



TO: Delray Beach Downtown Development Authority Board
FROM: Suzanne Boyd, DDA Director of Marketing
DATE: August 9, 2025
RE: Old School Square Marketing Performance – July 2025

This memo summarizes key marketing and outreach activities for Old School Square (OSS) in July 2025. Performance data across email, social media, paid digital advertising, public relations, and website traffic show strong momentum in driving visibility, engagement, and event participation across the district.

EMAIL MARKETING

- **Total Contacts:** 5,100
- **Emails Sent:** 31,118
- **Average Open Rate:** 54.2%
➡ Industry average open rates for arts/culture events are around 30–35%, making OSS's open rate significantly higher. This suggests a well-engaged and highly relevant subscriber base.

SOCIAL MEDIA PERFORMANCE

- **Followers:** 8,865 (+63% from previous month)
- **Impressions:** 315,600 (+26%)
- **Engagements:** 5,309 (+103%)
➡ The large uptick in followers and engagement points to successful content strategies and growing interest in OSS events. A 103% increase in engagements signals that followers aren't just growing — they're interacting more actively.

PAID DIGITAL ADVERTISING HIGHLIGHTS

Total Paid Media Spend in July: \$4,271.00

POP 2000s Concert

- Impressions: 64,475
- Clicks: 1,382
- ➡ Strong CTR of ~2.1%, well above average digital ad benchmarks (typically ~0.5%–1%). This shows high interest in ticketed events.

Sunset Free Concerts

- Impressions: 38,462
- Clicks: 2,031
- ➡ An outstanding CTR of ~5.3% — the highest performing ad group, indicating strong public demand for free live events.

Cornell Art Museum – General Promo (Digital Video)

- Impressions: 212,572
- Clicks: 31
- Budget: \$893.98

Cornell Art Museum – Pop Culture Exhibit (Auto Placement)

- Impressions: 51,747
- Clicks: 714
- Budget: \$444.22

Website Retargeting Display

- Impressions: 257,234
- Clicks: 755
- Budget: \$322.75
- ➡ Retargeting efficiently brought back past site visitors, reinforcing OSS brand awareness and conversion efforts.

OSS General Promo – Digital Video

- Impressions: 136,987
- Clicks: 279
- Budget: \$876.67

Paid Search (Google Ads)

- Impressions: 19,305
 - Clicks: 1,738
 - Budget: \$914.02
 - *Brand Search*: 2,999 impressions | 753 clicks
 - *General Search*: 16,306 impressions | 985 clicks
- ➡ High overall CTR of ~9%. Notably, Brand Search had a 25% CTR — highly effective for driving high-intent traffic to the OSS website.
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PUBLIC RELATIONS IMPACT

Media Placements

- Press Release Pick-Up: 500+
- Local Radio & TV Segments: 35
- Print & Magazine Articles: 17
- Online Articles: 194

Media Reach & Estimated Ad Value

- Estimated TV & Radio Audience: 1.35 million
- Online News Audience: 1.1 billion
- Total Ad Value: \$6.08 million

➡ This month's earned media generated exceptional value. National and local coverage — especially for the Pop Culture Art Exhibition and Sunset Concerts — produced millions in exposure that would otherwise require significant paid spend.

WEBSITE PERFORMANCE

- Page Views: 23,000
- Average Time on Site: 1 minute, 39 seconds
- Top Pages Visited:
 - Events Calendar
 - POP 2000 Tour
 - Sunset Concert: Fleetwood Mac Tribute
 - Pop Culture Art Exhibition

➡ Website traffic closely aligns with promoted content, confirming the effectiveness of ad and email strategies in driving interest and engagement.

OVERALL SUMMARY & TAKEAWAYS

- OSS marketing in July 2025 showed across-the-board growth in engagement, visibility, and reach.
- High-performing campaigns (concerts, free events, retargeting, paid search) delivered strong CTRs and ROI.
- Earned media provided over \$6 million in coverage value, with national online exposure and a strong local media presence.
- The marketing funnel — from awareness to action — is functioning effectively, with digital, email, PR, and social efforts working together to increase participation and community connection.

OSS continues to serve as a powerful cultural anchor for Downtown Delray Beach, and these results show measurable impact from strategic marketing investments.



