,713**

SOCIAL MEDIA FOLLOWERS

**238** PARTNERS

Participation from cultural partners has increased from 47 organizations to over 220






**\$729K** BUDGET

Steady budget growth from \$200,000 at program inception to most recent fully funded year 2022-2023

Data reported for FY2022-2023 as of 12/15/22



[See full PDF here](#)

## CULTURE SHOCK MIAMI

**Partner and Donation Info**

Thank you for supporting *Culture Shock Miami*, the Miami-Dade County Department of Cultural Affairs' young audience development program. Your generous ticket donations ensure that teens and young adults ages 13-22 are able to access and experience the arts in our culturally rich community.

**Through our website, a patron in the age range of 13-22 year can purchase a \$5 ticket for themselves and then purchase a second \$5 ticket for someone of any age to accompany them. There must be at least as many patrons in the age range as outside of the age range.**

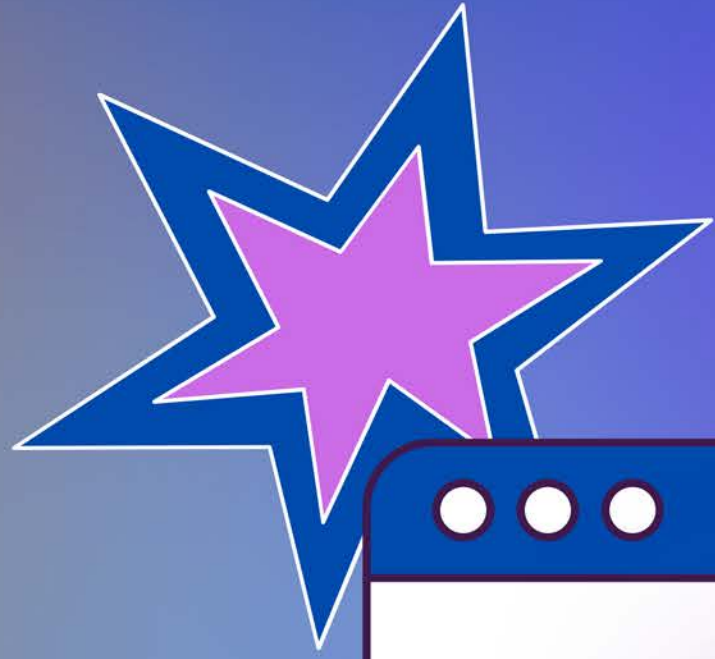
To donate tickets, please complete the form available at [cultureshockmiami.com/ticket-donations](https://cultureshockmiami.com/ticket-donations). Once your ticket donation is received, the process is as follows:

- We post your listing and tickets for sale to [cultureshockmiami.com](https://cultureshockmiami.com) on Friday afternoons. Please complete the form by Friday at 12pm to be listed for the following week. We prioritize postings based on event date.
- For ticketed performances/events only:
  - Sales end at 3:00 pm on the day of show, and 3:00 pm on Fridays for weekend shows.
  - A ticket sales report is generated and emailed to your designated Box Office contacts shortly after sales end.
- For museums and attractions:
  - Tickets go on sale the first day of the month at 10am.
  - Valid for 1 visit during the month of purchase.

We very much value our partnership with you, and in addition to wanting Culture Shock Miami patrons to have the best experience possible at your venue, we also want you to have a great experience with them!

[See full PDF here](#)

