

INTEGRATED COMMUNICATIONS
& MARKETING



PROPOSAL FOR RFP 2026-02

City of Isle of Palms

Brand Strategy

May 6, 2026



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To the Selection Committee,

We are thrilled to submit our proposal for the City of Isle of Palms brand strategy initiative.

At Flock and Rally, we understand the power of a strong brand in shaping a community's identity, fostering economic growth and creating a true sense of place. Our team brings deep expertise in strategic communications, branding and public engagement, and we are eager to collaborate with the City to develop a brand that reflects its vision and positions it as a family-friendly, beach vacation destination.

As a women-owned, full-service agency based in Columbia, we have worked extensively with cities, regional organizations and government agencies to create branding that resonates with residents, businesses and visitors alike. Our experience includes branding projects for the City of Mauldin, the City of Seneca, OneSpartanburg, Inc., and other organizations throughout the state.

Our approach is built on collaboration, insight and creativity. We will take the time to fully understand the City of Isle of Palms' unique strengths and opportunities, engaging with city leadership and stakeholders to develop a brand that authentically represents the community's identity and aspirations. From strategic messaging to visual identity, we will ensure every element aligns with the City's long-term goals and effectively communicates its story.

Isle of Palms is a favorite getaway destination for many of our team members. We appreciate your consideration and welcome any questions as you review our proposal. We look forward to the opportunity to work together to develop a brand that strengthens the City's presence and supports its continued growth.

Thank you for this opportunity!

Best regards,

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Understanding the Opportunity

The City of Isle of Palms presents a unique branding challenge: creating a clear, consistent identity that works across City departments while still feeling true to the community and its role as a visitor destination. Addressing current inconsistencies in brand usage requires more than a visual update. It calls for a cohesive, flexible system that people can actually use and maintain over time. With multiple stakeholders involved, success will depend on a collaborative, thoughtful process that builds alignment from the start. This is where Flock and Rally's approach makes a difference. We ground our work in real audience insights and stakeholder input to create brands that are not only compelling but also practical, sustainable and reflective of the communities they represent.

Project Approach

Methodology and Overall Approach

Our approach to branding Isle of Palms centers on a structured, phased plan that aligns each element, from initial research to rollout, with the City's goal of enhancing the perception of the city and ultimately marketing it as a family vacation destination.

We will focus on capturing Isle of Palms' unique vibrancy while building a brand identity that resonates with residents, businesses and visitors.

Scope of Work

PHASE 1: INTRODUCTION

Our process begins with a foundational introduction phase to set the stage for a successful partnership. Through these first meetings and assessments, we will get to know the city, its goals and its current brand landscape.

This includes:

- **Kickoff Meeting:** This in-person or virtual meeting will introduce you to your project team, set the stage for the additional phases and align on expectations.
- **Project Brief:** This will outline the key project goals, deliverables and timeline.

PHASE 2: DISCOVERY

- **Audience Development:** Informed by our audience-first approach, we will lead an audience discovery workshop to define what Isle of Palms' core audiences — residents, tourists and local businesses — need and expect from the brand. This session will help us focus on questions like: *What matters most to each audience? What does success look like for*



them? How do we create a brand that resonates deeply with each group? Along with this session, we will also collect any demographic and psychographic data you have.

- **Audit:** Our team will evaluate materials to uncover what truly matters to those who live, work and play in Isle of Palms. This will help us understand not only the values the community holds but also how the city can evolve and thrive.
- **Stakeholder Input** – We will engage City staff members and the Charleston Area Convention & Visitors Bureau through discussions and a dedicated City Council workshop to ensure their perspectives are reflected in the brand development process. Their input will help shape key messaging, visual identity and overall brand positioning, ensuring alignment with Isle of Palms’ strategic goals.
- **Research** – Our research process will include a competitive analysis of peer cities and a review of existing branding efforts, along with the City’s Strategic and Comprehensive Plans. This will provide a data-driven foundation to inform brand development and ensure Isle of Palms’ brand is positioned for long-term success.
- **Measurement** – We will work with the City and key stakeholders to establish baseline benchmarks and define key measures of success for the project, including:
 - Internal and external brand adoption.
 - Consistency across departments.
 - Tourism/engagement indicators.
 - Stakeholder sentiment.

