



Accommodations Tax Advisory Committee

10:00 a.m., Wednesday, May 13, 2026

City Hall

Council Chambers

1207 Palm Boulevard, Isle of Palms, SC

Public Comment:

All citizens who wish to speak during the meeting must email their first and last name, address, and topic to Nicole DeNeane at nicoled@iop.net no later than **3:00 p.m. the business day before the meeting**. Citizens may also provide public comment here:

<https://www.iop.net/public-comment-form>

Agenda

1. **Call to Order** and acknowledgement that the press and public were duly notified of the meeting in accordance with the Freedom of Information Act.
2. **Approval of previous meeting's minutes – April 15, 2026**
3. **Presentation – FY27 Budget for CVB**
4. **Financial Statements**
5. **Old Business**
 - a. Discussion and consideration of FY27 Budget for State Accommodations Tax Funds
6. **New Business**
 - a. Discussion and consideration of rebranding RFPs candidates
7. **Miscellaneous**

Next meeting: Wednesday, June 10, 2026 at 10am

7. **Adjournment**



ACCOMMODATIONS TAX ADVISORY COMMITTEE

10:00am, Wednesday, April 15, 2026
1207 Palm Boulevard, Isle of Palms, SC

MINUTES

1. **Call to order**

Present: Rebecca Kovalich, Park Williams, Barb Bergwerf, Margaret Miller, Mike Boykin (via Zoom)

Absent: Rod Turnage, Chrissy Lorenz

Staff Present: Administrator Kerr, Council Member Cohen

2. **Approval of previous meeting's minutes – March 11, 2026**

Ms. Bergwerf made a motion to approve the minutes of the March 11, 2026 meeting, and Ms. Miller seconded the motion. The motion passed unanimously.

3. **Presentation of ATAX Applications**

A. **YWCA Greater Charleston MLK Event Application – LaVanda Brown**

Ms. Brown reported that the 3rd YWCA Greater Charleston MLK Event held in January 2026 was well received. They were unable to promote staying on the island as early as they had hoped, resulting in 10 overnight stays. Their organization will work on earlier marketing efforts to create more interest in staying on the island overnight.

4. **Financial Statements**

Director Hamilton was out of town and Committee members to send their questions regarding the financial statements to her ahead of the next meeting.

5. **Old Business**

Consideration of ATAX Grant Applications

A. **IOP Chamber of Commerce – Zacharry Lary**

Ms. Bergwerf said the project proposed by the Chamber is one they should be working on with Explore Charleston. Administrator Kerr said their have been conversations about Explore Charleston supporting such an effort. He will report back to the Committee on the results of those talks.

Council Member Cohen said the worthiness of the project itself needs to be addressed. Mr. Williams believes the project to be overlapping with the efforts of Explore Charleston.

MOTION: Ms. Bergwerf made a motion to approve the grant request. Mr. Williams seconded the motion. All committee members voted against the motion. The motion failed.

Administrator Kerr will provide clarity to the Committee in May about the “heads in beds” standard used to judge tax grant applications.

B. Lutheran Coastal Retreat Center – Elliot Cox

Ms. Bergwerf noted the ATAX money used to improve the parking lot was well used. Mr. Boykin would like to see them continue their beautification efforts. Mr. Williams believes their current request will be helpful in capturing the data the ATAX Committee seeks.

MOTION: Ms. Kovalich made a motion to approve the request of the Lutheran Retreat Center. Ms. Bergwerf seconded the motion. The motion passed unanimously.

C. Island School Literacy Events – Mary Alice Monroe

MOTION: Ms. Kovalich made a motion to approve the Island School Literacy Events grant request. Ms. Bergwerf seconded the motion.

Ms. Bergwerf noted that Ms. Monroe and her team have done an excellent job of bringing visitors from far away to the island. Mr. Williams said their application is the “gold standard” of how an event positions itself and the island for success.

Ms. Bergwerf said that out of an abundance of caution since she is good friends with Ms. Monroe, she will recuse herself from voting on the application.

VOTE: A vote was taken with all the remaining members in favor of granting the request.

D. YWCA Greater Charleston MLK Event– LaVanda Brown

MOTION: Mr. Williams made a motion to approve the YWCA’s grant application. Ms. Bergwerf seconded the motion.

Committee members spoke in favor of the event and would like to help them expand their efforts to increase the number of overnight stays. Ms. Kovalich would like to see more investigation into why their numbers are low.

VOTE: A vote was taken on the application as follows:

Ayes: Bergwerf, Miller, Williams

Nays: Kovalich

The motion passed 3-1.

6. New Business

Discussion of FY27 Budget for State Accommodations Tax Funds

Director Hamilton was out of town and asked Committee members to submit their questions regarding the FY27 Budget for State ATAX funds to her prior to the next meeting. Administrator Kerr said he would be able to answer some high-level questions.

Ms. Kovalich asked why the expense for fireworks was so much higher for this year. Administrator Kerr said it was because it is the country's 250th Anniversary this year.

The ATAX Committee's role in providing input into the budget of State ATAX funds was briefly discussed. Mr. Williams would like the Committee to have more input and suggested that discussions about FY28 happen in the fall. Administrator Kerr said it would be helpful for the Committee to identify initiatives they would like to support.

6. Miscellaneous Business

Administrator Kerr said the City has solicited proposals for a rebranding effort. The Committee has been asked to grade the proposals. This will likely be on the May agenda. The rebranding effort will be paid for by the CVB.

The next meeting of the ATAX Committee will be Wednesday, May 13, 2026 at 10am.

7. Adjournment

Mr. Williams made a motion to adjourn, and Ms. Bergwerf seconded the motion. The meeting was adjourned at 10:55am.

Respectfully submitted,

Nicole DeNeane
City Clerk



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Respectfully submitted,

Nicole DeNeane
City Clerk



MEMORANDUM

May 11, 2026

TO: Chairman Park Williams
Isle of Palms Accommodations Tax Committee Chairman

Douglas Kerr
Administrator, City of Isle of Palms

Debra Hamilton
Finance Director, City of Isle of Palms

FROM: Laurie Alderson Smith *L.A. Smith*
Chief of Staff, Explore Charleston

RE: FY 2026/27 Budget

Attached to this memorandum is the proposed FY 26/27 budget developed by our team over the last few months. As you know, we are early in Explore Charleston’s budget cycle, and our media partners have only begun their strategic pitches. We appreciate having the opportunity to collaborate with each of you in the preparation of these materials, and we look forward to continued work together in the coming fiscal year for the benefit of the City of Isle of Palms and the greater Charleston region.

Our budget is based on a revenue estimate for the Isle of Palms in FY 26/27 that totals \$1,134,000. Expenses are separated into the categories prescribed by the South Carolina Tourism Expenditure Review Committee (TERC) guidelines:

<u>Project Category</u>	<u>Anticipated Spend</u>
1 - Advertising & Marketing	\$ 886,345
3 - Marketing Support	\$ 216,424
4 - Group Sales Efforts & Tradeshow	\$ 106,931
5 - Media Efforts	\$ 108,203
6 - Visitor Services	\$ 227,874
<i>Category Totals</i>	<u>\$ 1,545,777</u>

As the region’s promotional organization, it is our charge at Explore Charleston to look through several lenses. We’ve worked together for several years to strike a meaningful balance that a) adds value through local, Isle of Palms-specific initiatives, b) lifts Isle of Palms through our islands / beaches campaigns, and c) engages Isle of Palms as an essential part of our region’s promotion.

CHARLESTON AREA CONVENTION & VISITORS BUREAU

375 Meeting Street | Charleston, South Carolina 29403 | 843.853.8000 | ExploreCharleston.com

f / @ExploreCharleston t / @ExploreCHS

In the FY 26/27 budget, \$639,450 in expenses is planned for Isle of Palms-specific initiatives, which are included in TERC Project Categories 1, 3, and 5.

When allocating funds for projects that focus beyond Isle of Palms alone, we continue to use the formula mutually agreed upon several years ago - percentage of room inventory. Isle of Palms currently has 45.2% of the islands / beaches lodging inventory in the community, so we apply that amount of our expense to the city for our initiatives in this space. \$215,701 allocated from Isle of Palms will assist Explore Charleston's targeted island / beaches campaign, reflected in TERC Project Categories 1 and 3.

Isle of Palms' share of luxury lodging inventory in the community is 14.7%, and the city's share of full-service (group) room inventory is 7.4%. Efforts to attract the lucrative group market are essential to the tourism economy. Applying the lodging formula to Explore Charleston's group sales initiatives designates \$106,930 towards this important effort. TERC reflects this expense category as 4.

And Isle of Palms, an integral part of the Charleston area, has 10.2% of all hotel rooms and vacation rental units in the Charleston area. Applying the formula to initiatives across Explore Charleston equates to \$583,694 for projects, campaigns, and services that benefit the region as a whole. These expenses correspond to TERC Project Categories 1, 3, 5, and 6.

