

RFP 2026.02

City of Isle of Palms Branding

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May 6, 2026



Douglas Kerr
City Administrator
City of Isle of Palms

Mr. Kerr and Selection Committee,

We are pleased to share our proposal for the City of Isle of Palms branding. Our firms; Hayse Devereaux, First Tuesday Strategies, and Bay House Design, have the blended expertise to deliver a product that is not only a high-quality design but brings a holistic vantage point that reflects the community of IOP.

The Isle of Palms is not a tourist beach or a second-home resort but a living, breathing community that balances residents, tourism, and economic development. Our expertise brings the community's voices to the table to create a unified symbol for the city.

IOP embraces the natural resources that create this barrier island. Bordered by the Atlantic Ocean and Intracoastal Waterway, the Isle of Palms is a highly sought after destination for residents and tourists alike. At the center of this attraction is the family-first lifestyle that embodies IOP. Our goal is to capture that spirit and reflect it in your branding strategy.

With world-class amenities, the Isle of Palms separates itself from the other barrier islands and beach communities. We intend to highlight those exceptional qualities that make the Isle of Palms a family destination. This representation will represent the essence of the quality-of-life IOP is known for and will create a unified expression for the city.

We look forward to collaborating with you on this important work.

Sincerely,

A handwritten signature in blue ink that reads "Josh Dix". The signature is fluid and cursive, with the first name being more prominent.

Josh Dix
Hayse Devereaux

A handwritten signature in black ink that reads "Nick Murray". The signature is enclosed within a circular scribble and is written in a cursive style.

Nick Murray
First Tuesday Strategies

A handwritten signature in black ink that reads "Ariel Linville". The signature is highly stylized and cursive, with a long horizontal stroke extending to the right.

Ariel Linville
Bay House Design

Our Team and Experience



Hayse Devereaux

Josh Dix serves as the CEO of Hayse Devereaux, where he advises clients on strategic positioning, coalition-building, and regulatory navigation, especially at the intersection of economic development, real estate and government affairs. Our work is marked by a results-oriented approach and an ability to align public policy goals with private sector growth.

Prior to founding Hayse Devereaux, Josh Dix was the Vice President of Advocacy for the Charleston Trident Association of Realtors®. Josh has served in senior roles for several high-profile members of Congress, including Representatives Trey Gowdy, Gresham Barrett, Henry Brown, and Senator Jim DeMint.

Josh grew up on a farm in Travelers Rest, South Carolina and earned a Bachelor of Science in Political Science from Clemson University. He is a 2019 graduate of Leadership Charleston and a 2022 graduate of Leadership South Carolina. Josh serves on the Leadership South Carolina Board of Trustees, the French Huguenot Church of Charleston Board of Directors, and the Charleston Habitat for Humanity Board of Directors.



Nick Murray serves as Vice President of Public Affairs at First Tuesday Strategies, providing strategic counsel to the firm's campaign, corporate, and public affairs clients across the Southeast.

Nick joined First Tuesday Strategies in 2022 as Director of Business Development, bringing nearly a decade of experience in politics, corporate communications, and issues management. In his current role, he has led high-profile public affairs campaigns advancing client priorities at the local, state, and federal levels. Prior to joining FTS, Nick worked at Chernoff Newman - one of South Carolina's leading issues management firms - where he advised many of the state's most prominent organizations on communications strategy, reputation management, and public policy engagement.

A South Carolina native and avid outdoorsman, Nick enjoys spending time on the water, in the woods, and with family and friends. A proud product of the Palmetto State's public school system, he earned his degree in Business Administration from the University of South Carolina's Darla Moore School of Business.



Ariel Linville is the founder and creative director of Bay House Design, a Design studio specializing in print design and brand identity. With over two decades of professional experience.

For the past nine years, she has partnered exclusively with marketing firms and high-profile clientele, delivering cohesive, professionally executed designs that align with both brand vision and business objectives.

Ariel holds a bachelor's degree in graphic design and approaches each project with commitment, detail, excellent communication and dedication.

Hayse Devereaux and First Tuesday Strategies have the experience of facilitating community discussions across multiple demographics, including livability and tourism. Our work is based on building coalitions and identifying common solutions to shared challenges. Through our previous collaborations, we have identified approaches that have a proven track record of success.

At Bay House Design, Ariel Linville brings a refined ability to transform a client's identity into a cohesive and impactful visual brand. Backed by deep experience in logo design and brand development, the firm has delivered over 50 custom logos and full branding systems for clients spanning nonprofits, political campaigns, and municipal-affiliated organizations.

Bay House Design Work examples:



Our firms offer a depth of experience advising governments, companies, and elected officials on messaging and brand expression. We design campaigns that authentically reflect our clients' values while connecting meaningfully with constituents. With both FTS and Hayse Devereaux maintaining offices in Charleston, we bring a strong local presence, on-the-ground insight into the Isle of Palms, and established relationships across community and stakeholder networks. Combined with our brand strategy expertise, we are uniquely positioned to deliver for this project.

