

# MC<sup>2</sup> CONSULTING

*McCray Consulting<sup>2</sup> LLC*

Brand Strategy · Destination Identity · Community Vision

## COMPREHENSIVE CITY BRAND STRATEGY PROPOSAL

Submitted in Response to RFP 2026-02  
**City of Isle of Palms, South Carolina**

<b>Submitted To</b>	Douglas Kerr, City Administrator   City of Isle of Palms, SC
<b>Submitted By</b>	Loren M. McCray, Founder & Chief Brand Strategist   Mc <sup>2</sup> Consulting
<b>Contact</b>	loren@mccrayconsulting2.com   832-895-9812   mccrayconsulting2.com
<b>Date</b>	May 6, 2026
<b>RFP Reference</b>	RFP 2026-02 — City Branding
<b>Certifications</b>	WBE Certified (#WBE2500296)   Texas HUB Certified (#1822406203600)
<b>Proposed Fee</b>	\$37,500 — Fixed-fee, all-inclusive (25% below the \$50,000 maximum)

*Isle of Palms does not need a logo refresh. It needs a brand reckoning, a decisive, unified identity that captures who this island community genuinely is, and positions it with the authority it deserves as one of the most celebrated barrier island destinations in North America. Mc<sup>2</sup> is here to build just that.*

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## SECTION 1: COVER LETTER

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May 6, 2026

**Douglas Kerr, City Administrator**

City of Isle of Palms

1207 Palm Boulevard, P.O. Box 508

Isle of Palms, South Carolina 29451

**Dear Administrator Kerr and Members of the Selection Committee,**

Some places carry a brand in their bones. Isle of Palms is one of them.

Seven miles of wide, pristine Atlantic beach. Tidal marshlands teeming with Lowcountry wildlife. The grandeur of Wild Dunes. A Front Beach district that has welcomed generations of families. Twelve miles from one of America's most beloved cities, yet feeling a world apart. Condé Nast Traveler's readers named it one of the Top 10 islands in North America. That is not marketing language. That is a genuine, earned identity that most destinations can only aspire to.

And yet, the City of Isle of Palms enters 2026 without a brand identity that matches the destination's true stature. Inconsistent visual applications, fragmented messaging, and a logo system that has not kept pace with the community's ambition, these are not minor cosmetic problems. They erode the perception of official authority, confuse potential visitors, and leave one of South Carolina's most extraordinary destinations underselling itself every single day.

Mc<sup>2</sup> Consulting exists precisely for this moment. We are a WBE and Texas HUB certified brand strategy firm founded by Loren M. McCray, a Rice University MBA and Emory University BBA-educated executive who has spent 15+ years building transformational brand strategies for Fortune 500 organizations, mission-driven institutions, and growth-stage ventures. We have led brand architecture redesigns for billion-dollar enterprises, conducted 12,000-person stakeholder engagement processes for major public institutions, and delivered brand frameworks that have generated measurable, lasting commercial and civic impact.

We approach every engagement the way we are approaching this one: with deep research before a single concept is designed, genuine community listening before a positioning claim is made, and strategic architecture before creative execution. We do not produce beautiful work that cannot be sustained. We produce brand systems that hold across departments, across media, across years.

Our proposal is fully responsive to every RFP requirement. Our fixed fee of \$37,500 is 25% below the \$50,000 maximum. And our commitment is simple: Isle of Palms will receive the brand identity its community has earned one that will serve this City with distinction for the decade ahead.

*Respectfully submitted,*

**Loren M. McCray**

Founder & Chief Brand Strategist, Mc<sup>2</sup> Consulting

loren@mccrayconsulting2.com | 832-895-9812 | mccrayconsulting2.com

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## SECTION 2: STRATEGIC PERSPECTIVE

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### 2.1 Our Understanding of the Isle of Palms Brand Challenge

The City of Isle of Palms enters this engagement at a defining moment. Not a crisis, an opportunity. The brand challenge the City faces is not a shortage of assets. It is a shortage of architecture.