It is our pleasure to be your partner, and we look forward to continuing to represent the City of Isle of Palms. Please call me directly at 843-805-3063 or any member of our team at 843-853-8000.

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

IOP's estimated atax contributions of \$1,134,000 to Explore Charleston / anticipated atax revenue from all governments of \$12,380,911 (9.1% of atax)

Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 45.2%*	IOP Share Based on Luxury (Group) Room Inventory at 14.7%**	IOP Share Based on Full Service (Group) Inventory at 7.4%***	IOP Share Based on Community Inventory at 10.2%****
IOP Dedicated Coverage 100%							
1 Website - maintenance	IOP featured municipal page	IOP-specific coverage via https://www.charlestoncvb.com/areas-to-explore/isle-of-palms/	\$2,700				
1 Advertising - digital campaign	VRBO	IOP specific ads pointing to vacation rentals	\$175,000				
1 Advertising - digital campaign	Expedia	Optimized campaign with IOP parameters	\$25,000				
1 Advertising - social media campaigns	Pinterest, TikTok, YouTube	paid promotion for the region - 12 months	\$210,000				
1 Sponsorship	Isle of Palms Chamber of Commerce	Local business sponsorship	\$50,000				
3 Sponsorship	IOP Lens support	Support of IOP Police Department	\$10,000				
3 Sponsorship	Exchange Club of Isle of Palms	Support of Exchange Club for Memorial Day, Independence Day, Veterans Day flag displays	\$2,250				
3 Research for IOP	IOP Thrives Task Force Semi Annual Reporting conducted through The McNair Group	Four areas of focus: Safety, Quality of Life, Environment, Seasonal Impacts	\$25,000				
3 Research for IOP	Walkability Study through BCD COG	Evaluate bike & pedestrian infrastructure on the island	\$30,000				
3 Branding / Creative	IOP Branding Campaign	Working with an outside agency to create new brand for Isle of Palms	\$50,000				
3 Video Production	Informational Video	Fun, engaging video providing information and various uses for city use	\$20,000				
3 Signage	Spread the Hope, Love, Joy Holiday Campaign	Annual off season holiday signage and mapping activation campaign (sign storage, installation, removal)	\$2,000				
5 Public Relations Staffing	Public Relations	Media, Public Relations, and Crisis Communications for the city	\$37,500				
			\$639,450				
IOP Share Based on Islands Inventory 45.2%*							
1 Website - maintenance	Site presence: IOP on Beaches site	IOP-specific coverage via https://www.charlestoncvb.com/beaches/isle-of-palms/		\$1,220			
1 Website - Search Engine Marketing (SEM)	Adwords and Facebook/IG, Islands / Beaches Site			\$115,712			
1 Commercial - distribution	Sinclair Broadcasting	Paid promotion for IOP Beach page on Beaches site		\$43,392			
1 Commercial - sponsorship	WCIV / Channel 4, Know Before You Go Campaign	Beach specific targeted campaign for distribution of a beach specific :30 sec commercial, emphasis on off-season		\$17,237			
1 Advertising - print	Discover SC	Helping public know traffic, parking and weather for the beaches (now year-round)		#			
1 Advertising - print	Coastal Living	Annual state vacation guide - beach specific ad		#			
3 Market Research - Key Data	Key Data Research, specific to Islands / Beach communities	Spread in Fall issue					
		Historical performance and forward-looking pacing data for vacation rentals in area island communities		\$16,025			
				\$215,701			
IOP Share Based on Luxury (Group) Room Inventory at 14.7%**							
4 Sales - Luxury Tradeshows, most difficult to sell	American Society of Association Executives	Tradeshow: Indianapolis, IN - August 2026			\$3,315		
4 Sales - Luxury Tradeshows, most difficult to sell	CONNECT Marketplace	2 Appointment shows: Connect Marketplace: Tampa, FL August 2026; Connect Spring Marketplace: Las Vegas, NV April 2027			\$4,689		
4 Sales - Luxury Tradeshows, most difficult to sell	Northstar Meetings	Appointment show: Destination East, Ossing, NY - July 2026; Destination Southeast, Ft. Lauderdale, FL - August 2026; Independent Planner Education Conference, Location TBD January 2027, Small & Boutique: Charleston June 2027			\$16,538		
4 Sales - Luxury Tradeshows, most difficult to sell	Financial & Insurance Conference Professionals	Membership and attendance at one event either Annual Conference (November 2026) or Education Forum (June 2027)			\$3,124		
4 Sales - Luxury Tradeshows, most difficult to sell	HelmsBriscoe	Appointment show: Orlando, FL- June 2027; Preferred Partner Destination membership; FAM or Client Event date TBD			\$5,410		
4 Sales - Luxury Tradeshows, most difficult to sell	IMEX America	Appointment & Tradeshow: Las Vegas, NV - October 2026			\$9,188		
4 Sales - Luxury Tradeshows, most difficult to sell	International Luxury Travel Market	Annual Tradeshow: Location TBD - Dec 2026; North America Conference:			\$7,775		
4 Sales - Luxury Tradeshows, most difficult to sell	Luxury Travel Industry	Atlanta, Chicago, Dallas, New York (TBD) travel advisors			\$9,834		

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

IOP's estimated atax contributions of \$1,134,000 to Explore Charleston / anticipated atax revenue from all governments of \$12,380,911 (9.1% of atax)

Expenditure Type	EXPENSE TO ISLE of PALMS	Benefit to IOP	100% IOP	IOP Share Based on Islands Inventory at 45.2%*	IOP Share Based on Luxury (Group) Room Inventory at 14.7%**	IOP Share Based on Full Service (Group) Inventory at 7.4%***	IOP Share Based on Community Inventory at 10.2%****
4 Sales - Luxury Tradeshows, most difficult to sell	Meeting Professionals International: World Education Congress	World Education Congress, Local TBD - June 2027			\$5,635		
4 Sales - Luxury Tradeshows, most difficult to sell	Professional Conference Managers Association	Various meetings and locations; CEMA: August 2026, Toronto, CN; Annual Conference: Orlando, January 2027; Business Event Summit, Location TBD June 2027			\$5,535		
4 Sales - Luxury Tradeshows, most difficult to sell	Signature Travel Network	Annual Conference: Orlando, FL - November 2026; Regional Conference: Location TBD- June 2027			\$3,337		
4 Sales - Luxury Tradeshows, most difficult to sell	Society of Incentive Travel Executives (SITE) Southeast Chapter	Appointment show: Birmingham, AL - December 2026; Annual membership			\$1,022		
4 Sales - Luxury Tradeshows, most difficult to sell	Meetings Today	South Tradeshows: St. Augustine, FL November 2026			\$3,087		
4 Sales - Luxury Tradeshows, most difficult to sell	IPW	Appointment Show with International luxury tour operators: New Orleans, LA - May 2027			\$2,205		
4 Sales - Luxury Tradeshows, most difficult to sell	Virtuoso	Annual Tradeshows: Las Vegas, NV August 2026 and Regional Show Location TBD February 2027			\$3,308		
4 Sales - Luxury Tradeshows, most difficult to sell	T & L Rising Stars	FAM that brings the top 20 performing luxury travel advisors into market to learn about our destination			\$5,145		
					\$89,143		
IOP Share Based on Full Service (Group) Inventory 7.4% ***							
4 Sales - Other Tradeshows	Association Executives of North Carolina	Annual Meeting: Charlotte, NC - July 2026; Tradeshows: Raleigh, NC - December 2026				\$903	
4 Sales - Other Tradeshows	Georgia Society of Association Executives	Annual Meeting: Location TBD - August 2025; Ongoing events throughout the year				\$1,325	
4 Sales - Other Tradeshows	Holiday Showcase Association Forum	Tradeshows: Chicago, IL - December 2026				\$851	
4 Sales - Other Tradeshows	South Carolina Society of Association Executives	Annual Meeting: Summerville, SC - August 2026; Ongoing events throughout the year, Palmetto Partnership				\$2,492	
4 Sales - Other Tradeshows	Tennessee Society of Association Executives	Tradeshows: Nashville, TN - December 2026				\$525	
4 Sales - Other Tradeshows	Virginia Society of Association Executives	Fall Expo: Richmond, VA - September 2026 & Annual Meeting: Location TBD, May 2027				\$821	
4 Sales - Other Tradeshows	Meeting Professionals International: Carolinas	Annual Meeting: Charlotte, NC - October 2026; Partner Forum February 2027; Chapter Meeting April 2027				\$1,121	
4 Sales - Other Tradeshows	Meeting Professionals International: Tennessee	Tradeshows: Nashville - April 2027				\$259	
4 Sales - Other Tradeshows	Destination Celebration	Various meetings and locations through the Midwest				\$1,998	
4 Sales - Other Tradeshows	AAA Visits	AAA National Conference Santa Anna Pueblo, NM- October 2026; AAA NE Tradeshows Springfield, MA November 2026; Charlotte & Raleigh Client Events and Sales Calls				\$2,290	
4 Sales - Other Tradeshows	Texas Society of Association Executives	New Ideas Conference: Galveston, TX September 2026 & TSAE Open April 2027				\$1,169	
4 Sales - Other Tradeshows	Convention Proposal & Site Tours	Budget for client site visits				\$4,033	
						\$17,787	
IOP Share based on Community Inventory 10.2% ****							
1 Website - maintenance	ExploreCharleston.com	Main site for regional promotion					\$5,692
1 Website - Search Engine Marketing (SEM)	Adwords and Facebook/IG, ExploreCharleston core visitor site	Paid promotion for the region					\$85,884
1 Advertising - digital & print campaign	Off Season Campaign	Off season campaign to include holiday promotion					\$1,428
1 Commercial - distribution	Sinclair Broadcasting	distribution of :30 sec commercial across the US (12 months x \$88,000/month) new West Coast cities and Canada					\$112,146
1 Advertising - digital & print campaign	Signature Travel	Digital and print advertising with in the travel agent consortia that results in direct bookings for Isle of Palms hotels & resorts					\$3,519
1 Advertising - digital campaign	Amadeus Travel	Digital travel agent booking platform that generates bookings for Isle of Palms hotels & resorts					\$15,300

