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## Post Information

**Posted At:** Fri, Apr 10, 2026 3:50 PM  
**Sealed Bid Process:** Yes (Bids Sealed / Pricing Sealed)  
**Private Bid:** No

## Overview

### Summary

The primary purpose of this RFP is to secure the services of a qualified firm to plan, develop, and execute a public campaign for the 2026 Beaufort County Transportation Sales & Use Tax Referendum. The campaign must be focused on ensuring that Beaufort County voters are fully informed about:

- The nature, rate, and duration of the proposed one-cent sales tax
- The transportation projects and improvements that would be funded
- Who pays the tax, including the role of tourists and visitors in sharing the burden
- What is and is not subject to the tax under South Carolina law
- The County's track record since 1998 on prior sales tax commitments and current project status
- The timeline and process leading to the November 3, 2026 vote
- How to access additional information and participate in the process

Secondary objectives of the campaign include:

- Building broad community awareness across all geographic areas and demographics of Beaufort County
- Engaging underrepresented communities, including Gullah/Geechee communities, non-English speakers
- Mobilizing civic, business, and neighborhood organizations as trusted messengers
- Maintaining consistent and transparent messaging through all channels
- Generating measurable increases in awareness and understanding of the referendum

### Background

Beaufort County, South Carolina is one of the fastest-growing counties in the southeastern United States, facing associated pressure on its transportation infrastructure. To address critical mobility needs, Beaufort County is proposing a Use Tax Referendum on the November 3, 2026 General Election ballot.

The proposed one-cent (1%) transportation sales tax would generate dedicated funding for road widenings, int safety enhancements, and connectivity projects throughout the County. If approved by voters, the tax would be by the project list adopted by County Council.

In January 2026, County Council unanimously adopted Resolution 2025/70, establishing a 15-member citizen-le representing all 11 County Council districts and the County's four municipalities — the City of Beaufort, Town o Hilton Head Island. The TAC is tasked with recommending a project list, collection amount, and duration to Cou Beaufort County seeks to engage an experienced public communications and outreach firm to develop and exe campaign designed to inform residents and stakeholders about the referendum, its purpose, **and its potential**

Beaufort County has implemented four one cent referendums since 1998, three of which were transportation re Referendum funded a range of transportation improvements, with all projects committed for completion by [20](#)

## Timeline

	Proposal Release Date:
April 10, 2026	
	Pre-Proposal Meeting (Non-Mandatory):
April 30, 2026, 2:00pm	
Please email Gillian Murray at <a href="mailto:gmurray@bcgov.net">gmurray@bcgov.net</a> for TEAMS invitation	
	Question Submission Deadline:
May 5, 2026, 5:00pm	
	Closing Date And Time:
May 13, 2026, 3:00pm	