

## Responses to Questions RFP 2026. 02 – Rebranding

1. How will success be measured for this branding initiative?

Success is hard to measure for this initiative. I think resident sentiment, brand awareness, unique identity, website traffic, social media engagement are all metrics we could use. In the long term, brand recognition, improved tourism numbers and a shift towards the desired target audience of family beach goers would be what we hope to gain from this rebranding.

2. Do you envision this effort resulting in a standalone destination brand, or should the destination identity function as an extension or variation of the City's municipal brand?

*There hasn't been a discussion of whether the brand should be an extension or variation. The brand should promote both a family friendly beach destination, as well as a professional, competent municipal brand.*

*We trust the judgement of the branding firm to decide whether these can be a singular brand, or if the destination marketing should be a variation of our municipal brand.*

*For example, a City Seal for professional, governmental work used on letter heads, and a logo for social media, travel, and beach tourism related efforts. These two brands could complement each other, but be used for different purposes.*

3. Beyond the Strategic and Comprehensive Plans, has the City conducted any prior community engagement, stakeholder input, or market research that will inform this project?

*Strategic plan: <https://www.isleofpalms.gov/strategic-plan-2022-2027>*

*Comprehensive plan: [https://www.isleofpalms.gov/sites/default/files/uploads/buildingplanning/comprehensive\\_plan\\_5.26.15.pdf](https://www.isleofpalms.gov/sites/default/files/uploads/buildingplanning/comprehensive_plan_5.26.15.pdf)*

*Community enrichment plan: <https://www.isleofpalms.gov/iopthrives-community-enrichment-plan-cep>*

4. How should the brand balance tourism appeal with resident identity and civic use?

*We want to brand ourselves as a family friendly beach destination, that appeals to residents who live here year round, creating a sense of unique identity that separates us from the rest of Charleston and its beaches.*

5. How should the Isle of Palms brand differentiate from and complement the Charleston CVB?

*The CVB is funding this rebranding, and we appreciate their guidance, but ultimately the IOP ATAX committee and council members have final say on which proposal we vote for. I envision a unique identity that makes the Isle of Palms stand out among our neighboring beach communities.*

6. Is the \$50,000 budget fixed, or is there flexibility depending on scope or phased implementation?


*This project is funded by the CVB so \$50,000 is a cap.*

7. What does the review and approval process look like (e.g., number of rounds, key checkpoints)?

*Currently, it can be expected that there will be one round, agencies will present to a committee of council, likely ATAX, the favorite will be selected and then presented to Council. However, there have been exceptions in the past where two agencies were selected by a committee as a shortlist.*

8. Are there any existing perception challenges or misconceptions about Isle of Palms that the brand should address?

*Our beach is a place for everyone to enjoy, but we would like to push the image of a 'family friendly beach destination' and decrease the frequency of parties and large gatherings which disrupt the livability of full time, year round residents such as spring break parties or bachelor/bachelorette parties.*

 Isle of Palms Police Department is with City of Isle of Palms in Isle of Palms. 6h · 🌐