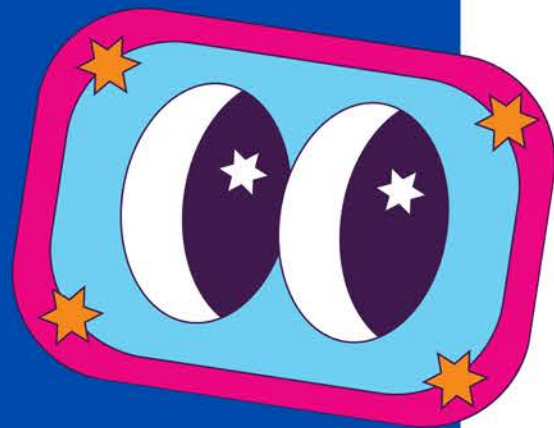




# DONATION FAQS



# NEW TICKETING DEADLINES



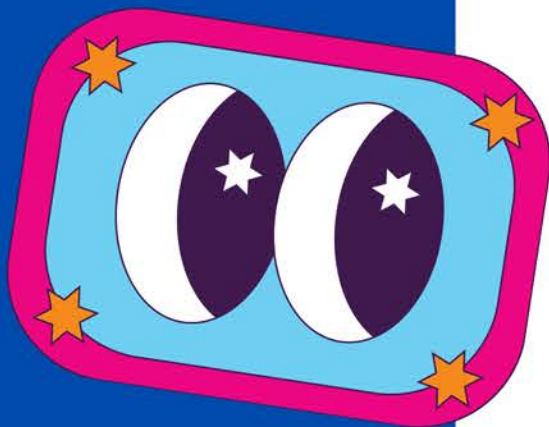
EVENT DATES	DEADLINE
October – December 2023	September 29, 2023
January – May 2024	December 8, 2023
June – September 2024	May 3, 2024

*\*Note: We will still be accepting donations year-round, this is just to streamline our current uploading process*



# EVENT SUBMISSION PROCESS

- For submissions before/past set deadlines we ask that they are done so at least two weeks prior to the event date



The screenshot shows the website's navigation bar with the logo and menu items: EVENTS, HOW IT WORKS, GET INVOLVED, STUDENT COUNCIL, ABOUT US, and DONATE TICKETS. The main heading is "Share Access to Your Events and Experiences". Below it is a question: "Would you like to see more teens and college students interacting with your organization?". The text explains that the organization promotes events to a young audience and only accepts ticket donations for live/in-person events and museum admissions. It provides instructions on how to submit an event and when it will be posted. There are three buttons for event types: "Tickets to a Live / In person Event", "Tickets to an Online / Virtual Event", and "Admission to a Museum / Attraction". The footer includes a "CONTACT US" section, a language selector, and the Miami-Dade County logo.

[cultureshockmiami.com/ticket-donations](https://cultureshockmiami.com/ticket-donations)



# WEEKLY NEWSLETTER

- Sent every Tuesday evening
- Over 20,000 subscribers
- Features events happening within one week
- Opportunity for us to promote events and shows an additional time alongside our IG Story features

OCTOBER 25, 2022

[View Online](#)

## CULTURE SHOCK MIAMI WEEKLY ARTS UPDATE

stay connected: @cultureshockmia

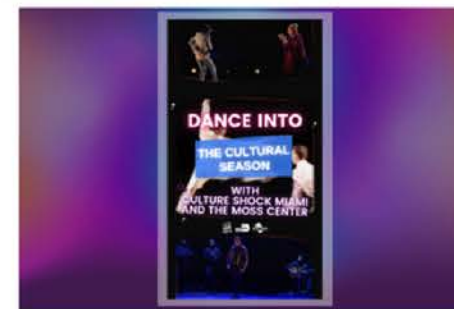
for reopening guidelines visit: [miamidade.gov/coronavirus](https://miamidade.gov/coronavirus)

CULTURE SHOCK MIAMI.COM

MIAMI DADE COUNTY CULTURE BUILDS FLORIDA



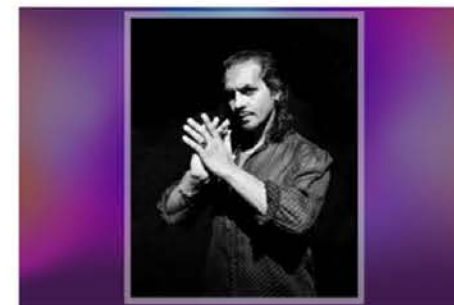
Event dates, times, venues, and protocols are subject to change. Please make sure to read your email ticket confirmation and regularly check your email prior to a performance or museum visit for any updated information.



TICKET GIVEAWAY: Dance Into the Cultural Season with Culture Shock Miami and The Moss Center!

