

APRIL 23, 2026

MPA

A PROPOSAL FOR CITY BRANDING

City of Isle of Palms

RFP 2026-02

MPA MEDIA CORP.

WHERE SOUTH CAROLINA LEADERS GO FOR IMPACT MARKETING



ADVERTISING

Timing and placement are everything. We put your name in front of your target audience.



MARKETING

Spreading the word about your company in a variety of mediums is what we do best.



BRANDING

Perception matters. A mere tweak or an entire rebrand, we make sure your brand portrays your abilities and values.



GRANT WRITING

Helping you obtain the funding needed to get your project off the ground makes MPA unique.

COMPANY BACKGROUND: PROMOTING LOCAL GOVERNMENTS

Since 2011, MPA Media Corp. has been known for changing the perception of local government entities with strategic public relations across South Carolina. We are located in West Columbia, Chapin, and Greenville.

Our creative approach to traditional marketing services is one of the things that makes our team stand out. Our tourism marketing efforts have garnered features for our clients in Southern Living, USA Today, Garden & Gun, and other national publications.

From Westminster to Lake City, and many government entities between, we have served as the 'go to' in crisis communications, grant writing, and destination marketing for almost 15 years.



In 2024 and again in 2025, MPA was selected as the best marketing firm in South Carolina.



The MPA Executive Team

ASHLEY S. HUNTER

Prior to starting MPA in 2011, Ashley Hunter, a South Carolina native and University of South Carolina graduate, spent six years working as the Vice President of the largest lobbying firm in the state. She was a contract lobbyist for the Municipal Association of SC, and there, she gained her passion for seeing cities thrive.

- Named "Top 20 Under 40" in 2012, The State Newspaper
- Named as one of SC's Women of Influence in 2018
- Named as a SC Phenom in 2021
- Named Top Women in Business in 2023
- Named SC's Top 50 Most Influential Leader in 2025
- Former Chairman of the Board for the Healing Families Foundation at LRADAC
- Certified PIO by FBI-LEEDA in Media and Public Relations (MPR)



Ashley Hunter, CEO
ahunter@mpastrategies.com
 Direct: 803-665-3676

ADRIENNE PATRICK



For almost 10 years, Georgia native and UGA graduate, Adrienne Patrick, has served as MPA's Director of Development & Operations. Adrienne has years of experience in event planning and fundraising for both non-profits and political candidates, including serving as Governor David Beasley's Finance Director for his United States Senate Campaign.

- Certified Grant Writer where she has successfully secured funds for numerous projects including city infrastructure and revitalization, parks, and tourism initiatives
- Serves as Association Executive to MPA's Statewide Association clients

CAYCI S. BANKS

A South Carolina native, Cayci Banks is the former Director of Communications for a statewide non-profit. A graduate of Newberry College, Cayci has served as the Director of Communications for MPA for ten years. With an eye on creativity and branding, she also provides Style & Branding Guides for MPA clients.

- Graduate of the United Way of the Midlands Blueprint for Leadership program
- Named Women of Influence in 2020
- Former Adjunct Communications Professor at Newberry College



MOLLIE MILLER



Mollie Miller is a Lexington, SC based public relations professional and University of South Carolina graduate. She began her tenure at MPA as Director of Association Management and now serves as Director of Public Relations, where she leads strategic communications, media outreach, and brand development initiatives. Mollie is passionate about storytelling, relationship-building, and helping organizations effectively connect with their audiences.

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SAMPLE OF OUR CLIENT SUCCESSES