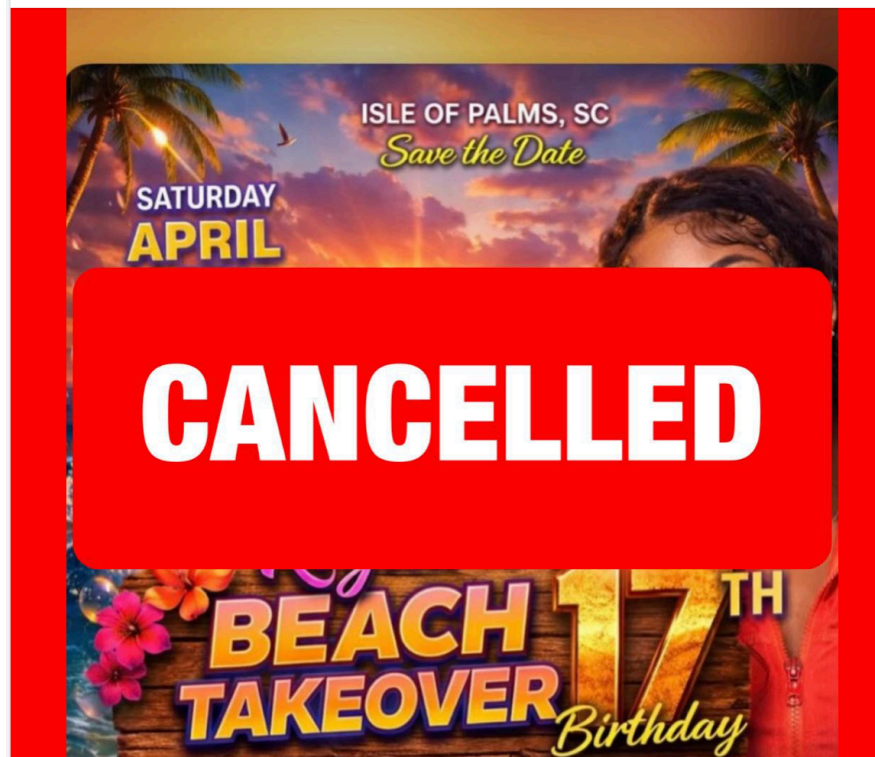
The Isle of Palms Police Department is aware of a social media flyer advertising a large "beach takeover" scheduled for this weekend. This event is not permitted and will not be allowed to take place. (IOP ord sec 7-8-2)

Our beach is a place for everyone to enjoy. We are committed to maintaining a safe, family-friendly environment, and all local laws and ordinances will be enforced.

Through our mutual aid agreements, we are working closely with our regional law enforcement partners to share intelligence and ensure appropriate staffing. As a result, the public should expect an increased law enforcement presence throughout the weekend.

Officers will actively monitor for any non-permitted gatherings and take appropriate enforcement action when necessary. This weekend also includes several approved, permitted events, and our priority is to ensure they occur safely and without disruption.

We appreciate the community's cooperation in helping us keep Isle of Palms safe and welcoming for all.



9. Does the City have a defined competitive set of destinations it looks to benchmark against?

*We have not identified a City we would like to mimic or directly compete against, but I would say this rebranding should feel more like a refined beach experience, a serene and elegant seaside community, and should not feel like a nightlife-orientated, boisterous party scene such as Myrtle Beach.*

10. Beyond City Council, staff, and the CVB, are there additional stakeholder groups involved in the process?

*ATAX committee members.*

11. Who will have final decision-making authority on the brand direction?

*The committee members and City Council will ultimately vote on which proposal they like best.*

12. Are there any known community or political considerations we should be mindful of?

*The Island hopes to decrease the number of spring break and bachelor/bachelorette parties which disrupt the livability of the Island, and instead shift towards a more family friendly target demographic.*

13. Are there priority audience segments the City is most interested in attracting or growing

*Yes, the branding should target families who are likely to stay overnight in one of our accommodations, and spend more at our restaurants and businesses.*

14. Are there existing brand assets, guidelines, or materials the City would like us to build from?

*We have an existing City seal and a website logo, but we are open to the suggestions from marketing and branding professionals.*

15. Should the brand system anticipate sub-brands for departments, programs, or events?

*We are not a very large City, so I do not anticipate a need for many sub brands apart from maybe our Recreation Department who does a lot of their own event promotion and are very popular. The Rec Department could benefit from a collection of tailored templates, themes, graphics etc. to use in their communications and creation of event flyers.*

*Public Works has also indicated that they'd like a sub-brand adaptation of the main municipal brand, possibly rebranding to "Public Services" in alignment with other cities.*

16. What are the anticipated project start date, key milestones, and target timeline for launch?

*Proposals are due Wednesday, May 6, 2026, and hopefully a brand rollout in the months following the ATAX committee vote.*

17. To ensure alignment with the City's evaluation process, are there any preferred guidelines regarding the structure, organization, or formatting of proposal submissions?