Scope of Work:

Project Management

Our team will organize the efforts to create a comprehensive brand strategy for the Isle of Palms, including the development of a new logo and seal for official City use. We have outlined the strategies we intend to employ to cover all aspects of the project. Josh Dix will serve as the team lead and as the direct point of contact.

Meeting Coordination and Facilitation

1. Meeting Scheduling and Logistics
 - Coordinate and schedule all workshops, community and partnership meetings.
 - Ensure meetings are timed to maximize participation and align with partnership milestones.
 - Manage logistics including venue coordination (virtual or in-person), technology setup, and material preparation.
2. Agenda Development
 - During the planning process, identify a core group of community advocates to form an advisory group.
 - The team conducts calls with community leaders, business leaders, and key partners to shape meeting agendas, ensuring each session is purposeful and well-structured.
 - The advisory group will identify desired outcomes, discussion topics, and decision points in advance, allowing participants to come prepared and stay focused.
 - Each agenda is crafted to reflect community priorities and maintain forward momentum throughout the partnership's work.
3. Meeting Preparation
 - Our team prepares and distributes meeting invitations, agendas, slide decks, and supporting materials to ensure every session is well-organized and accessible.
 - All partners receive these materials in advance to support informed participation and meaningful engagement.
 - To keep each meeting focused and productive, the team also develops facilitation guides that outline key discussion points, timing, and desired outcomes.
4. Facilitation
 - The team facilitates meetings using best practices that encourage inclusive participation, clear decision-making, and actionable next steps. Throughout each convening, they manage time effectively, guide

discussion with intention, and ensure conversations remain aligned with the partnership's goals.

5. Documentation

- Prepare written summaries documenting attendance, key discussion points, decisions, and action items.
- Distribute summaries promptly to maintain transparency and accountability.

This structured approach ensures that every meeting is purposeful, efficient, and aligned with long-term partnership goals.

Community Engagement and Communication



Sustained engagement is critical for strong partnerships. We will serve as the central point of contact for the Isle of Palms' council, citizens, and partners, ensuring consistent communication and follow-through.

1. Relationship Management

- Serve as the primary liaison for the Isle of Palms, stakeholders, and community organizations.
- Maintain regular communication to keep partners informed and engaged in the logo development process.

2. Recruitment and Engagement

- Recruit residents, employers and partners to support community priorities.
- Onboard partners by sharing partnership goals, expectations, and opportunities for involvement.

3. Follow-Up and Accountability

- Track action items, commitments, and follow-up needs.
- Ensure partners receive timely reminders and updates to maintain momentum between meetings.

4. Communication Strategy

- Develop and implement a communication plan that includes email updates, meeting reminders, and progress summaries to keep residents informed and solicit feedback throughout the branding process.
- Ensure communication is clear, consistent, and aligned with IOP goals.

- Utilize real-time survey tools like Mentimeter and independent surveys like SurveyMonkey to gather input from the community.
- Our team will gather resident input on branding direction through a targeted text outreach campaign, creating a direct and user-friendly channel for community engagement throughout the project.

This relationship-centered approach builds trust, strengthens collaboration, and ensures partners remain aligned around shared priorities.

Project Approach and Timeline

Our approach is grounded in building coalitions through stakeholder engagement that is tailored to the unique needs of the Isle of Palms. Through our extensive experience, we have found these approaches help to cultivate a team dynamic that creates the necessary buy-in from those participating.

The following month-by-month outline provides the comprehensive scope of work we will deliver.



Month 1:

- Initial Research
- Review Strategic Plan, Comprehensive Plan, and Community Enrichment Plan
- Create Calendar with IOP leadership and staff
- Cultivate Stakeholder List with IOP leadership and staff
 - Establish an advisory group to help curate agendas and strategic direction for brand asset development
 - Advisory groups are an essential component to ensuring the meeting topics and agendas are relevant to the needs of the community.
 - The Isle of Palms has an engaged citizenry. We believe empowering these voices to serve along with the ATAX Committee will be a tremendous benefit to the process and end-result.
- Develop Outreach Plan, Surveys & Polls

Month 2:

- Kickoff Public Workshop (1) with Council
 - Provide samples of seals and logos that acceptably convey other city's ethos at Council Workshop to serve as inspiration / direction for brand development
 - Provide IOP advisory committee with five (5) concept options for seal design
 - Provide IOP advisory committee with five (5) concept options for logo design
- Begin Stakeholder Engagement
 - Community and Community Groups (ie. IOP Chamber of Commerce)
 - Charleston Visitors Bureau
 - S.C. Parks, Recreation and Tourism
- Launch Community Polls and Surveys

Month 3:

- Analyze Initial Findings
- Begin Design of Creative Elements
 - Seal and Logo
 - Brand Messaging
- IOP advisory committee provides feedback on conceptual direction

Month 4:

- Public Workshop (2) with Council
 - Present Initial Findings
 - Preview Initial Design Elements
 - provide five (5) variations of approved conceptual direction for seal
 - provide five (5) variations of approved conceptual direction for logo
 - Gather Feedback
- Stakeholder Engagement
- Draft Executive Summary

Month 5:

- Finalize Design Elements
 - Provide final logo and seal design files, along with brand guidelines (including color palette, typography, iconography, and other essential branding elements)
- Finalize Executive Summary
- Public Workshop (3) with Council (if needed)
- Present to Council – 1st Reading/Public Hearing

Month 6:

- Readings 2 and 3 with Final Approval

Each of these steps builds on one another to deliver a holistic representation from the community. Through this process, we will also develop an ambassador program to implement the recommendations.

Brand, Vision & Message Development



Our team has extensive experience in brand strategy, content creation, and message development. We work with clients to bring their vision to reality.

Brand Foundation & Positioning

Define the Isle of Palms’ brand, core purpose, values, target audience, and market position. This strategic foundation ensures every design decision is aligned, intentional, and built to support long-term growth.

Cohesive Visual Identity System

A strong brand extends far beyond the logo. Typography should be thoughtfully selected and applied across all materials, supported by a refined color palette, secondary marks, and a consistent approach to imagery and graphic elements. Every component should work together seamlessly to create a unified and recognizable presence.

Refined Simplicity in Logo Design

A well-designed logo prioritizes clarity and restraint. Clean, considered design allows the brand to feel confident and timeless — embracing a “less is more” philosophy that elevates overall perception. An elegant design enables the seal and logo to be universal across all facets of the Isle of Palms.

Research

The Isle of Palms has a great baseline of existing work with the Strategic Plan, Comprehensive Plan, and Community Enrichment Plan. These guiding documents will serve as the foundation for our work and help to identify the key elements that make the Isle of Palms unique.

Once our initial analysis is complete, we will work with the ATAX and advisory committee on the creative elements outlined in the proposal. The feedback loop will help us test the visual designs, tag lines, slogans, and overall design aesthetics.

Testing will be done through community texting and surveys to ensure the brand identity resonates with constituents.

Deliverables

Our team will execute several deliverables during this process. Our underlining objective is to create branding guidance that ensures consistency in all Isle of Palms communications and promotional materials.

We will provide editable files and templates for a city seal and logo to be represented on city signage, brochures, websites, presentations, social media, report covers, letterhead, business cards, email signatures, and other uses.

An executive summary, along with a comprehensive branding campaign plan will be produced at the end of the project.

Strategic Brand Implementation

Our team's extensive background in strategic brand management will guide the development of the Isle of Palms branding campaign plan. We will have several key objectives outlined below:

Lead Brand Rollout: Direct the launch and integration of the City's new brand identity across all departments and public platforms, ensuring consistent use of the logo, seal, tagline, and visual elements.

Establish Communication Strategy: Develop and execute short-term (0–12 months) and long-term (1–3 years) communication tactics to promote the brand as a family-friendly beach destination. Include a detailed timeline and mix of tools—social media, website updates, press releases, and community events.

Equip City Team: Provide clear guidance and training for city leadership and staff on how to apply and maintain the brand across materials, messaging, and outreach efforts.

Create Rollout Plan: Design a phased implementation campaign plan that will outline milestones, responsibilities, and evaluation checkpoints to measure brand adoption and effectiveness.

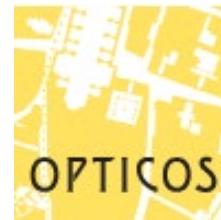
Budget Breakdown:

Project Management	20%	\$10,000
Brand, Vision & Message Development	30%	\$15,000
Research	10%	\$5,000
Deliverables	20%	\$10,000
Strategic Brand Implementation	20%	\$10,000

References:

Hayse Devereaux Reference:

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FTS Reference:

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Bay House Design Reference:

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*creative design





Conclusion:

This proposal outlines a comprehensive, structured approach to strengthening the Isle of Palms community value. Through coordinated meetings, proactive community engagement, data-informed strategy support, and development of practical strategies, we will help build a comprehensive brand strategy that reinforces the Isle of Palms identity as a family-first community surrounded by nature.

Our team has extensive experience in:

- Community Development
- Community Engagement
- Economic Development
- Market Analysis
- Coalition Building
- Facilitation and Project Management.

Our work has supported brand strategy across multiple sectors and geographies, consistently delivering high-quality campaigns and support. We are well-positioned to help the Isle of Palms strengthen its brand and advance a family-oriented marketing plan.

We look forward to the opportunity to support this important work.