



## Request For Proposal (RFP)

### Old School Square Marketing/Rebranding Agency Partner

#### Overview

The Delray Beach Downtown Development Authority is requesting proposals for a strong marketing partner to work side by side with the DDA to relaunch one of the largest cultural assets within our DDA district. This is a very special asset with 5 different venues within it and all have special characteristics and programs they will be holding within them. The DDA team is looking for a fresh new look for Old School Square and a marketing and advertising plan that will effectively brand and market these programs to build awareness, momentum and drive economic vitality back to the Old School Square Campus.

The DDA team will work closely with the agency partner which is why strong communication and accessibility is essential. The agency will be responsible for building the marketing and advertising plan, creative development, implementation, measuring performance and reporting back to the DDA and working in collaboration with the DDA Marketing team. The DDA has developed a transition creative look and assets to assist with the soft launch of the Cornell Museum along with other events taking place in the first and second quarter of 2023.

The DDA is requesting proposals **within three (3) weeks of the receipt of this RFP** that will show us the characteristics and capabilities of your organization, why your marketing team would be the best to partner with the DDA, and proposed marketing campaigns based on the information provided, along with costs of doing business with your organization.

- Company overview
- Implementation process to include timing and team
- Design concepts and vision
- Proposed tactics and KPI's
- Costs

Questions and requested files can be sent to [simon@downtowndelraybeach.com](mailto:simon@downtowndelraybeach.com) and [sboyd@downtowndelraybeach.com](mailto:sboyd@downtowndelraybeach.com)

#### DDA Mission

The Downtown Development Authority (DDA) is an innovative, hands-on, taxing authority that is responsible for the health and well-being of the historic, resort-like Downtown. The Delray Beach DDA is a model of credibility, professionalism and productivity generating valued outcomes aligned with the



mission. The mission of the DDA is to stimulate, enhance and sustain the economic vitality of downtown Delray Beach and the quality of life enjoyed by locals and visitors.

### Research and Community Outreach

The Delray Beach Downtown Development Authority, (DDA) has been tasked with operating and managing the Old School Square campus for the City of Delray Beach. While the name "Old School Square" represents the campus of original school buildings owned by the City of Delray Beach, the former lessees of the property created a non-profit of the same name, own several URLs and digital assets and continue to use those assets to promote their organization. It is important to understand these facts as we decide whether to rename the campus or give the Old School Square brand a new, fresh look. Our biggest focus is to do what is right for our community, our downtown and our cultural center.

As we reopen and reactivate the Old School Square campus, we need to ensure our plan of action is transparent, authentic, and community driven. The goal is to understand our target demographic, discover new opportunities for the campus and get commitment and buy-in from our stakeholders - businesses, residents, and visitors.

### Brand and Logo Design

The DDA created a transition brand for Old School Square using the trim color and architectural elements of each building. The transition brand also works well with our [Delray Tourism Marketing Brand](#), so this is a good starting point.



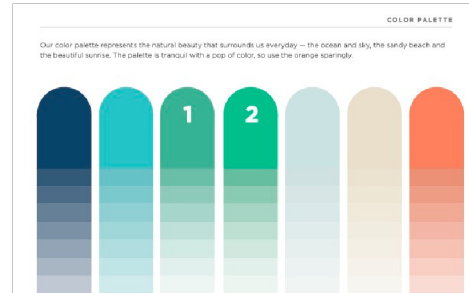
**DOWNTOWN  
DEVELOPMENT AUTHORITY**

## Transition Brand

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- Unifying Element: Color
- Individual Element: Architecture
- Artistic Element: Movement



Create a brand that is recognizable but not final  
Marry the history of OSS with modern elements

### Proposed Deliverables

- Logo and Brand Creation



- Marketing Strategy, Consulting and Creative Calendar ○  
Website Design and Development ○ Social Media  
Platform Creation and Management ○ Paid Digital  
Media (include suggested strategies and budgets) ○  
Search Engine Optimization ○ Reporting and Analytics
- Content Creation (Video, Photography, Copywriting) ○  
Email Marketing

### Submittals

- Company Overview
  - Implementation process to include timing and team
  - Design concepts and vision (please include examples of previous work) ○ Proposed tactics and KPI's ○ Costs
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