



## Legislation Text

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**TO:** Mayor and Commissioners  
**FROM:** Jeffrey L. Oris, CEcD, Assistant City Manager  
**THROUGH:** Terrence R. Moore, ICMA-CM  
**DATE:** July 9, 2024

APPROVAL OF RESOLUTION NO. 124-24 APPROVING THE OLD SCHOOL SQUARE RE-BRANDING PACKAGE SUBMITTED BY THE DELRAY BEACH DOWNTOWN DEVELOPMENT AUTHORITY FOR USE IN MARKETING OF THE OLD SCHOOL SQUARE CAMPUS.

**Recommended Action:**

Motion to approve Resolution No. 124-24 approving the Old School Square re-branding package submitted by the Delray Beach Downtown Development Authority for use in marketing of the Old School Square Campus.

**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 has spent several months working with a marketing firm to prepare a full re-branding program, including a new logo, for the OSS Campus. They are now prepared to unveil the re-branding elements and seek the required approval of the City Commission.

A more detailed memorandum from, DDA Executive Director Laura Simon is attached.

**City Attorney Review:**

N/A

**Funding Source/Financial Impact:**

Re-branding is undertaken at the expense of the DDA though funds may come from the management fees provided by the City.

**Timing of Request:**

The DDA would like to begin the re-branding as soon as possible so everything is in place for next season.