Visit our Instagram (@cultureshockmia) to learn how to enter

[GET INFO](#)



Farruquito Presented by The Moss Center

Saturday, November 5th  
8:00 PM

[GET TICKETS](#)



Dimensions Dance Theatre of Miami Presented by The Moss Center

Saturday, November 12th  
8:00 PM

[GET TICKETS](#)



\$5 CSM November Museum Tickets for ages 13-22 will go on sale on Tuesday, November 1st at 10:00 AM

Make sure to check hours of operation and safety protocols before visiting

[GET TICKETS](#)



The Fourth Annual Forward Motion Dance Festival of Physically Integrated Dance Presented by Karen Peterson and Dancers Inc

Thursday, October 27th | 7:30 PM  
Friday, October 28th | 7:30 PM

[GET TICKETS](#)



Mlima's Tale: A Florida Premiere by Lynn Nottage Presented by Zoetic Stage and Arsht Center

Running through October 28th  
Check Times

[GET TICKETS](#)



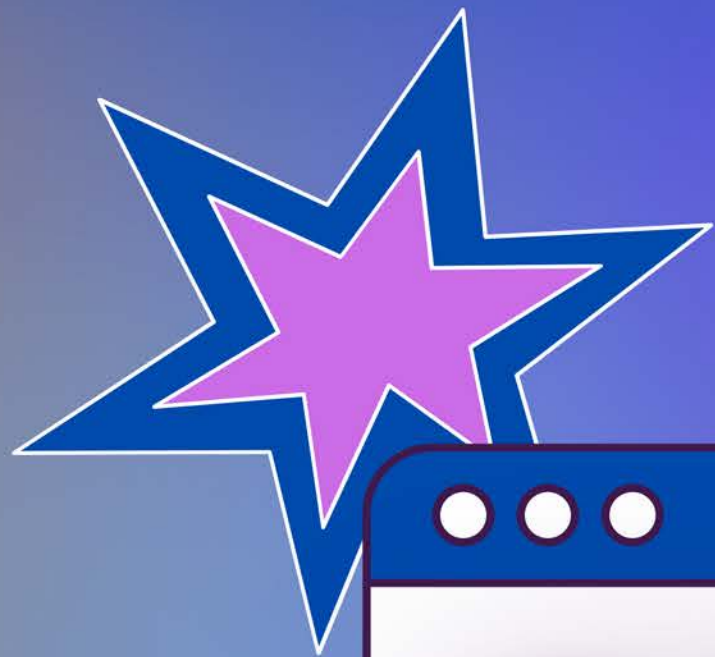
Community Board Spotlight: Teen Club Broadway at the Arsht – Free for Miami-Dade County High School Students

Visit our Community Board to learn how to apply

[GET INFO](#)

[cultureshockmiami.com/get-our-list](https://cultureshockmiami.com/get-our-list)





**CSM ADVISORY  
COUNCIL**





# CSM ADVISORY COUNCIL UPDATES

- Previously known as our Student Advisory Council
- New Councilors are either Ambassadors or Creators for the group:
  - Ambassadors
    - Help with our upcoming season and promoting CSM at in-person oppporunities
  - Creators
    - Write blog articles, assist in designing promotional materials, and create social media content
- Remain our priority when engaging with our target demographic
- We are always looking for opportunities to share with them and the other art teen groups we closely work with