BUDGETED INCOME FY 26/27: City of Isle of Palms, Spring 2026

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3 Market Research	Office of Tourism Analysis at College of Charleston - research; (Examples: CoStar; STR - formerly Smith Travel Research; Datafy - visitor behavior; geolocation platform; TravelClick)	Research is at the core of everything we do in order to understand market-specific and global travel trends, determine the most effective ways to connect with travelers, and measure industry performance. As this is a regional effort, we have allocated the cost between funding communities.					\$61,149				
5 Media Initiatives to bring positive (earned, unpaid) exposure to the area		Media efforts are generally regional in nature, so we have allocated the cost between funding communities					\$70,703				
6 Information sourced through five area visitors centers and our call / chat center		Visitor Services benefit the region and encourage travelers to visit various parts of the area. Therefore, we have allocated the cost between funding communities.					\$227,874				
							\$583,694				
		GRAND TOTAL OF ALL EXPENSES								\$1,545,776	
<p>#Terms confidential between buyer/seller.</p> <p>*Based on share of room inventory in island/beach communities: 1,849 STR units + 539 hotel rooms = 2,388 IOP total lodging inventory / 5,283 islands. IOP has 45.2% of the area island/beach inventory.</p> <p>**Based on share of room inventory in luxury meeting properties: 399 IOP / 2,719 area wide. IOP has 14.7% of luxury meeting lodging inventory in our community.</p> <p>***Based on share of the area's full-service hotel room inventory: 399 IOP / 5,365 area wide. IOP has 7.4% of the full-service lodging inventory in our community.</p> <p>****Based on share of room inventory in community: 1,849 STR units + 539 hotel rooms = 2,388 IOP total lodging inventory / 23,370 community. IOP has 10.2% of all lodging inventory in our community.</p>											

30 Percent (NONPROFIT DMO) Budget Form (Adopted October 14, 2022)

Name of Government: City of Isle of Palms
Contact Person: Debra Hamilton
Phone: (843) 886-6428
Email: dhamilton@iop.net
Name of Organization Designated to Receive Special Fund:* Charleston Area Convention & Visitors Bureau / Explore Charleston
Atax Amount: \$1,134,000 (Budgeted Revenue)

*Only one organization per form. Please duplicate this form as necessary.

<u>Project Category and Brief Explanation</u>	<u>Budgeted Expenses for 25-26</u>	<u>Budgeted Expenses for 26-27</u>
1. Advertising & Marketing	\$680,344	\$886,345
3. Marketing Support	\$218,055	\$216,424
4. Group Sales	\$67,040	\$106,931
5. Media Efforts	\$131,094	\$108,203
6. Visitor Services (Center, Call/Chat Centers)	\$4,000	\$227,874
Total:	\$1,100,533	\$1,545,777

Project Categories - All must attract or provide for tourists.

- | | |
|--|---|
| 1 - Advertising (Print, digital, broadcast, social, etc.) | 5 - Media Efforts |
| 2 - Promotional Materials/Publications | 6 - Visitor Services (Centers, Call/Chat Centers) |
| 3 - Marketing support (creative, photography, videography) | 7 - Other |
| 4 - Group Sales Efforts and Tradeshow | |

Certification that the Local Accommodations Tax Advisory Committee Reviewed Budgets Submitted and Made Recommendations per Section 6-4-25 of the SC Code of Laws. (Please type YES or NO below. If NO, please offer explanation)

Use space below to offer brief explanation of difference between budget and actual expenses or attach supplemental documentation from DMO.

Save as an Excel or PDF Document and Return to Tourism Expenditure Review Committee via email at damita.holcomb@dor.sc.gov

City of Isle of Palms
State Accommodations Tax
Balance Sheet
as of April, 2026

	4/30/2025	4/30/2026
CASH @ TRUIST	\$ 172,426	\$ 165,273
CASH @ SC LOCAL GOVERNMENT INVESTMENT POOL	5,907,307	6,164,805
ACCOUNTS RECEIVABLE	-	-
AMOUNTS DUE FROM OTHER FUNDS	-	-
	<hr/>	<hr/>
TOTAL ASSETS	6,079,734	6,330,079
	<hr/>	<hr/>
ACCOUNTS PAYABLE	11,893	(23)
AMOUNTS DUE TO OTHER FUNDS	84,172	-
	<hr/>	<hr/>
TOTAL LIABILITIES	96,065	(23)
	<hr/>	<hr/>
FUND BALANCE Beginning	4,893,009	5,754,886
Excess Revenues Over/(Under) Expenditures	1,090,659	575,216
FUND BALANCE	5,983,669	6,330,102
	<hr/>	<hr/>
TOTAL LIABILITIES & FUND BALANCE	\$ 6,079,734	\$ 6,330,079
	<hr/>	<hr/>

City of Isle of Palms
State Accommodations Tax
Revenue Statement for the 10 Months Ending April 30, 2026
Fiscal Year Ending June 30, 2026

Type	Description	FY2026 YTD Balance	FY2026 Annual Budget	Variance (Actual to Budget)
Revenues				
	September Quarterly Payment from State	1,469,280	1,327,726	141,554
	December Quarterly Payment from State	579,630	544,708	34,921
	March Quarterly Payment from State		374,487	(374,487)
	June Quarterly Payment from State		1,157,505	(1,157,505)
	YTD Interest Income	188,574	166,348	22,226
	Grand Total	2,237,484	3,570,774	(1,333,290)

State Accommodations Tax
Detailed Expense Statement for the 10 Months Ending April 30, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Public Restroom Operations					
Dominion	YTD electricity for restrooms	534	750		
IOP WSC	YTD water & irrigation	8,137	12,500		
Blitch, Steady Hands Painting, AAA Fence Co. etc.	YTD maintenance	10,016	45,000		
Port City Paper	YTD paper & cleaning supplies	7,074	11,000		
SCMIRF/Wright Flood	YTD property & flood insurance	9,238	10,940		
Irrigation By Design	YTD Backflow Testing	100	80		
Quality Touch Cleaning	YTD cleaning	23,265	40,000		
IOP Payroll	YTD attendant	18,832	30,465		
		77,197	150,735		73,538
Beach Barrel & Front Beach Business District Trash Pickup					
JLG Enterprise LLC/Trident Waste & Recycling	YTD beach trash pickup per contract				
		38,952	85,000		46,048
Irrigation at Breach Inlet Sign					
IOP WSC	YTD irrigation				
		398	400		2
Non- Capital					
Maintain Benches at Parks			5,000		
Beach Wheelchairs and Maintenance			1,000		
		-	6,000		6,000
Beach Trash Barrels					
Beach Trash Cans					
		4,737	7,500		2,763
		4,737	7,500		2,763

IOP Promotions & Events

State Accommodations Tax
Detailed Expense Statement for the 10 Months Ending April 30, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Connector Run		7,500	7,500		
Easter Egg Hunt		4,471	4,500		
Music Events			4,500		
		11,971	16,500		4,529
Programs & Sponsorship					
Provisional Events Approved By Committee			75,000		
Island School Literacy		35,000			
SC Lutheran Retreat Center		10,000			
YWCA		5,000			
July 4th Fireworks		22,707	51,000		
		72,707	126,000		53,293
Charleston CVB - 30% Tourism Promotion Funds					
Charleston Area CVB	30% distribution for Sept Qtr	463,983			
Charleston Area CVB	30% distribution for Dec Qtr	183,041			
Charleston Area CVB	30% distribution for Mar Qtr				
Charleston Area CVB	30% distribution for Jun Qtr				
State Mandated 30% Transfer			1,007,081		
CVB Quarterly Shared Payroll			34,000		
		647,024	1,041,081		394,057
Tourism Promotion Funds					
City Hall's Visitor T-Shirt/Promotions	CVB Shared Payroll Paid By CVB & Credit for Walkability Study	(43,077.95)	15,000		
Walkability Study		19,764			
		(23,314)	15,000		38,314
Transfer to IOP Marina for 75% of Bond Debt Service					
Isle of Palms Marina Enterprise Fund			249,864	-	249,864

