



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

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.

Revenue Summary: Old School Square FY25/26

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

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.

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.

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.