Carbondale City Council Meeting
Tuesday, December 9, 2025 - 6:00 PM
City Council Chambers, 200 South Illinois Avenue
Carbondale, Illinois 692901

Visitors are welcome to all meetings of the City Council. Please silence electronic devices before entering. City Council meetings are deliberative sessions by members of the governing body. Civility and decorum are expected and required at all times.

The public may address the Council on a matter not covered by the printed Agenda during the Public Comments agenda item; comments and concerns should pertain only to matters relevant to City business. If you wish to address the Council about an item on the Agenda, please raise your hand at the time the Mayor invites audience comments on that item. Speakers may comment once per item for up to four minutes. No speaker may allocate minutes to another person or group. A maximum of thirty minutes will be permitted for public comments, and a maximum of twenty minutes per agenda item will be allowed for public comments on all of the items except public hearings.

All matters listed under the Consent Agenda are considered to be routine in nature and will be enacted by one motion. Unless otherwise specifically requested, there will be no separate discussion on these items.

1. **Roll Call**
2. **General Announcements and Proclamations**
3. **Public Comments**
4. **Council Comments**
5. **Public Hearings and Special Reports**
6. **Consent Agenda**
    1. Approval of the Minutes from the Regular City Council Meeting of November 18, 2025.
    2. Approval of Warrant 1524 for Period Ending: 11/07/2025
    3. Approval of Warrant 1525 for Period Ending: 11/21/2025
    4. Approval of Wells Fargo Warrant for the Period Ending 10/31/2025 FY 2026 Warrant # WF 10/2025 in the amount of $222,138.07
    5. Award of Contract for Cedar Lake Trail System Development to Piney Creek Construction & Repair, Inc. of Ava, Illinois in the Amount of $49,898.00
    6. Award of Contract for Stormwater Pump Station Rehabilitation to Korte & Luitjohan Const., Inc. of Highland, Illinois in the Amount of $296,300.00
    7. Adopt a Resolution Authorizing Staff to Initiate a Text Amendment Relative to Minimum Surfacing Standards in All R-1, Low Density Residential, Districts, and All RR, Rural Residential, Districts
7. **General Business**

1. An Ordinance Approving and a Resolution Denying Rezoning Property at 441 East Willow Street from R-1-5, Low Density Residential (5,000 sq. ft) to R-3, High Density Residential

2. Ordinances Abating the 2025 Tax Levies for General Obligation Bonds

3. Ordinance Adopting the 2025 Property Tax Levy

4. Ordinance Establishing the 2025 Tax Levy for the Downtown Special Services Area Number One

5. An Ordinance Approving and a Resolution Denying the Rezoning of Property at 2020 South Illinois Avenue from R-3, High-Density Residential, to SB, Secondary Business

6. Final Selection of the Firm to Develop and Initiate the City's Strategic Marketing Plan and a Resolution Authorizing the City Manager to Enter Into a Professional Services Agreement in an Amount Not to Exceed $120,000 With the Firm Selected by Council

7. A Resolution Approving and a Resolution Denying a Special Use Permit to Elizabeth Erin Ashley for a Community Center Operation in a R-3, High Density Residential Zoning District at 441 East Willow Street

8. An Ordinance Amending Title Five By Adding Chapter Nineteen of the Carbondale Revised Code Creating A License for Massage Establishments

9. An Ordinance Amending Title Five of the Carbondale Revised Code By Adding Chapter Twenty, Licensing And Regulation Of Retail Establishments that Sell Tobacco and Hemp Derived THC Products Within the City of Carbondale and An Ordinance Authorizing A 3% Tax on Hemp Derived THC Products And Other Intoxicating Cannabinoids.

10. An Ordinance Amending Title Fourteen, Chapter Seven, As It Relates To The Possession and Sale of Drugs Within The City of Carbondale, By Adding Kratom To The List Of Prohibited Drugs.

8. Executive Session

9. Adjournment

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Approval of the Minutes from the Regular City Council Meeting of November 18, 2025.
Type:	Action - Consent
Recommended Action:	Approve the Regular City Council Meeting Minutes from November 18, 2025.
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	City Clerk

Background:

Additional Information:

Attachments:
1. Regular City Council Meeting Minutes 2025-11-18

Motion & Voting: Approve the Regular City Council Meeting Minutes from November 18, 2025.

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

Regular City Council Meeting November 18, 2025
Generated by Clinette C. Hayes on Wednesday, November 19, 2025

Councilmembers present
Councilmember Clare Killman, Councilmember Adam Loos, Councilmember Nancy Maxwell, Councilmember Dawn Roberts, Councilmember Brian Stanfield, Councilmember Nathan Colombo, Mayor Carolin Harvey

Meeting called to order at 6:01 PM

1. Preliminaries to the City Council Meeting

1.1 Roll Call

1.2 Citizens' Comments and Questions

Members of the public addressing the City Council included Roger Webb, John Harris, Ericah Buker, James Cooper, Jr., Don Monty, and Leah Maciell.

1.3 Council Comments, General Announcements, and Proclamations

Councilmember Roberts thanked City Staff for their hard work and dedication. Councilmember Colombo commented on community agency funding as well as the issue of homelessness within the city. Councilmember Stanfield asked the public to please be mindful of others by staying at home if they're not feeling well to lower the spread of sickness.

2. Public Hearings and Special Reports

2.1 Strategic Marketing Plan RFP - Presentation of Top Three Proposals
Note: The presentations for the Strategic Marketing Plan were moved to the beginning of the meeting immediately following roll call.

The City of Carbondale issued a Request for Proposals (RFP) for the development of a Destination & Brand Marketing Strategy for Carbondale's Economic Growth. The top three firms (All Together/Kick Push, Zo Agency, and Dovetail) were invited to give a 10-to-15-minute remote presentation. Questions and comments from Council will be addressed later on in the meeting during General Business.

3. Consent Agenda of the City Council

3.1 City Council Meeting Minutes from October 28, 2025
Resolution: Approve the minutes from City Council meeting of October 28, 2025

3.2 Approval of Warrant for the Period Ending: 10/24/2025 for the FY 2026 Warrant 1523 in the Total Amount of $1,665,734.78
Resolution: Accept the following report of payments made for the period ended: 10/24/2025 totaling $1,665,734.78 *(Exhibit A 11-18-2025)*

3.3 Acceptance of Approved Meeting Minutes from Boards, Commissions, and Committees
Resolution: Accept the approved meeting minutes from Boards, Commissions, and Committees and place them on file.

3.4 Resolution Authorizing the City Manager to Enter into a Tax Increment Financing Agreement with Casey Meyers for a Redevelopment Project at 314 West Elm Street
Resolution: Approve Resolution Authorizing the City Manager to Enter into a Tax Increment Financing Agreement with Casey Meyers for a Redevelopment Project at 314 West Elm Street
(Resolution 2025-R-63; Exhibit B 11-18-2025)

3.5 Resolution Authorizing the City Manager to Enter into an Economic Development Tax Increment Financing Agreement with Mayer Properties LLC for a Redevelopment Project at 205 South Marion Street
Resolution: Approve the resolution authorizing the City Manager to enter into an economic development tax increment financing agreement with Mayer Properties LLC for a Redevelopment Project at 205 South Marion Street *(Resolution 2025-R-64; Exhibit C 11-18-2025)*

3.6 Resolution Dedicating Local Improvement Funds to Cover the City's Portion of Engineering and Construction Costs for CIP OS0002 - Reconstruction of Piles Fork Greenway from Grand Avenue to Lewis Lane
Resolution: Resolution Dedicating Local Improvement Funds to Cover the City's Portion of Engineering and Construction Costs for CIP OS0002 - Reconstruction of Piles Fork Greenway from Grand Avenue to Lewis Lane *(Resolution 2025-R-65; Exhibit D 11-18-2025)*

3.7 Ordinance Authorizing a Budget Adjustment to the FY 2026 Water and Sewer Fund Budget in the Amount of $96,685 for Various Water & Sewer Operating Costs
Resolution: Approve an Ordinance Authorizing a Budget Adjustment to the FY 2026 Water and Sewer Fund Budget in the Amount of $96,685 for Various Water & Sewer Operating Costs
(Ordinance 2025-40; Exhibit E 11-18-2025)

3.8 Resolution Dedicating $202,000 from the Local Improvement Fund to Cover the City's Portion of Construction Costs for CIP ST1502- Pleasant Hill Road from McLafferty to Union Hill Road
Resolution: Resolution Dedicating $202,000 from the Local Improvement Fund to Cover the City's Portion of Construction Costs for CIP ST1502 - Pleasant Hill Road from McLafferty to Union Hill Road
(Resolution 2025-R-66; Exhibit F 11-18-2025)

3.9 Acceptance of Temporary and Permanent Construction Easements and Approval of a $2,425 Payment for Said Easements on Parcel 15-32-100-001, a $300 Payment for Said Temporary Easement on Parcel 15-31-200-002, and a $1,030 Payment for Said Temporary and Permanent Easement on Parcels 15-29-300-001 and 15-29-300-002 from Southern Illinois University for the Pleasant Hill Road Project from McLafferty Road to Union Hill Road (ST1502)
Resolution: Acceptance of permanent and temporary Construction Easements and Approval of a $2,425 Payment for Said Easements on parcel 15-32-100-001, $300 payment for said temporary easement on Parcel 15-31-200-002 and a $1030 payment for said permanent and temporary easement on parcel 15-29-300-001/15-29-300-002 from Southern Illinois University for the Pleasant Hill Road Project from McLafferty Road to Union Hill Road (ST1502)

3.10 Ordinance Accepting a Grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) in the amount of $500,000 for Community Development, Violence Prevention, and Administrative Costs, Approving a Budget Adjustment to Increase the Violence Prevention Programs and Police Department FY2026 Budgets

Pulled by N. Maxwell

3.11 Approval of Consent Agenda Items

MOTION: Approve all Consent Agenda items not pulled for separate consideration
Motion by Clare Killman, second by Nathan Colombo.
Final Resolution: Motion Carries
Yea: Clare Killman, Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey

3.10 Ordinance Accepting a Grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) in the amount of $500,000 for Community Development, Violence Prevention, and Administrative Costs, Approving a Budget Adjustment to Increase the Violence Prevention Programs and Police Department FY2026 Budgets

It was asked if this is a new grant or one that was previously brought to Council. City Manager stated that this was brought to Council at a previous meeting.

MOTION: Approve an Ordinance Accepting a Grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) in the amount of $500,000 for Community Development, Violence Prevention, and Administrative Costs, Approving a Budget Adjustment to Increase the Violence Prevention Programs and Police Department FY2026 Budgets
Motion by Clare Killman, second by Dawn Roberts.
Final Resolution: Motion Carries
Yea: Clare Killman, Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey
(Ordinance 2025-41; Exhibit G 11-18-2025)

4. General Business of the City Council

4.1 Review of 2025 Proposed Tax Levy, Truth in Taxation Act Determination and Public Library Board's Tax Levy Requirements

It was stated that with other forms of taxes that have increased around us over the past decade it is good to know that Carbondale has remained firm in its stance by not raising or limiting the amount of property taxes within the city.

Helen Ollie expressed that she hopes that these taxes will restore Carbondale back to what it once was in the past.

4.2 An Ordinance Amending North Almond Street Parking Allowance

MOTION: Approve an Ordinance Removing the "No Parking" On Portions of North Almond, North of West Main Street in the City of Carbondale

Motion by Adam Loos, second by Nathan Colombo.
Final Resolution: Motion Carries
Yea: Clare Killman, Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey
(Ordinance 2025-42; Exhibit H 11-18-2025)

4.3 Ordinance Approving a Text Amendment to Title 15 of the Carbondale Revised Code Permitting Emergency Services Training Facilities in the AG, General Agriculture, District

MOTION: Adopt an Ordinance approving a text amendment to Title 15 of the Carbondale Revised Code permitting emergency services training facilities in the AG, General Agriculture, district

Motion by Nathan Colombo, second by Adam Loos.
Final Resolution: Motion Carries
Yea: Adam Loos, Nancy Maxwell, Dawn Roberts, Brian Stanfield, Nathan Colombo, Carolin Harvey
Nay: Clare Killman
(Ordinance 2025-43; Exhibit I 11-18-2025)

4.4 Discussion of Strategic Marketing Plan Proposals

Members of Council brought several questions, comments, and concerns to the three presenters who were selected to present their strategic marketing plan for the City of Carbondale.

Councilmember Adam Loos exited the meeting at 8:30 p.m.

5. Adjournment of the City Council Meeting

5.1 Adjourn meeting

There being no further business to come before the City Council, the meeting was declared adjourned at 8:38 p.m.

_____ _____

Clinette C. Hayes, Deputy City Clerk Date

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Approval of Warrant 1524 for Period Ending: 11/07/2025
Type:	Action - Consent
Recommended Action:	Accept the following report of payments for the period ended: 11/07/2025 totaling $2,756,704.74
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background:

Additional Information:

Attachments:
1. Warrant 1524 2025-12-09

Motion & Voting: Accept the following report of payments for the period ended: 11/07/2025 totaling $2,756,704.74

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

Warrant to the City Treasurer

The undersigned hereby certify that the following bills or invoices represent a true and correct statement of cost of goods and/or services rendered to the City of Carbondale by firms or persons listed an that said firms or persons are entitled to payment for same in the amounts shown.

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Fund **01 - General**										
Account **10511-275 - Inventory Unleaded Gasoline**										
934 - HINES OIL COMPANY	195642	Gasoline Purchases	Paid by Check # 23604		10/28/2025	10/28/2025	10/28/2025		10/28/2025	14,688.96
			Account **10511-275 - Inventory Unleaded Gasoline** Totals					Invoice Transactions	1	$14,688.96
Account **10521-275 - Inventory Diesel Fuel**										
934 - HINES OIL COMPANY	195642	Gasoline Purchases	Paid by Check # 23604		10/28/2025	10/28/2025	10/28/2025		10/28/2025	6,829.22
			Account **10521-275 - Inventory Diesel Fuel** Totals					Invoice Transactions	1	$6,829.22
Account **10531-311 - Inventory In House Veh Parts**										
3601 - BEST ONE TIRE & SERVICE	3060028313+2	Tire Repair & Services	Paid by Check # 23596		10/28/2025	10/28/2025	10/28/2025		10/28/2025	2,199.88
1241 - KEY EQUIPMENT COMPANY	KC218795	Parts for Street Sweeper	Paid by Check # 23607		10/28/2025	10/28/2025	10/28/2025		10/28/2025	195.44
2312 - TRUCK CENTERS INC	F160460710:01	Truck Parts	Paid by Check # 23609		10/28/2025	10/28/2025	10/28/2025		10/28/2025	120.20
			Account **10531-311 - Inventory In House Veh Parts** Totals					Invoice Transactions	3	$2,515.52
Account **10541-311 - Inventory Outside Veh Parts**										
3601 - BEST ONE TIRE & SERVICE	3060028313+2	Tire Repair & Services	Paid by Check # 23596		10/28/2025	10/28/2025	10/28/2025		10/28/2025	9,519.21
			Account **10541-311 - Inventory Outside Veh Parts** Totals					Invoice Transactions	1	$9,519.21
Account **10551-281 - Prepaid Expense Insurance**										
6993 - I.M.L Risk Management Association	10/09/2025	2026 Annual Premium	Paid by Check # 23605		10/28/2025	10/28/2025	10/28/2025		10/28/2025	1,227,895.69
			Account **10551-281 - Prepaid Expense Insurance** Totals					Invoice Transactions	1	$1,227,895.69
Account **20605-010 - Accrued Payroll Employee Retire W/H- IMRF**										
1028 - ILLINOIS MUNICIPAL RETIREMENT FUND	10/30/2025	IMRF Wages Sept 2025 & SLEP May 2025	Paid by EFT # 1429		11/04/2025	11/04/2025	11/04/2025		11/04/2025	936.35
			Account **20605-010 - Accrued Payroll Employee Retire W/H- IMRF** Totals					Invoice Transactions	1	$936.35
Account **20605-011 - Accrued Payroll Employee Retire W/H- Police**										
1747 - POLICE PENSION FUND	10/30/2025	Police Pension Payroll 10/31/2025	Paid by Check # 23632		11/04/2025	11/04/2025	11/04/2025		11/04/2025	18,310.82
			Account **20605-011 - Accrued Payroll Employee Retire W/H- Police** Totals					Invoice Transactions	1	$18,310.82
Account **20605-012 - Accrued Payroll Employee Reitre W/H- Fire**										
6685 - FIRE PENSION FUND	10/30/2025	Fire Pension Payroll 10/312025	Paid by Check # 23624		11/04/2025	11/04/2025	11/04/2025		11/04/2025	8,435.60
			Account **20605-012 - Accrued Payroll Employee Reitre W/H- Fire** Totals					Invoice Transactions	1	$8,435.60
Account **20605-021 - Accrued Payroll Participating 125 Plan**										
336 - COLONIAL LIFE & ACCIDENT	1101411/1101639	Accident, Cancer & Life Premiums October 2025	Paid by Check # 23598		10/28/2025	10/28/2025	10/28/2025		10/28/2025	13,749.23

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
5192 - GLOBE LIFE/LIBERTY NATIONAL	10/27/2025	Life & Cancer Insurance October 2025	Paid by Check # 23603		10/28/2025	10/28/2025	10/28/2025		10/28/2025	2,700.18
				Account **20605-021 - Accrued Payroll Participating 125 Plan** Totals				Invoice Transactions	2	$16,449.41
Account **20605-024 - Accrued Payroll Emp Ins W/H Vision Dental Guardi**										
6939 - The Standard	10/29/2025	Standard Life Insurance November 2025	Paid by Check # 23636		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,522.08
				Account **20605-024 - Accrued Payroll Emp Ins W/H Vision Dental Guardi** Totals				Invoice Transactions	1	$1,522.08
Account **20605-040 - Accrued Payroll Employee Savings W/H Def Comp**										
1658 - NATIONWIDE RETIREMENT SOLUTIONS	2026-00000083	NW 457 STND $ - Nationwide 457 Stnd	Paid by EFT # 1426		10/29/2025	10/29/2025	10/31/2025		10/31/2025	20,471.48
				Account **20605-040 - Accrued Payroll Employee Savings W/H Def Comp** Totals				Invoice Transactions	1	$20,471.48
Account **20605-041 - Accrued Payroll Employee Savings W/H ICMA**										
2398 - VANTAGEPOINT TRANSFER AGENTS LLC-457	2026-00000086	ICMA 457 STND $ - ICMA 457 Standard	Paid by EFT # 1428		10/29/2025	10/29/2025	10/31/2025		10/31/2025	525.00
				Account **20605-041 - Accrued Payroll Employee Savings W/H ICMA** Totals				Invoice Transactions	1	$525.00
Account **20605-050 - Accrued Payroll Employee Union Dues W/H IAFF**										
1030 - IAFF LOCAL #1961	10/30/2025	Union Dues from Payroll 10/31/2025	Paid by Check # 23628		11/04/2025	11/04/2025	11/04/2025		11/04/2025	840.00
				Account **20605-050 - Accrued Payroll Employee Union Dues W/H IAFF** Totals				Invoice Transactions	1	$840.00
Account **20605-053 - Accrued Payroll Employee Union Dues W/H Plumbr**										
1748 - PLUMBERS & PIPEFITTERS #160	10/30/2025	Union Dues from Payroll 10/31/2025	Paid by Check # 23631		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,250.89
				Account **20605-053 - Accrued Payroll Employee Union Dues W/H Plumbr** Totals				Invoice Transactions	1	$1,250.89
Account **20605-054 - Accrued Payroll Employee W/H SIU Credit Union**										
2053 - SIU CREDIT UNION	2026-00000084	SIU CU - SIU Credit Union	Paid by Check # 23611		10/29/2025	10/29/2025	10/29/2025		10/29/2025	150.00
				Account **20605-054 - Accrued Payroll Employee W/H SIU Credit Union** Totals				Invoice Transactions	1	$150.00
Account **20605-060 - Accrued Payroll Employee W/H-Other Deduction**										
2116 - STATE DISBURSEMENT UNIT	2026-00000085	CHILD SUPP 1 - Child Support 1*	Paid by EFT # 1427		10/29/2025	10/29/2025	10/31/2025		10/31/2025	2,110.52
7816 - BBL	10/30/2025	Wage Deduction-10/31/2025	Paid by Check # 23612		11/04/2025	11/04/2025	11/04/2025		11/04/2025	113.41
6196 - BLITT AND GAINES PC	10/30/2025	Wage Deduction-10/31/2025	Paid by Check # 23613		11/04/2025	11/04/2025	11/04/2025		11/04/2025	89.08
3839 - CARRIE N. STREET	10/30/2025	Wage Deduction-10/31/2025	Paid by Check # 23616		11/04/2025	11/04/2025	11/04/2025		11/04/2025	238.38
6450 - RUSSELL C SIMON-CHAPTER 13 TRUSTEE	10/30/2025	Wage Deduction-10/31/2025	Paid by Check # 23634		11/04/2025	11/04/2025	11/04/2025		11/04/2025	627.69
				Account **20605-060 - Accrued Payroll Employee W/H-Other Deduction** Totals				Invoice Transactions	5	$3,179.08
Account **20605-090 - Accrued Payroll Non-Participating 125 Plan**										
5192 - GLOBE LIFE/LIBERTY NATIONAL	10/27/2025	Life & Cancer Insurance October 2025	Paid by Check # 23603		10/28/2025	10/28/2025	10/28/2025		10/28/2025	808.04
				Account **20605-090 - Accrued Payroll Non-Participating 125 Plan** Totals				Invoice Transactions	1	$808.04
Department **00 - Undesignated**										
Division **00000 - Undesignated**										
Account **30105-040 - Fines Pay By Mail Fines**										
GRANT WALKER	10/20/2025	Payment should have been paid to the	Paid by Check # 23682		10/28/2025	11/07/2025	11/07/2025		11/06/2025	75.00
				Account **30105-040 - Fines Pay By Mail Fines** Totals				Invoice Transactions	1	$75.00
Account **30109-030 - Service Charges-Develop Services Electrical Permits**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
AMBIA ENERGY LLC	10/22/2025	Electrical Permit not Needed	Paid by Check # 23681		10/28/2025	11/07/2025	11/07/2025		11/06/2025	15.00
			Account **30109-030 - Service Charges-Develop Services Electrical Permits** Totals					Invoice Transactions	1	$15.00
Account **30110-070 - Service Charges - Public Works Utility Permit Fees**										
7869 - AEGIS Digital LLC	10/22/2025	Refund for Utility work on Right of Way Permit	Paid by Check # 23638		11/03/2025	11/07/2025	11/07/2025		11/06/2025	353.40
			Account **30110-070 - Service Charges - Public Works Utility Permit Fees** Totals					Invoice Transactions	1	$353.40
				Division **00000 - Undesignated** Totals				Invoice Transactions	3	$443.40
				Department **00 - Undesignated** Totals				Invoice Transactions	3	$443.40
Department **10 - General Government**										
Division **40001 - City Manager**										
Account **27100 - Other Outside Services**										
7120 - PRD	1468V	Security Shred	Paid by Check # 23633		11/04/2025	11/04/2025	11/04/2025		11/04/2025	100.00
7120 - PRD	1614V	Security Shred	Paid by Check # 23633		11/04/2025	11/04/2025	11/04/2025		11/04/2025	50.00
			Account **27100 - Other Outside Services** Totals					Invoice Transactions	2	$150.00
				Division **40001 - City Manager** Totals				Invoice Transactions	2	$150.00
Division **40003 - City Attorney**										
Account **27100 - Other Outside Services**										
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	852772186	Clear System October 2025	Paid by Check # 23675		11/03/2025	11/07/2025	11/07/2025		11/06/2025	233.91
			Account **27100 - Other Outside Services** Totals					Invoice Transactions	1	$233.91
Account **27300 - Operating Supplies & Materials**										
6765 - LEXISNEXIS	3096067718	Information Charges-October 2025	Paid by Check # 23657		11/03/2025	11/07/2025	11/07/2025		11/06/2025	619.00
			Account **27300 - Operating Supplies & Materials** Totals					Invoice Transactions	1	$619.00
				Division **40003 - City Attorney** Totals				Invoice Transactions	2	$852.91
Division **40005 - Human Resources**										
Account **26000 - Rental Charges**										
5191 - RICOH USA INC	109573645	COPIER RENT	Paid by Check # 23664		10/28/2025	11/07/2025	11/07/2025		11/06/2025	83.22
			Account **26000 - Rental Charges** Totals					Invoice Transactions	1	$83.22
Account **27100 - Other Outside Services**										
4039 - SIH WORKCARE/SIHMG	91359	Preplacement Physical-Basic & 5 Panel Drug	Paid by Check # 23635		11/04/2025	11/04/2025	11/04/2025		11/04/2025	75.00
			Account **27100 - Other Outside Services** Totals					Invoice Transactions	1	$75.00
Account **27300 - Operating Supplies & Materials**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	20.00
			Account **27300 - Operating Supplies & Materials** Totals					Invoice Transactions	1	$20.00
				Division **40005 - Human Resources** Totals				Invoice Transactions	3	$178.22
Division **40010 - Support Services**										
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25	1511600-002	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	49.08
			Account **23200 - Utilities- Water & Sewer** Totals					Invoice Transactions	1	$49.08
Account **25100 - Repairs & Maint- Bldg & Struc**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25	1511600-002	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	453.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	1	$453.70
Account **28000 - Subscriptions & Memberships**										
6955 - WOMEN FOR CHANGE	10/27/2025	Sponsorship-for All White Ball Fundraiser	Paid by Check # 23637		11/04/2025	11/04/2025	11/04/2025		11/04/2025	300.00
304 - CARBONDALE CHAMBER OF COMMERCE	10/29/25	Sponsorship	Paid by Check # 23645		11/03/2025	11/07/2025	11/07/2025		11/06/2025	2,000.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions	2	$2,300.00
Account **44000 - Program Grants**										
7859 - JAMIE AND CASEY MEYERS	10/27/2025	Grant Recipient #CAP-103	Paid by Check # 23606		10/28/2025	10/28/2025	10/28/2025		10/28/2025	391.85
7148 - MARINE TOYS FOR TOTS	106	Storage of bags & Items-Birth to Five Grant	Paid by Check # 23629		11/04/2025	11/04/2025	11/04/2025		11/04/2025	2,500.00
				Account **44000 - Program Grants** Totals				Invoice Transactions	2	$2,891.85
				Division **40010 - Support Services** Totals				Invoice Transactions	6	$5,694.63
Division **40015 - City Hall/Civic Center**										
Account **27100 - Other Outside Services**										
7664 - CINTAS CORP	4247682654/21272	Uniform Rental	Paid by Check # 23617		11/04/2025	11/04/2025	11/04/2025		11/04/2025	237.10
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$237.10
				Division **40015 - City Hall/Civic Center** Totals				Invoice Transactions	1	$237.10
Division **40020 - Tourism & Special Events**										
Account **27100 - Other Outside Services**										
7835 - HANGAR 9, LLC	1003	Modern Day Saints Sponsorship	Paid by Check # 23627		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,000.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$1,000.00
				Division **40020 - Tourism & Special Events** Totals				Invoice Transactions	1	$1,000.00
				Department **10 - General Government** Totals				Invoice Transactions	15	$8,112.86
Department **15 - Financial Management**										
Division **40030 - Financial Management**										
Account **26000 - Rental Charges**										
5191 - RICOH USA INC	109573645	COPIER RENT	Paid by Check # 23664		10/28/2025	11/07/2025	11/07/2025		11/06/2025	591.09
				Account **26000 - Rental Charges** Totals				Invoice Transactions	1	$591.09
				Division **40030 - Financial Management** Totals				Invoice Transactions	1	$591.09
				Department **15 - Financial Management** Totals				Invoice Transactions	1	$591.09
Department **20 - Public Safety**										
Division **40101 - Police Protection**										
Account **13100 - Employee Retirement Benefits**										
1028 - ILLINOIS MUNICIPAL RETIREMENT FUND	10/30/2025	IMRF Wages Sept 2025 & SLEP May 2025	Paid by EFT # 1429		11/04/2025	11/04/2025	11/04/2025		11/04/2025	3,250.58
				Account **13100 - Employee Retirement Benefits** Totals				Invoice Transactions	1	$3,250.58
Account **20000 - Professional & Consultant Fees**										
4039 - SIH WORKCARE/SIHMG	91026	Drug Screen (J. Baker)	Paid by Check # 23667		11/03/2025	11/07/2025	11/07/2025		11/06/2025	55.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions	1	$55.00
Account **24000 - Travel, Conf., Training**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	262.97
7870 - TIER 1 COMBAT SHOOTING	10/29/25	Registration Fee for Practicl Handgun Course	Paid by Check # 23683		11/06/2025	11/07/2025	11/07/2025		11/06/2025	350.00
7868 - TRACEY GRAFF	810474	Per Diem for Travel	Paid by Check # 23677		11/03/2025	11/07/2025	11/07/2025		11/06/2025	102.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	3	$714.97
Account **25000 - Repairs & Maintenance- Equip**										
6684 - AXON ENTERPRISE, INC	INUS384177	(3) True-Up Fleet 3 Adv System-Payment 2 of 4	Paid by Check # 23642		11/03/2025	11/07/2025	11/07/2025		11/06/2025	9,750.62
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	1	$9,750.62
Account **27100 - Other Outside Services**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	180.00
4039 - SIH WORKCARE/SIHMG	91359	Preplacement Physical-Basic & 5 Panel Drug	Paid by Check # 23635		11/04/2025	11/04/2025	11/04/2025		11/04/2025	55.00
7649 - MURPHYSBORO VETERINARY CLINIC, LLC	7273/7331/7856 +	8266-Veterinary Services	Paid by Check # 23662		11/03/2025	11/07/2025	11/07/2025		11/06/2025	455.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$690.00
Account **27300 - Operating Supplies & Materials**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	67.61
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	1	$67.61
				Division **40101 - Police Protection** Totals				Invoice Transactions	10	$14,528.78
Division **40151 - Fire Protection**										
Account **24000 - Travel, Conf., Training**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	91.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	1	$91.00
Account **27100 - Other Outside Services**										
4039 - SIH WORKCARE/SIHMG	90052	Respiratory Questionnaire	Paid by Check # 23635		11/04/2025	11/04/2025	11/04/2025		11/04/2025	99.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$99.00
Account **64000 - Other Debt Principal**										
2642 - FIRST SOUTHERN BANK	10/27/2025	Loan #65625 November 2025	Paid by Check # 23601		10/28/2025	10/28/2025	10/28/2025		10/28/2025	8,971.73
2642 - FIRST SOUTHERN BANK	10/27/25	Loan #45679-15 November 2025	Paid by Check # 23602		10/28/2025	10/28/2025	10/28/2025		10/28/2025	8,586.02
				Account **64000 - Other Debt Principal** Totals				Invoice Transactions	2	$17,557.75
Account **64100 - Other Debt Interest**										
2642 - FIRST SOUTHERN BANK	10/27/2025	Loan #65625 November 2025	Paid by Check # 23601		10/28/2025	10/28/2025	10/28/2025		10/28/2025	508.78
2642 - FIRST SOUTHERN BANK	10/27/25	Loan #45679-15 November 2025	Paid by Check # 23602		10/28/2025	10/28/2025	10/28/2025		10/28/2025	3,745.72
				Account **64100 - Other Debt Interest** Totals				Invoice Transactions	2	$4,254.50
				Division **40151 - Fire Protection** Totals				Invoice Transactions	6	$22,002.25
				Department **20 - Public Safety** Totals				Invoice Transactions	16	$36,531.03

Department **25 - Development Services**
Division **40210 - Building & Neighborhood Services**
Account **26000 - Rental Charges**

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
5191 - RICOH USA INC	109573645	COPIER RENT	Paid by Check # 23664		10/28/2025	11/07/2025	11/07/2025		11/06/2025	129.08
				Account **26000 - Rental Charges** Totals			Invoice Transactions	1		$129.08
Account **27100 - Other Outside Services**										
3297 - J&S SERVICES SCOTT HELLER	689496	Mowing Private Owned Lots	Paid by Check # 23656		11/03/2025	11/07/2025	11/07/2025		11/06/2025	454.00
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	852772186	Clear System October 2025	Paid by Check # 23675		11/03/2025	11/07/2025	11/07/2025		11/06/2025	233.91
				Account **27100 - Other Outside Services** Totals			Invoice Transactions	2		$687.91
				Division **40210 - Building & Neighborhood Services** Totals			Invoice Transactions	3		$816.99
				Department **25 - Development Services** Totals			Invoice Transactions	3		$816.99
Department **40 - Public Works**										
Division **40310 - Equipment Maintenance**										
Account **27100 - Other Outside Services**										
6598 - MIDWEST TANK TESTING, LLC	2670	Annual Fuel System Testing	Paid by Check # 23608		10/28/2025	10/28/2025	10/28/2025		10/28/2025	1,735.00
				Account **27100 - Other Outside Services** Totals			Invoice Transactions	1		$1,735.00
				Division **40310 - Equipment Maintenance** Totals			Invoice Transactions	1		$1,735.00
Division **40330 - Building Maintenance**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	10/29/25	52220-06116	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	166.89
303 - AMEREN ILLINOIS	10/28/25	83620-01513	Paid by Check # 23640		10/28/2025	11/07/2025	11/07/2025		11/06/2025	1,940.71
				Account **23000 - Utilities- Electric** Totals			Invoice Transactions	2		$2,107.60
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	10/31/25	00280-18029	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	260.92
				Account **23100 - Utilities- Gas** Totals			Invoice Transactions	1		$260.92
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-5	1411110-002	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	362.50
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-7	1423950-010	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	142.22
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-5	1605475-001	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	219.36
				Account **23200 - Utilities- Water & Sewer** Totals			Invoice Transactions	3		$724.08
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-5	1411110-002	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	273.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-7	1423950-010	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	48.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-5	1605475-001	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	93.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals			Invoice Transactions	3		$416.10
				Division **40330 - Building Maintenance** Totals			Invoice Transactions	9		$3,508.70
Division **40350 - Street Maintenance**										
Account **26000 - Rental Charges**										
5191 - RICOH USA INC	109573645	COPIER RENT	Paid by Check # 23664		10/28/2025	11/07/2025	11/07/2025		11/06/2025	94.93

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
				Account **26000 - Rental Charges** Totals				Invoice Transactions 1		$94.93
Account **64000 - Other Debt Principal**										
182 - BANTERRA BANK	10/27/2025	Loan #11587407 86631 November 2025	Paid by Check # 23595		10/28/2025	10/28/2025	10/28/2025		10/28/2025	3,982.64
				Account **64000 - Other Debt Principal** Totals				Invoice Transactions 1		$3,982.64
Account **64100 - Other Debt Interest**										
182 - BANTERRA BANK	10/27/2025	Loan #11587407 86631 November 2025	Paid by Check # 23595		10/28/2025	10/28/2025	10/28/2025		10/28/2025	416.39
				Account **64100 - Other Debt Interest** Totals				Invoice Transactions 1		$416.39
				Division **40350 - Street Maintenance** Totals				Invoice Transactions 3		$4,493.96
Division **40390 - Forestry Management**										
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-3	1113600-010	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	9.45
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-4	1115100-009	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	9.45
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions 2		$18.90
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-3	1113600-010	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-4	1115100-009	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions 2		$7.40
Account **27100 - Other Outside Services**										
4436 - TIM EDGAR TREE SERVICE INC	8958/8959	Contracted Tree Removals	Paid by Check # 23676		10/28/2025	11/07/2025	11/07/2025		11/06/2025	4,525.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$4,525.00
Account **27300 - Operating Supplies & Materials**										
5771 - TABOR WHOLESALE NURSERY	979	Trees for Planting	Paid by Check # 23672		11/05/2025	11/07/2025	11/07/2025		11/06/2025	5,750.00
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions 1		$5,750.00
				Division **40390 - Forestry Management** Totals				Invoice Transactions 6		$10,301.30
				Department **40 - Public Works** Totals				Invoice Transactions 19		$20,038.96
Department **45 - Parks and Recreation**										
Division **40500 - Parks and Recreation**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	10/22/2025	09630-48094	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	105.66
303 - AMEREN ILLINOIS	10/31/25-1	96320-00421	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	39.58
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions 2		$145.24
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25	1195510-002	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	9.45
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-1	1195590-003	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	50.38
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-2	1195570-007	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	23.63
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-4	1513990-012	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	49.25

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-6	1618600-011	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	51.13
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-7	1618650-002	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	51.13
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions	6	$234.97
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25	1195510-002	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-1	1195590-003	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-2	1195570-007	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-4	1513990-012	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-6	1618600-011	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	5	$18.50
Account **25200 - Repairs & Maint- Other Improv**										
2229 - TERRACE FENCE COMPANY INC	10/15/2025	Super block ball field 2 & 4 repairs	Paid by Check # 23674		10/28/2025	11/07/2025	11/07/2025		11/06/2025	4,939.63
				Account **25200 - Repairs & Maint- Other Improv** Totals				Invoice Transactions	1	$4,939.63
				Division **40500 - Parks and Recreation** Totals				Invoice Transactions	14	$5,338.34
				Department **45 - Parks and Recreation** Totals				Invoice Transactions	14	$5,338.34
				Fund **01 - General** Totals				Invoice Transactions	95	$1,406,200.02
Fund **08 - Payroll Claim Fund**										
Account **20605-001 - Accrued Payroll Federal Income Tax Withholding**										
1093 - INTERNAL REVENUE SERVICE	2026-00000082	FICA - FICA*	Paid by EFT # 69893		10/29/2025	10/29/2025	10/31/2025		10/31/2025	70,182.99
				Account **20605-001 - Accrued Payroll Federal Income Tax Withholding** Totals				Invoice Transactions	1	$70,182.99
Account **20605-002 - Accrued Payroll Payroll Tax W/H- SIT**										
1029 - ILLINOIS DEPARTMENT OF REVENUE	2026-00000081	SIT - State Income Tax	Paid by EFT # 69892		10/29/2025	10/29/2025	10/31/2025		10/31/2025	32,834.03
				Account **20605-002 - Accrued Payroll Payroll Tax W/H- SIT** Totals				Invoice Transactions	1	$32,834.03
Account **20605-003 - Accrued Payroll Payroll Tax W/H- FICA**										
1093 - INTERNAL REVENUE SERVICE	2026-00000082	FICA - FICA*	Paid by EFT # 69893		10/29/2025	10/29/2025	10/31/2025		10/31/2025	73,520.78
				Account **20605-003 - Accrued Payroll Payroll Tax W/H- FICA** Totals				Invoice Transactions	1	$73,520.78
				Fund **08 - Payroll Claim Fund** Totals				Invoice Transactions	3	$176,537.80
Fund **11 - Motor Fuel Tax Fund**										
Department **40 - Public Works**										
Division **41013 - MFT Operating & Maintenance**										
Account **25000 - Repairs & Maintenance- Equip**										
2941 - TRAFFIC CONTROL CORPORATION	1607154/161236	Traffic Signal Parts	Paid by Check # 23678		10/28/2025	11/07/2025	11/07/2025		11/06/2025	6,531.00
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	1	$6,531.00
				Division **41013 - MFT Operating & Maintenance** Totals				Invoice Transactions	1	$6,531.00
				Department **40 - Public Works** Totals				Invoice Transactions	1	$6,531.00
Department **50 - Community Investment**										
Division **41017 - MFT CIP & Replacement**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **55600 - CIP Acquisition-Easements**										
2081 - SOUTHERN ILL UNIVERSITY	11/2/25	ROW Land Acquisition-ST1502	Paid by Check # 23669		11/05/2025	11/07/2025	11/07/2025		11/06/2025	1,030.00
2081 - SOUTHERN ILL UNIVERSITY	11/05/25	ROW Land Acquisition-ST1502	Paid by Check # 23670		11/05/2025	11/07/2025	11/07/2025		11/06/2025	300.00
2081 - SOUTHERN ILL UNIVERSITY	11/05/2025	ROW Land Acquisition-ST1502	Paid by Check # 23671		11/05/2025	11/07/2025	11/07/2025		11/06/2025	2,425.00
			Account **55600 - CIP Acquisition-Easements** Totals					Invoice Transactions	3	$3,755.00
			Division **41017 - MFT CIP & Replacement** Totals					Invoice Transactions	3	$3,755.00
			Department **50 - Community Investment** Totals					Invoice Transactions	3	$3,755.00
			Fund **11 - Motor Fuel Tax Fund** Totals					Invoice Transactions	4	$10,286.00
Fund **15 - Special Tax Allocation # 2 Fund**										
Department **30 - Community Development**										
Division **41501 - TIF District # 2**										
Account **44000 - Program Grants**										
7849 - DAYEMI ORGANIZATION, INC	10/27/2025	Code Compliance Payment #5-CCP012	Paid by Check # 23599		10/28/2025	10/28/2025	10/28/2025		10/28/2025	1,000.00
6354 - AARON HANKS	10/23/2025	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23654		10/28/2025	11/07/2025	11/07/2025		11/06/2025	8,063.18
7349 - UGA LLC	10/23/2025	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23679		10/28/2025	11/07/2025	11/07/2025		11/06/2025	6,951.30
7494 - CASEY MEYERS	10/23/2025	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23647		10/28/2025	11/07/2025	11/07/2025		11/06/2025	44.10
			Account **44000 - Program Grants** Totals					Invoice Transactions	4	$16,058.58
			Division **41501 - TIF District # 2** Totals					Invoice Transactions	4	$16,058.58
			Department **30 - Community Development** Totals					Invoice Transactions	4	$16,058.58
			Fund **15 - Special Tax Allocation # 2 Fund** Totals					Invoice Transactions	4	$16,058.58
Fund **40 - Local Improvement Fund**										
Department **50 - Community Investment**										
Division **44007 - CIP & Replacement**										
Account **56500 - CIP Construction- Contractual**										
656 - E T SIMONDS CONSTRUCTION COMPANY INC	10/24/2025	Balance Due This Pay Estimate	Paid by Check # 23623		11/04/2025	11/04/2025	11/04/2025		11/04/2025	379,565.66
924 - HOLCOMB FOUNDATION ENGINEERING	I-15822	Balance Due This Pay Estimate-SP1002	Paid by Check # 23655		11/03/2025	11/07/2025	11/07/2025		11/06/2025	154.00
4849 - BACON FARMER WORKMAN ENGINEERING & TESTING	50869	Balance Due This Pay Estimate-SP1002	Paid by Check # 23643		11/03/2025	11/07/2025	11/07/2025		11/06/2025	1,079.50
			Account **56500 - CIP Construction- Contractual** Totals					Invoice Transactions	3	$380,799.16
			Division **44007 - CIP & Replacement** Totals					Invoice Transactions	3	$380,799.16
			Department **50 - Community Investment** Totals					Invoice Transactions	3	$380,799.16
			Fund **40 - Local Improvement Fund** Totals					Invoice Transactions	3	$380,799.16
Fund **70 - Water & Sewer Fund**										
Department **40 - Public Works**										
Division **47000 - Support Services**										
Account **24000 - Travel, Conf., Training**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	35.00
			Account **24000 - Travel, Conf., Training** Totals					Invoice Transactions	1	$35.00
Account **26000 - Rental Charges**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
5191 - RICOH USA INC	109573645	COPIER RENT	Paid by Check # 23664		10/28/2025	11/07/2025	11/07/2025		11/06/2025	83.22
				Account **26000 - Rental Charges** Totals				Invoice Transactions	1	$83.22
Account **27300 - Operating Supplies & Materials**										
2014 - SILKWORM INC	124279	Utilities Hats	Paid by Check # 23668		10/28/2025	11/07/2025	11/07/2025		11/06/2025	1,400.00
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	1	$1,400.00
Account **44000 - Program Grants**										
7866 - DON PRIDDY/LUANNE WOOLF	10/08/2025	90% Reimbursement for Sanitary Sewer Backflow	Paid by Check # 23653		10/28/2025	11/07/2025	11/07/2025		11/06/2025	826.72
				Account **44000 - Program Grants** Totals				Invoice Transactions	1	$826.72
				Division **47000 - Support Services** Totals				Invoice Transactions	4	$2,344.94
Division **47002 - Lake Management**										
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-3	1513984-001	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	90.00
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	1	$90.00
				Division **47002 - Lake Management** Totals				Invoice Transactions	1	$90.00
Division **47011 - Water Treatment Plant**										
Account **25000 - Repairs & Maintenance- Equip**										
1874 - ROY WALKER COMMUNICATIONS INC	152001	Radio Antenna Parts, Service, Replacement	Paid by Check # 23665		11/03/2025	11/07/2025	11/07/2025		11/06/2025	1,522.75
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	1	$1,522.75
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-1	1513982-001	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	90.00
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/29/25-2	1513983-001	Paid by Check # 23646		11/03/2025	11/07/2025	11/07/2025		11/06/2025	45.00
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	2	$135.00
Account **27300 - Operating Supplies & Materials**										
5550 - CHEMTRADE CHEMICALS US LLC	90314159	Chemical Bid 25-22-Liquid Alum	Paid by Check # 23648		11/03/2025	11/07/2025	11/07/2025		11/06/2025	5,830.09
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	1	$5,830.09
				Division **47011 - Water Treatment Plant** Totals				Invoice Transactions	4	$7,487.84
Division **47019 - Meter Services**										
Account **24000 - Travel, Conf., Training**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	105.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	1	$105.00
				Division **47019 - Meter Services** Totals				Invoice Transactions	1	$105.00
Division **47021 - Sewer Collection**										
Account **24000 - Travel, Conf., Training**										
394 - CITY OF CARBONDALE	10/31/2025	Reimburse Petty Cash FY2026	Paid by Check # 23618		11/04/2025	11/04/2025	11/04/2025		11/04/2025	70.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	1	$70.00
				Division **47021 - Sewer Collection** Totals				Invoice Transactions	1	$70.00
Division **47022 - SE Wastewater Treatment Plant**										
Account **25000 - Repairs & Maintenance- Equip**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
1434 - MUNICIPAL EQUIPMENT CO INC	INV0028008	O-ring for EQ Valve	Paid by Check # 23661		11/03/2025	11/07/2025	11/07/2025		11/06/2025	115.21
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	1	$115.21
				Division **47022 - SE Wastewater Treatment Plant** Totals				Invoice Transactions	1	$115.21
Division **47023 - NW Wastewater Treatment Plant**										
Account **26000 - Rental Charges**										
5781 - C & C PUMPS & SUPPLY SERVICE	REN03950	Pump Rental	Paid by Check # 23644		11/03/2025	11/07/2025	11/07/2025		11/06/2025	5,798.00
				Account **26000 - Rental Charges** Totals				Invoice Transactions	1	$5,798.00
Account **27100 - Other Outside Services**										
4039 - SIH WORKCARE/SIHMG	91359	Preplacement Physical-Basic & 5 Panel Drug	Paid by Check # 23635		11/04/2025	11/04/2025	11/04/2025		11/04/2025	55.00
4179 - TEKLAB INC	333184	NW 3rd Quarter Sludge Testing	Paid by Check # 23673		10/28/2025	11/07/2025	11/07/2025		11/06/2025	708.20
4846 - Analytical Services, Inc.- Attn: Bev Cummings	46634	NW Outside Lab Testing	Paid by Check # 23641		10/28/2025	11/07/2025	11/07/2025		11/06/2025	1,360.00
7212 - METRO AG INC	2982	Land Application of sludge	Paid by Check # 23659		10/28/2025	11/07/2025	11/07/2025		11/06/2025	106,999.92
7223 - PACE ANALYTICAL SERVICES, LLC	257229010-2	2257224746/257228049-NW Outside Lab Testing	Paid by Check # 23663		10/28/2025	11/07/2025	11/07/2025		11/06/2025	1,660.10
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	5	$110,783.22
Account **27300 - Operating Supplies & Materials**										
7189 - UNIFIRST	J775293/C575568	First Aid Supplies	Paid by Check # 23680		11/03/2025	11/07/2025	11/07/2025		11/06/2025	425.49
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	1	$425.49
				Division **47023 - NW Wastewater Treatment Plant** Totals				Invoice Transactions	7	$117,006.71
Division **47025 - Sewage Lift Stations**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	10/23/2025	20620-00124	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	97.70
303 - AMEREN ILLINOIS	10/29/25-1	68220-04418	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	40.39
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	2	$138.09
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	10/23/2025	20620-00124	Paid by Check # 23639		10/28/2025	11/07/2025	11/07/2025		11/06/2025	70.69
				Account **23100 - Utilities- Gas** Totals				Invoice Transactions	1	$70.69
Account **25000 - Repairs & Maintenance- Equip**										
387 - CK POWER	SVL143445	Generator Controller	Paid by Check # 23649		11/03/2025	11/07/2025	11/07/2025		11/06/2025	4,831.23
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	1	$4,831.23
				Division **47025 - Sewage Lift Stations** Totals				Invoice Transactions	4	$5,040.01
				Department **40 - Public Works** Totals				Invoice Transactions	23	$132,259.71
Department **50 - Community Investment**										
Division **47044 - Wastewater System- CIP & Replace**										
Account **53100 - CIP Design Eng- Contractual**										
339 - CRAWFORD MURPHY & TILLY INC	0246330	Balance Due This Pay Estimate-WW2301	Paid by Check # 23652		11/03/2025	11/07/2025	11/07/2025		11/06/2025	465.00
				Account **53100 - CIP Design Eng- Contractual** Totals				Invoice Transactions	1	$465.00

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **56500 - CIP Construction- Contractual**										
5843 - SAMRON MIDWEST CONTRACTING INC	10/22/2025	Balance Due This Pay Estimate-WW1801	Paid by Check # 23666		10/28/2025	11/07/2025	11/07/2025		11/06/2025	178,042.38
				Account **56500 - CIP Construction- Contractual** Totals				Invoice Transactions	1	$178,042.38
				Division **47044 - Wastewater System- CIP & Replace** Totals				Invoice Transactions	2	$178,507.38
Division **47045 - Water System- CIP & Replace**										
Account **53100 - CIP Design Eng- Contractual**										
339 - CRAWFORD MURPHY & TILLY INC	40390246332	Balance Due This Pay Estimate-WS2502	Paid by Check # 23650		11/03/2025	11/07/2025	11/07/2025		11/06/2025	11,514.05
339 - CRAWFORD MURPHY & TILLY INC	0246331	Balance Due This Pay Estimate-WS2501	Paid by Check # 23651		11/03/2025	11/07/2025	11/07/2025		11/06/2025	2,430.00
				Account **53100 - CIP Design Eng- Contractual** Totals				Invoice Transactions	2	$13,944.05
				Division **47045 - Water System- CIP & Replace** Totals				Invoice Transactions	2	$13,944.05
				Department **50 - Community Investment** Totals				Invoice Transactions	4	$192,451.43
Department **60 - Debt Service**										
Division **47049 - Water & Sewer Bonds & Loans**										
Account **64000 - Other Debt Principal**										
2642 - FIRST SOUTHERN BANK	10/31/2025	Loan #25968 November 2025	Paid by Check # 23626		11/04/2025	11/04/2025	11/04/2025		11/04/2025	4,803.81
				Account **64000 - Other Debt Principal** Totals				Invoice Transactions	1	$4,803.81
Account **64100 - Other Debt Interest**										
2642 - FIRST SOUTHERN BANK	10/31/2025	Loan #25968 November 2025	Paid by Check # 23626		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,251.58
				Account **64100 - Other Debt Interest** Totals				Invoice Transactions	1	$1,251.58
				Division **47049 - Water & Sewer Bonds & Loans** Totals				Invoice Transactions	2	$6,055.39
				Department **60 - Debt Service** Totals				Invoice Transactions	2	$6,055.39
				Fund **70 - Water & Sewer Fund** Totals				Invoice Transactions	29	$330,766.53
Fund **71 - Parking**										
Department **40 - Public Works**										
Division **47100 - Public Parking Services**										
Account **27100 - Other Outside Services**										
4828 - WEST PAYMENT CENTER THOMSON REUTERS, INC	852772186	Clear System October 2025	Paid by Check # 23675		11/03/2025	11/07/2025	11/07/2025		11/06/2025	233.92
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$233.92
				Division **47100 - Public Parking Services** Totals				Invoice Transactions	1	$233.92
				Department **40 - Public Works** Totals				Invoice Transactions	1	$233.92
				Fund **71 - Parking** Totals				Invoice Transactions	1	$233.92
Fund **72 - Solid Waste Management**										
Department **40 - Public Works**										
Division **47200 - Refuse & Recycling Services**										
Account **27100 - Other Outside Services**										
4039 - SIH WORKCARE/SIHMG	90990	5 Panel Drug Screen	Paid by Check # 23635		11/04/2025	11/04/2025	11/04/2025		11/04/2025	55.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$55.00
Account **64000 - Other Debt Principal**										
6076 - FIRST MID ILLINOIS BANK	10/31/2025	Loan #2739025730 November 2025	Paid by Check # 23625		11/04/2025	11/04/2025	11/04/2025		11/04/2025	3,642.72

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
				Account **64000 - Other Debt Principal** Totals				Invoice Transactions 1		$3,642.72
Account **64100 - Other Debt Interest**										
6076 - FIRST MID ILLINOIS BANK	10/31/2025	Loan #2739025730 November 2025	Paid by Check # 23625		11/04/2025	11/04/2025	11/04/2025		11/04/2025	191.66
				Account **64100 - Other Debt Interest** Totals				Invoice Transactions 1		$191.66
				Division **47200 - Refuse & Recycling Services** Totals				Invoice Transactions 3		$3,889.38
				Department **40 - Public Works** Totals				Invoice Transactions 3		$3,889.38
				Fund **72 - Solid Waste Management** Totals				Invoice Transactions 3		$3,889.38
Fund **73 - Rental Properties**										
Department **40 - Public Works**										
Division **47300 - Municipal Rental Properties**										
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	252960058031370	1832112	Paid by Check # 23600		10/28/2025	10/28/2025	10/28/2025		10/28/2025	74.42
303 - AMEREN ILLINOIS	10/28/25	83620-01513	Paid by Check # 23640		10/28/2025	11/07/2025	11/07/2025		11/06/2025	394.40
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions 2		$468.82
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-6	1424400-001	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	311.38
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions 1		$311.38
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	10/22/25-6	1424400-001	Paid by Check # 23646		10/28/2025	11/07/2025	11/07/2025		11/06/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions 1		$3.70
				Division **47300 - Municipal Rental Properties** Totals				Invoice Transactions 4		$783.90
				Department **40 - Public Works** Totals				Invoice Transactions 4		$783.90
				Fund **73 - Rental Properties** Totals				Invoice Transactions 4		$783.90
Fund **79 - Group Health Insurance**										
Account **14012-010 - Intrafund F/R Due from Operating**										
406 - CARBONDALE MEDICAL CLAIMS	10/24/2025	Medical Claims for 10/24/2025	Paid by Check # 23597		10/28/2025	10/28/2025	10/28/2025		10/28/2025	118,465.24
406 - CARBONDALE MEDICAL CLAIMS	73765	Consociate Monthly Health Insurance	Paid by Check # 23614		11/04/2025	11/04/2025	11/04/2025		11/04/2025	85,100.06
406 - CARBONDALE MEDICAL CLAIMS	10/31/2025	Medical Claims for 10/31/2025	Paid by Check # 23615		11/04/2025	11/04/2025	11/04/2025		11/04/2025	49,991.80
				Account **14012-010 - Intrafund F/R Due from Operating** Totals				Invoice Transactions 3		$253,557.10
Department **77 - Internal Service**										
Division **47900 - Group Health Insurance**										
Account **43000 - Health Insurance Claims**										
7625 - MEDICENTER PHARMACY CARBONDALE	10312025A	Flu Clinic Medical Bill for Payment	Paid by Check # 23658		11/03/2025	11/07/2025	11/07/2025		11/06/2025	665.00
				Account **43000 - Health Insurance Claims** Totals				Invoice Transactions 1		$665.00
				Division **47900 - Group Health Insurance** Totals				Invoice Transactions 1		$665.00
				Department **77 - Internal Service** Totals				Invoice Transactions 1		$665.00
				Fund **79 - Group Health Insurance** Totals				Invoice Transactions 4		$254,222.10
Fund **80 - Fire Pension**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **20405-010 - Intra F/P General Fund**										
394 - CITY OF CARBONDALE	10/31/25	Salary & Fringe October 2025	Paid by Check # 23619		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,777.00
394 - CITY OF CARBONDALE	11/04/2025	Reimbursement for Interfund Payable	Paid by Check # 23621		11/04/2025	11/04/2025	11/04/2025		11/04/2025	26.86
				Account **20405-010 - Intra F/P General Fund** Totals				Invoice Transactions	2	$1,803.86
				Fund **80 - Fire Pension** Totals				Invoice Transactions	2	$1,803.86
Fund **81 - Police Pension**										
Account **20405-010 - Intra F/P General Fund**										
394 - CITY OF CARBONDALE	10.31.25	Salary & Fringe October 2025	Paid by Check # 23620		11/04/2025	11/04/2025	11/04/2025		11/04/2025	1,692.75
394 - CITY OF CARBONDALE	11/04/25	Reimbursement for Interfund Payable	Paid by Check # 23622		11/04/2025	11/04/2025	11/04/2025		11/04/2025	49.58
				Account **20405-010 - Intra F/P General Fund** Totals				Invoice Transactions	2	$1,742.33
Department **80 - Fiduciary**										
Division **48100 - Police Pension**										
Account **85000 - Pension Benefits & Refunds**										
1792 - POLICE PENSION PAYROLL	10/22/2025	Contribution Payout for A Webb	Paid by EFT # 1424		10/28/2025	10/28/2025	10/28/2025		10/28/2025	112,122.86
1792 - POLICE PENSION PAYROLL	10/24/2025	Contribution Payout for G Draper	Paid by EFT # 1425		10/28/2025	10/28/2025	10/28/2025		10/28/2025	61,258.30
				Account **85000 - Pension Benefits & Refunds** Totals				Invoice Transactions	2	$173,381.16
				Division **48100 - Police Pension** Totals				Invoice Transactions	2	$173,381.16
				Department **80 - Fiduciary** Totals				Invoice Transactions	2	$173,381.16
				Fund **81 - Police Pension** Totals				Invoice Transactions	4	$175,123.49

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
						Grand Totals		Invoice Transactions	156	$2,756,704.74

_____
DIRECTOR OF FINANCE

_____
CITY MANAGER

_____
DATE

_____
DATE

This is to certify that the above warrant was duly presented at a meeting of the council on _____ and payment of said warrant has been made in accordance with the Carbondale Revised Code.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

LIST OF WARRANTS REVIEWED BY:

_____
Jeffrey M. Davis, City Treasurer

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Approval of Warrant 1525 for Period Ending: 11/21/2025
Type:	Action - Consent
Recommended Action:	Accept the following report of payments for the period ended: 11/21/2025 totaling $3,371,756.34
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background:

Additional Information:

Attachments:
1. Warrant 1525 2025-12-09

Motion & Voting: Accept the following report of payments for the period ended: 11/21/2025 totaling $3,371,756.34

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

Warrant to the City Treasurer

The undersigned hereby certify that the following bills or invoices represent a true and correct statement of cost of goods and/or services rendered to the City of Carbondale by firms or persons listed an that said firms or persons are entitled to payment for same in the amounts shown.

