

AGENDA
Enterprise Committee
Miami DDA
200 South Biscayne Boulevard,
Suite 2929
Miami, FL 33131
Wednesday, January 8, 2020
9:00a.m.

ENTERPRISE COMMITTEE MEMBERS:

Nitin Motwani, Co-Chair
Philippe Houdard, Co-Chair

Alicia Cervera Lamadrid
Danet Linares
Alan Ojeda

1 WELCOME

- Nitin Motwani & Philippe Houdard – Enterprise Committee Co-Chairs

2. PRESENTATIONS

- 9:00 – 9:15am - Super Bowl 2020 Commercial Story Board and Video Preview –
Miami DDA Staff member, Kim Hills

3. DISCUSSION

- 9:45 – 10:00am – Enterprise Action Plan Discussion

4. SCHWARTZ MEDIA STRATEGIES (SMS) REPORT

- 10:00 – 10:10am - Media Initiatives – Tadd Schwartz, Schwartz Media Strategies

5. UPCOMING EVENTS

- **FREE Daily Tours at PAMM**
- **FREE Arsht Center Tours Mondays and Saturdays**
- **Now – 2/9 - HistoryMiami – Gridiron Glory**
- **1/5-12 – National YoungArts Week**
- 1/7 - Brickell Run Club
- 1/8 – Olympia Theater Lobby JAZZ: Glyn Dryhurst Dixieland Jazz
- **1/9- 1/12 – AmericanAirlines Arena – Jurassic World Live**
- **1/10 – 1/12 – Adrienne Arsht Center – Miami City Ballet: (I'm Old Fashioned)**
- 1/14 - Brickell Run Club
- 1/14 – Olympia Theater: The Moth Miami Story
- 1/15 - Olympia Theater Lobby LIVE: Gong Show!
- 1/11 – HistoryMiami Museum – Free Family Fun Day (All About Football)
- 1/17- 1/18 – American Airlines Arena – Celine Dion
- 1/18 – Laser Evenings at The Frost
- 1/18 – James L. Knight Center - Miami Festival of Laughs
- 1/18 – 1/26 – Adrienne Arsht Center – Florida Grand Opera (Madama Butterfly)
- 1/19 – Made at PAMM
- 1/21 - Brickell Run Club
- 1/28 - Brickell Run Club
- **1/25 – 2/1 – Super Bowl LIV Bayfront Park**
- **1/30 – 2/1 – AmericanAirlines Arena – Super Bowl Music Fest**
- 2/4 - Brickell Run Club
- **2/7-2/9 – Miami Marathon**
- 2/8 - HistoryMiami Museum – Free Family Fun Day (Getting to Know History)
- 2/11 - Brickell Run Club
- 2/11 – AmericanAirlines Arena – Andrea Bocelli in concert for valentines
- 2/13 – 2/17 – Miami International Boat Show
- 2/13 – 2/17 – Miami Yacht Show
- 2/15 – Laser Evenings at The Frost
- 2/18 - Brickell Run Club
- 2/23 – Free Day at MOAD: Free Family Program (Freedom Tower)

***Bold indicates events that will take place multiple consecutive days.**

6. MEETING ADJOURNMENT

Next Enterprise Committee meeting: Wednesday, February 5, 2020 at 9:00a.m.