Isle of Palms is simultaneously a residential community, a world-class beach destination, a gateway to the Lowcountry's natural heritage, and the host of Wild Dunes, one of the Southeast's most distinguished resort properties. It sits 12 miles from Charleston, a city with extraordinary cultural cachet, and operates a commercial district, marina, recreation programs, and civic infrastructure that serve residents and visitors with equal purpose. That is an extraordinary range of identity. Without a unified brand architecture to hold it together, these assets compete rather than compound.

The RFP correctly identifies the core problem: inconsistent visual applications across departments weaken perceived authority. Misused logo elements create confusion. The City's brand as a government entity and the City's brand as a vacation destination operate without sufficient coherence or strategic intent. The result is a destination that is better than its brand and that gap costs Isle of Palms in visitor perception, off-season occupancy, and civic pride every year.

*The brand challenge is not complexity, it is coherence. Isle of Palms has more strategic assets than most coastal destinations can credibly claim. The work is not to invent something new. It is to build the architecture that makes everything Isle of Palms already is unmistakably, undeniably clear.*

### 2.2 The Strategic Opportunity: Owning an Uncontested Territory

Isle of Palms competes in a crowded coastal South Carolina landscape. Hilton Head has scale and resort infrastructure. Kiawah Island has exclusivity. Folly Beach has edge and counterculture character. Sullivan's Island has history and intimate charm. Every one of these destinations has a clear identity claim.

What does Isle of Palms own that none of them can credibly claim? We believe the answer is this: the barrier island that is genuinely both a pristine, naturally abundant coastal environment and a family-forward destination with world-class resort access, all within reach of one of America's great cities, without the crowds, commercialization, or compromise that typically come with that combination.

IOP is the barrier island that has everything and feels like it belongs to you. That positioning territory, accessible luxury, natural abundance, family authenticity is both available and defensible. No competitor in the immediate or regional market currently owns it. Mc<sup>2</sup> will validate, pressure-test, and sharpen this territory through the brand audit and competitive analysis before finalizing any positioning claim. But our initial read is that this is the flag IOP should plant and this engagement is the moment to plant it.

### 2.3 The Dual Brand Mandate: City Identity and Destination Identity

The RFP astutely notes that branding 'touches every aspect of the City's visual representation' in two distinct registers: the City as a government, and the City as a vacation destination. These are not competing needs they are complementary expressions of a single, unified brand. Our approach is to build one cohesive brand architecture with the flexibility to serve both contexts appropriately.

A City Council agenda cover and a beach resort billboard are different applications. They are not different brands. The mark, the palette, the voice, the values, these must be singular and authoritative. What changes is application, tone, and emphasis. Mc<sup>2</sup>'s brand architecture will establish the unified core and provide the application guidelines that allow every department to use the brand correctly, confidently, and consistently.

## SECTION 3: PROPOSED WORK PLAN

Mc<sup>2</sup> proposes a four-stage engagement structured around clear decision checkpoints and City Council approval milestones. The engagement is designed to deliver all final materials by August 12, 2026, providing the City with ample time for a fall brand launch. Each stage concludes with a formal City review and approval before the next stage commences, ensuring the City retains full strategic control throughout the process.

### STAGE 1 | Brand Audit, Research & Competitive Positioning *Weeks 1–3 | May 20 – June 6, 2026*

**Activities:** Project kickoff with City Administrator and designated staff lead; document review of all existing City visual materials, website, official documents, and communications; stakeholder interviews (City staff, City Council members, CVB/Explore Charleston contacts, Front Beach business district representatives); digital and social media audit; competitive analysis of comparable SC coastal destinations (Hilton Head, Kiawah, Folly Beach, Sullivan's Island, Seabrook) and aspirational national comparators; visitor and accommodation data review; synthesis of research findings.

**Deliverable:** Brand Audit Report + Competitive Positioning Summary, presented to City leadership for Stage 1 approval.

