



# City of Isle of Palms – Communications Dashboard

FACEBOOK FOLLOWERS



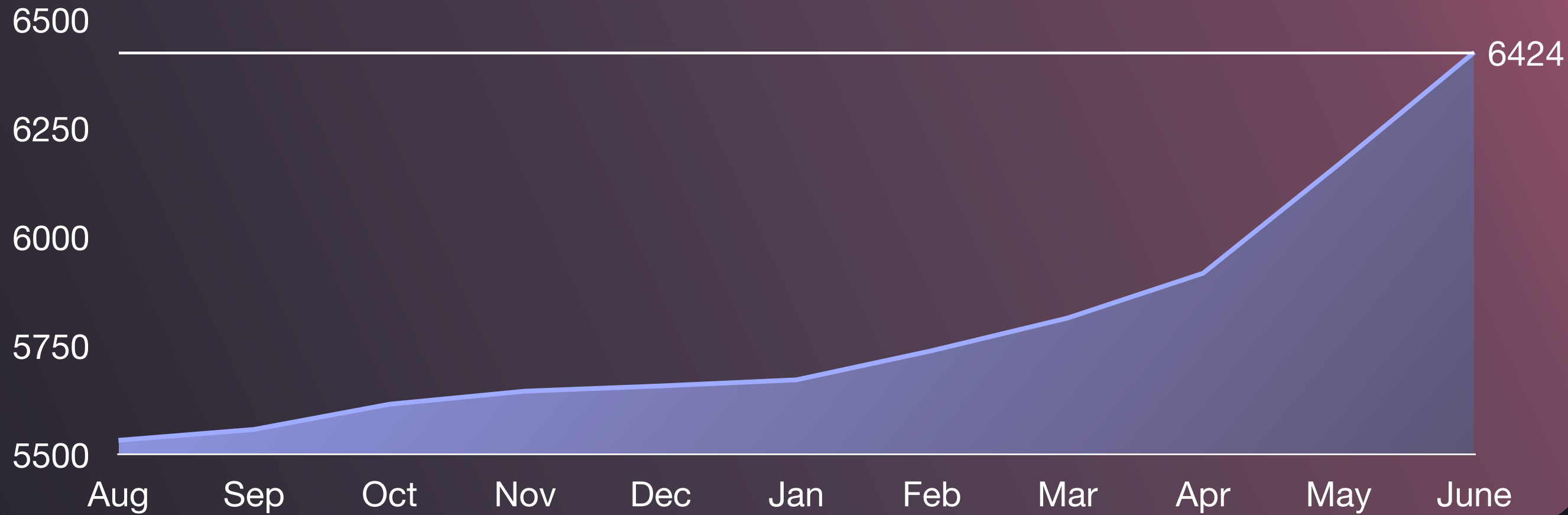
# 14,100

INSTAGRAM FOLLOWERS



# 6,200

EMAIL NEWSLETTER RECIPIENTS



SUNNIE SUBSCRIBERS

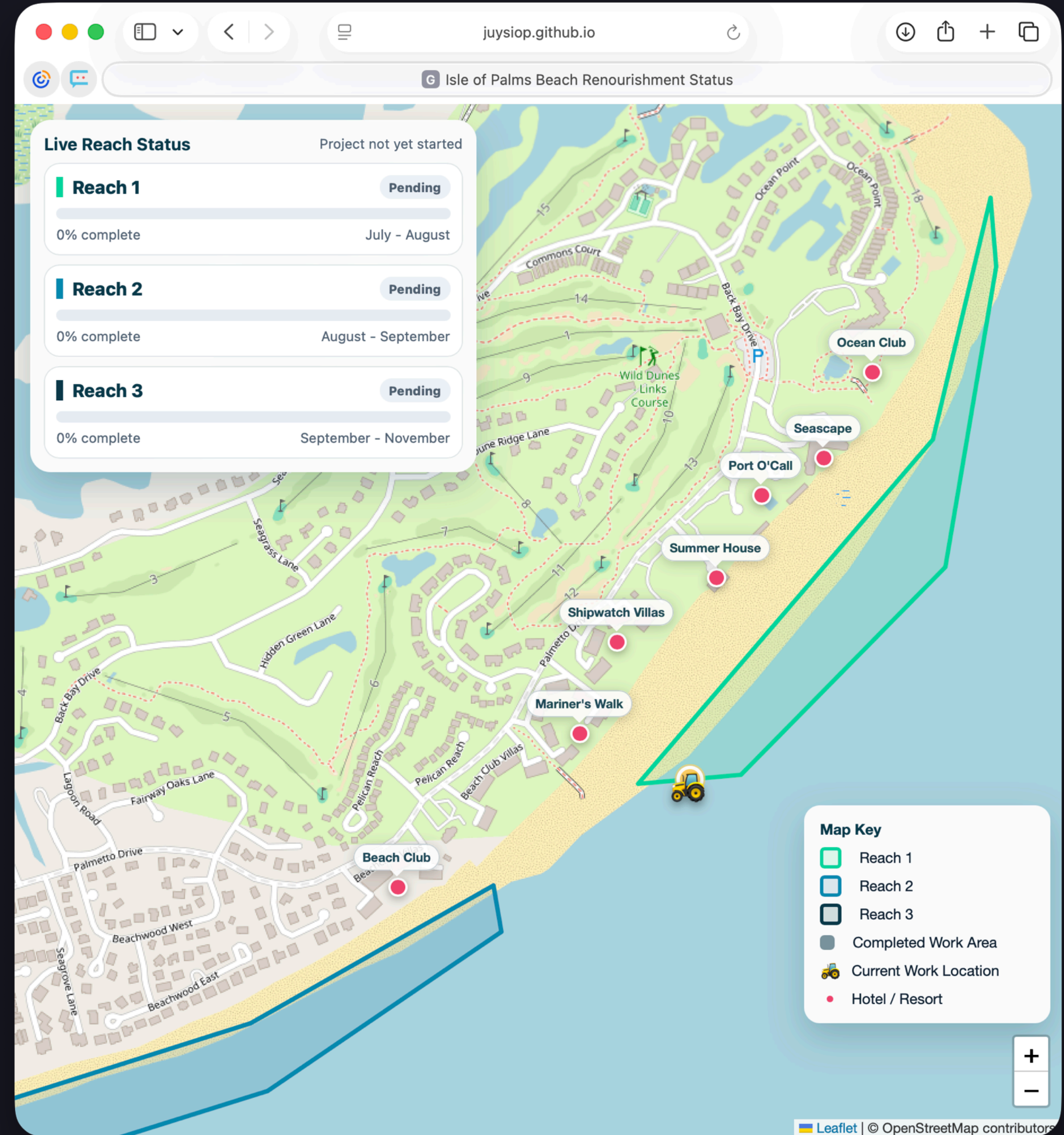


# 1,900

BEACH WEBPAGE VISITS



# 3,800 PER MONTH





# Website

## BEACH WEBPAGE VISITS



# 3,800

PER MONTH

## CROSS PROMOTED

All social media and newsletter viewers are directed to our website for the latest information

## GOOGLE ANALYTICS



### Most Viewed Pages

Displaying 1 - 7 of 487

Page Title	Views
<a href="#">City of Isle of Palms, SC</a>	8345
<a href="#">City-Managed Beach Restoration Projects   City of Isle of Palms, SC</a>	3819
<a href="#">Beach   City of Isle of Palms, SC</a>	3604
<a href="#">Beach Rules   City of Isle of Palms, SC</a>	2959
<a href="#">Parking   City of Isle of Palms, SC</a>	2471