July 2025 Events and Happenings (MGatto):

Attendance:	1,715	(Exhibition opening & Art Talks)
Donations:	\$ 2,193	(TOTAL)
On Line - Square Donations:	\$ 375	
On Line - Eventeny Donations:	\$ 320	(Harold Caudio Art Talk)
Museum Store Sales:	\$ 2,256	(Art talk sales)
Exhibition Art Sales:	\$ 1,990	(Pop Culture & Ralph Papa)
Docent/Volunteer Hours:	200+	(per month)

Yoga at the Museum: Wednesdays and Thursdays 11-12noon (Avg 15 per class)

7/4/25 – No Art Walk (July 4th holiday)

7/5/25 – Pop Culture Exhibition Opening

- 700 people attended (Exhibition plus Pop 2000 attendees)
- \$212 Donations
- Ten artists including Gwak, Harold Caudio, Ashleigh Walters, Rogerio Peixoto, Annina Rus, Damian Fitzsimmons and more
- VIP 4pm – Public Opening 6pm
- Lil Marsh, Marcia Levine DJ
- Dan Newman catering
- POP2000 Concert to follow in Amphitheatre

7/11/25 – Ralph Papa “Impressions of Italy” Art Talk

- 63 attendees
- \$1,200 Art piece sale

7/19/25 – “Not Candy” – Pop Culture Artist Harold Caudio Art Talk/Coco Gauff Art Presentation

- 297 attendees
- Gauff/Odum Family in attendance, guests from Martin County to Miami
- \$740 Donations (Cash, Square & Eventeny)
- \$300 Museum Store Sales

CURRENTLY PLANNING into FALL/WINTER 2025:

- Dorothy Gillespie Color in Motion and Crystal Bacchus Spotlight - October 2025
- Gustavo Novoa Exhibition – November – January 2026

Art on the Square Fine Art Show - February 7 & 8, 2026

- Planning a juried outdoor fine art show on the Cornell grounds
- Call to Artists on Eventeny – Submissions to be juried by art professionals
- Planning an Emerging Artist program for up-and-coming young regional artist

- Judging to determine prizes during art show

NOTE:

- OSS Historic Slideshow by Docent Annette Jackson will be offered monthly starting in the fall - \$10 per person
- Promoting and realizing increasing docent-led tour availability through website and email. \$10 per person,
- Continue working with fellow cultural centers, Cultural Council of Palm Beach County and Public Art Advisory Board for future public art projects, murals and exhibition collaborations.

Statistics since reopening the museum – December 2022:

- **20 exhibitions and pop-ups curated and shown:**
 - 1) Surfing Florida
 - 2) #LoveDelray
 - 3) World of Water
 - 4) Delray Walls Artist Showcase
 - 5) Juan Abuela – Spotlight Gallery
 - 6) Art Immersive: Miami Art Society, Projection Art Installation, Kintsugi burning man Installation.
 - 7) Season of Red
 - 8) Reimagining Palm Beach
 - 9) Stickman and Beatle Art Pop-Up
 - 10) Art Deco Art Pop Up
 - 11) Painting in Paradise
 - 12) HERstory – NAWA FL
 - 13) Central American Modernism
 - 14) Emotional Intelligence: Emoji Exhibition
 - 15) Oceana Phenomena – Jane Baldrige
 - 16) CAPE Universal – Celebration of Multinational Youth Art (Pop Up)
 - 17) Nature's Palette: Art Inspired by the Earth
 - 18) Hot Glass – All Glass Exhibition
 - 19) CAPE Universal Youth Art
 - 20) ICONS of ART Italian Mosaic Portraits
 - 21) Beatles on the Beach
 - 22) Mirror, Mirror: Celebrating Women in the Arts
 - 23) Reflections by Andres Lopez
 - 24) Impressions of Italy by Ralph Papa – Pop up
 - 25) Pop Culture (Opened July 5, 2025)

Artists Featured including children: 646 (230 Cape exhibition)

Museum Store consigning artists: Over 30

Total Donations to Date: 2023 - \$17,000; 2024 - \$26,270; 2025 - \$22,315 (\$65,585 total)

Attendance to Date: 37,664

Docent/Volunteer Hours: Over 6,000

MSGatto 8-4-25