

**MEMORANDUM**

**TO:** Delray Beach City Commission  
**FROM:** Delray Beach Downtown Development Authority (DDA)  
**DATE:** 08-11-25  
**SUBJECT: FY25/26 Budget Request for Old School Square**

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Dear Mayor and Commissioners,

As the Downtown Development Authority (DDA) submits its FY25/26 proposed budget for Old School Square, we request your consideration of the need for sustainable funding to continue the activation and maintenance of the Old School Square campus.

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**Revenue Summary: Old School Square FY25/26**

Source	Amount
<b>City of Delray Beach</b>	<b>\$800,000</b>
<b>Rental Income</b>	<b>\$50,000</b>
<b>Program Income</b>	<b>\$170,000</b>
<b>Donations &amp; Sponsorships</b>	<b>\$25,000</b>
<b>Museum Store</b>	<b>\$10,000</b>
<b>TOTAL REVENUE</b>	<b>\$1,055,000</b>

This revenue supports the full operation of the Old School Square campus, including the Cornell Art Museum, the Amphitheatre, the Vintage Gym, and all surrounding grounds.

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**FY25/26 Program and Campus Goals**

To demonstrate how the DDA will allocate its budget to serve the broader community through Old School Square, we outline our programmatic and operational goals for the **campus** below:



#### **FY 25/26 DDA Priorities:**

- **Celebrate the 100th Anniversary of the Campus:** Leverage this milestone to increase visibility, storytelling, and community pride through a year-long campaign and events.
- **Rebrand Launch:** Introduce a refreshed visual identity and public messaging for Old School Square, strengthening audience connection and donor/sponsor appeal.
- **More Revenue-Generating Events:** Curate exhibitions, private rentals, and public programs that attract attendees and sponsors.
- **Bring Back Art on the Square:** A signature outdoor juried art fair, historically successful in generating community engagement and tourism.
- **More Passive, Constant Activations:** Ensure the Amphitheatre remains an active and welcoming space with daily or weekly informal programming and drop-in activities.
- **Focus on Sponsorships:** Grow private-sector support to offset operational costs and enhance cultural offerings.

#### **FY25/26 DDA Priorities for the City:**

- **Restroom and Facility Enhancements:** Address infrastructure improvements to support a growing number of events and patrons.
- **Create a Comprehensive Plan for the Entire Campus:** Strategically align programming, space utilization, and capital improvements across Old School Square to ensure sustainable growth.

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#### **Conclusion**

The DDA is committed to delivering high-quality cultural programming, facility management, and community engagement through a lean, focused staffing model. Our FY25/26 proposal reflects the true cost of maintaining and activating the majority of Old School Square campus as a vital public asset.

We ask the Commission to support our efforts with a level of investment that matches our scope and stewardship.

We welcome further dialogue and collaboration as we move into the next fiscal year.