



Cover Memorandum/Staff Report

File #: 24-1457

Agenda Date: 10/28/2024

Item #: WS.1.

TO: Mayor and Commissioners
FROM: Jeffrey L. Oris, CEcD, Assistant City Manager
THROUGH: Terrence R. Moore, ICMA-CM
DATE: October 28, 2024

JOINT DISCUSSION WITH THE DOWNTOWN DEVELOPMENT AGENCY REGARDING
BRANDING OF OLD SCHOOL SQUARE

Recommended Action:

The City Commission and Delray Beach Downtown Development Authority Board are asked to discuss matters related to the branding of Old School Square.

Background:

Per Section 5.k.of the Interlocal Agreement with the Downtown Development Authority for the management and operation of the Old School Square Campus, the "DDA shall be responsible for re-branding the OSS Campus subject to approval by the City Commission. The DDA spent several months working with a marketing firm to prepare a full re-branding program, including a new logo, for the OSS Campus that was presented to the City Commission at the Commission's August 19, 2024 regular meeting. By this time, the City had begun efforts to administer an arts school at the Crest Theater building on the OSS Campus. To this end, the City was in need of, and thus prepared, a branding guide for the Arts School to aid in promotion of the School that was separate and apart from the DDA proposed branding program. During this meeting, a consensus was reached by the City Commission to host a joint meeting with the DDA to further discuss this matter.

City Attorney Review:

N/A

Funding Source/Financial Impact:

N/A

Timing of Request:

Clarification of the OSS branding program aids in the promotion of the property and activities taking place at the property. The sooner that the branding program is determined, the sooner full implementation can begin.