### STAGE 2 | City Council Workshop, Vision & Positioning Framework *Weeks 3–5 | June 6–20, 2026*

**Activities:** Facilitated brand vision workshop with City Council and key staff (minimum one formal session, additional staff/CVB sessions as needed); development of unified brand positioning statement; Vision Statement co-development aligned with City's Strategic and Comprehensive Plans; messaging hierarchy establishing core narrative pillars; audience-level message differentiation (resident, visitor, civic/business, media); draft framework presentation and revision cycle.

**Deliverable:** Workshop Summary Report + Brand Vision Statement + Brand Positioning & Messaging Framework, presented to City Council for Stage 2 approval.

### STAGE 3 | Creative Development — Three Brand Identity Concepts *Weeks 5–9 | June 20 – July 18, 2026*

**Activities:** Development of three fully realized, distinct brand identity concepts, each with complete visual identity system: primary logo/seal, secondary marks, full color palette (Pantone/CMYK/RGB/HEX), typography system, iconography, tagline options, and applied mockups across real-world IOP contexts (signage, social media, official documents, beach banners, vehicle wraps, letterhead, business cards, website header). Formal concept presentation to City staff and Council with strategic rationale for each direction. Structured feedback collection and revision cycle following concept selection.

**Deliverable:** Three Complete Brand Concept Presentations with applied mockups, formal presentation to City Council for concept selection.

### STAGE 4 | Brand Refinement, Standards Manual & Implementation Strategy *Weeks 9–12 | July 18 – Aug 12, 2026*

**Activities:** Refinement of selected concept based on City feedback; production of complete Brand Standards Manual; development of all template files (signage, letterhead, business cards, email

signatures, report covers, PowerPoint presentations, brochures, social media suites, web banners); development of brand rollout plan (community launch event concept, digital campaign framework, staff training guide, CVB coordination); 3-year brand implementation strategy with short- and long-term tactics and performance measurement framework.

**Deliverable:** Complete Brand Standards Manual + Full Template Suite (all editable files) + Brand Implementation Plan + 3-Year Strategy Roadmap, final delivery.

**Stakeholder Engagement — Confirmed Sessions**

<b>Kickoff Workshop</b>	Project launch with City Administrator and designated staff project lead (2 hrs)
<b>Stage 1 Findings Presentation</b>	Research findings and competitive positioning review with leadership (2 hrs)
<b>City Council Workshop</b>	Facilitated brand vision session with City Council and key staff (minimum 3 hrs) — minimum one session, additional available
<b>CVB Alignment Session</b>	Dedicated working session with Explore Charleston / Charleston Area CVB (2 hrs)
<b>Stage 2 Framework Review</b>	Brand Positioning Framework presentation and feedback session with City leadership (2 hrs)
<b>Stage 3 Concept Presentation</b>	Formal presentation of three brand concepts to City Council with strategic rationale (2 hrs)
<b>Final Delivery Presentation</b>	Complete brand system delivery, implementation plan walkthrough, staff Q&A (2 hrs)

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## SECTION 4: DELIVERABLE OUTLINE

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### **Deliverable 1: Brand Audit Report**

Format: PDF report, 8–12 pages plus appendix.

A structured, decision-ready audit documenting the current state of Isle of Palms' brand ecosystem. Sections include: visual identity inventory (all current logo uses across departments), messaging consistency assessment (what the City currently says across channels vs. what it intends), audience perception gap analysis, digital and social presence review, and a Strategic Opportunity Matrix identifying the most significant positioning gaps. Delivered with an executive summary suitable for City Council sharing.

### **Deliverable 2: Competitive Positioning Summary**

Format: PDF report, 6–10 pages.

Focused analysis of IOP's positioning relative to local SC coastal competitors (Hilton Head, Kiawah Island, Folly Beach, Sullivan's Island, Seabrook Island) and aspirational national comparators. Assessment dimensions: positioning claim availability, family destination framing, natural asset differentiation, resort integration strength, and off-season strategy. Concludes with a Positioning Differentiation Matrix and identification of IOP's defensible leadership territory.

### **Deliverable 3: Brand Vision Statement & Messaging Framework**

Format: PDF + editable document, 8–14 pages, designed for operational use by City staff.