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Fund **01 - General**										
Account **10531-311 - Inventory In House Veh Parts**										
934 - HINES OIL COMPANY	195650	Oils and Fluids	Paid by Check # 23709		11/18/2025	11/18/2025	11/18/2025		11/18/2025	3,087.70
				Account **10531-311 - Inventory In House Veh Parts** Totals				Invoice Transactions	1	$3,087.70
Account **14012-010 - Intrafund F/R Due from Operating**										
394 - CITY OF CARBONDALE	11/13/2025	Flex Spend & Dep Care 11/14/2025	Paid by Check # 23705		11/18/2025	11/18/2025	11/18/2025		11/18/2025	4,050.87
				Account **14012-010 - Intrafund F/R Due from Operating** Totals				Invoice Transactions	1	$4,050.87
Account **20205-001 - Accounts Payable Property Taxes**										
326 - CARBONDALE PUBLIC LIBRARY	11/17/2025	3rd Distribution of Real Estate Taxes	Paid by Check # 23702		11/18/2025	11/18/2025	11/18/2025		11/18/2025	59,612.06
				Account **20205-001 - Accounts Payable Property Taxes** Totals				Invoice Transactions	1	$59,612.06
Account **20605-010 - Accrued Payroll Employee Retire W/H- IMRF**										
1028 - ILLINOIS MUNICIPAL RETIREMENT FUND	11/18/2025	IMRF Wages for October 2025	Paid by EFT # 1436		11/18/2025	11/18/2025	11/18/2025		11/18/2025	156,270.26
				Account **20605-010 - Accrued Payroll Employee Retire W/H- IMRF** Totals				Invoice Transactions	1	$156,270.26
Account **20605-011 - Accrued Payroll Employee Retire W/H- Police**										
1747 - POLICE PENSION FUND	11/13/2025	Police Pension Payroll 11/14/2025	Paid by Check # 23713		11/18/2025	11/18/2025	11/18/2025		11/18/2025	18,258.79
				Account **20605-011 - Accrued Payroll Employee Retire W/H- Police** Totals				Invoice Transactions	1	$18,258.79
Account **20605-012 - Accrued Payroll Employee Reitre W/H- Fire**										
6685 - FIRE PENSION FUND	11/13/2025	Fire Pension Payroll 11/14/2025	Paid by Check # 23707		11/18/2025	11/18/2025	11/18/2025		11/18/2025	8,499.95
				Account **20605-012 - Accrued Payroll Employee Reitre W/H- Fire** Totals				Invoice Transactions	1	$8,499.95
Account **20605-021 - Accrued Payroll Participating 125 Plan**										
3302 - AFLAC	992836/992840	Aflac Plan Premiums November 2025	Paid by Check # 23695		11/18/2025	11/18/2025	11/18/2025		11/18/2025	1,159.06
				Account **20605-021 - Accrued Payroll Participating 125 Plan** Totals				Invoice Transactions	1	$1,159.06
Account **20605-023 - Accrued Payroll Employee Insurance W/H IMRF**										
1040 - NCPERS - Group Life Insurance	3333122025	IMRF Life Insurance December 2025	Paid by Check # 23712		11/18/2025	11/18/2025	11/18/2025		11/18/2025	112.00
				Account **20605-023 - Accrued Payroll Employee Insurance W/H IMRF** Totals				Invoice Transactions	1	$112.00
Account **20605-040 - Accrued Payroll Employee Savings W/H Def Comp**										
1658 - NATIONWIDE RETIREMENT SOLUTIONS	2026-00000089	NW 457 STND $ - Nationwide 457 Stnd	Paid by EFT # 1432		11/12/2025	11/12/2025	11/14/2025		11/14/2025	20,785.47
				Account **20605-040 - Accrued Payroll Employee Savings W/H Def Comp** Totals				Invoice Transactions	1	$20,785.47
Account **20605-041 - Accrued Payroll Employee Savings W/H ICMA**										
2398 - VANTAGEPOINT TRANSFER AGENTS LLC-457	2026-00000092	ICMA 457 STND $ - ICMA 457 Standard	Paid by EFT # 1434		11/12/2025	11/12/2025	11/14/2025		11/14/2025	525.00
				Account **20605-041 - Accrued Payroll Employee Savings W/H ICMA** Totals				Invoice Transactions	1	$525.00

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **20605-050 - Accrued Payroll Employee Union Dues W/H IAFF**										
1030 - IAFF LOCAL #1961	11/14/25	Dues whld from Payroll	Paid by Check # 23758		11/18/2025	11/21/2025	11/21/2025		11/19/2025	840.00
			Account **20605-050 - Accrued Payroll Employee Union Dues W/H IAFF** Totals					Invoice Transactions	1	$840.00
Account **20605-051 - Accrued Payroll Employee Union Dues W/H FOP**										
704 - FRATERNAL ORDER POLICE #192	11/14/25	Dues for Payroll	Paid by Check # 23752		11/18/2025	11/21/2025	11/21/2025		11/19/2025	210.00
1071 - ILLINOIS FRATERNAL ORDER POLICE	11/14/25	Dues for Payroll	Paid by Check # 23762		11/18/2025	11/21/2025	11/21/2025		11/19/2025	1,188.00
			Account **20605-051 - Accrued Payroll Employee Union Dues W/H FOP** Totals					Invoice Transactions	2	$1,398.00
Account **20605-053 - Accrued Payroll Employee Union Dues W/H Plumbr**										
1748 - PLUMBERS & PIPEFITTERS #160	11/14/25	Dues whld from Payroll	Paid by Check # 23775		11/18/2025	11/21/2025	11/21/2025		11/19/2025	1,209.68
			Account **20605-053 - Accrued Payroll Employee Union Dues W/H Plumbr** Totals					Invoice Transactions	1	$1,209.68
Account **20605-054 - Accrued Payroll Employee W/H SIU Credit Union**										
2053 - SIU CREDIT UNION	2026-00000090	SIU CU - SIU Credit Union	Paid by Check # 23693		11/12/2025	11/12/2025	11/14/2025		11/12/2025	150.00
			Account **20605-054 - Accrued Payroll Employee W/H SIU Credit Union** Totals					Invoice Transactions	1	$150.00
Account **20605-055 - Accrued Payroll Employee Union Dues- Telecommuni**										
1071 - ILLINOIS FRATERNAL ORDER POLICE	11/14/2025	Dues whld from Payroll	Paid by Check # 23762		11/18/2025	11/21/2025	11/21/2025		11/19/2025	243.00
			Account **20605-055 - Accrued Payroll Employee Union Dues- Telecommuni** Totals					Invoice Transactions	1	$243.00
Account **20605-060 - Accrued Payroll Employee W/H-Other Deduction**										
2116 - STATE DISBURSEMENT UNIT	2026-00000091	CHILD SUPP 1 - Child Support 1*	Paid by EFT # 1433		11/12/2025	11/12/2025	11/14/2025		11/14/2025	3,565.29
7816 - BBL	11/13/2025	Wage Deduction-11/14/2025	Paid by Check # 23696		11/18/2025	11/18/2025	11/18/2025		11/18/2025	113.41
6196 - BLITT AND GAINES PC	11/13/2025	Wage Deduction-11/14/2025	Paid by Check # 23697		11/18/2025	11/18/2025	11/18/2025		11/18/2025	89.08
3839 - CARRIE N. STREET	11/13/2025	Wage Deduction-11/14/2025	Paid by Check # 23703		11/18/2025	11/18/2025	11/18/2025		11/18/2025	238.38
7346 - RESURGENCE LEGAL GROUP, PC	11/13/2025	Wage Deduction-11/14/2025	Paid by Check # 23715		11/18/2025	11/18/2025	11/18/2025		11/18/2025	81.21
6450 - RUSSELL C SIMON-CHAPTER 13 TRUSTEE	11/13/2025	Wage Deduction-11/14/2025	Paid by Check # 23716		11/18/2025	11/18/2025	11/18/2025		11/18/2025	627.69
			Account **20605-060 - Accrued Payroll Employee W/H-Other Deduction** Totals					Invoice Transactions	6	$4,715.06
Account **20605-090 - Accrued Payroll Non-Participating 125 Plan**										
3302 - AFLAC	992836/992840	Aflac Plan Premiums November 2025	Paid by Check # 23695		11/18/2025	11/18/2025	11/18/2025		11/18/2025	245.98
			Account **20605-090 - Accrued Payroll Non-Participating 125 Plan** Totals					Invoice Transactions	1	$245.98
Department **00 - Undesignated**										
Division **00000 - Undesignated**										
Account **30102-082 - Sales & Service Taxes Municipal Hotel/Motel Tax**										
7068 - SAI KRISHNA, LLC	10/21/25	66.67% Rebate of Municipal Taxes Paid-	Paid by Check # 23778		11/18/2025	11/21/2025	11/21/2025		11/19/2025	15,418.02
			Account **30102-082 - Sales & Service Taxes Municipal Hotel/Motel Tax** Totals					Invoice Transactions	1	$15,418.02
Account **30105-900 - Fines Miscellaneous Fines**										
JOHN PHILLIPS	11/13/2025	Admin Tow Fee Reimbursement	Paid by Check # 23719		11/18/2025	11/18/2025	11/18/2025		11/18/2025	200.00
			Account **30105-900 - Fines Miscellaneous Fines** Totals					Invoice Transactions	1	$200.00

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **30107-015 - Service Charges-General Govt Civic Center Rental Fees**										
ELI JOVANOVIC	09/29/2025	REFUND FOR CANCELLED JULY EVENT	Paid by Check # 23798		11/18/2025	11/21/2025	11/21/2025		11/19/2025	1,070.00
			Account **30107-015 - Service Charges-General Govt Civic Center Rental Fees** Totals					Invoice Transactions	1	$1,070.00
				Division **00000 - Undesignated** Totals				Invoice Transactions	3	$16,688.02
				Department **00 - Undesignated** Totals				Invoice Transactions	3	$16,688.02
Department **10 - General Government**										
Division **40010 - Support Services**										
Account **13100 - Employee Retirement Benefits**										
1028 - ILLINOIS MUNICIPAL RETIREMENT FUND	11/13/2025	IMRF SLEP October 2025 & Late fees Sept 2025	Paid by EFT # 1435		11/18/2025	11/18/2025	11/18/2025		11/18/2025	3.08
			Account **13100 - Employee Retirement Benefits** Totals					Invoice Transactions	1	$3.08
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	2,393.00
			Account **20000 - Professional & Consultant Fees** Totals					Invoice Transactions	1	$2,393.00
Account **21000 - Publishing & Filing Fees**										
1181 - JACKSON COUNTY CLERK	11/12/2025	Reimbursement for Recording Fees October	Paid by Check # 23710		11/18/2025	11/18/2025	11/18/2025		11/18/2025	1,998.00
6776 - Southern Illinois Local Media Group/Thomas Publish	357786	Legal Notice for CIP-Carbondale Times	Paid by Check # 23783		11/19/2025	11/21/2025	11/21/2025		11/19/2025	630.00
			Account **21000 - Publishing & Filing Fees** Totals					Invoice Transactions	2	$2,628.00
Account **44000 - Program Grants**										
7875 - ERIE O'NEAL	11/10/2025	Grant Recipient #CAP-104	Paid by Check # 23706		11/18/2025	11/18/2025	11/18/2025		11/18/2025	3,000.00
7874 - THE LITTLE RESOURCE CENTER	11/13/2025	Monthly Service Fee-Referrals & Doc--Birth to	Paid by Check # 23717		11/18/2025	11/18/2025	11/18/2025		11/18/2025	3,000.00
				Account **44000 - Program Grants** Totals				Invoice Transactions	2	$6,000.00
				Division **40010 - Support Services** Totals				Invoice Transactions	6	$11,024.08
Division **40015 - City Hall/Civic Center**										
Account **27100 - Other Outside Services**										
7664 - CINTAS CORP	4249904510	Uniform Rental	Paid by Check # 23704		11/18/2025	11/18/2025	11/18/2025		11/18/2025	118.55
7664 - CINTAS CORP	4249170586	Uniform Rental	Paid by Check # 23735		11/18/2025	11/21/2025	11/21/2025		11/19/2025	118.55
7664 - CINTAS CORP	4248418331	Uniform Rental	Paid by Check # 23735		11/18/2025	11/21/2025	11/21/2025		11/19/2025	118.55
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$355.65
				Division **40015 - City Hall/Civic Center** Totals				Invoice Transactions	3	$355.65
Division **40020 - Tourism & Special Events**										
Account **27100 - Other Outside Services**										
341 - CARBONDALE PARK DISTRICT	11/13/2025	Sponsorship-for Carbondale Lights	Paid by Check # 23701		11/18/2025	11/18/2025	11/18/2025		11/18/2025	5,000.00
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	118.40
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	2	$5,118.40
				Division **40020 - Tourism & Special Events** Totals				Invoice Transactions	2	$5,118.40
				Department **10 - General Government** Totals				Invoice Transactions	11	$16,498.13
Department **15 - Financial Management**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Division **40030 - Financial Management**										
Account **27100 - Other Outside Services**										
5133 - WELLS FARGO BANKS	25100087823	ACCOUNT ANALYSIS 11/10/2025	Paid by Check # 23796		11/19/2025	11/21/2025	11/21/2025		11/19/2025	129.04
				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$129.04
				Division **40030 - Financial Management** Totals				Invoice Transactions 1		$129.04
Division **40033 - Information Services**										
Account **25000 - Repairs & Maintenance- Equip**										
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	2,914.90
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions 1		$2,914.90
Account **27100 - Other Outside Services**										
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	7,267.32
				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$7,267.32
				Division **40033 - Information Services** Totals				Invoice Transactions 2		$10,182.22
				Department **15 - Financial Management** Totals				Invoice Transactions 3		$10,311.26
Department **20 - Public Safety**										
Division **40101 - Police Protection**										
Account **13100 - Employee Retirement Benefits**										
1028 - ILLINOIS MUNICIPAL RETIREMENT FUND	11/13/2025	IMRF SLEP October 2025 & Late fees Sept 2025	Paid by EFT # 1435		11/18/2025	11/18/2025	11/18/2025		11/18/2025	3,250.58
1747 - POLICE PENSION FUND	11/17/2025	3rd Distribution of Real Estate Taxes	Paid by Check # 23714		11/18/2025	11/18/2025	11/18/2025		11/18/2025	188,054.68
				Account **13100 - Employee Retirement Benefits** Totals				Invoice Transactions 2		$191,305.26
Account **20000 - Professional & Consultant Fees**										
6886 - CAMPION, BARROW & ASSOCIATES. INC	042724	(4) Psychological Evaluation(McDowell,	Paid by Check # 23731		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,860.00
6930 - Klein, Thorpe and Jenkins, Ltd.	253101	Consulting Fees for FOIA Matters-September	Paid by Check # 23764		11/18/2025	11/21/2025	11/21/2025		11/19/2025	235.00
4039 - SIH WORKCARE/SIHMG	91583	(4) New Officer Medical Exam (1) Drug Screen	Paid by Check # 23781		11/14/2025	11/21/2025	11/21/2025		11/19/2025	2,937.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions 3		$5,032.00
Account **22000 - Communications- Telephone**										
4574 - FRONTIER	07/28/25	Disconnected Frontier Account	Paid by Check # 23753		11/14/2025	11/21/2025	11/21/2025		11/19/2025	182.35
				Account **22000 - Communications- Telephone** Totals				Invoice Transactions 1		$182.35
Account **22100 - Communications- Data**										
6700 - TECHNOLOGY MANAGEMENT REV FUND	T2604995	Livescan Service for September	Paid by Check # 23785		11/18/2025	11/21/2025	11/21/2025		11/19/2025	316.70
				Account **22100 - Communications- Data** Totals				Invoice Transactions 1		$316.70
Account **24000 - Travel, Conf., Training**										
7871 - UNIVERSITY OF ILLINOIS	UFIWD006	Fire Investigator Course(Officer Aaron	Paid by Check # 23793		11/14/2025	11/21/2025	11/21/2025		11/19/2025	2,050.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions 1		$2,050.00
Account **26000 - Rental Charges**										
4778 - GREATAMERICA FINANCIAL SERVICES	40550877	COPIER RENT	Paid by Check # 23754		11/18/2025	11/21/2025	11/21/2025		11/19/2025	571.55
				Account **26000 - Rental Charges** Totals				Invoice Transactions 1		$571.55

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **27100 - Other Outside Services**										
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	54.00
2273 - SUSIE TOLIVER	000000013	Subcontracted SIBIP Services 9/1/25-9/30/25	Paid by Check # 23784		11/18/2025	11/21/2025	11/21/2025		11/19/2025	600.00
2273 - SUSIE TOLIVER	000000014	Subcontracted SIBIP Services 10/1/25-	Paid by Check # 23784		11/18/2025	11/21/2025	11/21/2025		11/19/2025	600.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$1,254.00
Account **50400 - Licensed Vehicles**										
2377 - VOGLER MOTOR COMPANY INC	11/18/2025	4-2026 Police SUV's	Paid by Check # 23718		11/18/2025	11/18/2025	11/18/2025		11/18/2025	201,068.00
				Account **50400 - Licensed Vehicles** Totals				Invoice Transactions	1	$201,068.00
				Division **40101 - Police Protection** Totals				Invoice Transactions	13	$401,779.86
Division **40151 - Fire Protection**										
Account **13100 - Employee Retirement Benefits**										
6685 - FIRE PENSION FUND	11/17/2025	2nd Distribution of Real Estate Taxes	Paid by Check # 23708		11/18/2025	11/18/2025	11/18/2025		11/18/2025	195,910.25
				Account **13100 - Employee Retirement Benefits** Totals				Invoice Transactions	1	$195,910.25
Account **22000 - Communications- Telephone**										
7873 - FIRST COLLECTION SERVICES	09/10/25	Disconnected Frontier Account	Paid by Check # 23749		11/14/2025	11/21/2025	11/21/2025		11/19/2025	103.10
				Account **22000 - Communications- Telephone** Totals				Invoice Transactions	1	$103.10
Account **24000 - Travel, Conf., Training**										
7871 - UNIVERSITY OF ILLINOIS	UFIWD007	Registration Fees for Travel	Paid by Check # 23794		11/14/2025	11/21/2025	11/21/2025		11/19/2025	8,200.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	1	$8,200.00
Account **50300 - Machinery & Equipment**										
6697 - AEC FIRE, SAFETY, SECURITY	288213	Rescue/Extrication Tools	Paid by Check # 23720		11/14/2025	11/21/2025	11/21/2025		11/19/2025	26,970.60
				Account **50300 - Machinery & Equipment** Totals				Invoice Transactions	1	$26,970.60
				Division **40151 - Fire Protection** Totals				Invoice Transactions	4	$231,183.95
				Department **20 - Public Safety** Totals				Invoice Transactions	17	$632,963.81
Department **30 - Community Development**										
Division **40425 - Agencies & Organizations**										
Account **27100 - Other Outside Services**										
392 - CARBONDALE MAIN STREET	11/17/2025	FY2026 Contract for Service -2nd Payment	Paid by Check # 23698		11/18/2025	11/18/2025	11/18/2025		11/18/2025	20,000.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$20,000.00
				Division **40425 - Agencies & Organizations** Totals				Invoice Transactions	1	$20,000.00
				Department **30 - Community Development** Totals				Invoice Transactions	1	$20,000.00
Department **40 - Public Works**										
Division **40300 - Engineering & Administration**										
Account **28000 - Subscriptions & Memberships**										
7 - AMERICAN PUBLIC WORKS ASSOCIATION	000902771	APWA Memberships	Paid by Check # 23724		11/18/2025	11/21/2025	11/21/2025		11/19/2025	410.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions	1	$410.00
				Division **40300 - Engineering & Administration** Totals				Invoice Transactions	1	$410.00
Division **40330 - Building Maintenance**										

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	251300058126234	1832109	Paid by Check # 23687		11/12/2025	11/12/2025	11/12/2025		11/12/2025	273.17
7140 - SR Carbondale Holdings, LLC ABA#021000021	11/06/2025	Electric Bill for Civic Center & Public Safety	Paid by EFT # 1430		11/12/2025	11/12/2025	11/12/2025		11/12/2025	4,189.24
303 - AMEREN ILLINOIS	10/29/25-8	39990-28008	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	111.05
303 - AMEREN ILLINOIS	11/03/25-6	00280-18001	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,082.71
303 - AMEREN ILLINOIS	11/05/25-3	51420-06018	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	118.46
303 - AMEREN ILLINOIS	11/05/25-4	61320-07213	Paid by Check # 23722		11/14/2025	11/21/2025	11/21/2025		11/19/2025	6,408.42
303 - AMEREN ILLINOIS	11/07/25	12420-01159	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	84.91
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	7	$12,267.96
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	11/04/25-2	96320-01518	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	142.37
303 - AMEREN ILLINOIS	11/04/25-3	27981-19014	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	69.31
303 - AMEREN ILLINOIS	11/04/25-4	29850-33038	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,468.34
303 - AMEREN ILLINOIS	11/04/25-6	16520-02719	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	113.26
303 - AMEREN ILLINOIS	11/04/25-9	16330-64000	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	269.59
303 - AMEREN ILLINOIS	11/05/25-3	51420-06018	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	75.37
				Account **23100 - Utilities- Gas** Totals				Invoice Transactions	6	$2,138.24
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25	100000-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	323.46
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-8	2400250-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	7.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-10	2400260-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4.94
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-12	2400270-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4.94
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions	4	$341.04
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25	100000-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	360.00
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-8	2400250-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	48.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-10	2400260-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-12	2400270-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	4	$416.10
Account **27100 - Other Outside Services**										
2661 - L&K PROTECTION	36565/36566 +1	36567-Fire Inspections	Paid by Check # 23766		11/19/2025	11/21/2025	11/21/2025		11/19/2025	600.00

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$600.00
				Division **40330 - Building Maintenance** Totals				Invoice Transactions 22		$15,763.34
Division **40340 - SIMMS**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	11/04/25-5	10740-14099	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,666.27
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions 1		$1,666.27
				Division **40340 - SIMMS** Totals				Invoice Transactions 1		$1,666.27
Division **40350 - Street Maintenance**										
Account **27100 - Other Outside Services**										
6698 - CivicPlus LLC	352273	Annual Software Renewal for Civic Plus	Paid by Check # 23736		11/14/2025	11/21/2025	11/21/2025		11/19/2025	6,330.16
				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$6,330.16
Account **28000 - Subscriptions & Memberships**										
7 - AMERICAN PUBLIC WORKS ASSOCIATION	000902771	APWA Memberships	Paid by Check # 23724		11/18/2025	11/21/2025	11/21/2025		11/19/2025	410.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions 1		$410.00
				Division **40350 - Street Maintenance** Totals				Invoice Transactions 2		$6,740.16
Division **40370 - Cemeteries**										
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-5	492510-014	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4.94
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions 1		$4.94
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-5	492510-014	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions 1		$3.70
Account **27300 - Operating Supplies & Materials**										
6813 - CAMBRIDGE TECHNOLOGIES	3965	Software maintenance support for cemetery	Paid by Check # 23730		11/19/2025	11/21/2025	11/21/2025		11/19/2025	954.00
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions 1		$954.00
Account **28000 - Subscriptions & Memberships**										
4699 - ILLINOIS CEMETERY & FUNERAL HOME ASSOC	11/10/25	Cemetery Membership 2026	Paid by Check # 23761		11/18/2025	11/21/2025	11/21/2025		11/19/2025	350.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions 1		$350.00
				Division **40370 - Cemeteries** Totals				Invoice Transactions 4		$1,312.64
Division **40390 - Forestry Management**										
Account **24000 - Travel, Conf., Training**										
4844 - MARK MCDANIEL	11/10/2025	Meal Per Diem-Travel 810458	Paid by Check # 23690		11/12/2025	11/12/2025	11/12/2025		11/12/2025	230.00
7691 - TYLER STIERWALT	11/10/2025	Meal Per Diem-Travel 810459	Paid by Check # 23691		11/12/2025	11/12/2025	11/12/2025		11/12/2025	230.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions 2		$460.00
Account **27300 - Operating Supplies & Materials**										
5096 - FORREST KEELING NURSERY	SI-150577	Trees for Planting	Paid by Check # 23751		11/14/2025	11/21/2025	11/21/2025		11/19/2025	5,985.50
7872 - SHILOH RIDGE LANDSCAPES LLC	1	Mums for Illinois Ave	Paid by Check # 23780		11/19/2025	11/21/2025	11/21/2025		11/19/2025	3,500.00

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				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	2	$9,485.50
Account **28000 - Subscriptions & Memberships**										
7 - AMERICAN PUBLIC WORKS ASSOCIATION	000902771	APWA Memberships	Paid by Check # 23724		11/18/2025	11/21/2025	11/21/2025		11/19/2025	205.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions	1	$205.00
				Division **40390 - Forestry Management** Totals				Invoice Transactions	5	$10,150.50
				Department **40 - Public Works** Totals				Invoice Transactions	35	$36,042.91
Department **45 - Parks and Recreation**										
Division **40500 - Parks and Recreation**										
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	253220058202104	1832115	Paid by Check # 23741		11/19/2025	11/21/2025	11/21/2025		11/19/2025	68.35
5463 - HOMEFIELD ENERGY	010000146440	82220-06319/96320-00421	Paid by Check # 23757		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1.31
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	2	$69.66
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-6	493155-003	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	11.23
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions	1	$11.23
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-6	493155-003	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	1	$3.70
Account **25200 - Repairs & Maint- Other Improv**										
7484 - SiteOne Landscape Supply	159820909-001	Soil Amendments for Superblock baseball	Paid by Check # 23782		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3,540.12
				Account **25200 - Repairs & Maint- Other Improv** Totals				Invoice Transactions	1	$3,540.12
				Division **40500 - Parks and Recreation** Totals				Invoice Transactions	5	$3,624.71
				Department **45 - Parks and Recreation** Totals				Invoice Transactions	5	$3,624.71
				Fund **01 - General** Totals				Invoice Transactions	98	$1,017,291.72
Fund **08 - Payroll Claim Fund**										
Account **20605-001 - Accrued Payroll Federal Income Tax Withholding**										
1093 - INTERNAL REVENUE SERVICE	2026-00000088	FICA - FICA*	Paid by EFT # 70209		11/12/2025	11/12/2025	11/14/2025		11/14/2025	63,596.61
1093 - INTERNAL REVENUE SERVICE	2026-00000094	MEDICARE - Medicare*	Paid by EFT # 70211		11/17/2025	11/17/2025	11/17/2025		11/17/2025	988.62
				Account **20605-001 - Accrued Payroll Federal Income Tax Withholding** Totals				Invoice Transactions	2	$64,585.23
Account **20605-002 - Accrued Payroll Payroll Tax W/H- SIT**										
1029 - ILLINOIS DEPARTMENT OF REVENUE	2026-00000087	SIT - State Income Tax	Paid by EFT # 70208		11/12/2025	11/12/2025	11/14/2025		11/14/2025	30,301.60
1029 - ILLINOIS DEPARTMENT OF REVENUE	2026-00000093	SIT - State Income Tax	Paid by EFT # 70210		11/17/2025	11/17/2025	11/17/2025		11/17/2025	222.44
				Account **20605-002 - Accrued Payroll Payroll Tax W/H- SIT** Totals				Invoice Transactions	2	$30,524.04
Account **20605-003 - Accrued Payroll Payroll Tax W/H- FICA**										
1093 - INTERNAL REVENUE SERVICE	2026-00000088	FICA - FICA*	Paid by EFT # 70209		11/12/2025	11/12/2025	11/14/2025		11/14/2025	67,778.28
1093 - INTERNAL REVENUE SERVICE	2026-00000094	MEDICARE - Medicare*	Paid by EFT # 70211		11/17/2025	11/17/2025	11/17/2025		11/17/2025	130.34

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			Account **20605-003 - Accrued Payroll Payroll Tax W/H- FICA** Totals					Invoice Transactions	2	$67,908.62
			Fund **08 - Payroll Claim Fund** Totals					Invoice Transactions	6	$163,017.89
Fund **11 - Motor Fuel Tax Fund**										
Department **40 - Public Works**										
Division **41013 - MFT Operating & Maintenance**										
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	251300058126234	1832109	Paid by Check # 23687		11/12/2025	11/12/2025	11/12/2025		11/12/2025	14,799.94
7520 - DIRECT ENERGY BUSINESS	253100058126235	1832110	Paid by Check # 23688		11/12/2025	11/12/2025	11/12/2025		11/12/2025	1,827.49
7520 - DIRECT ENERGY BUSINESS	253100058126236	1832111	Paid by Check # 23689		11/12/2025	11/12/2025	11/12/2025		11/12/2025	577.67
637 - EGYPTIAN ELECTRIC	11/05/25-6	10469-015-Security Lighting	Paid by Check # 23745		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4,940.68
303 - AMEREN ILLINOIS	10/29/25-7	05911-08278	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	66.33
303 - AMEREN ILLINOIS	11/03/25-1	09211-40133	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	106.74
303 - AMEREN ILLINOIS	11/04/25-7	01081-71059	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	65.69
303 - AMEREN ILLINOIS	11/04/25-8	10810-44016	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	80.90
303 - AMEREN ILLINOIS	11/05/25-2	08780-75018	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	383.81
303 - AMEREN ILLINOIS	11/13/25	18100-46007	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	181.90
303 - AMEREN ILLINOIS	11/12/25	23790-61093	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	97.21
			Account **23000 - Utilities- Electric** Totals					Invoice Transactions	11	$23,128.36
Account **25200 - Repairs & Maint- Other Improv**										
1067 - ILLINI ASPHALT CORPORATION	4353	Chip Seal Program	Paid by Check # 23759		11/19/2025	11/21/2025	11/21/2025		11/19/2025	46,653.41
1067 - ILLINI ASPHALT CORPORATION	4335	HFE-300	Paid by Check # 23760		11/19/2025	11/21/2025	11/21/2025		11/19/2025	16,559.85
4034 - THOUVENOT WADE & MOERCHEN INC	94348	Per Professional Aggreement for NBIS	Paid by Check # 23790		11/18/2025	11/21/2025	11/21/2025		11/19/2025	9,800.00
			Account **25200 - Repairs & Maint- Other Improv** Totals					Invoice Transactions	3	$73,013.26
			Division **41013 - MFT Operating & Maintenance** Totals					Invoice Transactions	14	$96,141.62
			Department **40 - Public Works** Totals					Invoice Transactions	14	$96,141.62
Department **50 - Community Investment**										
Division **41017 - MFT CIP & Replacement**										
Account **53100 - CIP Design Eng- Contractual**										
4034 - THOUVENOT WADE & MOERCHEN INC	94221	Balance Due This Pay Estimate-ST1502	Paid by Check # 23789		11/18/2025	11/21/2025	11/21/2025		11/19/2025	434.80
4034 - THOUVENOT WADE & MOERCHEN INC	94216	Balance Due This Pay Estimate-ST2601	Paid by Check # 23791		11/18/2025	11/21/2025	11/21/2025		11/19/2025	11,262.52
			Account **53100 - CIP Design Eng- Contractual** Totals					Invoice Transactions	2	$11,697.32
			Division **41017 - MFT CIP & Replacement** Totals					Invoice Transactions	2	$11,697.32
			Department **50 - Community Investment** Totals					Invoice Transactions	2	$11,697.32
			Fund **11 - Motor Fuel Tax Fund** Totals					Invoice Transactions	16	$107,838.94

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Fund **14 - Special Tax Allocation # 1 Fund**										
Department **30 - Community Development**										
Division **41401 - TIF District # 1**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	147.50
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions	1	$147.50
Account **44000 - Program Grants**										
4205 - HELEN WALLACE INC	11/18/25	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23756		11/19/2025	11/21/2025	11/21/2025		11/19/2025	7,988.52
5574 - PARK RIDGE MIDWEST REALTY GROUP LLC	11/06/25	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23773		11/18/2025	11/21/2025	11/21/2025		11/19/2025	34,385.95
				Account **44000 - Program Grants** Totals				Invoice Transactions	2	$42,374.47
				Division **41401 - TIF District # 1** Totals				Invoice Transactions	3	$42,521.97
				Department **30 - Community Development** Totals				Invoice Transactions	3	$42,521.97
				Fund **14 - Special Tax Allocation # 1 Fund** Totals				Invoice Transactions	3	$42,521.97
Fund **15 - Special Tax Allocation # 2 Fund**										
Department **30 - Community Development**										
Division **41501 - TIF District # 2**										
Account **27100 - Other Outside Services**										
7350 - ART SPACE 304	11/05/2025	Downtown Mural Project	Paid by Check # 23725		11/18/2025	11/21/2025	11/21/2025		11/19/2025	14,364.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$14,364.00
Account **44000 - Program Grants**										
7813 - ABDUL RAHIM KHALIL	11/07/2025	TIF Code Compliance Program-110 E Oak St	Paid by Check # 23684		11/12/2025	11/12/2025	11/12/2025		11/12/2025	12,200.00
7087 - W.P.S. Inc. dba The Cellar	11/18/25	Annual Tif Real Estate Tax Reimbursement	Paid by Check # 23795		11/19/2025	11/21/2025	11/21/2025		11/19/2025	1,592.54
				Account **44000 - Program Grants** Totals				Invoice Transactions	2	$13,792.54
				Division **41501 - TIF District # 2** Totals				Invoice Transactions	3	$28,156.54
				Department **30 - Community Development** Totals				Invoice Transactions	3	$28,156.54
				Fund **15 - Special Tax Allocation # 2 Fund** Totals				Invoice Transactions	3	$28,156.54
Fund **40 - Local Improvement Fund**										
Department **50 - Community Investment**										
Division **44007 - CIP & Replacement**										
Account **27100 - Other Outside Services**										
7786 - KLINGNER & ASSOCIATES, PC	88440	Parcel Survey/SEWWTP Subdivision of Property	Paid by Check # 23765		11/19/2025	11/21/2025	11/21/2025		11/19/2025	5,190.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$5,190.00
Account **53100 - CIP Design Eng- Contractual**										
5139 - DESIGN WORKS & HMB ARCHITECTS LLC	27	Balance Due This Pay Estimate-SP1002	Paid by Check # 23740		11/19/2025	11/21/2025	11/21/2025		11/19/2025	4,103.47
4034 - THOUVENOT WADE & MOERCHEN INC	94220	Balance Due This Pay Estimate-ST2405	Paid by Check # 23788		11/18/2025	11/21/2025	11/21/2025		11/19/2025	270.61
				Account **53100 - CIP Design Eng- Contractual** Totals				Invoice Transactions	2	$4,374.08
Account **56500 - CIP Construction- Contractual**										
7636 - BAYSINGER ARCHITECTS, PLLC	24024-16	Construction Phase for Concession	Paid by Check # 23726		11/18/2025	11/21/2025	11/21/2025		11/19/2025	701.10

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7565 - DESIGN WORKS	723	Design for Permanent Stage-PB2001	Paid by Check # 23739		11/19/2025	11/21/2025	11/21/2025		11/19/2025	1,662.20
6570 - EVRARD-STRANG CONSTRUCTION INC	11/13/25	Balance Due This Pay Estimate-PB2501	Paid by Check # 23746		11/19/2025	11/21/2025	11/21/2025		11/19/2025	201,671.59
1503 - FAGER-MCGEE CONSTRUCTION INC	11/17/25	Balance Due This Pay Estimate-PB2001	Paid by Check # 23747		11/18/2025	11/21/2025	11/21/2025		11/19/2025	183,633.91
1503 - FAGER-MCGEE CONSTRUCTION INC	11/07/25	Balance Due This Pay Estimate-SP1002	Paid by Check # 23748		11/18/2025	11/21/2025	11/21/2025		11/19/2025	545,273.55
			Account **56500 - CIP Construction- Contractual** Totals					Invoice Transactions	5	$932,942.35
			Division **44007 - CIP & Replacement** Totals					Invoice Transactions	8	$942,506.43
			Department **50 - Community Investment** Totals					Invoice Transactions	8	$942,506.43
			Fund **40 - Local Improvement Fund** Totals					Invoice Transactions	8	$942,506.43
Fund **70 - Water & Sewer Fund**										
Account **10501-252 - Inventory Water Dist Supplies**										
2009 - SENSUS USA, INC	ZA25018956	5/8" IPERL Meters	Paid by Check # 23779		11/18/2025	11/21/2025	11/21/2025		11/19/2025	25,592.00
2009 - SENSUS USA, INC	ZA25018663 + 1	ZA25018373-Parts for meters/Port Radio	Paid by Check # 23779		11/18/2025	11/21/2025	11/21/2025		11/19/2025	15,304.98
			Account **10501-252 - Inventory Water Dist Supplies** Totals					Invoice Transactions	2	$40,896.98
Account **20125-700 - Accounts Payable Customer Overpayments**										
AARON ISAACSON	1115760-020	Replace Deposit to Account Accidentally	Paid by Check # 23797		11/18/2025	11/21/2025	11/21/2025		11/19/2025	100.00
			Account **20125-700 - Accounts Payable Customer Overpayments** Totals					Invoice Transactions	1	$100.00
Department **40 - Public Works**										
Division **47000 - Support Services**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	1,121.50
			Account **20000 - Professional & Consultant Fees** Totals					Invoice Transactions	1	$1,121.50
Account **25000 - Repairs & Maintenance- Equip**										
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,943.26
			Account **25000 - Repairs & Maintenance- Equip** Totals					Invoice Transactions	1	$1,943.26
Account **27000 - Outside Printing Services**										
1790 - JASON BUEHNER/ THE PRINTING PLANT LLC	001767	Cash Receipts	Paid by Check # 23728		11/18/2025	11/21/2025	11/21/2025		11/19/2025	343.00
6460 - THIRD MILLENNIUM	33552	Utility Bill Printing October 2025	Paid by Check # 23787		11/18/2025	11/21/2025	11/21/2025		11/19/2025	1,278.48
			Account **27000 - Outside Printing Services** Totals					Invoice Transactions	2	$1,621.48
Account **27100 - Other Outside Services**										
6698 - CivicPlus LLC	352273	Annual Software Renewal for Civic Plus	Paid by Check # 23736		11/14/2025	11/21/2025	11/21/2025		11/19/2025	6,330.16
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4,356.63
			Account **27100 - Other Outside Services** Totals					Invoice Transactions	2	$10,686.79
			Division **47000 - Support Services** Totals					Invoice Transactions	6	$15,373.03
Division **47002 - Lake Management**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	11/12/25-1	84420-01513	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	146.02

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7520 - DIRECT ENERGY BUSINESS	253180058183813	1832114	Paid by Check # 23741		11/19/2025	11/21/2025	11/21/2025		11/19/2025	59.16
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	2	$205.18
				Division **47002 - Lake Management** Totals				Invoice Transactions	2	$205.18
Division **47009 - Central Laboratory**										
Account **27100 - Other Outside Services**										
556 - DAILY LABORATORIES	17168	Still Suitability Testing	Paid by Check # 23738		11/18/2025	11/21/2025	11/21/2025		11/19/2025	140.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$140.00
Account **27300 - Operating Supplies & Materials**										
3305 - MICROTECH SCIENTIFIC	42432	Sewer & Metals Sample Bottles	Paid by Check # 23769		11/18/2025	11/21/2025	11/21/2025		11/19/2025	265.33
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	1	$265.33
				Division **47009 - Central Laboratory** Totals				Invoice Transactions	2	$405.33
Division **47011 - Water Treatment Plant**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	11/03/25-3	09210-79003	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	1,130.13
303 - AMEREN ILLINOIS	11/04/25-10	21320-05718	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	46.67
303 - AMEREN ILLINOIS	11/14/25	31230-74080	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	92.31
637 - EGYPTIAN ELECTRIC	11/05/25-1	10469-012	Paid by Check # 23743		11/14/2025	11/21/2025	11/21/2025		11/19/2025	16,874.71
637 - EGYPTIAN ELECTRIC	11/05/25-3	10469-017	Paid by Check # 23744		11/14/2025	11/21/2025	11/21/2025		11/19/2025	14,985.89
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	5	$33,129.71
Account **24000 - Travel, Conf., Training**										
3368 - JACKSON COUNTY AMBULANCE	11052025	CPR Certification for 25 employees	Paid by Check # 23763		11/19/2025	11/21/2025	11/21/2025		11/19/2025	375.00
				Account **24000 - Travel, Conf., Training** Totals				Invoice Transactions	1	$375.00
Account **27100 - Other Outside Services**										
4179 - TEKLAB INC	336496/335746	Oct TOC & Fluoride Test-Oil/Grease Test	Paid by Check # 23786		11/18/2025	11/21/2025	11/21/2025		11/19/2025	172.35
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	1	$172.35
Account **27300 - Operating Supplies & Materials**										
5550 - CHEMTRADE CHEMICALS US LLC	90321944	Chemical Bid 25-22-Liquid Alum	Paid by Check # 23734		11/14/2025	11/21/2025	11/21/2025		11/19/2025	5,922.72
7781 - PVS DX, INC	237001407-25	Chemical Bid 25-22-Chlorine	Paid by Check # 23776		11/19/2025	11/21/2025	11/21/2025		11/19/2025	7,308.00
2321 - UNIVAR SOLUTIONS USA LLC	53467747	Chemical Bid 25-22-Caustic Soda	Paid by Check # 23792		11/19/2025	11/21/2025	11/21/2025		11/19/2025	8,577.00
				Account **27300 - Operating Supplies & Materials** Totals				Invoice Transactions	3	$21,807.72
				Division **47011 - Water Treatment Plant** Totals				Invoice Transactions	10	$55,484.78
Division **47019 - Meter Services**										
Account **25200 - Repairs & Maint- Other Improv**										
2009 - SENSUS USA, INC	ZA25018663 + 1	ZA25018373-Parts for meters/Port Radio	Paid by Check # 23779		11/18/2025	11/21/2025	11/21/2025		11/19/2025	35.33
				Account **25200 - Repairs & Maint- Other Improv** Totals				Invoice Transactions	1	$35.33

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				Division **47019 - Meter Services** Totals				Invoice Transactions	1	$35.33
Division **47022 - SE Wastewater Treatment Plant**										
Account **23000 - Utilities- Electric**										
7140 - SR Carbondale Holdings, LLC ABA#021000021	11/06/25	Electric Bill for WWTP-Oct 2025	Paid by EFT # 1431		11/12/2025	11/12/2025	11/12/2025		11/12/2025	3,751.41
303 - AMEREN ILLINOIS	10/29/25-9	82220-06319	Paid by Check # 23723		11/14/2025	11/21/2025	11/21/2025		11/19/2025	7,459.29
5463 - HOMEFIELD ENERGY	010000146440	82220-06319/96320-00421	Paid by Check # 23757		11/14/2025	11/21/2025	11/21/2025		11/19/2025	8,773.06
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	3	$19,983.76
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	11/04/25-14	72220-06212	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	90.20
				Account **23100 - Utilities- Gas** Totals				Invoice Transactions	1	$90.20
Account **25000 - Repairs & Maintenance- Equip**										
6313 - BC CONTRACTING	1192	Removal and Installation of EQ Valve	Paid by Check # 23727		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3,000.00
5781 - C & C PUMPS & SUPPLY SERVICE	INV34460	Flood Engine Service Call	Paid by Check # 23729		11/18/2025	11/21/2025	11/21/2025		11/19/2025	861.48
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	2	$3,861.48
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-7	2400240-002	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	48.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	1	$48.70
Account **27100 - Other Outside Services**										
6313 - BC CONTRACTING	1193	Mowed Overflow Lagoon	Paid by Check # 23727		11/14/2025	11/21/2025	11/21/2025		11/19/2025	450.00
7212 - METRO AG INC	3024/3037	Land Application of sludge	Paid by Check # 23768		11/14/2025	11/21/2025	11/21/2025		11/19/2025	132,685.56
7223 - PACE ANALYTICAL SERVICES, LLC	257230642/33065	October Chlorophyll-NW & SE	Paid by Check # 23772		11/18/2025	11/21/2025	11/21/2025		11/19/2025	424.00
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$133,559.56
Account **50300 - Machinery & Equipment**										
1434 - MUNICIPAL EQUIPMENT CO INC	INV0027939	Flowserve Vertical, Closed Coupled Rotating	Paid by Check # 23770		11/14/2025	11/21/2025	11/21/2025		11/19/2025	51,692.41
				Account **50300 - Machinery & Equipment** Totals				Invoice Transactions	1	$51,692.41
				Division **47022 - SE Wastewater Treatment Plant** Totals				Invoice Transactions	11	$209,236.11
Division **47023 - NW Wastewater Treatment Plant**										
Account **23000 - Utilities- Electric**										
637 - EGYPTIAN ELECTRIC	11/05/25	10469-008	Paid by Check # 23742		11/14/2025	11/21/2025	11/21/2025		11/19/2025	30,069.00
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	1	$30,069.00
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	11/04/25-11	91420-07415	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	69.38
303 - AMEREN ILLINOIS	11/04/25-13	81420-07318	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	90.27
				Account **23100 - Utilities- Gas** Totals				Invoice Transactions	2	$159.65
Account **25100 - Repairs & Maint- Bldg & Struc**										

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313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-4	132540-002	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	93.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	1	$93.70
Account **27100 - Other Outside Services**										
7212 - METRO AG INC	3024/3037	Land Application of sludge	Paid by Check # 23768		11/14/2025	11/21/2025	11/21/2025		11/19/2025	84,854.10
7223 - PACE ANALYTICAL SERVICES, LLC	257230642/33065	October Chlorophyll-NW & SE	Paid by Check # 23772		11/18/2025	11/21/2025	11/21/2025		11/19/2025	424.00
4179 - TEKLAB INC	336496/335746	Oct TOC & Fluoride Test-Oil/Grease Test	Paid by Check # 23786		11/18/2025	11/21/2025	11/21/2025		11/19/2025	201.20
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$85,479.30
				Division **47023 - NW Wastewater Treatment Plant** Totals				Invoice Transactions	7	$115,801.65
Division **47025 - Sewage Lift Stations**										
Account **23000 - Utilities- Electric**										
303 - AMEREN ILLINOIS	11/03/25	05320-03018	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	108.18
303 - AMEREN ILLINOIS	11/03/25-2	62320-01618	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	275.37
303 - AMEREN ILLINOIS	11/05/25	30320-09216	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	441.67
303 - AMEREN ILLINOIS	11/14/25-1	23420-06516	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	74.87
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	4	$900.09
				Division **47025 - Sewage Lift Stations** Totals				Invoice Transactions	4	$900.09
				Department **40 - Public Works** Totals				Invoice Transactions	43	$397,441.50
Department **50 - Community Investment**										
Division **47044 - Wastewater System- CIP & Replace**										
Account **53100 - CIP Design Eng- Contractual**										
5117 - RJN GROUP INC	402103A	Balance Due This Pay Estimate-SA2001	Paid by Check # 23777		11/18/2025	11/21/2025	11/21/2025		11/19/2025	9,870.00
				Account **53100 - CIP Design Eng- Contractual** Totals				Invoice Transactions	1	$9,870.00
Account **56000 - CIP Construction-City Labor**										
4806 - HAWKINS INC	7236421	Bioaugmentation NWWWTP Pre	Paid by Check # 23755		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4,365.60
				Account **56000 - CIP Construction-City Labor** Totals				Invoice Transactions	1	$4,365.60
				Division **47044 - Wastewater System- CIP & Replace** Totals				Invoice Transactions	2	$14,235.60
				Department **50 - Community Investment** Totals				Invoice Transactions	2	$14,235.60
				Fund **70 - Water & Sewer Fund** Totals				Invoice Transactions	48	$452,674.08
Fund **71 - Parking**										
Department **40 - Public Works**										
Division **47100 - Public Parking Services**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	96.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions	1	$96.00
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	251300058126234	1832109	Paid by Check # 23687		11/12/2025	11/12/2025	11/12/2025		11/12/2025	690.98

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7520 - DIRECT ENERGY BUSINESS	253100058126235	1832110	Paid by Check # 23688		11/12/2025	11/12/2025	11/12/2025		11/12/2025	319.97
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	2	$1,010.95
Account **25000 - Repairs & Maintenance- Equip**										
3987 - CARDINAL TRACKING INC	87267	Annual Contract	Paid by Check # 23733		11/18/2025	11/21/2025	11/21/2025		11/19/2025	7,700.00
7709 - FLOWBIRD AMERICA INC.	CM146100	Kiosk Modem less Credit	Paid by Check # 23750		11/18/2025	11/21/2025	11/21/2025		11/19/2025	1,470.04
1754 - PLP BATTERY SUPPLY	83149	Kiosk Battery	Paid by Check # 23774		11/18/2025	11/21/2025	11/21/2025		11/19/2025	99.95
				Account **25000 - Repairs & Maintenance- Equip** Totals				Invoice Transactions	3	$9,269.99
				Division **47100 - Public Parking Services** Totals				Invoice Transactions	6	$10,376.94
				Department **40 - Public Works** Totals				Invoice Transactions	6	$10,376.94
				Fund **71 - Parking** Totals				Invoice Transactions	6	$10,376.94
Fund **72 - Solid Waste Management**										
Department **40 - Public Works**										
Division **47200 - Refuse & Recycling Services**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	96.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions	1	$96.00
Account **27100 - Other Outside Services**										
7511 - CRC SOUTHERN RECYCLING, LLC	79101	October Statement	Paid by Check # 23737		11/18/2025	11/21/2025	11/21/2025		11/19/2025	2,102.60
6534 - MAYER NETWORKS, Inc.	33105444-447,	DG4151, Managed SLA, M365, M365 Tyler	Paid by Check # 23767		11/14/2025	11/21/2025	11/21/2025		11/19/2025	488.25
1626 - NEW EARTH COMPOST	10/22/25	September/October Statement	Paid by Check # 23771		11/19/2025	11/21/2025	11/21/2025		11/19/2025	948.50
				Account **27100 - Other Outside Services** Totals				Invoice Transactions	3	$3,539.35
Account **28000 - Subscriptions & Memberships**										
7 - AMERICAN PUBLIC WORKS ASSOCIATION	000902771	APWA Memberships	Paid by Check # 23724		11/18/2025	11/21/2025	11/21/2025		11/19/2025	204.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions	1	$204.00
				Division **47200 - Refuse & Recycling Services** Totals				Invoice Transactions	5	$3,839.35
				Department **40 - Public Works** Totals				Invoice Transactions	5	$3,839.35
				Fund **72 - Solid Waste Management** Totals				Invoice Transactions	5	$3,839.35
Fund **73 - Rental Properties**										
Department **40 - Public Works**										
Division **47300 - Municipal Rental Properties**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	96.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions	1	$96.00
Account **23000 - Utilities- Electric**										
7520 - DIRECT ENERGY BUSINESS	251300058126234	1832109	Paid by Check # 23687		11/12/2025	11/12/2025	11/12/2025		11/12/2025	305.31
303 - AMEREN ILLINOIS	11/03/25-4	09030-28049	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	38.62

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303 - AMEREN ILLINOIS	11/03/25-5	76320-01324	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	139.79
303 - AMEREN ILLINOIS	11/03/25-7	01320-02214	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	243.79
303 - AMEREN ILLINOIS	11/05/25-1	96520-02418	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	904.88
303 - AMEREN ILLINOIS	11/05/25-5	11320-07815	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	248.31
				Account **23000 - Utilities- Electric** Totals				Invoice Transactions	6	$1,880.70
Account **23100 - Utilities- Gas**										
303 - AMEREN ILLINOIS	11/04/25	46520-02011	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	68.46
303 - AMEREN ILLINOIS	11/04/25-1	96520-02427	Paid by Check # 23721		11/14/2025	11/21/2025	11/21/2025		11/19/2025	118.96
				Account **23100 - Utilities- Gas** Totals				Invoice Transactions	2	$187.42
Account **23200 - Utilities- Water & Sewer**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-1	101210-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	28.26
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-2	101220-018	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	4.94
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-3	112400-016	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	10.01
				Account **23200 - Utilities- Water & Sewer** Totals				Invoice Transactions	3	$43.21
Account **25100 - Repairs & Maint- Bldg & Struc**										
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-1	101210-001	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-2	101220-018	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
313 - CARBONDALE WATER & SEWAGE SYSTEMS	11/04/25-3	112400-016	Paid by Check # 23732		11/14/2025	11/21/2025	11/21/2025		11/19/2025	3.70
				Account **25100 - Repairs & Maint- Bldg & Struc** Totals				Invoice Transactions	3	$11.10
Account **28000 - Subscriptions & Memberships**										
7 - AMERICAN PUBLIC WORKS ASSOCIATION	000902771	APWA Memberships	Paid by Check # 23724		11/18/2025	11/21/2025	11/21/2025		11/19/2025	204.00
				Account **28000 - Subscriptions & Memberships** Totals				Invoice Transactions	1	$204.00
				Division **47300 - Municipal Rental Properties** Totals				Invoice Transactions	16	$2,422.43
				Department **40 - Public Works** Totals				Invoice Transactions	16	$2,422.43
				Fund **73 - Rental Properties** Totals				Invoice Transactions	16	$2,422.43
Fund **79 - Group Health Insurance**										
Account **14012-010 - Intrafund F/R Due from Operating**										
406 - CARBONDALE MEDICAL CLAIMS	11/07/2025	Medical Claims for 11/07/2025	Paid by Check # 23686		11/12/2025	11/12/2025	11/12/2025		11/12/2025	56,788.53
406 - CARBONDALE MEDICAL CLAIMS	11/14/2025	Medical Claims for 11/14/2025	Paid by Check # 23700		11/18/2025	11/18/2025	11/18/2025		11/18/2025	44,311.79
				Account **14012-010 - Intrafund F/R Due from Operating** Totals				Invoice Transactions	2	$101,100.32
Department **77 - Internal Service**										
Division **47900 - Group Health Insurance**										
Account **27100 - Other Outside Services**										
7723 - ASSURED PARTNERS NL-OWENSBORO	318108	Policy Management Monthly Installment for	Paid by Check # 23685		11/12/2025	11/12/2025	11/12/2025		11/12/2025	7,000.00

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				Account **27100 - Other Outside Services** Totals				Invoice Transactions 1		$7,000.00
				Division **47900 - Group Health Insurance** Totals				Invoice Transactions 1		$7,000.00
				Department **77 - Internal Service** Totals				Invoice Transactions 1		$7,000.00
				Fund **79 - Group Health Insurance** Totals				Invoice Transactions 3		$108,100.32
Fund **80 - Fire Pension**										
Department **80 - Fiduciary**										
Division **48000 - Fire Pension**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	525.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions 1		$525.00
Account **85000 - Pension Benefits & Refunds**										
705 - FIRE PENSION PAYROLL	11/18/25	Pension Payroll-November 2025	Paid by EFT # 1437		11/18/2025	11/21/2025	11/21/2025		11/21/2025	191,695.10
				Account **85000 - Pension Benefits & Refunds** Totals				Invoice Transactions 1		$191,695.10
				Division **48000 - Fire Pension** Totals				Invoice Transactions 2		$192,220.10
				Department **80 - Fiduciary** Totals				Invoice Transactions 2		$192,220.10
				Fund **80 - Fire Pension** Totals				Invoice Transactions 2		$192,220.10
Fund **81 - Police Pension**										
Department **80 - Fiduciary**										
Division **48100 - Police Pension**										
Account **20000 - Professional & Consultant Fees**										
1256 - KERBER ECK & BRAECKEL LLP	11/14/2025	3rd Billing for Audit Ending 04/30/2025	Paid by Check # 23711		11/18/2025	11/18/2025	11/18/2025		11/18/2025	525.00
				Account **20000 - Professional & Consultant Fees** Totals				Invoice Transactions 1		$525.00
Account **85000 - Pension Benefits & Refunds**										
1792 - POLICE PENSION PAYROLL	11/18/2025	Pension Payroll-November 2025	Paid by EFT # 1438		11/18/2025	11/21/2025	11/21/2025		11/21/2025	297,391.46
				Account **85000 - Pension Benefits & Refunds** Totals				Invoice Transactions 1		$297,391.46
				Division **48100 - Police Pension** Totals				Invoice Transactions 2		$297,916.46
				Department **80 - Fiduciary** Totals				Invoice Transactions 2		$297,916.46
				Fund **81 - Police Pension** Totals				Invoice Transactions 2		$297,916.46
Fund **89 - Downtown SSA # 1**										
Account **20125-002 - Accounts Payable Real Estate Taxes**										
392 - CARBONDALE MAIN STREET	11/17/25	3rd Distribution of Real Estate Taxes	Paid by Check # 23699		11/18/2025	11/18/2025	11/18/2025		11/18/2025	2,873.17
				Account **20125-002 - Accounts Payable Real Estate Taxes** Totals				Invoice Transactions 1		$2,873.17
				Fund **89 - Downtown SSA # 1** Totals				Invoice Transactions 1		$2,873.17

Vendor	Invoice No.	Invoice Description	Status	Held Reason	Invoice Date	Due Date	G/L Date	Received Date	Payment Date	Invoice Amount
						Grand Totals		Invoice Transactions	217	$3,371,756.34

_____
DIRECTOR OF FINANCE

_____
CITY MANAGER

_____
DATE

_____
DATE

This is to certify that the above warrant was duly presented at a meeting of the council on _____ and payment of said warrant has been made in accordance with the Carbondale Revised Code.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

LIST OF WARRANTS REVIEWED BY:

_____
Jeffrey M. Davis, City Treasurer

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Approval of Wells Fargo Warrant for the Period Ending 10/31/2025 FY 2026 Warrant # WF 10/2025 in the amount of $222,138.07
Type:	Action
Recommended Action:	Accept the following report of payments made for the period ended: 10/31/2025 totaling $222,138.07
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background:

Additional Information:

Attachments:
1. Wells Fargo 10-2025 2025-12-09

Motion & Voting: Accept the following report of payments made for the period ended: 10/31/2025 totaling $222,138.07

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

THE UNDERSIGNED HEREBY CERTIFY THAT THE FOLLOWING BILLS OR INVOICES REPRESENT A TRUE AND CORRECT STATEMENT OF COST OF GOODS AND/OR SERVICES RENDERED TO THE CITY OF CARBONDALE BY FIRMS OR PERSONS LISTED AND THAT SAID FIRMS OR PERSONS ARE ENTITLED TO PAYMENT FOR SAME IN THE AMOUNTS

WARRANT : WF 10/2025 CHECK DATE: 12/01/25

		INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01			**GENERAL OPERATIONS**			
	01	10/31/2025	Certified Laboratories	$603.49		Parts
	01	10/31/2025	H & R Agri Power	$1,447.63		Parts
	01	10/31/2025	Handr Agri-Power	$960.53		Parts
	01	10/31/2025	Suchomski Equipment Inc	$305.82		Parts
	01	10/31/2025	Airgas	$857.91		Parts
	01	10/31/2025	Cape Starter	$234.85		Parts
	01	10/31/2025	Cummins Evs	$7,534.69		Parts
	01	10/31/2025	Raben Tire And Service	$2,753.07		Parts
	01	10/31/2025	Macqueen Emerg/Equip	$6,305.69		Parts
	01	10/31/2025	McCoy Cf Mt Vernon	$91.44		Parts
	01	10/31/2025	Terminal Supply	$653.98		Parts
	01	10/31/2025	1st Ayd Corp	$657.43		Parts
	01	10/31/2025	Certified Laboratories	$1,036.77		Parts
	01	10/31/2025	Fisher Auto Parts	$1,606.54		Parts
	01	10/31/2025	Roy Walker Comm	$261.00		Parts
	01	10/31/2025	Sentinel Emergency	$220.14		Parts
	01	10/31/2025	Ams Construction Parts	$2,175.00		Parts
	01	10/31/2025	Stearns Sales	$449.85		Parts
	01	10/31/2025	Ralph S Small Engine	$1,698.84		Parts
	01	10/31/2025	Terminal Supply	$957.62		Parts
	01	10/31/2025	NAPA	$3,526.85		Parts
	01	10/31/2025	Murdale Ace Hardware	$12.79		Parts
	01	10/31/2025	Carbondale Rural King	$39.99		Shop supplies
	01	10/31/2025	Cairo Marine Service	$950.00		Bucket truck inspections
	01	10/31/2025	Parini Auto Repair	$7,532.42		Vehicle repair
	01	10/31/2025	K&e Techincal Inc	$630.03		Hydraulic cylinder repair
	01	10/31/2025	Parini Auto Repair	$5,331.50		Vehicle repair
	01	10/31/2025	Handr Agri-Power	$601.11		Equipment repair
	01	10/31/2025	Auto Trim Design Midwest	$1,917.86		Vehicle parts upfit
	01	10/31/2025	Sheltons Towing	$500.00		Vehicle towing
	01	10/31/2025	Tite Welding Llc	$1,564.00		Vehicle repair
	01	10/31/2025	Verizon Wireless	$52.43		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
	01	10/31/2025	The Gallery Collection	$253.23		Holiday cards
	01	10/31/2025	Spires Wholesale Grocery	$150.06		Parade supplies
	01	10/31/2025	4imprint, Inc	$130.50		Pens
	01	10/31/2025	Spires Wholesale Grocery	$12.00		Parade supplies
	01	10/31/2025	Wristco	$116.00		City swag wristlets
	01	10/31/2025	Verizon Wireless	$174.31		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
	01	10/31/2025	Aimee Wigfall Photogr	-$100.00		Refund for photo. Mistakenly charged twice.