State Accommodations Tax
Detailed Expense Statement for the 10 Months Ending April 30, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A FY2026 YTD Balance	B FY2026 Annual Budget	C Committee Approved	B+C-A Variance (Actual to Budget)
Police					
Body Armor		5,738	7,500		
		5,738	7,500		1,762
Capital Outlay					
Police					
ATV		25,242	22,000		(3,242)
Speed Radar & Trailer		19,009	20,000		991
PSB Gate		5,043	6,000		957
Computer Server		-	18,000		18,000
		49,293	66,000	-	16,707
Fire					
Thermal Imaging Camera		8,566	20,000		
Rescue Boat			100,000		
PSB Gate		5,040	6,000		
		13,605	126,000		112,395
Public Works					
Waterway Blvd Multi-Use Path			520,000		
1/3 Rear Loader Garbage Truck		102,569	106,667		
		102,569	626,667		524,098
Recreation					
Reconstruct 2 Tennis Courts			65,000		
Playground Equipment		4,623	20,000		
		4,623	85,000		80,377
Front Beach & Restrooms					
To Repair 4500 Linear Ft of Sidewalk			70,000		

State Accommodations Tax
Detailed Expense Statement for the 10 Months Ending April 30, 2026
Fiscal Year Ending June 30, 2026

Vendor	Description	A	B	C	B+C-A
		FY2026 YTD Balance	FY2026 Annual Budget	Committee Approved	Variance (Actual to Budget)
Resurface City Owned Parts of Ocean Blvd			25,000		
		-	95,000		95,000
Fire Dept Debt Service on 75' Ladder Truck					
Truist Govt Finance	75' Ladder Truck - Principal		85,483		85,483
	75' Ladder Truck - Interest		6,431		6,431
		-	91,914	-	91,914
Unexpended Projects/Miscellaneous					
	GF-Public Relations & Tourism Coordinator	23,170	42,101		
	GF-Firefighters (3)	294,126	294,127		
	GF-Paramedics (3)	339,470	339,470		
	GF-Police Officer (2)		212,427		
	GF-ALL Beach Service Officers & Marina Parking Attendant		60,027		
	GF-Police Overtime		20,000		
	GF-SRT Coordinator		79,224		
	GF-Code Enforcement Officer		80,077		
	MF-Beach Run Sponsorship		3,000		
	MF- Marina Green Space		50,000		
	Miscellaneous		1,000		
		656,766	1,181,453		524,686
Grand Total		1,662,268	3,977,614	-	2,069,637

City of Isle of Palms
SC State Accommodations Tax

Total State Atax Received from SC Treasurer

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	532,879	189,711	55,395	394,752	1,172,737	
FY12	653,545	289,771	62,947	456,073	1,462,336	25%
FY13	675,341	283,750	82,388	443,861	1,485,340	2%
FY14	774,983	262,670	87,506	558,702	1,683,861	13%
FY15	783,479	283,054	92,269	575,444	1,734,246	3%
FY16	804,398	282,321	108,240	567,694	1,762,653	2%
FY17	807,457	281,373	100,997	633,111	1,822,939	3%
FY18	803,215	318,255	116,670	641,995	1,880,136	3%
FY19	846,664	318,661	164,861	692,063	2,022,250	8%
FY20	899,029	285,557	142,616	379,931	1,707,133	-16%
FY21	858,508	393,960	209,721	1,007,541	2,469,730	45%
FY22	1,331,176	540,555	265,979	1,369,717	3,507,427	42%
FY23	1,471,275	560,834	286,190	1,420,714	3,739,013	7%
FY24	1,410,977	550,458	291,998	1,276,103	3,529,536	-6%
FY25	1,497,161	616,480	399,770	1,276,190	3,789,601	7%
FY26	1,552,861	616,386			2,169,247	3%

Total State Atax Transferred to Charleston CVB (30%)

	Qtr 1 July-Sept	Qtr 2 Oct-Dec	Qtr 3 Jan-Mar	Qtr 4 Apr-June	Fiscal Year Total	Increase/ Decrease
FY11	157,989	55,038	14,743	116,551	344,321	
FY12	194,188	85,056	17,009	134,947	431,201	25%
FY13	200,727	83,250	22,841	131,283	438,102	2%
FY14	230,620	76,926	24,377	165,736	497,658	14%
FY15	233,169	83,041	25,806	170,758	512,774	3%
FY16	239,444	82,821	30,597	168,433	521,296	2%
FY17	240,362	82,537	28,424	188,058	539,382	3%
FY18	239,090	93,602	33,126	190,723	556,541	3%
FY19	252,124	93,723	47,583	205,744	599,175	8%
FY20	267,834	83,792	40,910	112,104	504,640	-16%
FY21	255,677	116,313	61,041	300,387	733,419	45%
FY22	397,475	160,292	77,919	409,040	1,044,726	42%
FY23	439,505	166,375	83,982	415,472	1,105,334	6%
FY24	421,418	163,262	85,724	380,956	1,051,360	-5%
FY25	447,273	183,069	118,056	380,982	1,129,380	7%
FY26	463,983	183,041			647,024	3%

City of Isle of Palms, SC
 FY27 Budget Planning Model
 Scenario 1
 State Accommodations Tax Fund