PHASE 3: DESIGN AND DEVELOPMENT

- **Messaging:** With our research in hand, we will craft a strategic foundation that captures Isle of Palms’ identity and ambitions. This includes defining core values, a tagline and a vision statement that emphasizes the City’s many assets and community spirit. Messaging will be aligned with the City’s Strategic and Comprehensive Plans. We will also discuss any additional expectations and adapt the strategy as needed.
 - **Core Messaging and Key Statements:** Foundational statements like mission, vision and core values that articulate Isle of Palms’ purpose and position.
 - **Elevator Pitch and About Statements:** Concise, impactful descriptions of Isle of Palms for use in print, digital and verbal communications.
 - **Tagline:** Brand-approved tagline
- **Visual Identity:** Our team will bring the brand to life through a cohesive, flexible visual identity that’s both timeless and adaptable. We will develop and present 2–3 distinct brand concepts, each with unique visual directions, followed by structured feedback and revision rounds.
 - **Logo Design:** A versatile logo with variations for digital, print and environmental use, ensuring the brand remains recognizable and cohesive across all platforms.
 - **City Seal:** Designed for official and governmental use, distinct from tourism-facing logo.
 - **Color Palette and Typography:** A carefully selected color scheme and font pairing that reflect Isle of Palms’ vibrant and welcoming atmosphere while remaining versatile for different applications.



- **Photography and Graphic Elements:** A collection of graphic elements, patterns and photography guidelines that convey Isle of Palms' character, ensuring a cohesive brand presence that resonates with both locals and visitors.
- **Brand Guidelines:** The brand guidelines will include the items below and will ensure consistency across all City departments and applications.
 - **Messaging:** As outlined above.
 - **Visual Identity:** As outlined above.
 - **Application:** Clear guidelines for how to apply the brand across City departments, communications and public spaces.
 - **Sub-Branding Criteria:** Defined standards for when and how to create sub-brands or program logos, ensuring cohesion with the main brand.
- **Templates:** A collection of essential brand assets including signage, brochures, PowerPoint presentation, social media graphics, report covers, letterhead and business suite materials.

PHASE 4: IMPLEMENTATION PLAN

- **Community Rollout and Public Engagement Strategy:** We believe a successful brand rollout should be visible and engaging. Our approach will include a three-year roadmap with short- and long-term tactics, including public relations, digital strategy, community engagement and paid media, among other opportunities.

Deliverables

- Project Brief
- Brand Audit (includes overview of research findings)
- Brand Guidelines (includes visuals and messaging)
- Design Templates
- Implementation & Brand Rollout Plan
- Final Editable Files

Proposed Timeline

Month 1

- Project kickoff.
- Onboarding and discovery.
- Stakeholder input
- Research.
- Brand audit.

Month 2

- Creative concept development.
- Initial visual concept presentation, client review and agency revision round one.



Month 3

- Updated concept presentation, client review and agency revision round two.
- Client approval of visual concept.
- Initial messaging delivery.

Month 4

- Revise brand messaging.
- Final approval rounds.

Month 5

- Delivery of templates, deliverables and all final files.

Cost Proposal

FLAT FEE: \$48,100.

Budget is broken into the following phases, outlined above:

- Phase 1: Introduction (\$2,775)
 - Services: Onboarding, project kickoff and project brief development.
- Phase 2: Discovery (\$16,650)
 - Services: Research, audience development, materials audit and stakeholder input.
- Phase 3: Design and Development (\$19,425)
 - Services: Brand guidelines (including messaging and visual development) and brand templates.
- Phase 4: Implementation Plan (\$9,250)
 - Services: Brand rollout plan and final file delivery.

HOURLY RATE FOR ADDITIONAL SERVICES: \$185 PER HOUR

This is our blended hourly rate for additional needs during post-launch, any additional sub-branding needs, implementation needs, major changes to the revision rounds and any other requests after launch. Additional work can be quoted as hours or as a flat fee.



Qualifications

About Flock and Rally

CUSTOMIZED, HIGH-IMPACT WORK THAT ELEVATES THE STATUS QUO.