# Social Media

## FACEBOOK GROUPS

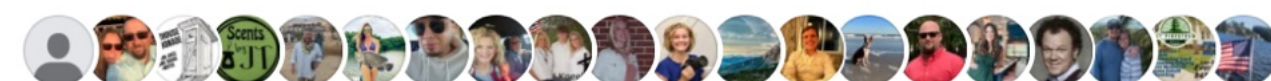
### Isle of Palms Visitors

Private group · 14.3K members

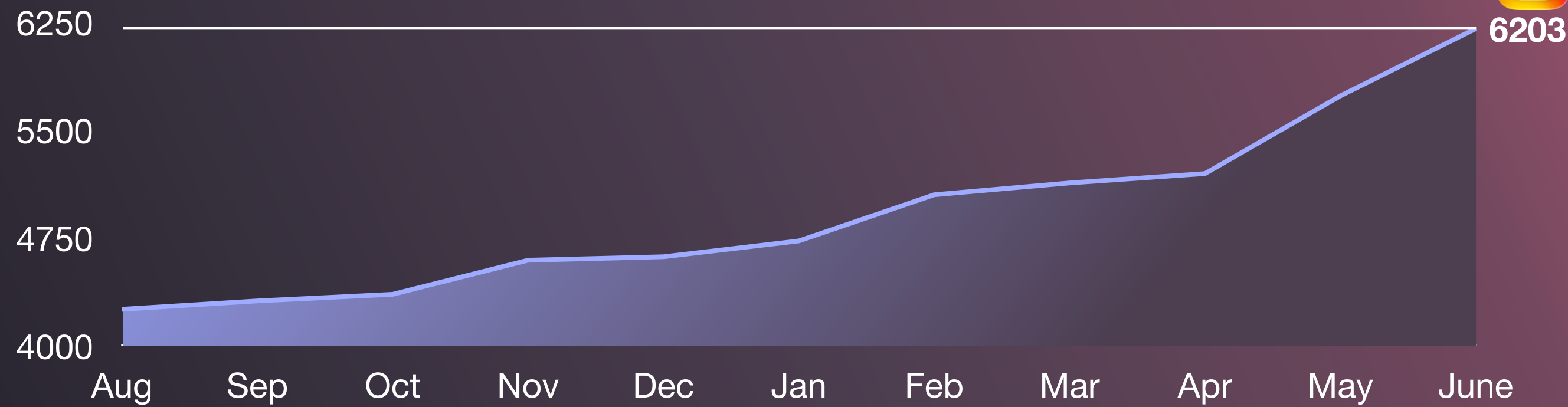


### Isle Of Palms Locals & Friends

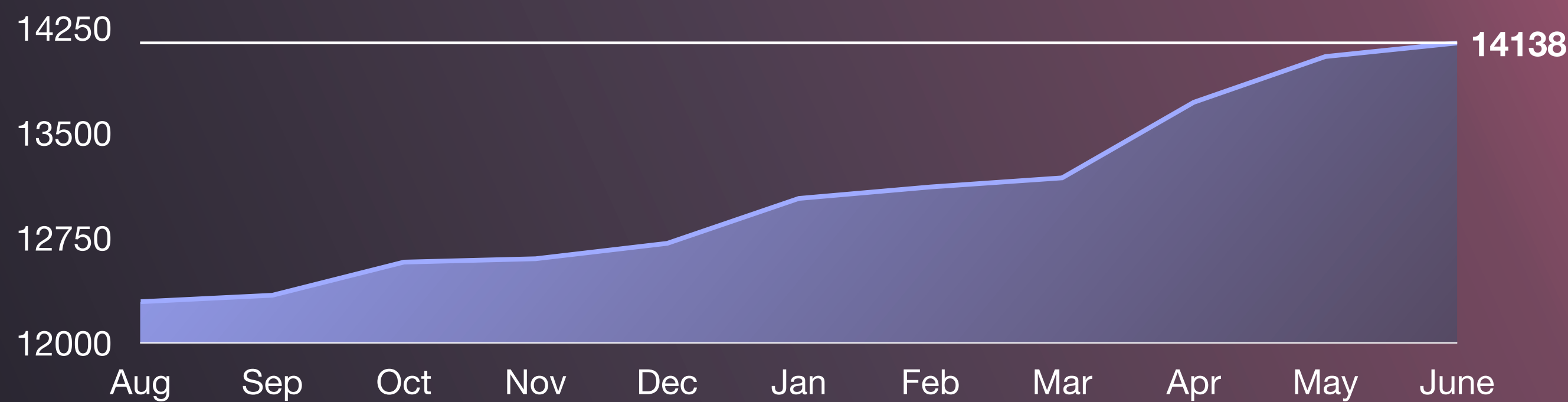