*Proposals need to be submitted as one hard copy, and one electronic copy by USB drive. They can be in the form of slides, videos, PDF's, whatever your firm feels would best showcase your proposal.*

18. Would the City welcome the inclusion of representative work samples or case studies that demonstrate experience in logo design and brand development positioning as part of the proposal? If so, are there any parameters or limitations on length or format?

*No limitations or parameters. We welcome whatever means you feel would best showcase your firm in your submitted proposals. If you would like to present your work in a live, more interactive demonstration, you would need to schedule a time slot for your presentation at the following ATAX committee.*

19. What level of stakeholder engagement is anticipated (e.g., City Council, residents, business community, tourism stakeholders), and are there existing findings or inputs that should inform this process?

*Your proposal will be opened on camera, and then reviewed at a later date by a committee of council, likely ATAX. Firms will have an opportunity to schedule a presentation at the ATAX committee if they choose to do so. Once a firm is selected, they will hold a workshop with the committee.*

20. Since audience identification and segmentation will be part of our discovery and strategy scope, would the City be able to provide access to existing digital analytics (website, email, social media, paid ads, etc.) and/or any prior survey data to support the brand research process?

*Yes, I can provide you any digital analytics from our Meta suite and Constant Contact accounts.*

21. Regarding post-launch materials: is the expectation that the consulting brand team will play an ongoing role in developing marketing materials, or is the scope more focused on reviewing and providing strategic guidance on materials the IOP marketing team creates internally after the brand has been implemented, and is this intended to be separate from the 3-year advisory/guidance support referenced in the RFP?

*The branding firm should be available for general consultation and guidance for a 3-year advisory period, but City staff will ultimately handle implementation once the firm has handed over guidelines and materials.*

22. The RFP references the City's Strategic Plan and Comprehensive Plan; however, the links provided are inaccessible on our end. Would you be able to share updated links or PDF copies of those documents?

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*Comprehensive plan:* [https://www.isleofpalms.gov/sites/default/files/uploads/buildingplanning/comprehensive\\_plan\\_5.26.15.pdf](https://www.isleofpalms.gov/sites/default/files/uploads/buildingplanning/comprehensive_plan_5.26.15.pdf)

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23. Regarding the Isle of Palms business license requirement, does the selected firm need to have the business license secured prior to proposal submission, or may it be obtained upon contract award/execution if selected?

*The firm can obtain an Isle of Palms business license upon contract award.*

24. Regarding the "executive summary report with findings" deliverable, could you clarify whether this refers to a summary of the brand research and discovery process (for example: stakeholder interviews, workshops, focus groups, surveys, audience research, and tourism insights gathered throughout the engagement)?

*Yes, a summary of brand research and improvements to the City brand.*

25. The RFP doesn't specify an expected completion date. What is the City's target timeline for brand launch, and are there any events or key milestones that we should consider?

*We haven't considered a timeline, but some firms have implied ~6 months to complete their research and put together a product. I think this range would be appropriate for a high-quality final deliverable.*

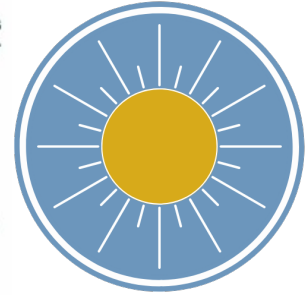
26. Are there any other branding guidelines or messaging materials that could be made available besides the examples shared in the RFP?

*We haven't got any branding guidelines as of right now that I am aware of. We have the color pallet used to design our website, the recreation department has a basic logo, we have business cards, letter head used for memos, a newsletter cover,, and then a logo for Sunnie our AI chatbot.*

*There is no uniformity or consistency which is one of the goals for this rebranding.*



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