

OLYMPIA

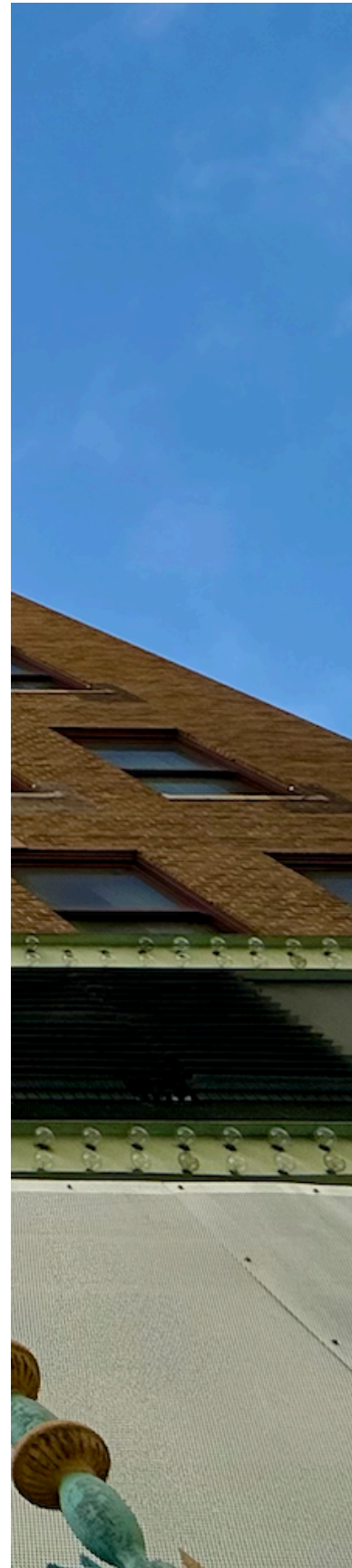
PRESERVATION WITH PURPOSE

GUSMAN CENTER FOR THE PERFORMING ARTS



Olympia Project: Preservation with Purpose

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History of Olympia Theater

1924-1970

Publix Theater
Corporation Era

Opened doors in 1926 as a silent movie theater believed to be **first air-conditioned theater in the South**

Drew vaudeville performances (combination of singing, dancing, comedy and acrobatics common in 1880s-1930s)

Elvis performs in August 1956

50s/60s - **notable performances** by Etta James, Della Reese, B.B. King, The Marx Brothers, and Gypsy Rose Lee

1970 – 1972

Maurice Gusman Era

Purchased by Maurice Gusman in 1970, after learning it **might be torn down**

Renovated by Morris Lapidus of Miami Beach at an estimated cost of \$5 million

Reopened in Oct. 1972

1972 – 1975

Philharmonic
Orchestra Era

Gusman **donated it** to the Greater Miami Philharmonic Orchestra in 1972

Not able to maintain the building, it was **returned to Gusman** in 1975

1975 – 2025

City of Miami Era

Deeded to the City of Miami for administration by the Miami Parking Authority (then known as Department of Off-Street Parking) on July 24, 1975

Designated historic by the City of Miami in 1983

Added to **National Register of Historic Places** in 1984

One of 3 “**atmospheric theaters**” remaining in Florida

History of Olympia Theater

2011

City Commission transferred administration to non-profit run by Herman Echevaria but ultimately returned to City

2017

Related Urban Development Group LLC submitted a proposal for a public-private partnership for the remodeling of 73 apartment units and capital improvements to the theater

2018

City Commission discussed a partnership with MDC but restoration costs (of an estimated \$26 million (at the time) caused the deal to fall apart

Aug. 2018 **repair or demolish** order issued by City's Code Enforcement

2019

New Urban International submitted a proposal to redevelop the units into a hotel and make improvements to the theater but did not come to fruition

2023

Hotel/jazz club **idea failed** due to no financial backing or conveyance authority

Scope of Required Facility Repairs

Interior Repairs:

- Interior repairs and reconstruction of previously demolished dressing rooms and crew rooms,
- Reroofing,
- Decorative paint and plaster repairs of areas damaged by water intrusion
- Structural repairs, MEP retrofit, electrical, fire alarm, and fire protection revisions, and miscellaneous architectural restoration and repairs
- 40-Year Recertification



Exterior Repairs:

- Replacement of all windows, entrance doors and ornamental frames,
- Exterior repairs and restoration of all ornamental iron railings,
- Replication and restoration of ornamental terracotta, and façade brick and stucco.
- Restoration of the Flagler Street marquee, and repairs to the ticket booth.