- Successful Launch of Next Phase Florence
- Successful Branding Campaign for City of Cayce
- Successful Branding Campaign for Venture South
- Successful Branding Campaign for the Greater CWC Chamber & Visitor’s Center
- Successful Branding Campaign for the South Carolina Pediatric Alliance
- Launch of the "Get Fit Mauldin" Initiative at the Mauldin Recreation Center
- Obtained Over \$500,000 in grant funding for the Town of Swansea
- Obtained Over \$640,000 in funding for the City of Rock Hill’s Knowledge Park
- Obtained \$10,000 for Blythewood’s Reading in the Park Trail
- Obtained \$2 million in grant funding for the City of Westminster
- Tourism Marketing: The Cayce River Arts District
- Tourism Marketing: The Cayce Historical Museum
- Tourism Marketing and Launch: The 12,000 Year History Park
- Tourism Marketing: North Augusta Greenway & Riverfront Park
- Regional Tourism Marketing and Launch: City of Camden & Classically Carolina
- Event Marketing: Cayce’s Soiree on State
- Event Marketing: Christmas in Cayce
- Event Marketing: SC Green Conference & Trade Show (largest landscape show in SC)
- Regional Event Marketing: Experience Camden’s 24 Hours of LeMons
- Regional Event Marketing: SC Green Industry Annual Trade Show
- Newberry’s Penny Tax Sales Initiative
- Developed and Trademarked the South Carolina Purchasing & Procurement Digest
- Support Local Marketing Campaign for the City of Cayce during COVID-19
- Successful Public Education Campaign for the Cayce Comprehensive Plan
- Managed the Local Government Walkability Mini-Grant Program for Wholespire in partnership with SCDES
- Coordinated Statewide Lobby Day & Launched SCGreen TV for the SC Green Industry

SAMPLE OF OUR PAST & PRESENT CLIENTS

- | | |
|--|--|
| City of Cayce | Town of Springdale |
| City of Rock Hill | Town of Swansea |
| Venture South | City of Mauldin |
| City of Florence | Wholespire, Inc |
| Greater CWC Chamber & Visitor’s Center | Town of Mullins |
| City of Lake City | Town of Saluda |
| Wholespire, Inc. | Historic Marion Revitalization Association |
| Town of Irmo | City of Westminster |
| South Carolina Bar | Town of Blythewood |
| City of Camden | City of North Augusta |
| Newberry Penny Tax | Town of Fountain Inn |
| West Columbia Strong Mayor | Greer Commission of Public Works |
| City of Lake City | SC Green Industry Association |
| Richland County Recreation Commission | |

GREATER CWC CHAMBER TOURISM BRANDING

Business Logo



Tourism Logo



Greater CWC Messaging & BRAND ELEMENTS

Official Brand Values

What Our Greater CWC Brand Brings to the Table:

- GROWTH
- OPPORTUNITY
- SUPPORT
- IMPACT
- VALUE

Branded Hashtag

#INVESTinCWC

#DiscoverGreaterCWC

Alternate Branded Hashtags

#LoveLocal, #SupportLocal, #LiveLocal, #WorkLocal, #ExploreLocal,
 #ConnectLocal, #GreaterCWC, #CWClexCo, #DiscoverCWC, #VisitCWC,
 #LoveOurCWC, #ChambersMeanBusiness



GREATERCWC Chamber & Visitor Programs

ADAPTABLE CITY BRANDING & MARKETING



On the edge of Cayce, a new campus is taking shape that promises to be far more than another building. For South Carolina State University, the project represents a long-term commitment to economic growth, research, and community connection. For the City of Cayce, it's a visible sign of momentum, the kind of investment that changes how a corridor grows and how a community sees its future.

When finished, the 42,000-square-foot facility will become the university's largest Research & Extension location anywhere in the state. Inside will be the headquarters for SC State's Center for Food Safety & Health, modern classrooms, a 150-200 seat conference center, a professional television and radio production studio, and residential space for visiting scientists. USDA Rural Development will also operate from the site, creating a shared hub for research and rural innovation.

Dr. Louis Whitesides, Vice President for Public Service & Agriculture at SC State University, sees the project as a milestone not just for the university, but for the region. "This isn't just about a building," he says. "It's about building capacity for research, for workforce development, and for the communities we serve."

The location wasn't the result of years of searching. In fact, it began with a simple drive through the area during a visit to Columbia. University leaders noticed the existing facility and immediately recognized its potential.

The proximity to the State House, strong visibility, and surrounding amenities made the site hard to ignore. For SC State, it offered something rare: a space large enough to support long-term expansion while remaining connected to the heart of state government.