	Actual 2024	Actual 2025	Forecast 2026	Projected 2027	Projected 2028	Projected 2029	Projected 2030	Projected 2031	Projected 2032	Projected 2033	Projected 2034	Projected 2035	Projected 2036		Actual 2025	Forecast 2026	Increase/Decrease From Actual 2025	Projected 2027	Increase/Decrease From Forecast 2026	
Revenues:																				
50-3450.4105 ACCOMMODATIONS TAX-RELATED	2,277,948	2,446,991	2,474,716	2,524,210	2,574,695	2,626,188	2,678,712	2,732,286	2,786,932	2,842,671	2,899,524	2,957,515	3,016,665	Budget based on 2% increase of most recent 12 month actual collections. Long-term forecast assumes 2% annual increase.	2,446,991	2,474,716	27,725	2,524,210	49,494	
50-3450.4107 ACCOMMODATIONS TAX-PROMO	1,051,361	1,129,380	1,130,747	1,164,669	1,187,963	1,211,722	1,235,956	1,260,676	1,285,889	1,311,607	1,337,839	1,364,596	1,391,888	Budget based on 2% increase of most recent 12 month actual collections. Long-term forecast assumes 2% annual increase.	1,129,380	1,130,747	1,367	1,164,669	33,922	
50-3500.4505 INTEREST INCOME	269,127	247,037	220,497	172,077	186,868	217,325	247,259	277,438	309,343	336,088	350,557	357,723	277,961	Interest income based on 3% annual rate of LGIP investment balance.	247,037	220,497	(26,540)	172,077	(48,420)	
<i>Growth</i>	105.59%	-8.21%	-10.74%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%	3.00%		n/a	-10.74%	n/a	-21.96%	n/a	
50-3450.4111 GRANT INCOME	12,352	4,184	-	4,001	-	-	-	-	-	-	-	-	-	SCMIT grant for 50% reimbursement of body armor	4,184	-	(4,184)	4,001	4,001	
<i>Growth</i>	n/a	-66.13%	-100.00%	-4.38%	-100.00%	1.00%	1.00%	1.00%	1.00%	1.00%	-100.00%	1.00%	1.00%		n/a	-100.00%	n/a	n/a	n/a	
Proposed Operating Revenue																				
Recurring Annually	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Structured	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Total - Proposed Operating Revenue																				
Total revenues	3,610,788	3,827,592	3,825,960	3,864,957	3,949,525	4,055,236	4,161,927	4,270,400	4,382,164	4,490,366	4,587,920	4,679,833	4,686,514		3,827,592	3,825,960	(1,632)	3,864,957	38,997	
Actual growth	-1.32%	6.00%	-0.04%	1.02%	2.19%	2.68%	2.63%	2.61%	2.62%	2.47%	2.17%	2.00%	0.14%		#DIV/0!	n/a	n/a	0.98%	1.02%	
Expenditures:																				
Audit	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
50-4120.5020 ELECTRIC AND GAS	-	735	-	-	-	-	-	-	-	-	-	-	-		735	-	(735)	-	-	
50-4120.5022 WATER AND SEWER	324	337	400	404	410	416	422	429	435	442	448	455	462	Irrigation at Breach Inlet sign	337	400	63	404	4	
50-4120.5025 NON-CAPITAL TOOLS & EQUIPMENT	394	5,341	6,000	6,150	6,304	6,461	6,623	6,788	6,958	7,132	7,310	7,493	7,681	Add/replace/maintain benches, etc. at Carmen R Bunch and Leola Hanbury parks (\$1k) and provision for addition/maintenance of beach wheelchairs (\$5k)	5,341	6,000	659	6,150	150	
50-4120.5077 PROGRAMS/SPONSORSHIPS	73,578	89,887	126,000	136,080	126,554	129,718	132,961	136,285	139,692	143,185	146,764	150,433	154,194	Provision for events and sponsorships approved by the Accommodations Tax Advisory Committee \$75K and July 4th Fireworks show increased to (\$61K) based on contract and additional for US 250th anniversary, and incidentals.	89,887	126,000	36,113	136,080	10,080	
50-4120.5079 MISCELLANEOUS	-	-	1,000	1,025	1,051	1,077	1,104	1,131	1,160	1,189	1,218	1,249	1,280		-	1,000	1,000	1,025	25	
50-4120.5090 TOURISM PROMOTION EXP	1,021,403	1,111,710	1,114,081	1,140,819	1,169,339	1,198,573	1,228,537	1,259,251	1,290,732	1,323,000	1,356,075	1,389,977	1,424,727	Includes State-mandated 30% transfer of State Accommodations Tax less 45% for City's Public Information Office salary & fringe) to one or more DMOs (Designated Marketing Organizations) that have an "existing, ongoing tourism promotion program" or a DMO that can demonstrate that "it can develop an effective tourism promotion program". City Council could continue to designate the Charleston Area CVB/Explore Charleston as the City's only DMO and/or designate another organization that meets the State's requirements. Also includes \$15k for City Hall visitor T-shirt/promotional programs.	1,111,710	1,114,081	2,371	1,140,819	26,738	
Total - General Government	1,095,699	1,208,010	1,247,481	1,284,478	1,303,658	1,336,246	1,369,648	1,403,885	1,438,977	1,474,947	1,511,817	1,549,608	1,588,343		1,208,010	1,247,481	39,471	1,284,478	36,997	
50-0000.0000 Audit	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
50-4420.5025 NON-CAPITAL TOOLS & EQUIPMENT	11,718	3,384	7,500	18,000	18,450	18,911	19,384	19,869	20,365	20,874	21,396	21,931	22,480	Soft body armor for 9 employees and Force on Force Training Walls	3,384	7,500	4,116	18,000	10,500	
Total - Public Safety	11,718	3,384	7,500	18,000	18,450	18,911	19,384	19,869	20,365	20,874	21,396	21,931	22,480		3,384	7,500	4,116	18,000	10,500	
50-4620.5079 MISCELLANEOUS	2,799	6,945	7,500	7,688	7,880	8,077	8,279	8,486	8,698	8,915	9,138	9,366	9,601		6,945	7,500	555	7,688	187	
Total - Public Works	2,799	6,945	7,500	7,688	7,880	8,077	8,279	8,486	8,698	8,915	9,138	9,366	9,601		6,945	7,500	555	7,688	187	
50-4830.5092 SPECIAL ACTIVITIES	15,163	14,881	16,500	16,500	16,913	17,335	17,769	18,213	18,668	19,135	19,613	20,104	20,606	Connector Run \$7.5k, Easter Egg \$4.5k, Music Festival \$4.5k	14,881	16,500	1,619	16,500	-	
Total - Recreation	15,163	14,881	16,500	16,500	16,913	17,335	17,769	18,213	18,668	19,135	19,613	20,104	20,606		14,881	16,500	1,619	16,500	-	
50-0000.0000 Audit	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
50-5620.5020 ELECTRIC AND GAS	631	609	675	763	782	801	821	842	863	885	907	929	953	Dominion Energy estimated rate increase 13%.	609	675	66	763	88	
50-5620.5022 WATER AND SEWER	11,922	12,925	11,500	11,845	12,023	12,203	12,386	12,572	12,760	12,952	13,146	13,343	13,543	Includes outside showers	12,925	11,500	(1,425)	11,845	345	
50-5620.5026 MAINT & SERVICE CONTRACTS	14,685	13,309	29,165	30,623	31,389	32,173	32,978	33,802	34,647	35,513	36,401	37,311	38,244	Includes \$20,000 for maintenance of public restrooms and allowance to rehab approx. 250 Ft of white fencing in front beach areas as needed.	13,309	29,165	15,856	30,623	1,458	
50-5620.5044 CLEANING/SANITARY SUPPLY	9,210	10,134	11,000	11,275	11,557	11,846	12,142	12,445	12,757	13,076	13,402	13,737	14,081	Cleaning supplies for front beach restrooms	10,134	11,000	866	11,275	275	
50-5620.5062 INSURANCE	10,911	10,397	10,500	10,710	10,924	11,143	11,366	11,593	11,825	12,061	12,302	12,548	12,799	General Liability SCMIRF and Flood Wright National	10,397	10,500	103	10,710	210	
50-5620.5065 PROFESSIONAL SERVICES	80	-	100	100	100	100	100	100	100	100	100	100	100	Backflow tests	-	100	100	100	-	
50-5620.5067 CONTRACTED SERVICES	108,277	114,730	159,000	196,365	201,274	206,306	211,464	216,750	222,169	227,723	233,416	239,252	245,233	Includes \$40k for year-round cleaning and maintenance of public restrooms and \$156k Trident Waste year-round business district (on street) & beach trash collection.	114,730	159,000	44,270	196,365	37,365	
Total - Non-Departmental	155,716	162,104	221,940	261,681	268,048	274,572	281,256	288,105	295,121	302,310	309,675	317,222	324,954		162,104	221,940	221,940	261,681	39,741	
50-4120.5085 Capital Outlay	-	-	-	-	-	-	-	-	-	-	-	-	-	PD- SUV \$64k, server \$18k, solar radar sign \$8.5k, Civic RMS software \$70k, AL traffic signal \$100k, FD-BC truck \$75k, flat bottom boat \$25k, RD-playground equipment \$20k, basketball goals \$22k, Tennis court \$62.5K, FB- resurface Ocean Blvd \$100k, repair sidewalks Ocean Blvd \$70k, future expense	-	-	-	-	-	
Cash Funded (Dashboard)	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Cash Funded (CIP)	365,681	216,024	815,667	660,000	447,000	184,500	678,000	391,500	346,000	223,000	627,500	304,500	885,500		216,024	815,667	599,643	660,000	(155,667)	
Proposed Operating Expenses																				
Recurring Annually	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Structured	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Total - Proposed Operating Expenses																				
Debt service (existing):																				
50-4520.5009 Principal	82,439	83,815	83,815	87,048	88,641	90,263	-	-	-	-	-	-	-	Debt service for 75' ladder truck.	83,815	83,815	-	87,048	3,233	
50-4520.5011 Interest	9,476	8,099	8,099	4,867	3,274	1,652	-	-	-	-	-	-	-	Debt service for 75' ladder truck.	8,099	8,099	-	4,867	(3,232)	
Total - Debt service (existing):	91,915	91,914	91,914	91,915	91,915	91,915	-	-	-	-	-	-	-		91,914	91,914	-	91,915	1	
Debt service (proposed):																				
Principal repayments	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Interest	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Total - Debt service (proposed):	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Total expenditures	1,738,692	1,703,262	2,408,502	2,340,261	2,153,864	1,931,556	2,374,335	2,130,056	2,127,830	2,049,182	2,499,140	2,222,731	2,851,483		1,703,262	2,408,502	867,344	2,340,261	(68,241)	
Actual growth	-2.07%	-2.04%	41.41%	-2.83%	-7.96%	-10.32%	22.92%	-10.29%	-0.10%	-3.70%	21.96%	-11.06%	28.29%		-2.04%	n/a	n/a	37.40%	-2.83%	
Revenues over (under) expenditures	1,872,096	2,124,330	1,417,458	1,524,696	1,795,662	2,123,680	1,787,592	2,140,344	2,254,335	2,441,184	2,088,781	2,457,103	1,835,030		2,124,330	1,417,458	(868,976)	1,524,696	107,238	
Other Financing Sources (Uses):																				
Sale of Assets	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Lease Liabilities	-	68,968	-	-	-	-	-	-	-	-	-	-	-		68,968	-	(68,968)	-	-	
50-3900.4901 Transfers in	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	
Transfers in	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-	

City of Isle of Palms, SC
 FY27 Budget Planning Model
 Scenario 1
 State Accommodations Tax Fund