Conveyance Terms

- **Use restrictions:** Limit the facility to public educational and cultural use
- **Reverter clause:** Returns the property to the City if conditions are not met
- SLAM's obligation to restore the facility **(\$30-\$50MM investment)**
- Continued **public access and programming** at the theater



Project Overview

SLAM will lead a consortium of non-profit, public charter schools to restore the historic Olympia Theater facility into an **arts, culture, education, and community activation hub**.



Collaboration of local non-profits include **Mater Innovation Academy (MIA) in partnership with Miami Dade College (MDC), Mater Brickell Academy (MBA), Somerset Academy.**

With more than \$170MM in total grants, Mater, Somerset, and SLAM together have been awarded the largest active Federal Replication and Expansion Grants in the nation.



SLAM (Sports Leadership, Arts & Management) is a non-profit educational organization operating public charter schools in the City of Miami for since 2012.

"A" high school designated a High-Performing Charter School by the Florida Department of Education.





SLAM operates the only
student-managed Sirius XM
radio station in the country out
of Little Havana.

The Miami Herald

March 4, 2021 | Thursday

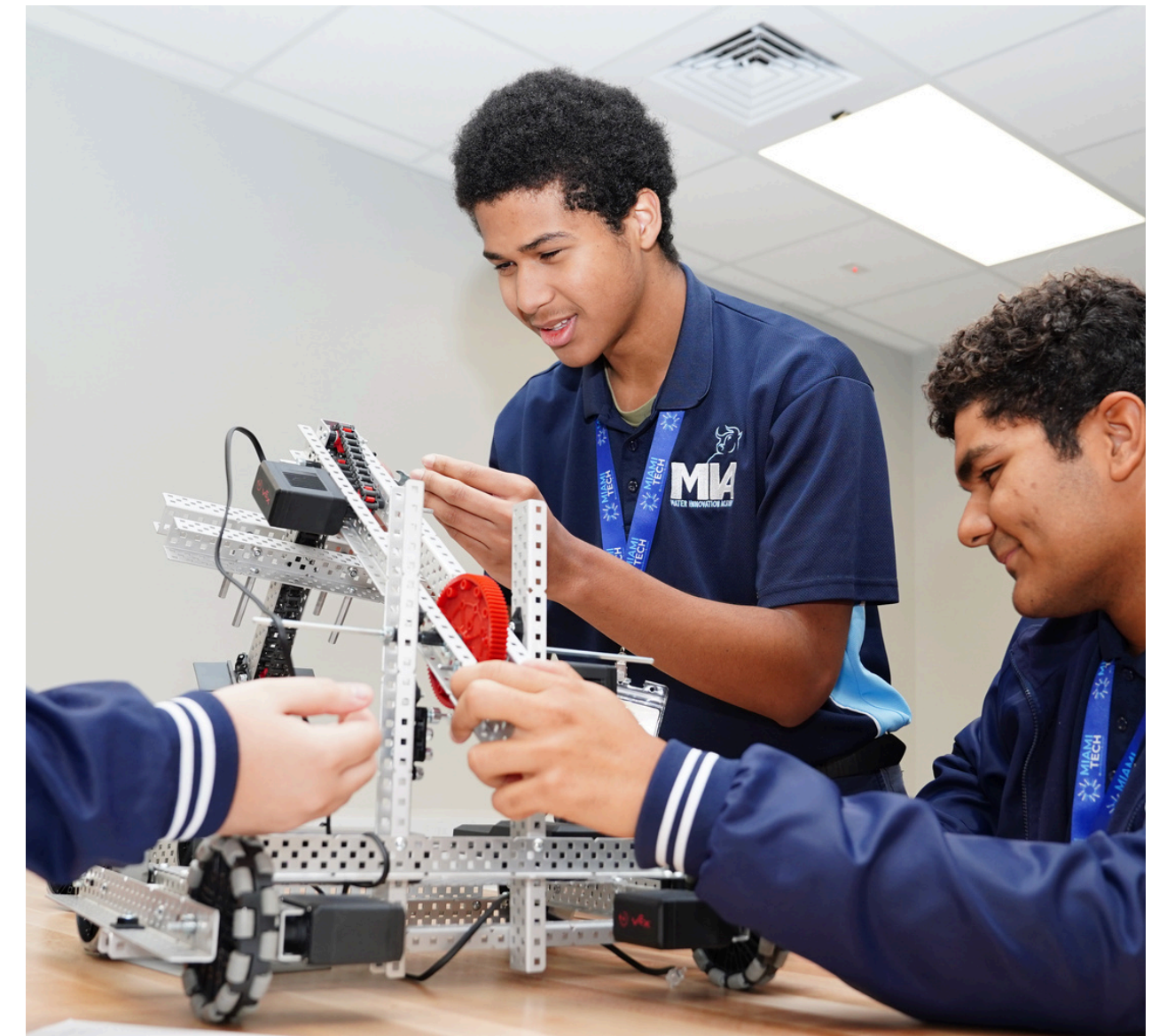
**SLAM Radio,
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Mater Academy currently operates Mater Innovation Academy, a public charter school developed in collaboration between the City of Miami, Miami-Dade College, and Mater Academy, Inc.