"When legislators come through Cayce and see this facility operating," Dr. Whitesides explains, "they'll see their investment working. This is public service happening in real time."

The campus also helps advance a major institutional goal. SC State plans to have a presence in all 46 South Carolina counties by 2030. The Cayce location expands the university's reach across Lexington, Richland, Fairfield, Newberry, and Aiken counties, strengthening its footprint in one of the state's fastest-growing regions.

Unlike many research facilities that operate behind closed doors, this campus is being designed as a shared civic space. Meeting rooms and gathering areas will be open to local groups, creating a facility that serves residents as much as researchers.

"This is a community facility," Dr. Whitesides says. "We want people to feel like it belongs to them too."

That philosophy reflects SC State's broader public mission: research that connects directly to the lives of South Carolinians.

The Economic Ripple Effect

The impact starts with construction. More than 100 workers are expected to be involved in building out the facility. Once the doors open, the site will support between 50 and 70 full-time



SOUTH CAROLINA PEDIATRIC ALLIANCE BRAND LAUNCH

The Anatomy of the SCPA Logo



Brand Elements

Our Brand Promise

With approximately 50 board-certified pediatricians, SCPA is one of the largest providers of general pediatric services in South Carolina. Collectively, our physicians have been caring for families across three generations—since 1975.

Our pediatricians are deeply committed to evidence-based decision making and delivering the highest quality of care and service to parents. Beyond the clinic, they contribute to pediatric research, serve as healthcare advocates, teachers and community service. The reputation of our physicians for excellence and compassion is well respected throughout the communities we serve.

Our Brand Attributes

WE ARE:

Professional
Compassionate
Trusted
Accessible

Committed
Experienced
Dependable
Efficient



These are also your brand keywords for posts and advertisements.

The SCPA Logo Color Wheel

Sandhills Green PMS: 2269 C RGB: 141,199,113 CMYK: 29,0,43,22 HEX: #8dc771	Palmetto Blue PMS: 2221 C RGB: 40,144,165 CMYK: 76,13,0,35 HEX: #2890a5
Pediatric Purple PMS: 7662 C RGB: 6,68,136 CMYK: 96,50,0,47 HEX: #764488	Adolescent Aqua PMS: 2200 C RGB: 15,182,209 CMYK: 93,13,0,18 HEX: #1fb6d1



Visuals for SCPA Golfers



Social Media: Facebook



Profile Photo



Cover Photo



Facebook Post Sizing

Profile Photo: 2048 x 2048 pixels; ratio 1:1
 Cover Photo: 2037 x 754 pixels; aspect ratio 2.7:1 (these can change seasonally)
 Your profile cover photo is the big landscape image at the top of your Facebook profile page. Most people use this image to show off their personality by showing themselves doing something they're passionate about. Use the highest resolution with the dimensions 2037 x 754 pixels.

Emblem/Lettermark Logo



In anticipation of situations that will call for an emblem logo, the lettermark created for the South Carolina Pediatric Alliance packs a meaningful punch.

Utilizing the purple from Palmetto Pediatric & Adolescent Clinic logo, the green from Sandhills Pediatrics logo, and the blue that is pulled from both, the emblem is derived by removing a similar stroke-weighted fragment (gray) from each of the letters "S," "C," "P," and "A."

While graphically this not an exact science, the emblematic symbolism and selected colors is impactful in visually showcasing the merger of two pediatric care practices.

DESTINATION MARKETING SAMPLE: CITY OF CAYCE

This Weekend in Cayce

- ✓ Brookland-Lakeview Community Food Distribution
Friday, 9 AM - Noon
- ✓ Hop on, Hop Off #ShopLocal Shuttle
Saturday, 10 AM - 4 PM
- ✓ Steel Hands Brewing Smoke out Competition
Saturday, Noon - 4 PM
- ✓ Greater CWC Holiday Parade of Lights
Saturday, 5:30 - 7 PM

*Don't forget: You can visit the Christmas in Cayce Drive Thru light show every night this month for free at 1800 12th Street!