The primary strategic deliverable of Stage 2. Includes: Vision Statement aligned with Strategic and Comprehensive Plans; core positioning statement (1–2 sentences); unified brand narrative architecture; narrative pillars (3–4); audience-level message differentiation guide (residents, visitors, civic/business partners, media); tagline with usage guidance; and a Messaging Quick-Reference Card for staff and spokesperson use. Built to be a working operational tool — not a strategy document that lives in a binder.

### **Deliverable 4: Three Brand Identity Concepts (Stage 3 Presentation)**

Format: Designed PDF presentation with full applied mockups.

Three fully realized, distinct brand identity systems each representing a different strategic and visual direction. Every concept includes: primary logo/seal, secondary/submark variations, full color palette (Pantone, CMYK, RGB, HEX), typography system, iconography and graphic element library, tagline options, and applied mockups across: beach signage, wayfinding, social media, official City letterhead, business cards, report cover, PowerPoint, vehicle wrap, and website header.

### **Deliverable 5: Complete Brand Standards Manual**

Format: PDF + editable master document, 20–30 pages.

The authoritative reference for all future City brand use. Covers: logo and seal usage rules (permitted, restricted, and prohibited uses); color specifications across all systems; typography guidelines with licensed font recommendations; iconography and graphic element library; photography and visual tone guidance; application standards for digital, print, signage, and official documents; and department-specific usage guidance. Includes a Brand Governance section establishing how departments request, approve, and use brand materials consistently.

**Deliverable 6: Full Editable File Package & Template Suite**

Format: Organized digital asset library delivered via secure file transfer.

All source files (AI, EPS, SVG, PDF, PNG, JPG all logo variations, all color versions, all sizes) plus fully editable templates for: letterhead, business cards, email signatures, report covers, brochure layouts, PowerPoint presentations, social media profile/cover/post templates, website header/banner templates, official document templates (agendas, memos, forms), and signage layout templates. All files organized by category with a clear naming convention. City of Isle of Palms receives full, unrestricted ownership of all materials.

**Deliverable 7: Brand Implementation Plan & 3-Year Strategy Roadmap**

Format: PDF, 8–12 pages, structured for practical City staff use.

Includes: community brand launch plan (launch event concept, digital announcement campaign, media outreach framework, staff rollout sequencing); Year 1 priority touchpoint replacement schedule; Year 2–3 strategic tactics (seasonal campaigns, co-marketing with Wild Dunes and Explore Charleston, off-season visitor strategy); Brand Governance Guide; staff brand training materials; and a Performance Measurement Framework with specific KPIs for tracking brand adoption, visitor sentiment, digital engagement, and accommodations tax trends.

**Deliverable 8: Executive Summary & Brand Adoption Scorecard**

Format: PDF, 2–3 pages, suitable for City Council, CVB, and civic partner sharing.

A concise synthesis of all strategic outputs, positioning framework, key brand decisions, implementation milestones, and measurement benchmarks, packaged for broad institutional sharing. The Brand Adoption Scorecard provides the City's Marketing team a practical self-assessment tool measuring brand consistency, message alignment, and launch readiness across departments.