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Apple.Com/Bill	$0.99		Memory for City Manager phone
01	10/31/2025	Zoom.Com	$149.90		Annual Zoom subscription fee.
01	10/31/2025	Moes Southwest	$184.49		HOGS luncheon
01	10/31/2025	Amazon Mktpl	$94.99		Standing Desk Riser for PRO
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Doubletree By Hilton	$297.92		Clerks Academy-Bloomington-Hayes(3)/Sorrell(2)
01	10/31/2025	Doubletree By Hilton	$446.88		Clerks Academy-Bloomington-Hayes(3)/Sorrell(2)
01	10/31/2025	Quill Corporation	$426.57		Misc Janitorial supplies
01	10/31/2025	Adobe Inc	$47.98		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Attorney Registration	$385.00		2026 Annual ARDC Registration-Jamie Snyder (#6275953)
01	10/31/2025	Attorney Registration	$385.00		2026 Annual ARDC Registration-Joseph De Mond (#6340835)
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Amazon Mktpl	$193.89		Digital microphone equipment; 2026 dry-erase calendar
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Zoom.Com	$299.80		Zoom Meeting Platform
01	10/31/2025	Wal-Mart	$137.30		Candy for Employee Candy Bags
01	10/31/2025	Wal-Mart	$199.54		Candy for Employee Candy Bags
01	10/31/2025	Wal-Mart	$137.85		Candy for Employee Candy Bags
01	10/31/2025	Wal-Mart	$35.06		ERC Supplies
01	10/31/2025	Amazon Mktpl	$138.52		Holiday Luncheon Supplies
01	10/31/2025	Dollar Tree, Inc.	$277.95		Holiday Luncheon Centerpieces
01	10/31/2025	Wal-Mart	$17.96		Employee Luncheon Supplies
01	10/31/2025	Dollar Tree, Inc.	$84.00		Holiday Luncheon Centerpieces
01	10/31/2025	Bath And Body Works	$136.85		Holiday Luncheon Gifts
01	10/31/2025	Dollar Tree	-$28.00		Refund for damaged items
01	10/31/2025	Wal-Mart	$20.64		Employee Luncheon Supplies
01	10/31/2025	Amazon Mktpl	$28.76		Candy bags for Employees
01	10/31/2025	Wal-Mart	$37.36		Candy for Employee Bags
01	10/31/2025	Fazolis	$99.00		Employee Luncheon
01	10/31/2025	Fazolis	$1,056.00	2026-00000367	Employee Luncheon
01	10/31/2025	The Printing Plant	$70.00		Retirement Plaque - R. Miller
01	10/31/2025	Wal-Mart	$215.40		Employee Luncheon and Christmas supplies
01	10/31/2025	Wal-Mart	$17.96		Luncheon and ERC supplies
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Chatgpt	$220.58		Annual Subscription-ChatGPT AI system-Anthony Copeland
01	10/31/2025	Adobe Inc	$47.98		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Frontier	$1,060.66		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	Leblond Productions	$155.25		City Council tech services
01	10/31/2025	Leblond Productions	$155.25		City Council tech services
01	10/31/2025	Murdale Ace Hardware	$100.00		Gift cards - Residential and Business Halloween Contest
01	10/31/2025	Digital Dolphin Products	$320.00		Toner
01	10/31/2025	Quill Corporation	$6.39		Hand sanitizer
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Joyce Lee Outdoor Equip	$50.00		repair of a leaf blower for lawn MAINT
01	10/31/2025	Johnstone Supply	$2,504.87	2026-00000349	Draft inducer for boilers.
01	10/31/2025	The Knot Worldwide	$153.01		Digital advertising for venue
01	10/31/2025	Wal-Mart	$3.94		White vinegar for cleaning purposes
01	10/31/2025	Wal-Mart	$24.85		mum plants for City Hall landscaping

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Amazon Mktpl	$158.01		purchase of additional linens for rental at an event
01	10/31/2025	Staples	$126.92		Misc janitorial supplies
01	10/31/2025	The Home Depot	$740.72		Misc janitorial supplies
01	10/31/2025	Building Services Supply	$81.63		Janitorial supplies
01	10/31/2025	Quill Corporation	$24.16		Misc Janitorial supplies
01	10/31/2025	Quill Corporation	$266.34		Misc janitorial supplies
01	10/31/2025	Quill Corporation	$86.38		Janitorial supplies
01	10/31/2025	Quill Corporation	$88.18		Misc office supplies, janitorial supplies
01	10/31/2025	Facebook	$9.32		Facebook advertisements
01	10/31/2025	Branch Market & Cafe	$590.00		Hospitality
01	10/31/2025	Ninawilson.Photography	$500.00		marketing photography
01	10/31/2025	Wal-Mart	$21.41		Carbondale Halloween hospitality
01	10/31/2025	Facebook	$12.79		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$13.80		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$11.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$11.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$11.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$11.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$13.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$11.00		advertisements- Facebook advertisements
01	10/31/2025	Amazon Mktpl	$23.70		Halloween/ Homecoming workshop materials & gear
01	10/31/2025	Facebook	$17.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$15.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$19.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$22.10		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$23.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$21.00		advertisements- Facebook advertisements
01	10/31/2025	618 Pro	$300.00		Off the Rails Backline rentals
01	10/31/2025	Facebook	$26.83		advertisements- Facebook advertisements
01	10/31/2025	Wal-Mart	$516.04		Carbondale Halloween hospitality
01	10/31/2025	Facebook	$29.00		advertisements- Facebook advertisements
01	10/31/2025	Facebook	$26.00		advertisements- Facebook advertisements
01	10/31/2025	Abc Liquor Mart	$8.06		Ice-Oct 3 Off The Rails concert
01	10/31/2025	Abc Liquor Mart	$8.06		Ice-Oct 3 Off The Rails concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging for Oct 3 Off The Rails concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging for Oct 3 Off The Rails concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging for Oct 3 Off The Rails concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging for Oct 3 Off The Rails concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging for Oct 3 Off The Rails concert
01	10/31/2025	Wal-Mart	$134.87		Good/snacks/drinks-Green Room
01	10/31/2025	618 Pro	$1,309.25	2026-00000348	Backline Lighting Rental-Halloween/SIU Homecoming concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Rodeway Inns	$149.49		Lodging-Oct 24 Halloween/SIU Homecoming downtown concert
01	10/31/2025	Tres Hombres	$50.00		Food-bands
01	10/31/2025	Abc Liquor Mart	$40.30		Ice-concert
01	10/31/2025	Abc Liquor Mart	$16.12		Ice-concert
01	10/31/2025	Buckwater Carbondale	$50.00		Costume contest winner prize
01	10/31/2025	Don Sol Mexican Grill	$51.82		Costume contest winner prize
01	10/31/2025	Schnucks	$8.07		drinks-bands
01	10/31/2025	Branch Market & Cafe	$1,178.00	2026-00000355	Catering-bands
01	10/31/2025	Pagliais Pizza New	$50.00		Costume contest winner prize
01	10/31/2025	Adobe Inc	$110.49		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Expedia	$94.76		Targeted Violence/Terrorism Prevention-Safer Comm Summit
01	10/31/2025	Kroger	$56.69		UPStream Jackson County quarterly meeting food
01	10/31/2025	Panera Bread	$99.30		UPStream Jackson County quarterly meeting breakfast food
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Stiles Office Solutions	$523.16		Misc office supplies
01	10/31/2025	Stiles Office Solutions	$247.47		Misc office supplies
01	10/31/2025	Stiles Office Solutions	$3,562.45		Misc office supplies
01	10/31/2025	Quill Corporation	$95.64		Misc office supplies, janitorial supplies
01	10/31/2025	Stiles Office Solutions	$403.91		Misc office supplies
01	10/31/2025	Stiles Office Solutions	$336.26		Misc office supplies
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Illinois Government Finance	$500.00		IGFOA Membership
01	10/31/2025	Illinois Government Finance	$100.00		IGFOA Membership
01	10/31/2025	Frontier	$232.76		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	Mediacom Bro	$294.90		Internet Monthly Service Charges-PD
01	10/31/2025	Verizon Wireless	$36.01		CCTV Air Cards
01	10/31/2025	Verizon Wireless	$36.01		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Clearwave Fiber	$4,732.83	2026-00000321	Fiber Connection LEADS Connection
01	10/31/2025	Clearly Ip Inc	$20.63		VoIP Trunking
01	10/31/2025	Adobe Inc	$158.47		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Vimeo.Com	$108.00		Vimeo Plus
01	10/31/2025	Ray O Herron Co Inc	$1,079.48	2026-00000323	Ballistic vests for Chief Copeland
01	10/31/2025	Ray O Herron Co Inc	$1,079.46	2026-00000338	New Officer Ballistic Vest (Brandy DeDecker)
01	10/31/2025	Verizon Wireless	$869.97		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Frontier	$799.33		PD Cameras
01	10/31/2025	Frontier	$97.83		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	Mediacom	$249.99		Evergreen Park Terrace Cameras
01	10/31/2025	Verizon Wireless	$180.05		CCTV Air Cards
01	10/31/2025	Verizon Wireless	$1,620.81		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Clearwave Fiber	$299.30	2026-00000321	Fiber Connection LEADS Connection
01	10/31/2025	USPS	$18.24		Postage for large packet of FOIA documents (Marcia)
01	10/31/2025	Hilton Garden Inn	$257.64		Hotel during Tyler training (Marcia Toliver)
01	10/31/2025	BP	$40.40		Fuel for travel to/from training (car #20)
01	10/31/2025	Hilton Garden Inn	$257.64		Hotel while at Tyler training.
01	10/31/2025	Il Tollway -Pay By Plate	$15.60		Toll fees traveling to/from training

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Westin Nw Chicago	$257.30		Hotel for Det. Lam at ILHIA Conference
01	10/31/2025	Shell Oil	$42.35		Fuel for travel to/from ILHIA Conference (Dt. Lam's vehicle)
01	10/31/2025	Shell Oil	$44.04		Fuel for travel to/from training.
01	10/31/2025	Westin Nw Chicago	$386.81		Hotel for ILHIA Conference
01	10/31/2025	Il Tollway -Pay By Plate	$8.10		Toll charges from travel to/from training
01	10/31/2025	Il Tollway -Pay By Plate	$4.20		Toll charges from travel to/from training
01	10/31/2025	Il Tollway-Web	$36.40		Toll fees incurred traveling to/from training.
01	10/31/2025	Il Tollway-Web	$36.20		Toll fees for travel to/from training (Kemp)
01	10/31/2025	Pilot	$36.12		Fuel for travel to/from recertification training
01	10/31/2025	McClure Store	$64.51		Fuel for travel to/from recertification training
01	10/31/2025	Pilot	$52.88		Fuel for travel to/from recertification training
01	10/31/2025	Pilot	$31.88		Fuel for travel to/from training
01	10/31/2025	McClure Store	$51.34		Fuel for travel to/from training
01	10/31/2025	Pilot	$47.24		Fuel for travel to/from training
01	10/31/2025	Circle K	$31.14		Fuel for travel to/from training
01	10/31/2025	Boomland	$33.72		Fuel for travel to/from training.
01	10/31/2025	Westin Nw Chicago	$1.00		Hotel reservation/processing fee-Det. Lam's ILHIA Conf room
01	10/31/2025	Mammoth Holdings	$230.00		Monthly car wash (23 vehicles)
01	10/31/2025	Americom Imaging Systems	$432.44		Monthly copier usage fees
01	10/31/2025	Porter Lee Corporation	$1,755.00	2026-00000327	BEAST Evidence System Software Support (11/2025-10/2026)
01	10/31/2025	Roy Walker Comm	$40.00		Radio repairs
01	10/31/2025	Roy Walker Comm	$84.75		Radio repairs
01	10/31/2025	Verified First	$40.01		Verification for PD
01	10/31/2025	McDonalds	$6.15		Prisoner meal per MHA Laterriea
01	10/31/2025	Wright-Way Rescue	$286.00		Vet services
01	10/31/2025	Wright-Way Rescue	$159.00		Vet services
01	10/31/2025	Central Animal Inn	$590.00		Boarding
01	10/31/2025	Wright-Way Rescue	$60.00		Vet services
01	10/31/2025	Central Animal Inn	$30.00		Vet services
01	10/31/2025	Central Hospital	$20.60		Vet services
01	10/31/2025	Wright-Way Rescue	$30.00		Vet services
01	10/31/2025	Central Animal Inn	$405.00		Animal boarding
01	10/31/2025	Central Hospital	$139.43		Vet services
01	10/31/2025	Wright-Way Rescue	$88.00		Vet services
01	10/31/2025	Wright-Way Rescue	$81.00		Vet services
01	10/31/2025	Wright-Way Rescue	$86.80		Vet services
01	10/31/2025	Wright-Way Rescue	$124.00		Vet services (4 invoices)
01	10/31/2025	Wright-Way Rescue	$240.00		Vet services (10 invoices)
01	10/31/2025	Central Animal Inn	$105.00		Animal boarding
01	10/31/2025	Wright-Way Rescue	$158.40		Vet services (2 invoices)
01	10/31/2025	Wright-Way Rescue	$28.40		Vet services
01	10/31/2025	Wright-Way Rescue	$120.00		Vet services (2 invoices)
01	10/31/2025	Wright-Way Rescue	$72.80		Vet services
01	10/31/2025	Wright-Way Rescue	$156.00		Vet services (3 invoices)
01	10/31/2025	Wright-Way Rescue	$34.00		Vet services
01	10/31/2025	Central Animal Inn	$360.00		Animal boarding
01	10/31/2025	Wright-Way Rescue	$40.00		Vet services
01	10/31/2025	Wright-Way Rescue	$261.00		Vet services (7 invoices)
01	10/31/2025	Wright-Way Rescue	$52.00		Vet services
01	10/31/2025	Wright-Way Rescue	$28.00		Vet services

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Central Animal Inn	$90.00		Animal boarding
01	10/31/2025	Wright-Way Rescue	$104.00		Vet services
01	10/31/2025	Wright-Way Rescue	$171.20		Vet services (2 invoices)
01	10/31/2025	CVS	$5.49		PROJECT NCP154 - Medication for Mental Health client
01	10/31/2025	Jrbadges	$498.00		Badge stickers for kids (Randy)
01	10/31/2025	Wal-Mart	$25.34		Supplies for Citizens' Police Academy (Randy)
01	10/31/2025	Murdale Ace Hardware	$15.02		Pumpkin Race supplies (Randy)
01	10/31/2025	Schnucks	$11.98		Pumpkin Race supplies (Randy)
01	10/31/2025	Wal-Mart	$19.60		Greeting cards for Peer Support (Monica)
01	10/31/2025	Silkworm Inc	$164.00		Citizens' Police Academy T-Shirts (Randy)
01	10/31/2025	Amazon Mktpl	$200.42		IT supplies (Eddie)
01	10/31/2025	Amazon Mktpl	$37.42		IT supplies (Eddie)
01	10/31/2025	Wal-Mart	$108.88		Supplies for domestic violence event (MHA Laterriea)
01	10/31/2025	Wal-Mart	$13.40		Citizens' Police Academy supplies
01	10/31/2025	Tri-Tech Forensics Inc	$491.39		Crime Scene Services equipment
01	10/31/2025	Carbondale Rural King	$60.49		Food for Police K-9
01	10/31/2025	Wal-Mart	$106.72		Animal Control supplies
01	10/31/2025	Wal-Mart	$48.79		Janitorial supplies
01	10/31/2025	Carbondale Rural King	$33.17		Animal Control supplies
01	10/31/2025	Wal-Mart	$8.94		Car wash supplies
01	10/31/2025	Wal-Mart	$67.32		Animal Control supplies
01	10/31/2025	Carbondale Rural King	$25.99		Supplies - cat food
01	10/31/2025	Carbondale Rural King	$49.47		Animal Control supplies
01	10/31/2025	Wal-Mart	$62.99		Animal Control supplies
01	10/31/2025	Wal-Mart	$37.94		Animal Control supplies
01	10/31/2025	Carbondale Rural King	$25.99		Animal Control supplies
01	10/31/2025	Wal-Mart	$140.00		Janitorial supplies for Rodney
01	10/31/2025	Carbondale Rural King	$108.19		Animal Control supplies (rabbit supplies)
01	10/31/2025	Carbondale Rural King	$89.99		Food for Police K-9
01	10/31/2025	Galls	$471.91		Equipment - foggers
01	10/31/2025	Wal-Mart	$29.82		Candy donation to Zion Church trunk or treat event
01	10/31/2025	Amazon Mktpl	$133.26		Janitorial supplies
01	10/31/2025	The Printing Plant	$249.00		Business cards for T. Graff, E. Sears and general/no-name cards
01	10/31/2025	The Home Depot	$972.00		Janitorial supplies
01	10/31/2025	Amazon.Com	$45.10		Janitorial supplies
01	10/31/2025	Ray O Herron Co Inc	$17,003.32	2026-00000330	New Vehicle Equipment (6 invoices) (PAY W/DUI REST. FUNDS)
01	10/31/2025	Amazon Mktpl	$61.14		Janitorial supplies - batteries
01	10/31/2025	Amazon Mktpl	$44.55		Janitorial supplies - batteries
01	10/31/2025	Amazon Mktpl	$61.87		Admin supplies (bulletin board, ink pens)
01	10/31/2025	Amazon Mktpl	$40.43		Admin supplies - ID badge holders and file folders
01	10/31/2025	Amazon Mktpl	$23.80		Bulletin board supplies (Admin)
01	10/31/2025	Amazon Mktpl	$193.39		Animal trapping equipment - Animal Control
01	10/31/2025	Wal-Mart	$76.40		Peer Support supplies-Trick-or-Treat candy/cards/to-go containers
01	10/31/2025	Carbondale Rural King	$89.99		Food for Police K-9
01	10/31/2025	Adobe Inc	$119.95		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Amazon Mktpl	$53.60		iPhone screen protector/wireless charger/magnetic kickstand-Chief
01	10/31/2025	Tactacam	$7.00		Monthly subscription fee (October)
01	10/31/2025	Tlo Transunion	$268.00		Monthly TLO subscription (September)
01	10/31/2025	Ilacp	$325.00		Annual ILACP Membership for Department
01	10/31/2025	Ilsos Carbondale Vehicle	$308.80		(2) Vehicle Registration Renewal (plate DR88930 and ZY59893)

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Sentinel Emergency	$667.44		Turnout Boots for FF Seger
01	10/31/2025	Dinges Fire Co	$1,718.36	2026-00000360	Turnout Gear - Carcinogen Free Upgrade
01	10/31/2025	Frontier	$794.02		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	Verizon Wireless	$118.14		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Verizon Wireless	$396.11		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Kwik Trip	$50.66		Travel #810465
01	10/31/2025	Kwik Trip	$31.25		Travel #810465
01	10/31/2025	Haymakers	$45.23		fuel-BBennett-Hazard Materials Tech-10/13-17 & 10/20-24/2025
01	10/31/2025	Best Western Paradise	$610.50		hotel-BBennett-Hazard Materials Tech-10/13-17 & 10/20-24/2025
01	10/31/2025	Haymakers	$45.03		fuel-BBennett-Hazard Materials Tech-10/13-17 & 10/20-24/2025
01	10/31/2025	Best Western Paradise	$610.50		hotel-BBennett-Hazard Materials Tech-10/13-17 & 10/20-24/2025
01	10/31/2025	Best Western Paradise	$624.40		Lodging-Cmallady-Structural Collapse Rescue Tech 9/29-10/3/25
01	10/31/2025	Caseys	$25.00		Fuel-Cmallady-Structural Collapse Rescue Tech 9/29-10/3/25
01	10/31/2025	Thorntons	$40.00		Fuel-Cmallady-Structural Collapse Rescue Tech 9/29-10/3/25
01	10/31/2025	Homes To Suites By Hilton	$661.20		Lodging- Cmallady-Trench Rescue Tech Course 10/6-10/10/25
01	10/31/2025	Phillips 66	$41.29		Fuel-Cmallady-Trench Rescue Tech Course 10/6-10/10/25
01	10/31/2025	Sentinel Emergency Llc	$831.03		Compressor MAINT
01	10/31/2025	Eso.Com	$336.39		Emergency Reporting Software
01	10/31/2025	Staples	$7.49		Tape dispenser for Station 1
01	10/31/2025	Staples	$62.01		Janitorial supplies
01	10/31/2025	Staples	$19.52		Misc janitorial supplies
01	10/31/2025	Americom Imaging Systems	$62.86		Toner
01	10/31/2025	The Home Depot	$154.12		Misc janitorial supplies
01	10/31/2025	Building Services Supply	$16.32		Janitorial supplies
01	10/31/2025	Quill Corporation	$15.98		Misc Janitorial supplies
01	10/31/2025	Quill Corporation	$14.38		Misc janitorial supplies
01	10/31/2025	Quill Corporation	$31.66		Misc janitorial supplies
01	10/31/2025	Kroger	$94.61		Fire Prevention - Refreshments for FPW Open House
01	10/31/2025	Amazon Mktpl	$17.78		Fire Prevention - Bag holders
01	10/31/2025	Amazon Mktpl	$18.89		Fire Prevention - Pen display cUPS
01	10/31/2025	Dinges Fire Co	$3,572.00	2026-00000315	Ice/Water Rescue Suits
01	10/31/2025	Dominos	$140.87		Fire Prevention-Lunch-CCHS Lifesavers-school assemblies
01	10/31/2025	Larrys House Of Cake	$56.00		Fire Prevention-Treats-CCHS Lifesavers-school assemblies
01	10/31/2025	Larrys House Of Cake	$320.00		Fire Prevention - Cookies for FPW Open House
01	10/31/2025	Murdale Ace Hardware	$134.97		CO detectors for residential intallation
01	10/31/2025	Schnucks Carbondale	$98.98		Fire prevention - Open House supplies
01	10/31/2025	Carbondale Rural King	$95.92		Janitorial supplies
01	10/31/2025	Wal-Mart	$45.94		Fire Prevention - Smoke machine for fire safety house
01	10/31/2025	Lowes	$21.96		Janitorial Supplies
01	10/31/2025	Wal-Mart	$104.91		Fire Prevention Supplies
01	10/31/2025	Dinges Fire Co	$2,250.00	2026-00000335	Firefighting Foam
01	10/31/2025	Lowes	$34.90		Janitorial Supplies
01	10/31/2025	Schnucks Carbondale	$38.93		Refreshments for Fire Investigator Class
01	10/31/2025	Harrison Sport Shop	$2,250.00	2026-00000363	Rescue Boat Motor and Credit Card Fee
01	10/31/2025	Harrison Sport Shop	$90.00	2026-00000363	Rescue Boat Motor and Credit Card Fee
01	10/31/2025	Frontier	$562.83		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Www.Sicf.Org	$45.00		Travel #810467
01	10/31/2025	Www.Sicf.Org	$45.00		Travel #810467
01	10/31/2025	Www.Sicf.Org	$45.00		Travel #810467

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	NAPA	$746.20		Batteries for Outdoor Warning Sirens
01	10/31/2025	NAPA	$638.20		Batteries for Outdoor Warning Sirens
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Verizon Wireless	$36.01		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Cgiresults.Com	$10.10		Karl Mueller mobile workshop registration-APA State conference
01	10/31/2025	Apa	$305.00		APA Exam registration for Karl Mueller
01	10/31/2025	Southwes	$268.96		air fare-Hannah Weber-JTF Conference-Minneapolis, MN
01	10/31/2025	Holiday Inn & Suites	$537.00		hotel room stay for APA IL conference
01	10/31/2025	Holiday Inn & Suites	$537.00		hotel room stay for APA IL conference
01	10/31/2025	Staples Inc	$353.63		Standing desk-Hannah Weber/printer ink-John Lenzini
01	10/31/2025	Staples Inc	$285.99		standing desk for Karl Mueller
01	10/31/2025	Wal-Mart	$103.92		space heaters for office cubicles
01	10/31/2025	Adobe Inc	$254.43		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Verizon Wireless	$315.04		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Verizon Wireless	$288.08		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Touch4wash	$24.00		Monthly fleet billing
01	10/31/2025	Staples	$17.03		Misc janitorial supplies
01	10/31/2025	Quill Corporation	$8.28		Misc janitorial supplies
01	10/31/2025	Quill Corporation	$59.98		Copy paper
01	10/31/2025	Wal-Mart	$17.87		AAA batteries
01	10/31/2025	Amazon Mktpl	$71.94		Computer case with keyboard
01	10/31/2025	Staples	$60.94		binder clips, pens, white out
01	10/31/2025	Verizon Wireless	$118.14		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Verizon Wireless	$36.01		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Staples	$47.17		Misc janitorial supplies
01	10/31/2025	Quill Corporation	$127.13		Copy Paper
01	10/31/2025	Esri	$480.00		additional licenses
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Syn-Tech Systems	$550.00		Fuel island MAINT
01	10/31/2025	Murphysboro Rural King	$21.84		Office supplies
01	10/31/2025	Wal-Mart	$155.83		Office supplies
01	10/31/2025	Alldata	$1,500.00	2026-00000331	Operating materials and supplies
01	10/31/2025	Airgas	$203.94		Operating materials and supplies
01	10/31/2025	David McCuan Snap On	$78.50		Shop supplies
01	10/31/2025	Harbor Freight Tools	$20.84		Shop supplies
01	10/31/2025	NAPA	$4,999.99	2026-00000305	Operating Equipment
01	10/31/2025	Verizon Wireless	$59.40		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Constellation Energy	$1,815.76		Gas Service - Invoice #4398342
01	10/31/2025	Hilton Garden Inn	$250.80		Ameren Symposium Travel number 810455
01	10/31/2025	NAPA	$68.32		Belt
01	10/31/2025	Lowes	$6.48		Female adapter
01	10/31/2025	Anderson Overhead Door	$176.00		Reinstalled cable and replaced rollers
01	10/31/2025	Johnstone Supply	$164.88		Flame sensor
01	10/31/2025	Amazon Mktpl	$38.33		Garage door opener.
01	10/31/2025	Murdale Ace Hardware	$37.79		Light bulbs
01	10/31/2025	Vestis Services Llc	$211.36		Mats for city hall civic center
01	10/31/2025	Vestis Services Llc	$446.75		Mats for public safety center
01	10/31/2025	Cintas Corp	$165.96		Uniform pants for SIMMS
01	10/31/2025	Amazon Mktpl	$68.82		Tarp
01	10/31/2025	Amazon Mktpl	$34.84		Screen protectors and phone case.

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Murdale Ace Hardware	$28.79		Hex key set
01	10/31/2025	Murdale Ace Hardware	$8.63		Sealer concrete for city hall.
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Frontier	$506.27		#457-6571,549-5302,549-5021,549-2866,198-0399, 217-047-3537
01	10/31/2025	RP Lumber	$38.71		Painted J channel
01	10/31/2025	Vestis Services Llc	$193.60		Mats for SIMS
01	10/31/2025	Lowes	$163.74		Snips, clamps and screws.
01	10/31/2025	Amazon Mktpl	$57.63		Spill observant
01	10/31/2025	Lowes	$77.90		Bathroom scrubbers, shovels.
01	10/31/2025	Lowes	$167.76		Ice melt
01	10/31/2025	Verizon Wireless	$196.90		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Country Inn & Suites	$610.50		Hotel room for conference
01	10/31/2025	APWA - Illinois Chapt	$850.00		IPSI training
01	10/31/2025	Carbondale Rural King	$42.98		Fuel and ammo can
01	10/31/2025	Lowes	$260.08		Safety flag and quick rete
01	10/31/2025	Lowes	$10.72		Lumber
01	10/31/2025	Energy Culvert Compan	$277.75		Culvert
01	10/31/2025	Lowes	$76.84		Rebar chair, tape measure, wire twister and rebar ties.
01	10/31/2025	Ez Rental	$355.00		Rental of loader
01	10/31/2025	Carbondale Rural King	$48.95		Phone chargers
01	10/31/2025	Murdale Ace Hardware	$100.87		Yellow tagged keys, rakes and spray paint.
01	10/31/2025	Carbondale Rural King	$99.99		Deck screws
01	10/31/2025	Lowes	-$10.72		Tape measure
01	10/31/2025	Carbondale Rural King	$9.95		Bolts
01	10/31/2025	Uattend.Com	$258.00		Time Clock
01	10/31/2025	Silkworm Inc	$410.00		See Click Fix Banner
01	10/31/2025	Uattend.Com	$258.00		Time Clock
01	10/31/2025	Murdale Ace Hardware	$23.98		Foam spray
01	10/31/2025	Springfield Electric	$58.88		Chalk reel
01	10/31/2025	Murdale Ace Hardware	$21.09		Hasp, nuts, bolts and washers
01	10/31/2025	Harbor Freight Tools	$19.98		Wrenches
01	10/31/2025	Springfield Electric	$478.68		Electric materials
01	10/31/2025	Springfield Electric	$15.99		Demo driver tool
01	10/31/2025	Carbondale Rural King	$59.94		Caulk and tape
01	10/31/2025	Carbondale Rural King	$48.66		Cable ties
01	10/31/2025	Springfield Electric	$150.32		Lamps, screws and markers
01	10/31/2025	Adobe Inc	$23.99		Adobe Acrobat, Cloud, Photo
01	10/31/2025	Amazon.Com	$220.00		yard sign holders
01	10/31/2025	Critical Tool	$156.58		Hi Vis apparel
01	10/31/2025	Critical Tool	$70.79		Hi Vis Apparel
01	10/31/2025	Critical Tool	$46.96		Hi Vis Apparel
01	10/31/2025	Critical Tool	$176.40		Hi Vis apparel
01	10/31/2025	Carbondale Rural King	$2.98		water for batteries
01	10/31/2025	Springfield Electric	$60.12		hand towels, gloves, and screwdriver
01	10/31/2025	Amazon Mktpl	$135.66		sockets and adaptor
01	10/31/2025	Springfield Electric	$335.86		material for generator outlet
01	10/31/2025	Ditch Witch Collinsville	$9,420.00	2026-00000294	New Locator for traffic department
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Il Arborist Assoc.	$310.00		IL Arborist Assoc. Annual Conference & Training Tinley Park

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
01	10/31/2025	Il Arborist Assoc.	$310.00		IL Arborist Assoc. Annual Conference & Training, Tinley Park
01	10/31/2025	Murdale Ace Hardware	$191.66		Knee pads
01	10/31/2025	Carbondale Rural King	$15.98		Watering cans
01	10/31/2025	Joyce Lee Outdoor Equip	$27.00		Chainsaw chain
01	10/31/2025	Verizon Wireless	$36.01		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
01	10/31/2025	Softtelpay	$44.80		Evergreen Park #010060-00
01	10/31/2025	Springfield Electric	$98.22		Junction box to fix park lighting
01	10/31/2025	Sydenstricker Nobbe	$782.80		Earth Auger
01	10/31/2025	Sydenstricker Nobbe	$445.99		Auger Bit & Stihl moto mix
01	10/31/2025	Amazon Mktpl	$7.99		(3) Replacement soccer nets
01	10/31/2025	Amazon Mktpl	$761.31		(3) Replacement soccer nets
01	10/31/2025	Amazon Mktpl	$474.25		Replacement soccer nets
			$179,201.05		

11		**Motor Fuel Tax Fund Purchases**			
11	10/31/2025	Egyptian Electric	$421.78		Beach/Potassium Feed/Wtr Tank/Bike Path Lights-Warning Lights
11	10/31/2025	Springfield Electric	$51.58		Electric for traffic cabinet
11	10/31/2025	Springfield Electric	$897.90		Street light lamps
11	10/31/2025	Plp Battery Supply	$635.10		Batteries for rfb's
11	10/31/2025	Springfield Electric	$25.05		splice kit for street lighting
11	10/31/2025	Springfield Electric	$51.68		conduit for electric on traffic cabinet
11	10/31/2025	Springfield Electric	$920.00		Street Lights
11	10/31/2025	Springfield Electric	$298.67		Street Lighting LED drivers
11	10/31/2025	Carbondale Rural King	$2.98		Water for batteries in message boards
11	10/31/2025	Road Runner Safety Serv	$995.56		Traffic cones
11	10/31/2025	American Traffic Safety	$735.00		sign material
11	10/31/2025	Road Runner Safety Serv	$995.56		traffic cones
11	10/31/2025	Springfield Electric	$897.90		Street Lighting lamps
11	10/31/2025	Mdsolutions	$996.00		sign material
11	10/31/2025	Road Runner Safety Serv	$1,570.17	2026-00000332	Delineator post
			$9,494.93		

70		**Water & Sewer Fund Purchases**			
70	10/31/2025	Winsupply Carterville	$79.60		pipe and saw blades
70	10/31/2025	Verizon Wireless	$118.14		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	Verizon Wireless	$144.04		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	Clearwave Fiber	$1,509.75	2026-00000321	Fiber Connection LEADS Connection
70	10/31/2025	Clearly Ip Inc	$4.02		VoIP Trunking
70	10/31/2025	USPS	$31.40		Express mail a payment
70	10/31/2025	UPS	$46.05		UPS Service & Shipping Charges INV #000079E159385
70	10/31/2025	UPS	$64.97		UPS Service & Shipping Charges INV #000079E159365
70	10/31/2025	UPS	$45.26		UPS Service & Shipping Charges INV #000079E159375
70	10/31/2025	UPS	$47.29		UPS Service & Shipping Charges INV #000079E159395
70	10/31/2025	Hilton Garden Inn Chicago	$1,070.68		Lodging #810421
70	10/31/2025	Country Inn & Suites	$122.10		Lodging #810438
70	10/31/2025	Amazon Mktpl	$145.42		printer ink
70	10/31/2025	Murdale Ace Hardware	$8.63		door handle lubricant

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
70	10/31/2025	Ditch Witch	$9,920.34	2026-00000310	Utility locating equipment
70	10/31/2025	Verizon Wireless	$40.34		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	Verizon Wireless	$72.02		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	Egyptian Electric	$40.30		Beach/Potassium Feed/Wtr Tank/Bike Path Lights-Warning Lights
70	10/31/2025	Softtelpay	$124.90		Cedar Lake Boat Ramp #0406750-00
70	10/31/2025	Softtelpay	$41.83		Poplar Camp Beach #040510-00
70	10/31/2025	Carbondale Rural King	$29.98		replacement belts for ventrac
70	10/31/2025	Murphysboro Rural King	$119.98		replacement fencing
70	10/31/2025	Carbondale Rural King	$11.96		antifreeze to winterize beach bathhouse
70	10/31/2025	Lowes	$108.90		wall mirror, furnace filters
70	10/31/2025	Il Dnr Grants	$306.75		Boat Access Area Development Grant application fee
70	10/31/2025	Amazon Mktpl	$77.72		soap dispensers, toilet paper
70	10/31/2025	Murdale Ace Hardware	$3.22		replacement keys
70	10/31/2025	Murphysboro Rural King	$56.72		tick spray, mouse bait stations
70	10/31/2025	Lowes	$12.98		microfiber towels
70	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	UPS	$28.32		UPS Service & Shipping Charges INV #000079E159385
70	10/31/2025	UPS	$23.24		UPS Service & Shipping Charges INV #000079E159375
70	10/31/2025	UPS	$82.00		UPS Service & Shipping Charges INV #000079E159395
70	10/31/2025	Fisher Scientific	$72.20		Parts-Springs for Still
70	10/31/2025	Culligan Schaefer Perry	$91.40		Culligan water softener rental fees
70	10/31/2025	Era	$250.66		Ammonia Proficiency Test Samples
70	10/31/2025	Amazon Mktpl	$119.46		Ink and specialty tape
70	10/31/2025	Amazon Mktpl	$46.99		large nitrile gloves
70	10/31/2025	Gilson Inc	$206.00		pipet seals
70	10/31/2025	The Home Depot	$99.00		Large Nitrile Gloves
70	10/31/2025	Lifetechcorp	$1,080.00	2026-00000307	Ammonia Analysis Probe
70	10/31/2025	Fisher Scientific	$163.28		Hi pressure hose for Still
70	10/31/2025	Fisher Scientific	$148.43		2000mL Class A Volumetric Flask
70	10/31/2025	Lifetechcorp	$214.40		Ammonia Membranes for Ammonia Probe
70	10/31/2025	Fisher Scientific	$96.76		Tubing for the ICP-MS
70	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	UPS	$27.40		UPS Service & Shipping Charges INV #000079E159385
70	10/31/2025	UPS	$27.40		UPS Service & Shipping Charges INV #000079E159375
70	10/31/2025	Egyptian Electric	$1,016.73		Beach/Potassium Feed/Wtr Tank/Bike Path Lights-Warning Lights
70	10/31/2025	Imco Supply	$533.58		14" SS Bolts and Gasket
70	10/31/2025	Carbondale Rural King	$12.39		Grade 5 Bolts
70	10/31/2025	Regal Systems, Inc	$343.97		Lead Washers
70	10/31/2025	Murdale Ace Hardware	$11.77		Nuts and Bolts
70	10/31/2025	Springfield Electric	$314.56		2- 120v contactors
70	10/31/2025	Murdale Ace Hardware	$3.27		Nuts and Bolts
70	10/31/2025	Carbondale Rural King	$24.99		Led Lights
70	10/31/2025	Murdale Ace Hardware	$23.38		Primer/Cement Pack
70	10/31/2025	Lowes	$21.98		2 Gallon Gas Can
70	10/31/2025	Murdale Ace Hardware	$4.39		Stihl Cap Primer Bulb
70	10/31/2025	Murdale Ace Hardware	$35.90		Vacuum Hose
70	10/31/2025	Carbondale Rural King	$59.93		LED Wall Pack Light
70	10/31/2025	Murphysboro Rural King	$59.93		LED Wall Pack Light
70	10/31/2025	Johnstone Supply	$15.77		2 poles 120 coil voltage
70	10/31/2025	Vestis Services Llc	$387.48		Nylon mat rental (2 Months)

	INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
70	10/31/2025	Lowes	$74.44		2 office chairs
70	10/31/2025	Lowes	$76.54		Screwdriver Set
70	10/31/2025	Lowes	$53.96		Pool Cleaning Pole and Brush
70	10/31/2025	Amazon Mktpl	$52.41		Clorox Cleaner
70	10/31/2025	Amazon	$178.52		Rolled Paper Towels
70	10/31/2025	Carbondale Rural King	$27.43		misc supplies
70	10/31/2025	Carbondale Rural King	$91.95		misc supplies
70	10/31/2025	Harbor Freight Tools	$11.97		misc supplies
70	10/31/2025	Lowes	$21.90		misc supplies
70	10/31/2025	Carbondale Rural King	$12.71		misc supplies
70	10/31/2025	Carbondale Rural King	$64.46		misc supplies
70	10/31/2025	Carbondale Rural King	$22.26		misc supplies
70	10/31/2025	Lowes	$25.96		parts for repair
70	10/31/2025	Murdale Ace Hardware	$17.79		parts for repair
70	10/31/2025	Murdale Ace Hardware	$8.26		1" black cap
70	10/31/2025	Lowes	$9.98		batteries
70	10/31/2025	Wildwood Mobile Home	$71.97		wedges
70	10/31/2025	Winsupply Carterville	$39.97		pipe and saw blades
70	10/31/2025	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
70	10/31/2025	Constellation Energy	$9.14		Gas Service - Invoice #4398342
70	10/31/2025	Usabluebook	$786.76		inflatable plugs for digester
70	10/31/2025	Usabluebook	$199.34		air hose for inflatable plugs
70	10/31/2025	Vestis Services Llc	$94.30		Dust Mops
70	10/31/2025	Vestis Services Llc	$94.30		dust mops
70	10/31/2025	Amazon Mktpl	$64.03		small tools
70	10/31/2025	Harbor Freight	$44.99		small tools
70	10/31/2025	UPS	$34.54		UPS Service & Shipping Charges INV #000079E159385
70	10/31/2025	UPS	$70.01		UPS Service & Shipping Charges INV #000079E159395
70	10/31/2025	Egyptian Electric	$236.79		NWWWTP River Vault, Air Stations & Lift Stations
70	10/31/2025	Constellation Energy	$33.02		Gas Service - Invoice #4398342
70	10/31/2025	Staples	$104.28		Binders and Pens
70	10/31/2025	Carbondale Rural King	$104.49		Fittings
70	10/31/2025	Carbondale Rural King	$164.94		Rakes and Pruners
70	10/31/2025	Murdale Ace Hardware	$71.99		Tarp
70	10/31/2025	Lowes	$48.52		Cleaner
70	10/31/2025	Lowes	$48.00		Wire
70	10/31/2025	Murdale Ace Hardware	$59.36		Valve and Fitting
70	10/31/2025	Murdale Ace Hardware	$73.78		Bottle Jack and Anti-Seize
70	10/31/2025	Frontier	$251.90		Monitoring Lines & Lift Stations
70	10/31/2025	Egyptian Electric	$1,330.42		NWWWTP River Vault, Air Stations & Lift Stations
70	10/31/2025	Murdale Ace Hardware	$3.59		Ball Valve
70	10/31/2025	Carbondale Rural King	$36.95		PB Blaster
70	10/31/2025	Murdale Ace Hardware	$18.64		Nuts and Bolts
70	10/31/2025	Murdale Ace Hardware	$29.25		Grinder Wheels and Bolts
70	10/31/2025	Murdale Ace Hardware	$112.90		Nuts and Bolts
			$25,159.10		
71		**Parking Fund Purchases**			
71	10/31/2025	Verizon wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
			$39.38		

		INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
72			**Solid Waste Management Fund Purchases**			
	72	10/31/2025	Henry Printing	$1,055.04	2026-00000351	Landscape waste/Special waste stickers
	72	10/31/2025	Republic Services Trash	$7,106.32		Landfill bill
				$8,161.36		
73			**Rental Property Fund Purchases**			
	73	10/31/2024	Verizon Wireless	$39.38		Monthly Cell Phone 09/04/2025-10/03/2025 Inv#6125103445
	73	10/31/2024	Constellation Energy	$9.65		Gas Service - Invoice #4398342
	73	10/31/2024	Lowes	$15.28		Replacement fill valve for the warming center.
	73	10/31/2024	Lowes	$17.94		Blue Tape
				$82.25		

INVOICE DATE	VENDOR NAME	INVOICE TOTAL	PO#	INVOICE DESCRIPTION
	GRAND TOTAL	**$222,138.07**		

_____ _____

DIRECTOR OF FINANCE CITY MANAGER

_____ _____

DATE DATE

THIS IS TO CERTIFY THAT THE ABOVE WARRANT WAS DULY PRESENTED AT A MEETING OF THE COUNCIL ON _____ AND PAYMENT OF SAID WARRANT HAS BEEN MADE IN ACCORDANCE WITH THE CARBONDALE REVISED CODE.

APPROVED _____

Carolin Harvey, Mayor

ATTEST: _____

Jennifer R. Sorrell, City Clerk

LIST OF WARRANTS REVIEWED BY:

_____

Jeff Davis, City Treasurer

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Award of Contract for Cedar Lake Trail System Development to Piney Creek Construction & Repair, Inc. of Ava, Illinois in the Amount of $49,898.00
Type:	Action - Consent
Recommended Action:	Award a Contract for Cedar Lake Trail System Development to Piney Creek Construction & Repair, Inc. of Ava, Illinois in the Amount of $49,898.00
Goals:	Goal 1: Provide a high quality of life and foster a sense of community. Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 5: Provide high-quality City infrastructure. Goal 7: Build on expand and develop new relationships with SIU/SIH and other regional entities.
Originating Department:	Public Works

Background: The City's Community Development Department obtained grant funding in the amount of $200,000 from the Illinois Department of Natural Resources (IDNR) through its Recreational Trails Program (RTP). Funds were provided in the FY2025 and FY2026 CIP budgets for the improvements (OS 2401). The first phase of the project was completed in FY2025 at a total cost of $125,420. Remaining grant funds are sufficient to cover the entire cost of the second phase of the project. Community Development and Cedar Lake staff collaborated to develop this project, with assistance from SIU, which completed the archaeological survey for both phases. Additional project details are included in the attached press release.

The bids were advertised in the Southern Illinoisan on Saturday, October 25, 2025, and invitations were sent to eleven (11) companies and three (3) plan houses, as shown on the attached Certificate. Nine (9) companies purchased bid packets and four (4) bids were received, as shown on the Bid Tabulation.

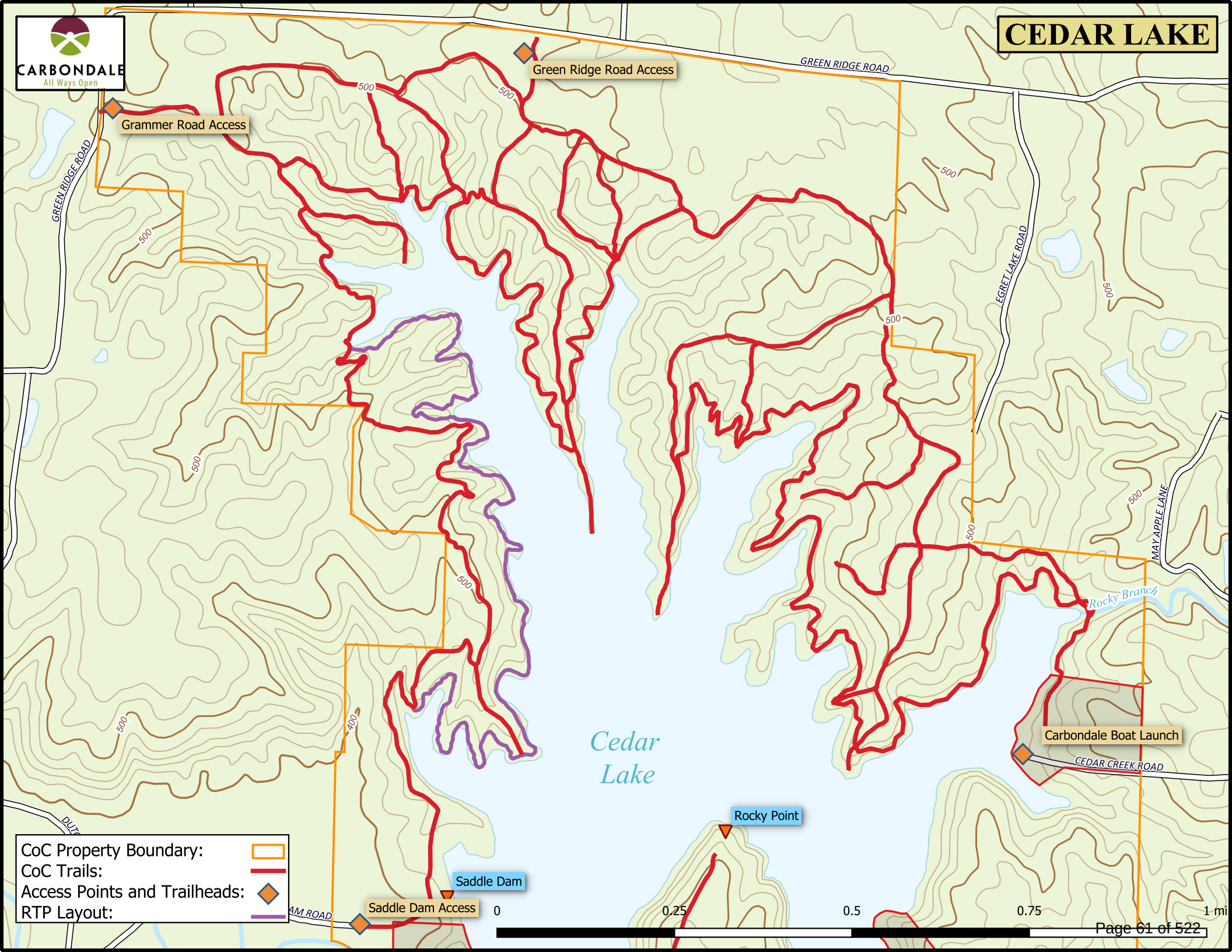
Staff recommends that the City Council award the contract for Cedar Lake Trail System Development to Piney Creek Construction & Repair, Inc. of Ava, Illinois in the amount of $49,898.00.

