
AGENDA

Arts, Culture & Entertainment Committee Meeting Crafting Cultural Collaborations (C3)

Downtown Unlocked: Events, Experiences & Everyday Magic

Miami's Greater Downtown history was uniquely woven with a pioneering spirit and innovative culture. Together we can honor and build upon this creative legacy, weaving the fabric of the future of our Downtown.

**201 South Biscayne Blvd., Suite 2600
Miami, FL 33131
Alyce M. Robertson Conference Room
Thursday, May 1, 2025
9:30 a.m.**

Arts, Culture & Entertainment Committee Members:

Arva Suzanne Graham Gibson, Chairwoman
Jarred Diamond
Martu Freeman-Parker
Amal Solh Kabbani
Maryam Laguna Borrego

Miami DDA Staff Lead

Kim Hills Head of Marketing & Communications

WELCOME & ROLL CALL

- Welcome – Arva Suzanne Graham Gibson, Chairwoman, Miami DDA
- Roll Call & Public Comment – Elvira Manon, Miami DDA Executive Board Secretary

OUR EXPERIENCES & ATTRACTIONS COMMUNITY PARTNERS

- Suarmis Travieso, HistoryMiami
- Cassandra Behar & Julian Sanchez, Kaseya Center Tours and Youth Programming/Jr. HEAT
- Mirna Arce & Patrick Young, Island Queen
- Robert Geitner, Street Stages

SPECIAL EVENT

- Amanda Olivastro - DOWNTOWN CUP Soccer Event on Flagler Street

SUPPORT AND CONNECTIONS - LOOKING FOR OPPORTUNITIES

- Business Incentive Grants – Miami DDA

MEETING ADJOURNMENT

KASEYA CENTER TOURS

***KASEYA CENTER TOURS GIVE GUESTS THE CHANCE
TO EMBARK ON A GUIDED BEHIND-THE-SCENES TOUR OF
MIAMI'S PREMIER SPORTS AND ENTERTAINMENT VENUE,
AND HOME OF THE 3-TIME NBA CHAMPION MIAMI HEAT.***

TOUR DETAILS

- **TOUR STOPS:** HEAT LOCKER ROOM, PRACTICE COURT, WEIGHT ROOM, TRAINING ROOM CHAMPIONSHIP ALLEY, MEDIA INTERVIEW ROOM, ARENA LOUNGES, VISITING TEAM LOCKER ROOM, MAIN COURT AND MORE
- **PHOTO OPS:** CHAMPIONSHIP TROPHIES, HEAT LOCKER, INTERVIEW STAND, DWADE STATUE
- **PRICE:** \$39.99 ADULT / \$24.99 CHILDREN
- **CAPACITY:** 40 PPL PER TOUR
- **LENGTH:** 60 – 90 MINUTES
- **SCHEDULE:** TOUR DATES ARE ANNOUNCED 30 DAYS IN ADVANCE ON [KASEYACENTER.COM](https://www.kaseyacenter.com) – TOURS TRADITIONALLY RUN BETWEEN THURSDAY-SUNDAY DURING THE HOURS OF 1-6 PM AND ON NATIONAL HOLIDAYS
- **LANGUAGES:** ENGLISH / SPANISH SPEAKING TOURS BEGIN IN JUNE
- **OFFERS:** ALL TOUR GUESTS RECEIVE 10% OFF ANY PURCHASE AT THE HEAT STORE





Kaseya Center ALL-ACCESS TOUR



CONCERTS. SHOWS. HEAT GAMES.

Discover how all of it comes to life on this limited-time tour of Miami's premier sports and entertainment venue.

MARKETING MIX

All Miami HEAT and Kaseya Center Channels

- **SOCIAL**
- **EMAIL**
- **APP**
- **WEB**
- **GAME BROADCASTS**
- **IN-GAME TIMEOUTS**
- **PAID MEDIA**
- **ORGANIC PR**
- **OUTDOOR VENUE SIGNGAGE**
- **INDOOR VENUE SIGNAGE**
- **COMMUNITY OUTREACH:**
 - **GMCVB WEB SUPPORT**