**SECTION 5: PROJECT TEAM**

ROLE	TEAM MEMBER	EXPERTISE & INVOLVEMENT
Lead Brand Strategist & Project Director	<b>Loren M. McCray</b>	Leads all strategic phases, facilitates every City Council and stakeholder workshop, owns final deliverable quality and client relationship. 15+ years building brand architecture for Fortune 500 brands (Shell, P&G, Jiffy Lube), mission-driven institutions, and municipal clients. Rice University MBA (Marketing & Finance); Emory University BBA. WBE Certified. 100% senior involvement — Loren is personally on every client call, workshop, and deliverable. No hand-off to junior staff.
Principal Investigator & Research Lead	<b>Jeannae Sims</b>	Leads stakeholder interview design, qualitative research methodology, and brand audit synthesis. 10+ years in organizational assessment and change management (Deloitte, Accenture). M.A. Industrial-Organizational Psychology, University of Houston. Brings institutional research rigor ensuring audit findings are evidence-based, defensible, and decision-ready.
Community Engagement & Audience Insight Lead	<b>Yahne Adams</b>	Designs and facilitates community listening sessions, focus groups, and stakeholder interviews. PhD candidate, Industrial-Organizational Psychology, Grand Canyon University. Specializes in culturally responsive engagement — essential for capturing the authentic voice of IOP's resident and visitor communities.
Project Manager	<b>Valerie Hoskins</b>	Day-to-day coordination, milestone tracking, stakeholder scheduling, and document management. Former Accenture Manager; Certified Scrum Master and Lean Six Sigma Green Belt. Ensures every deliverable is on-time, every City checkpoint is met with discipline, and every revision cycle is managed efficiently.

*Senior involvement guarantee: Loren McCray personally leads every City-facing session, workshop, and deliverable review. Isle of Palms will never receive work that has not been shaped and approved at the principal level. This is a commitment Mc<sup>2</sup> makes on every engagement, without exception.*

## SECTION 6: BUDGET & FEE STRUCTURE

Mc² proposes a fixed total fee of \$37,500 for all four stages and all deliverables, inclusive of all professional fees and estimated expenses. This is a fixed-fee engagement: the City of Isle of Palms faces no cost surprises. Scope changes beyond the agreed deliverables will be discussed and approved in writing before any additional cost is incurred.

Fixed Total Fee (All Stages + All Deliverables): \$37,500 | Budget Maximum: \$50,000 | City Savings: \$12,500 (25% below maximum) | No hidden fees. No overages without written City approval.

SERVICE / DELIVERABLE	EST. HRS	RATE	FEE
Stage 1: Brand Audit, Research & Competitive Analysis (Stakeholder interviews, document review, digital audit, competitive analysis, synthesis)	38 hrs	\$165/hr	\$6,270
Stage 1: Findings Presentation & Leadership Alignment Session (Preparation, facilitation, follow-up documentation)	8 hrs	\$155/hr	\$1,240
Stage 2: City Council Workshop Facilitation (Prep, facilitation, synthesis, Vision Statement and Messaging Framework development)	32 hrs	\$170/hr	\$5,440
Stage 2: Framework Presentation & Revision Cycle	10 hrs	\$165/hr	\$1,650
Stage 3: Creative Development: Three Brand Identity Concepts (Visual identity systems, applied mockups, concept presentation)	64 hrs	\$165/hr	\$10,560
Stage 4: Brand Refinement & Standards Manual (Concept refinement, guidelines manual, all template production)	44 hrs	\$165/hr	\$7,260
Stage 4: Implementation Plan + 3-Year Strategy + Scorecard (Rollout plan, roadmap, governance guide, staff training materials)	20 hrs	\$155/hr	\$3,100
Project Management (all stages) (Weekly updates, revision cycles, meeting coordination, file delivery)	14 hrs	\$145/hr	\$2,030
Travel, Communications & Materials (est.) (IOP site visit for Council workshop; all travel, materials, production)	—	—	\$3,450
<b>TOTAL PROJECT INVESTMENT</b>			<b>\$37,500</b>

### Budget Notes & Assumptions

- **Fixed-fee structure:** The City faces no billing surprises. All professional fees, estimated travel, and materials are included in the \$37,500 total.
- **Revision policy:** Up to two rounds of revisions are included per stage at no additional cost. Additional revisions beyond this are billed at \$165/hour with prior written City approval.
- **No junior staff:** All rates reflect senior principal and specialist-level expertise.
- **Travel:** One in-person site visit to Isle of Palms for the City Council Workshop (Stage 2) is included in the base fee. Additional in-person visits are available at cost.
- **Payment structure:** Mc² recommends milestone-based payments: 30% at contract execution · 40% at Stage 3 concept delivery · 30% at final delivery and project close.
- **IP ownership:** All brand materials, source files, and deliverables become the sole property of the City of Isle of Palms upon final payment. No licensing fees, no usage restrictions.