Private group · 15.4K members



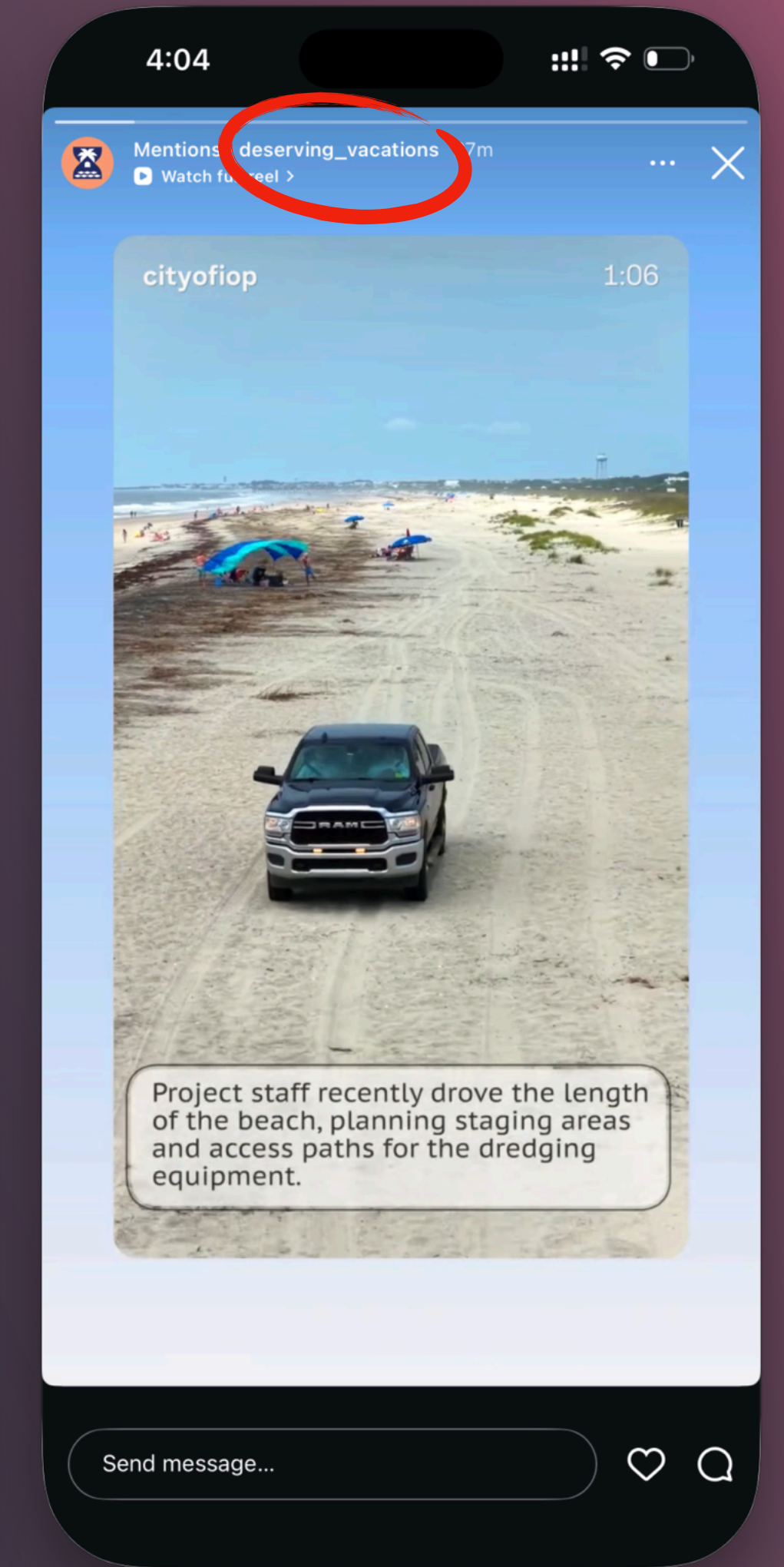
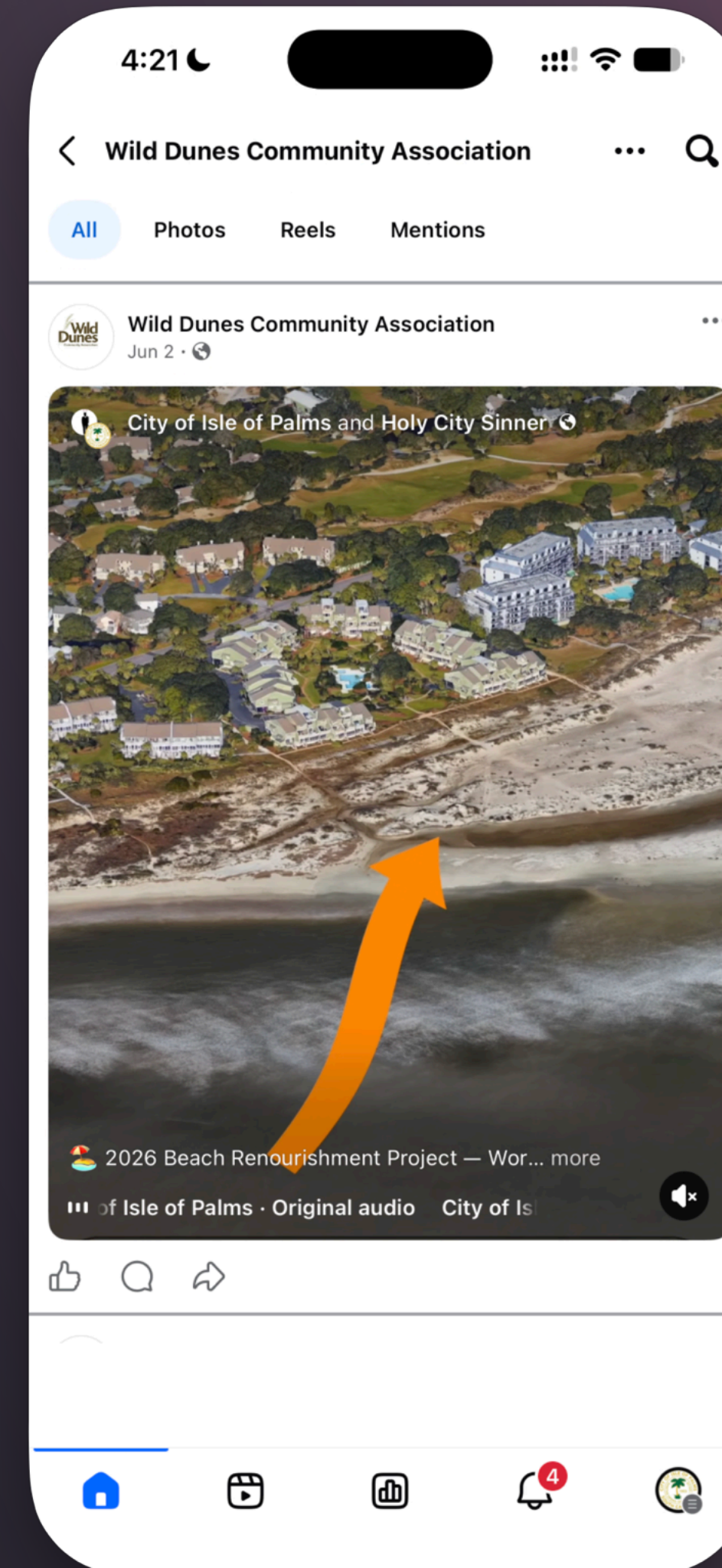
## INSTAGRAM FOLLOWERS