OPPORTUNITIES

1

DDA COLLABORATION

2

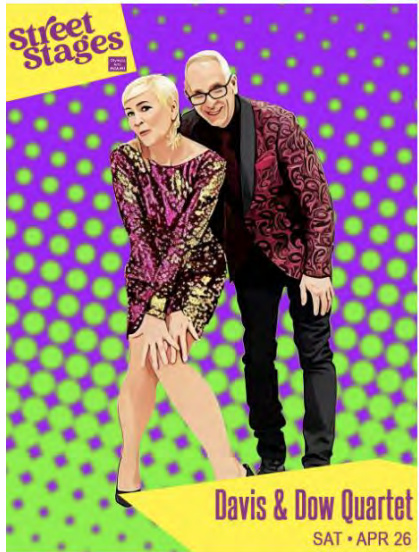
**DOWNTOWN BUSINESS PARTNERSHIPS AND
COLLABORATIONS**

3

**HELP US STAY "IN THE KNOW" AND PROMOTE
OUR TOURS AS A "MUST-DO" EXPERIENCE IN
MIAMI!**

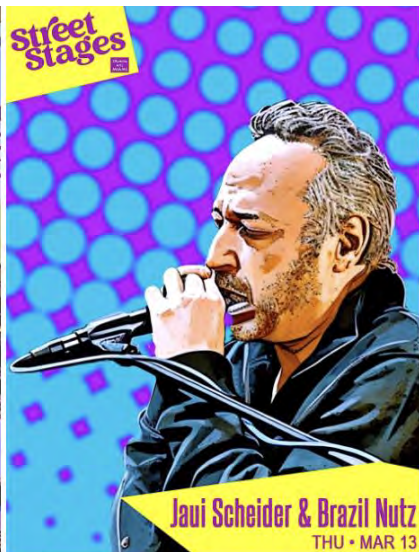
Olympia Arts MIAMI

“... taking Art to the Streets”



Who We Are:

- Nonprofit cultural producer rooted in Downtown Miami
- Former stewards of the historic Olympia Theater
- Creators of free outdoor programming: music, theater, visual art



Our Evolution:

- 2010–2020: Managed Olympia Theater, launched in-house community arts series • *“In the Lobby Lounge”*
- 2021–present: Pivoted to outdoor cultural programming • *“Taking Art to the Streets”*
- Rebranded as **Olympia Arts MIAMI** to reflect our public mission



Signature Programs:

- **Street Stages:** Pop-up performances on sidewalks and plazas
- **Street Galleries:** Illuminated art in vacant storefronts
- **Theatre Adventures:** Interactive storytelling through bar crawls and bike rides



Miami DDA Support = Cultural Impact

- DDA funding enables consistent programming and artist pay.
- It enables innovation and risk-taking in public arts.
- Co-branding and marketing help amplify our reach.
- Aligns directly with pedestrian vision and activation goals for Flagler



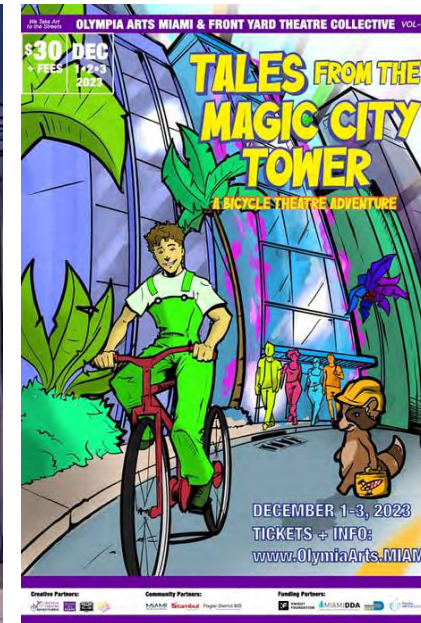
Why It Matters / Our Impact

- Over 22,000 attendees annually
- 370+ local artists engaged
- Supports nearby businesses through increased foot traffic
- Animates public space with cultural experiences



What's Next at Olympia Arts MIAMI

- Expand presence along new pedestrianized areas, such as Flager Street
- Launch new themes for Theatre Adventures
- Pilot artist residencies and site-based visual art projects



Join Us

- Attend our activations & events
- Collaborate on curated events and civic storytelling projects
- Help us unlock more spaces for everyday cultural expression



Thank You!