Additional Information:

Attachments:
1. Cedar Lake 11 x 8.5 RTP 2025 2025-12-09
2. RECREATIONAL TRAILS GRANT Press Release 2025-12-09
3. 26-16 Cedar Lake Trail Bid Tab 2025-12-09
4. 26-16 Cedar Lake Trail Certificate 2025-12-09

Motion & Voting: Award a Contract for Cedar Lake Trail System Development to Piney Creek Construction & Repair, Inc. of Ava, Illinois in the Amount of $49,898.00

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None


CARBONDALE
All Ways Open
CEDAR LAKE
Green Ridge Road Access
Grammer Road Access
GREEN RIDGE ROAD
EGRET LAKE ROAD
MAY APPLE LANE
CEDAR CREEK ROAD
Rocky Branch
Cedar Lake
Carbondale Boat Launch
Rocky Point
Saddle Dam
Saddle Dam Access
500
400
CoC Property Boundary:
CoC Trails:
Access Points and Trailheads:
RTP Layout:
0
0.25
0.5
0.75
1 mi

CARBONDALE
All Ways Open

PRESS RELEASE
City of Carbondale, Illinois
February 27, 2024

CEDAR LAKE RECREATIONAL TRAILS PROGRAM GRANT PRESS RELEASE

FOR IMMEDIATE RELEASE

CARBONDALE –

Through federal funding administered through the Illinois Department of Natural Resources (IDNR), the City of Carbondale has been awarded a $200,000 Recreational Trails Program (RTP) Grant to build a natural-surface, multi-user trail around Cedar Lake.

The SIU Center of Archaeological Investigations is conducting an archaeological survey before trail construction may begin. The project is set to be bid this summer, and the projected timeline for trail building to commence is as early as this fall.

This particular grant is projected to fund the construction of 7 miles of trail. The proposed trail will reach from the City's boat launch on Cedar Creek Road to Cove Hollow, wrapping around the north end of the lake. This will reach down to Cove Hollow to meet the trailheads at the South end where the US Forest Service's property begins. One trail segment will be built to be accessible for those with disabilities. The expansion of this trail segment in particular to be ADA-accessible aligns well with ongoing development of the Cedar Creek boat dock area: ADA-accessible restrooms and an ADA-accessible boat launch are being installed. The trail in its entirety will be open to use for hikers, backpackers, and mountain bikers.

This project is the first step on the City of Carbondale's end, to the creation of a loop trail circumnavigating the entirety of Cedar Lake. On the southern end of the lake, the US Forest Service has built and maintains the 5.5 mile long Cove Hollow Trail, 2.9 mile long Cedar Lake Trail, and about 5 miles of the River to River Trail.

As Cedar Lake serves as the water source for Carbondale and other communities, sustainable construction and maintenance of all infrastructure is a priority. Sustainably built trails will allow for minimal to no impact to the resource during construction, use, and maintenance of the trail system. Application for this grant spawned from public input gathered during the compilation of a recreation master plan the City has been working on for the City-owned property around Cedar Lake. These trail expansions will bring an even fuller opportunity for the residents of Carbondale to have access to outdoor recreation within close proximity to town.

For more information, contact the City of Carbondale's Public Relations Officer at 618-457-3262.

"Carbondale prides itself on providing its visitors, students, businesses and residents with a unique mix of edge and ease. It's a cultural town, yet free of pretense, embracing the great outdoors as readily as urban sophistication. Here, we are open to new ideas, experiences and cultures, so you are encouraged to both express yourself and be yourself, in all ways. That's Carbondale…All Ways Open… for family, fun, business, new ideas and a bright tomorrow."

###

City of
CARBONDALE
Illinois

Cedar Lake Trail System Development Phase II

CIP NO. OS2401

Bid No. 26-16

Date of Opening: November 25, 2025

				Blue Collar Contracting, LLC 302 Washington Street Carterville, IL 62918		Ray LaFore Truck Service, Inc. 5805 W State Rt. 161 Belleville, IL 62223		Piney Creek Const & Repair, Inc. 2310 Rock Crusher Road Ava, IL 62907		May Excavating, Inc. 15769 Clifford Road Carterville, IL 62918	
BID BOND AMOUNT $ OR %				Yes		Yes		Yes		Yes	
ADDENDUM #1				Yes		Yes		Yes		Yes	
ITEM	**DESCRIPTION NAME**	**QUANTITY**	**UNIT**	**Unit Price**	**Price**	**Unit Price**	**Price**	**Unit Price**	**Price**	**Unit Price**	**Extended Price**
1	BASE BID FOR PROJECT	L SUM	1	$96,500.00	$96,500.00	$70,400.00	$70,400.00	$49,898.00	$49,898.00	$52,000.00	$52,000.00
	TOTAL				$96,500.00		$70,400.00		$49,898.00		$52,000.00

Note:
This is a bid tab for proposals received November 25, 2025. Proposals will be reviewed by City Staff for acceptability.
Council approval is required for this contract.
The next City Council Meeting will be held at 7:00 p.m. on Tuesday, December 9, 2025

CERTIFICATE IN CONNECTION WITH PURCHASE OF SUPPLIES, EQUIPMENT & MATERIALS IN EXCESS OF $10,000.00

(This certificate must be furnished to the City Manager in connection with each purchase.)

The undersigned hereby certifies:

1. That the supplies, equipment or materials sought to be purchased are as follows:
   BID NO.: 26-16
   PROJUCT NAME: Cedar Lake Trail System Development Phase II
   CIP NO: OS2401

2. That specifications particularly and specifically describing same have been prepared, are complete in every detail, and a copy of same is attached.

3. That such supplies, equipment, or materials are needed in connection with:
   Cedar Lake Trail System Development Phase II

4. That a notice calling for sealed bids are to be submitted on:
   Bid Opening: November 25, 2025 at 10:00 a.m.
   has been prepared, is attached hereto, and that the date fixed therein for reception of bids is more than 7 days after the date of this Certificate.

5. That a copy of such notice calling for sealed bids and a copy of the specifications have been furnished either by mail or personally this day to firms or persons most likely to be interested in submitting bids and furnishing such supplies, as follows: (All persons advised about the requirements, either by mail, telephone, or personally must be listed here - three (3) or more competitors must be notified.)

Samron Midwest
PO Box 1555
Murphysboro, IL 62966
Phone: 618-687-5500
info@samron.com

E.T. Simonds Const. Co.
1500 N. Oakland Ave.
Carbondale, IL 62902
Phone: 618-457-8191
jjones@etsimond.com

Roadworks, LLC
12068 Old Frankfort Rd
Marion, IL 62959
Phone: 618-922-8515
brandon@roadworksllc.com

Pinoy Construction, Inc.
420 N. Mill Street
Harrisburg, IL 62946
Phone: 618-252-0375
bossmanteston@gmail.com

Sam's Construction Co
2012 S Illinois Ave
Carbondale, IL 62901
Phone: 618-967-4115
ereed1951@gmail.com

May Excavating, Inc.
PO Box 504
Carterville, IL 62918
Phone: 521-3125
josh@mayexcavating.com

Buck Construction
1165 Zola Road
Harrisburg, IL 62946
Phone: 618-499-8286
buckyneal@hotmail.com

J3 Contracting, LLC
4110 Giant City Road
Carbondale, IL 62902
Phone: 618-967-4084
anthony@patriotx.us

Brockmeyer Contracting & Supply
PO Box 82
Cambell Hill, IL 62916
Phone: 618-443-8333
brockmeyercs@gmail.com

Heneghan Constr. Serv., LLC
1004 State Hwy 16
Jerseyville, IL 62052
Phone: 618-407-9869
david@hcsdesignbuild.com

Ray LaForeTruck Serv., Inc.
5805 W State Rt 161
Belleville, IL 62223
Phone: 618-541-0565
kristian@laforetruckservice.com

TO BE AWARDED ON DECEMBER 9, 2025
This is the 27th day of October, 2025

PLANHOUSE
SIBA
ePlan
Dodge Construction

Name:_____
Christi Green
Purchasing/Risk Mgt Specialist

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Award of Contract for Stormwater Pump Station Rehabilitation to Korte & Luitjohan Const., Inc. of Highland, Illinois in the Amount of $296,300.00
Type:	Action - Consent
Recommended Action:	Award a Contract for Stormwater Pump Station Rehabilitation to Korte & Luitjohan Const., Inc. of Highland, Illinois in the Amount of $296,300.00
Goals:	Goal 5: Provide high-quality City infrastructure. Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Public Works

Background: The City's Northwest Wastewater Treatment Plant operates a stormwater pump station for managing excess sewer flow during heavy rainfall. The pumps have deteriorated and are in need of replacement. The 5-year CIP Budget Outlay includes funding to complete this repair in FY2027 (WW 1802). Due to the poor condition of the equipment and long lead times, new pumps need to be ordered by the contractor now to receive them for installation in FY2027.

This bid was advertised in the Southern Illinoisan on Saturday, October 25, 2025, and the invitation to bid was provided to nine (9) companies and three (3) plan houses as shown on the attached Certificate. Bids packets were purchased by five (5) companies and two (2) companies submitted bids as shown on the Bid Tabulation.

The City Council is requested to award a contract for stormwater pump station rehabilitation to Korte & Luitjohan Const., Inc. of Highland, Illinois in the amount of $296,300.00.

Additional Information:

Attachments:
1. 26-15 NWWWTP Stormwater Pump Rehab Certificate 2025-12-09
2. 26-15 NWWWTP Stormwater Pump Rehab Bid Tab 2025-12-09

Motion & Voting: Award a Contract for Stormwater Pump Station Rehabilitation to Korte & Luitjohan Const., Inc. of Highland, Illinois in the Amount of $296,300.00

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CERTIFICATE IN CONNECTION WITH PURCHASE OF SUPPLIES, EQUIPMENT & MATERIALS IN EXCESS OF $10,000.00

(This certificate must be furnished to the City Manager in connection with each purchase.)

The undersigned hereby certifies:

1. That the supplies, equipment or materials sought to be purchased are as follows:
   BID NO.: 26-15
   PROJUCT NAME: NWWWTP Stormwater Pump Station Rehabilitation
   CIP NO: WW1802

2. That specifications particularly and specifically describing same have been prepared, are complete in every detail, and a copy of same is attached.

3. That such supplies, equipment, or materials are needed in connection with:
   NWWWTP Stormwater Pump Station Rehabilitation

4. That a notice calling for sealed bids are to be submitted on:
   Bid Opening: November 25, 2025 at 10:30 a.m.
   has been prepared, is attached hereto, and that the date fixed therein for reception of bids is more than 7 days after the date of this Certificate.

5. That a copy of such notice calling for sealed bids and a copy of the specifications have been furnished either by mail or personally this day to firms or persons most likely to be interested in submitting bids and furnishing such supplies, as follows: (All persons advised about the requirements, either by mail, telephone, or personally must be listed here - three (3) or more competitors must be notified.)

Mott Excavating, Inc.
PO Box 613 Vienna, IL 6995
Phone: 618-658-2605
mottexc@yahoo.com

Wiggs Excavating, Inc.
PO Box Benton, IL 62812
Phone: 618-927-7171
jwiggs71@yahoo.com

Haier Plumbing & Heating, Inc.
301 North Elkton
Okawville, IL 61171
Phone: (618) 243-5908
office@haier_plumbing.com

Samron Midwest Contracting, Inc.
PO Box 1555
Murphysboro, IL 62966
Phone: 618-687-5500
info@samron.com

Skuta Construction
10090 Crenshaw Road
Marion, IL 62959
Phone: 618-218-2592
skutakevin@yahoo.com

A&W Plumbing & Heating, Inc.
11 Alliance Ave.
Murphysboro, IL 62966
Phone: 618-687-5862
customerservice@awplumbingil.com

Scott Escue Construction, LLC
PO Box 64
Cobden, IL 62920
Phone: 618-534-2032
scottescue81@gmail.com

RB Bush Contracting/Excavatng, LLC
936 E Pleasant Hill Road
Carbondale, IL 62902
Phone: 618-528-6938
rbbushcon00@gmail.com

Midwest Petroleum & Excavating, Inc.
PO Box 544
Benton, IL 62812
Phone: 618-435-2645
jslampley33@yahoo.com

PLANHOUSE
SIBA
ePlan
Construction Connect, Inc.

TO BE AWARDED ON DECEMBER 9, 2025
This is the 27th day of October, 2025

Name:_____
Christi Green
Purchasing/Risk Mgt Specialist

City of
CARBONDALE
Illinois

NWWWTP Stsormwater Pump Station Rehabilitation
WW1802
Bid No. 60-15

Date of Opening: November 25, 2025

				Korte & Luitjohan Cont., Inc. 12052 Highland Road Highland, IL 62249	Haier Plumbing & Heating, Inc. 301 N Elkton Street Okawville, IL 62271			
BID BOND AMOUNT 10 % of BID				Yes	Yes			
ADDENDUM 1				Yes	Yes			
ITEM	**ITEM/DESCRIPTION NAME**	**Quantity**	**Unit**	**Unit Price**	**Unit Price**	**Unit Price**	**Unit Price**	**Unit Price**
1	LUMP SUM BASE BID	1	L.S.	$296,300.00	$375,000.00			
	TOTAL			**$296,300.00**	**$375,000.00**			

Note:
This is a bid tab for proposals received November 25, 2025. Proposals will be reviewed by City Staff for acceptability.
Council approval is required for this contract.
The next City Council Meeting will be held at 7:00 p.m. on Tuesday, December 9, 2025

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	Consent Agenda
Subject:	Adopt a Resolution Authorizing Staff to Initiate a Text Amendment Relative to Minimum Surfacing Standards in All R-1, Low Density Residential, Districts, and All RR, Rural Residential, Districts
Type:	Action - Consent
Recommended Action:	Adopt a Resolution Authorizing Staff to Initiate a Text Amendment Relative to Minimum Surfacing Standards in All R-1, Low Density Residential, Districts, and All RR, Rural Residential, Districts
Goals:	Goal 1: Provide a high quality of life and foster a sense of community. Goal 6: Enhance residential development/rehabilitation/home ownership. Goal 2: Establish programs/processes/networks to include diversity/inclusion/equity and justice.
Originating Department:	Community Development

Background:

The purpose of this proposed amendment to Title 15 of the Carbondale Revised Code is to update Section 15-4.8.5, *"Standards for New Public and Private Driveways and Off-Street Parking Areas Requiring Four or Fewer Spaces,"* to allow gravel driveways as a permitted surface material in Rural Residential (RR) and R-1 Low Density Residential Districts, subject to specific construction, design, and maintenance standards.

Under the current Code, residential driveways are generally required to use paved surfaces such as concrete or asphalt. Gravel driveways are restricted or prohibited in most residential districts, except for certain existing nonconforming conditions or for properties zoned Agriculture (AG), Forestry (F), or Rural Residential (RR) with lot sizes of 2.5 acres or more. However, in recent years, City staff have received an increasing number of inquiries from residents seeking more affordable and flexible driveway surfacing options—particularly in rural and semi-urban neighborhoods where gravel driveways align with existing development patterns and where curb-and-gutter drainage systems are often absent.

The proposed text amendment would allow compacted gravel as an acceptable driveway surface in RR and R-1 districts by modifying Subsection (B) to establish clear and enforceable standards, including:

- A minimum six-inch base of compacted gravel or crushed stone
- Defined driveway edges using concrete, timber, metal, or similar edging to prevent gravel migration
- Routine maintenance to ensure surface stability and limit dust, ruts, or erosion
- Retention of a Portland cement concrete apron for any portion of the driveway located within the public right-of-way

To address stormwater management, the amendment requires that gravel or other permeable surface driveways

be designed and maintained to avoid sediment runoff into the public right-of-way or drainage systems. Additionally, the amendment clarifies that existing gravel driveways may be repaired, resurfaced, or replaced with gravel when brought into compliance with the updated standards.

Overall, the proposed amendment advances the City's goals of housing affordability, sustainability, and equitable access to property improvement options. Allowing gravel driveways with appropriate standards can reduce costs for homeowners, improve on-site stormwater infiltration, limit impervious surface coverage, and provide residents with greater flexibility while maintaining neighborhood character. More information on the proposed amendment and detailed construction and maintenance standards is provided in the attached memorandum.

Additional Information:

Attachments:
1. Memo to City Council from Staff, Minimum Surfacing Standards Text Amendment, 2025-12-09
2. Resolution Authorizing Staff to Initiate A Text Amendment Relative to the Minimum Surfacing Standards for Low-Density Districts, 2025-12-09

Motion & Voting: Adopt a Resolution Authorizing Staff to Initiate a Text Amendment Relative to Minimum Surfacing Standards in All R-1, Low Density Residential, Districts, and All RR, Rural Residential, Districts

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CARBONDALE
All Ways Open

Community Development
200 South Illinois Avenue
Carbondale, Illinois 62901
Telephone 618-457-3248
Fax 618-457-3289
www.explorecarbondale.com

M E M O R A N D U M

TO: The Mayor, City Council Members, and City Manager

FROM: Ashley Gibson, Planner

RE: City Code Review & Revision Proposal - Minimum Surfacing Standards Requirements for All RR, Rural Residential, and All R-1, Low Density Residential, Districts

DATE: December 2, 2025

Purpose

The purpose of this memorandum is to present a proposed amendment to Title 15 of the City of Carbondale Revised Code to allow gravel driveways as a permitted surface material in all Rural Residential (RR) and all R-1, Low Density Residential Districts, subject to specific design and maintenance standards.

Background

Under the current provisions of the Carbondale Revised Code, paved driveway surfaces - such as asphalt and concrete - are required for residential properties. Gravel driveways are presently limited or prohibited in most residential districts, with limited exceptions for existing nonconforming surfaces or properties zoned Agriculture (AG), Forestry (F), or Rural Residential (RR) with a lot size of 2.5 acres or more.

15.4.8.5.B. MINIMUM SURFACING STANDARDS FOR DRIVEWAYS AND PARKING AREAS WITH FOUR OR FEWER SPACES

District		Required Surfacing
AG and F		Gravel
RR:		
	Lot size - 2.5 acres or more	Gravel
	Lot size - less than 2.5 acres	A-3
All other districts		Hot mix asphalt

In recent years, City staff have received multiple inquiries and requests from residents seeking more cost-effective and environmentally flexible driveway surfacing options. Gravel driveways offer a lower-cost alternative for homeowners and may provide additional stormwater infiltration benefits, particularly in areas without curb and gutter systems. In many low-density or semi-rural neighborhoods, gravel driveways are consistent with existing development patterns and infrastructure conditions.

Proposed Amendment

The proposed text amendment would modify Section 15-4.8.5 - "Standards for New Public and Private Driveways and Off Street Parking Areas Requiring Four or Fewer Spaces" of the Carbondale Revised Code as follows:

1. **Permitted Surface Materials:**
   Amend Subsection (B) to include compacted gravel as an acceptable driveway material in all Rural Residential (RR) and all R-1, Low Density Residential Districts, provided the surface meets the following conditions:
   - A minimum 6-inch base of compacted gravel or crushed stone
   - Clearly defined driveway edges using concrete, timber, metal edging, or similar materials to prevent gravel migration
   - Routine maintenance to ensure surface stability and minimize dust, ruts, or erosion
   - Any portion of the driveway located within the public right-of-way (apron) shall remain Portland cement concrete
2. **Stormwater Management Considerations:**
   Driveways utilizing gravel or other permeable materials shall be designed and maintained to prevent sediment runoff into public rights-of-way or drainage systems.
3. **Existing Nonconforming Driveways:**
   The amendment would clarify that existing gravel driveways may be repaired, resurfaced, or replaced with gravel consistent with these updated standards.

The proposed amendment supports the City's goals of promoting housing affordability, sustainability, and equitable access to property improvement options. Allowing gravel driveways with appropriate design and maintenance standards can:

- Reduce financial burdens for homeowners
- Improve stormwater infiltration and reduce impervious surface coverage
- Provide flexibility for rural and semi-urban neighborhoods with varying infrastructure conditions

Recommendation

City staff recommend that City Council adopt a resolution authorizing city staff to initiate a text amendment to allow gravel driveways in all Rural Residential (RR) and all R-1, Low Density Residential, Districts, subject to the specified construction and maintenance standards.

RESOLUTION NO. 2025-R -____

A RESOLUTION AUTHORIZING CITY STAFF TO INITIATE A TEXT AMENDMENT RELATIVE TO MINIMUM SURFACING STANDARDS IN ALL R-1, LOW-DENSITY RESIDENTIAL DISTRICTS, AND ALL RR, RURAL RESIDENTIAL DISTRICTS

WHEREAS, the City of Carbondale is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and,

WHEREAS, Title 15 of the Carbondale Revised Code (CRC) establishes zoning districts to regulate land use and development; and,

WHEREAS, under the current provisions of the Carbondale Revised Code, paved driveway surfaces - such as asphalt and concrete - are required for residential properties. Gravel driveways are presently limited or prohibited in most residential districts, with limited exceptions for existing nonconforming surfaces or properties zoned Agriculture (AG), Forestry (F), or Rural Residential (RR) with a lot size of 2.5 acres or less; and,

WHEREAS, the City Council requests the Planning Commission hold a hearing to consider text amendments to Title 15 that allow gravel driveways in all R-1, Low Density Residential, Districts, and all RR, Rural Residential, Districts, subject to the specified construction and maintenance standards.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

Section 1. That the City Council of the City of Carbondale authorizes city staff to initiate the text amendment process to amend Title 15 of the CRC to allow gravel driveways in all R-1, Low Density Residential, Districts, and all RR, Rural Residential, Districts, subject to the specified construction and maintenance standards; and,

Section 2. That the City Council of the City of Carbondale finds that the subject matter of this Resolution pertains to the government and affairs of the City of Carbondale and is passed pursuant to the provisions of Article VII, Section 6(a) of the 1970 Illinois Constitution.

Section 3. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution was adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Approving and a Resolution Denying Rezoning Property at 441 East Willow Street from R-1-5, Low Density Residential (5,000 sq. ft) to R-3, High Density Residential
Type:	Action
Recommended Action:	Adopt an Ordinance rezoning property at 441 East Willow Street from R-1-5, Low Density Residential, to R-3, High Density Residential
Goals:	Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 2: Establish programs/processes/networks to include diversity/inclusion/equity and justice.
Originating Department:	Community Development

Background: Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, is requesting the rezoning of property at 441 East Willow Street from R-1-5, Low Density Residential (5,000 sq ft), to R-3, High Density Residential, to apply for a Special Use Permit for a community center operation.

A rezoning is necessary because community centers are not an allowed use in an R-1-5 district. Rezoning the property is necessary for the City Council to consider the Special Use Permit and will bring the Eurma Hayes Center into conformance with Title 15 of the Carbondale Revised Code.

The case was heard by the Planning Commission on November 19, 2025. During the hearing for PC 26-07, no one spoke in favor of or opposition to the proposed rezoning.

The Planning Commission recommended approval of PC 26-07.

Attached for City Council review are the following:

1. An Ordinance approving and a Resolution denying the rezoning request with Exhibit A, Location Map
2. Staff report PC 26-07 with attachments
3. Memo to City Council

Additional Information:

Attachments:
1. Ordinance to Approve Rezoning R-1-t to R-3 for Eurma Hayes Center at 441 E Willow St - 2025-12-09
2. Resolution to DENY Rezone from R-1-5 To R-3 at Eurma Hayes Center at 441 E Willow St - 2025-12-09
3. PC 26-07 Staff Report w Attachments
4. Memo to City Council re PC 26-07 and 26-08 staff reports

Motion & Voting: Adopt an Ordinance rezoning property at 441 East Willow Street from R-1-5, Low Density

Residential, to R-3, High Density Residential

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025- ___

AN ORDINANCE TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS
(Certain property consisting of 2.68 acres located at 441 East Willow Street, PIN 15-16-476-029)

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THE 9th DAY OF DECEMBER 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson and Williamson Counties, Illinois, this 10th day of December 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December 2025.

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS
(Certain property consisting of 2.68 acres located at 441 East Willow Street, PIN 15-16-476-029)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, is requesting that certain property within the zoning jurisdiction of the City of Carbondale be rezoned from R-1-5, Low Density Residential (5,000 sq. ft), to R-3, High Density Residential**;** and

WHEREAS, a notice of the hearing stating its purpose was published in the *Southern Illinoisan* on the 1st day of November, 2025, being at least fifteen (15) days prior to said hearing; and

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the rezoning of said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-07, Elizabeth Erin Ashley's request for a rezoning from R-1-5, Low Density Residential (5,000 sq. ft), to R-3 High Density Residential; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the said property should be rezoned.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE AS FOLLOWS:

SECTION ONE. That the real property subject to this ordinance is described as follows:

GENERAL DESCRIPTION

441 East Willow Street | 15-16-476-029

SECTION TWO. That the real property described herein above and as shown as "Exhibit A" is hereby zoned R-3 – High Density Residential.

SECTION THREE. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION FOUR. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

SECTION FIVE. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION SIX. That this Ordinance shall take effect upon its passage, approval, recording and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

RESOLUTION NO. 2025-R-_____

A RESOLUTION TO DENY A REQUEST TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS

(Certain property consisting of 2.68 acres located at 441 East Willow Street, PIN 15-16-476-029)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and,

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and,

WHEREAS, Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, is requesting that certain property within the zoning jurisdiction of the City of Carbondale be rezoned from R-1-5, Low Density Residential (5,000 sq. ft), to R-3, High Density Residential**;** and,

WHEREAS, a notice of the hearing before the Planning Commission of the City of Carbondale, stating its purpose, was published in the *Southern Illinoisan* on the 1st day of November, 2025, being at least fifteen (15) days prior to said hearing; and,

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the rezoning request for said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-07, Elizabeth Erin Ashley's request to rezone property from R-1-5 to R-3; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the property should not be rezoned.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION ONE. That said petition to rezone property from R-1-5 to R-3, is denied for the property shown in Exhibit A, attached hereto, and described below as:

GENERAL DESCRIPTION

441 East Willow Street | 15-16-476-029

SECTION TWO. That the City Council of the City of Carbondale makes the following findings as the basis for denial of said petition:

a. The proposed Rezoning will not permit and encourage an environment of sustained desirability and stability, and that it will not be in harmony with the character of the surrounding neighborhood;

b. The Rezoning will be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will substantially diminish and impair property value within the neighborhood, and;

SECTION THREE. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

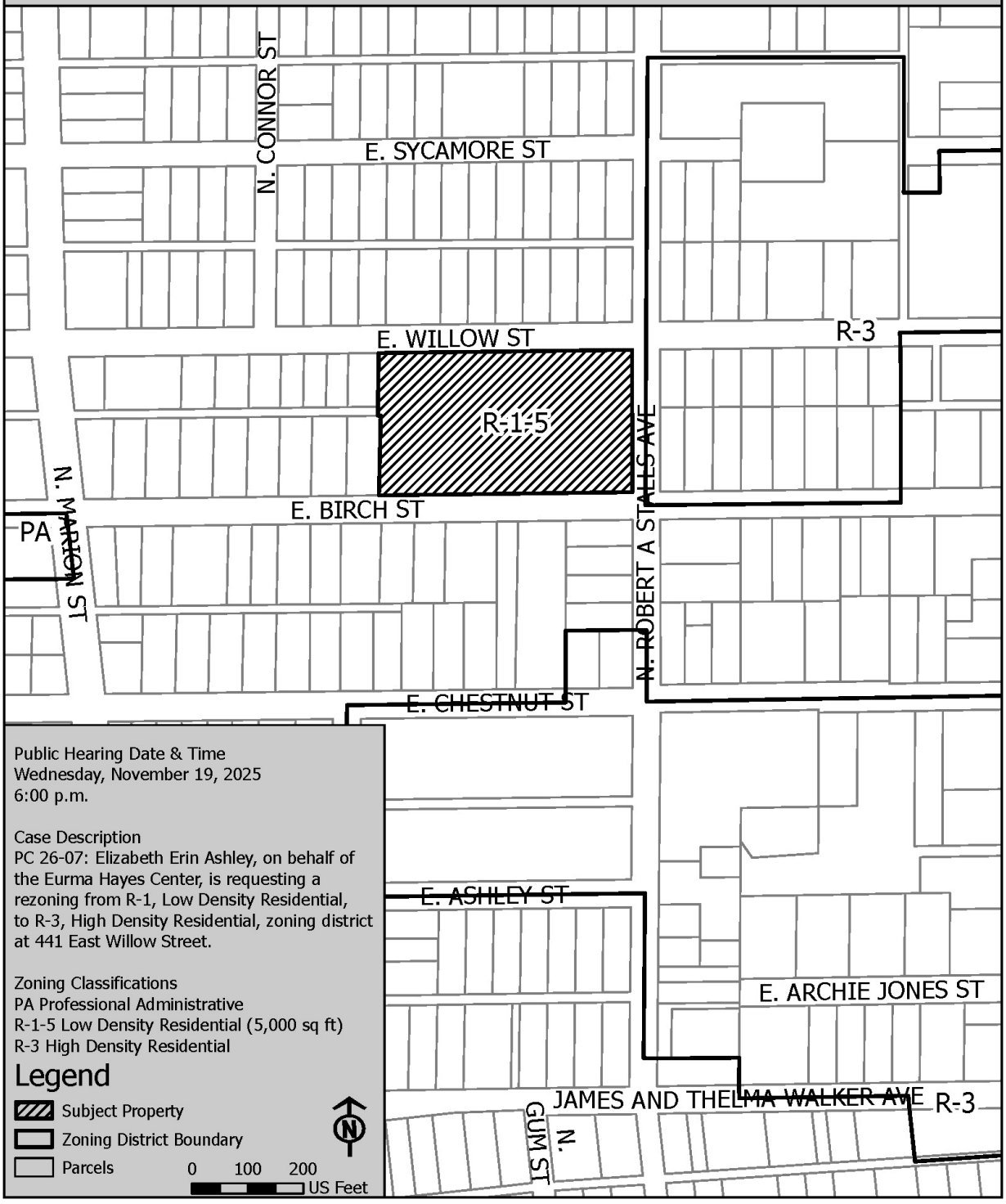
This Resolution adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A - Location Map

A Resolution denying PC 26-07, rezoning of property at
441 East Willow Street from R-1-5 to R-3



M-E-M-O-R-A-N-D-U-M

TO: City of Carbondale Planning Commission

FROM: Karl Mueller, Planner/Downtown & Preservation Focus

RE: PC 26-07: Elizabeth Dickens* on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.

DATE: November 5, 2025

(Planning Commission Public Hearing on Wednesday, November 19, 2025 at 6:00 p.m.)

PART A. GENERAL INFORMATION

1. Applicant:
Elizabeth Dickens*
441 East Willow Street
Carbondale, IL 62901

Owner:
Eurma C Hayes Center
441 East Willow Street
Carbondale, IL 62901

2. Requested Action: Elizabeth Dickens* on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street. The request is being made to allow for consideration of a special use permit for the development of a micro-grocery inside the Eurma Hayes Center, which will be heard as Planning Commission case 26-08 (See Exhibit A – Applicant's Brief).

3. Number of Notices Sent to Property Owners within 250 feet: There were 56 notices sent to property owners located within 250 feet of the subject property.

4. Size and Location: The subject property is 2.68-acre (116,740.8 sq. feet) parcel located at the intersection of East Willow Street/North Robert A Stalls Avenue and North Robert A Stalls Avenue/East Birch Street on the northeast side of Carbondale (Please refer to Exhibit B – Location Map and Exhibit C – Photos of Subject Property)

5. Existing Zoning: The subject property is currently R-1-5, Low Density Residential (5,000 sq. ft). Property to the west is zoned AG – General Agriculture. Property to the north, west,

*The Applicant name is incorrect. It should be **Elizabeth Erin Ashley**. This was corrected at the public hearing for the case on November 19, 2025, and Planning Commission voted 7-yes, 0-no to amend the Applicant name with the correct name, and for all subsequent motions.

and south is zoned R-1-5, Low Density Residential (5,000 sq. ft), and property to the east is zoned R-3, High Density Residential (Please refer to Exhibit D — Existing Zoning).

6. Existing Land Use: The subject property is currently used as a Community Center, primarily serving residents of northeast Carbondale. Property to the east is comprised of multi-family housing, property to the north is comprised of single-family residential and a church, property to the west is comprised of single-family residential, and property to the south is comprised of single-family residential (Please refer to Exhibit E — Existing Land Use).

7. Comprehensive Plan: The future land use map in the 2025 Comprehensive Plan identifies the subject property as Traditional Neighborhood (Exhibit F – Future Land Use).

8. Zoning History: The subject property was originally zoned as R-1-5, Low Density Residential (5,000 sq. ft) following the adoption of the zoning ordinance in 1974.

9. Applicable Regulations:

Statement of Intent of Existing Zoning Districts

15.2.11.1: R-1 Low Density Residential District

Statement of Intent:
This district is established to provide areas for single-unit residential purposes, and to provide maximum protection from the encroachment of other types of uses which are not appropriate to low density residential areas. Other reasons for the establishment of these districts are: to maintain a quiet atmosphere within the districts; to discourage incompatible uses within the district. Care has been taken and shall be taken in the delineation and expansion of these districts to assure that adequate public water is available and that individual sewage disposal systems will not be required. Four such districts are established with varying lot sizes and densities (R-1-15, R-1-12, R-1-8, R-1-5).

State of Intent of Proposed Zoning District:

15.2.14.1: R-3 High Density Residential District

Statement of Intent:
This district is created to allow more intensive residential development including multi-unit structures, and also to provide for adequate off-street parking and open space. It will permit a larger variety of uses which are not incompatible with the aims of this district, which shall be predominantly residential in character. Adequate public water and sewer are to be available to meet the needs of this high density residential area and shall be available in any additional area proposed for this district.

*The Applicant name is incorrect. It should be **Elizabeth Erin Ashley**. This was corrected at the public hearing for the case on November 19, 2025, and Planning Commission voted 7-yes, 0-no to amend the Applicant name with the correct name, and for all subsequent motions.

PART B. SPECIAL INFORMATION

1. Public Utilities:

   Water: The property is served by an eight-inch (8") water line running along East Willow Street.

   Sanitary Sewer: There is a fifteen-inch (15") vitrified clay gravity main running north/south along the east side of North Robert A Stalls Avenue.

   Storm Sewer: The property is served by one twelve-inch (12") culvert pipe, two fifteen-inch (15") culvert pipes, and one eighteen-inch (18") culvert pipe.

2. Public Services: The subject property is located within the Carbondale City limits and is served by the City of Carbondale Police and Fire Department.

3. Traffic Counts: Traffic counts are not available for the three streets adjacent to the Eurma Hayes Center.

4. Correspondence Received: As of the writing of this report, staff received one inquiry about the rezoning request, but no statements of support or opposition have been received.

PART C. ANALYSIS

The Eurma C Hayes Center was constructed in 1973-74 as a community center. Construction commenced prior to the city's adoption of a zoning ordinance and zoning map in 1974. The property was zoned R-1-5 with the adoption of the zoning map.

From the beginning, the property's zoning has been incompatible with the community center. Under the use table under §2.28 of Title 15 of the Carbondale Revised Code, a community center is not allowed in a R-1 zone but is allowed with a special use permit in R-2, Medium Density, and R-3, High Density Residential zones. The Eurma Hayes Center has, in effect, been operating as a legally non-conforming use since it was constructed. Staff are not aware of any attempts to rezone the property to address this issue prior to this application being submitted. For the special use permit case that will be heard and for the future of the Eurma Hayes Center, the property needs to be rezoned to bring the Eurma Hayes Center into conformance with Title 15 of the Carbondale Revised Code.

The Applicant is requesting that the property be rezoned from R-1-5 to R-3. Property to the east is zoned R-3; rezoning this property to R-3 will align with the zoning of adjacent properties. Other zoning districts that could be considered for a community center would constitute spot zoning.

The proposed rezoning to R-3 would also be consistent with the City's recently adopted comprehensive plan. The future land use map (Exhibit E- Future Land Use Map), identifies the parcel as "Traditional Neighborhood" which includes uses such as, "compact housing, small

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office/commercial, and civic uses". The community center is consistent with these uses and aligns with the desired intent of the Traditional Neighborhood.

It is staff's opinion that rezoning the property to R-3 would provide the best outcome for the Applicant and for the Eurma Hayes Center.

PART D. RECOMMENDATION

Based on the above analysis, staff recommend approval of PC 26-07.

Attachments

Exhibit A – Applicant's Brief
Exhibit B – Location Map
Exhibit C – Photos of Subject Property
Exhibit D – Existing Zoning
Exhibit E – Existing Land Use
Exhibit F – Future Land Use

*The Applicant name is incorrect. It should be **Elizabeth Erin Ashley**. This was corrected at the public hearing for the case on November 19, 2025, and Planning Commission voted 7-yes, 0-no to amend the Applicant name with the correct name, and for all subsequent motions.

- Neighborhood Grocery (goal Dec 2025): Erin Ashley will open a micro-grocery under SPARK 618 at the EHC that will accept EBT/WIC

Zoning consistency

- Use permissions: In Carbondale's Residential Districts Use Table, "Civic clubs or community centers" are permitted in R-3 (P), while they are special uses in lower-density districts. Day care centers and schools are likewise permitted in R-3. Rezoning to R-3 allows these community-serving uses by right and removes unnecessary friction for routine program growth.
- The Code's "Community Service" category covers public/nonprofit uses providing education, training, or counseling on a regular basis—a direct match for EHC's programs (afterschool, learning lab, sewing, literacy, support services).
- Design standards: EHC's building (>2,500 sf) will meet applicable R-3 large-building design standards for any exterior improvements.

Comprehensive Plan and City policy alignment

- The City's Vision 2030 priorities include addressing poverty and food insecurity and expanding youth opportunity—which is what the learning lab, Boys & Girls Club programming, distributions, and micro-grocery are built to do. Rezoning is a simple policy lever that enables those outcomes.

Surrounding context and compatibility

- The City's Northeast Quadrant survey documents a fabric of single-family homes, public housing, religious institutions, and the Eurma Hayes Center—with EHC located centrally "to offer easy access for residents," many of whom do not own cars. The center has historically provided community services without disrupting the residential character. R-3 maintains residential intent while permitting the community center function.

Traffic, parking, utilities, and site operations

- Traffic: Programming is staggered and local-serving. This is not a regional retail draw; trips are modest and largely off-peak (after school, weekday daytime services).
- Parking: The existing west lot and on-site circulation remain adequate for current and planned uses; any improvements will be detailed at site plan review per the City's checklist.
- Noise/lighting: Indoor programming and standard site lighting only; no amplified outdoor events are proposed as part of this rezoning.

- Utilities: The building is fully serviced; no extraordinary extensions are required for the rezoning itself.

Reasons we believe rezoning is warranted

1. Consistency with the Code & City policy – R-3 is the district intended to accommodate community centers and education/day care by right. Vision 2030 priorities around food security and youth services are furthered by this map amendment.
2. Compatibility – The use has existed for five decades and is documented by the City as part of the neighborhood's identity. Rezoning simply eliminates a bureaucratic mismatch between how the site functions and how it's zoned.
3. Public welfare – On-site programs reduce travel burdens for households without cars, improve youth outcomes, and close local food-access gaps—net positive externalities with negligible adverse impacts.
4. Orderly development – Future improvements (including the learning lab) will remain subject to normal building/site standards; R-3 provides a straightforward, residentially-compatible framework going forward.

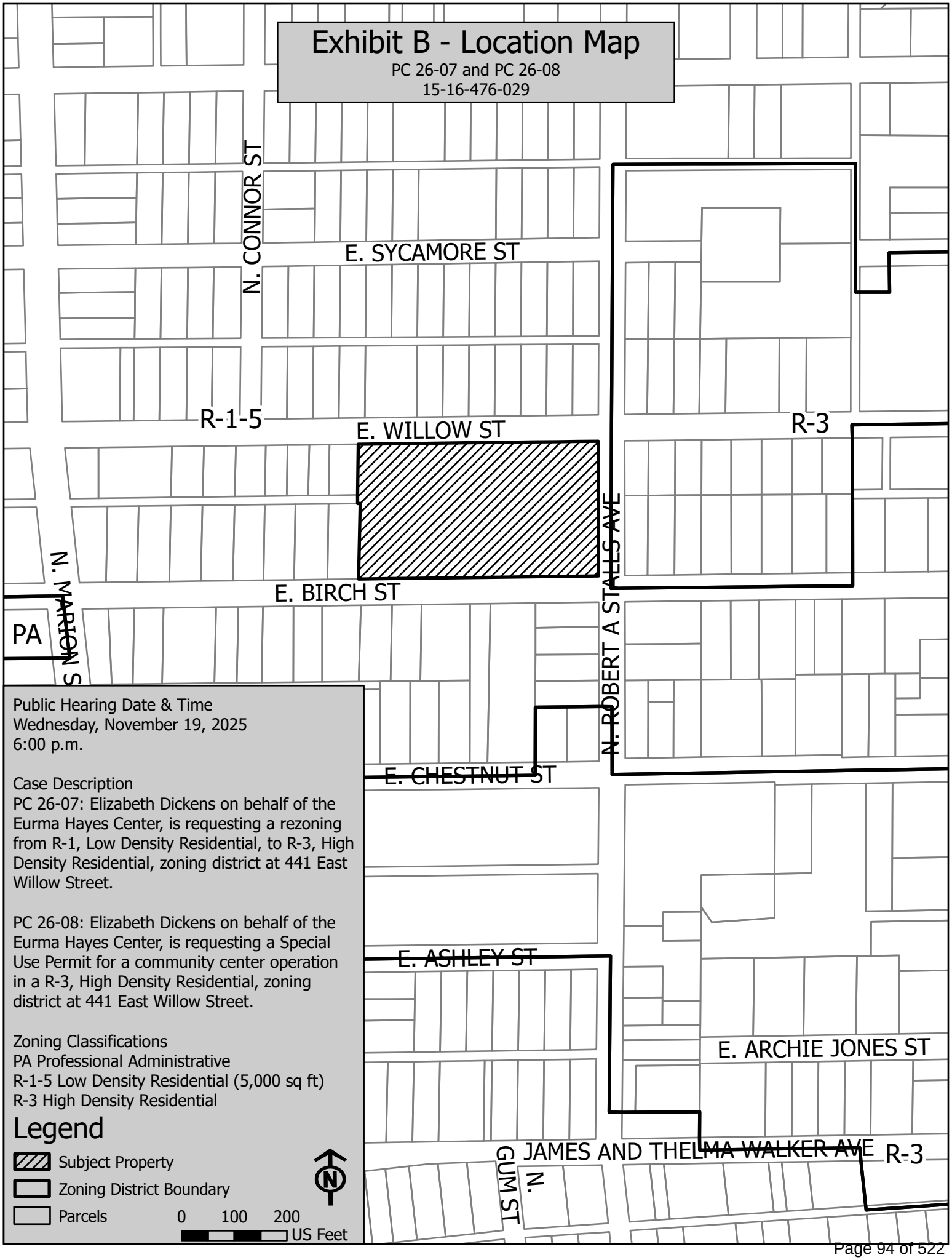

Exhibit B - Location Map
PC 26-07 and PC 26-08
15-16-476-029
N. CONNOR ST
E. SYCAMORE ST
R-1-5
E. WILLOW ST
R-3
N. ROBERT A STALLS AVE
N. MARION ST
E. BIRCH ST
PA
E. CHESTNUT ST
E. ASHLEY ST
E. ARCHIE JONES ST
JAMES AND THELMA WALKER AVE
R-3
N. GUM ST
Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.
Case Description
PC 26-07: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.
Zoning Classifications
PA Professional Administrative
R-1-5 Low Density Residential (5,000 sq ft)
R-3 High Density Residential
Legend
Subject Property
Zoning District Boundary
Parcels
0 100 200
US Feet
N

Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking East Along East Willow Street

Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking West Along East Willow Street

Exhibit C – Photos of Subject Property

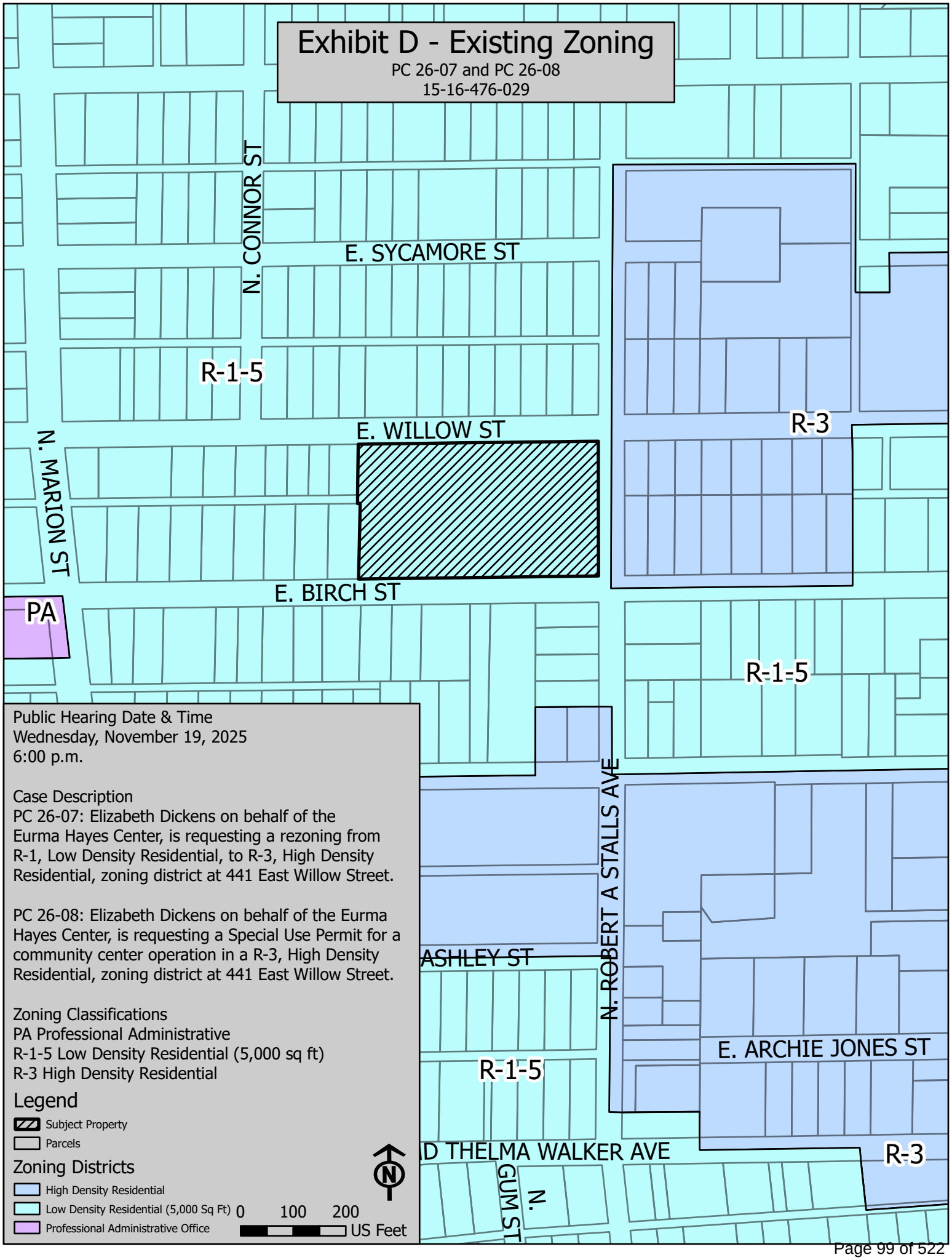


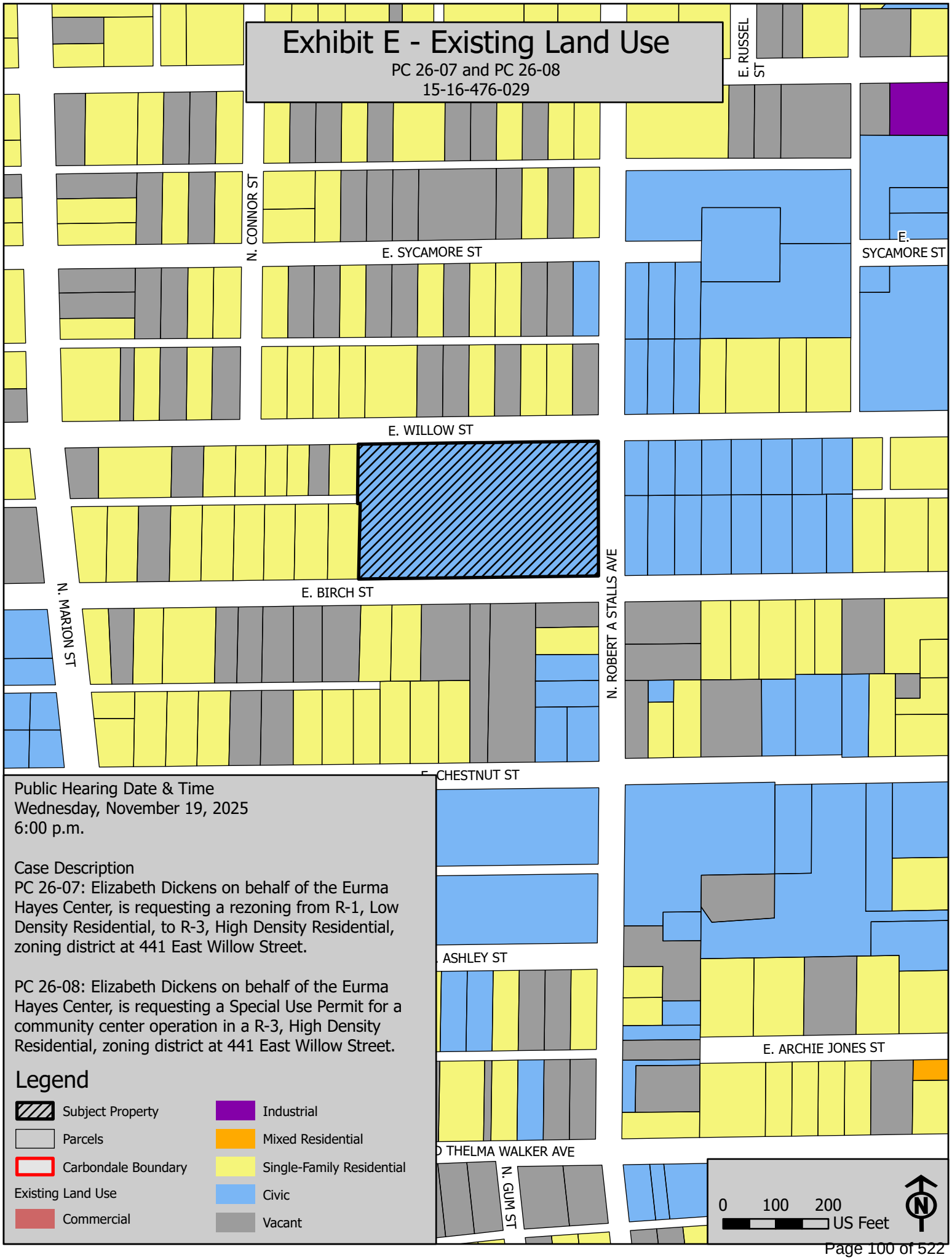
Portion of Eurma Hayes Center Where the Micro-grocery Store Will Be Located

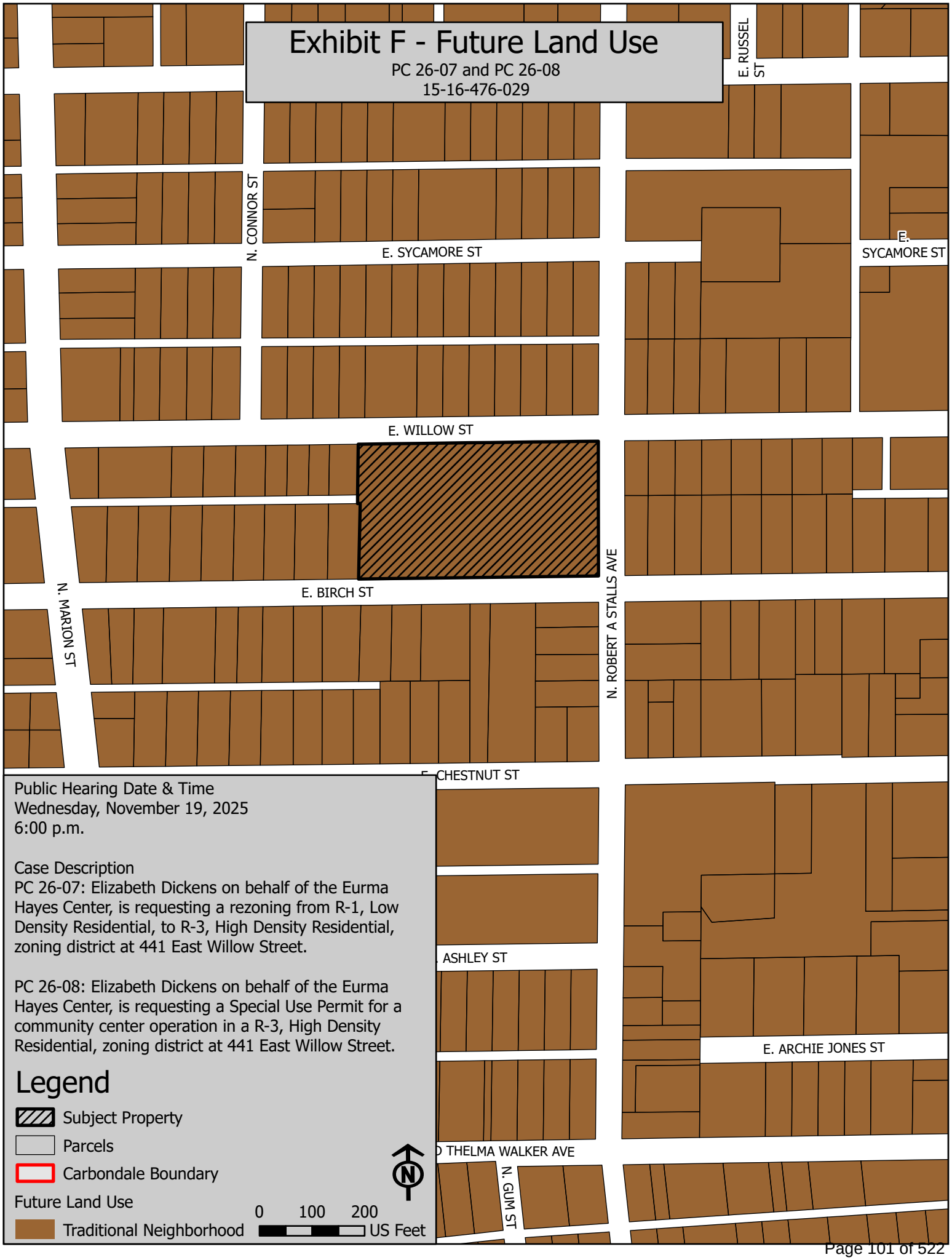
Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking East Along Birch Street


Exhibit D - Existing Zoning
PC 26-07 and PC 26-08
15-16-476-029
N. CONNOR ST
E. SYCAMORE ST
R-1-5
R-3
E. WILLOW ST
N. MARION ST
E. BIRCH ST
PA
R-1-5
N. ROBERT A STALLS AVE
ASHLEY ST
E. ARCHIE JONES ST
R-1-5
D THELMA WALKER AVE
R-3
N. GUM ST
Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.
Case Description
PC 26-07: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.
Zoning Classifications
PA Professional Administrative
R-1-5 Low Density Residential (5,000 sq ft)
R-3 High Density Residential
Legend
Subject Property
Parcels
Zoning Districts
High Density Residential
Low Density Residential (5,000 Sq Ft)
Professional Administrative Office
N
0
100
200
US Feet


Exhibit E - Existing Land Use
PC 26-07 and PC 26-08
15-16-476-029
E. RUSSEL ST
N. CONNOR ST
E. SYCAMORE ST
E. SYCAMORE ST
E. WILLOW ST
N. MARION ST
E. BIRCH ST
N. ROBERT A STALLS AVE
E. CHESTNUT ST
ASHLEY ST
E. ARCHIE JONES ST
THELMA WALKER AVE
N. GUM ST
Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.
Case Description
PC 26-07: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.
Legend
Subject Property
Parcels
Carbondale Boundary
Existing Land Use
Commercial
Industrial
Mixed Residential
Single-Family Residential
Civic
Vacant
0
100
200
US Feet
N


Exhibit F - Future Land Use
PC 26-07 and PC 26-08
15-16-476-029
E. RUSSEL ST
N. CONNOR ST
E. SYCAMORE ST
E. SYCAMORE ST
E. WILLOW ST
E. BIRCH ST
N. MARION ST
N. ROBERT A STALLS AVE
E. CHESTNUT ST
ASHLEY ST
E. ARCHIE JONES ST
THELMA WALKER AVE
N. GUM ST
Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.
Case Description
PC 26-07: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.
Legend
Subject Property
Parcels
Carbondale Boundary
Future Land Use
Traditional Neighborhood
N
0
100
200
US Feet

Traditional Neighborhood

These areas extend from Carbondale's downtown. They are built along a grid street pattern. Individual lot sizes in these areas are typically narrow. Single-story buildings are more common here than in modern neighborhoods. A mix of compact housing, small office/commercial, and civic uses may also exist in these areas along key corridors. These areas are well-connected and provide pedestrian-friendly access to the downtown area.





