



Isle of Palms Chamber of Commerce

— A hybrid Destination Marketing
Organization (DMO) and Chamber of
Commerce —



Who are we?

We are the newly founded Isle of Palms Chamber of Commerce, a modern hybrid Destination Marketing Organization (DMO) and Business Association.

We were officially incorporated as a 501c(6) in January 2022.

We opened for membership on April 26 and currently have over 20 local business members, mainly from the hospitality and tourism industries. We are projecting to have 50 members by the end of the 2022 and 100 by next summer.



Why a hybrid DMO and Business Association?

Businesses are the boots on the ground

- As a unique economy that is centered around tourism, we feel that creating overnight visitors and supporting our local business community go hand in hand.
- Who better to lead the development of tourism branding than a group of stakeholders who can calculate, measure and be incentivised from its success?
- Among us are lifelong entrepreneurs, branding and marketing gurus, savvy investors, short-term rental owners and managers, innovators, local residents stakeholders... the list goes on.



What is our initial plan as a DMO?

- *Create a professional, vibrant brand that focuses on an experiential approach to marketing overnight visitors*
1. Professionally designed website with a heavy focus on guiding visitors through the island's businesses, accommodations, services and attractions.
 2. Annual Isle of Palms Guide, distributed island-wide and digitally accessible on our website.
 3. Professionally managed and tracked Targeted paid ads through Google pay-per-click (PPC) and Google Analytics.
 4. Professionally designed ads in high-profile locations and print media
 5. Partnering on capital projects to beautify the commercial district, through culture and arts programs, sustainability initiatives and other ATAX approved tourism enhancements.
 6. Professionally managed social media platforms enhancing the island lifestyle
 7. Partnerships with other regional DMOs



Experiential Marketing vs. Traditional

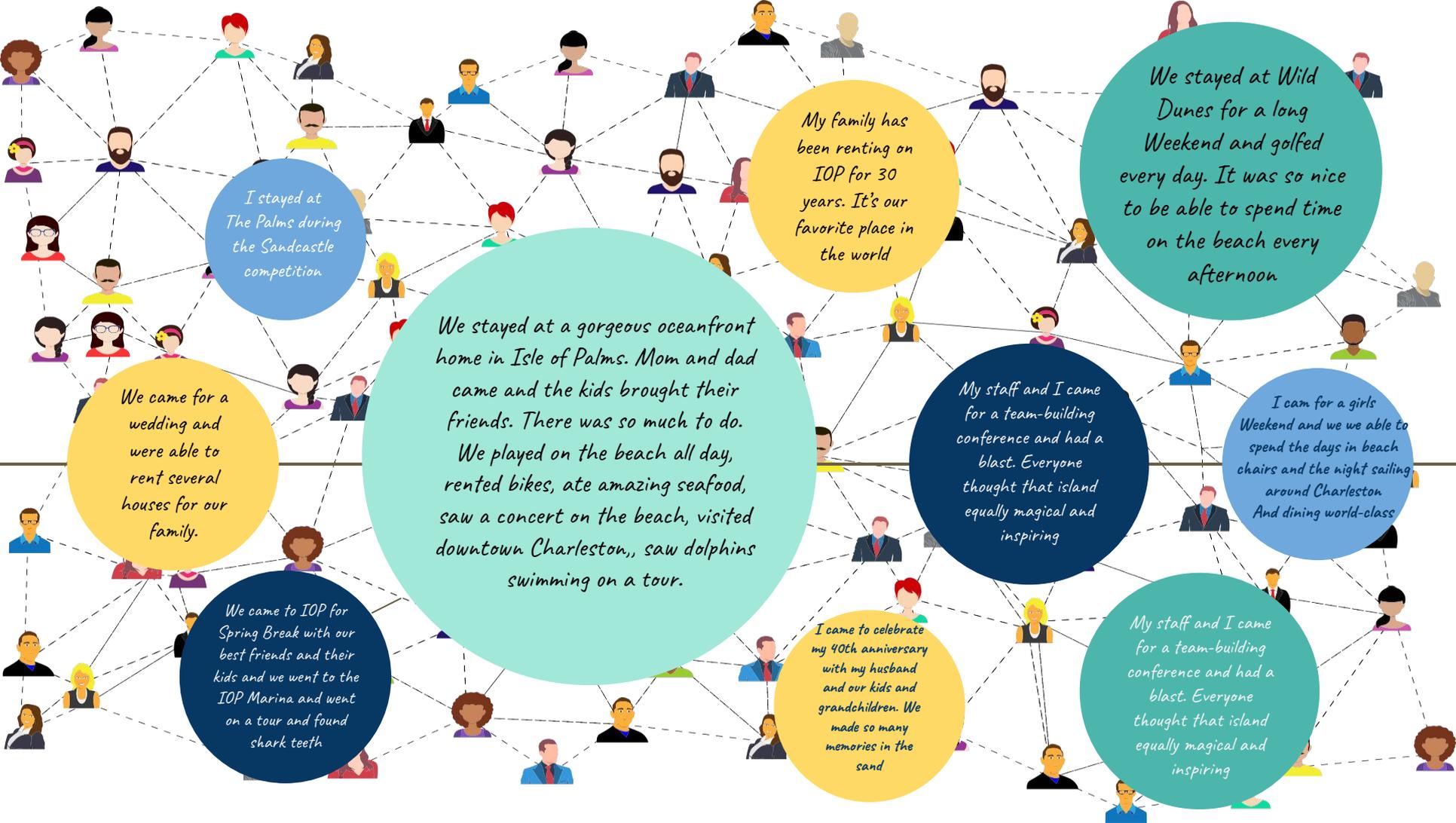
We know that effective tourism marketing isn't just about "heads in beds". It's about creating lifelong *experiences* for guests that keeps them coming back year after year...