## Ballet Is For Everyone: A Conversation with Monica Stephenson, Director of Community Engagement at Miami City Ballet

Dance | Written by CSM Blog Team | Thursday, July 20th, 2023



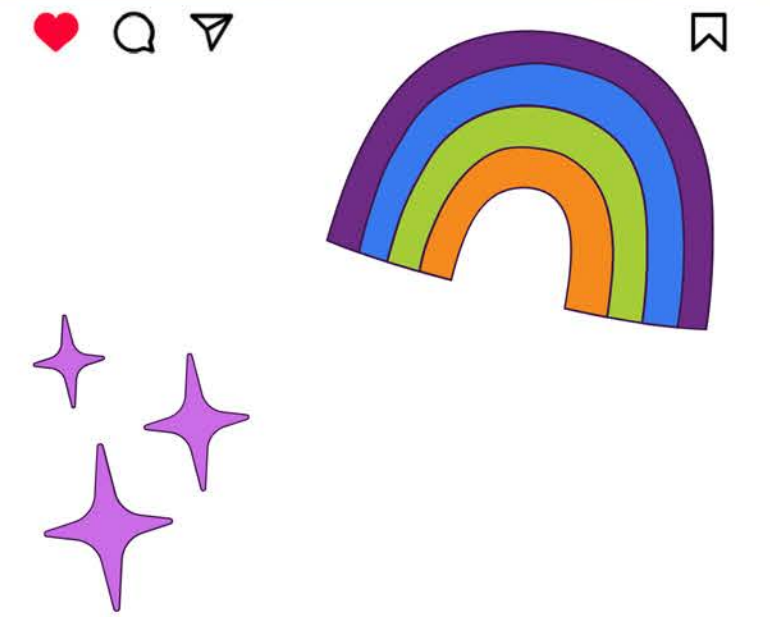
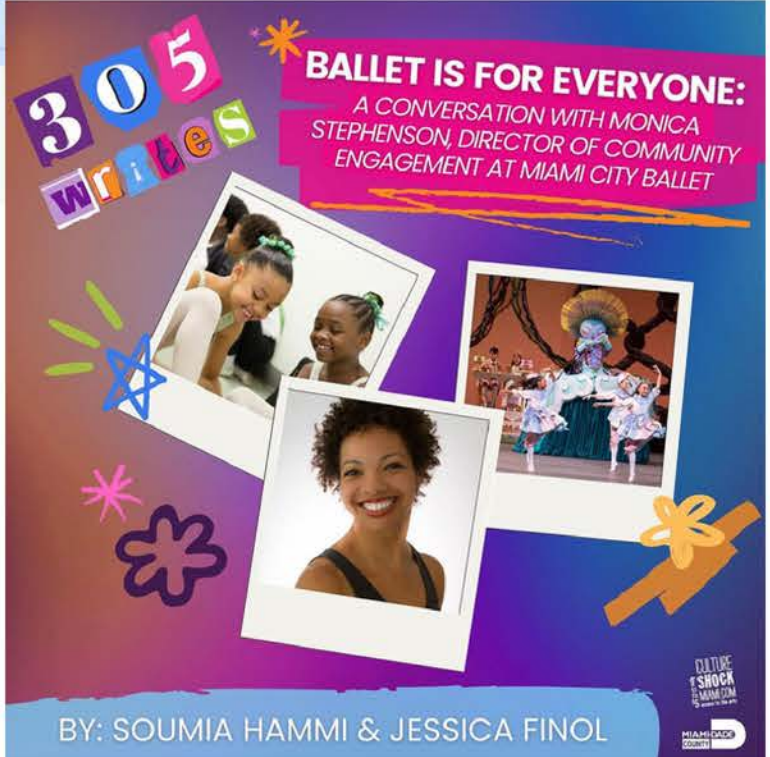
**BALLET IS FOR EVERYONE:**  
A CONVERSATION WITH MONICA STEPHENSON, DIRECTOR OF COMMUNITY ENGAGEMENT AT MIAMI CITY BALLET