Founded in 2010, Flock and Rally is a full-service, women-owned creative agency based in Columbia, South Carolina, serving clients across the state and beyond. The firm integrates branding, public relations, marketing, traditional advertising, digital advertising, social media and more into campaigns for a diverse base of clients, ranging from local nonprofits to state agencies to large-scale businesses.

Serving industry sectors ranging from hospitality, lifestyle and travel & tourism to business, health care, higher education, transit & transportation, government, technology, real estate, economic development and more, Flock and Rally's mission drives all of our work.

Our mission is to rally communities around great ideas.

COMPANY HISTORY

Flock and Rally has grown significantly since its beginnings as a partnership of the two founders, Debi Schadel and Tracie Broom, in 2010. Now, the team hovers at 20-22 full-time staff, serving roughly 40 clients statewide and beyond. In 2018, Broom and Schadel purchased and renovated the firm's headquarters, located across from the Governor's Mansion. Led by CEO Merritt McNeely, the company plans to continue its current pace of steady, gradual growth over the next five years and beyond.

The agency specializes in branding, communications and marketing for attractions, destinations and experiences, as well as services, causes and community resources. Flock and Rally's client base tends to share a focus on lifting up the community by increasing quality of life, tourism and economic development; improving access to human services, education and health care; boosting workforce development and the business scene; or growing other factors that impact regional and statewide prosperity.

AWARDS AND HONORS

The firm is recognized as one of the most accomplished and creative agencies in the state and has earned over 100 awards, including "Best in Show" from SCPRSA, "Best in Print" at the Addys and SC Biz News' Best Women-Owned Businesses in S.C. in 2024, as well as numerous tourism awards, including a Shining Star Award from the Southeast Tourism Society.

WHY CLIENTS CHOOSE FLOCK AND RALLY

In line with its core values, the firm encourages staff to arrive authentically, team up, innovate daily, make connections, stay curious and create excellence. The team focuses on identifying each



client's audiences and meeting them where they are, using the ever-changing technologies and platforms those audiences are most comfortable with.

WE LOVE TO HELP OUR CLIENTS GROW

Company leadership is often humbled by what they hear from the community: people are excited and inspired by what Flock and Rally has accomplished. Clients enjoy teams that are staffed with subject matter experts as well as skilled project managers, ensuring that each approach is customized, to-do lists are handled and strategy sessions are infused with energy and enthusiasm.

One client, the CEO of a national nonprofit, recently remarked after a work session with the team, "This is the best hour and a half I've had in a long time."

Core Services and Capabilities

- Research and Audience Development
- Brand Development
- Marketing Strategy
- Public Relations
- Community Relations
- Email Marketing
- Social Media
- Influencer Marketing
- Paid Media
- Advertising Creative
- Graphic Design
- Marketing Collaterals
- Videography & Photography
- Website Design & Development
- Search Engine Optimization (SEO) Strategy
- Performance and Measurement

Our Experience with Public and Government Entities

We have extensive experience with public and government entities. Current and past clients include the following:

- State of South Carolina
 - Statewide Term Contract for marketing services, five-year fixed bid contract via state procurement office, 2023 to current.
 - South Carolina Department of Employment and Workforce: Coordinating Council for Workforce Development, 2024 to current.
 - South Carolina Rural Infrastructure Authority, communications strategy and planning, public relations and graphic design, 2023 to current.