Intent

- Maintain the existing neighborhood character.
- Allow residential infill that fits with neighboring homes (building scale, design, placement, etc.).
- Create new housing options for the community that benefit residents of all income levels.

Primary Uses

- Single-family detached
- Attached residential (with single-family scale)

Secondary Uses

- Three- and four-unit buildings
- Commercial/Office (neighborhood scale)

Building Height

1-2 Stories

Transportation Method

Primary Mode(s)

Walk / Bike

Secondary Mode(s)

Automobile

Parking

On-street and private off-street (individual driveways).

Streets

Blocks are small and walkable. Streets generally form a grid system within the neighborhood and have a high degree of street connectivity.

Open Space

Pocket parks and preserved passive open space within neighborhoods. Connections to schoolyards and community parks.

CARBONDALE
All Ways Open

Community Development
200 South Illinois Avenue
Carbondale, Illinois 62901
Telephone 618-457-3248
Fax 618-457-3289
www.explorecarbondale.com

MEMORANDUM

TO: The City of Carbondale City Council Members / Stan Reno, City Manager

FROM: City of Carbondale Planning Commission

RE: Addendum to the staff reports for PC cases 26-07 and 26-08

DATE: December 1, 2025

Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, submitted applications for a rezoning of property at 441 East Willow Street and a Special Use Permit for a community center operation at the same address. Due to an error in processing the application, the incorrect name was used for the applicant, and the staff reports list the applicant as "Elizabeth Dickens".

During the public hearing for each planning commission case on November 19th, 2025, the Planning Commission approved a motion by a 7-yes, 0-no vote to amend the name of the applicant to reflect the correct name, Elizabeth Erin Ashley. This motion was made and approved for both cases and affects the applicant's name at the beginning of each staff report, and under Part A. General Information in each staff report. An asterisk and footnote documenting the error has also been added to the staff report.

It should be noted that this error is not material to the approval or denial of the rezoning or Special Use Permit; however, staff wanted to clarify the discrepancy in the applicant's name between who is listed in the background of the agenda item and who is listed in the staff report.

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	Ordinances Abating the 2025 Tax Levies for General Obligation Bonds
Type:	Action
Recommended Action:	Approve the Ordinances abating the 2025 Debt Service Tax Levies for the 2020A and the 2022 General Obligation Bonds.
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background: **Ordinance Abating the 2025 Tax Levy for the 2020A Series General Obligation Refunding Bonds**

Background and Summary:

On June 9, 2020, the City Council adopted Ordinance No. 2020-19, which provided for the issuance of $6,850,000 General Obligation Refunding Bonds that refunded the 2010A Series General Obligation Bonds and the Series 2011 General Obligation Bonds. The 2010A Series Bonds were issued by Ordinance No. 2010-25, which provided funding for the construction of the public safety center. The 2011 Series General Obligation Bonds were issued by Ordinance No. 2011-51 adopted on October 4, 2011, for the refunding of 2004 Series General Obligation Bonds ($3,825,000) originally issued to fund the construction of the Civic Center/City Hall and to fund the construction of a new No. 2 Fire Station ($2,800,000).

The Bond Ordinance No. 2020-19 refunded both the Series 2010A Bonds and the Series 2011 Bonds and provided for the debt service on the 2020A Series General Obligation Bonds to be paid by a direct annual property tax levy. The proposed Ordinance abates the 2025 tax levy for the entire required debt service amount of $540,300. The abated levy funds will be replaced with general revenues from the City's General Fund.

Ordinance Abating the 2025 Tax Levy for the 2022 Series Taxable General Obligation Bonds

Background and Summary:

On January 25, 2022, the City Council adopted Ordinance No. 2022-04, which provided for the issuance of $40,585,000 Taxable General Obligation Bonds, which were utilized to increase the funding level of the Carbondale Fire and Police Pension Plans to 100%.

The Bond Ordinance No. 2022-04 provided for the debt service on the 2022 Series Taxable General Obligation Bonds to be paid by a direct annual property tax levy. The proposed Ordinance abates the 2025 tax levy for the entire required debt service amount of $3,085,570. The abated levy funds will be replaced with general revenues of the City's General Fund and 1/2 of the Food and Beverage Tax revenues from the Package Liquor and Food and Beverage Tax Fund.

Additional Information:

Attachments:
1. Ordinance Abating 2025 Tax Levies on 2020 Series A Bonds 2025-12-09
2. Ordinance Abating 2025 Tax Levies on 2022 Series Bonds 2025-12-09

Motion & Voting: Approve the Ordinances abating the 2025 Debt Service Tax Levies for the 2020A and the 2022 General Obligation Bonds.

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025-____

AN ORDINANCE CONCERNING ORDINANCE NO. 2020-19 OF THE CITY OF CARBONDALE, JACKSON COUNTY, ILLINOIS, PROVIDING FOR THE ISSUANCE OF $3,820,000 GENERAL OBLIGATION BONDS, SERIES 2020 A, PROVIDING THE DETAILS OF SUCH BONDS AND FOR A LEVY OF TAXES TO PAY THE PRINCIPAL OF AND INTEREST ON SUCH BONDS AND FOR CERTAIN REVENUE SOURCES TO PAY AND SECURE THE PRINCIPAL OF AND INTEREST OF SUCH BONDS AND RELATED MATTERS, ABATING THE LEVY AND EXTENSION OF TAXES FOR THE YEAR 2025 PREVIOUSLY ESTABLISHED TO PAY SUCH BONDS

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THIS 9TH DAY OF DECEMBER, 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December, 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December, 2025.

_____

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE CONCERNING ORDINANCE NO. 2020-19 OF THE CITY OF CARBONDALE, JACKSON COUNTY, ILLINOIS, PROVIDING FOR THE ISSUANCE OF $3,820,000 GENERAL OBLIGATION BONDS, SERIES 2020 A, PROVIDING THE DETAILS OF SUCH BONDS AND FOR A LEVY OF TAXES TO PAY THE PRINCIPAL OF AND INTEREST ON SUCH BONDS AND FOR CERTAIN REVENUE SOURCES TO PAY AND SECURE THE PRINCIPAL OF AND INTEREST OF SUCH BONDS AND RELATED MATTERS, ABATING THE LEVY AND EXTENSION OF TAXES FOR THE YEAR 2025 PREVIOUSLY ESTABLISHED TO PAY SUCH BONDS

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, on June 9, 2020, the City Council of the City of Carbondale, Jackson County, Illinois, passed and approved Ordinance No. 2020-19, an Ordinance of the City of Carbondale, Jackson County, Illinois, providing for the issuance of $3,820,000 general obligation bonds, Series 2020 A, the details of such bonds and for a levy of taxes to pay the principal of and interest on such bonds and for certain revenue sources to pay and secure the principal of and interest of such bonds and related matters, abating the levy and extension of taxes for the year 2019 previously established to pay such bonds (hereinafter the "Bond Ordinance"), which Bond Ordinance was filed with the County Clerks of Jackson and Williamson Counties, Illinois; and

WHEREAS, pursuant to the Bond Ordinance, the City of Carbondale issued $3,820,000 initial principal amount General Obligation Bonds, Series 2020 A; and

WHEREAS, the Bond Ordinance provides that whenever funds from any lawful sources are made available for the purpose of paying any principal of or interest on the bonds issued pursuant to the Bond Ordinance so as to enable the abatement of taxes levied by the Bond Ordinance, the City Council of the City of Carbondale, Illinois, shall direct the deposit of such funds into the Debt Service Fund and further shall direct the abatement of taxes by the amount so deposited; and

WHEREAS, funds in the amount of $540,300 are available for the purpose of paying principal of or interest on the bonds issued pursuant to the Bond Ordinance; and

WHEREAS, the City Council finds it to be in the best interest of the City of Carbondale, Illinois, to direct the deposit of $540,300 into the Debt Service Fund and to abate the taxes levied by the Bond Ordinance in like amount.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. Abatement. That the tax levy provided in Section 8 of the Bond Ordinance (Ordinance No. 2020-19 filed in 2020 with the County Clerks of Jackson and Williamson Counties, Illinois) be abated for the 2025 tax levy in the amount of $540,300.

SECTION 2. Authority. That this Ordinance pertains to the government and affairs of the City of Carbondale, including but not limited to, the City's power to regulate for the public health, safety, morals and welfare.

SECTION 3. Filing. That as soon as this Ordinance becomes effective, a copy hereof certified by the City Clerk, which certificate shall recite that this Ordinance has been duly adopted, shall be filed with the County Clerks of Jackson and Williamson Counties, Illinois, who

are hereby directed to abate taxes as set forth above in Section 1. The tax levy shall be abated as shown above in Section 1.

SECTION 4. Effective Date. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025-____

AN ORDINANCE CONCERNING ORDINANCE NO. 2022-04 OF THE CITY OF CARBONDALE, JACKSON AND WILLIAMSON COUNTIES, ILLINOIS, PROVIDING FOR THE ISSUANCE OF $40,585,000 TAXABLE GENERAL OBLIGATION BONDS, SERIES 2022, PROVIDING THE DETAILS OF SUCH BONDS AND FOR A LEVY OF TAXES TO PAY THE PRINCIPAL OF AND INTEREST ON SUCH BONDS AND FOR CERTAIN REVENUE SOURCES TO PAY AND SECURE THE PRINCIPAL OF AND INTEREST OF SUCH BONDS AND RELATED MATTERS, ABATING THE LEVY AND EXTENSION OF TAXES FOR THE YEAR 2025 PREVIOUSLY ESTABLISHED TO PAY SUCH BONDS

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THIS 9TH DAY OF DECEMBER, 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December, 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December, 2025.

_____

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE CONCERNING ORDINANCE NO. 2022-04 OF THE CITY OF CARBONDALE, JACKSON AND WILLIAMSON COUNTIES, ILLINOIS, PROVIDING FOR THE ISSUANCE OF $40,585,000 TAXABLE GENERAL OBLIGATION BONDS, SERIES 2022, PROVIDING THE DETAILS OF SUCH BONDS AND FOR A LEVY OF TAXES TO PAY THE PRINCIPAL OF AND INTEREST ON SUCH BONDS AND FOR CERTAIN REVENUE SOURCES TO PAY AND SECURE THE PRINCIPAL OF AND INTEREST OF SUCH BONDS AND RELATED MATTERS, ABATING THE LEVY AND EXTENSION OF TAXES FOR THE YEAR 2025 PREVIOUSLY ESTABLISHED TO PAY SUCH BONDS

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, on January 25, 2022, the City Council of the City of Carbondale, Jackson and Williamson Counties, Illinois, passed and approved Ordinance No. 2022-04, an Ordinance of the City of Carbondale, Jackson and Williamson Counties, Illinois, providing for the issuance of $40,585,000 taxable general obligation bonds, Series 2022, the details of such bonds and for a levy of taxes to pay the principal of and interest on such bonds and for certain revenue sources to pay and secure the principal of and interest of such bonds and related matters, abating the levy and extension of taxes for the year 2021 previously established to pay such bonds (hereinafter the "Bond Ordinance"), which Bond Ordinance was filed with the County Clerks of Jackson and Williamson Counties, Illinois; and

WHEREAS, pursuant to the Bond Ordinance, the City of Carbondale issued $40,585,000 initial principal amount Taxable General Obligation Bonds, Series 2022; and

WHEREAS, the Bond Ordinance provides that whenever funds from any lawful sources are made available for the purpose of paying any principal of or interest on the bonds issued pursuant to the Bond Ordinance so as to enable the abatement of taxes levied by the Bond Ordinance, the City Council of the City of Carbondale, Illinois, shall direct the deposit of such funds into the Debt Service Fund and further shall direct the abatement of taxes by the amount so deposited; and

WHEREAS, funds in the amount of $3,085,570 are available for the purpose of paying principal of or interest on the bonds issued pursuant to the Bond Ordinance; and

WHEREAS, the City Council finds it to be in the best interest of the City of Carbondale, Illinois, to direct the deposit of $3,085,570 into the Debt Service Fund and to abate the taxes levied by the Bond Ordinance in like amount.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. Abatement. That the tax levy provided in Section 4 of the Bond Ordinance (Ordinance No. 2022-04 filed in 2022 with the County Clerks of Jackson and Williamson Counties, Illinois) be abated for the 2025 tax levy in the amount of $3,085,570.

SECTION 2. Authority. That this Ordinance pertains to the government and affairs of the City of Carbondale, including but not limited to, the City's power to regulate for the public health, safety, morals and welfare.

SECTION 3. Filing. That as soon as this Ordinance becomes effective, a copy hereof certified by the City Clerk, which certificate shall recite that this Ordinance has been duly adopted, shall be filed with the County Clerks of Jackson and Williamson Counties, Illinois, who

are hereby directed to abate taxes as set forth above in Section 1. The tax levy shall be abated as shown above in Section 1.

SECTION 4. Effective Date. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	Ordinance Adopting the 2025 Property Tax Levy
Type:	Action
Recommended Action:	Approve an Ordinance adopting the 2025 Tax Levy in the amount of $2,324,436 ($1,035,365 City Purposes, $1,289,071 Library General Operating Purposes)
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background: The City Council reviewed the recommended 2025 tax levy at the November 18, 2025, Council meeting for the "Truth in Taxation Act" determination. The 2025 tax levy provides the revenues for the City's Fiscal Year 2027, which runs from May 1, 2026, through April 30, 2027.

The property tax levy for 2024 was $1,833,462 for public safety pensions, $203,130 for street lighting, and $3,595,114 for debt service for the 2011, 2020 A, and the 2022 Series General Obligation Bonds. This levy was partially abated, resulting in a net $1,035,331 public safety pension levy extension. For 2025, the staff submitted a recommended tax levy, less abatements, of $1,035,365 for partial funding of public safety pensions, an increase of $34.00 (0.0%) over the extended 2024 levy, for the extended taxes received this year. Following discussion at the November 18, 2025, Council meeting, City Staff has prepared the recommended 2025 levy with an amount equal to a 0.0% increase. Therefore, for 2025, the tax levy, less abatements, of $1,035,365 for the partial funding of public safety pensions, is presented with an increase of $34 (0.0%) above the 2024 levy, for the extended taxes received this year. As in prior years, the required levy amounts ($3,625,870) for debt service of the General Obligation Bonds and ($203,130) for street lighting are abated.

The Public Library Tax Levy, as submitted by the Library's Board of Trustees, amounts to $1,289,071 for General Operating Purposes. This is a $52,552 increase over the prior year's extended levy of $1,236,519, or 4.250%. In accordance with State law, the City Council must adopt the tax levy approved by the Library Board.

The total Municipal Property Tax Levy, consisting of the City Government Purposes Levy and the Library Purposes Levy, is $2,324,436.

Additional Information:

Attachments:
1. Ordinance Adopting the 2025 Property Tax Levy 2025-12-09
2. Tax Levy Ordinance Table Part 1 2025-12-09
3. Tax Levy Ordinance Table Part 2 2025-12-09

Motion & Voting: Approve an Ordinance adopting the 2025 Tax Levy in the amount of $2,324,436 ($1,035,365 City Purposes, $1,289,071 Library General Operating Purposes)

Motion by None, seconded by None.

Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025-____

AN ORDINANCE ADOPTING THE 2025 PROPERTY TAX LEVY

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THIS 9TH DAY OF DECEMBER, 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December, 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December, 2025.

_____

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE ADOPTING THE 2025 PROPERTY TAX LEVY

WHEREAS, the City Council of the City of Carbondale, in the County of Jackson and State of Illinois, did on the 22nd day of April, 2025, pass the Annual Budget for fiscal year ending April 30, 2026 for said City of Carbondale, the amount of which is ascertained to be the aggregate sum of $78,641,143 and the Carbondale Public Library, the sum of $1,465,856 for a combined total of $80,106,999 which said budget was duly considered and heard by public hearing on the 8th day of April, 2025 in accordance with the provisions of the Illinois Compiled Statutes, 295 ILCS 5/8-2-9.4 and 9.9; and

WHEREAS, the City has now complied with the provisions of 35 ILCS 215/1 of the Illinois Compiled Statutes known as the "Truth-in-Taxation Act"; and

WHEREAS, it is in the public interest and in the interest of the citizens of the City of Carbondale, Illinois, that the 2025 Tax Levy Ordinance be adopted.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. That there be and hereby is levied upon all taxable property within the corporate limits of said City of Carbondale, Illinois, subject to taxation for the year 2025, the total sum of Two Million Three Hundred Twenty-Four Thousand Four Hundred Thirty-Six and no/100 Dollars ($2,324,436) for the following specific purposes mentioned in said budget and in the respective sums to follow in the attached exhibit.

SECTION 2. The amount appropriated and not expressly itemized and carried forward in this Tax Levy Ordinance, will be paid out of monies from other sources than Tax Levy.

SECTION 3. The City Clerk of the City Carbondale is hereby directed to file with the County Clerks of Jackson and Williamson Counties, Illinois, a duly certified copy of this Ordinance.

SECTION 4. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof, shall be considered separable and the invalidity of any section, clause or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 5. That the City Council of the City of Carbondale finds that the subject matter of the Ordinance pertains to the government and affairs of the City of Carbondale and is passed and adopted pursuant to the Home Rule Powers of the City of Carbondale, pursuant to the provisions of Article VII, Section 29(a) of the Illinois Constitution. To the extent that any amounts to be levied exceed statutory limitations, these amounts are passed and adopted pursuant to the Home Rule Powers of the City of Carbondale and shall be levied in the amount stated herein above on the value of all taxable property in the City of Carbondale, as equalized or assessed by the Illinois Department of Revenue.

SECTION 6. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

	Expenditures Budgeted FY 2026	Amount Levied
GOVERNMENTAL FUND TYPES		
GENERAL FUND:		
General Corporate Purpose Tax Levy	$ 31,928,136	$ -
Special Tax Levies		
Fire Pension Fund Tax Levy		
For employer's share of State mandated pension benefits	$ 810,086	$ 300,290
Less Amount abated Ordinance No. _____		
Police Pension Fund Tax Levy		
For employer's share of State mandated pension benefits	$ 1,361,078	$ 735,075
Less Amount abated Ordinance No. _____		
Sub-Total amount from Special Tax Levies for the General Fund	$ 2,171,164	$ 1,035,365
TOTAL GENERAL FUND	$ 34,099,300	$ 1,035,365
SPECIAL REVENUE FUNDS:		
Motor Fuel Tax Fund:	$ 1,111,671	$ -
Street Lighting Tax Levy:		
For cost of operating street lights	$ 203,130	$ -
Tax Increment Fund #1:	$ 459,431	$ -
Tax Increment Fund #2:	$ 1,083,594	$ -
Tax Increment Fund #3:	$ -	$ -
Foreign Fire Insurance:	$ 74,302	$ -
Enterprise Zone Fees:	$ 17,178	$ -
Package Liquor and Food & Beverage Tax	$ 2,260,000	$ -
TOTAL SPECIAL REVENUE FUNDS:	$ 5,209,306	$ -

	Expenditures Budgeted FY 2026	Amount Levied
DEBT SERVICE FUND:		
Debt Service Fund	$ -	
2020 Series A, General Obligation Bonds		
Principal and interest per Ordinance No. 2020-19	$ 545,400	$ 540,300
(Less): Amount abated by Ordinance No. 2024- (Local Improvement Revenues)		$ (540,300)
	$ 545,400	$ -
2022 Series, Taxable General Obligation Bonds		
Principal and interest per Ordinance No. 2022-04	$ 2,975,021	$ 3,085,570
(Less): Amount abated by Ordinance No. 2024- (General Fund Revenues)		$ (3,085,570)
	$ 2,975,021	$ -
TOTAL DEBT SERVICE FUND:	$ 3,520,421	$ -
CAPITAL PROJECT FUNDS:		
Local Improvement Fund	$ 14,135,087	$ -
Public Benefit - City Share of Local Improvements for Sidewalks		
Total	$ 14,135,087	$ -
TOTAL CAPITAL PROJECT FUNDS:	$ 14,135,087	$ -

	Expenditures Budgeted FY 2026	Amount Levied
PROPRIETARY FUND TYPES		
Waterworks & Sewerage Fund		
Water & Sewer General Purpose Tax Levy	$ 14,467,414	
2011 Series, General Obligation Bonds		
Principal and interest per Ordinance No. 2011-10	$ 76,194	$ -
(Less): Amount abated by Ordinance No. 2024-		
(Waterworks & Sewerage Fund Revenues)		$ -
	$ 76,194	$ -
Total Waterworks & Sewerage Fund	$ 14,543,608	$ -
Parking System Operation Fund	$ 318,875	$ -
Refuse Collection & Disposal Fund	$ 1,743,388	$ -
Rental Properties Fund	$ 282,379	$ -
Group Health Insurance Fund	$ 4,788,779	$ -
TOTAL PROPRIETARY FUND TYPES:	$ 21,677,029	$ -
TOTAL CITY GOVERNMENT PURPOSES:	$ 78,641,143	$ 1,035,365
COMPONENT UNIT FUND:		
Carbondale Puplic Library Purposes:		
General Operations	$ 1,465,856	$ 1,289,071
TOTAL LEVIED FOR THE FOREGOING EXPENSES FROM THE TAX FOR SPECIAL PURPOSES AS PROVIDED BY LAW	$ 80,106,999	$ 2,324,436

	Expenditures Budgeted FY 2026	Amount Levied
SUMMARY OF FUNDS:		
Governmental Fund Types		
General Fund for General Corporate	$ 31,928,136	$ -
General Fund for Special Levies	$ 2,171,164	$ 1,035,365
Total General Fund	$ 34,099,300	$ 1,035,365
Special Revenue Funds	$ 5,209,306	$ -
Debt Service Funds	$ 3,520,421	$ -
Capital Projects Funds:	$ 14,135,087	$ -
Proprietary Fund Types	$ 21,677,029	$ -
Component Unit		
Carbondale Public Library	$ 1,465,856	$ 1,289,071
TOTAL ALL FUNDS	$ 80,106,999	$ 2,324,436
AMOUNT TO BE EXPENDED FOR THE CITY OF CARBONDALE:	$ 78,641,143	$ 1,035,365
AMOUNT TO BE EXPENDED FOR THE CARBONDALE PUBLIC LIBRARY BOARD OF TRUSTEES:	$ 1,465,856	$ 1,289,071
TOTAL AMOUNT TO BE EXPENDED:	$ 80,106,999	$ 2,324,436
LEVIED FROM THE TAX GENERAL CORPORATE PURPOSES:		$ -
LEVIED FROM SPECIAL TAXES:		$ 2,324,436
TOTAL TAX LEVY:		$ 2,324,436

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	Ordinance Establishing the 2025 Tax Levy for the Downtown Special Services Area Number One
Type:	Action
Recommended Action:	Approve the Ordinance adopting the 2024 Tax Levy in the amount of $53,430.25 for the Downtown Special Service Area Number One
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Finance

Background: The City Council adopted Ordinance No. 2001-42 on October 2, 2001, which authorized the extension and expansion of the Downtown Special Service Area Number One in the City of Carbondale, Illinois. The Ordinance extended for another five (5) years the Special Service Area, which was established by the City Council's adoption of Ordinance No. 96-25 on March 19, 1996. Additionally, it expanded the boundaries by adding several properties on North Illinois Avenue. Also, the Ordinance reduced the maximum tax levy rate from $0.56 per $100 of Equalized Assessed Valuation (as was set at the time the Downtown Special Service Area was established) to $0.54 per $100 of Equalized Assessed Valuation, and set a sunset provision for the SSA to cease on December 31, 2007.

On July 18, 2006, the City Council again authorized an extension and expansion of the Downtown Special Service Area Number One. With the adoption of Ordinance No. 2006-45, the Downtown Special Service Area Number One was extended for another five years, and its boundaries were expanded by adding properties on East Main Street. Also, the maximum tax levy rate was reduced from $0.54 per $100 to $0.48 per $100 of equalized assessed valuation.

On November 13, 2012, the City Council again authorized an extension of the Downtown Special Service Area Number One. With the adoption of Ordinance No. 2012-52, the Downtown Special Service Area Number One was extended for another five years. The maximum tax levy rate was left at $0.48 per $100 of equalized assessed valuation.

On November 7, 2017, the City Council again authorized an extension of the Downtown Special Service Area Number One. With the adoption of Ordinance No. 2017-46, the Downtown Special Service Area Number One was extended for another five years. The maximum tax levy rate was left at $0.48 per $100 of equalized assessed valuation.

On December 13, 2022, the City Council again authorized an extension of the Downtown Special Service Area Number One. With the adoption of Ordinance No. 2022-41, the Downtown Special Service Area Number One was extended for another five years. The maximum tax levy rate was increased to $0.56 per $100 of equalized assessed valuation.

The Special Service Area Number One Tax Levy Ordinance provides for the recommended amount of $53,430.25 to be levied on the properties within the boundaries identified by the Ordinance; this is an increase of $1,556.22

or 3.0% of the amount levied in the previous year.

Recommended Action: It's recommended that the City Council approve an Ordinance establishing the 2025 tax levy for Downtown Special Service Area #1 in the amount of $53,430.25.

Additional Information:

Attachments:
1. Ordinance Establishing the 2025 Tax Levy for Downtown Special Service Area Number One 2025-12-09
2. Exhibit 1 Map of SSA 2025-12-09
3. SSA Letter 2025-12-09

Motion & Voting: Approve the Ordinance adopting the 2024 Tax Levy in the amount of $53,430.25 for the Downtown Special Service Area Number One

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025-____

AN ORDINANCE ESTABLISHING THE 2025 TAX LEVY FOR THE DOWNTOWN SPECIAL SERVICE AREA NUMBER ONE

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THIS 9TH DAY OF DECEMBER, 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December, 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December, 2025.

_____

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE ESTABLISHING THE 2025 TAX LEVY FOR THE DOWNTOWN SPECIAL SERVICE AREA NUMBER ONE

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, the City Council of the City of Carbondale adopted Ordinance No. 96-07 on January 30, 1996, which proposed the establishment of Downtown Special Service Area Number One and provided for a public hearing, the form of notice for the hearing, and related matters; and

WHEREAS, the City Council of the City of Carbondale in the County of Jackson and State of Illinois, did on the 19th day of March 1996, adopt Ordinance 96-25, an Ordinance Establishing Downtown Special Service Area Number One in the City of Carbondale, Illinois, in accordance with the provisions of the Special Service Area Tax Law, 35 ILCS 200/27-5 et seq., which provides for the creation of special service areas, the levying of a tax therefore and the notice of hearing; and

WHEREAS, the City Council of the City of Carbondale in the County of Jackson and State of Illinois, did on the 18th day of July 2006, adopt Ordinance No 2006-45, which authorized the extension of the Downtown Special Service Area Number One for an additional five (5) years, as well as authorized the expansion of the Downtown Special Service Area Number One to include several properties on East Main Street; and

WHEREAS, the City Council of the City of Carbondale in the County of Jackson and State of Illinois, did on the 13th day of November, 2012, adopt Ordinance No 2012-52, which authorized the extension of the Downtown Special Service Area Number One for an additional five (5) years, which said Special Service Area Number One shall cease to exist on December 31, 2017; and

WHEREAS, the City Council of the City of Carbondale in the County of Jackson and State of Illinois, did on the 7th day of November, 2017, adopt Ordinance No 2017-46, which authorized the extension of the Downtown Special Service Area Number One for an additional five (5) years, which said Special Service Area Number One shall cease to exist on December 31, 2022; and

WHEREAS, the City Council of the City of Carbondale in the County of Jackson and State of Illinois, did on the 13th day of December, 2022, adopt Ordinance No 2022-41, which authorized the extension of the Downtown Special Service Area Number One for an additional five (5) years, which said Special Service Area Number One shall cease to exist on December 31, 2027; and

WHEREAS, the Downtown Special Service Area Number One, as expanded, is compact and contiguous and is totally within the corporate limits of the City; and

WHEREAS, the approximate location of the area is bounded by Grand Avenue on the south; the east right-of-way line of the Illinois Central Railroad, Washington Street, and Marion Street on the east; properties on the north side of Oak Street and some properties to the north of Oak Street on the North; and University Avenue and some properties west of University Avenue on the west. A map of said territory is attached hereto as Exhibit 1 and made a part hereof; and

WHEREAS, City of Carbondale Downtown Special Service Area Number One was established to provide special municipal services to said area in addition to services generally provided by the City, which included the hiring of a downtown manager, coordination of promotional activities, targeted marketing and advertising campaigns, economic restructuring (business recruitment and retention), design and beautification coordination, fund raising, coordination of volunteers, and administration and management of a main street organization; and

WHEREAS, the City Council may annually levy a property tax at a rate not to exceed $.56 per $100 of equalized assessed valuation. The tax levy shall not exceed five years. Said tax levy shall be upon all taxable property within the City of Carbondale Downtown Special Service Area Number One. The tax shall not exceed a rate necessary to provide an annual sum of $46,662.63 and additional funds in an amount not to exceed that necessary to keep up with inflation as measured by the Consumer Price Index from year to year for the duration of the Special Service Area. Provided, however, that the tax rate may be increased above $.56 per $100 of equalized assessed valuation and the area of the Special Service Area may be enlarged only if notice is given and a new public hearing held in accordance with the provisions for the Special Service Area Tax Law 35 ILCS 200/27-5 et. seq., or the applicable law in effect at the time the proposed increase or expansion is considered; and

WHEREAS, the City of Carbondale Downtown Special Service Area Number One shall cease to exist on December 31, 2027, unless said Special Service Area and the property tax levy are extended by the City Council. An extension may occur only after notice is given and a new public hearing is conducted pursuant to the provisions of the Special Service Area Tax Law 35 ILCS 200/27 et. seq. or the applicable law in effect at the time of the proposed continuation of

the Special Service Area or the proposed extension of the tax levy beyond the initial five year extension period of levies; and

WHEREAS, the City has complied with the provisions of the Special Service Area Tax Law, 35 ILCS 200/27-5 seq.; and

WHEREAS, it is in the public interest that Downtown Special Service Area Number One taxes be levied for special services upon all taxable property within the defined boundaries of said area.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. That there be and is hereby levied upon all taxable property within the defined boundaries of the Downtown Special Service Area Number One of said City of Carbondale, Illinois, subject to taxation for the 2025 tax year, the total sum of Fifty-Three Thousand Forty Hundred Thirty and 25/100 Dollars ($53,430.25) and that the rate per $100 of equalized assessed valuation shall not exceed $0.56 for the special purposes, to wit:

> DOWNTOWN SPECIAL SERVICE AREA NUMBER ONE
> EXPENDABLE TRUST FUND:
>
> Expenses from the tax for downtown manager salary, promotional activities, targeted marketing and advertising campaigns, business recruitment and retention, design and beautification coordination, fund raising, coordination of volunteers and administration and management of the Carbondale Main Street Organization:
>
> AMOUNT LEVIED $53,430.25.

SECTION 2. The City Clerk of the City of Carbondale is hereby directed to file with the County Clerk of Jackson County, Illinois, a duly certified copy of this Ordinance.

SECTION 3. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 4. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

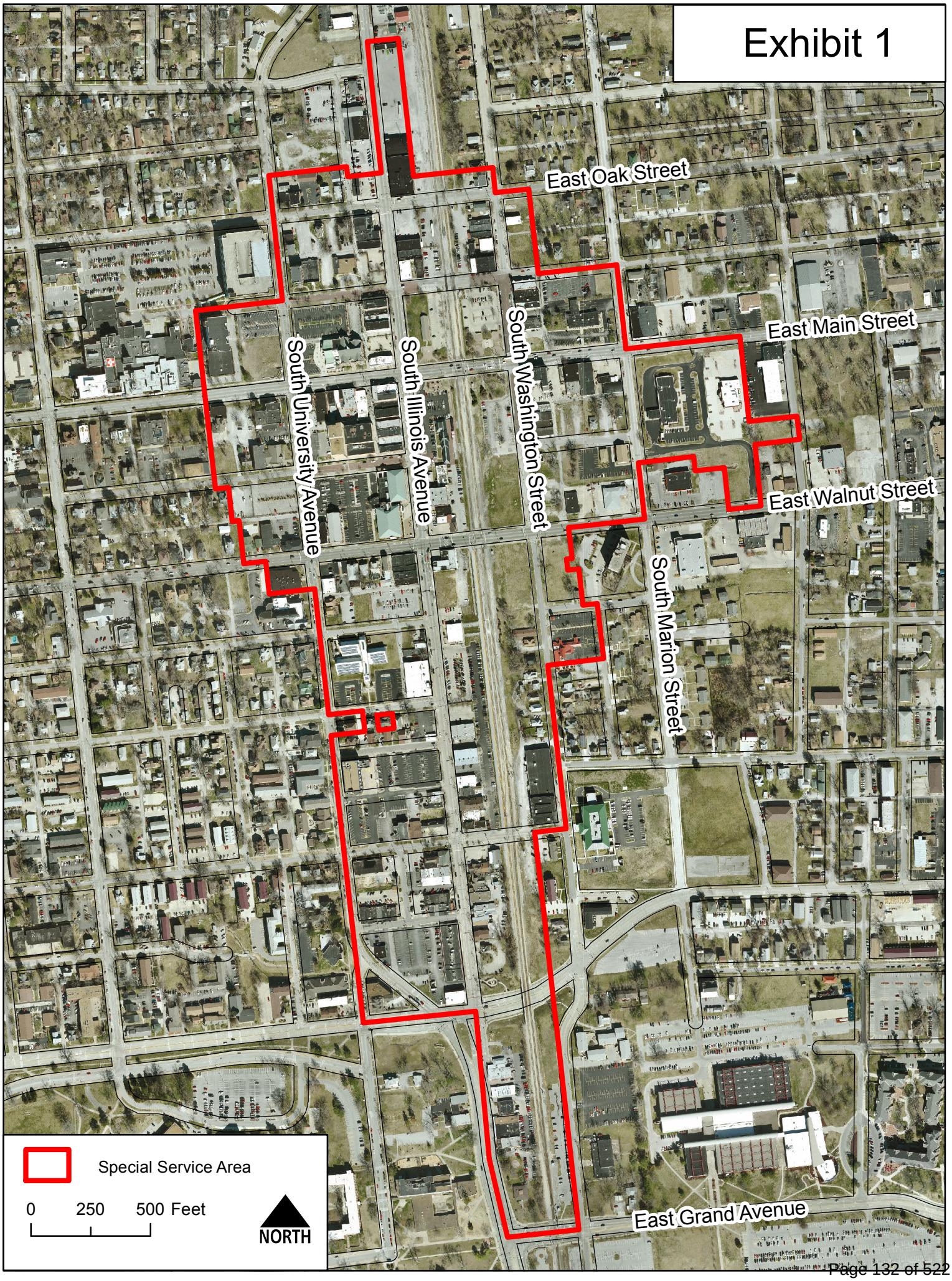
SECTION 5. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable, and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 6. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION 7. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk


Exhibit 1
East Oak Street
East Main Street
East Walnut Street
East Grand Avenue
South University Avenue
South Illinois Avenue
South Washington Street
South Marion Street
Special Service Area
0
250
500 Feet
NORTH

CARBONDALE
Main Street

121 S. Illinois Ave.
Carbondale, IL 62901
info@carbondalemainstreet.com
618-529-8040

November 19, 2025

Mayor Harvey and Carbondale City Council
City of Carbondale
PO Box 2047
Carbondale, IL 62902

Dear Mayor Harvey and City Council Members:

Carbondale Main Street respectfully requests that the City of Carbondale approve the ordinance adopting a tax levy in the amount of $53,430.25 for the Downtown Special Service Area (SSA). This reflects a CPI increase of 3%. This funding is of great importance to Carbondale Main Street, and it is safe to say that our organization and our programs could not function without it.

In 2026, Carbondale Main Street will adopt and implement a Transformation Strategy for our downtown district. This five-year strategy will include multiple projects focused on two primary goals:

1. A Downtown that Is Clean, Safe, and Welcoming
2. Rebirth of the College Town Experience

The Transformation Strategy and associated strategic plan were created with input from key constituents including the City of Carbondale, SIU, SIH, small business owners, property owners, students, residents, and visitors.

Thank you for your time and consideration. As always, we are pleased to be a key partner as the city works to improve livability, economic opportunity, and tourism development. If I can provide any additional information, please contact me at your convenience.

Sincerely,

Matt Collinsworth

CARBONDALE
Main Street

121 S. Illinois Ave.
Carbondale, IL 62901
info@carbondalemainstreet.com
618-529-8040

Director

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Approving and a Resolution Denying the Rezoning of Property at 2020 South Illinois Avenue from R-3, High-Density Residential, to SB, Secondary Business
Type:	Action
Recommended Action:	Adopt an Ordinance Rezoning Property at 2020 South Illinois Avenue from R-3 to SB
Goals:	Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Originating Department:	Community Development

Background: Catherine Walker, Project Manager for Hubbard Enterprises, on behalf of Westwood Rentals, LLC, has requested the rezoning of property at 2020 South Illinois Avenue from R-3, High Density Residential, to SB, Secondary Business, in order for the property to be developed as a retail store with some groceries. The Planning Commission heard this case at the November 19, 2025, meeting and voted unanimously (7-0) to recommend the approval of the rezoning.

Attached for the Council's review are the following:
1. Staff report with attachments
2. An Ordinance approving PC 26-04
3. A Resolution denying PC 26-04

Additional Information: Constituent/Advisory Body Impact: The Planning Commission conducted a public hearing on November 19, 2025, and voted (7-Yes, 0-No, 0-Abstention) on a motion to recommend the approval of the rezoning request. A notice of public hearing was published in the *Southern Illinoisan* newspaper on October 25, 2025, and nine (9) property owners within 250 feet of the subject property were notified of the hearing by certified mail. The applicant was present; no one spoke in favor, no one spoke in opposition. There was one letter in opposition read by Staff during the hearing.
Financial Impact: No foreseen financial impact.
Staff impact: Staff will be responsible for issuing all applicable zoning and building permits.

Attachments:
1. Ordinance to Approve Rezoning R-3 to SB 2020 S Illinois, and Ex A, 2025-12-09
2. Resolution to DENY Rezone from R-3 to SB, 2020 S Illinois Ave, and Ex A, 2025-12-09
3. Staff Report PC 26-04 2020 S Illinois Rezone R3 to SB w Attachments, 2025-12-09

Motion & Voting: Adopt an Ordinance Rezoning Property at 2020 South Illinois Avenue from R-3 to SB

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025- ___

AN ORDINANCE TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS
(Certain property consisting of 1.32 acres located at 2020 South Illinois Avenue)

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THE 9TH DAY OF DECEMBER 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson and Williamson Counties, Illinois, this 10th day of December 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December 2025.

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS
(Certain property consisting of 1.32 acres located at 2020 South Illinois Avenue)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, Westwood Rentals, LLC is requesting that certain property within the zoning jurisdiction of the City of Carbondale be rezoned from R-3, High-Density Residential, to SB, Secondary Business**;** and,

WHEREAS, a notice of the hearing stating its purpose was published in the *Southern Illinoisan* on the 25th day of October, 2025, being at least fifteen (15) days prior to said hearing; and,

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the rezoning of said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-04, Westwood Rentals, LLC's request for a rezoning from R-3, High-Density Residential to SB, Secondary Business; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the said property should be rezoned.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE AS FOLLOWS:

SECTION ONE. That the real property subject to this ordinance is described as follows:

GENERAL DESCRIPTION

2020 South Illinois Avenue / 15-33-126-007

SECTION TWO. That the real property described herein above and as shown as "Exhibit A" is hereby zoned SB – Secondary Business.

SECTION THREE. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION FOUR. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

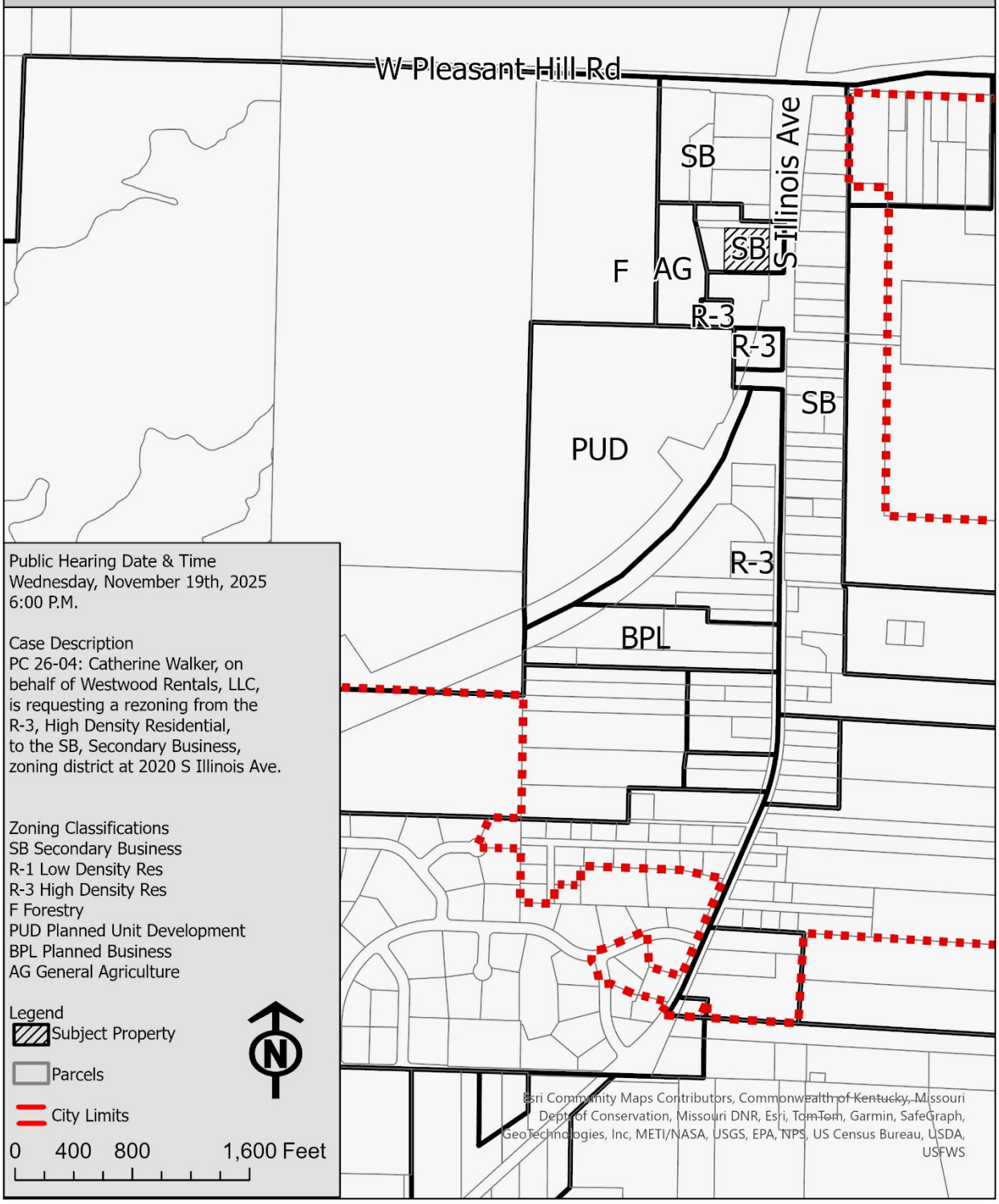
SECTION FIVE. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION SIX. That this Ordinance shall take effect upon its passage, approval, recording and publication in pamphlet form in accordance with law.

APPROVED:_____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A
Ordinance to Approve Planning Commission Case PC 26-04
Location Map



RESOLUTION NO. 2025-R-

A RESOLUTION TO DENY A REQUEST TO CLASSIFY AND ZONE CERTAIN TERRITORY WITHIN THE ZONING JURISDICTION OF THE CITY OF CARBONDALE, ILLINOIS

(Certain property consisting of 1.32 acres located at 2020 South Illinois Avenue)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and,

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and,

WHEREAS, Westwood Rentals, LLC is requesting that certain property within the zoning jurisdiction of the City of Carbondale be rezoned from R-3, High-Density Residential to SB, Secondary Business**;** and,

WHEREAS, a notice of the hearing before the Planning Commission of the City of Carbondale, stating its purpose, was published in the *Southern Illinoisan* on the 25th day of October, 2025, being at least fifteen (15) days prior to said hearing; and,

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the rezoning request for said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-04, Westwood Rentals, LLC's request to rezone property from R-3 to SB; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the property should not be rezoned.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION ONE. That said petition to rezone property from R-3 to SB, is denied for the property shown in Exhibit A, attached hereto, and described below as:

GENERAL DESCRIPTION

2020 South Illinois Avenue / 15-33-126-007

SECTION TWO. That the City Council of the City of Carbondale makes the following findings as the basis for denial of said petition:

a. The proposed Rezoning will not permit and encourage an environment of sustained desirability and stability, and that it will not be in harmony with the character of the surrounding neighborhood;

b. The Rezoning will be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, and will substantially diminish and impair property value within the neighborhood, and;

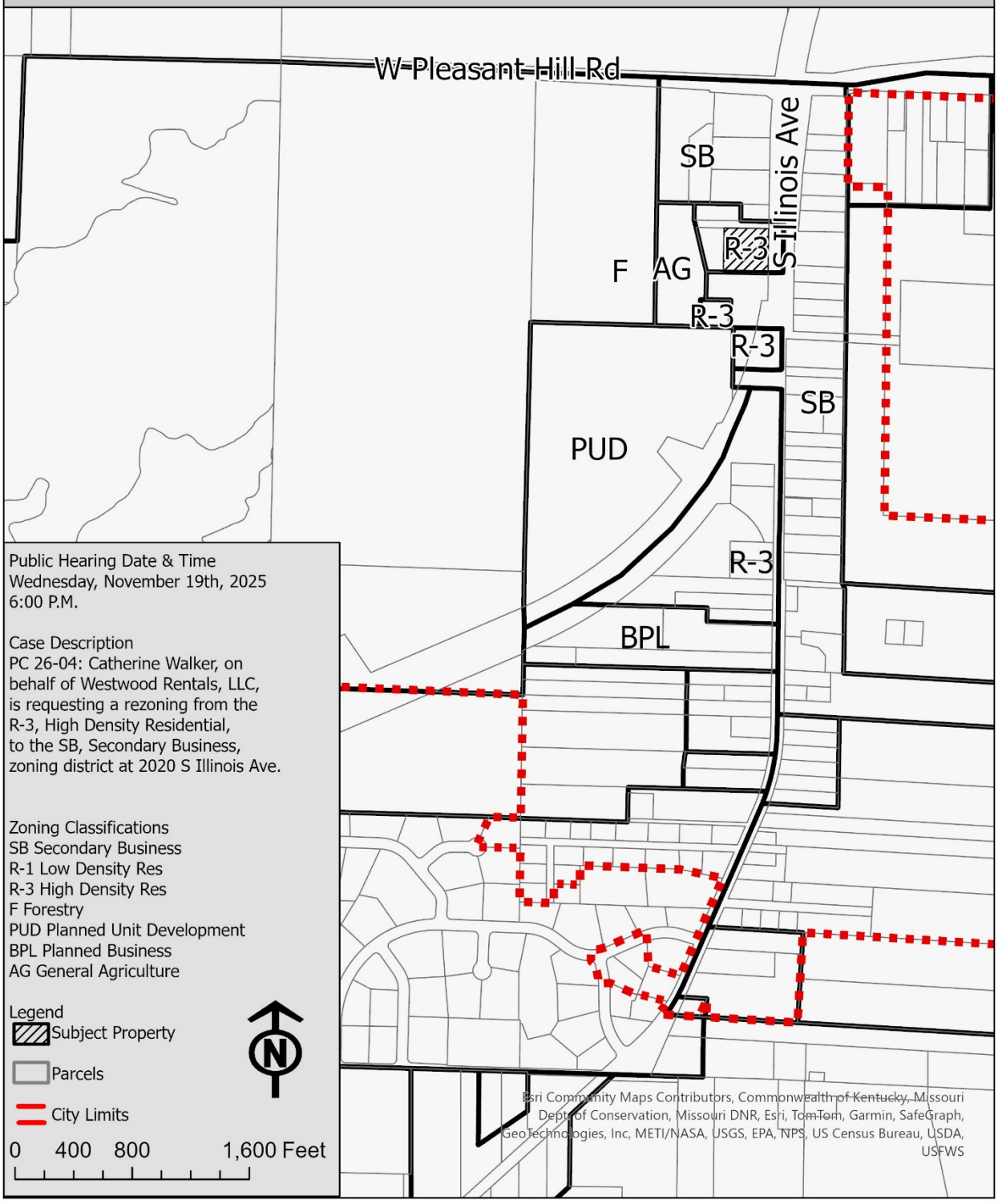
SECTION THREE. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A
Resolution to Deny Planning Commission Case PC 26-04
Location Map



CARBONDALE
All Ways Open

Community Development
200 South Illinois Avenue
Carbondale, Illinois 62901
Telephone 618-457-3248
Fax 618-457-3289
www.explorecarbondale.com

M-E-M-O-R-A-N-D-U-M

TO: City of Carbondale Planning Commission

FROM: Molly Maxwell AICP, Senior Planner

RE: PC 26-04, Catherine Walker, on behalf of Westwood Rentals, LLC, is requesting a rezoning from the R-3, High Density Residential, to the SB, Secondary Business, zoning district for property at 2020 S Illinois Avenue.

DATE: November 10th, 2025

(Planning Commission Public Hearing on Wednesday, November 19th, 2025, 6:00 p.m.)

PART A. GENERAL INFORMATION

1.

Applicant/Owner: Westwood Rentals, LLC
David and Lauren Miller
2012 S Illinois Ave
Carbondale, IL 62903

Agent: Catherine Walker
1000 Sally Holler Rd
Harrisburg, IL
62946

2. Requested Action and Background: Catherine Walker, Project Manager for Hubbard Enterprises, is requesting the rezoning of property at 2020 South Illinois Avenue from R-3, High Density Residential, to SB, Secondary Business, in order for the property to be developed as a retail store with some groceries. (Please refer to Exhibit A, Applicant's Brief).

3. Number of Notices Sent to Property Owners within 250 feet: There were 9 notices sent to property owners located within 250 feet of the subject property.

4. Size and Location: The subject property consists of one parcel, totaling +/- 1.32 acres, located at 2020 South Illinois Avenue. (Please refer to Exhibit B – Photos of Subject Property).

5. Existing Zoning: The subject property is zoned R-3 with property to the north and west also zoned R-3, and property to the north, east, and south, zoned SB, Secondary Business. (Please refer to Exhibit C – Existing Zoning).

6. Existing Land Use: The subject property contains one single-family home. (Please refer to Exhibit D – Existing Land Use).

7. Comprehensive Plan: The 2025 Comprehensive Plan's Future Character and Land Use Plan designates the subject property and that to the north, east, and west, as 'Corridor Mixed-Use'. Property to the south is 'Mixed Residential'. The area is also designated 'Employment Opportunity' on the Key Opportunities Map. (Please refer to Exhibit E – 2025 Comprehensive Plan Excerpts).

8. Zoning History: This property has been designated R-3 since the adoption of the 1974 zoning ordinance. The single-family house on the property, and several of the residential buildings to the west and south, pre-date the 1974 ordinance. At that time, the west side of US Route 51 was all zoned residential/agricultural, while the east side was commercial (SB, Secondary Business). (Please refer to Exhibit F – 1974 Zoning Map).

9. Applicable Regulations:

Statement of Intent of Existing Zoning District:
15.2.14.1: R-3 High-Density Residential District

Statement of Intent: This district is created to allow more intensive residential development including multi-unit structures, and also to provide for adequate off street parking and open space. It will permit a larger variety of uses which are not incompatible with the aims of this district, which shall be predominantly residential in character. Adequate public water and sewer are to be available to meet the needs of this high density residential area and shall be available in any additional area proposed for this district. (Ord. 2013-20)

Statement of Intent for Proposed Zoning District:
§15.2.20. SB Secondary Business District

Statement of Intent: This district is created to provide areas for certain commercial, service, and public uses adjacent to or near major thoroughfares. The permitted uses in this district are of a type which more typically serves consumers on special purpose trips and are therefore not as dependent on being associated with other uses. It is intended that all uses, including accessory uses, in this district provide an appropriate amount of off-street parking and loading facilities.

10. Correspondence Received: As of the writing of this report, Staff has received one (1) phone call request for more information regarding this rezoning request.

PART B. SPECIAL INFORMATION

1. Public Utilities:

Water: The subject property is directly served by six (6") inch City of Carbondale water line connected to an eight (8") inch line located along South Illinois Avenue.

Sanitary Sewer: The subject property is currently served by an eight (8") inch line beginning at the southwest corner of the property, connected to a fifteen (15") inch line of City of Carbondale's sanitary sewer system running north/south to the west of the property.

Storm Sewer: The subject property is currently served by one twelve (12") inch (going south) and one twenty-four (24") inch going north storm sewer located along South Illinois Avenue.

Public Services: The parcel is located within the Carbondale City limits and is served by the City of Carbondale Police and Fire Departments.

2. Traffic Counts: The IDOT IROADS database system provides the following average daily traffic counts in the immediate area:

	Average Daily Traffic	Heavy Commercial Volume
S Illinois Ave	11,900	700

PART C. ANALYSIS

Since adoption of the 1974 zoning ordinance, where the east side of U.S. Route 51 was designated SB and the west side R-3, there has been a gradual effort to convert the west side to SB. The 2010 Comprehensive Plan Future Land Use Map designates this area down to The Reserve apartment complex as Commercial. PC 89-21 rezoned the property to the south of the subject property from R-3 to SB in 1989 in order to change the use from duplexes to a commercial use. A letter from City staff to the owner/applicant at that time, references the owner "being in no hurry to change the use". This must have been the case, as the property is still made up of duplexes and one single-family home. At the time of that rezoning, there had been five previous cases rezoning west-side property to SB, but only one commercial project, Saluki Laundromat (SP 81-02) resulted in new construction.[1]

The development of Huck's gas station, in 2000-2001, and the McDonald's soon thereafter, to the north of the subject property, has been the most significant push towards the commercialization of this corridor. Even so, there are still many single-family and multi-family residences in this general area, with very few opportunities for walkable amenities.

Anecdotally, Staff are aware of many people travelling by foot and by scooter up and down this corridor. Presumably many are SIU students who live at the Reserves apartments going back and forth to campus. More commercial uses in this corridor would provide a convenience to these and other surrounding residents, who may not have a car, or just prefer not to drive.

[1] Staff Report, PC 89-21 – Black, R-3 to SB, Route 51 South.

The Illinois Department of Transportation (IDOT) owns and controls U.S. Route 51. Although the proposed project would not create a new access point to the highway, according to the applicant, a permit is required by IDOT in order to widen and make improvements to the existing driveway. At the time of writing this report, Staff does not know the status of that permit application.

Staff's primary concern with the proposed rezoning and subsequent development is the impact of a business's lighting on neighboring residences.

Prior to the development of the property, a full, engineered site plan would be reviewed and approved by the City's Development Assistance Committee (DAC). During the site plan review for this location, the DAC would pay particular attention to the lighting and required buffering.

A type B buffer between the proposed development and the surrounding R-3 property would be required. A Type B buffer is at least fifteen (15') feet in width and has plant materials equal to 30 landscape credits per one hundred feet (100') with a visual screen five feet (5') high consisting of evergreen plantings, fences, walls or a combination thereof. (Please see Exhibit G, Buffer Requirements Details). As the project is currently proposed (please see Exhibit H, Preliminary Site Plan), it does not appear there is adequate space for the required buffer on the north side of the development. Site lighting and parking lot lighting are also regulated through the site plan review process. 15.4.3, Site Lighting, restricts the height of luminaries or lampposts to thirty (30') feet and requires all lighting fixtures to employ at least one of several glare reduction techniques, listed in the code (See Exhibit G, Site Lighting). Parking lot lighting is covered in Article 15.4.8.6.K, which requires the entirety of any parking lot over four (4) spaces to be illuminated by at least 0.125 foot-candles, with an average of .25 FC.