- ★ ART
- SANTA
- SHOPPING
- LIVE MUSIC
- KIDS' CORNER



Christmas Traditions
Olde & New

Experience the charm of a traditional European Christmas market, admire the fascinating exhibits, and embark on a lantern tour that takes you through 300 years of Cayce's Christmas history!

December 2nd from 6 - 9 PM
Cayce Historical Museum

1800 12th Street, Cayce



OPEN HOUSE | EUROPEAN STYLE MARKET | LANTERN TOURS
FESTIVE HANDMADE HOLIDAY TREATS | VISIT WITH SANTA & MRS. CLAUS
CHRISTMAS SHOPPING | LOCAL VENDORS AND ARTISTS

2033 Soiree ON STATE
The Party in the Street
BEST OF COLUMBIA 2025 Best Music Festival

soireeonstate.com

The Cayce Riverwalk
12 miles of paved paths; perfect for biking, jogging, and enjoying the water views of the Congaree River.

2025 Best Music Festival
Local Art & Murals
Christmas in Cayce

Cayce
caycesc.gov Time for Life



We are also happy to provide samples of complete Brand & Style Guides upon request.

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A city's brand is far more than its logo or visual identity. It is the story a community tells about itself—what it values, what makes it unique, and why people should choose to visit or call it home.

For destination communities like the City of Isle of Palms, branding plays an especially important role. Visitors often experience a community first through its digital presence, marketing materials, social media, and tourism promotions before ever setting foot on the island. A strong brand ensures that every interaction reinforces the same message: what makes Isle of Palms distinctive and why it stands out as a premier family-friendly beach destination.

Isle of Palms already possesses marketable assets—its natural beauty, coastal character, welcoming neighborhoods, and world-class resort amenities. The opportunity is to bring those elements together in a way that clearly tells the story of the island and what makes it special. When done well, branding strengthens tourism, supports economic vitality, and builds community pride.

Branding also brings consistency. Municipal governments communicate in many ways—through official documents, city departments, community initiatives, tourism messaging, and digital platforms. Without a unified brand system, those communications can become fragmented. A strong brand provides a shared visual language and narrative framework that allows every department and partner organization to communicate clearly and cohesively.

MPA'S APPROACH TO CITY BRANDING

MPA approaches branding as both a strategic and creative process. Successful brands are built through thoughtful research, meaningful engagement with stakeholders, and creative design that translates a community's story into a visual and verbal identity.

Phase 1: Listen & Learn

Our process begins with listening. Every community has its own culture, priorities, and personality. Through research, stakeholder interviews, and group sessions, we work with City leadership, staff, tourism partners, and community representatives to identify the defining characteristics that shape the Isle of Palms experience.

Phase 2: Identify Core Elements

From this discovery phase, we identify the core elements that should shape the brand—key themes, emotional drivers, and visual cues that reflect the island's identity. For Isle of Palms, this may include elements such as coastal heritage, family-centered recreation, natural beauty, and the relaxed yet vibrant atmosphere that defines the community.

Phase 3: Brand Development

Once we have a clear understanding of the community and its priorities, our team begins developing several brand concepts. These concepts explore different visual directions for representing Isle of Palms—from logo design and color palette to typography and messaging. We then work closely with City staff and Council to review the options, gather feedback, and refine the direction until we land on a brand that truly reflects the character of the island.

Phase 4: Complete Brand System

The final deliverable is more than a logo or a tagline. While those two things are important pieces, this work is about the complete brand system. This includes a visual identity, messaging framework, brand standards guide, and practical tools that allow the City to consistently implement the brand across departments, publications, signage, social media, and digital platforms.

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Why MPA Media Corp. Is The Right Partner For Isle of Palms

For more than a decade, MPA has helped organizations and communities across South Carolina strengthen their public presence, elevate their reputation, and communicate their value through strategic marketing and branding initiatives.

Our team combines deep experience in local government, public affairs, communications strategy, and creative design with a strong understanding of how municipalities and community organizations operate. We have worked with cities, associations, and public-serving organizations throughout South Carolina, helping them develop messaging and branding that reflect their mission while engaging the audiences they serve.