- South Carolina First Steps, 2023 to current.
- South Carolina State Museum, 2024 to current.
- South Carolina Department of Mental Health, 2024 to current.
- South Carolina Department of Education as a sub-consultant of Able SC, Branding for the S.C. High School Credential in 2019.
- Berkeley-Charleston-Dorchester Council of Governments
 - TriCounty Link transit system, new website, 2023 to current.
 - Website maintenance for multiple BCDCOG websites, 2024 to current.
- The COMET Regional Transit System
 - Marketing and advertising agency since Summer 2019.
- Richland County, S.C.
 - Messaging, marketing strategy, graphic design and public relations for the Richland County Economic Development Office, 2019 to 2020.
 - Richland County School District One as a sub-consultant to EngenuitySC, event planning and public relations from 2018 to 2020.
- Riverbanks Zoo & Garden (special district funded by Richland and Lexington Counties)
 - Advertising, marketing and selected PR services, Fall 2021 to current.
- Lexington County, S.C.
 - Lexington School District Two, marketing and advertising services, 2023 to 2024
- City of Columbia, S.C.
 - Social media playbook for Columbia Water, 2018.
 - Graphic design for the city comprehensive plan, Columbia Planning office, 2018.
 - Logo development for the Columbia Parks and Recreation Foundation 2019 to 2021.
 - Collateral development and advertising design for Columbia Economic Development, 2018.
- City of Cayce, S.C.
 - Tourism ad campaign, 2018.
- City of Mauldin
 - Creative strategy, branding, messaging & design, 2025 to 2026
- City of Seneca
 - Creative strategy, branding, messaging & design, 2025 to 2026
- OneSpartanburg, Inc.
 - Paid media strategy, campaign development, media relations, messaging, design, 2024 to present.
- Central Midlands Council of Governments
 - Intermodal Transportation Center study public outreach, including website and public relations, 2016.
- Clemson University, branding and marketing strategy for Mellon Monuments Grant-funded Black Heritage Trail, 2024 to current.
- York Technical College, developing new enrollment campaign as of 2022.
- Midlands Technical College, Harbison Theatre marketing from 2012 to 2016.
- S.C. Technical College System, radio advertising campaign in 2017.
- University of South Carolina, ongoing work from 2017 to present for the Arnold School of Public Health, the Moore School of Business, the Office of Communications and Public Affairs, the Office of Annual Giving, and more.

Portfolio of Relevant Branding Work

ONESPARTANBURG, INC.

Take a Bite out of the Burg

2024 to Present

Paid media strategy, campaign development, media relations, messaging, design



In 2024, OneSpartanburg, Inc. engaged Flock and Rally to serve as its Agency of Record for the 2024–2025 fiscal year, supporting efforts to drive visitation, talent attraction and economic development across Spartanburg County.

Scope of Work:

Flock and Rally led an integrated marketing and communications effort, including creative campaign development, paid media strategy and placement, campaign implementation and public relations support. The project also included extensive audience research, stakeholder interviews, on-site visits and experiential immersion to inform campaign strategy and creative direction.

Challenges and Approach:

A primary challenge was developing a unifying campaign that could authentically represent the many facets of Spartanburg County, from its vibrant downtown and surrounding small towns to its growing reputation for food, culture, entrepreneurship and economic opportunity. The campaign also needed to resonate with multiple target audiences, including visitors, prospective residents and business leaders. To address this, Flock and Rally conducted in-depth discovery and audience

research to identify key insights and differentiators, then developed a campaign platform that balanced bold creative expression with strategic messaging across audiences.

Solution and Outcome:

Launched in February 2025, the “Take a Bite out of the Burg” campaign embraces authenticity, boldness and humor to highlight Spartanburg’s unique character and value propositions. The campaign brings together multiple storytelling pillars into a cohesive, ownable platform that stands out in a competitive landscape. Through integrated creative, media and public relations efforts, the campaign positions Spartanburg County as a dynamic destination for visitation, talent and investment while providing a scalable foundation for future marketing initiatives.

CITY OF SENECA
Seneca Center for the Arts Branding
 2025 - 2026
Creative strategy, branding, messaging & design



In 2025, the City of Seneca Department of Arts, History and Culture engaged Flock and Rally to develop a comprehensive brand and marketing strategy for the newly established Seneca Center for the Arts, a community-driven space designed to celebrate creativity, culture and local engagement.

Scope of Work:

Flock and Rally led a multi-phase branding and strategic communications effort, including the development of brand guidelines (visual identity and messaging), a full graphics package and a marketing strategy to support the center’s launch and ongoing visibility. Deliverables included a

complete brand system (logo usage, color palette, typography, tone and voice, etc.), a messaging toolkit and a suite of branded templates including stationery, presentations and print collateral.

Challenges and Approach:

A primary challenge was establishing a distinct and compelling identity for a new cultural institution that aligns with the broader vision of the City and resonates with a diverse community. Additionally, the center needed tools that would allow internal teams to implement the brand consistently without ongoing agency support. To address this, Flock and Rally conducted discovery and audience exploration to define a clear brand position, then developed user-friendly guidelines and templates that balanced creativity with practical application.