## FACEBOOK FOLLOWERS



Travel pages and property managers reshare our information





# Newsletter

NEWSLETTER SUBSCRIBERS



# 6,400

AVERAGE MONTHLY READERS



# ~4,000

## Links

Unique clicks

[Beach renourishment live status map](#)

Top performer 88 | 24%

[Beach restoration webpage](#)

70 | 19%

[4th of July safety video](#)

59 | 16%

[CSE's YouTube video of 2018 renourishment](#)

55 | 15%

[Post and Courier Rebranding Article](#)

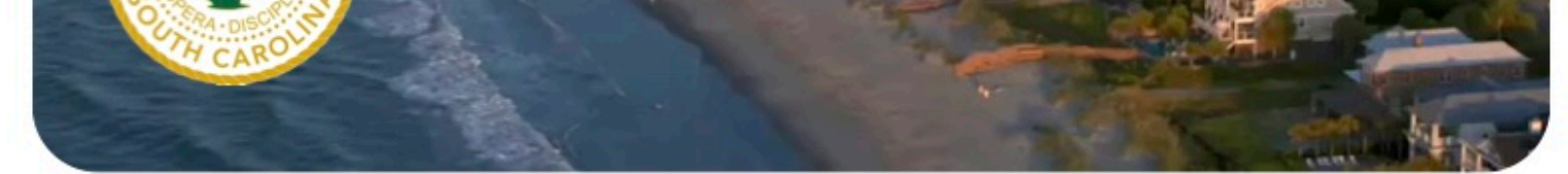
43 | 12%

[Beach webpage](#)

19 | 5%

[Beach run sign up](#)

13 | 3%



## When will construction begin?

Marinex will begin setting up their equipment during the first week of July, with sand pumping estimated to begin shortly after the 4<sup>th</sup> of July.