We believe that public space belongs to everyone—and by bringing art to the streets, we're helping shape a Downtown that's not just a place to work or live, but a place to gather, celebrate, and create.

Robert Geitner • Olympia Arts MIAMI

Robert Geitner
Contact Info:







Olympia
Arts
MIAMI

MIAMI DDA EVENTS | MAY 2025

-  Grant Recipients Events
-  Funding Partner/Sponsored
-  Networking Events
-  MiamiDDA Networking Events
-  Conferences
-  Partnership Event
-  Events by Invitation

Events received as of April 29

May 1	4:00PM	Biscayne Fashion B2B Showroom Launch Celebration	19 West Flagler, Miami, FL	
May 2 - May 25	5:00PM	Downtown Miami Soccer Field	Julias & Henry's	
May 3	10:00AM	Filmmaker Bootcamp with Freddy Rodriguez	FilmGate Miami, 168 SE 1st St 4th Floor	
May 3	2:00PM	Editing on Da Vinci Resolve Bootcamp with Andres Di Bono	FilmGate Miami, 168 SE 1st St 4th Floor	
May 6	10:00AM	Fog Roundtable & Permit Clinic	Mindwarehouse	
May 6	10:00AM	Coffee with a Cop	Julia & Henry's	
May 8	5:00PM	Grand Opening Miami Tower	Miami Tower, 100 SE 2nd St, Suite 3800	
May 9 - 11	Times Vary	International Property Show	James L. Knight Center	
May 10	10:00AM	Filmmaker Bootcamp with Freddy Rodriguez	FilmGate Miami, 168 SE 1st St 4th Floor	
May 10	2:00PM	Editing on Da Vinci Resolve Bootcamp with Andres Di Bono	FilmGate Miami, 168 SE 1st St 4th Floor	
May 10	11:00AM	PAMM Free Second Saturdays: Haitian Heritage	Pérez Art Museum Miami	
May 10	10:00AM	Museum Community Market Presented by Pérez Art Museum Miami & Phillip and Patricia Frost Science Museum	Pérez Art Museum Miami	
May 10		New Exhibit Opening Waves of Style	HistoryMiami Musuem	
May 10	7:00PM	Laser Friday	Phillip and Patricia Frost Museum of Science	
May 17	10:00AM	Filmmaker Bootcamp with Freddy Rodriguez	FilmGate Miami, 168 SE 1st St 4th Floor	
May 17	2:00PM	Editing on Da Vinci Resolve Bootcamp with Andres Di Bono	FilmGate Miami, 168 SE 1st St 4th Floor	
May 21	6:30PM	WHY the DRAMA May 2025	FilmGate Miami, 168 SE 1st St 4th Floor	
May 22	6:00PM	Miami Worldcenter Grand Opening Party	Miami Worldcenter	
May 24	2:00PM	Improv Masterclass with Fawad Siddiqui	FilmGate Miami, 168 SE 1st St 4th Floor	
May 28	6:30PM	FilmGate Documentary Festival: May 2025	Silverspot Cinema - Downtown Miami	
May 31	10:00AM	Filmmaker Bootcamp with Freddy Rodriguez	FilmGate Miami, 168 SE 1st St 4th Floor	
May 31	2:00PM	Editing on Da Vinci Resolve Bootcamp with Andres Di Bono	FilmGate Miami, 168 SE 1st St 4th Floor	

ONGOING

Ongoing - Olympia Arts Miami - StreetStages – SPRING SERIES - Apr - May 2025
 Ongoing - Flagler Street Market at Julia & Henry's - Sundays from 12PM-6PM
 Ongoing - Flow Farmers Market near Miami Worldcenter - Sundays from 10AM-3PM
 Ongoing - RUNADIC - Mondays, Wednesdays, & Saturdays
 Ongoing - Miami Bus Tours celebrating BFI's 20 Year Anniversary
 Ongoing - A Space for Artists and Art Lovers - Miami Worldcenter
 Mondays - Noche de Arte by collaboARTive
 Tuesdays and Thursdays: FREE Yoga - Bayfront Park
 Tuesdays - Baptist Health Brickell Run Club Powered by Nike

Disclaimer: The details outlined in this calendar of events are subject to change without prior notice.

We present you with information provided by a third party. Kindly note that this information can be altered without warning.