



Keeya B. Davis

Keeya is a native Philadelphian who graduated from Central High School in Philadelphia as a member of the 248th class. Keeya's interest in event production and the entertainment industry began when she became involved in the Student Union Activities Board and interned at PolyGram Records in Burbank, California while she was an undergraduate at DePauw University in Indiana. Keeya also studied abroad in India, Nepal, and Bhutan and earned her undergraduate degree in Philosophy in 1993. Upon graduation from DePauw University, Keeya returned to

Philadelphia and started her own media/public relations company that she ran successfully for five years. Mayor Edward G. Rendell personally hired Keeya for a scheduling position in the Mayor's Office in September of 1995. In May of 1996, Keeya was recommended by Mayor Rendell for the Program Coordinator position at Penn's Landing Corporation and was hired in July of 1996.

In 1999, Keeya enrolled in the Master's Degree program at the School of Tourism and Hospitality Management at Temple University and completed the four-year program in less than two years and graduated cum laude. While enrolled in the STHM program, Keeya was promoted to her current position as Program Director and is responsible for overseeing the calendar of events for summer season programs at the Great Plaza and Festival Pier entertainment facilities as well as the winter season programs at the Blue Cross RiverRink.

As she begins her eighth year of programming at Penn's Landing Corporation, Keeya's goal is to continue to uphold Penn's Landing's reputation as a place where adults can bring kids and feel comfortable in a family-friendly environment during both the summer festival and concert season and the winter Blue Cross RiverRink season. At Penn's Landing, visitors are exposed to great live performances and, according to Keeya, "Penn's Landing's programs allow visitors to experience the fun and spontaneous interaction between performers and their audiences. Our staff does their best to make sure that each person who visits Penn's Landing has a good time, and the reward of their applause is music to my ears."

For Keeya, seeing the success of her visions for the Smooth Jazz Concert Series, the Gospel Music Series, the Labor Day Fireworks Extravaganza, and the more than 300 events she has produced at Penn's Landing makes it all worth the effort. Keeya also works with representatives of 10 multicultural groups to produce the annual PECO Multicultural Festival Series that showcases and celebrates the rich cultural heritages of Philadelphia's ethnic communities.

Keeya and her husband Douglas presently have a daughter, Skylar, who was born in March of 2003.