BY: SOUMIA HAMMI & JESSICA FINOL

Written by Soumia Hammi & Jessica Finol



cultureshockmia Miami City Ballet School







# SOCIAL MEDIA ENGAGEMENT

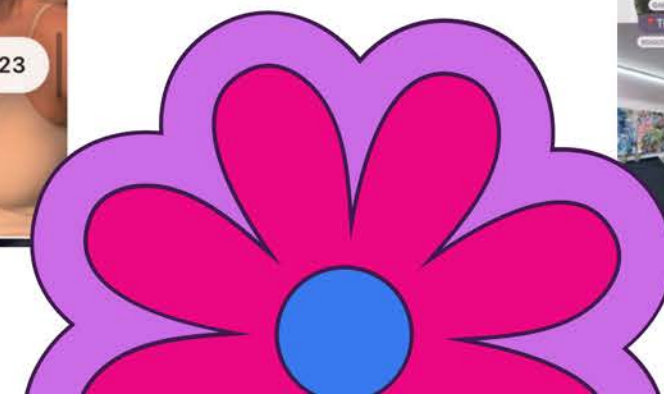
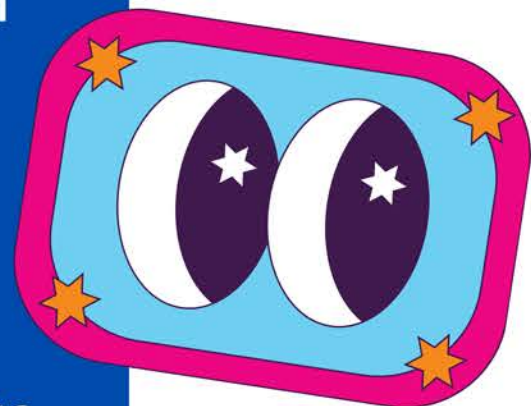
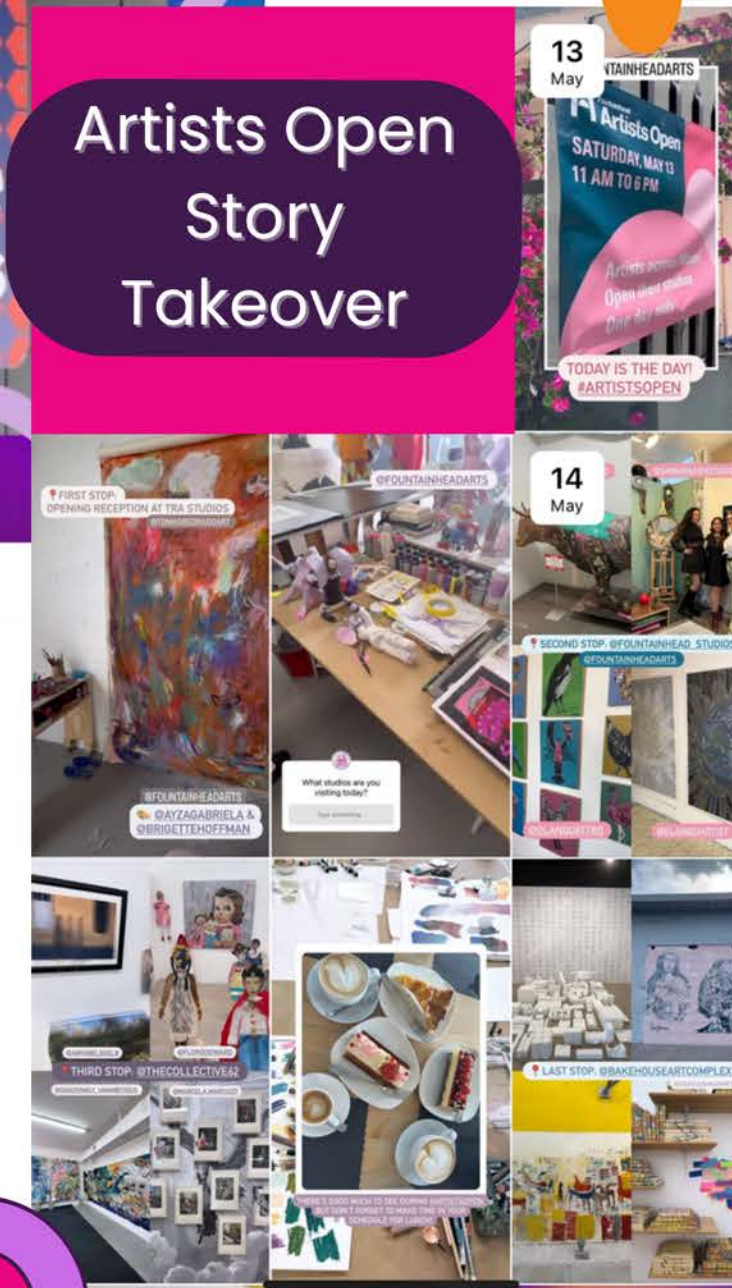
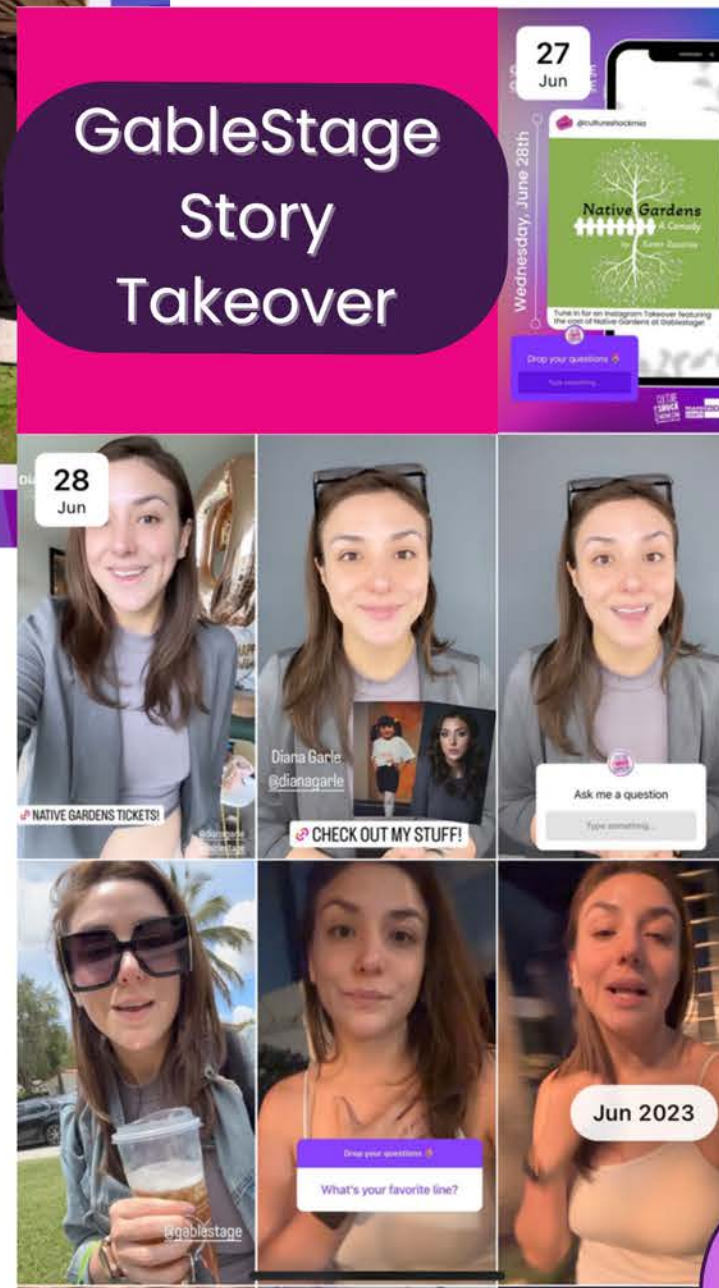
@cultureshockmia