WHAT SETS MPA APART IS OUR ABILITY TO BRIDGE STRATEGY AND EXECUTION

Many firms specialize either in branding design or in communications strategy. MPA integrates both.

Our team develops brand identities that are not only visually compelling but also grounded in a broader communication strategy that supports tourism promotion, economic development, community engagement, and media outreach.

Equally important are our relationships across the state. Over the past 15 years, MPA has built strong connections with media outlets, community leaders, tourism partners, and statewide organizations. These relationships allow us to position our clients effectively and ensure their stories reach the audiences that matter most.

Branding isn't just about having a logo; it's about building a consistent visual and emotional identity that people recognize instantly. MPA develops strong brands that use logos and color wheels as tools that adapt across platforms, audiences, and campaigns while still feeling cohesive and sharp.

<p>Sandhills Green</p> <p>PMS: 2269 C RGB: 141,199,113 CMYK: 29,0,43,22 HEX: #8dc771</p>	<p>Palmetto Blue</p> <p>PMS: 2221 C RGB: 40,144,165 CMYK: 76,13,0,35 HEX: #2890a5</p>
<p>Pediatric Purple</p> <p>PMS: 7662 C RGB: 6,68,136 CMYK: 96,50,0,47 HEX: #764488</p>	<p>Adolescent Aqua</p> <p>PMS: 2200 C RGB: 15,182,209 CMYK: 93,13,0,18 HEX: #1fB6d1</p>



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BRAND LAUNCH AND IMPLEMENTATION STRATEGY



Creating a strong brand is only the first step. Ensuring that the brand is adopted consistently across City departments and embraced by the broader community is equally important. Following the development and approval of the final brand system, MPA will work closely with City leadership and staff to develop a **rollout plan** that will outline how the new brand will be introduced internally and externally, ensuring a smooth and coordinated transition.



The **rollout should start internally**. City staff and departments will need clear guidance on how the new brand should be used across communications, documents, signage, and digital platforms. A straightforward brand guide—with examples and templates—will help make sure the brand is applied consistently and easily by City teams.



Once internal alignment is established, the City can **introduce the new brand publicly** through a coordinated launch. This may include a public announcement, community engagement opportunities, updates to the City's website and social media channels, and the introduction of new visual elements across City communications.



MPA will provide guidance for maintaining the strength of the brand over time. This includes recommended strategies for ongoing communication (i.e., brand education as a part of the onboarding process for employees and policies for logo usage). The goal is to establish a **brand that becomes a lasting asset for the City**: one that strengthens Isle of Palms' reputation as a welcoming coastal community and a premier family beach destination.

PROJECT TIMELINE



Phase 1 - Research and Brand Element Discovery: Months 1 - 2



Phase 2 - Brand Development: Months 3 - 4



Phase 3 - Final Brand System Deliverable: Months 5 - 6



Phase 4 - Brand Launch and Implementation: Months 7 - 9

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Project Budget

MPA proposes a project budget structured to support research, stakeholder engagement, creative development, and implementation planning for the City of Isle of Palms brand initiative. The budget also accounts for travel and on-site engagement with City leadership and stakeholders, which we believe is essential to developing an authentic and effective brand.

BUDGET CATEGORY	DESCRIPTION	ESTIMATED COST
Project Management & Strategic Planning	Overall project coordination, meetings with City staff, stakeholder engagement planning, and project oversight	\$9,000
Research & Stakeholder Engagement	Community and stakeholder input, City Council workshop facilitation, messaging development	\$7,500
Brand Strategy & Creative Development	Development of branding concepts including logo, visual identity, tagline, typography, and color palette	\$16,000
Brand Standards & Implementation Tools	Development of brand standards guide, templates for City communications, and implementation recommendations	\$9,000
Travel & On-Site Engagement	Mileage, lodging, and travel expenses for multiple on-site meetings and workshops with City staff and stakeholders	\$4,000
Brand Launch & Implementation Planning	Development of rollout strategy, communication plan, and launch recommendations	\$2,500
		Total Project Budget: \$48,000

CONCLUSION

The City of Isle of Palms is a premier coastal community with all the elements of a strong and enduring brand—natural beauty, a distinct sense of place, welcoming neighborhoods, and a reputation as a family-friendly destination. This initiative is not simply about creating a visual identity; it is about defining and elevating the story of Isle of Palms in a way that is clear, consistent, and compelling across every touchpoint.