	Actual 2024	Actual 2025	Forecast 2026	Projected 2027	Projected 2028	Projected 2029	Projected 2030	Projected 2031	Projected 2032	Projected 2033	Projected 2034	Projected 2035	Projected 2036		Actual 2025	Forecast 2026	Increase/Decrease From Actual 2025	Projected 2027	Increase/Decrease From Forecast 2026
Revenues:																			
From General Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Capital Projects Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Municipal Accommodations Fee Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Hospitality Tax Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Beach Preservation Fee Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Marina Enterprise Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Victim Assistance Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
From Recreation Building Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Total - Transfers in	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
50-3900.5901 Transfers out	-	(1,331,421)	-	-	-	-	-	-	-	-	-	-	-		(1,331,421)	-	1,331,421	-	-
4.8% To General Fund	(1,355,544)	(1,060,994)	(1,157,917)	(659,510)	(662,465)	(689,893)	(690,042)	(689,539)	(1,039,899)	(1,339,606)	(1,704,535)	(1,850,219)	(2,300,000)	Transfer for PD \$125.4k, fire \$ 257.8k, general \$34k, PW \$34k, building \$87.3k, Rec \$3k	(1,060,994)	(1,157,917)	(96,923)	(659,510)	498,407
0.0% To Capital Projects Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
0.0% To Municipal Accommodations Fee Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
0.0% To Hospitality Tax Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
To Beach Preservation Fee Fund	-	-	-	(491,446)	-	-	-	-	-	-	-	-	(5,283,353)	Transfers to Beach preservation fee fund for beach renourishment.	-	-	-	(491,446)	(491,446)
1.0% To Marina Enterprise Fund	-	(386,300)	(249,864)	(250,006)	(250,051)	(249,999)	(249,850)	(250,353)	(249,993)	(250,286)	(250,465)	(249,781)	-	Transfers to Marina Fund for debt service for dock.	(386,300)	(249,864)	136,436	(250,006)	(142)
0.0% To Victim Assistance Fund	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
0.0% To Recreation Building Fund	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	(3,000)	Transfer for Rec \$3k	(3,000)	(3,000)	-	(3,000)	-
Total - Transfers out	(1,133,147)	(1,331,421)	(1,410,781)	(1,403,962)	(915,516)	(942,892)	(942,892)	(942,892)	(1,292,892)	(1,592,892)	(1,958,000)	(2,103,000)	(7,586,353)		(1,331,421)	(1,410,781)	(79,360)	(1,403,962)	6,819
Total other financing sources (uses)	(1,133,147)	(1,262,453)	(1,410,781)	(1,403,962)	(915,516)	(942,892)	(942,892)	(942,892)	(1,292,892)	(1,592,892)	(1,958,000)	(2,103,000)	(7,586,353)		(1,262,453)	(1,410,781)	(148,328)	(1,403,962)	6,819
Net change in fund balances	738,949	861,877	6,677	120,734	880,145	1,180,788	844,700	1,197,452	961,443	848,292	130,781	354,103	(5,751,322)		861,877	6,677	(1,017,304)	120,734	114,057
Fund Balances:																			
Nonspendable																			
<placeholder>	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Total - Nonspendable	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Restricted																			
Tourism Related	4,893,009	5,504,887	5,511,564	5,632,298	6,512,443	7,693,231	8,537,931	9,735,383	10,696,826	11,545,118	11,675,898	12,030,001	6,278,678		5,504,887	5,511,564	6,677	5,632,298	120,734
Total - Restricted	4,893,010	5,504,887	5,511,564	5,632,298	6,512,443	7,693,231	8,537,931	9,735,383	10,696,826	11,545,118	11,675,898	12,030,001	6,278,678		5,504,887	5,511,564	6,677	5,632,298	120,734
Assigned																			
Front Beach Maintenance	-	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000		250,000	250,000	-	250,000	-
Total - Assigned	-	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000	250,000		250,000	250,000	-	250,000	-
Unassigned																			
Unassigned fund balance	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Total - Unassigned	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-	-	-
Total Fund Balance	4,893,010	5,754,887	5,761,564	5,882,298	6,762,443	7,943,231	8,787,931	9,985,383	10,946,826	11,795,118	11,925,898	12,280,001	6,528,678		5,754,887	5,761,564	6,677	5,882,298	127,411
Total Fund Balance - % of Revenues	135.5%	150.4%	150.6%	152.2%	171.22%	195.88%	211.15%	233.83%	249.80%	262.68%	259.94%	262.40%	139.31%		150.4%	150.6%	-409.1%	152.2%	0.0%
Unassigned Fund Balance - % of Revenues	0.0%	0.0%	0.0%	0.0%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.0%	0.0%	0.0%	0.0%	0.0%
Unassigned Fund Balance - % of Expenditures	281.4%	337.9%	239.2%	251.4%	313.97%	411.23%	370.12%	468.78%	514.46%	575.60%	477.20%	552.47%	228.96%		337.9%	239.2%	0.8%	251.4%	0.0%
Net Earnings	738,949	861,877	6,677	120,734	880,145	1,180,788	844,700	1,197,452	961,443	848,292	130,781	354,103	(5,751,322)		861,877	6,677	(1,017,304)	120,734	(741,143)

	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
1	City of Isle of Palms, SC																	
2	FY27 Budget Planning Model																	
3	Capital Improvement Plan																	
4	New, Major Changes, Deferred from FY26																	
5																		
6	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
7	On/Off	Description	Departments	Funding Type	Fund	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
40	On	Fire - State A-Tax	Fire	Cash	State Accommodations Tax Fund	5,570	49,628											
41	On	General Gov't - State A-Tax	General Government	Cash	State Accommodations Tax Fund	-	-											
42	On	IOP Marina - State A-Tax	IOP Marina	Cash	State Accommodations Tax Fund	-	-											
43	On	Non-Departmental - State A-Tax	Non-Departmental	Cash	State Accommodations Tax Fund	-	-											
44	On	Police - State A-Tax	Police	Cash	State Accommodations Tax Fund	47,084	166,396											
45	On	Public Works - State A-Tax	Public Works	Cash	State Accommodations Tax Fund	188,405	-											
46	On	Recreation - State A-Tax	Recreation	Cash	State Accommodations Tax Fund	124,622	-											
63	On	Court software replacement	General Government	Cash	State Accommodations Tax Fund													
64	On	Message boards at Connector and Breach Inlet	General Government	Cash	State Accommodations Tax Fund								-					
89	On	1 Patrol SUVs on average are replaced in the 6th year. (New Officers)	Police	Cash	State Accommodations Tax Fund				64000									
90	On	Beach services 4WD pickup	Police	Cash	State Accommodations Tax Fund					50,000								64,000
91	On	(2) 2025 Yamaha ATV Beach services utility	Police	Cash	State Accommodations Tax Fund			22,000		23,000			26,000				29,000	
92	On	Low speed vehicles (LSVs) for parking mgt	Police	Cash	State Accommodations Tax Fund								-					
93	On	Front Beach surveillance system (approx. 7 cameras)	Police	Cash	State Accommodations Tax Fund					35,000					40,000			
94	On	Computer servers per VC3 recommendation (need more information)	Police	Cash	State Accommodations Tax Fund			18,000	18000			21,000	22,000					26,000
95	On	Speed radar & trailer	Police	Cash	State Accommodations Tax Fund			20,000										
96	On	Solar radar sign	Police	Cash	State Accommodations Tax Fund				8500									
97	On	Police & Court Records Management System (cloudbase Civic RMS)	Police	Cash	State Accommodations Tax Fund			70000		21,500	22,000	22,500	23,000	23,500	24,000	24,500	25,000	25,500
98	On	Add automatic license plate reader for IOP Connector for investigative purposes. Recurring \$5k fee for subscription	Police	Cash	State Accommodations Tax Fund					13,000				15,000				
99	On	Taser (Conducted Energy Weapons) Upgrade	Police	Cash	State Accommodations Tax Fund													
100	On	Public Safety Building access control system (1/2 Police)	Police	Cash	State Accommodations Tax Fund													
101	On	Public Safety Drone (Drone as First Responder Software)	Police	Cash	State Accommodations Tax Fund													
102	On	PSB Gate 50%	Police	Cash	State Accommodations Tax Fund			6,000										
103	On	AI traffic signal	Police	Cash	State Accommodations Tax Fund				100000	12,000	12,000	12,000	12,000	12,000	12,500	12,500	12,500	12,500
141	On	2023 Ford Expedition C1001 Fire Chief Station 1	Fire	Cash	State Accommodations Tax Fund							85,000						
142	On	2019 Ford F-150 BC1004 Battalion Chief Station 1	Fire	Cash	State Accommodations Tax Fund				75000									75,000
143	On	2017 Sea-Doo Jet Ski JS1003 Station 1	Fire	Cash	State Accommodations Tax Fund						19,000				20,000			
144	On	2017 Alweld Boat B1017 Flat Bottom	Fire	Cash	State Accommodations Tax Fund				25000									
145	On	New Rescue Boat (25% City 75% FEMA Grant) Lead time 12 mths. Deferred until FY28. (If grant is not awarded need \$1M in FY29)	Fire	Cash	State Accommodations Tax Fund			100,000		100,000								
146	On	One Thermal imaging camera (we have 4) in future repl all at once	Fire	Cash	State Accommodations Tax Fund			20,000										
147	On	Cutters, spreader, hose and pump for "jaws of life" equip (City Portion 5% if grant is awarded)	Fire	Cash	State Accommodations Tax Fund					15,000								
148	On	2nd set of bunker gear (protective helmet, flash hood, coat, pants, boots & gloves) for all personnel (\$6,000*36). Approx 10-yr life	Fire	Cash	State Accommodations Tax Fund									216,000				
149	On	Exhaust system for both stations	Fire	Cash	State Accommodations Tax Fund													
150	On	Public Safety Building Access Control System Station 1 (1/2 FD & 1/2 PD)	Fire	Cash	State Accommodations Tax Fund													
151	On	Training mannequins (three fire rescue and two medical training mannequins) and Training SCBA Self Contained Breathing Apparatus	Fire	Cash	State Accommodations Tax Fund								25,000					
152	On	PSB Gate 50%	Fire	Cash	State Accommodations Tax Fund			6,000										
185	On	2006 Mack Packer (PW2) Rear Loader (18m LT) (Letter of Intent FY24) (Moved from FY25 to FY26 & \$250K to \$320K)	Public Works	Cash	State Accommodations Tax Fund			106,667										
186	Off	2009 Mack w/ 31yd Loadmaster Packer (PW24) Replace w/ side loader	Public Works	Cash	State Accommodations Tax Fund						435,000							
187	On	2018 Mack w/ 30yd Packer (PW27) (~ FY33)	Public Works	Cash	State Accommodations Tax Fund											510,000		
188	On	2018 Mack Flatbed (PW 28)	Public Works	Cash	State Accommodations Tax Fund							490,000						
189	On	2014 F150 4x4	Public Works	Cash	State Accommodations Tax Fund													
190	On	2019 Dodge Ram 1500 4x4 w/ 6 ft bed (PW-29) (Deferred from FY28 to FY31 to purchase 11yd rear loader FY27)	Public Works	Cash	State Accommodations Tax Fund								60,000					
191	On	Skid Steer purchased in FY16 - Deferred from FY27 to FY33 to purchase 11yd rear loader in FY27)	Public Works	Cash	State Accommodations Tax Fund										60,000			
192	Off	Front beach trash compactor purchased in FY15	Public Works	Cash	State Accommodations Tax Fund					60,000								
193	On	Rehab golf cart path along Palm Blvd connecting 18th and 20th Ave	Public Works	Cash	State Accommodations Tax Fund													50,000
194	On	Phase 3 - Waterway Blvd Multi-use path elevation. City is seeking grant funds to offset this cost.	Public Works	Cash	State Accommodations Tax Fund			520,000										
235	On	Playground Equipment 5-12 Big Toy & 2-5 year old Toddler Toy and pour & play surfacing. (Scoreboard -only with failure FY26+)	Recreation	Cash	State Accommodations Tax Fund			20,000	20000	20,500	21,500	22,500	23,500	24,500	25,500	26,500	27,000	27,500
236	On	Basketball scoreboard in gymnasium	Recreation	Cash	State Accommodations Tax Fund													
237	On	Acoustical Panels for Gymnasium	Recreation	Cash	State Accommodations Tax Fund													
238	On	Lights on soccer field (installed FY17 w/ 25yr warranty)	Recreation	Cash	State Accommodations Tax Fund													
239	On	Interior basketball goals with retractable system (FY40)	Recreation	Cash	State Accommodations Tax Fund													
240	On	John Deere Z-TRAK mower	Recreation	Cash	State Accommodations Tax Fund				0	15,000			-	16,000				
241	On	John Deere Tractor	Recreation	Cash	State Accommodations Tax Fund					25,000								
242	On	4 outdoor basketball goals and posts	Recreation	Cash	State Accommodations Tax Fund			22000						30,000				
243	On	Picnic Shelter design & construction	Recreation	Cash	State Accommodations Tax Fund					92,000								
244	On	Baseball, softball, tennis & basketball lights (FY37)	Recreation	Cash	State Accommodations Tax Fund													
245	On	Construct fitness room expansion	Recreation	Cash	State Accommodations Tax Fund													675,000
246	On	Equipment for fitness room expansion	Recreation	Cash	State Accommodations Tax Fund													120,000
247	On	Reconstruct 2 Tennis Courts	Recreation	Cash	State Accommodations Tax Fund			65,000	62500									
248	On	Covered trailer for events	Recreation	Cash	State Accommodations Tax Fund													
249	On	Gymnasium Flooring	Recreation	Cash	State Accommodations Tax Fund						85,000							
256	On	New benches in the Front Beach area	Police	Cash	State Accommodations Tax Fund			25,000										
257	On	Replace Front Beach irrigation system & repair associated infrastructure	Police	Cash	State Accommodations Tax Fund								175,000					