## SECTION 7: PROJECT TIMELINE

The following 12-week timeline assumes contract execution by May 20, 2026. All milestone dates are subject to City Council and staff availability for workshops and scheduled review cycles.

<b>Week 1–3   May 20 – June 6</b>	STAGE 1: Project kickoff · Stakeholder interviews · CVB session · Competitive audit · Brand audit · Research synthesis
<b>Week 3   June 4–6</b>	MILESTONE: Stage 1 Findings Presentation to City leadership, written feedback and approval to proceed
<b>Week 3–5   June 6–20</b>	STAGE 2: City Council Workshop · Vision Statement development · Messaging Framework · Tagline options
<b>Week 5   June 18–20</b>	MILESTONE: Stage 2 Framework Review with City Council, approval of Vision Statement and Positioning Framework
<b>Week 5–9   June 20 – July 18</b>	STAGE 3: Three brand concept development · Applied mockup production · Concept presentation to City Council
<b>Week 9   July 16–18</b>	MILESTONE: City Council concept selection, structured feedback for refinement
<b>Week 9–11   July 18 – Aug 1</b>	STAGE 4: Concept refinement · Brand Standards Manual · Full template and file production
<b>Week 11   July 30 – Aug 1</b>	MILESTONE: City final review and approval of all brand materials
<b>Week 11–12   Aug 1–12</b>	STAGE 4 (cont.): Implementation plan · 3-year strategy · Launch plan · Staff training materials · Scorecard
<b>Week 12   August 12, 2026</b>	FINAL DELIVERY: Complete digital asset library, Brand Standards Manual, Implementation Plan, all editable files

## SECTION 8: RELEVANT EXPERIENCE & REFERENCES

### Engagement 1 — Houston City College: Organizational Brand Strategy & Stakeholder Engagement

Houston City College (formerly Houston Community College) serves 72,000 students per semester across one of the nation's largest community college systems. Post-pandemic, Mc<sup>2</sup> designed and executed a comprehensive stakeholder engagement process, produced actionable brand and communications recommendations aligned with the College's strategic goals, and developed institutional training programs to strengthen organizational culture and external identity consistency.

**Relevance to Isle of Palms:** Direct experience conducting multi-stakeholder engagement for a large public institution; translating diverse community input into strategic recommendations; building brand frameworks that serve multiple audiences (students, faculty, civic partners, funders) through a unified identity — directly analogous to IOP's dual mandate as city government and destination brand.

**Reference:** Trenica Bennett | [Trenica.Bennett@hccs.edu](mailto:Trenica.Bennett@hccs.edu) | 832-206-7385

### Engagement 2 — Lone Star College System: Large-Scale Stakeholder Engagement & Strategic Communications

Lone Star College System (95,000 students, North Houston, TX): Mc<sup>2</sup> conducted a 12,000+ respondent stakeholder engagement, developed a multi-year organizational change strategy and communications plan, and delivered recommendations that resulted in Board-approved policy changes and institutional realignment in 2024.

**Relevance to Isle of Palms:** Experience designing and executing large-scale community engagement for a public-serving institution with demonstrated ability to translate research into leadership-ready, actionable recommendations — directly applicable to IOP's requirement for City Council and community input to drive brand development.

**Reference:** Sebastian Kayn | [Sebastian.Kayn@lonestar.edu](mailto:Sebastian.Kayn@lonestar.edu) | 832-292-0437

### Engagement 3 — United Way: Nonprofit Brand Strategy & Audience Messaging Architecture

Mc<sup>2</sup> supported a leading United Way organization in reimagining its brand and communications through a comprehensive audit and strategic refresh. Work focused on aligning brand narrative and voice to more authentically reflect diverse communities served, developing inclusive messaging frameworks, audience segmentation strategies, and campaign platforms that elevated cultural relevance and civic connection.

**Relevance to Isle of Palms:** Direct parallel to IOP's challenge: a multi-expression brand requiring unified architecture, audience-level message differentiation, and cohesive narrative across diverse stakeholders — residents, visitors, City Council, business partners, and the CVB simultaneously.

