

Hideaway Beach Tax District Communications Plan Project

Contractor:

RDS Communications Group, LLC
13720 Willow Haven Court, Fort Myers, FL 33905
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Start Date: February 1, 2026 (or as soon as practicable)

Task: Develop a base-line communications plan for internal and external communications for the Hideaway Beach Tax District.

Process:

- Conduct information-gathering with key members of the Hideaway Beach Tax District Board and their coastal engineers and environmental consultants to gain an understanding of the current situation. Review past board meetings. Gather information relative to desired audiences. Review recent third-party information pertaining to the District. Identify people who could serve as potential “spokespersons” and “influencers.” (7-10 hours)
- Conduct “messaging sessions” with selected District board members, members of the community, and engineers/consultants. The sessions would produce a “message grid” that would be used to guide the Tax District’s ongoing internal and external communications, as well as to get board members and supporting personnel on the “same sheet of music.” (10-14 hours)
- The last step in the process would be the development of a base-line internal and external communications plan. The plan would include the established messaging, goals and objectives, and (most importantly) the designation of specific actions with a specific timeline. As the situation evolves it might be necessary for the Hideaway Beach Tax District to modify the plan, which is why it is important to prepare a detailed, action-oriented plan up front to serve as a baseline. Execution of the plan would be the responsibility of the Tax District, unless further services are desired. (12-15 hours)

The work would require an estimated 29-39 hours. At a reduced billing rate of \$225/hour, total estimated cost is (\$6525-\$8775)