



TO: Mayor Carney and City Commission
FROM: Laura Simon, DDA Executive Director
DATE: Monday, August 12, 2024
RE: Item for August 19 City Commission Agenda:
Delray Old School Square Rebranding Presentation
CC: Dr. Al Costilo, DDA Chair and DDA Board and Team

Overview

GOAL: Increase outreach to the community by building brand awareness and driving exposure for Old School Square.

In October 2022, the City Commission tasked the Downtown Development Authority with creating a new brand story, logo and look for Old School Square. Overcoming major challenges with OSSCFTA's logo attached to the campus and digital assets (website, social media channels, and multiple other online platforms) which claimed Old School Square was "CLOSED", we needed an immediate brand to effectively communicate and market to the local community, businesses, and visitors on the current happenings at Old School Square. The DDA developed a transition brand and logo which launched in December 2022 with the reopening of the Cornell Art Museum. Our team also created a transition website, social media channels and email list shortly thereafter. However, we need a unified brand that goes beyond simply replacing the OSSCFTA logo. We have five distinct businesses under the OSS umbrella, each catering to a unique audience. A cohesive brand is essential to effectively capture and engage those diverse groups.

To develop a new brand, an RFP process was conducted and the agency selected in March 2023 began the branding development process.

- **DISCOVERY** – Marketing agency gathered with DDA team for a multi-day discovery session to understand the campus, the individual venues, and determine how we wanted the brand to make the community FEEL.
- **NEW BRAND STORY** – First, the team developed a brand story to create the vision for Old School Square: "Where Delray Comes Together". This brand story is the starting point for the logo and look and will stay with the campus for many years to come and help market it properly.
- **LOGO DEVELOPMENT AND SELECTION:** The DDA team and City team worked collaboratively on developing a new logo with the marketing agency to narrow the design for City Commission approval. Once approved, the DDA will begin the implementation phase and brand launch to the public.

The DDA will continue to plan and deliver strong results for the campus and the Downtown.

Delray Old School Square is a magical, historical place where people come together to be inspired and experience the heart of our Village By the Sea. We look forward to hearing your feedback and directions on the brand of Old School Square.