# SOCIAL MEDIA ENGAGEMENT

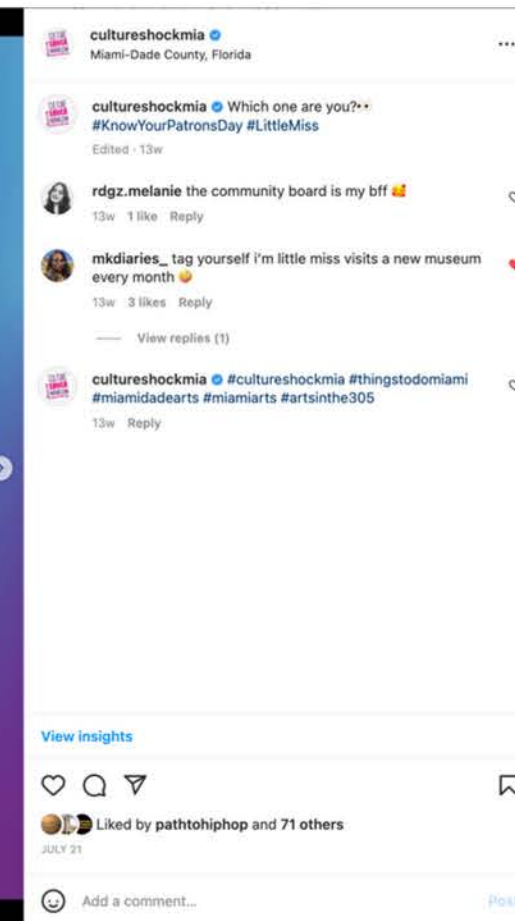
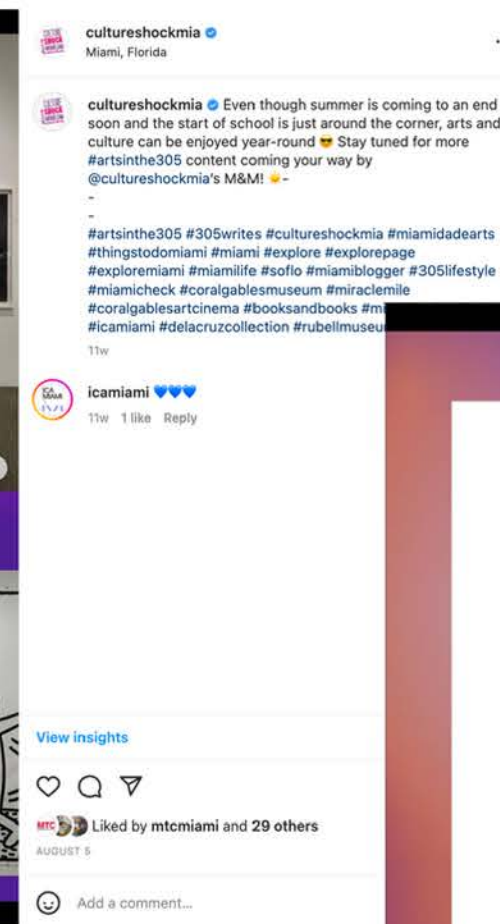
- Focusing on short form video content via Instagram
- Continuing promotion through on site visits
- Collaboration highlights:
  - Fountainhead - Artists Open 2023
  - GableStage - Native Gardens
- Through partnership opportunities like the ones listed above we have seen increased engagement from our followers on various platforms, resulting in increased ticket sales and interest in our partners' events