According to City records, the single-family house on the subject property has been vacant since July 2024 and is not a registered rental property.

The 2025 Comprehensive Plan's categorization of this corridor as 'Corridor Mixed-Use' is an appropriate one, as development has been piece-meal and much of the area continues to be residential since the 1970's. This designation allows for flexibility that is crucial to allowing the market and the community's needs to drive the type of development that happens in these areas.

Overall, Staff finds the proposed rezoning and its potential development to be compatible with the surrounding property and consistent with the Comprehensive Plan. It is Staff's opinion that the rezoning of this property, coupled with the City of Carbondale's regulations, will allow for the organized growth of an existing commercial area having no or very little negative impact on surrounding residences.

PART D. RECOMMENDATION

Based on the above analysis, Staff recommends approval of PC 26-04.

EXHIBIT A

Westwood Rentals, LLC

2012 S. Illinois Ave.

Carbondale, IL 62903

(618) 303-9109

September 22, 2025

The City of Carbondale Planning Commission
200 S Illinois Ave.
P.O. Box 2047
Carbondale, IL 62902-2047

Dear Planning Commissioners,

This letter is to request a rezoning of the said properties below from R3-Residential to SB-Secondary Business. Most of the adjacent property is already zoned SB and rezoning this property will allow it to be developed in the future with a commercial business. A 10,640 square foot building with 34 parking spaces is planned to be constructed if the property is rezoned. The business will provide the neighborhood with the convenience of some grocery and home good options to purchase.

Property information:
Parcel #15-33-126-007-0040; 2020 S. IL Ave.

Thank you.

Westwood Rentals, LLC

EXHIBIT B - SITE PHOTOS



House on Subject Property





Property and S Illinois Ave to the north





View facing east away from property





Property and S Illinois Ave to the south





View facing towards property from the east

Exhibit C Existing Zoning
Planning Commission Case PC 26-04 and
Zoning Board of Appeals Case ZBA 26-03

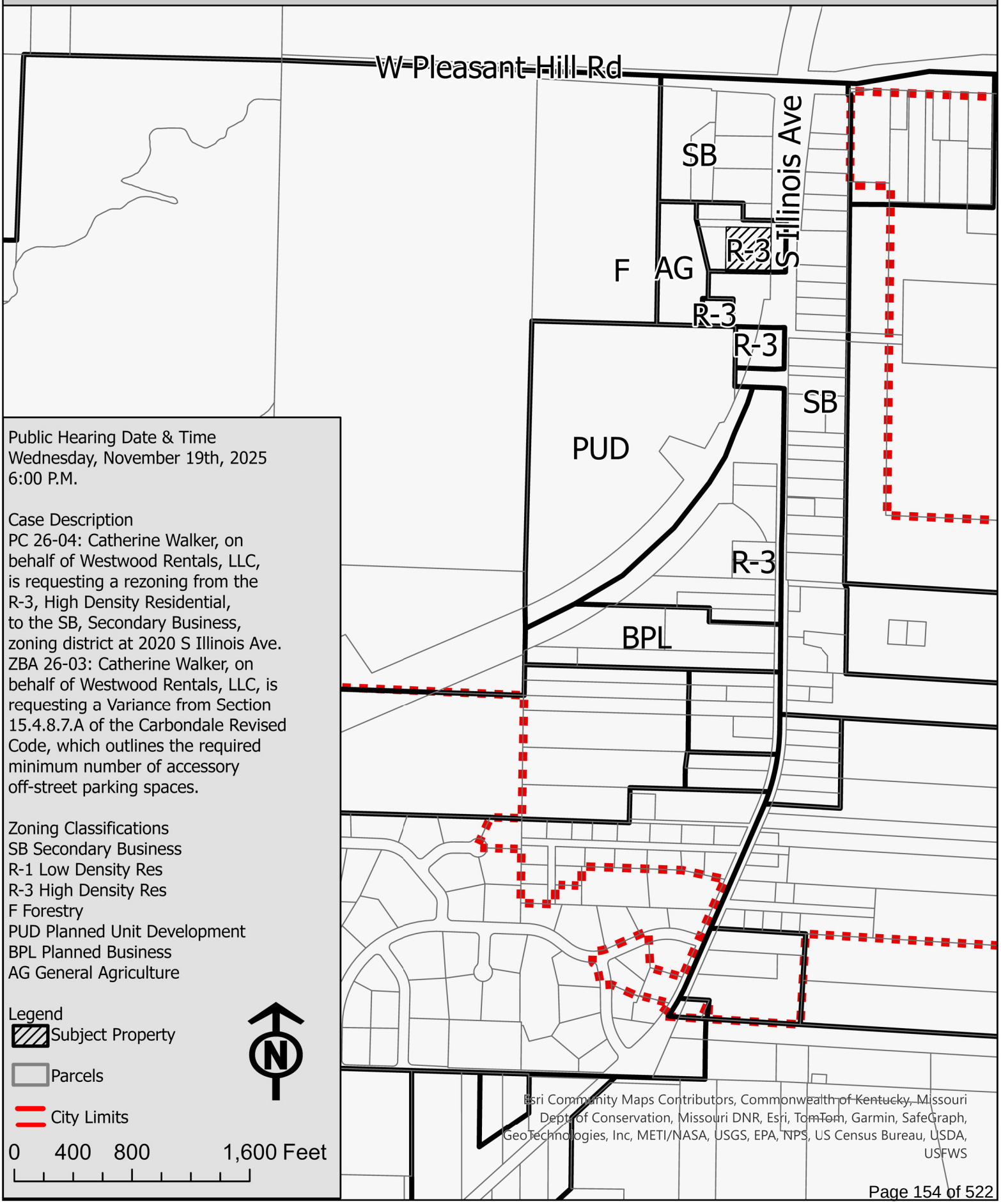
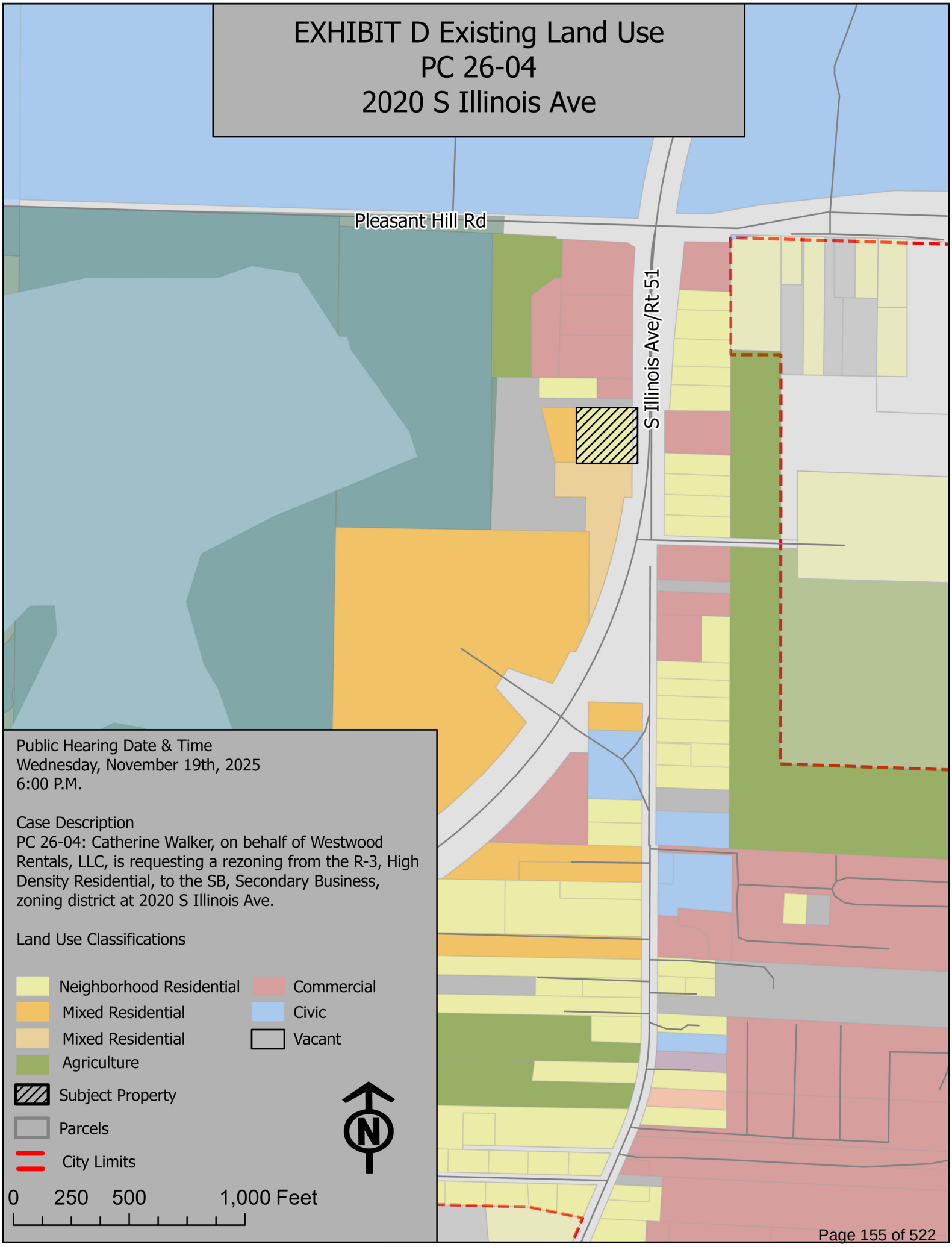


EXHIBIT D Existing Land Use
PC 26-04
2020 S Illinois Ave



Public Hearing Date & Time
Wednesday, November 19th, 2025
6:00 P.M.

Case Description
PC 26-04: Catherine Walker, on behalf of Westwood Rentals, LLC, is requesting a rezoning from the R-3, High Density Residential, to the SB, Secondary Business, zoning district at 2020 S Illinois Ave.

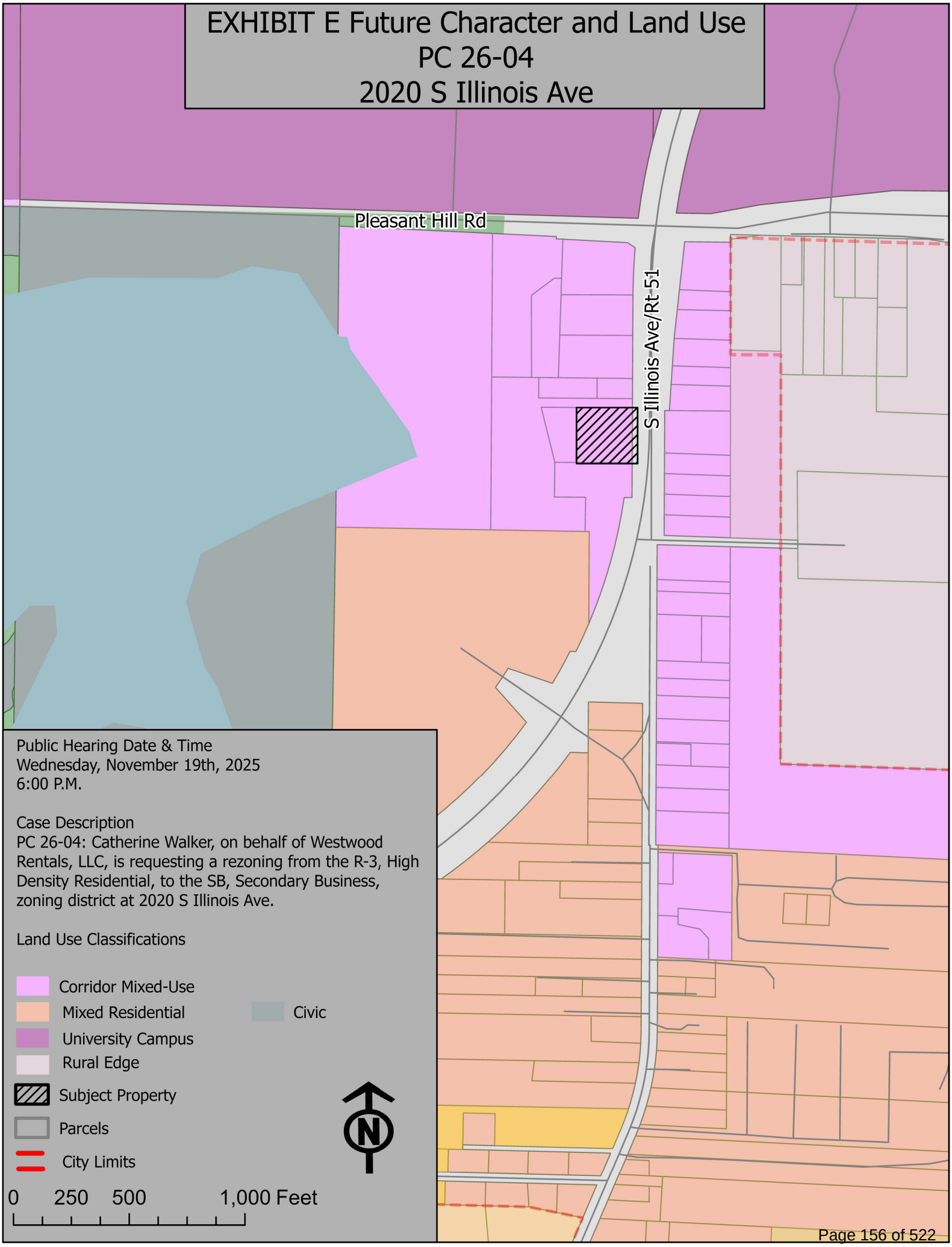
Land Use Classifications

- Neighborhood Residential
- Mixed Residential
- Mixed Residential
- Agriculture
- Commercial
- Civic
- Vacant
- Subject Property
- Parcels
- City Limits

N

0 250 500 1,000 Feet

EXHIBIT E Future Character and Land Use
PC 26-04
2020 S Illinois Ave



Public Hearing Date & Time
Wednesday, November 19th, 2025
6:00 P.M.

Case Description
PC 26-04: Catherine Walker, on behalf of Westwood Rentals, LLC, is requesting a rezoning from the R-3, High Density Residential, to the SB, Secondary Business, zoning district at 2020 S Illinois Ave.

Land Use Classifications

- Corridor Mixed-Use
- Mixed Residential
- University Campus
- Rural Edge
- Civic
- Subject Property
- Parcels
- City Limits

N

0 250 500 1,000 Feet

Corridor Mixed-Use

These areas are intended to serve the community and are typically located along significant corridors or intersections. Uses may include office, retail, services, recreation, residential, light industrial, warehouses, and other uses in varying scales. Existing development patterns include a separation of uses and large surface parking areas. Over time, new development is encouraged to connect these areas, maximize space usage, and redevelop aging properties. Screening walls or landscaped berms should be used between these areas and adjacent residential neighborhoods.





Intent

- Support adaptive reuse of existing buildings.
- Existing commercial centers should evolve from a single-use automobile-oriented character to a walkable mixed-use character.
- Support integrated mixed-use developments and vertical mixed-use buildings (e.g., commercial on lower floors and residential on upper floors) where the surrounding area or the center is large enough to create the critical mass and pedestrian activity needed for mixed-use commercial to thrive.

Primary Uses

- Commercial / Retail
- Vertical mixed-use (first floor commercial with residential above)
- Office
- Entertainment / Recreation (small scale)
- Residential (small scale townhome or multi-family)

Secondary Uses

- Light industrial
- Warehouses
- Civic, Institutional

Building Height

1-3 Stories

Transportation Method

Primary Mode(s)

Automobile / Walk / Bike

Secondary Mode(s)

Transit

Parking

Surface lots shared between buildings in the same area; structured and on-street parking (along connecting back roads or alleyways) may be appropriate.

Streets

Located along primary corridors with shared access drives connecting individual developments and shared access points off streets. Well-designed pedestrian crossings should be provided to ensure pedestrian safety in these areas.

Open Space

Formal parks, plazas, landscaped common areas, and outdoor dining may be featured. Bike paths, sidewalks, and trails connect to residential areas.

Key Opportunities Definitions

Gateway
Enhance the appearance and experience of entrance points into the city to inform people that they are entering Carbondale.

Mixed-Use Opportunity
Reinvent the identity along the primary corridors and allow redevelopment to repurpose properties. The built environment along these corridors may need to change or have an intensification of uses to attract investment. Sensitivity with adjacent neighborhoods is essential to ensure the appropriate transition of uses.

Enhancement Corridor
Improve access to key areas of interest within the city. Focus on growing the established identity while maximizing accessibility and safety for all users.

Activity/Park Node
Preserve and improve parks and recreational open space areas. These nodes should include access to bike paths, sidewalks, and trails, creating a connectivity network that serves the broader community.

Neighborhood Opportunity
Stabilize older neighborhoods by allowing strategic infill development to help reknit the area's built fabric. There is an opportunity to add "missing middle" housing and services that boost walkability. These efforts must maintain the existing scale of the built environment and focus on improving neighborhood pride.

Neighborhood Revitalization
Guide revitalization efforts to areas that may benefit from reinvestment. Allow infill and redevelopment to support underutilized sites and improve land utilization. Before revitalization efforts are made, a specific vision must be established for the neighborhood. These efforts may evolve the neighborhood's character and serve as catalysts for further improvement.

Employment Opportunity
Prioritize the growth of existing employment centers and allow expansion into generally undeveloped areas. These opportunities should ensure the appropriate transition of uses. A development that provides a mix of uses represents maximum opportunities to strengthen the city's economy.

Downtown District
Allow infill and redevelopment within the downtown area to support live, work, and play opportunities. Development should reinforce unique historic characteristics and leverage proximity to the key corridors, major institutions, and surrounding neighborhoods.

Commercial Hub
Encourage upgraded designs to building facades, signage, and landscaping to promote an attractive front for commercial and retail activities. The City should focus marketing efforts on storefront occupancy in these identified hubs.

city of carbondale
illinois

Exhibit F - 1974 Zoning Map

North

Pleasant Hill Rd

subject property

State Route 51

F
AG
SIU
R-1-15
R-3
SB
RMH
A
R

Exhibit G – Article 15.4.1.B, Buffer Requirements Details

B. Types Of Buffers: Required buffer types shall consist of A, B, and C. Trees in buffers of ten feet (10') or less should be understory trees. Trees in buffers of more than ten feet (10') may be canopy or understory trees provided however, at least one- half ($^1/_2$) of the required trees shall be canopy trees.

1. Landscape Credits: Landscape credits for buffers shall be determined from the following table:

LANDSCAPE CREDIT UNIT (LCU) VALUES

	Deciduous (Minimum Caliper)	Evergreen Or Ornamental (Minimum Height)	LCU Value

	Deciduous (Minimum Caliper)	Evergreen Or Ornamental (Minimum Height)	LCU Value
New planting:			
Trees	3 inches	10 feet	9
	2.5 inches	9 feet	6
	2 inches	8 feet	5
	1.5 inches	6 feet	3
Shrub	18 inches height or spread		2
Ornamental grasses or perennial beds	1 gallon size		1

	Minimum Caliper	LCU Value
Existing tree:		
Mature	>13 inches	15
Large	11 to 13 inches	12
Medium	6 to 10 inches	8

Small	3 to 5 inches	5

3. Type B Buffer: A type B buffer shall be at least fifteen feet (15') in width and shall have plant materials equal to thirty (30) landscape credits per one hundred feet (100') with a visual screen five feet (5') high consisting of evergreen plantings, fences, walls or a combination thereof.

PRELIMINARY SITE PLAN	CITY, STATE - STREET: CARBONDALE, IL. - S ILLINOIS AVE	
PROTOTYPE: C	DEVELOPER	DATE:
BLDG SQ. FT.: 10,640 / 8,504	COMPANY: HUBBARD ENTERPRISES LLC	5-01-2025
ACREAGE: 1.32±	NAME: SCOTT HUBBARD	SITE #
PARKING SPACES: 35	PHONE: 573-358-5125	4

N

1" = 100'

EXHIBIT H - PRELIM SITE PLAN



CARBONDALE
All Ways Open

Agenda Item Details

Meeting: December 9, 2025 - City Council Meeting
Category: General Business
Subject: Final Selection of the Firm to Develop and Initiate the City's Strategic Marketing Plan and a Resolution Authorizing the City Manager to Enter Into a Professional Services Agreement in an Amount Not to Exceed $120,000 With the Firm Selected by Council
Type: Action
Recommended Action: City Council is asked to:

1. Select one of the three finalist firms to develop and initiate the City's Strategic Marketing Plan; and
2. Adopt a Resolution Authorizing the City Manager to enter into a Professional Services Agreement, in an amount not to exceed $120,000, with the firm selected by Council.

Goals: Goal 7: Build on expand and develop new relationships with SIU/SIH and other regional entities.
Goal 6: Enhance residential development/rehabilitation/home ownership.
Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Goal 1: Provide a high quality of life and foster a sense of community.
Goal 8: Update the downtown master plan as a guide to revitalize the City Center.
Originating Department: Economic Development

Background: The City of Carbondale issued a Request for Proposals (RFP) on August 11, 2025, for the development of a Destination & Brand Marketing Strategy for Carbondale's Economic Growth. The goal of this project is to strengthen Carbondale's identity, promote tourism, attract investment and new residents, and enhance community pride through a unified, research-based marketing strategy.

A total of 68 proposals were received. After a detailed review and scoring process, the following three firms received the highest combined scores and were identified as finalists:

All Together / Kick Push – combined score of 180
Zo Agency – combined score of 168
Dovetail – combined score of 167

Representatives from each firm presented their proposals to the City Council on November 18, 2025 (see "Marketing Firms Presentations to Council.pdf" attached). The City Council held an initial discussion following the presentations and deferred final selection to the December 9, 2025, meeting to allow time for further review.

The project is supported by the Energy Transition Community Grant (ETCG), which awarded the City $98,593.04

toward the $120,000 project budget. All grant funds must be expended by June 30, 2026, and the selected firm will be expected to complete the plan and initiate its rollout within this timeframe.

The evaluation materials provided to Council include the Executive Summary and RFP Overview, staff evaluation summaries, proposal summaries, full finalist proposals, and the scoring rubric (see “Strategic Marketing Plan Final Packet.pdf” attached).

A Resolution authorizing execution of the agreement is included with this agenda item.

Additional Information:

Attachments:
1. Marketing Firms Presentations to Council
2. Strategic Marketing Plan Final Packet
3. Resolution Authorizing the City Manager to Enter Professional Services Agreement for the Development of a Strategic Marketing Plan

Motion & Voting: City Council is asked to:

1. Select one of the three finalist firms to develop and initiate the City’s Strategic Marketing Plan; and
2. Adopt a Resolution Authorizing the City Manager to enter into a Professional Services Agreement, in an amount not to exceed $120,000, with the firm selected by Council.

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

Carbondale Branding

ALL TOGETHER + KICK PUSH
11.18.2025

We're here to help Carbondale become the bright spot of Southern Illinois.

01

why we're different

We're Planners and Creatives

All Together

We speak both languages: **translating planning goals into compelling narratives**

Our brands work as hard as **municipal tools** as they do as marketing assets







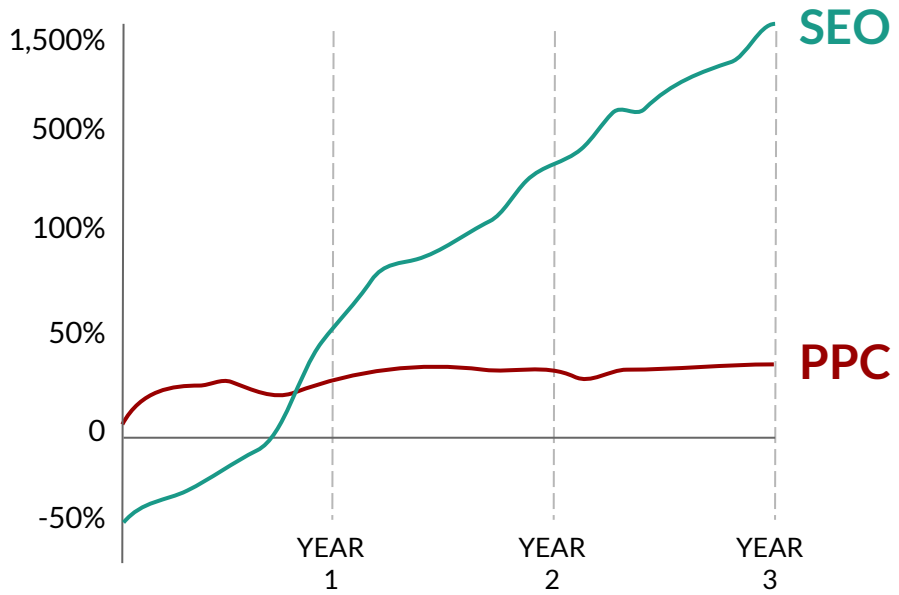
We're Digital Innovators

Kick Push

AI visibility engineering: makes sure Carbondale appears in searches your audiences are making - whether that's travel recommendations or where to relocate their business.

Search data analysis: exposes exactly what people are looking for

Developing assets that **compound over time**, not temporary campaigns

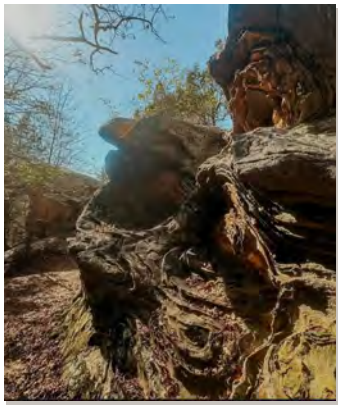


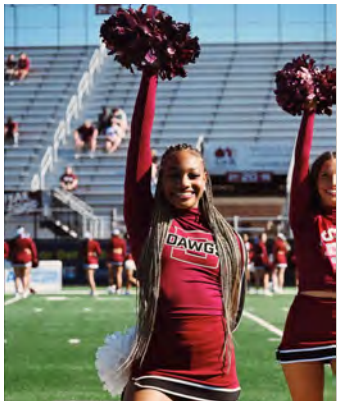
we turn authenticity into economic growth



YOUR QUIRKS ARE YOUR ASSETS

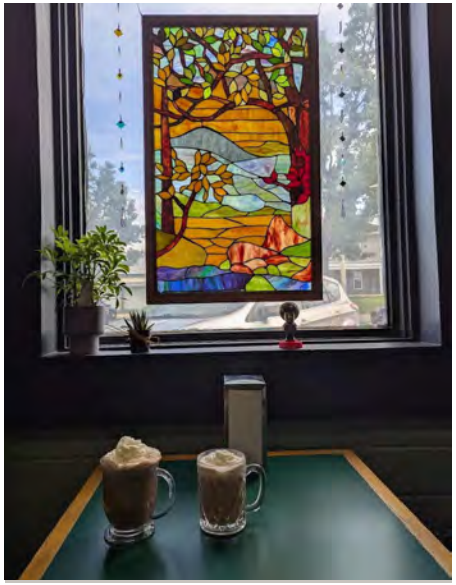
We help communities realize that their authentic character is their competitive advantage











02

big ideas for Carbondale

Basecamp for Shawnee Adventures











Carbondale is the safe, welcoming place to “clip in” before you explore further.

Where Wild Ideas Grow











Carbondale is the fertile valley of Southern Illinois—where new things take root and grow.

The Firefly Effect: "Light Lives Here"











A quiet light that shines through the darkness, lightbulb moments and physical installations

03

how we'll make this real

Our Approach

phase 1

Deep listening
12+ stakeholder sessions to find authentic bright spots, exploration and digital research

phase 2

Brand platform
Designs that work for City Hall AND tourist attraction

phase 3

Launch Strategy
Immediate pilot campaigns and brand implementation support

Unique Deliverables



AI-optimized content strategy making Carbondale the primary source for regional experiences



Social media templates with AI prompts for sustainable content creation



Partnership Framework
Connecting SIU, Shawnee, and downtown

04

in closing

why us

True to Place	Your authenticity is your economic development strategy
Partners & People	We're not consultants who deliver and leave—we're partners in your long-term success and people who care
Just the Beginning	Giving your brand legs to stand on so that it is more than a pretty logo - it builds momentum
Teaching You to Fish	We will set you up for success so you can run with it

Together, we'll make Carbondale the bright spot that draws visitors, residents, and investment

Every great American place started as a frontier for wild ideas.

Carbondale's frontier is just beginning.

zöagency

Carbondale Strategic Marketing Plan

CITY COUNCIL PRESENTATION

NOVEMBER 2025

THE TEAM THAT MAKES IT HAPPEN



Sonja Anderson

Your Strategic Partner

I personally own your success—and I'm all in" 12+ years leading municipal partnerships | FIFA World Cup & Super Bowl campaign manager



Curt Schultz

Your Creative Champion (& SIU Saluki)

"I'm bringing world-class experience home" SIU grad who lived the Carbondale experience | Learned destination marketing in Bend, Oregon | Leads all creative vision



Justin Bronson

Your Brand Storyteller

"I transform insights into positioning that sticks" Brand strategy architect | High-level messaging expert | Makes complex ideas crystal clear



Drew Stone

Your Seamless Connector

"I keep everything flowing smoothly" Senior account manager | Digital strategist | Your day-to-day lifeline



Ella Lindau

Your Execution Expert

"I make sure nothing falls through the cracks" Project & operations management | Detail-oriented excellence | Behind-the-scenes magic

THE INVESTMENT

$90,000

(You allocated $120,000 — we came in 25% under budget)

Strategic Foundation

$28,000

$28,000 Research that reveals truth | Strategy that differentiates | Frameworks that guide decisions

01

Creative Excellence

$25,500

$25,500 Campaigns that make people lean in | Content that gets shared | Brand assets you'll love

02

Implementation Clarity

$19,500

$19,500 Systems that keep work moving | Guidance that removes guessing | Tools you'll want to use

03

Proven Results

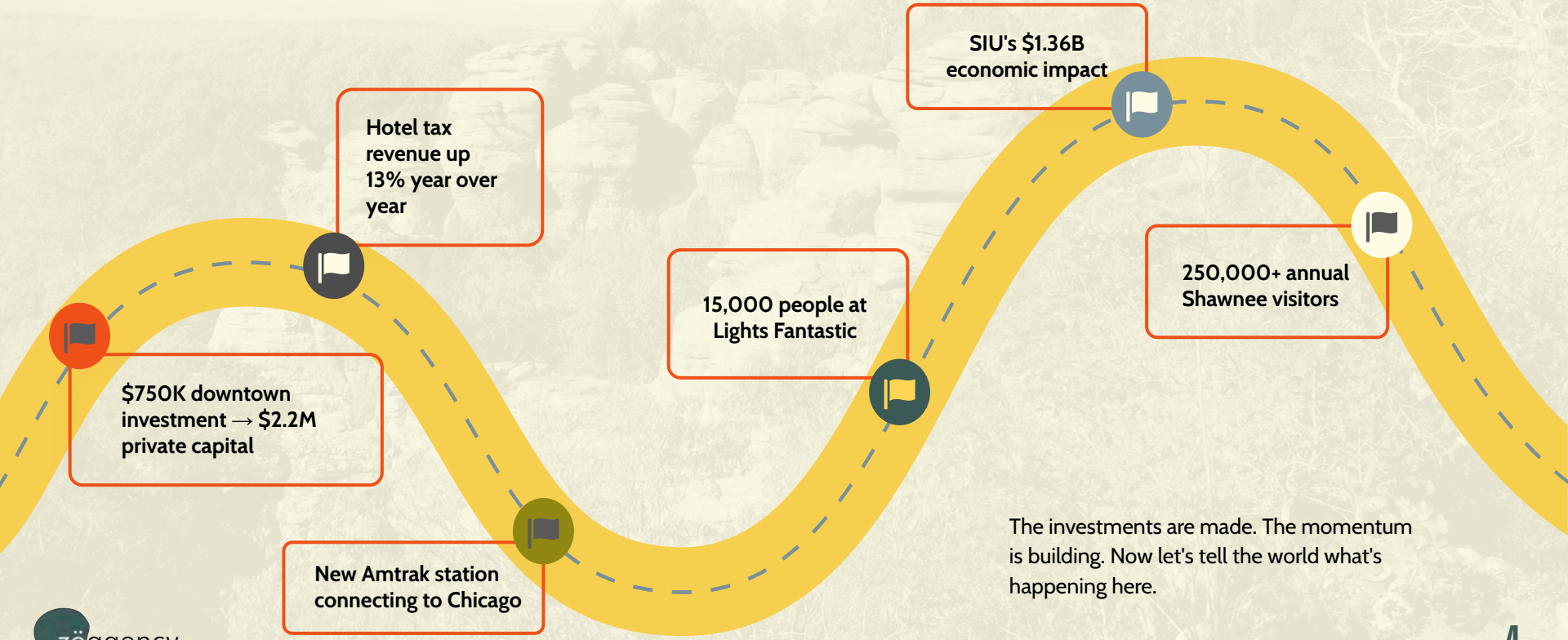
$16,500

$16,500 Live pilot campaigns | Real performance data | Momentum you can scale

04

Timeline: 6 months from kickoff to launch

CARBONDALE IS READY



The investments are made. The momentum is building. Now let's tell the world what's happening here.

THE UNTOLD STORY

Same place. Better story. Let's tell it.



The Story People Know

- College town in Southern Illinois
- SIU campus
- On the way to Shawnee



The Story Waiting To Be Told

- Where forest meets innovation
- Where world-class outdoor recreation intersects $1.36B knowledge economy
- Where you can Amtrak from Chicago and never need a car
- Where international perspectives meet Southern Illinois authenticity
- Where unexpected experiences happen daily

zöagency

THE CROSSROADS EFFECT - YOUR SUPERPOWER

Most places pick a lane.
Carbondale owns the intersection.







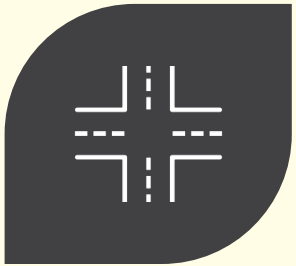
THE CROSSROADS EFFECT -
Experiences that exist nowhere else

HOW WE'LL MAKE IT SHINE



DISCOVER

We find the stories hiding in plain sight



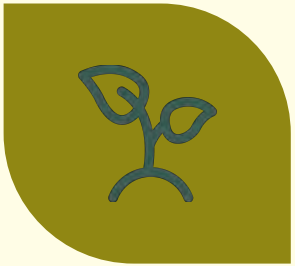
CONNECT

We reach the people who will value what makes you unique



AMPLIFY

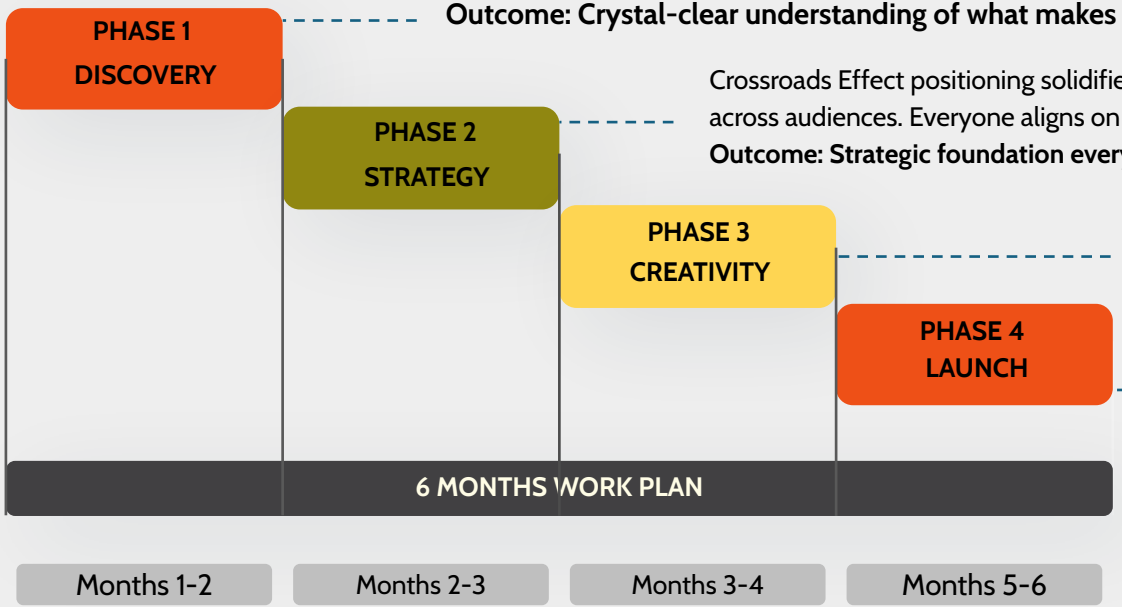
We tell stories that spark attention and action



SUSTAIN

We build systems that keep momentum going

YOUR JOURNEY WITH US



Fresh eyes reveal hidden stories Stakeholders feel heard and energized
Data reveals unexpected patterns
Outcome: Crystal-clear understanding of what makes Carbondale special

Crossroads Effect positioning solidifies Message frameworks resonate across audiences. Everyone aligns on where we're going
Outcome: Strategic foundation everyone believes in

Campaigns that make people lean in, Content that gets shared organically, Brand assets that make you proud
Outcome: Marketing that actually excites you

Real campaigns reaching real people, Data showing what's working, Your team trained and empowered
Outcome: Momentum you can sustain and scale

SUCCESS LOOKS LIKE THIS

Success means Carbondale shines—and keeps shining.

By Summer 2026, Carbondale is:



Attracting New Audiences

Remote workers discovering affordable quality of life | Adventure travelers choosing Carbondale as destination | Young professionals considering relocation

Achieving Economic Goals

Business inquiries up | Innovation sector awareness growing | SIU partnerships amplified strategically

Being Discovered Authentically

Media coverage reflects Crossroads Effect | Social media engagement soaring | User-generated content flowing organically

Building Sustainable Capability

Your team trained and empowered | Systems in place for ongoing success | Measurement frameworks showing what works

WHY THIS PARTNERSHIP WORKS



WE'RE ALL IN

SIU alum on creative team | Senior leadership personally invested | Genuine excitement about your potential



WE HANDLE BIG MOMENTS

FIFA World Cup & Super Bowl campaigns | Multi-year municipal partnerships | 12+ years of government-only focus

WE BRING YOU STRATEGY

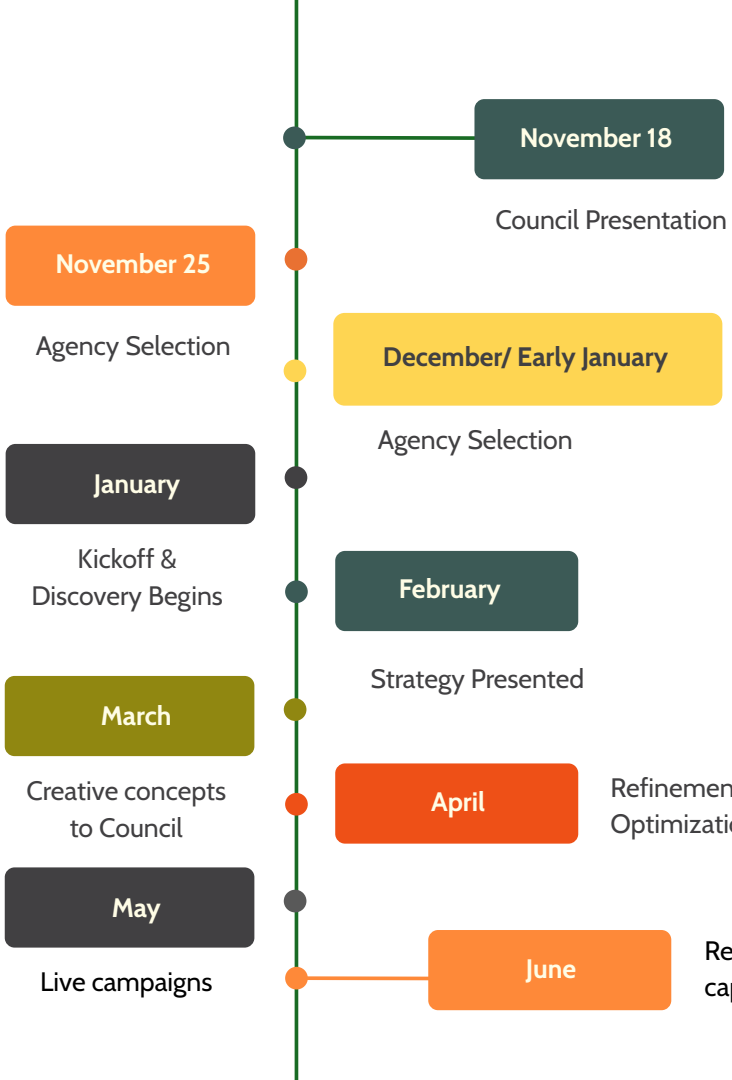
Crossroads Effect unique to Carbondale | Economic Development Plan integration | Outcomes over outputs



zöagency

READY TO START

Six months from kickoff to campaigns. We're ready when you are **MOMENTS**



zöagency

WHAT MAKES US EXCITED

This is already here. Let's show the world.

01



Shawnee rock formations

02



SIU campus energy

03



Downtown music scene

04



Diverse community faces

05



Amtrak station

06



Local businesses thriving

zöagency






The Crossroads Effect

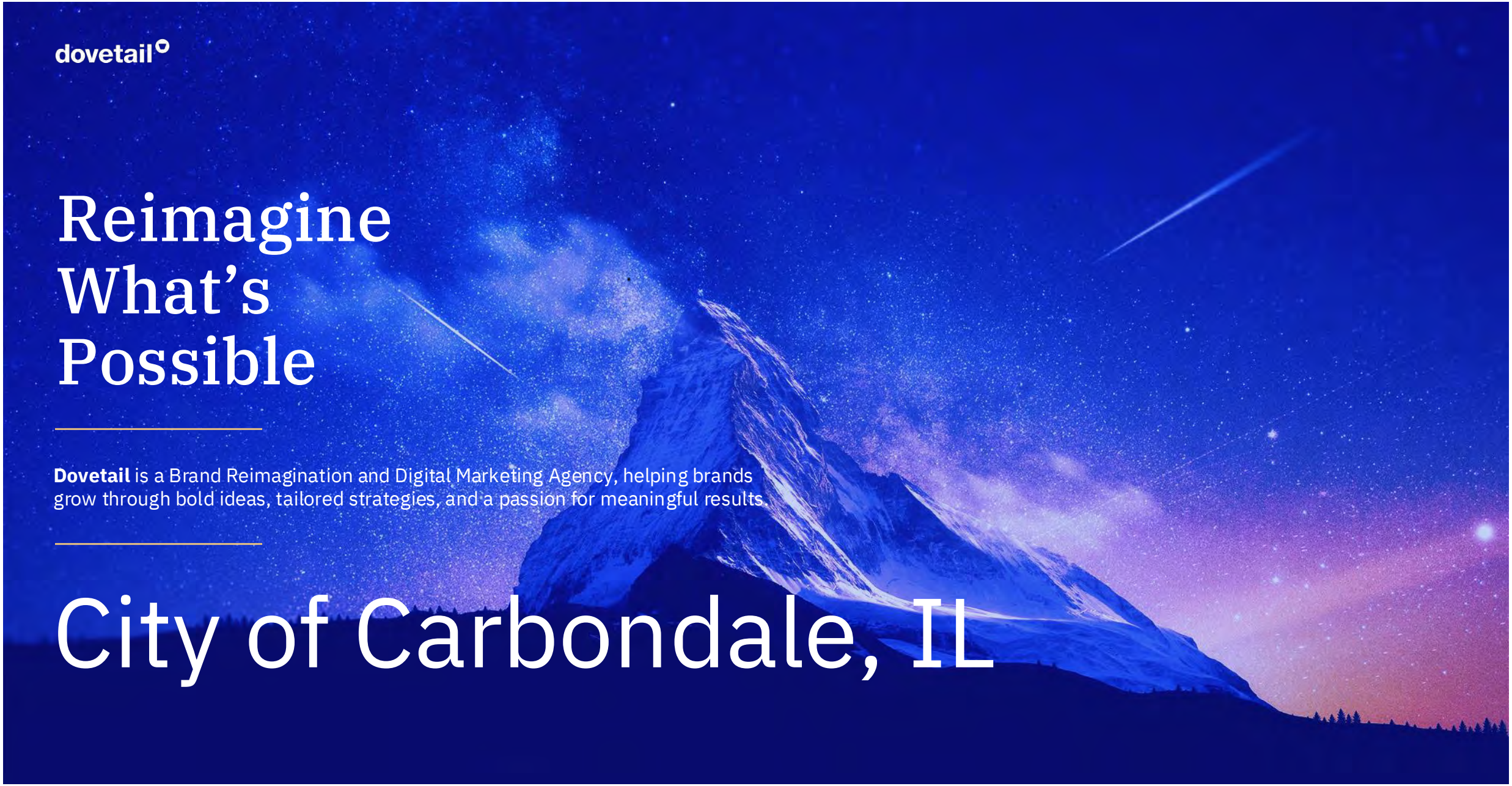
Where unexpected worlds collide to create experiences that exist nowhere else.
We're ready to make Carbondale shine.

"You've built the foundation.
You've created the momentum.
You've invested in the future.

Now let's tell that story brilliantly.

Questions

Contact: Sonja Anderson, Agency Director
541.350.2778 | sonja@zo.agency


dovetail
Reimagine What's Possible
Dovetail is a Brand Reimagination and Digital Marketing Agency, helping brands grow through bold ideas, tailored strategies, and a passion for meaningful results.
City of Carbondale, IL

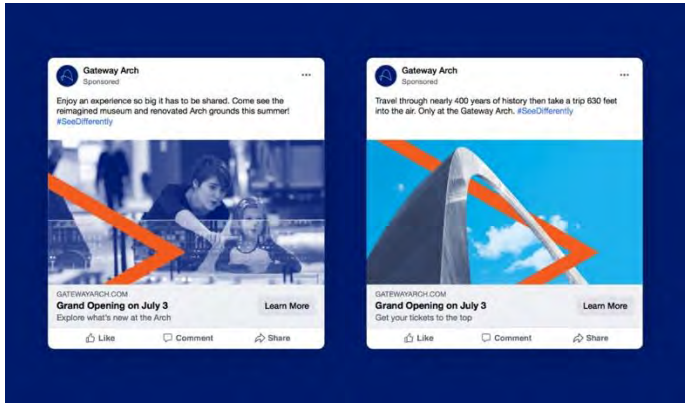
WE REIMAGINE COMMUNITIES

Dovetail is a *Brand Reimagination and Marketing Agency,* focused on big ideas that create awareness and advance the initiatives of the communities we serve.

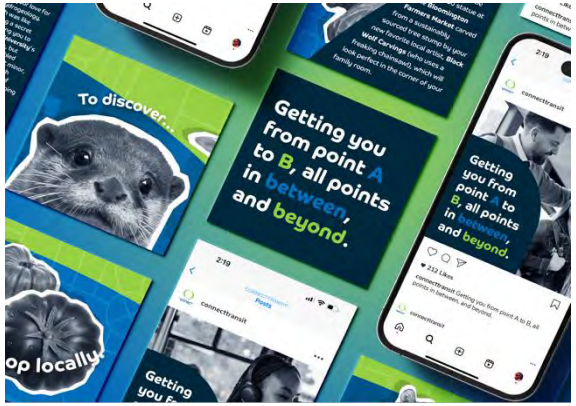
SOME OF OUR EXPERIENCE

metro®
GATEWAY ARCH
CENTRAL WestEnd
Saint Louis Zoo Animals Always®
connect TRANSIT
STL ST. LOUIS LAMBERT INTERNATIONAL AIRPORT.
GREATER ST. LOUIS INC.
WeGo Public Transit
DRURY HOTELS.
RideFinders
IndyGo SM
BRO
THE Preston
DELMAR MAKER DISTRICT
SWIC SOUTHWESTERN ILLINOIS COLLEGE











OUR REV PROCESS

Within every great community is a great brand story.

EACH PHASE OF REV REPRESENTS THE KEY PLOT POINTS OF YOUR BRAND'S SUCCESS

Relevance

We'll conduct a full brand audit, review existing marketing and City plans, and analyze tourism, economic, and audience data. Just as critically, we'll engage a wide range of stakeholders, from residents and business owners to university leaders and City staff, through interviews, surveys, and focus groups.

YIELDS: OWNABLE VALUE PROPOSITION & KPIs

Evolution

We translate insights into a clear, compelling strategy. We'll define Carbondale's target audiences and develop messaging tailored to each group. From there, we'll craft a brand positioning statement and compelling creative concept that highlights what sets Carbondale apart from neighboring communities.

YIELDS: DESIGN DELIVERABLES, CAMPAIGN PLATFORM, MEDIA PLAN AND CREATIVE PRODUCTION

Value

We'll deliver a written Strategic Marketing Plan, complete with executive summary, brand messaging toolkit, sample creative assets, and templates. From there, we'll help Carbondale move from planning into action, launching a limited pilot campaign to build early momentum and community engagement.

YIELDS: ACTIVATION, MEASUREMENT & OPTIMIZATION


WHAT DRIVES SUCCESSFUL DESTINATION MARKETING?
A Clear, Differentiated Brand Story
One Big, Bold Idea That Defines the Place
Authenticity That Reflects Real Life
Consistent Measurement & Optimization
Deep, Data-Driven Audience Insight
High-Quality, Inspiring Content
A Strong “Reason to Come Now”
Strategic Partnerships That Amplify Reach
Integrated Multichannel Marketing
Community Engagement & Local Buy-In

“Keep Austin Weird” – Austin

“Pure Michigan” – Michigan

“What Happens Here, Stays Here” – Las Vegas

“Music City” – Nashville

“I LOVE NY” – New York

Early Creative "Sparks"



EARLY CREATIVE SPARKS

BIG & BOLD

CARBONDALE ILLINOIS

Ideas we're excited to explore further...

- Initial ideas, not final directions
- Inspired by what we've heard and observed about Carbondale
- Reflect bold, unconventional, eclectic energy
- Serve as starting points for deeper exploration in the REV Process

IDEA ONE | CARBONDALE ILLINOIS

Energy & Edge

INSIGHT: Carbondale's offbeat nature and occasional "grittiness" are an authentic part of its story.

Carbondale has always been a little different, in the best way. This idea is all about expressing Carbondale's authentic nature, with a bit of a wild side...

- **Life on the Edge of Adventure**
- **Southern Illinois, Unfiltered**
- **Grit, Green, and Full of Soul**
- **Weirdly Welcoming. Always Real.**
- **The Last Place You'd Expect. The First You'll Remember.**
- **Where Outsiders Fit In**

Themes: Originality, cultural highlights, unapologetic pride, location on the "edge" of nature and adventure.

How It Could Come to Life:

- **Branded trail + culture maps**
- **Alternative, authentic content series**
- **"Adventure Passport"**









IDEA **TWO** | CARBONDALE ILLINOIS

Gateway to Nature, Culture & Contradiction



INSIGHT: Carbondale sits at the intersection of multiple "crossroads," offering a blend of experiences hard to replicate elsewhere.

Outdoor access and cultural density. Rich history and modern innovation. Academics and arts. We lean into the unique crossroads at which Carbondale lies.

- **Arts & Forests**
- **Live Music, Late Nights, Long Hikes**
- **Where the Trailhead Begins and the Night Never Ends**
- **## Murals, 1 National Forest, Infinite Stories**
- **Your Basecamp for the Unexpected**





Themes: Duality, surprise, accessibility, diversity of experience

How It Could Come to Life:

- **Sponsor plein air painting days in Shawnee**
- **Laminated trail cards with local playlist links**
- **Campfire concert nights**
- **Basecamp Carbondale Hub idea**



IDEA **THREE**

CARBONDALE ILLINOIS

Confidently Carbondale

INSIGHT: Carbondale may seem humble, but the city boasts plenty of bragging rights that can be touted in a fun, tongue-in-cheek way.

This idea is all about reclaiming Carbondale's confidence. Even if messaging uses some light hyperbole, we can elevate and celebrate the things that make us proud to be Carbondale.

- **Come See Why Carbondale Won't Be Pinned Down**
- **The Most Interesting Town in the Midwest. Maybe.**
- **The Cultural Capital of Southern Illinois. And, The World!**
- **Keep Carbondale Offbeat**

Themes: Tongue-in-cheek bravado, pride in our quirks, and a "little engine that could" attitude.

How It Could Come to Life:

- **"Interesting Person/Landmarks" trading cards**
- **Flagship brand campaign**
- **Confidently Carbondale Awards**











IDEA ONE

Energy & Edge



IDEA TWO

Gateway to Nature, Culture & Contradiction



IDEA THREE

Confidently Carbondale

CARBONDALE ILLINOIS

These early sparks are just the beginning. **Carbondale's personality, potential, and contradictions have already inspired bold ideas**, and we're excited to explore and refine them through our full REV Process. The best campaigns are born from listening, learning, and letting a city's true spirit lead. We can't wait to get started!

How We Measure Results

dovetail

We understand that our work is only as successful as the results we generate together. When it comes to city and taxpayer funded initiatives, we take it seriously to be good stewards of your resources and maximize ROI.



POTENTIAL KPIs

- Tourism/Visitor data
- Tax revenue (hotel, restaurant, local sales etc.)
- Website traffic
- Advertising click-through and view rates
- Public sentiment (measured by surveys)

WHY DOVETAIL?

Proven Expertise

We've successfully branded cities, airports, and public institutions — generating both civic pride AND measurable, bottom-line results.

Strategic & Creative

We balance insight-driven strategy with bold, attention-getting creative. Our early creative sparks are just the beginning...

Driven to Do a Great Job

It's simple: we want to make you proud. We work hard, solve problems, and treat your community with the respect and attention it deserves.

Real Partnership

We listen. We collaborate. We follow through. Our clients know we do what we say, on time and with care. We look forward to exploring ways to give back to Carbondale above and beyond our work...that's how committed we are to your success.

Focused on Economic Impact

We know this isn't just about marketing, it's about results. We build plans that drive visitation, spending, and growth. We enjoy being held accountable to tangible benchmarks.

Proposed Scope of Work

dovetail

Scope Component	Estimated Allocation	Description
Discovery and Research	$15,000	Brand audit, perception analysis, stakeholder interviews, data review, and Research & Insights Report.
Marketing Strategy Development	$15,000	Audience profiles, messaging platforms, competitive analysis, storytelling recommendations.
Creative and Tactical Plan	$20,000	Brand messaging, slogan/tagline options, tactical strategy development across key channels.
Implementation Roadmap	$10,000	Phased rollout plan, KPIs, cost modeling, roles & responsibilities, internal team recommendations.
Final Deliverables	$15,000	Strategic Marketing Plan, presentation materials, messaging toolkit, content calendar templates.
Initial Marketing Launch – Creative Development	$30,000	Pilot creative execution—paid social media, digital ads, influencer content, or promotional media.
Initial Marketing Launch – Reserved for Media Buys	$15,000	Paid media budget to be allocated across digital and/or traditional media opportunities in a pilot campaign.

Total: $120,000 All-inclusive fee. No hidden costs.

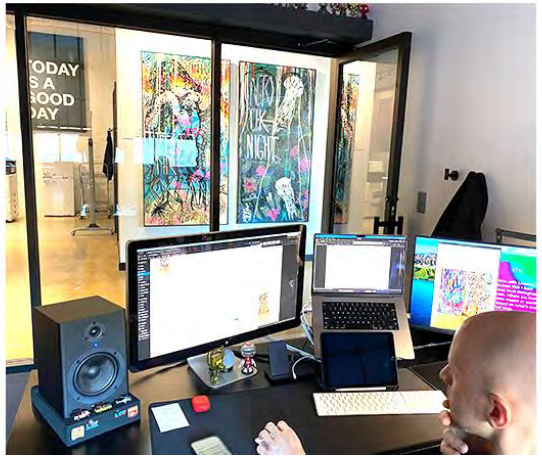
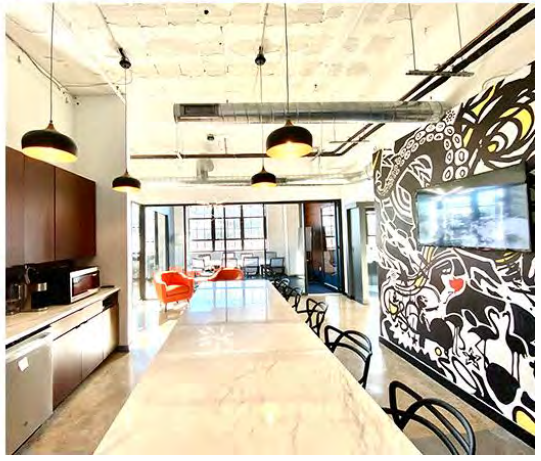
Our Rev Process will guide the development of all scoped deliverables requested in your RFP. Additional details of each scope component are included in our RFP response.









dovetail

we reimagine brands

To view our most recent work, please visit dovetail-stl.com

Strategic Marketing Plan
Council Briefing Packet

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Executive Summary and RFP Overview

The City of Carbondale issued a Request for Proposals (RFP) seeking a qualified marketing firm to develop a comprehensive Strategic Marketing Plan. This plan is designed to strengthen the City's identity, attract visitors and investment, and enhance community pride. It will serve as a roadmap for coordinated messaging and marketing efforts that align City and University communications while celebrating Carbondale's authentic character and diversity.