Generation after generation.



A day in the life of an “experienced” visitor





I stayed at The Palms during the Sandcastle competition

My family has been renting on IOP for 30 years. It's our favorite place in the world

We stayed at Wild Dunes for a long Weekend and golfed every day. It was so nice to be able to spend time on the beach every afternoon

We came for a wedding and were able to rent several houses for our family.

We stayed at a gorgeous oceanfront home in Isle of Palms. Mom and dad came and the kids brought their friends. There was so much to do. We played on the beach all day, rented bikes, ate amazing seafood, saw a concert on the beach, visited downtown Charleston,, saw dolphins swimming on a tour.

My staff and I came for a team-building conference and had a blast. Everyone thought that island equally magical and inspiring

I cam for a girls Weekend and we we able to spend the days in beach chairs and the night sailing around Charleston And dining world-class

We came to IOP for Spring Break with our best friends and their kids and we went to the IOP Marina and went on a tour and found shark teeth

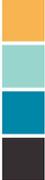
I came to celebrate my 40th anniversary with my husband and our kids and grandchildren. We made so many memories in the sand

My staff and I came for a team-building conference and had a blast. Everyone thought that island equally magical and inspiring

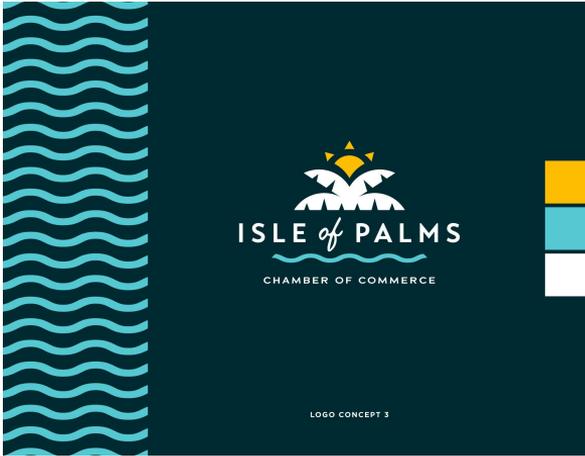
Branding:

Logo Design

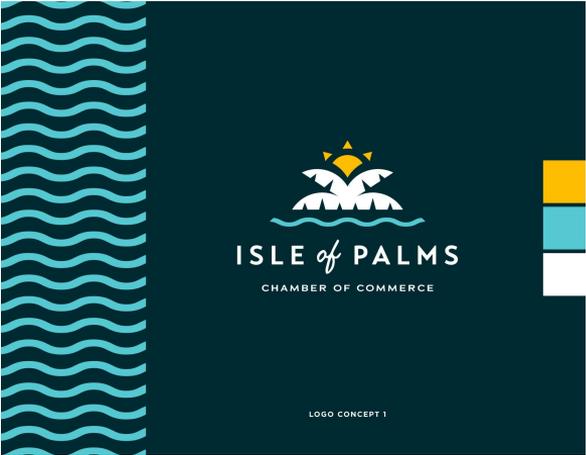
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LOGO CONCEPT 2



LOGO CONCEPT 3



LOGO CONCEPT 1



LOGO CONCEPT 4



Website

Our local marketing agency, [Blue Ion](#), has worked with a plethora of organizations and businesses in the tourism and hospitality industries.

Our website will be launched in late summer/early fall 2022.





Isle of Palms Guide

We will print an annual Isle of Palms Local Guide that highlights the island's natural landscape, local businesses, restaurants and attractions.

The guide will be distributed island-wide and also available on our website and mobile website.

