





Brief Description of Proposed Improvements:

The wall surrounding the dumpster in our parking lot was only moderately more visually appealing than what it concealed. But, to our progressive ad agency, it was an opportunity. DAMN GOOD had already developed a strong relationship with nearby Florida Atlantic University, offering internships with real professional experience to students, and providing classes with tours and discussion sessions at the office. So it was a natural for our agency to reach out to FAU's communications department and arrange an event where we would paint a mural on the wall together.

Our message was also a natural. As residents of Delray Beach for over 20 years, the agency has long been proud of our city, and had coined the term "Delrageous" to describe the unique, art-friendly city. Our staff of professional artists and illustrators collectively settled on the design, and a date was set to bring the mural to life.

It began in the early morning hours of April 8, 2016, with a dedicated DAMN GOOD staffer carefully outlining of the design. Hours later the rest of the staff were joined by about 15 FAU students and their instructors in the parking lot in what quickly became a celebration. Ice cream and donuts were served, and the mural was finished by 4pm that same day. Students were thrilled to participate in the project, which has earned compliments from agency visitors ever since. For DAMN GOOD, it was more than just a dumpster beautification project. It was about community. The community of Delray Beach, aspiring local students, and one DAMN GOOD advertising agency coming together to make a given Friday in April something lasting and exceptional.

After all, doing amazing and meaningful work is what DAMN GOOD is all about, and we were and ARE proud to share it with this incredible city.