MPA Media Corp. would welcome the opportunity to partner with City leadership, staff, and community stakeholders to bring this vision to life. Isle of Palms has a story worth telling, and we are ready to help you tell it in a way that resonates, endures, and sets the foundation for continued growth and connection.

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Tim James

Former Mayor Pro Tem, City of Cayce
President, Greater CWC Chamber
tim@cwccchamber.com

Jim Crosland

City Manager, Town of Irmo
Former City Manager, City of Cayce
Former Deputy Police Chief, Cayce Police Department
jcrosland@townofirmosc.com

Kevin Bronson

Administrator, City of Westminster;
Also worked with MPA in Rock Hill and Camden
kbronson@westminstersc.org

Rebecca Vance

Former City Manager, Cayce, Summerville,
Summerton, Manning, Mauldin
Past President, ICMA-SC
rebecca@vanceconsultsc.com

FEEDBACK FROM LOCAL GOVERNMENT LEADERS



"This is the go-to group for local government work, tourism marketing, and branding. They have been helping me for years. And the impact of their work is well-known across our state."

-Temus C. Miles

Mayor, City of West Columbia



"MPA is the best in the business when it comes to media relations, digital marketing, and promoting local governments. MPA also rebranded our firm and built our new firm's website. They are outstanding to work with."

-Christian Spradley

Town Attorney, Saluda and Irmo
Partner, Moore Bradley Myers




"MPA has been the catalyst for many transformative initiatives that will leave a lasting impact across our cities and our state. Their vision, integrity, and tenacity allow them to bring impactful projects to life."

State Senator Russell Ott

Former Town Administrator for towns of Ellore, North and Neeses
Member, SC Senate

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- **Addenda 1** is acknowledged. Signed form attached.
- MPA is properly **licensed** to do business in the state of South Carolina and is in compliance with the Code of Laws of South Carolina.
- MPA is a certified **woman-owned business**.
- MPA agrees to obtain a **business license** from the City of Isle of Palms, as it does all local government clients, if awarded contract. We also like to join the local Chamber and other organizations that serve as an integral part of the Isle of Palms community.
- MPA is **insured** by The Tidwell Agency/Hartford. Certificate of Insurance is below. If awarded the contract, the City of Isle of Palms would receive a Liability Coverage Certificate of Insurance with the requested specifications, amounts and indemnifications.
- **Lawsuit Acknowledgement Statement:** In 2021, MPA Strategies filed an action against the Town of Blythewood for FOIA violations. The Town countersued MPA Strategies. In 2023, MPA Strategies filed a defamation suit against the Town of Blythewood and its then-Mayor, Bryan Franklin. MPA prevailed in both cases with a monetary settlement and the counterclaims brought by the Town against MPA being dismissed. We continue to have a great relationship with the Town of Blythewood and have listed their Mayor, Sloan Griffin, as a reference.

		CERTIFICATE OF LIABILITY INSURANCE		MPAST-1	OP ID: CT		
				DATE (MM/DD/YYYY) 12/05/2016			
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>							
PRODUCER Tidwell Agency, Inc. P.O. Box 2649 Lexington, SC 29071 Chris Tidwell		CONTACT NAME: Chris Tidwell PHONE (A/C, No, Ext): 803-359-1304 FAX (A/C, No): 803-356-1010 E-MAIL ADDRESS:					
INSURED MPA Strategies, LLC Ashley Hunter 2805 Millwood Ave, Suite E Columbia, SC 29205		INSURER(S) AFFORDING COVERAGE INSURER A: Hartford INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:		NAIC # 29424			
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:			
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>							
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Business Owners GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			22SBAUR8854	11/30/2016	11/30/2017	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		Y/N N	22WECEL2733	11/30/2016	11/30/2017	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000 PROPERTY 25,000