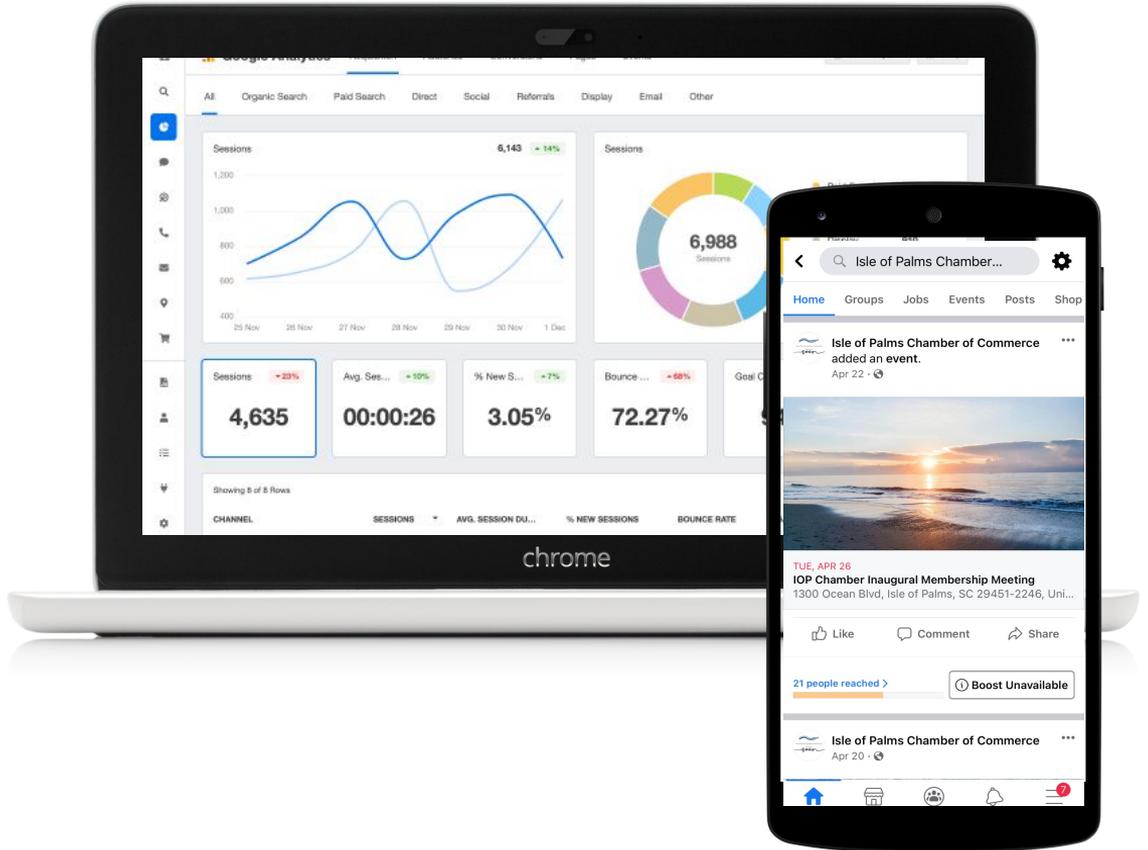
Example:



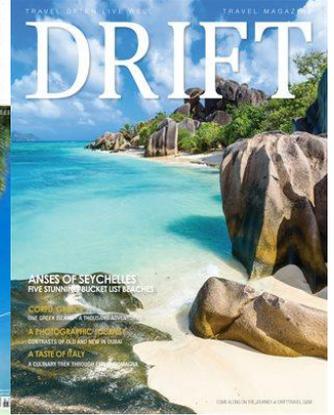
Ads and Analytics

Google Analytics and Pay Per Click campaigns will be professionally managed and tracked. We will be targeting visitors through popular regions, interests and demographics.

- Our business owner members will have unique access to tracking how many click-throughs the website generates for their business, including the possibility of reporting on overnight visitor leads that book with short-term rental managers and owners.



Print Ads:



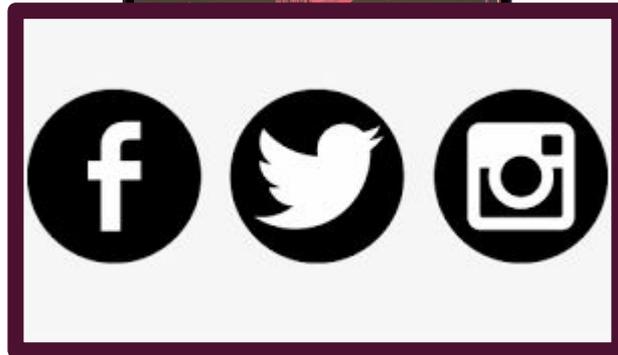
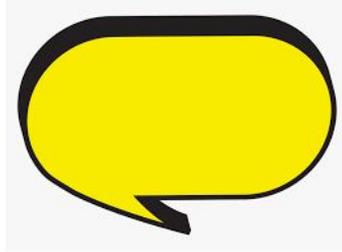
Beautification Of Front Beach Commercial District:

Arts and Cultural
Sustainability
Tourism Enhancements
Events



Social Media:

We are in negotiations with several social media managers to professionally manage our social media content, including daily posting, photos, videos.





Partnerships:

We believe in partnering with community initiative, local government, regional DMOs and other non-profit organizations to make a bigger impact

We are better together



Explore Charleston

DISCOVER
South Carolina





About us:

Our vibrant island-lifestyle is always in season

- **A Rare Breed of Southern Beach Town**
- **Connecting Communities**
- **An Insider's Guide**
- **An All-Encompassing Escape**
- **Traditions Start Here**

About us copy: Read aloud over next 5 slides













An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, transitioning to a deeper blue further out. A white sandy beach is visible on the left side, with some green vegetation. In the center of the image, the text "Q and A" is written in a large, bold, yellow font. The "Q" has a small horizontal bar at the bottom, resembling a comma. The text is centered horizontally and slightly above the vertical center.

Q and A