Miami Tech at Mater Innovation Academy will provide students with classrooms at the building for the **Technology & the Arts programming.**





Miami Dade College

Miami Dade College (MDC) will serve as a higher-education partner, providing **dual-enrollment** opportunities that allow eligible high school students to earn college credit at MDC.

The Theater will be available as a venue for MDC's arts-and-culture programming, including academic ceremonies, performances, exhibitions, and signature events

Theater Programming & Management Plan

The **1,700-seat theater will be restored** to continue to operate in the manner it has historically as an active cultural venue.

The theater will continue to host civic and cultural events open to the public

Programming strategy will include:

- Community cultural and art events
- Weekly cultural activations
- Community partnerships



Theater Programming & Management Plan

Among other activations, the Facility will support the following programs:

- MDC Film Festival
- MDC Book Fair
- Community Music and Dance Performances
- Public film screenings, plays, concerts
- Rental availability for local arts organizations
- Internship/training programs linking students to live productions



Theater Programming & Management Plan

Collaboration with community partners for storefront-level activations:

- Telemundo Academy (in partnership with Comcast/NBC Universal)
- Soundstage with LED backdrops for film production
- Verizon Foundation Innovation Lab
- SLAM Radio (Sirius/XM), visible from the street
- Recurring live events, festivals and international broadcasts



TELEMUNDO
ACADEMY



Plan for Managing a Public Asset

The AERA Foundation — a nonprofit 501C(3) collaborative of the educational networks — will facilitate management through a Theater Programming Committee.

The theater and building will be operated under Florida law governing public charter school cooperatives with:

- Public oversight via use restrictions
- Open access programming
- Community programming guaranteed through institutional agreements

Design of School Building Program

The adjoining 10-story building will:

- Hub the educational uses including student internships and work-study programs to support the arts and cultural events and programming at the theater
- House classrooms, labs, and multi-purpose spaces for cutting-edge programs in **technology, arts, and entrepreneurship**
- Be retrofitted to support dual enrollment and CTE programs through MDC, alongside student-serving charter school networks



OLYMPIA

PRESERVATION WITH PURPOSE

GUSMAN CENTER FOR THE PERFORMING ARTS

This project offers a historic opportunity to revitalize the Olympia Theater and its tower through cultural vibrancy, public educational uses, and community activation. It ensures preservation with purpose — restoring the past while creating a hub for Miami's creative future!

@preservingolympia

SLAM!