# ADDITIONAL NOTES

- We are always looking for new ways to connect with our audience in their “language”; for those looking to see how you can replicate similar content we encourage you look at our socials
  - Examples include: Following Instagram photo and video trends
- However, we are still keeping in mind that by maintaining a cohesive visual we have been able to boost our brand awareness amongst patrons



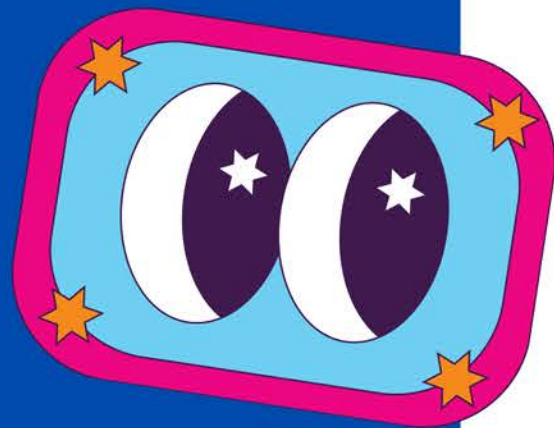
# #ARTSINTHE305



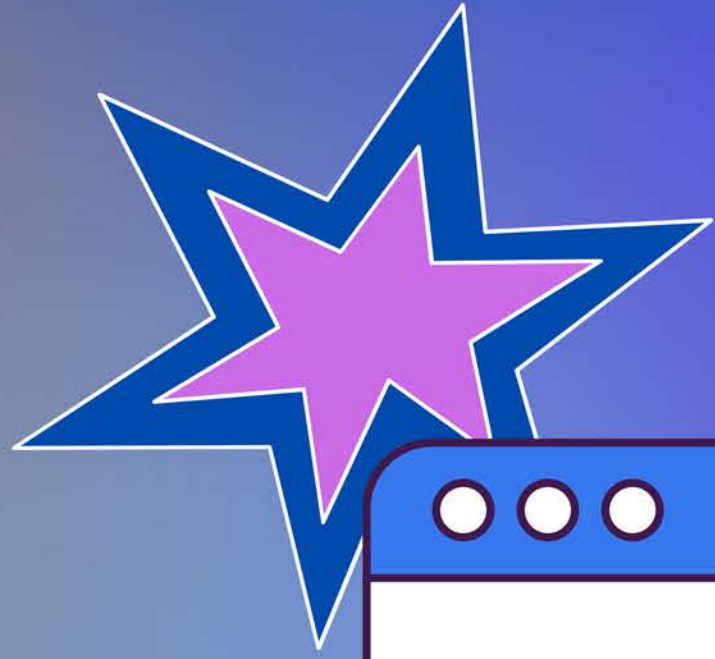
# ADDITIONAL NOTES

- Share your ideas with us! While we love to visit our partners and get content in person, there are other ways we can help promote your events with your own edited and brand approved content
  - Examples include:
    - Performance highlight reels we can upload to our own page with our branding
    - Having individuals' that represent the org, like an actor, take over our IG story for the day and show BTS footage
- Additional ways you can help promote CSM to your own patrons:
  - We can offer our own swag for you to have at in person events we are not able to attend ourselves
  - Resharing our IG story post that features the details for your event and link to purchase discounted tickets on the CSM website
  - Using our hashtag! Within the last year we have utilized the hashtag listed below to keep track of our events, posts, and our followers that are posting about us

**#ARTSINTHE305**







# THANK YOU!

**If you have any additional questions or concerns do not hesitate to reach out to us!**

**Mary-Margaret.Dale@miamidade.gov**  
**Christina.Tassy@miamidade.gov**  
**CSM-Coordinator@miamidade.gov**

