



TO: Mayor Carney and City Commission
FROM: Laura Simon, DDA Executive Director
DATE: Wednesday, May 1, 2024
RE: Item for July 9 City Commission Agenda:
Delray Old School Square Rebranding Presentation
CC: Brian Rosen, DDA Chair and DDA Board and Team

Overview

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

To be effective in communications and marketing to the local community, businesses who need to prepare, and visitors on the current happenings on the site of Old School Square, it is critical that they can find current information. Due to the inability to utilize the OldSchoolSquare.org site or branding, the DDA developed a transition brand which launched in December 2022 with the reopening of the Cornell Art Museum. A transition website has also been created to house all the event and campus information for the public to be informed on events and information about Old School Square. The plan for the year is to collaborate with OSSCFTA to change their website and social pages to support what is currently happening on the Old School Square campus.

To develop a new brand "look" as part of the marketing for Delray Old School Square, a RFP process was conducted in 2023 and the agency selected began the branding development process.

- **NEW BRAND AND LOOK** – First phase a brand story was developed to create the vision for Old School Square and those who love Old School Square and the cultural arts. This will be a permanent brand that can 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 the logo development with the marketing agency to narrow the design for the City Commission approval. Once approved, the DDA will begin the implementation phase and promotional development.

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