	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1																		
2	City of Isle of Palms, SC																	
3	FY27 Budget Planning Model																	
4	Capital Improvement Plan																	
5																		
6	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
7	On/Off	Description	Departments	Funding Type	Fund	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
258	On	Resurface City-owned portion of Ocean Blvd	Police	Cash	State Accommodations Tax Fund				100000									
259	On	Repair sidewalks on Ocean Blvd between 10th and 14th	Police	Cash	State Accommodations Tax Fund			70,000	70000									
260	On	Assign Fund Balance for Future Expenditures	Police	Cash	State Accommodations Tax Fund			25000		25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000

New, Major Changes, Deferred from FY26

RFP 2026-02: City Rebranding Proposals

Grading by _____

	Firm	Company Qualifications and Experience (20)	Proposed execution of the project and timeline (30)	Clarity & Completeness of the proposal. Extent to which the instructions in the RFP were followed. (20)	Total cost for branding designs, pallets, logos, research, and manual. Itemized cost and breakdown of services. (20)	Company references. (10)	Total (100)
1	Acevox						
2	Beckner Communications						
3	Black Dog Designs						
4	Blue Ion						
5	Blue Ridge Creative Marketing						
6	Brand Form Design						
7	CREATIV						
8	Destination by Design						

9	Digital Relativity						
10	Emerge Design Group						
11	Emily						
12	Flock and Rally						
13	Ground Floor Partners						
14	Hayse Devereaux						
15	JayRay						
16	King & Columbus						
17	Locality Studio						
18	Mandela Made						
19	Marketing Alliance						
20	Markstein Brandlab						
21	Matchstick Social						

22	Matter						
23	MC2						
24	MPA Media Corp						
25	Obviouslee						
26	Port City Media						
27	Pyxl						
28	Selbert Perkins Design						
29	Stingray Branding						
30	Studio Named Bermudez						
31	Trio Solutions						
32	Unanimous						
33	WeUsThem						
34	Zimmerman Agency						

City of Isle of Palms, South Carolina

Requests for Proposals RFP 2026-02

Summary

The City of Isle of Palms is soliciting proposals from experienced branding consultants, design agencies, or marketing firms to create a comprehensive brand strategy that markets the City as a family friendly, beach vacation destination.

The brand will be in alignment with the City's [Strategic](#) and [Comprehensive](#) Plans; represent the City's unique strengths and assets; be transferable across City departments and operations; and be effective in multiple media applications.

Input from key City staff members and City Council must be included in the development process to ensure that the design reflects the vision of City Council and the community as a whole.

The Consultant selected will be expected to provide multiple branding concepts and be prepared for revisions of the chosen brand concept. The brand identity will need to be effective in representing the Isle of Palms in any context, enhancing the perception of the Isle of Palms, and ultimately marketing The City as a family vacation destination.

Upon project completion, the Consultant is expected to provide all materials available in editable files for use in websites, publications, etc. Any logos and materials will be owned by the City of Isle of Palms and its partners and may only be used for the purposes defined in the brand standards.

Background

The Isle of Palms is primarily a residential community with world-class resort amenities and a relatively large commercial base when compared to most other barrier island communities in the area. Of the approximately 2,880 acres on the island, approximately 40.6 acres or 1.4 percent of the island is zoned commercial, excluding resort amenities within the gated section of Wild Dunes. Only a small portion of the commercially zoned land remains undeveloped.

The island's ocean beach, tidal marshland, and marinas constitute the most important economic assets. They are the main reason residents and tourists alike are drawn to the area. The desirability of living near these natural resources has created relatively high property values, which in turn raises the tax base. These same resources attract tourists, which results in accommodations tax revenue. This revenue is essential in the support of services and infrastructure.

The gated community of Wild Dunes includes the major resort, conference, golf and tennis facilities, as well as single-family and multi-family dwelling units. Destination Wild Dunes Incorporated (DWD) owns and operates these facilities and also manages rental properties within Wild Dunes.

Short-term rental of units in season is reaching capacity while unoccupied units remain during the off season.

Project Description

Branding is more than just the logo; it touches every aspect of the City's visual representation and the ways in which the City describes itself as a government (exhibit 1), and markets itself as an island destination (exhibit 2). Inconsistent use of the existing logo, including misuse of design elements such as color palette, not only weaken the City's brand identity, but it can also create doubt around official documents and City representatives. Presently, there are numerous preexisting graphic and textual representations of the City of Isle of Palms in official use that incorporate inconsistent design elements.

The project will include visual elements, messaging, and brand expression that reflects family vacation destination City of Isle of Palms and resonates with various stakeholders, including City Council and staff, residents and potential visitors. The Consultant selected will be expected to provide multiple branding concepts and be prepared for revisions of the chosen brand concept. The brand identity will need to be effective in representing City of Isle of Palms in any context.

