



## Cover Memorandum/Staff Report

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**File #:** 25-198

**Agenda Date:** 2/18/2025

**Item #:** 4.A.

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**TO:** Mayor and Commissioners  
**FROM:** Jeffrey L. Oris, CEcd, Assistant City Manager  
**THROUGH:** Terrence R. Moore, ICMA-CM  
**DATE:** February 18, 2025

PRESENTATION BY THE DOWNTOWN DEVELOPMENT AUTHORITY CONCERNING FOLLOW UP REGARDING BRANDING AND MARKETING CONSIDERATIONS

**Recommended Action:**

The City Commission is receive and respond to a presentation from the Delray Beach Downtown Development Authority (DDA) regarding marketing and re-branding of Old School Square (OSS).

**Background:**

As outlined in the Interlocal Agreement between the DDA and the City providing for a license to use the OSS Campus, the DDA is responsible for the re-branding of the OSS Campus subject to approval by the City Commission. The DDA has previously presented marketing and re-branding strategies before the City Commission on August 19, 2024 and in a joint workshop meeting of the City Commission and DDA Board on October 28, 2024. In both instances the City Commission indicated it was not prepared to approve what was presented and asked the DDA to work with City Staff and return with something different.

Additional information as to how the DDA wishes to proceed is contained in the attached memo from DDA Executive Director Laura Simon and will be further explored during the presentation.

**City Attorney Review:**

N/A

**Funding Source/Financial Impact:**

Rebranding is a responsibility of the DDA as per the Interlocal Agreement.

**Timing of Request:**