Construction is anticipated to progress at a rate of about 25,000 to 30,000 cubic yards per day, which equates to about 100-300 feet of progress per day.



Early July	<p><b>Mobilization:</b> Marinex will begin setting up their equipment during the first week of July.</p> <p>Much of the pipe is currently staged in Savannah, Georgia and being prepared for movement.</p>
Early July to Mid August	<p><b>Reach 1:</b> Sand placement will begin near Mariner's Walk and will progress northward to Ocean Point Dr.</p>
August to Early September	<p><b>Reach 2:</b> Sand placement will continue near the Wild Dunes Beach House and progress southward to 56<sup>th</sup> Ave.</p>
Mid September to November	<p><b>Reach 3:</b> Sand placement will start from the midpoint around 6<sup>th</sup> Ave. Construction will progress northward to the pier, and then southward to Breach Inlet.</p>

\*These dates are based on our latest estimates and subject to change. Check our beach



# News Releases

STR EMAIL BLAST



# 1,660

ISLAND EYE READERS



# 10,500

MONTHLY READERS

DIGITAL AND TV NEWS



THE LOWCOUNTRY'S NEWS LEADER

## IOP KICKS OFF BEACH RENOURISHMENT PROJECT

LIVE 6:47 75°  
 WATCH US ON ROKU

SPONSORED BY SAINT GEORGE 73 CLOUDY

PRINT NEWS



Front page of The Island Eye



### Isle of Palms Beach Renourishment Project: What Residents and Visitors Need to Know



- Early July through mid-August — Reach 1: Sand placement begins near Mariner's Walk and progresses north to Ocean Point Drive.
- August through early September — Reach 2: Work continues near the Wild Dunes Property Owners Beach House and moves south to 56th Avenue.
- Mid-September through November — Reach 3: Sand placement begins at the midpoint between Fifth and Seventh avenues, extending north to the pier and then south to Breach Inlet.

All dates are estimates and subject to change. Visit the city's beach webpage for live project updates.

#### Sea Turtle Protection

Nighttime monitoring will be conducted in active construction areas to protect sea turtles during nesting season. If a turtle attempts to nest, crews will establish a buffer zone around the animal to ensure she can complete the process safely and without disturbance.

#### The Beach Stays Open

The beach will remain accessible to the public throughout construction. Sand walkovers will be installed so beachgoers can safely cross pipes and reach the water. Only the active construction zone will be cordoned off.

#### By Joshua Uys

The South Carolina Department of Environmental Services has approved the City of Isle of Palms' request for dredging and beach renourishment along the island's shoreline. The permit is valid for five years.

Contractor Marinex is expected to begin setting up equipment and staging areas in late June, with sand pumping expected to begin shortly after the

Fourth of July. Construction is anticipated to advance at a pace of approximately 25,000 to 30,000 cubic yards of sand per day, or roughly 100 to 300 feet of shoreline daily.

#### Project Timeline

Work will be completed in three phases along the beach, with all timelines subject to change due to weather and other factors:

### Strengthening Regional Emergency Response: IOP Fire Department Trains With Charleston County EMS



#### By Joshua Uys

The Isle of Palms Fire Department spent time last month training with Charleston County EMS, familiarizing personnel with the new Mobile Ambulance Bus and strengthening the regional partnership between the agencies.

The Mobile Ambulance Bus is a specialized emergency response vehicle designed to transport multiple patients simultaneously during mass-casualty incidents, large-scale evacuations and major community events such as the Cooper River Bridge Run. The unit can transport up to 22 patients at once and includes 10 seated transport positions, 12 patient beds, wheelchair

tie-downs, emergency medical equipment and a Bluetooth-enabled blood pressure monitoring system.

Originally part of the Charleston County Public Library's Library on Wheels program, the vehicle was converted into an EMS unit using a \$199,051 grant from the South Carolina Department of Public Health. It is available for deployment 24 hours a day, seven days a week.

"Great training this week! Building relationships with our partners at Charleston County EMS and working with new apparatus and creative approaches to treating multiple patients with their new Mobile Ambulance Bus," firefighter Braxton Comer said.