Solution and Outcome:

The result was a cohesive and scalable brand system that reflects the Seneca Center for the Arts as an accessible, vibrant hub for creativity and cultural connection. The visual identity and messaging framework provide a strong foundation for storytelling and community engagement, while the graphics package and marketing plan equip the City with the tools needed to launch and sustain the brand effectively. The final deliverables ensure consistency across all communications and position the center for long-term growth and recognition within the region. Flock and Rally has since been hired to develop the center’s landing page and onsite signage.

CITY OF MAULDIN
Branding and Marketing
 2025 to 2026
Creative strategy, branding, messaging & design





In May 2025, the City of Mauldin engaged Flock and Rally to lead a comprehensive brand refresh and marketing strategy as part of its broader effort to position itself as a premier destination in the Upstate region. The initiative was rooted in research and strategic planning, with the goal of creating a cohesive brand that reflects Mauldin’s growth, community values and vibrant future.

Scope of Work:

Flock and Rally implemented a phased branding approach, beginning with discovery and audience analysis and culminating in the development of comprehensive brand guidelines and a marketing implementation and rollout plan. The work included defining brand positioning, messaging frameworks and visual identity, as well as creating tools to ensure consistency across City departments, communications and economic development initiatives.

Challenges and Approach:

A key challenge was developing a brand that balanced broad appeal with authenticity, capturing Mauldin’s rapid growth and forward momentum while maintaining a strong sense of identity. The previous logo was widely disliked, creating both an opportunity and added pressure to deliver a solution that would feel like a meaningful step forward rather than an incremental update.

The project also required alignment among a large and diverse group of stakeholders, including City Council members and internal client contacts, many of whom held strongly differing, and at times opposing, perspectives on the city’s identity and visual direction. Achieving consensus required a thoughtful, transparent process that allowed all voices to be heard.

Another critical consideration was differentiation. With neighboring communities like Greenville and Simpsonville having established, recognizable brands, Mauldin needed a visual identity that clearly distinguished it in a competitive regional landscape. This required uncovering and articulating what made Mauldin uniquely its own by identifying the city’s defining characteristics, values and aspirations.

Flock and Rally addressed these challenges by grounding the process in robust research and stakeholder engagement. We facilitated collaborative workshops and structured feedback sessions designed to surface common ground among stakeholders, align on strategic priorities and build shared ownership in the outcome.

Solution and Outcome:

The resulting brand strategy delivers a modern, eye-catching identity that elevates Mauldin’s perception and fosters community pride and ownership. The messaging and visual system highlight the City’s strengths, including its residential and commercial growth, expanding tourism assets and commitment to green spaces and trails. The final deliverables, including brand guidelines and a detailed marketing rollout plan, equip the City with the tools needed to consistently communicate its story, support future growth and strengthen its position as a destination in the Upstate.

SC DEPARTMENT OF EMPLOYMENT AND WORKFORCE
Find Your Future Campaign

2024

Creative strategy, branding, messaging & design



In July 2024, Flock and Rally was selected by the South Carolina Department of Employment and Workforce (SC DEW) to develop a comprehensive brand identity for the South Carolina Coordinating Council for Workforce Development (CCWD), a statewide initiative established to unify and strengthen workforce development efforts.

Scope of Work:

Our team led a full rebranding process, including stakeholder discovery, brand positioning, messaging development and visual identity design. This work required collaboration with a 37-member advisory board representing state agencies, education, private industry and the General Assembly. The objective was to create a cohesive, statewide brand that aligned diverse perspectives under a shared vision for South Carolina’s workforce future.

Challenges and Approach:

A key challenge was aligning a large, diverse group of stakeholders with varying priorities into a single, unified brand voice and identity. To address this, Flock and Rally facilitated structured discovery and feedback sessions to identify common themes and shared goals. We distilled these insights into a clear, unifying platform that balanced aspirational messaging with practical workforce outcomes.

Solution and Outcome:

The resulting brand and campaign, Find Your Future SC, positions South Carolina as a place of



opportunity, connection and growth. The messaging framework emphasizes accessibility, collaboration and long-term success, while the visual identity draws inspiration from the state's landscape, education pathways and economic mobility. The final deliverables included a fully realized logo system and supporting brand elements designed for scalability across statewide initiatives and partner organizations.

References

ONESPARTANBURG, INC.

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CITY OF SENECA

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