Input from key City staff members, City Council, and the Charleston Area Convention & Visitors Bureau (CVB) must be included in the development process to ensure that the design reflects the vision of City Council and the community as a whole. The successful consultant will work closely with City of Isle of Palms staff and other identified stakeholders to create a new visual identity that captures the City's beach community character and has a family vacation appeal.



Exhibit 1



Exhibit 2

Scope of Work

The qualified Consultant will be responsible for the coordination of a fully completed brand and destination marketing. This work is to include project management, research, strategic planning, brand creative development, and an implementation plan:

A) Project Management

The Consultant will manage and lead all aspects of the project and coordination of any sub-consultants and all project activities, including meetings with staff, the CVB, and possible stakeholder groups. The Consultant will identify a project lead to act as the direct point of contact for City staff.

B) Brand, Vision, & Message Development

The firm selected will create a comprehensive brand strategy, including designing a seal and logo that effectively communicates the identity of the City, tagline, color palette, typography, iconography, and other essential branding elements that can be uniformly applied across departments and City communications including website, social media, official documents, etc.

The firm also will help the City with the creation of a vision statement aligning with the branding campaign. The design logo and messaging should allow for flexibility so that they may be used by all departments and for all programs and services.

C) Research

Research will be the basis for the development of a brand concept, creative elements and the overall brand initiative. The consultant will review strategies for the brand image and marketing campaign. In addition:

- a. Identifying the key elements of the City of Isle of Palms.
- b. Analysis of creative elements such as tag lines, slogans, mottos, and creative designs.
- c. Measures that will be used to determine if the branding effort is successful.
- d. Host at minimum one workshop with Isle of Palms City Council.

D) Deliverables

- a. An executive summary report with findings.
- b. All editable files and templates for common needs, such as signage, brochures, webpage layout, PowerPoint presentations, social media, report covers, letterheads, business cards, email signatures, etc.
- c. Create branding guidelines to ensure consistency in all communications and promotional efforts.

E) Strategic brand implementation and engagement

Guide the implementation of The City of Isle of Palm's new brand identity and identify ongoing strategies for communicating, maintaining, and enhancing the brand's value as a family friendly beach vacation destination over the first three years following introduction.

Identify both short- and long-term strategies and tactics for communicating the new brand, including a timeline, utilizing a variety of communication tools.

Provide guidance for the City of Isle of Palms team on how to implement and use the new brand.

Assist with creating a roll-out plan for the brand launch, including community events, digital campaigns, and other promotional activities.

F) Project Budget

The total budget for this project is \$50,000.

Deadline for Questions

2:00pm, Eastern Time, Wednesday, April 29, 2026.

Proposers should send questions regarding this Request for Proposals to Joshua Uys, Public Information Officer, in writing or email to juys@iop.net. Questions received before this deadline will be answered via addendum posted on the City's website at <http://www.iop.net/requests-for-bids-proposals>. Questions received after this deadline will not be answered

Submittal Instructions

Douglas Kerr
City Administrator
City of Isle of Palms
1207 Palm Boulevard
Post Office Box 508, Isle of Palms, South Carolina 29451

Deadline for Submissions

10:00am, Eastern Time Wednesday, May 6, 2026.

Proposals will be received at 1207 Palm Boulevard, Isle of Palms, South Carolina 29451 in a sealed envelope. Sealed envelopes must be clearly marked "RFP 2026.02, City Branding" and include one (1) hard copy and one (1) electronic copy saved to a USB flash drive.

It will be the responsibility of the proposers to verify receipt by the City. Proposals may be delivered by hand or by mail, but no proposal shall be considered which is not actually received by the City at the place, date and time appointed by the City and the City shall not be responsible for any failure, misdirection, delay or error resulting from the selection by any proposer of any means of delivery.

All proposals submitted shall include a current e-mail address. Once selection is complete, Notice of Award shall be posted on the City's website. Notice of Award and notices of non-award shall be sent to all Proposers via e-mail. Proprietary and/or Confidential Information: Your proposal is a public document under the South Carolina Freedom of Information Act (FOIA), except as to information that may be treated as confidential as an exception to disclosure under the FOIA. If you cannot agree to this standard, please do not submit your proposal. All information that is to be treated as confidential and/or proprietary must be CLEARLY identified, and each page containing confidential and/or proprietary information, in whole or in part, must be stamped and/or denoted as CONFIDENTIAL, in bold, in a font of at least 12-point type, in the upper right-hand corner of the page. All information not so denoted and identified will be subject to disclosure by the City. Proposers acknowledge and agree that the City will not be liable for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the respondent or any member of the respondent's organization as a result of, or arising out of, submitting a proposal, negotiating changes, or due to the City's acceptance or non-acceptance of the proposal or the rejection of any and all proposals. Proposers are responsible for submission of accurate, adequate and clear descriptions of the information requests. Neither issuance of the RFP, preparation and submission of a response, nor the subsequent receipt and evaluation of any response by the City of Isle of Palms will commit the City to award a contract to any respondent even if all the requirements in the RFP have been met. Proposers must have or be able to procure an Isle of Palms Business License. Firms considering submission under this RFP will be expected to have read and be prepared to enter into the attached contract, which is a part of this RFP. The City of Isle of Palms reserves the right to accept or reject any and all proposals, or any parts thereof; to waive irregularities or informalities in any proposal received to allow the proposal to be considered; to negotiate terms and conditions with Proposers; and to select a Proposer or to cancel in whole or in part this RFP, if it is in the best interest of the City to do so. Those proposals determined not to be in compliance with provisions of this RFP and the applicable laws and or regulations will not be processed.

By signing its proposal, proposer certifies that it will comply with the applicable requirements of Title 8, Chapter 14 of the South Carolina Code of Laws and agrees to provide the City upon request any documentation required to establish either: (a) that Title 8, Chapter 14 is inapplicable both to Bidder and its subcontractors or sub-subcontractors; or (b) that proposer and its subcontractors or sub-subcontractors are in compliance with Title 8, Chapter 14. Pursuant to Section 8-14-60, "A person who knowingly makes or files any false, fictitious, or fraudulent document, statement, or report pursuant to this chapter is guilty of a felony and, upon conviction, must be fined within the discretion of the court or imprisoned for not more than five years, or both." Proposer agrees to include in any contracts with its subcontractors language requiring its subcontractors to (a) comply with the applicable requirements of Title 8, Chapter 14 and (b) include in their contracts with sub-subcontractors, language.

Evaluation Criteria

Criteria	Points
Company Qualifications/Experience	20
Project approach and proposed execution of the project and timeline	30
Clarity & Completeness of the proposal: Extent to which the instructions in the RFP were followed. Accuracy in reflection of the project's assumptions & requirements.	20
Total cost for branding designs, pallets, logos, research, and branding package/manual. Itemized cost and breakdown of services	20
Company references	10
TOTAL	100

RFP 2026-02: City Rebranding Proposals

Grading by Joshua Uys

	Firm	Company Qualifications and Experience (20)	Proposed execution of the project and timeline (30)	Clarity & Completeness of the proposal. Extent to which the instructions in the RFP were followed. (20)	Total cost for branding designs, pallets, logos, research, and manual. Itemized cost and breakdown of services. (20)	Company references. (10)	Total (100)
1	Blue Ion	20	30	20	20	10	100
2	Destination by Design	20	20	20	20	10	100
3	Blue Ridge Creative Marketing	20	30	20	20	9	99
4	Black Dog Designs	20	30	20	20	8	98
5	Marketing Alliance	20	27	20	20	9	96
6	Mandela Made	20	27	17	20	10	94
7	Acevox	20	25	20	20	9	94
8	Pyxl	20	30	17	18	8	93
9	Obviouslee	20	27	20	18	9	94
10	Zimmerman Agency	20	28	18	17	10	93
11	Trio Solutions	20	27	18	18	10	93
12	Matchstick Social	20	25	20	18	10	93
13	WeUsThem	20	20	20	18	8	86
14	Markstein Brandlab	15	25	16	20	7	83

15	Port City Media	17	20	15	18	10	80
16	Unanimous	18	24	16	14	7	79
17	Beckner Communications	15	24	16	16	8	79
18	King & Columbus	15	20	17	20	7	79
19	JayRay	18	20	15	15	8	76
20	Selbert Perkins Design	18	25	12	10	10	75
21	Flock and Rally	20	20	15	5	10	70
22	MPA Media Corp	18	20	10	15	7	70
23	Stingray Branding	14	15	12	20	6	67
24	Digital Relativity	17	20	14	15	0	66
25	Hayse Devereaux	18	15	15	10	8	66
26	CREATIV	10	30	18	0	5	63
27	Emerge Design Group	15	15	15	10	7	62
28	Emily	10	10	15	10	5	50
29	Locality Studio	10	15	10	7	8	50
30	Brand Form Design	8	15	17	0	2	42
31	MC2	5	10	10	10	3	38
32	Studio Named Bermudez	10	15	10	0	2	32
33	Ground Floor Partners	5	10	5	5	4	29
34	Matter	0	10	4	0	0	14