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Subject: Miami Art Week Recap and Observations

Dear Commissioners,

I hope this letter finds you well. Following our recent visit to Miami Art Week, I am writing to share the key insights and observations gathered by the DCCAH team. The purpose of our visit was to research best practices for the fabrication of a marquee international art fair and develop relationships to support this endeavor.

Key Meetings and Insights

Our time in Miami was invaluable. We had the opportunity to meet with art world luminaries and influencers, including Don and Mera Rubell, Andrew Frey, and Jessica Goldman of Goldman Properties. These interactions, coupled with our observations of the fairs, provided clarity and guidance for our staff.

Thursday Meeting with Andrew Frey and Claradith Landry

Our discussion with Andrew Frey, Director of Real Estate and Asset Management (DREAM) in Miami, offered insights into the organic development of Art Basel and potential strategies for DC. Key takeaways included the importance of minimal government interference, the potential for subsidies, and insights into Miami's thriving art scene during Art Basel. Additionally, the streamlined permitting process in Miami and the impact of art on neighborhood revitalization were noteworthy.

Friday Meeting with Jessica Goldman

Jessica Goldman, CEO of Goldman Properties, provided a detailed account of their work in Wynwood, highlighting their approach as 'romantic developers' focused on art-centric revitalization. Their strategy of buying significant real estate to influence comprehensive transformation and their use of Business Improvement Districts (BIDs) for shaping neighborhood development offered valuable lessons.

Historical Context from *Visual Arts in Washington DC*

Commissioner Brienza generously provided an excerpt from Brett Adams' *Visual Arts in Washington DC*, which offered historical context and lessons from past art fairs in DC. The successes and challenges of the Wash-Art Fair, founded in 1976, were particularly instructive.

DCCAH Team Activities in Miami

Our activities included meetings with DMV-based artists (within our grantmaking purview), visits to prominent galleries, and interactions with key figures in the art world, such as Everett Taylor (CEO, Kickstarter) and Larry Ossei-Mensa (Head Curator, Art Noir). These engagements provided a broad perspective on the art fair ecosystem.

Next Steps and Recommendations

Based on our findings, the DCCAH team will compile a set of recommendations to ensure the success of our envisioned art fair. These will include reflecting our key takeaways from past and upcoming Stakeholders' sessions, strategies for organic growth, potential subsidies, unique development approaches tailored to DC's context, the role of BIDs, and leveraging our city's museums and cultural institutions.

In conclusion, our visit to Miami Art Week was a rich learning experience. We are now better equipped to approach the task of creating a vibrant, internationally recognized art fair in Washington, DC. Detailed recommendations will follow in the coming weeks.

Thank you for your continued support and engagement in this exciting endeavor.

Sincerely,

Andrew S. Jacobson
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DC Commission on Arts and Humanities