**Reference:** Available upon request.

### Engagement 4 — Jiffy Lube / Shell: Enterprise Brand Architecture & Multi-Channel Identity Redesign

Led comprehensive brand architecture redesign for the Jiffy Lube enterprise brand (\$1.5B, 2,000+ locations): new brand identity system, visual identity standards manual, and multi-channel implementation across digital, print, signage, and operational materials. Simultaneously led integrated marketing campaigns at \$25M+ national scale, with direct management of \$100M+ in franchisee co-op spending — ensuring brand consistency across a highly decentralized network of independent operators.

**Relevance to Isle of Palms:** The most direct precedent for IOP's challenge: building one unified brand system that must work consistently across hundreds of distinct applications — analogous to the City's

requirement for a brand that serves every department, every document type, and every media format without fragmentation.

**Reference:** TK Morgan | TK.Morgan@shell.com | 919-607-2322

*Conflict of Interest Disclosure: Mc<sup>2</sup> has no current or prior relationships with the City of Isle of Palms, Explore Charleston, or any direct competing proposer that would constitute a conflict of interest. Any potential conflicts identified during the engagement will be disclosed immediately and in writing.*

## SECTION 9: CERTIFICATIONS & COMPLIANCE

<b>WBE Certification</b>	Certified Women's Business Enterprise   Certificate #WBE2500296
<b>Texas HUB Certification</b>	Certified Historically Underutilized Business   #1822406203600
<b>SC Title 8 Chapter 14</b>	Mc <sup>2</sup> is in full compliance with applicable requirements of Title 8, Chapter 14 of the South Carolina Code of Laws and will provide documentation upon City request
<b>IOP Business License</b>	Mc <sup>2</sup> will obtain an Isle of Palms Business License prior to contract execution as required
<b>FOIA Acknowledgment</b>	This proposal is a public document under the SC Freedom of Information Act. No information herein is designated confidential or proprietary
<b>IP Ownership</b>	All brand materials, designs, and deliverables created under this engagement will be owned in full and exclusively by the City of Isle of Palms upon project completion and final payment
<b>Subcontractor Compliance</b>	All sub-consultants will be required to comply with Title 8, Chapter 14 as a condition of engagement
<b>Accuracy Certification</b>	All information in this proposal is accurate, complete, and truthful. Mc <sup>2</sup> understands and acknowledges the legal requirements regarding false statements under South Carolina law

## WHY MC<sup>2</sup> FOR ISLE OF PALMS

**We bring brand architecture expertise — not just brand aesthetics.** Isle of Palms doesn't need beautiful marks. It needs a defensible framework that holds across City Hall, the beach, the CVB, Wild Dunes, and the next decade of growth. That is what Mc<sup>2</sup> builds.

**We understand public institutions and community brands.** Multi-audience, multi-stakeholder environments are exactly where Mc<sup>2</sup> does its best work. We have engaged 12,000+ stakeholders, facilitated City Council-level workshops, and produced recommendations that translate community voice into institutional action.

**We are purpose-aligned.** Mc<sup>2</sup> is a culturally conscious, mission-driven firm. The intersection of civic identity, natural preservation, and community pride is not a category we enter cautiously, it is where our values live.

**We deliver at the principal level, every time.** Isle of Palms will not receive generic output or junior work product. Every session, every deliverable, every revision is led by Loren McCray personally.

**We are 25% below your maximum budget.** At \$37,500 for the complete scope, Isle of Palms retains \$12,500 of strategic and financial flexibility for brand launch activation, additional printing, or future brand extensions — while receiving a proposal designed to match the City's ambition.

*Isle of Palms has spent a century becoming one of the most beloved barrier island destinations in America. It deserves a brand identity that finally says so — with clarity, confidence, and the permanence it has earned. We are honored to help build it.*

## MC<sup>2</sup> CONSULTING | MCCRAY CONSULTING<sup>2</sup> LLC

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