Background

Over the last decade, the City of Carbondale has focused on projects that rebuild its economy, embrace its many assets, and reestablish it as the cultural center of the region. This Strategic Marketing Plan represents the next step in that effort—a coordinated strategy to define and promote Carbondale's identity as a vibrant, inclusive, and forward-looking community.

In August 2025, the City released a Request for Proposals (RFP) for the development of a Strategic Marketing Plan intended to promote Carbondale as a destination for living, visiting, and investing. The response exceeded expectations—68 proposals were received from across the country and abroad. This level of interest required extending the evaluation period to ensure a thorough and equitable review process.

The project budget is $120,000, with $98,593 funded through the Energy Transition Community Grant (ETCG). Given the grant's June 30, 2026 expenditure deadline, the selected firm must complete the plan and initiate its initial rollout by that date.

Evaluation Process

Each proposal was reviewed and scored by staff using the evaluation form provided in the RFP. The scoring rubric emphasized the proposer's experience, creativity, and methodology, with attention to inclusivity, clear deliverables, and opportunities for Council review during development. Special consideration was given to proposals that demonstrated an understanding of Carbondale's diversity, alignment between City and University messaging, and authentic reflection of community character.

After evaluation, combined scores were used to identify the three proposals most closely aligned with the RFP's objectives. These top three proposals are included in this packet, along with their respective scoring sheets and review notes.

Next Steps

City Council will select the firm that will develop and deliver the Strategic Marketing Plan in time to meet the grant deadline. Staff recommends inviting the top three firms to make 10-minute presentations—either in person or virtually—during the November 18, 2025 Council meeting. Following each presentation, Council will have an opportunity to ask questions. After all presentations, Council may discuss and, if possible, reach consensus on a selection. If additional deliberation is needed, a final decision may be made at the December 9, 2025 meeting.

Key Timeline Milestones

May 24, 2024 – City qualified for the Energy Transition Community Grant (ETCG).
July 30, 2024 – Submitted grant application proposing to fund a Strategic Marketing Plan.
August 21, 2024 – Grant application approved.
November 26, 2024 – Received formal Notice of Grant Award/Grant Agreement from Illinois DCEO.
December 12, 2024 – Council authorized execution of the grant agreement.
August 11, 2025 – RFP released.
September 26, 2025 – Proposal submission deadline.
November 18, 2025 – Top three firms present to City Council.
December 9, 2025 – Council decision and authorization to proceed.
June 30, 2026 – Grant expenditure deadline; all funds must be expended by this date.

Top Three Firms and Combined Scores

Firm	Combined Score	Highlights
All Together / Kick Push	180	Comprehensive community engagement; innovative, technology-driven approach to destination marketing.
Zo Agency	168	Strong municipal and tourism marketing experience; creative vision; familiarity with Carbondale through SIU alumni staff.
Dovetail	167	Regional expertise; compelling storytelling and destination branding; emphasis on authenticity and measurable outcomes.

Staff Evaluation Summaries – Top Three Proposals

All Together / Kick Push – Combined Score: 180

All Together / Kick Push presented a comprehensive and data-driven proposal emphasizing innovation, inclusivity, and measurable outcomes. The firm outlined a detailed community engagement plan that integrates stakeholder workshops, digital outreach, and youth participation to ensure a broad representation of community voices. Their approach balances creative brand development with analytical evaluation tools, including AI-supported marketing analysis and performance tracking.

Strengths include a robust understanding of destination marketing, clear task sequencing, and an emphasis on digital storytelling that leverages both community identity and regional appeal. The proposal demonstrates strong project management discipline and an understanding of how to align City, University, and tourism messaging under one cohesive brand strategy.

The proposed timeline is realistic and well matched to the City's grant expenditure deadline. Deliverables are clearly defined, and the firm provides measurable success indicators tied to engagement and visibility outcomes. Overall, the proposal reflects a balanced mix of creativity, structure, and accountability.

Zo Agency – Combined Score: 168

Zo Agency submitted a well-structured proposal demonstrating extensive municipal and tourism marketing experience. The firm is an award-winning, woman-owned agency based in Oregon, with a diverse team of specialists experienced in destination branding, digital campaigns, and strategic communication. Their proposal reflects a deep appreciation for Carbondale's character as a university town with significant cultural and natural assets.

The proposed approach features a five-phase process incorporating brand discovery, stakeholder engagement, creative concept development, and implementation planning. Zo's Creative Director is a Southern Illinois University graduate, bringing valuable local insight and familiarity with the community's identity and audience dynamics. The team highlights collaboration, precision, and authenticity as core principles in their work.

Strengths include proven performance with other cities, clear communication structure, and strong creative capability. The proposal emphasizes authenticity and sustainable engagement but places slightly less emphasis on digital analytics and measurement tools compared to other top-scoring submissions. Overall, Zo Agency offers a capable and

experienced team with a strong alignment to Carbondale's values and community-focused objectives.

Dovetail – Combined Score: 167

Dovetail is a St. Louis–based strategic creative and branding agency with more than 40 years of industry presence and significant regional experience. The firm's proposal demonstrates a strong understanding of Carbondale's cultural dualities, balancing its university energy, creative independence, and natural surroundings. Their 'REV Process' framework emphasizes Relevance, Evolution, and Value, providing a clear structure from research through activation.

The proposal includes detailed stakeholder engagement plans, comprehensive brand analysis, and clearly defined deliverables. Dovetail's creative concepts—such as 'Energy & Edge' and 'Confidently Carbondale'—reflect thoughtful exploration of how the City's authenticity and diversity can be expressed through storytelling. The budget aligns precisely with the City's funding limits and includes a small pilot launch to build early momentum.

Strengths include deep experience in public-sector branding, strong creative and analytical integration, and a well-structured methodology. The proposal is well balanced but less locally connected than the other two finalists. Overall, Dovetail presents a professional, comprehensive, and conceptually sophisticated plan consistent with the City's strategic goals.

Proposal Summary Table

	Company	Headquarters	Website	Combined Score
Top Three Scores	**All Together/Kick Push**	**Evanston, IL**	**https://www.alltogetherstudio.com/ https://www.kickpushtravel.com/**	**180**
	Zo Agency	**Bend, OR**	**https://zo.agency/**	**168**
	Dovetail	**St. Louis, MO**	**https://dovetail-stl.com/**	**167**
	Locality Studio	St. Louis, MO	https://localitystudio.com/	165
	Purpose Brand	Chicago-based	https://purposebrand.com/	163
	Red Letter	Cape Girardeau, MO	https://www.rlci.com/	161
	The Highest Pony	Southern Illinois region	https://www.thehighestpony.com/	160
	Destination by Design	Boone, NC	https://destinationbydesign.com/	156
	Digital Relativity	Charleston, WV	https://digitalrelativity.com/	156
	Yard & Co/Ken Stapleton	Cincinnati, Ohio	https://www.buildwithyard.com/ https://www.ksa-urban.com/	152
	McD	Pekin, IL	https://mcdanielsmarketing.com/	149
	Ace Creatives	Staff appear to work remotely, Phone number points to North Carolina	https://www.acecreatives.co/	148
	Chandlerthinks	Nashville, TN	https://chandlerthinks.com/	148
	Matter	Cincinnati, OH	https://leapgroupnetwork.com/	147
	Narratent	Chicago's South Loop	https://www.narratent.com/	146
	HANDSHOE	OH | NYC | DC	https://handshoe.com/	140
	Agency H5	Chicago, IL	https://agencyh5.com/	139
	BLKDOG	Glens Falls, NY	https://blackdogllc.com/	135
	Groundfire Agency	Chicago, IL	https://www.groundfireagency.com/	134
	Jump	St. Louis MO	https://www.jumpcompany.com/	130
	Joy Riot	Alexandria, VA	https://www.joyriotagency.com/	128
	DCC Marketing	Chicago, IL	https://dccmarketing.com/	127

Sub Rosa	Greater Chicago area?	https://loiegreenwood.com/	127
GrahamSpencer	Rockford, IL	https://grahamspencer.com/	122
GMCI	Elgin, IL	https://gmcicreative.com/	120
The Vine Communications	Kerrville, TX	https://www.thevinecommunications.com/	120
WeUsThem	Halifax, NS, Canada	https://weusthem.com/	120
CStreet Creative	Country Club Hills (Chicago Land), IL	https://www.cstreetcreative.com/	117
Imagine & Phoenix Advantage	Manassas, VA	https://imaginedc.net/ https://phoenixadvantage.com/	117
Piper & Gold Public Relations	Lansing, MI	https://www.piperandgold.com/	117
Upwrite Group	Marion, IL	https://www.theupwritegroup.com/	114
TPMA	Indianapolis, IN	https://www.tpma-inc.com/	113
Badolato Consulting	Seattle, WA	https://www.badolatoconsulting.com/	110
Triad	Cuyahoga Falls, OH	https://www.triadadv.com/	110
HCP	Tampa, FL	https://www.hcpassociates.com/	109
ClickRain	Sioux Falls, SD	https://www.clickrain.com/	107
Resonance	New York (primary location for this project), Vancouver and Brussels	https://resonanceco.com/	106
Avery Marketing	St. Louis region	https://averymarketingagency.com/	104
Bauerhaus Design	Fairview Heights, IL	https://www.bauerhaus.com/	104
RJL Solutions	Evansville IN (area code)	https://www.rjlsolutions.com/	103
JSC	Atlanta, GA	https://www.jscadvertising.com/	102
Changes	Southwest MO?	https://www.changesmarketing.com/	101
Yellow Dog Creative and Spectrum	Marquette, MI	https://yellowdogcreative.com/	100
Label Maker	Founder lives in NYC, staff spread across the country	https://labelmaker.nyc/	98

Hawke Media		Santa Monica, CA	https://hawkemedia.com/		95
Co-Communications		West Hartford, Connecticut	https://cocommunications.com/		93
Destination IQ		Buena Vista, CO	https://destinationiq.com/		93
The Deciding Factor		Mason OH	https://decidingfactor.us/		93
8th Generation Consulting		Springfield, IL	https://www.8thgenconsulting.com/		92
Addis Enterprises		Lansing, MI	https://aenow.com/		91
Precision Consulting		Las Vegas NV	https://precisionconsultingcompany.com/		91
Monigle		Denver/New York	https://www.monigle.com/		88
Octagon Media		Baton Rouge, LA	https://www.octagonmedia8.com/		88
Raborn Media		Charlotte NC (Area code of staff member)	https://rabornmedia.com/		88
American Structurepoint		Indianapolis, IN	https://www.structurepoint.com/		86
Shark & Minnow		Cleveland OH	https://www.sharkandminnow.com/		86
Gravity Global		London, UK (Corp headquarters w/offices around the world)	https://www.gravityglobal.com/		82
HUB		Portland, OR	https://www.hubltd.com/		81
Chemistry Multimedia		St. Louis, MO	https://chemistrymultimedia.com/		78
Get Back Here Dog		Denver, CO (based on phone#)	https://www.getbackheredog.com/		76
Marketing House New York		NYC	https://www.marketinghouse.nyc/en/		74
Honey Media		Orlando, FL	https://www.honeymedia.co/		70
Hirons		Indianapolis, IN	https://hirons.com/		66
Sycamore Legacy Consulting		Beachwood, OH	https://www.sycamorelc.com/		58
Place Promoters		Michigan (maybe?)	https://placepromoters.com/		55
MKR		Milwaukee/Indianapolis	https://mkragency.com/		53
Loud Cloud		Edmond OK	https://loudcloudanimation.com/		40
MediaLink		Rock Island, IL	https://medialinkinc.com/		37

DESTINATION & BRAND
MARKETING STRATEGY FOR

City of Carbondale

All Together.

kick push™

Cover Letter

September 26, 2025

Steven Mitchell
Economic Development Director
City of Carbondale

Dear Steven,

All Together is excited to partner with Kick Push to submit our proposal for Carbondale's destination and brand marketing strategy development. This collaboration combines All Together's community-centered branding and planning expertise with Kick Push's cutting-edge AI visibility and data-driven tourism marketing to deliver a marketing strategy that positions Carbondale at the forefront of destination marketing's evolving landscape.

We are partners united by a shared passion for place storytelling.

At All Together, we are passionate about helping communities discover that their most authentic qualities are often their most marketable ones. We bring together urban planners, brand strategists, and designers who specialize in translating complex community narratives into compelling brand platforms to drive economic growth. Kick Push brings innovative AI visibility, search data analysis, and future-focused digital marketing strategies that help destinations get discovered by real travelers. Together, we offer the rare combination of deep community engagement with digital marketing tools to deliver results.

We create brands that work as both municipal identity and economic development tools.

Our approach develops comprehensive brand platforms that serve multiple purposes—creating visual and messaging systems that work seamlessly across municipal communications, tourism promotion, business attraction, and community pride building. We specialize in capturing the true character of places like Carbondale and translating that essence into flexible identities that work whether someone encounters your community through a City Council presentation or an AI-generated travel recommendation. This isn't just a logo—it's a platform that unifies all your growth efforts while celebrating what makes Carbondale genuinely distinctive.

We work alongside you as true partners.

This ensures your brand strategy emerges from authentic community input while leveraging the latest innovations in destination marketing. Our stakeholder engagement process—including extensive listening sessions, community surveys, and partnership development—is designed to support community buy-in. We're not just consultants who deliver reports—we're committed to your long-term success, providing hands-on launch support and practical tools your team can use to maintain momentum.

We look forward to the opportunity to work alongside you. All Together.

Best,



Rachael Aziz
Principal, All Together
raziz@alltogetherstudio.com
847.261.4046 | alltogetherstudio.com

Our Team

Our firm + key personnel



All Together.

is a design studio focused on community engagement, branding, and placemaking. Our engagement results in joyful experiences for communities and their stakeholders through the built environment, branded communications, or programming that captures the spirit of the place.

COMMUNITY ENGAGEMENT

From the very beginning of each project, we craft a strategic and fully inclusive engagement process—from one-on-one conversations to engaging group conversations to broad-reaching online platforms.

BRANDING & COMMUNICATIONS

We work to instill pride in a sense of place and ensure all project deliverables capture the essence of a place and its people through powerful narrative, creative messaging and beautiful design.

PLACEMAKING & STORYTELLING

We ensure communities tell their story through programming and the built environment.

ALL TOGETHER IS A LIMITED LIABILITY PARTNERSHIP INCORPORATED IN ILLINOIS. WE ARE A REGISTERED WBE/DBE WITH THE CITY OF CHICAGO.

We branded Obama's pride and joy and a national monument...



... and we shaped the future of Chicago with the City's first master plan since the 1960s.



We captured the identity of one of Indy's cultural district with a rich history...



... and helped tell the stories of a vibrant community and former Underground Railroad site in Kansas City, Kansas.



We’re changing the game

Kick Push is a destination marketing firm that refuses to blend into the beige wall of generic travel content. We help tourism destinations get discovered by real travelers through innovative strategies, live search data, and AI-driven visibility engineering that deliver results.

Our visibility-focused method proves that less can do more. We help destinations achieve higher ROI with modest investments. This means small tourism boards can compete with destination giants, even on smaller budgets.

Let's build your destination's visibility for the future of travel discovery.

What Sets Us Apart

While others perfect yesterday's marketing tactics, we're building tomorrow's visibility.

Data-Driven Strategy
We build transformative campaigns using live search data and real-time insights, not assumptions or guesswork

AI Visibility Engineering
We make sure your destination appears in AI-generated travel recommendations across platforms

Search Optimization
We position your authentic attractions where travelers will actually find them

Permanent Visibility Assets
We create digital presence that compounds over time, not temporary marketing tricks

Key Personnel



RACHAEL AZIZ

ALL TOGETHER • *PARTNER*

Rachael is a designer and urban planner with a passion for creating place-based brand identities that are rooted in empathy, equity, and storytelling. As a co-founder of All Together, she leads branding and experiential marketing campaigns that bring visibility, pride, and clarity to communities of all sizes. With a background in both planning and design, Rachael's work lives on signage, public art, wayfinding systems, and along trails and streetscapes across the country.



MARISA SCHULZ

ALL TOGETHER • *PARTNER*

Marisa is an urban planner, writer, and facilitator with over 20 years of experience leading place-based communications projects across the public, private, and civic sectors. As a co-founder of All Together, she translates complex community narratives into clear, compelling brand strategies rooted in engagement and equity. From Detroit to Austin to Santiago, Chile, Marisa has worked alongside communities to ensure their voices shape how places are seen, valued, and invested in



JENNIFER FOURNIER

KICK PUSH • *PARTNER*

Jennifer leads Kick Push's service development and innovative strategy, drawing from nearly 20 years of building and scaling growth-focused agencies that solve complex marketing challenges. She drives the company's competitive positioning and service excellence, specializing in transforming under-the-radar destinations into serious competitors through data-driven SEO and AI visibility strategies.



HILARY KANUCH

KICK PUSH • *PRINCIPAL*

Hilary serves as Principal at Kick Push, where she develops content strategies and written materials for clients in the destination and travel industry. She combines expertise in content marketing, copywriting, and AI prompt engineering to strengthen client visibility and engagement, while also advancing the company's own marketing and thought leadership initiatives.



ROBIN MARQUAND

ALL TOGETHER • *DESIGNER*

Robin is a multidisciplinary designer with a background in both architecture and visual communication. She brings a systems-thinking approach to branding, combining thoughtful strategy with bold, inclusive design. Her work is rooted in storytelling, often using illustration and playful visual language to create people-centered identities. At All Together, Robin contributes to the development of brand systems that are flexible, meaningful, and visually cohesive—always with an eye toward equity and authenticity.



KRISTIAN GIST

ALL TOGETHER • *STRATEGY*

Kristian is a brand strategist and copywriter who specializes in helping organizations uncover and articulate their most authentic stories. With over a decade of experience spanning marketing, sales, and strategic planning, she brings a multidisciplinary lens to every project—bridging creative messaging with real-world impact. For municipalities and mission-driven organizations, she offers a strategic voice that aligns messaging with values—ensuring the brand resonates with internal stakeholders and the broader public alike.



ESTHER GALANTOWICZ

KICK PUSH • *PARTNER*

Esther ensures Kick Push delivers operational excellence while preserving the company's distinctive brand presence. She develops systems that support scalable growth for destination marketing clients and oversees both client relationships and internal frameworks. With more than two decades of experience transforming companies and building marketing organizations, she consistently positions tourism destinations to compete effectively and achieve sustainable growth.

Our Approach

Scope, timeline, and cost estimate



Our Approach

EMBRACING AUTHENTICITY FOR ECONOMIC GROWTH

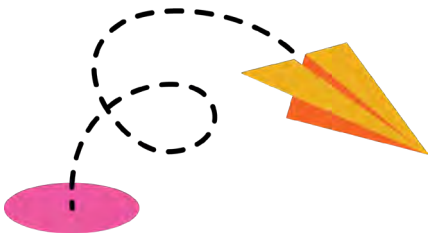
Carbondale stands at a crossroads where authenticity meets opportunity. Your community's genuine character—from Southern Illinois University's creative energy to downtown's emerging cultural scene to your gateway position for Shawnee National Forest adventures—isn't something to soften for broader appeal. It's your greatest economic development asset.

For this project, All Together is partnering with Kick Push, bringing together our specialized expertise in community-driven branding with their cutting-edge AI visibility engineering and data-driven tourism marketing. This partnership allows us to offer the deep community engagement and authentic storytelling that All Together is known for, combined with Kick Push's innovative approach to future-focused destination visibility.

Our Philosophy: Trust Through Character

Carbondale can be both a trustworthy, well-managed municipality and a place with personality. In fact, these qualities reinforce each other. Communities that embrace their distinctive character while demonstrating competent governance create the kind of differentiation that drives sustainable economic growth.

Your recent investments prove this balance is already happening: the new Southern Illinois Multimodal Station, downtown revitalization through TIF funding, the reopening of venues like Hangar 9, and successful event activation through Sunset Concert Series and the Lights Fantastic Parade. These aren't just infrastructure—they're platforms for economic storytelling.



Our approach centers on three bold strategic pillars that will set Carbondale apart:

1 Embrace Your Weird

Drawing directly from our wildly popular "Keep It Weird" presentation at Destinations International—a collaboration between All Together and Kick Push—we'll help Carbondale identify and amplify the quirky, unexpected, and genuinely interesting aspects of your community that make visitors curious. This proven methodology isn't about manufactured quirkiness—it's about uncovering the authentic stories that already exist and giving them the platform they deserve through compelling visuals, messaging, and experiences that drive real visitor engagement.

2 Bring It All Together

Rather than treating SIU, Shawnee National Forest, and downtown as separate entities, we'll position Carbondale as the vibrant center where academic creativity, outdoor adventure, and cultural activation intersect. This creates a unique value proposition that no other community in the region can claim—a place where professors and students fuel innovation, outdoor enthusiasts find their basecamp, and visitors discover unexpected cultural experiences.

3 AI-Era Visibility Strategy

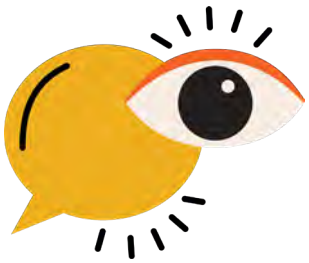
We're at an inflection point in how travelers discover destinations. AI-powered search and recommendation engines are fundamentally changing travel planning, and this shift creates unprecedented opportunities for communities willing to adapt. Through Kick Push's specialized AI visibility engineering, we'll position Carbondale at the forefront of tourism marketing's future by creating strategic content that feeds these new discovery systems. By developing authoritative, valuable digital content about Southern Illinois experiences—from Shawnee Forest adventures to downtown discoveries—Carbondale will become the primary source that AI systems reference and recommend, establishing digital authority that drives sustainable visitor growth as technology evolves.

Our Approach *(continued)*

Why This Approach Works

Carbondale's proximity to Shawnee National Forest isn't competition for downtown—it's a catalyst (they are the 5th most searched forest in the US). Adventure seekers need places to eat, drink, and stay. They want local recommendations and authentic experiences. Meanwhile, SIU brings a constant flow of visitors—families, prospective students, academic conferences, cultural events—who extend their stays when there's compelling activation downtown.

By positioning downtown Carbondale as the perfect base camp for outdoor exploration while celebrating the community's creative spirit, we create a compelling value proposition that serves both day-trippers and overnight visitors.



SCOPE OF WORK

PHASE 1

DISCOVERY + COMMUNITY LISTENING

October 2025 - January 2026

Task 1.1: Project Kickoff & Team Formation

Host a project kickoff with City leadership to establish shared expectations, timeline, and communication protocols. Form a Project Team including city staff, elected officials, business leaders, and community representatives to provide guidance throughout the process. Schedule biweekly team meetings to ensure momentum and alignment.

Task 1.2: Brand & Communications Audit

Conduct a review of Carbondale's existing brand presence across all channels, including digital platforms, signage, promotional materials, and recent marketing efforts. Analyze current website performance, social media engagement, and digital search presence. Document photography assets and digital marketing toolkit to identify gaps.

Task 1.3: Stakeholder Engagement

Design and facilitate ~12 stakeholder listening sessions with diverse community voices, including:

- City leadership and department heads
- Business owners and entrepreneurs
- SIU representatives and students
- Community organizations and nonprofits
- Residents from different neighborhoods
- Regional tourism partners
- Previous visitors and event attendees

Sessions will uncover authentic community stories, identify pride points, and understand perception challenges while building buy-in for the marketing strategy.

Task 1.4: Community Survey & Digital Outreach

Launch a comprehensive community survey to gather broad input on brand perceptions, community values, and growth priorities. Utilize City channels, social media, and community networks to ensure strong participation across demographic groups. Include a Spanish-language version to ensure inclusive participation.

Task 1.5: Cultural Asset Discovery & Community Tour

Research Carbondale's unique history, cultural landscape, and hidden gems through the digital landscape, guided community tours, historical society consultation, and informal discovery sessions. Map physical, digital and cultural assets while identifying storytelling opportunities that showcase authentic community character.

Task 1.6: Market Analysis & Asset Assessment

Analyze Carbondale's position relative to regional destinations and comparable university communities nationwide. Identify unique differentiators, target audience opportunities, and positioning strategies. Research successful models of university town tourism integration and outdoor recreation gateway communities. Evaluate opportunities for strategic partnership with Southern Illinois University and the National Forest Service, including joint marketing initiatives, event collaboration, alumni engagement, and positioning the university and the forest as community assets rather than separate entities.

Task 1.7: Discovery Findings Presentations

Present comprehensive Phase 1 findings to the Project Team, including research insights, community themes, competitive analysis, and strategic recommendations that will guide brand development. Include presentation of visual aesthetic moodboards that demonstrate potential creative directions based on community character and positioning insights. A presentation to City Council will follow feedback from the project team.

Approach & Scope (continued)

PHASE 2 BRAND STRATEGY DEVELOPMENT

January - March 2026

Task 2.1: Target Audience Development

Define primary and secondary target audiences with detailed demographic and psychographic profiles based on discovery research findings. Develop audience personas that reflect Carbondale's unique positioning and growth opportunities, including motivations, travel behaviors, and communication preferences that will guide messaging and channel strategies.

Task 2.2: Destination Development Strategy

Identify and position Carbondale's unique characteristics as competitive advantages for tourism and economic development. Develop a framework for evaluating which authentic community elements can be leveraged as destination draws while maintaining municipal credibility. Create an approach for transforming local assets—from cultural quirks to natural proximity to university connections—into compelling visitor experiences and business attraction tools.

Task 2.3: Brand Platform & Narrative Framework

Develop Carbondale's brand foundation, including brand values and key messaging pillars. Create a distinctive brand voice and tone that reflects community character—approachable yet ambitious, authentic yet aspirational. Establish a messaging framework for different audiences, including visitors, businesses, residents, and investors. Craft a compelling brand story that connects Carbondale's heritage with its future vision. Develop storytelling templates and content frameworks that City staff can use across communications channels. Include specific guidance for highlighting community diversity, university partnership, and outdoor recreation access.

Task 2.4: Visual Identity Development

Develop a comprehensive new visual identity system, including logo concepts, color palette, typography, and graphic elements that authentically reflect Carbondale's character and strategic positioning. Present multiple creative directions that balance municipal professionalism with a distinctive personality. Create a flexible brand system that works across tourism marketing, economic development, and municipal communications.

Task 2.5: Brand Strategy Presentation

Present refined brand platform and strategic direction to Project Team and City Council for review and approval before moving to implementation planning.

PHASE 3 IMPLEMENTATION & LAUNCH STRATEGY

March - May 2026

Task 3.1: Marketing Strategy Development

Create a detailed marketing strategy with near- and long-term approaches for tourism promotion, business attraction, and community pride building. Deliverables include:

- Target audience strategies and messaging frameworks for each segment
- Channel and platform recommendations prioritizing AI-era visibility and digital engagement
- Content marketing strategy establishes Carbondale as the authoritative source for Southern Illinois experiences
- Sustainable process flow with social media AI prompts, photo guidelines, and messaging guidelines to keep the strategy running smoothly after implementation.
- Key performance indicators and measurement tools for evaluating marketing success
- Partnership development framework for regional tourism organizations, Southern Illinois University, Shawnee National Forest businesses, and Illinois tourism bureaus
- Earned media strategy with relationship-building protocols, press release templates, and brand activation concepts
- Phased 18-month implementation timeline with quarterly milestones and budget estimates

Task 3.2: Creative & Tactical Plan

Design a complete brand toolkit and physical implementation strategy, including brand usage guidelines, template library for City departments, wayfinding recommendations, streetscape and mural manifestations, and print material guidelines that bring the brand to life throughout the community.

Task 3.3: Final Presentations

Present a complete strategic marketing plan, brand toolkit, and implementation roadmap to Project Team and City Council. Deliver comprehensive brand guidelines, template library, and detailed transition plan that prepares City staff for independent brand implementation and ongoing marketing execution.

Task 3.4: Implementation Launch Support

Following City Council approval of the final strategic marketing plan, provide hands-on launch support to execute initial marketing activities. Services include staff training on brand implementation and content creation, strategic direction on marketing tech stack, launch of pilot digital advertising campaigns using approved messaging and creative assets, development of social media content templates with AI prompts for ongoing creation, and direct campaign management support to ensure successful rollout of the new brand strategy.

Cost Estimate

Carbondale Destination & Brand Marketing Strategy

Friday, September 26, 2025

Work Scope/Phases/Tasks/Hours/Fees

		ALL TOGETHER	KICK PUSH
		Staff Hours	Staff Hours
PHASE ONE	Task 1.1: Project Kickoff & Team Formation	12	5
	Task 1.2: Brand & Communications Audit	8	20
	Task 1.3: Stakeholder Engagement	32	
	Task 1.4: Community Survey & Digital Outreach	14	
	Task 1.5: Cultural Asset Discovery & Community Tour	32	13
	Task 1.6: Market Analysis & Asset Assessment	36	16
	Task 1.7: Discovery Findings Presentations	42	12
	Phase One Subtotal Hours by Firm	*176*	*66*
	Phase One Subtotal Professional Fee by Firm	*$29,040*	*$10,725*
	Phase One Subtotal Professional Fee		
PHASE TWO	Task 2.1: Target Audience Development	12	6
	Task 2.2: Destination Development Strategy	12	45
	Task 2.3: Brand Platform & Narrative Framework	32	
	Task 2.4: Visual Identity Development	60	
	Task 2.5: Brand Strategy Presentation	36	12
	Phase Two Subtotal Hours by Firm	*152*	*63*
	Phase Two Subtotal Professional Fee by Firm	*$25,080*	*$10,395*
	Phase Two Subtotal Professional Fee		
PHASE THREE	Task 3.1: Marketing Strategy Development	22	50
	Task 3.2: Creative & Tactical Plan	50	
	Task 3.3: Final Presentations	32	12
	Task 3.4: Implementation Launch Support	40	24
	Phase Three Subtotal Hours by Firm	*144*	*86*
	Phase Three Subtotal Professional Fee by Firm	*$23,760*	*$14,190*
	Phase Three Subtotal Professional Fee		
	Total Hours by Firm	472	215
	Subtotal Professional Fee by Firm	$77,880	$35,475

Subtotal Professional Fee =	$	113,355
Expense Estimate*	$	2,600
Pilot Campaign Launch**	$	4,000
Total Project Budget =	**$**	**119,955**

Blended Hourly Rate	
All Together	$165
Kick Push	$165

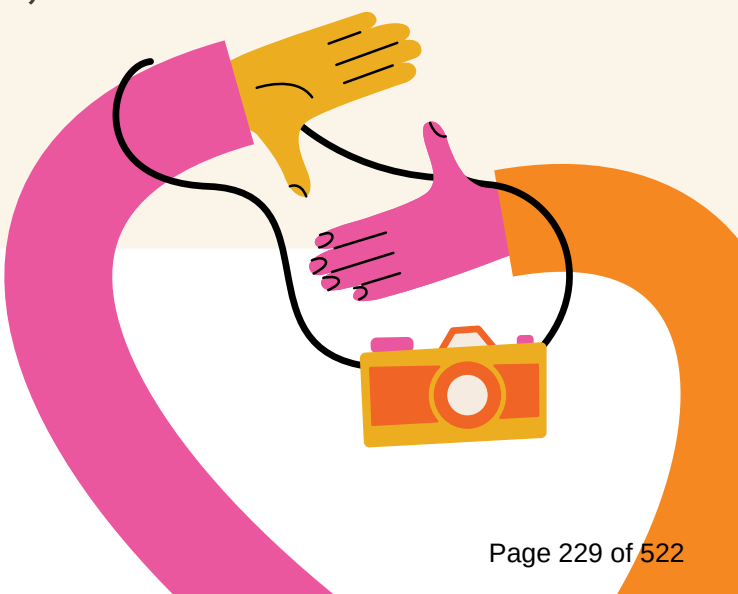
**Includes flights and hotels for three trips , plus printing costs and incidentals*

***Based on our experience, this budget estimate covers typical pilot campaign launch costs. If the launch requires additional funding, our team will match the allocated amount to ensure campaign success.*

Our Portfolio

Our work and references

WE'VE CREATED
BRANDS FOR
CITIES, DISTRICTS,
NATIONAL MONUMENTS,
& DESTINATIONS.
ALL TOGETHER.



You'll find a sample of our work on the following pages. Click here for more eye candy.

EXPLORE OAK PARK and Beyond

DO WEST of CHICAGO







SEO STRATEGY DELIVERED:

Visibility you don't have to buy:
Based on typical Google Ads costs for our terms, the traffic we earned would have cost over **$540K to purchase.**

Rankings that move the needle:
Top-3 Google placements grew from **40 → 132 (+230%).**

Broader footprint:
First page search presence grew from **236 → 2,181 (+825%).**

More qualified visitors:
Unpaid search traffic increased from **5.8K → 17.7K (+205%).**

EXPLORE OAK PARK & BEYOND BRAND STRATEGY

DUE WEST OF CHICAGO

Crafting a regional identity that captures the charm, character, and complexity of Chicago's Near West communities—and making sure travelers can find it.

Just west of Chicago lies a collection of communities steeped in history, full of local flavor, and brimming with personality—but a fragmented identity made it difficult for visitors to understand the full picture. All Together partnered with Visit Oak Park to lead a comprehensive rebrand that would unify the region and position it as a must-see destination.

We guided the organization through a full naming process, landing on Explore Oak Park & Beyond—a brand that balances Oak Park's recognition with the promise of something more. We developed a fresh visual identity, playful messaging, and flexible campaign language that speaks to food lovers, families, cultural travelers, and outdoor explorers alike. From community-informed storytelling to an action-oriented tagline—Do More, Just Due West—we built a brand that invites visitors to discover everything this region has to offer.

At the same time, our digital strategy partner Kick Push transformed Oak Park's search visibility to compete with much larger destinations. Within a year, targeted SEO strategy turned focused search visibility into exponential growth, allowing Oak Park to punch above its weight in the crowded Chicago tourism market. Rather than chasing broad keyword lists, they targeted the specific searches travelers actually use when planning a visit—those higher-intent moments that signal someone is close to booking. We built content that answered planning moments better than ads could, creating sustainable growth that amplifies authentic storytelling with measurable discovery and engagement.

Details:

Start Date: August 2024
Completed: April 2025
SEO + Ad Support: Ongoing

Reference:

Annie Coakley
Executive Director
Explore Oak Park & Beyond
annie@visitoakpark.com

All Together. kick push™









Just due west of Chicago, you'll find an area steeped in some of Windy City's greatest hits. It's the kind of place where internationally renowned architecture, myriad cultures, hundreds of miles of trails, and the best-of-the-best Italian beef all come together under the soft glow of vintage signs. You'll arrive in districts that grew up and around the train—places where legendary figures and gangsters called home or an escape. You'll explore destination-worthy shops, a smorgasbord of global cuisine, and streets that fill up with year-round cultural festivals, races, and holiday events. Here, just due west, you'll discover some of the best things about this area have been preserved for you to sip, sample, and dive in.

Do more, just due west.







DOWNTOWN BRANDING, COMMUNICATIONS + DIGITAL DISCOVERY

LEMONT, ILLINOIS

Celebrating what's real about this downtown.

Inspired by the legacy of hustle in its hills, quarries, and canals, our team designed a comprehensive brand system and communications strategy for Downtown Lemont. Our process included extensive stakeholder outreach and collaboration with Lemont business owners, residents, and organizations. The area—brimming with outdoor recreational spots like The Forge—is a hot spot for adventure seekers, historic architecture lovers, and Chicagoans who want a view with their beer. Along the way, we collected stories, kayaked the waterways, and fell in love with the genuine vibe of this town. This brand showcases that you can't fake real, and you don't have to when you're Lemont.

Working with digital strategy partner Kick Push, we uncovered 700,000+ relevant searches every month—an untapped audience now within reach through targeted content. In just a few months, Lemont captured visibility to grow unpaid traffic by 162% on optimized content, ensuring the brand's authentic stories reach travelers actively planning their next adventure.

Since the brand, we've redesigned Lemont Downtown's website, launched a number of placemaking initiatives, and even designed a mascot. The results? 44% increase in total website users since brand launch, +277% subscriber growth for e-newsletter, a 54% increase in Facebook followers, and 230,000 *new* visitors to downtown in 2021. Due to our marketing efforts, Lemont was listed as one of the top daytrips from Chicago by TimeOut.

Details:

Start Date: April 2021
Completed: September 2021 (ongoing retainer with the Village for marketing + placemaking support)

Reference:

Jason Berry
Economic Development Director
Village of Lemont
JBerry@lemont.il.us

All Together.

kick push™





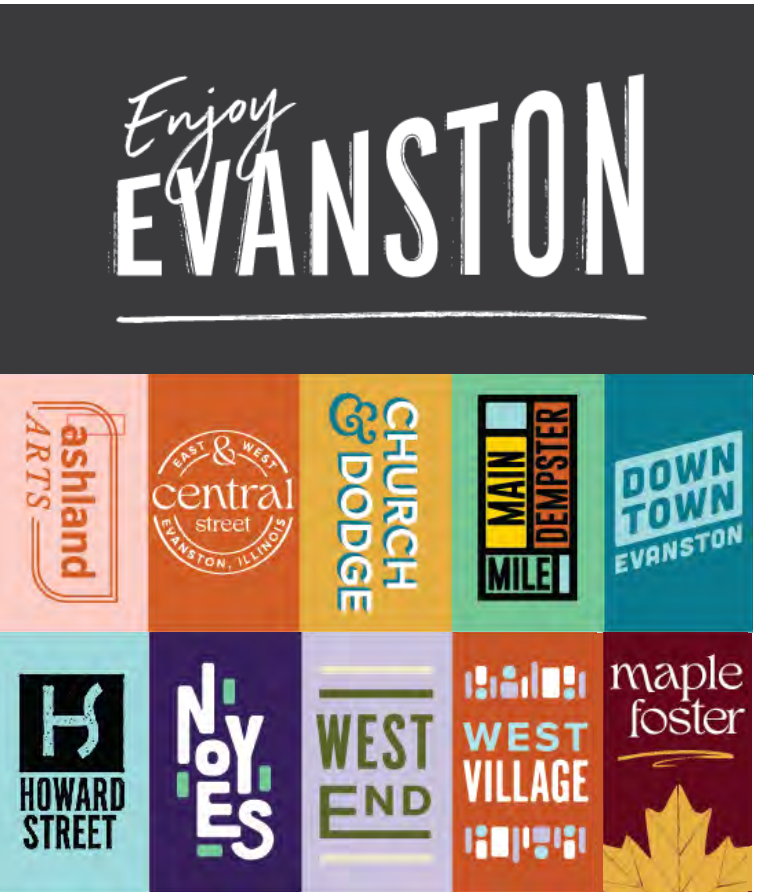




LEMONT DOWNTOWN ESTD 1836

You can't fake real, and you don't have to when you have the most picturesque terrain in Chicago and the best outdoor activities in the Midwest. Our downtown eateries, taverns, and shops are nestled into our hills and housed in original limestone buildings stamped with the names of families who have been here for generations. In these buildings, you'll find local makers who took a leap to create one-of-a-kind food, shops, and adventures. We're continuing this legacy of hustle into the future by investing in recreation, transit-oriented development, and state of the art waterfront parks. No matter where you find yourself in Downtown, you'll always experience

LEMONT REAL.







ENJOY EVANSTON BRANDING + COMMUNICATIONS STRATEGY

EVANSTON, ILLINOIS

Uniting districts. Celebrating identity.

How do you connect people to place—and to the businesses that bring a city to life? With Enjoy Evanston, the City of Evanston set out to create a shared identity across all ten of its business districts, bringing them together under one cohesive brand and communications hub.

The brand was born from a citywide effort to reimagine Evanston's commercial corridors. With Enjoy Evanston, that vision became visible: in unified street pole banners across the city, in coordinated social media channels, on a central website offering business news, local spotlights, and events, and through a comprehensive gateway signage system. We designed four distinct sign types—kiosks, over-the-street signs, vertical gateways, and murals—that could be customized for each district while maintaining visual cohesion. Each district retains its unique personality—but now has a shared platform that amplifies it.

One particularly meaningful update: the Howard Street corridor now carries the same branding on both the Evanston and Chicago sides of the street. A simple change, but a powerful one—signaling alignment, investment, and a sense of belonging that crosses boundaries.

Enjoy Evanston is more than a marketing campaign. It's a way to help people recognize the character of a place, feel pride in where they shop and gather, and see their city investing in the neighborhoods they love.

Details:

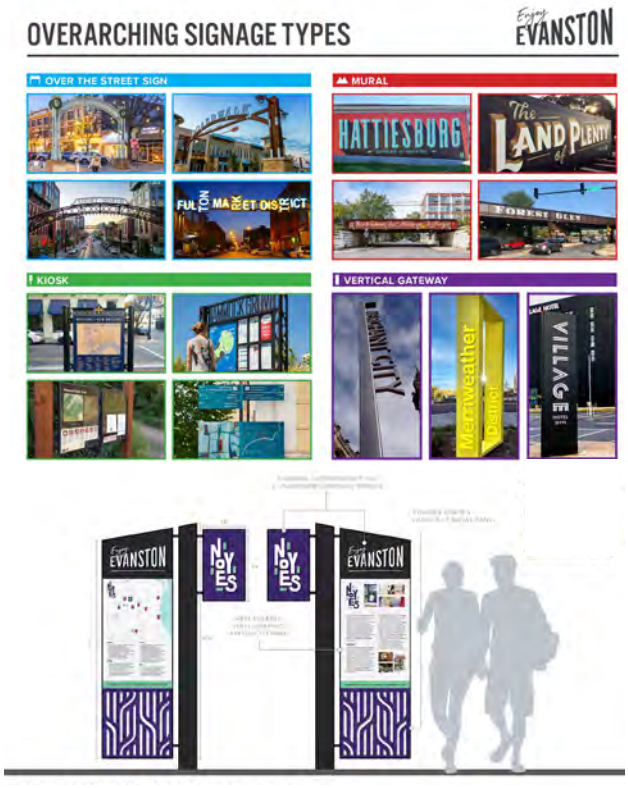
Start Date: December 2023
Completed: November 2024

Reference:

Katie Boden
Economic Development Coordinator
City of Evanston
kboden@cityofevanston.org
847.448.8132

All Together.







Evanston is one of America's best places to live, but also a place to explore. Our city has ten neighborhoods and commercial districts, each with a distinct personality and flavor. From the artistic energy of West Village to the lakefront charm of Central Street, from Downtown's bustling corridors to the creative spirit of Ashland Arts—every corner tells a different story. We invite you to step outside your door, discover what each district is all about, and see how individual character creates collective strength. Because when we celebrate what makes each place unique, we amplify what makes Evanston extraordinary.

Enjoy Evanston









CITY OF PARK RIDGE REBRAND AND MARKETING STRATEGIES

CITY OF PARK RIDGE

Lifting up the love of a community.

All Together was brought on as a strategy and design partner to help the City of Park Ridge tell its story through visual and messaging campaigns.

We worked with residents, business owners, the Chamber, community organizations and elected officials to rebrand the City and its individual business districts for residents and visitors alike.

The results? A unified branding system and an implementation guide that will help the City launch the brand, coordinate with multiple brand ambassadors, and continue to tell its story to different target audiences long into the future.

It's Wholeheartedly, Park Ridge.

Details:

Start Date: January 2023
Completed: November 2023

Reference:

Leisa Niemotka
Administrative Services Manager
City of Park Ridge
lniemotka@parkridge.us

All Together.







Park Ridge offers the best of both worlds– a deep heritage with an eye to the future. Our timeless qualities and destination-worthy offerings keep people coming back, whether looking for a place to call home or dining al fresco on a summer evening. Next door to Chicago with boutique shopping and tree-lined streets, Park Ridge is a modern heirloom. A place where people come together, take great pride in their city, and fall in love for the first time or all over again.

Wholeheartedly, Park Ridge















WEST ST. PAUL BRAND REFRESH

WEST ST. PAUL, MN

Embracing the Weird and Wonderful

West St. Paul doesn't need a new logo—it needs a brand that captures its authentic personality and brings it to life in everything from city events to community storytelling. All Together worked with the City to develop a cohesive brand strategy that builds on what makes West St. Paul special: its scrappy spirit, cozy charm, and willingness to stand out.

At its core, West St. Paul is a place that embraces its quirks and isn't afraid to be a little different. It's a tight-knit community that offers both the warmth of a small town and the convenience of being minutes from the Twin Cities. It's also a city that moves forward with grit and heart, making things happen with optimism and a little bit of hustle.

Rather than designing a brand-new logo, we refined and expanded the existing visual identity, introducing new colors, fonts, and flexible design elements that allow the City to lean into its playful side when the moment calls for it. The result is a brand that feels official when it needs to, but never boring. From marketing materials to placemaking strategies, this framework gives West St. Paul a clear, confident voice and a visual identity that reflects its energy, history, and future.

Details:

Start Date: November 2024
Completed: Ongoing

Reference:

Eric Weiss
Parks, Recreation, Environment & Sustainability Director
City of West St. Paul
eweiss@wspmn.gov

All Together.

WiSPs

curious little creatures
native to West St. Paul



FLORA — *lover of nature*

GUARDIAN — *promoter of safety*

REVEL — *community, food, laughter*

TREK — *exploration and health*

PAUL — *weird, goofy, mischievous*



West St. Paul is where hometown charm meets big-city convenience. It's the best of both worlds, just minutes from the bustle of St. Paul and Minneapolis, but with room to stretch your arms.

We're a first-ring, first-tier city, and we're not afraid to stand out. In fact, being a little different is what makes us special. Here, you'll see how the unique and quirky are celebrated as you explore our local stores, festivals, and many neighborhoods.

At the heart of West St. Paul is a spirit of optimism and action. This is where big ideas take shape, and where hardworking folks roll up their sleeves to bring them to life. WSPaulites are people who show up—supporting local businesses, volunteering for events, or boldly re-imagining what comes next.

The best part? In West St. Paul, neighbors aren't just neighbors. We're diverse people who will lend you a cup of sugar, shovel your walk, or let you in on one of our inside jokes. We'll make you feel like you've lived here forever—whether you've been here a decade or only a day.

Welcome to West St. Paul, where weird meets wonderful.











VILLAGE-WIDE REBRANDING & MARKETING

ANTIOCH, ILLINOIS

Boosting hometown pride and destination tourism.

All Together was engaged by the Village of Antioch to create a comprehensive marketing strategy. Over time, their brand and their messaging had become diluted by a number of different brand ambassadors without a consistent narrative and visual identity.

Our work included a logo refresh, an updated messaging framework, a destination tourism campaign, and a plan for improved communications throughout the Village for residents and tourists alike. All these materials had to capture the spirit of Antioch—relaxed, nostalgic, and big-hearted. The marketing strategy also balanced the wealth of recreational amenities in the area with the locally-owned shops, eateries, and pubs that set this place apart.

While being in Antioch can feel like a walk down memory lane, we also needed to draw attention to the future. To investment in downtown, the Chain of Lakes as a regional tourism hub, small business and industries, and the next generation of people and families that will continue to keep Antioch authentic by nature. The results? A new Communications Director, a destination tourism website, celebration of the new brand throughout the Village and its multiple departments, and experiential marketing and placemaking initiatives led by All Together.

Details:

Start Date: March 2021
Completed: September 2021

Reference:

Jim Moran
Communications Director
Village of Antioch
jmoran@antioch.il.gov

All Together.

ORIGINAL

VILLAGE OF
Antioch
AUTHENTIC by nature

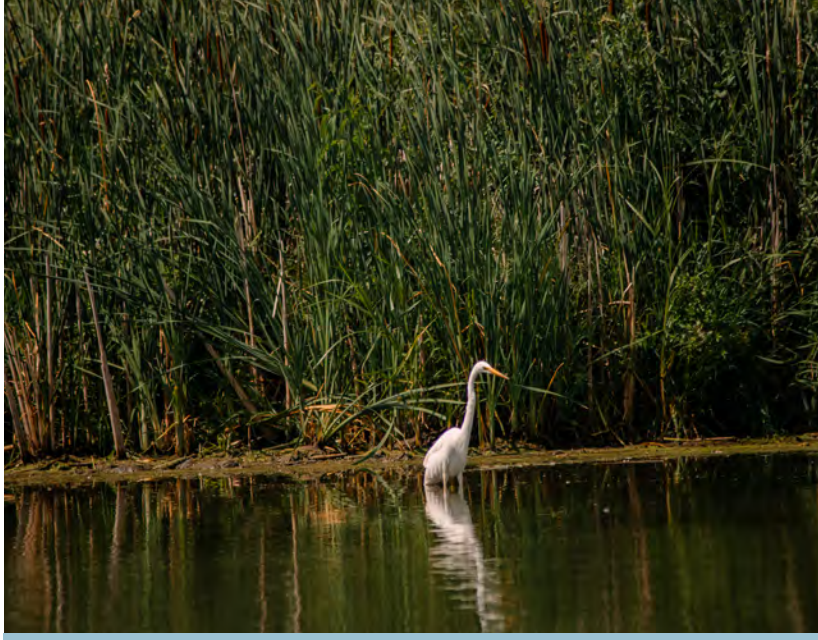
REFINED

VILLAGE OF
Antioch









Whether you're here for a lifetime or a day, Antioch is a place to breathe easy.

Its access to the Chain of Lakes and thousands of acres of wooded preserves-coupled with its laid-back, small-town vibes-are an antidote for the overloaded.

Lose yourself in nature by hiking the preserves, horseback riding and cross-country skiing along the State Park trails, or simply looking up at the hundreds of stars in our expansive night skies. Make your way down Main Street, taking in the character of downtown's churches and historic buildings-home to locally-owned shops, eateries, and pubs. Or connect to the people that make this place feel like home at one of Antioch's concerts, parades, or events that fill the streets and parks.

While being in Antioch can feel like a walk down memory lane, you'll also experience an energy pointing to the future. To investment in downtown, small business and industries, and the next generation of people and families that will continue to keep Antioch authentic by nature.

Testimonials

DON'T JUST TAKE OUR WORD FOR IT.

"All Together has been an excellent partner in our work promoting the North Shore. Their branding and placemaking work in Downtown Evanston and Central Street has been a huge asset to attract people to these areas. Marisa and Rachael bring creativity, thoughtfulness, and professionalism to their work. Who knew that rainbow stripes down the sidewalk would become the backbone of Central Street district? Their work is rooted in joy, and they are a joy to work with."

GINA SPECKMAN | EXECUTIVE DIRECTOR, CHICAGO'S NORTH SHORE CONVENTION + VISITORS BUREAU

"All Together was simply wonderful to work with from start to finish on our rebranding. They were so thoughtful in interviewing our stakeholders and surprisingly, we learned so much about ourselves in the process. They created a flexible design and messaging system that our multifaceted organization could collectively embrace yet celebrate individually - not an easy task. It's like they captured all of our unique voices and designed an anthem of visual understanding for our innovation ecosystem."

COLLEEN EGAN | PRESIDENT + CEO, ILLINOIS SCIENCE AND TECHNOLOGY COALITION

"I'm really lucky I get to work with an imaginative and caring team! I want my community to be great, and All Together does too. When I saw the work they were doing, I said to myself: I want that. Since then, they've helped the Village of Lemont position its historic Downtown as a destination-worthy adventure in the Chicagoland region. Our website traffic has doubled, or social media presence has soared, and thanks to their efforts, we were listed as one of Time Out's Best Day Trips from Chicago."

JASON BERRY | ECONOMIC & COMMUNITY DEVELOPMENT DIRECTOR, LEMONT, IL

Contact

WAYS TO REACH US

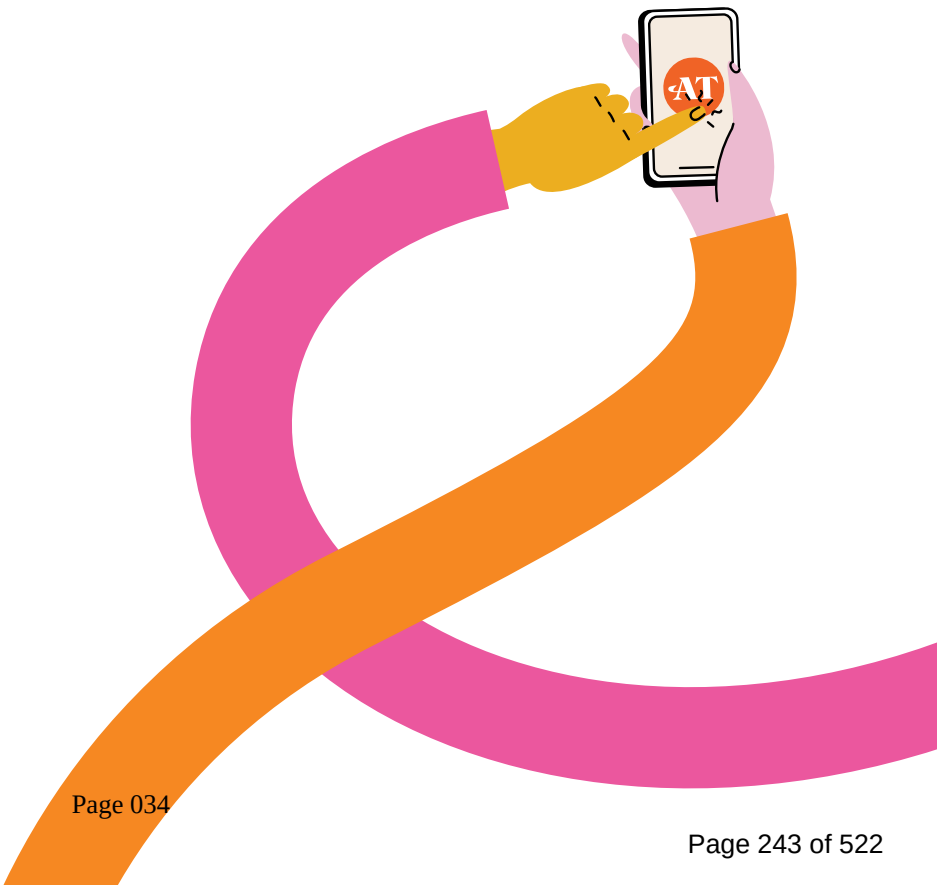
@alltogetherstudio

raziz@alltogetherstudio.com

linkedin.com/company/
all-together-studio

847-261-4047

HAPPY TO BE WORKING WITH YOU!



Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: All Together/ Kick Push

Location:

Note: really enjoy them, think our community would grow where it needs with items they have experience with

Evaluator: Haun

Do all proposals include:
- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	15
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	18
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	13
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	13

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	10
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	10
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	10
	Total Possible Points	100	89

Comments:

- Qualifications & Relevant Experience: Certified WBE/DBE firm, with extensive experience leading destination and community engagement plans across Illinois and the Midwest. Strong credibility in civic branding and strategic planning.
- Proposed Approach & Work Plan: Very structured, planner- oriented approach, phased research, stakeholder engagement, mapping activity, brand positioning, tactical rollout, and pilot launch. Method emphasized deep community involvement.
- Understanding of Carbondale's Needs: Aligned directly with Carbondale's background, referencing SIU, Shawnee, downtown, and the need to bridge perception gaps.
- Creativity & Bold Thinking: Introduced bold concepts like "Town and Gown Repair" to reconnect SIU with the city, plus community driven storytelling and brand building activities.
- Budget & Value: Budget followed RFP guidelines, with clear allocations by phase. Presented as cost-effective and realistic.
- Deliverables & Implementation Roadmap: Deliverables were clearly articulated (toolkits, messaging frameworks, timelines, KPI structure). Easy to track against goals.
- Presentation & Clarity: Proposal was visually engaging, professionally designed, and compellingly written. Strong narrative that drew the reader in.

Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: All Together/Kick Push

Location: Evanston, IL

Note: Woman owned & led, experienced in working w/municipalities

Evaluator: Mitchell

Do all proposals include:
- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

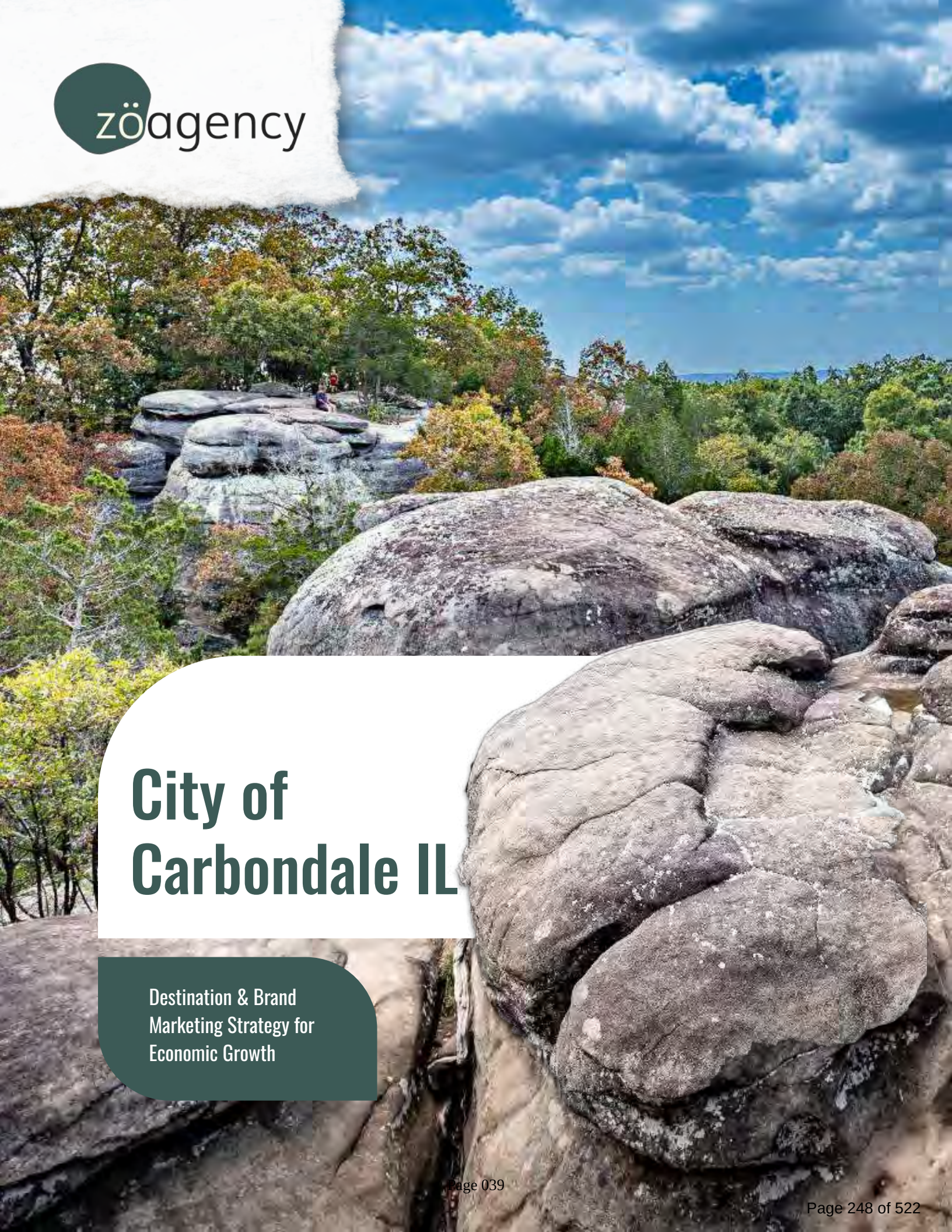
Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	20
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	17
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	15
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	12

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	8
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	9
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	10
	Total Possible Points	100	91

Comments:

- Qualifications & Relevant Experience: Extensive list of municipal customers
- Proposed Approach & Work Plan: **Phase 1** tasks are spot on. **Task 2** includes logo redevelopment (*this wasn't requested but might be worth a look if Council approves*). Also includes a Brand Strategy Presentation to Council. **Task 3.1** includes an 18 month implementation timeline, showing forward thinking and extending the shelf life of the plan. Also references the development of KPIs but does not suggest specific ones. **Task 3.3** includes presentation of final plan to Council (***since there is not a step to seek Council approval on a draft plan, will need to seek clarification on their next steps if Council rejects or has significant recommendations for revisions of the final plan*****)**
- Understanding of Carbondale's Needs: 100%
- Creativity & Bold Thinking: Embrace Your Weird/Bring It All Together/AI-Era Visibility Strategy – While I'm not sure I'm prepared to consider this terribly unique; it's certainly a solid approach. Leaning on templated "Embrace Your Weird" methodology may not be considered all that bold.
- Budget & Value: A quote from the Budget section: "Based on our experience, this budget estimate covers typical pilot campaign launch costs. If the launch requires additional funding, our team will match the allocated amount to ensure campaign success." Is this to make up for the light pilot budget?
- Deliverables & Implementation Roadmap: Highly detailed, covers everything in the RFP except approval of 1st draft of plan, and a cushion in the timeline if final plan is not accepted by Council. Timeline included in Approach & Scope section.
- Presentation & Clarity: Excellent

zöagency



City of Carbondale IL

Destination & Brand Marketing Strategy for Economic Growth

INSIDE

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Hello all at the City of Carbondale!

Thank you for the opportunity to present our team and expertise in response to your Strategic Marketing Plan RFP. We're raw, real marketing experts with street-smart instincts and 12 years of felt-world experience serving municipalities and tourism destinations.

What makes us different? We're not your typical agency serving up reheated ideas. We combine deep municipal and tourism marketing expertise with the kind of fresh, fearless creativity that comes from working in the thick of it. From the City of Bend to San Francisco Travel, we've guided dozens of municipalities and destination organizations to find their authentic voice and make it heard.

Our Understanding of Carbondale's Opportunity
Carbondale sits at a unique crossroads—a vibrant university town nestled in the scenic Shawnee National Forest with authentic character, growing downtown investment, and untapped tourism potential. With Southern Illinois University's $1.36 billion annual economic impact, rising hotel tax revenue (up 13% from FY2023 to FY2024), and recent infrastructure investments including the new Amtrak station, Carbondale is poised for strategic growth.

Our team brings authentic local insight to this project. Creative Director Curt Schultz is a proud **Southern Illinois University alumnus** with a Bachelor of Science in Commercial Graphic Design from SIU. Having lived and worked in Illinois, Curt understands the unique dynamics of university towns, the cultural significance of SIU to the community, and the authentic character of Southern Illinois residents.

- Proven municipal marketing expertise with 15+ successful city partnerships
- Award-winning creative excellence (2024 Creative Excellence Awards Winner, NYX Awards Silver Winner)
- Deep understanding of university town dynamics and tourism destination marketing
- Comprehensive approach spanning brand strategy, creative development, and implementation

As Agency Director, I'll be right beside you, personally overseeing this partnership and ensuring every piece hits hard and hits right. Your dedicated account team doesn't just meet KPIs—we chase them down and exceed them, keeping you in the loop every step of the way.

We would be honored to help Carbondale achieve its vision of accelerated economic revitalization, strengthened community identity, and enhanced destination appeal.

Warmly,



Sonja M. Anderson (She/Her)
Agency Director
541.350.2778 | sonja@zo.agency
Bend, Oregon

WOMEN OWNED

CELEBRATING 12 years zöagency

AWARD WINNING | EST. 2013
Creative Excellence Awards 2024 Winner
Netty Awards 2024 Best Video Storytelling
NYX Awards 2024 Silver Winner
Vega Digital Awards 2024 Silver Winner



SECTION 1:

COMPANY OVERVIEW

About zö

WHO WE ARE

We're marketing experts who create with conviction. Our fingerprints are on campaigns across every medium, and we become the marketing force you've been waiting for.

When we step into a project, we bring a well-seasoned perspective paired with an insatiable curiosity for what's possible. Every organization has its own magnetic energy - we're here to amplify it, not dilute it.

You'll find us immersed in Carbondale's story, absorbing its rhythms, understanding its essence. Our campaigns connect because we take time to uncover the extraordinary in your everyday. When we join your team, we're all in - celebrating your history, elevating your present, and imagining tomorrow's possibilities together.

We're the kind of partner who shows up with enthusiasm and stays until the work sings. It's about bringing both wisdom and wonder to every project - that perfect blend of seasoned expertise and endless appetite for what's next.



Curt Schultz - Creative Director
SIUC Graduate '90

OUR PROMISE

Your success fuels our creativity - here's exactly what that means:

We honor deadlines with precision. We treat your budget with reverence. Every piece we create is designed to spark genuine connections with your audience.

Your dedicated senior partner guides your journey, supported by our leadership team who bring their specialized expertise to your strategy. We believe in meaningful conversations that turn good ideas into memorable campaigns.

When we champion Carbondale's Destination and Brand Marketing Strategy, we do it with complete devotion. Not because we have to, but because that's the only way we know how to create.

Our Commitment to Carbondale

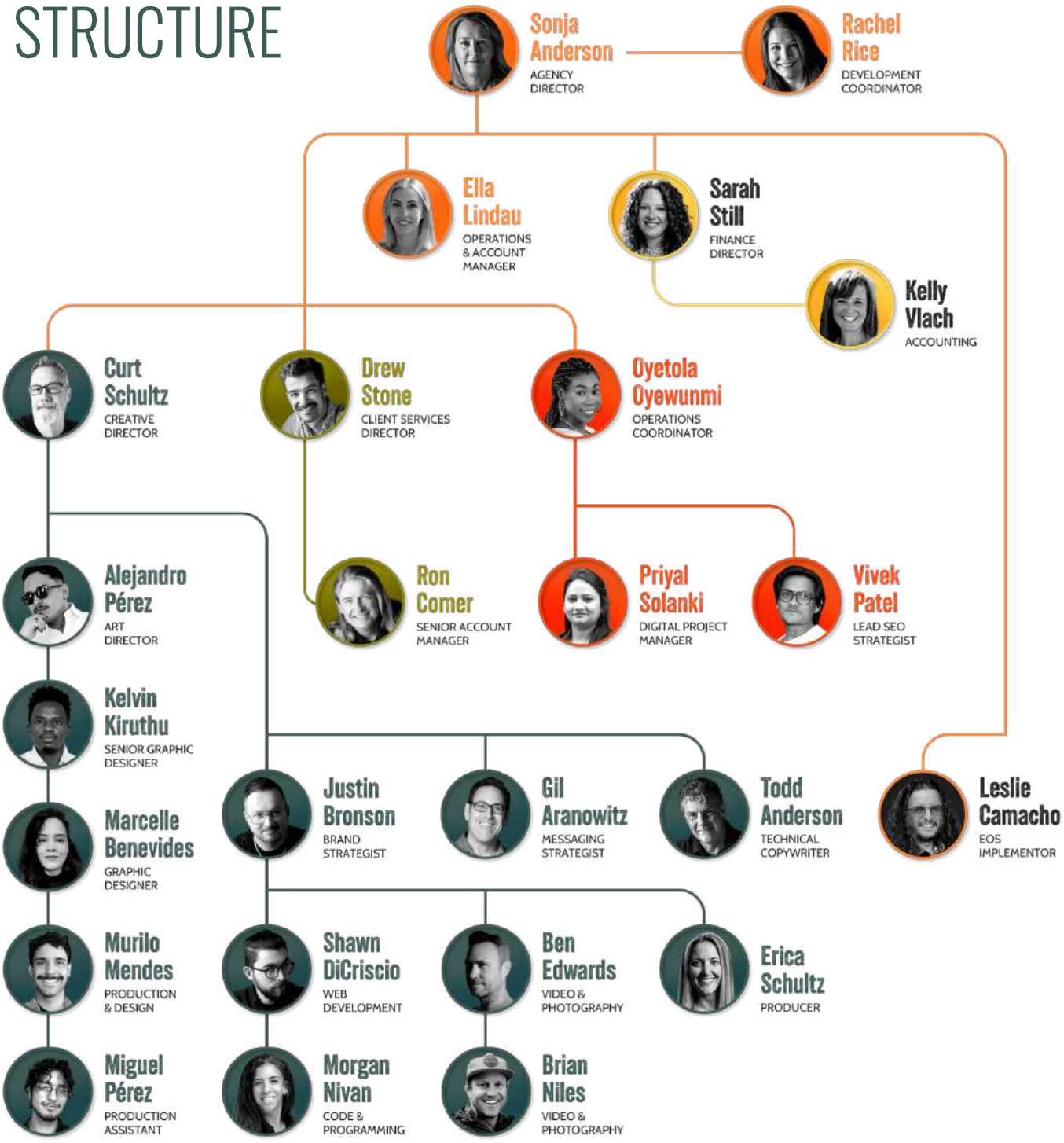
We're excited about the opportunity to help Carbondale realize its full potential as a vibrant destination for living, visiting, and investing. Our approach will honor the city's authentic character while positioning it for sustainable growth and increased regional prominence.

The team at zö agency stands ready to serve as your strategic marketing partner, bringing fresh perspective and proven expertise to help Carbondale become the thriving, unified community you envision.

Thank you for your consideration.

WE ARE MORE THAN YOUR AGENCY.
WE ARE YOUR STRONGEST ADVOCATE.

ORGANIZATIONAL STRUCTURE



CELEBRATING 12 years zöagency

These are some of the awards we've proudly earned through our history as an agency.

AWARD WINNING | EST. 2013

Creative Excellence Awards 2024 Winner
Netty Awards 2024 Best Video Storytelling
NYX Awards 2024 Silver Winner
Vega Digital Awards 2024 Silver Winner

BUSINESS INFORMATION

zö agency is an award-winning full-service marketing agency with 12 years of experience delivering successful and measurable marketing endeavors. Our team of specialized experts are tenured in their verticals, coming together delivering full-service comprehensive campaigns. Based in Bend, Oregon, zö agency serves the whole US with an emphasis on the West Coast from British Columbia to California.

zö agency

Legal Name: Z'Onion Creative Group LLC
DBA zö agency
220 NW Oregon Ave, Suite 204, Bend, OR 97703
connect@zo.agency
(541) 350-2778

Federal LLC ID: 47-4333943
Date: 8/21/13
OR Business ID: 1661040-0
WA Business ID: 605546905
TX Business ID: 21-170457-8
CO Business ID: 06735646
CA Business ID: B20250105801

Company Type: S-Corp/LLC
Sonja Anderson: Director, CEO
Phone: (541) 678-4048

OWNERSHIP STRUCTURE

Sonja Anderson is the sole owner and director of zö, a full-service marketing agency that has an incredibly diverse portfolio of clients for whom we provide an array of marketing services.

CERTIFICATIONS



WBENC NATIONAL CERTIFICATION WBE2401236

We are certified as a women owned business by the Women's Business Enterprise National Council. We can compete for and perform work on any state, county, city, and special jurisdiction (e.g., universities, hospitals, etc.) funded projects throughout the US, and received Women Business Enterprise (WBE) credit in the following areas:

WBE CERTIFICATION

As a certified Women's Business Enterprise (WBE), our company has been verified to be at least 51% owned, operated, and controlled by women. This certification allows us to compete for and perform work on state, county, city, and special jurisdiction (e.g., universities, hospitals, etc.) funded projects throughout the United States. Our WBE certification provides our clients with supplier diversity credits when working with us.

WOSB CERTIFICATION

We are certified as a women-owned business by the US Small Business Administration.

INSURANCE INFORMATION

We carry full liability insurance, including errors and omissions, through Next, as outlined below. We will add City of Carbondale if awarded the agency of record.

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 06/11/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME:	
Next First Insurance Agency, Inc. PO Box 60787 Palo Alto, CA 94306	PHONE (A/C, No, Ext): (855) 222-5919	FAX (A/C, No):
	E-MAIL ADDRESS: support@nextinsurance.com	
	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A : Next Insurance US Company	16285
INSURED	INSURER B :	
ZOnion Creative Group DBA zo agency 220 NW Oregon Ave Ste 204 Bend, OR 97703	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES **CERTIFICATE NUMBER:** 404726466 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY PRO-JECT LOC OTHER:	X	X	NXT4CXCCRH-03-GL	10/11/2024	10/11/2025	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG $	$ 1,000,000.00 $ 100,000.00 $ 15,000.00 $ 1,000,000.00 $ 2,000,000.00 $ 2,000,000.00 $
	AUTOMOBILE LIABILITY ANY AUTO OWNED AUTOS ONLY SCHEDULED AUTOS HIRED AUTOS ONLY NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident) $	$ $ $ $ $
A	X UMBRELLA LIAB X OCCUR EXCESS LIAB CLAIMS-MADE DED RETENTION $	X		NXT4CXCCRH-03-GL	10/11/2024	10/11/2025	EACH OCCURRENCE AGGREGATE $	$ 1,000,000.00 $ 1,000,000.00 $
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? N / A (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	$ $ $
A	Professional Liability	X		NXT4CXCCRH-03-GL	10/11/2024	10/11/2025	Each Occurrence: Aggregate:	$1,000,000.00 $2,000,000.00



SECTION 2:

STRENGTH IN COLLABORATION

The zö Team

YOUR KEY TEAM



SONJA ANDERSON

agency director, 30 years

Three decades of finding the growth pathways others miss—opening doors that clients didn't know existed.



RACHEL RICE

development coordinator, 15+ years

Rachel ensures excellence across zö's communications—coordinating content, refining strategy, and upholding brand standards with deep knowledge, sharp detail, and cross-disciplinary expertise.



CURT SCHULTZ

creative director, 25+ years

A graduate of SIU-C, he helped produce marketing collateral for SIU athletics for 10+ years. Where vision meets execution. Curt leads with passion and heart, turning brand purpose into unique visual stories that move people to feel and inspire change.



ALEJANDRO PÉREZ

art director, 10+ years

Architect of bold ideas. Alejandro fuses structure and creativity to craft brand visuals that are both strategic and stunning.

YOUR KEY TEAM



JUSTIN BRONSON

brand strategist, 15+ years

Translator of truths. Justin helps brands say what matters, guiding leaders from good intentions to clear, compelling strategy.



DREW STONE

client services director, 6 years

Part strategist, part concierge. Drew anticipates needs before they're spoken—guiding clients with clarity, care, and purpose.



OYETOLA OYEWUNMI

operations coordinator, 10 years

Calm in the chaos. Oyetola merges analytical thinking with adaptive planning to lead cross-functional teams and deliver results—smoothly and on time.



GIL ARANOWITZ

messaging strategist, 20+ years

Message meets meaning. Gil brings deep research and sharp storytelling together to give brands voices that resonate and last.

YOUR KEY TEAM



SHAWN DICRISCIO

senior web developer, 10 years

Quietly brilliant, deeply capable. Shawn brings sharp insight and expert-level craft to every build, earning trust with every line of code and every word he speaks.



RON COMER

senior account manager, 40+ years

A client's fiercest advocate. Ron draws on decades of cross-industry experience to guide clients with warmth, wisdom, and a steady, trusted hand.



SARAH STILL

finance director, 15 years

The numbers whisperer. Sarah leads with diligence and heart, balancing precision with purpose to keep the agency grounded, stable, and always moving forward.



ELLA LINDAU

account and operations manager, 5 years

The bridge-builder. Ella connects clients and creative teams with clarity and care, ensuring every project runs smoothly, every idea moves forward, and every relationship thrives.

YOUR KEY TEAM



KELVIN KIRUTHU

senior graphic designer, 7 years

Unmistakable craft, quiet confidence. Kelvin brings concepts to life with crisp execution and a refined eye—making the extraordinary look effortless.



OLAJIDE OJEYEMI

executive assistant, 10 years

The calm in the chaos. Olajide brings order, clarity, and care to every interaction—making sure the details are handled so the big picture can shine.



MARCELLE BENEVIDES

graphic designer, 5 years

Design with soul. Marcelle blends aesthetic instinct with thoughtful detail—creating visuals that speak clearly, feel deeply, and resonate long after they're seen.



MIGUEL PÉREZ

production assistant, 3 years

All-in, always. Miguel brings energy, agility, and a can-do spirit to every project—jumping in wherever needed and always delivering with heart.



SONJA ANDERSON

agency director

Sonja, Founder and CEO of zö agency, leads a strategic, solutions-driven creative and digital agency dedicated to helping non-profits and municipalities thrive. With decades of experience, Sonja developed zö agency to offer a full range of services, including brand and messaging strategy, culture work, digital and traditional marketing, creative, web, events, photography, and videography. The agency expertly manages each aspect of an organization's marketing needs, providing impactful, results-oriented solutions. Sonja and her team partner with organizations to ensure their missions are realized, contributing to the growth and betterment of the communities they serve.

YEARS OF EXPERIENCE

Creative	20 years	Management (including PM)	30 years
Design/Direction	20 years	Administration	30 years
Web Development Management	17 years	Strategy	30 years
Videography Management	16 years	Digital Media Management	17 years
Photography Management	16 years	Traditional Media	30 years
		SEO Management	17 years

EDUCATION

Associates of Arts
Grays Harbor

KEY ACCOUNTS

WORK HISTORY

zö agency
Founder/Agency Director
2013 - Present

zonni media
Founder/Agency Director
2007 - 2013

Horizon Broadcasting
Senior Account Executive
2004 - 2007

YOUR KEY TEAM



RACHEL RICE

development coordinator

Rachel serves as zö's Development Coordinator, bringing quality assurance and strategic oversight to agency initiatives. She ensures consistency and excellence across communications, from complex government submissions to brand campaigns and industry recognition efforts. With comprehensive knowledge of zö's capabilities and meticulous attention to detail, she seamlessly coordinates across disciplines—supporting campaign development, managing content strategy, and ensuring all deliverables meet the highest standards. Her role spans content coordination, strategic communications, and brand stewardship, making her an integral part of zö's process. Rachel's operational excellence strengthens every project she touches.

YEARS OF EXPERIENCE

Creative Management	7 years	Management (including PM)	15 years
Design Management	7 years	Operations + Agency Leadership	7 years
Web Development Management	7 years	Administration	25 years
Videography Management	7 years	Digital Media Management	7 years
Photography Management	7 years	Traditional Media	7 years
Strategy	7 years	SEO Management	7 years

EDUCATION

Power User, Novice Certificates
ClickUp University

LICENSES

California Real Estate License

Oregon Real Estate Principal Broker License

WORK HISTORY

zö agency
Development Coordinator
2025 - Present
Project Director
2018 - 2025

Total Property Resources
Principal Broker
2016 - 2019
VP of Marketing
2011 - 2016

Timeshare Resales Worldwide
Real Estate Agent
2001 - 2013

KEY ACCOUNTS

POA
INTEGRATE. CALIBRATE. VALIDATE.

poppits
BRUSH BETTER

Sayfe Families



SARAH STILL

finance director

Sarah is zö's Finance Director, the steady hand behind the agency's growth and stability. With a rare mix of analytical precision and genuine care, she transforms numbers into narratives that guide decisions and sustain momentum. Her diligence ensures every project is resourced wisely, every dollar accounted for, and every plan rooted in financial clarity. Beyond spreadsheets, Sarah brings balance and perspective, helping the team move forward with confidence. Her work keeps zö not only financially sound, but purposefully aligned with its mission.

YEARS OF EXPERIENCE

Finance + Operations	15 years	Team Growth + Management	10 years
Agency Leadership	12 years	Advisory + Consulting	8 years
Strategic Planning	12 years		

EDUCATION

Master of Accountancy
Missouri State University

Bachelor of Science, Accounting & Finance
Missouri State University

KEY ACCOUNTS

OMG COMMERCE
ECOMMERCE MARKETING

VIVID IMPACT PARTNERS

WORK HISTORY

zö agency
Finance Director
2025 - Present

Vivid Impact Partners
Founder & Principal Advisor
2024 - Present

OMG Commerce
Chief Operating Officer
2013 - 2024

YOUR KEY TEAM



CURT SCHULTZ

creative director

Curt has more than 30 years of experience in the creation and execution of graphic communications serving clients from the corporate, professional, retail, sports, entertainment, and not-for-profit sectors.

Curt has an affection for Carbondale, being a graduate from SIU-C and working with the university extensively when he operated his own marketing firm working with SIU Athletics for over 10 years.

His portfolio of work spans a wide range of initiatives, from print to digital. Having managed his own agency for 18 years he brings a unique skill set to any project or organization. Such a diverse base of industry and hands-on experience allows him to quickly grasp the subject matter and transpose ideas into fresh and strategic mediums. His creativity and compelling messages speak precisely to their audiences. Curt's mission is to use his passion for unique creative and help elevate not only the projects he works on but the team of collaborators around him.

Curt's SIU education and Illinois roots provide invaluable perspective on how to authentically position Carbondale's relationship with the university as a strategic asset rather than just a student population challenge.

YEARS OF EXPERIENCE

Creative	25+ years	**Videography**	8 years
Design	25+ years	**Photography**	18 years
Strategy	15+ years	**Management** (including PM)	25 years
Digital Media	12+ years	**Administration**	15 years
Management	20+ years	**SEO**	10 years
Web Design/ Development (Not Programming)	15 years		

EDUCATION

Bachelor of Science, Southern Illinois

Specialization in Commercial Graphic Design, Southern Illinois

WORK HISTORY

Paul Gregory Media
Creative Director

Curtis Digital
Director of Digital Media, Owner

Blackline IT
Director of Engagement

RR Donnelly & Sons
Art Director

KEY ACCOUNTS

DESCHUTES COUNTY EXPO CENTER

State of Oregon Employment Department

HAMPTON LUMBER

EVERFAST FIBER NETWORKS



ALEJANDRO PÉREZ

art director

Alejandro brings international design expertise and creative innovation to every client project. With a background in architectural and interior design from the Valencia Institute of Design, he applies comprehensive visual thinking to brand challenges. His strategic approach to art direction and design management elevates creative solutions while fostering team collaboration. Through mastery of design tools and innovative problem-solving, he helps organizations translate their visions into compelling visual narratives that drive meaningful engagement.

YEARS OF EXPERIENCE

Creative	10+ years	Animation & Motion Graphics	7 years
Design	9 years	Web Design	3 years
Illustration	10+ years		

EDUCATION

Architectural & Interior Designer (2016)
Instituto de Diseño de Valencia, Venezuela

KEY ACCOUNTS

Deschutes Brewery
University of Idaho
Hampton Lumber
Hunter Communications
Everfast Fiber Networks
Torrent Laboratory, Inc.

WORK HISTORY

zö agency
Art Director
2019 - Present

Norther
Sr. Graphic Designer
2019 - 2021

Pandemia Lab
Graphic Designer
2017 - 2018

Benchmark Group
Graphic Designer
2016



DREW STONE

client services director

Drew brings extensive hospitality industry expertise to his account management approach, focusing on anticipating client needs and delivering exceptional results. His agency experience enhances his ability to build strong client relationships and ensure seamless project execution. Through effective planning, clear communication, and proactive problem-solving, he helps organizations achieve their marketing objectives. His comprehensive understanding of client success makes him a valuable partner in delivering impactful marketing initiatives.

YEARS OF EXPERIENCE

Creative	4 years	Administration	6 years
Design	4 years	Strategy	6 years
Videography and Photography	2 years	Digital Media	6 years
Management (including PM)	6 years	Traditional Media	6 years
		SEO	6 years

EDUCATION

Bachelors of Science, Hotel Restaurant and Tourism Management, University of Tennessee

KEY ACCOUNTS

THE CAPITAL GRILLE

Dr. Berg®

GOLFTEC

Eddie V's PRIME SEAFOOD

Probo MEDICAL

WORK HISTORY

zö agency
Senior Account Manager
2024

A-Train Marketing
Account Manager
2024

Spinutech
Senior Account Manager
2020 - 2023



RON COMER

senior account manager

Ron is an award-winning advertising, marketing, and media strategist with over 38 years of experience driving revenue growth in the dynamic media industry. His expertise spans integrated marketing strategies across broadcast, print, and digital platforms, consistently delivering results that surpass client goals. Throughout his career, Ron has built a reputation for creating enduring client relationships through attentive listening and a deep understanding of business needs. He specializes in developing innovative media solutions that generate outstanding results, establishing himself as a trusted partner who delivers impactful, strategic marketing campaigns.

YEARS OF EXPERIENCE

Traditional Media	20 years	**Account Management**	38 years
Digital Media	18 years	**Market Research**	9 years
Strategy	18 years	**Website Development Management**	5 years
Media Strategy	18 years	**Creative**	10 years
Leadership	11 years	**Critical Thinking**	6 years

EDUCATION

Associate of Arts,
Collins College

Graphic Design,
Scottsdale Community College

KEY ACCOUNTS

WORK HISTORY

zö agency
Sr Account Manager
2025 - Present

KSA Marketing
Client Services Director
2023 - 2025

zö agency
Sr Marketing Consultant
2021 - 2023

Valassis
Team Director
2007 - 2016



ELLA LINDAU

account and operations manager

Ella is zö's Account and Operations Manager, bringing over five years of experience guiding brands through campaigns, creative initiatives, and large-scale productions. With a background spanning account management, operations, and production, she bridges the space between clients and creative teams—keeping projects organized, communication clear, and ideas moving forward. At zö, Ella designs and optimizes workflows, strengthens account delivery, and ensures client relationships thrive. Her collaborative, detail-driven approach supports both operational excellence and client success, ensuring every engagement is executed with clarity and impact.

YEARS OF EXPERIENCE

Operations	4 years
Planning	5 years
Creative Management	4 years
Account Management	5 years
Project Management	5 years
Videography Management	4 years
Photography Management	4 years
Website Development Management	3 years
Digital Media Management	4 years

EDUCATION

Marketing Management Diploma, British Columbia Institute of Technology

KEY ACCOUNTS

GitHub, OLG, SRAM, NINJATRADER, YETI CYCLES, CIBC

WORK HISTORY

zö agency
Account and Operations Manager
2025 - Present

Vireo Video
Senior Account Manager
2023 - 2025

Good Fortune Collective
Brand Producer
2022 - 2023

Kinetic WW
Account Executive
2021 - 2022

YOUR KEY TEAM



JUSTIN BRONSON

brand strategist

Justin is a seasoned brand strategist and copywriter dedicated to transforming businesses into causes that resonate with consumers and employees alike. He leverages his specialized experience to guide executive leadership teams across startups, veteran companies, and nonprofits through tailored workshops and strategy sessions. These sessions help organizations discover their authentic voices, craft compelling narratives, and establish strong brand identities rooted in social good, consumer progress (Jobs to Be Done) and employee experience (EX).

YEARS OF EXPERIENCE

Creative	10 years	**Strategy**	8 years
Management	8 years	**Digital Media**	10 years
Copywriting	7 years	**Traditional Media**	15 years
Planning	8 years	**Culture + EX**	6 years

EDUCATION

Bachelor of Science Degree, Major in Business Administration and Marketing, and a Minor in American History, Eastern Oregon University

KEY ACCOUNTS

Dr Hops Real Hard Kombucha

University of Idaho

Hampton Lumber

Hearst

Adventure Wagon

Thump Genuine Coffee

WORK HISTORY

zö agency
Brand Strategist
2018 - Present

zö agency
Account Manager
2017 - 2018

Pneuma33
Account Executive + Planner
2016 - 2017

Zolo Media
Advertising Consultant
2015 - 2016



GIL ARANOWITZ

messaging strategist

Gil brings deep expertise in market research, copywriting and creative direction to help organizations build authentic connections with their audiences. His strategic approach to messaging combines creative problem-solving with clear communication to drive business success. Through comprehensive messaging strategy and content development, he helps organizations articulate their purpose and create meaningful impact in their communities.

YEARS OF EXPERIENCE

Creative	20+ years
Videography	20+ years
Strategy	20+ years

EDUCATION

Master of Business Administration, International University of Japan, 1994

Intensive Japanese Language Study, Cornell University FALCON Program, 1992

Bachelor of Arts, State University of New York at Albany, 1989

CERTIFICATIONS

Positive Intelligence™ Mental Fitness Accredited Practitioner, 2024

Certified Business Made Simple™ Frameworks Coach, 2024

Certified StoryBrand™ Marketing and Messaging Guide, 2020

WORK HISTORY

zö agency
Messaging Strategist
2022 - Present

Budding Culture
Partner, Director of Creative Strategy
2009 - 2021

McCann
SVP, Director of Strategic Planning
2005 - 2008

KEY ACCOUNTS

adidas, gm, Nestlé, IBM, TOSHIBA



OYETOLA OYEWUNMI

operations coordinator

Oyetola brings methodical and innovative leadership to complex project management initiatives. Her comprehensive background in administration and social media management enhances her ability to coordinate teams and optimize resources for maximum impact. Through creative problem-solving and systematic organization, she ensures projects exceed client objectives while maintaining efficiency. Her expertise in managing cross-functional teams helps organizations achieve their marketing goals through streamlined execution.

YEARS OF EXPERIENCE

Creative	2 years	**Administration**	10 years
Design	3 years	**Strategy**	3 years
Management (including PM)	3 years	**Digital Media**	3 years

EDUCATION

Masters of Science, Agricultural Economics,
The Postgraduate College

Bachelors of Science, Agricultural Economics,
University of Ibadan

KEY ACCOUNTS

CITY OF BEND

HAMPTON LUMBER

AAKOMA

DESCHUTES COUNTY EXPO CENTER

Sayfe Families

WORK HISTORY

zö agency
Operations Coordinator
September 2025 - Present
Project Manager
March 2024 - August 2025
Executive Assistant
January 2024 - February 2024

Marv Creative Media
Executive Assistant,
Project Manager, 2023 - 2024

Team Illuminate
Team Lead Social Media Manager, 2023 - 2024



SECTION 3:

OUR WORK

MUNICIPALITIES

DESCHUTES COUNTY

One County, One Brand

We modernized an 80-year-old logo while preserving its historical significance, creating a refreshed identity that transitioned seamlessly into modern applications. Our comprehensive brand guidelines and department-specific templates unified how all county services present themselves to the public, eliminating decades of inconsistent interpretation.



MARICOPA COUNTY

Comprehensive County Partnership

As a preferred vendor with a five-year contract spanning every department—from public health to judicial services, libraries to sheriff's office—we serve as the comprehensive brand and marketing partner for one of the nation's fastest-growing counties. Our integrated approach ensures consistent, professional communication across all county touchpoints.



OREGON EMPLOYMENT DEPARTMENT

Precision Targeting Excellence

When Oregon Employment needed to reach unemployed individuals statewide—a notoriously difficult audience for traditional digital targeting—we developed a precision geofencing system that consistently crushes industry standards. Our expanded brand guidelines now support hundreds of ad variations, and the contract has been renewed three consecutive times based on performance.



MUNICIPALITIES

CITY OF BEND

From Chaos to Consistency

After cataloging over 100 inconsistent brand applications across city departments, we transformed complete brand chaos into a unified system that honored Bend's legacy while creating department-specific identities. Our comprehensive template library now ensures professional consistency across all city communications, from social media to official reports.



NYX AWARDS

CITY OF SANTA CLARA

Strategic Municipal Leadership

As the comprehensive PR and brand partner for both the city and stadium authority, we work directly with the city manager and communications department on a multi-year contract. Our integrated approach ensures consistent messaging across all municipal touchpoints, from civic announcements to major venue operations, positioning Santa Clara as a forward-thinking community leader.



CITY OF MEDFORD

Community-Centered Development

Working directly with the city manager and Parks & Recreation department, we developed the complete brand identity for Rogue X around the core message "Community Thrives Here." Our strategic discovery process engaged city staff and community advocates to create a brand that positions the facility as more than a building—it's a space for connection, vitality, and shared civic investment that reflects the lives and energy of Medford residents.



SIA PLATINUM WINNER

MUNICIPALITIES

SAN FRANCISCO TRAVEL

Global events strategy

San Francisco Travel needed to attract high-level event planners bringing hundreds of international attendees to the city for conferences and meetings. We developed their "Summer of Love" campaign concept—positioning San Francisco as the perfect central hub where global business meets iconic culture, all within arm's reach.



UNIVERSITY OF IDAHO

Legacy Partnership, Omni-Channel Excellence

As a legacy client and long-term strategic partner, we've delivered comprehensive omni-channel marketing for University of Idaho spanning videography, photography, brand strategy, collateral development, SEO, and paid digital campaigns. Our integrated approach ensures consistent messaging and measurable results across all platforms, from recruitment and program promotion to athletics communications and institutional advancement.



DESCHUTES PUBLIC LIBRARY

200+ Projects, Limitless Impact

Over multiple years, we've completed more than 200 projects for Deschutes Public Library, from grassroots community activations and vehicle wraps to video production, PR campaigns, and foundation fundraising. Our comprehensive partnership includes everything from signage and media buys to music composition, creating a complete marketing ecosystem that serves diverse community needs and drives measurable engagement.



MUNICIPALITIES

HILLSBORO PUBLIC LIBRARY

Complete System Transformation

We led a comprehensive rebrand that extended far beyond visual identity, creating a complete system transformation including interior decorations, signage, vehicle wraps, branded merchandise, and collateral materials. Our holistic approach ensured every touchpoint reflected the library's renewed identity and community-focused mission.



CITY OF McMINNVILLE LIBRARY

Seasonal Community Engagement

Beyond core branding and community guides, we created engaging seasonal campaigns including the "Summer of Fun" guide, custom event tents, and branded merchandise that transforms the library into a year-round community celebration hub. Our comprehensive approach drives consistent community engagement across all seasons and demographics.



JACKSONVILLE PUBLIC LIBRARY

Community Resource Development

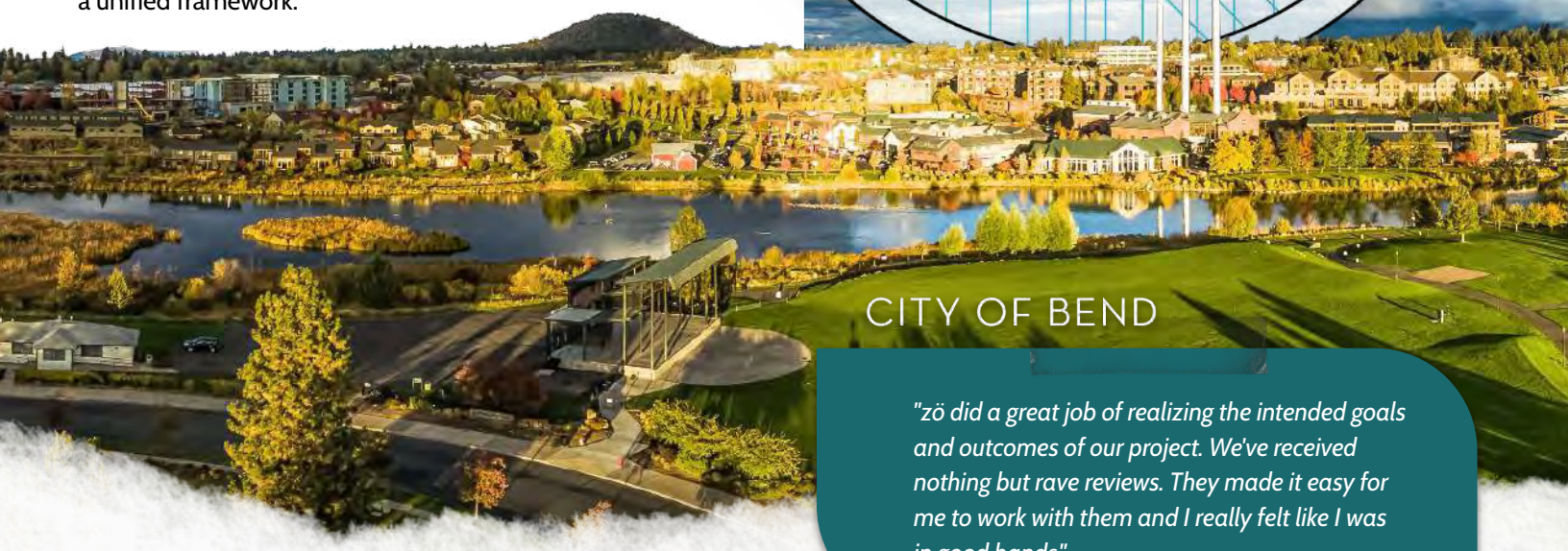
We developed comprehensive community guides and resource materials that position Jacksonville Library as the central hub for local information and cultural engagement. Our strategic approach to content development ensures residents and visitors have access to essential community resources in accessible, beautifully designed formats.



CITY OF BEND

From Chaos to Consistency

The City of Bend had a legacy logo but no unified brand system—every department was interpreting it differently across dozens of applications. After assessing over 100 different pieces and reviewing their entire identity history, we transformed the chaos into a cohesive brand system that gave each department its own identity within a unified framework.



CITY OF BEND

"zö did a great job of realizing the intended goals and outcomes of our project. We've received nothing but rave reviews. They made it easy for me to work with them and I really felt like I was in good hands."

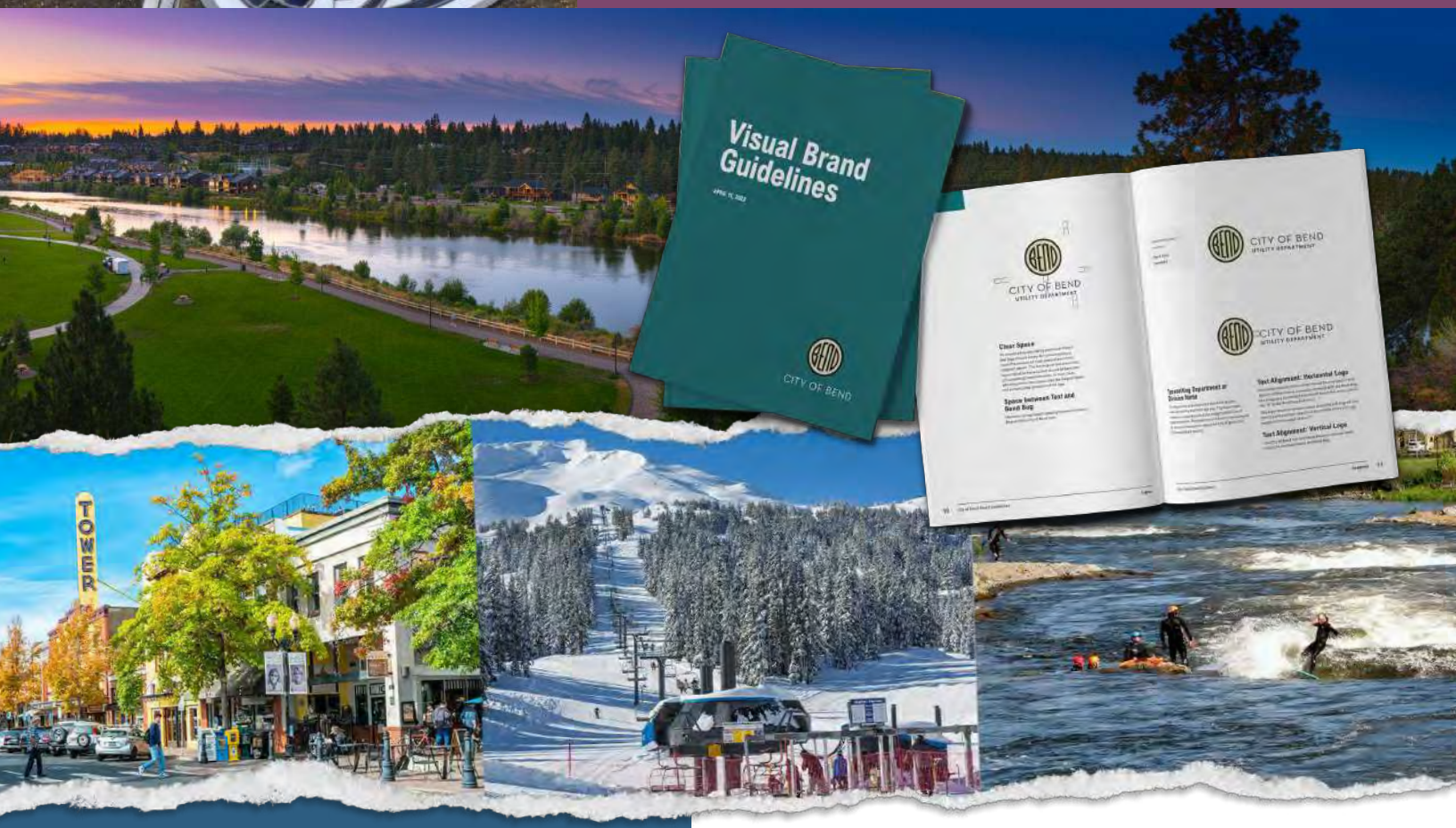
Strategy

We conducted a comprehensive brand audit, analyzing the city's complete identity history and cataloging how different departments had been using (and misusing) their visual assets. From this foundation, we developed a master brand system with a refined logo, strategic color palette, and department-specific identities that maintained consistency while allowing for specialization across city services.



Goals

- Unify inconsistent brand usage across all city departments
- Create a scalable brand system with department-specific identities
- Develop comprehensive templates for all communication needs
- Establish clear brand standards and usage guidelines
- Transform brand chaos into professional consistency



KPIs

- Brand audit completed across 100+ existing pieces
- Unified logo and color palette adopted citywide
- Department-specific identity system implemented
- Complete template library created for all applications
- Professional brand consistency achieved across all city communications

Creative Deliverables

- Comprehensive brand audit and identity history analysis
- Master logo refinement and color palette development
- Department-specific identity marks and applications
- Complete template system from social media to official reports
- Brand guidelines and usage standards for internal teams

SAN FRANCISCO TRAVEL

GLOBAL EVENTS, LOCAL SOUL

San Francisco Travel needed to attract high-level event planners bringing hundreds of international attendees to the city for conferences and meetings. We developed their "Summer of Love" campaign concept—positioning San Francisco as the perfect central hub where global business meets iconic culture, all within arm's reach.

SanFranciscoTravel®

"A fun and creative group providing the best service for the client!"

— LaLene S. San Fran Travel

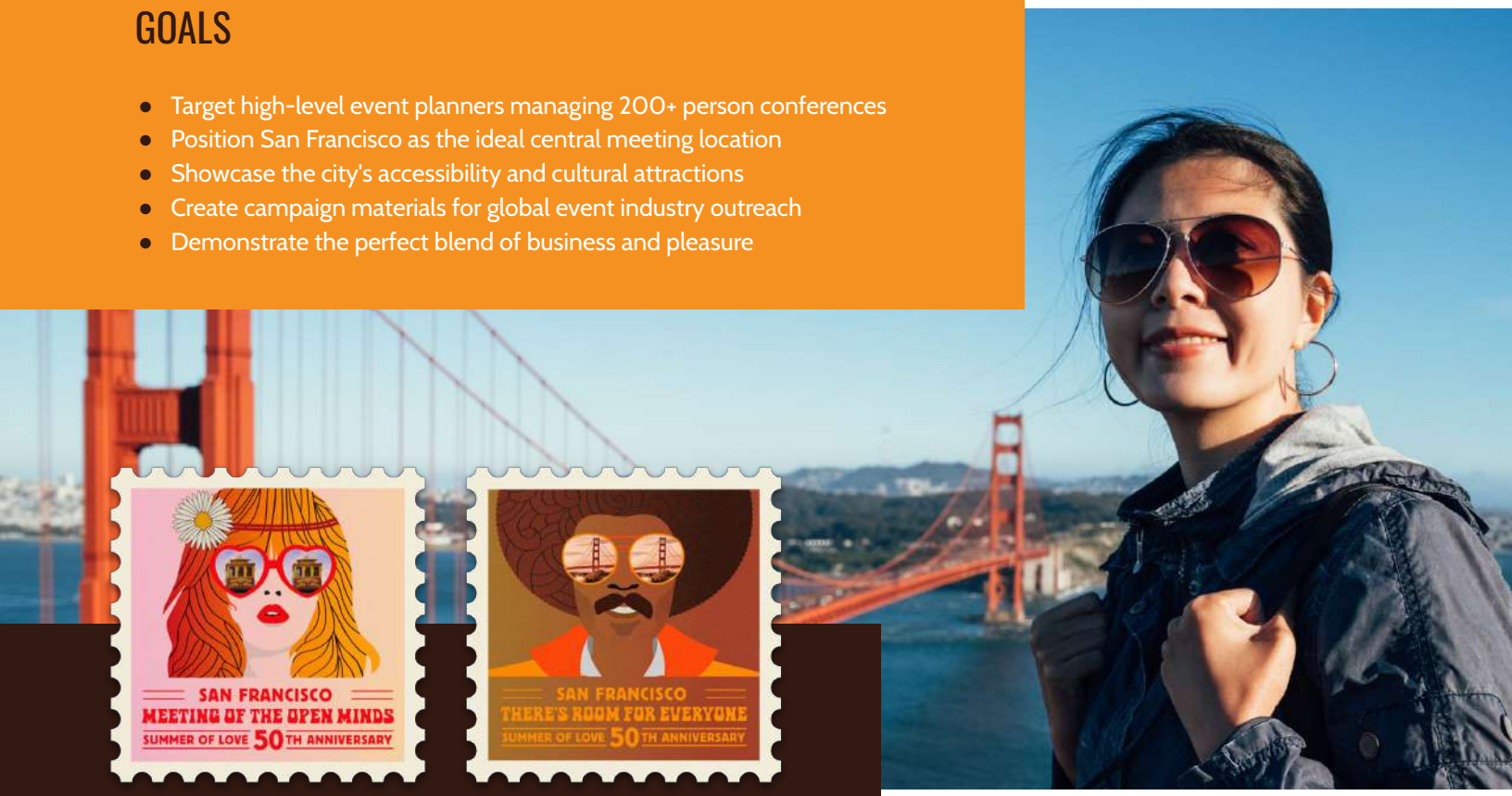
STRATEGY

We created a compelling campaign that spoke directly to professional event planners managing large international gatherings. The "Summer of Love" concept highlighted San Francisco's unique combination of central location, world-class amenities, and distinctive cultural vibe—showing planners that their attendees could experience authentic San Francisco between sessions.

CASE STUDIES

GOALS

- Target high-level event planners managing 200+ person conferences
- Position San Francisco as the ideal central meeting location
- Showcase the city's accessibility and cultural attractions
- Create campaign materials for global event industry outreach
- Demonstrate the perfect blend of business and pleasure



CREATIVE DELIVERABLES

- "Summer of Love" campaign concept and visual identity
- Event planner presentation materials and collateral
- Professional event booth graphics and displays
- Global outreach campaign assets
- Industry-specific messaging and positioning materials



KPIs

- "Summer of Love" campaign launched at professional events worldwide
- Event planner engagement increased through targeted messaging
- Campaign materials distributed at key industry conferences
- Enhanced positioning in competitive meetings and events market
- Improved international event planner perception of San Francisco



DESCHUTES COUNTY

One County, One Brand

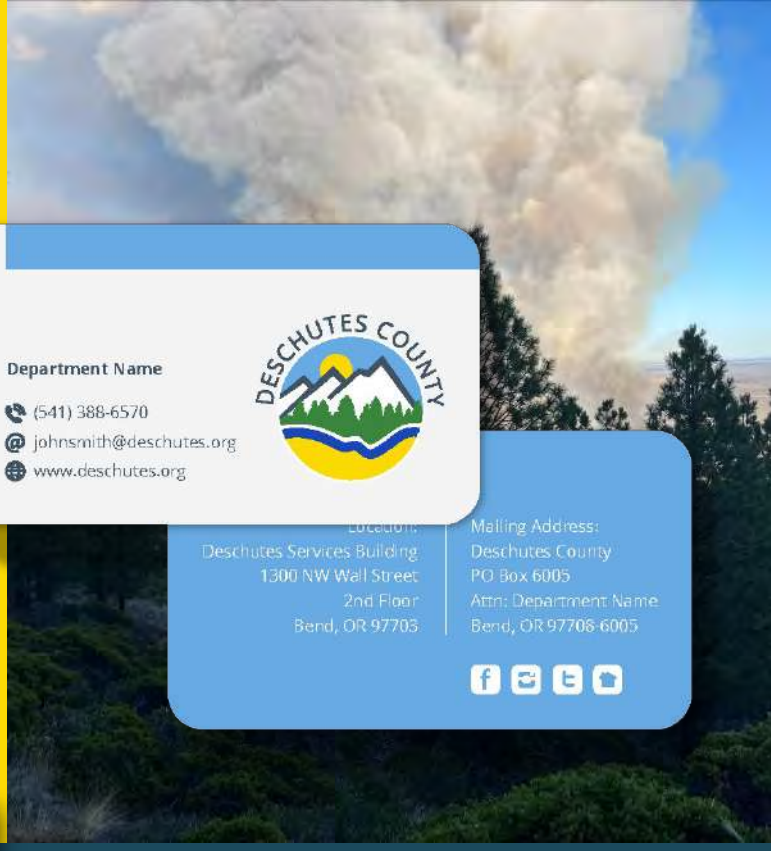
Deschutes County had been using the same logo for nearly 80 years—but the original files were long gone, and each department was interpreting it differently. We modernized their historic mark for the 21st century and created comprehensive brand guidelines that unified how all county departments present themselves to the public.

Strategy

We began by reconstructing and refining the county's legacy logo, preserving its historical significance while ensuring it met modern technical standards. Then we developed a complete brand system that gave every department—from public health to emergency services—clear guidelines for consistent, professional communication across all channels.

Goals

- Modernize an 80-year-old logo while preserving its heritage
- Create unified brand standards across all county departments
- Develop practical tools for consistent daily use
- Establish clear guidelines for logo usage and applications
- Ensure professional presentation in all public communications





KPIs

- Historic logo successfully modernized and digitally reconstructed
- Comprehensive brand guidelines adopted countywide
- 20+ departments equipped with standardized templates
- Consistent brand application across all county communications
- Streamlined approval processes for marketing materials

Creative Deliverables

- Logo reconstruction and modernization
- Comprehensive brand guidelines and usage standards
- Department-specific templates and applications
- Complete file package with technical specifications
- Training materials for internal brand management



DESCHUTES COUNTY FAIR & RODEO

MOMENTS YOU'LL REMEMBER.

At its core, the Deschutes County Fair & Rodeo is about more than attractions—it's about moments. The unexpected ones. The joyful ones. The ones that last. This concept guided the tone, visual language, and storytelling approach across the campaign, helping the Fair feel both nostalgic and new.



"zö helped us cut our ad spend by over % while increasing attendance. They brought strategic clarity, creative energy, and deep care to the entire campaign."

STRATEGY

We began by leading a brand strategy workshop with Fair organizers and Deschutes County stakeholders. What emerged was a clear need to evolve the brand while preserving its emotional core. We crafted a refreshed visual identity, simplified key messages, and designed campaign assets that could stretch across multiple audiences—ranchers, teenagers, parents, and tourists—without losing cohesion.

The campaign rolled out across all forms of digital (from META to geofencing), as well as traditional channels including radio, print, and television. Each piece was designed to meet people where they were—on their phones, in their cars, or at the local grocery store—ensuring the Fair felt both visible and inviting.

GOALS

- Modernize the brand to better reflect the scale and diversity of the Fair & Expo experience
- Expand audience reach to include teens, young families, and out-of-area visitors
- Improve media efficiency while increasing campaign impact
- Create a flexible campaign system that can evolve with the event over time

KPIs

- YoY increase in attendance and revenue!
- Savings of over 75% in previous trade agreements with media
- Immersion in digital marketing crushes all goals
- Consistent messaging across all mediums



CREATIVE DELIVERABLES

- Updated brand identity and animated logo
- Segmented creative campaigns for youth, ag, family, and general audiences
- Paid campaigns across Meta and TikTok
- Broadcast creative for radio and television
- Print collateral, event signage, and updated fairground maps
- Branded graphics for sponsors and vendor partnerships

DESCHUTES COUNTY FAIR & EXPO

ONE PROPERTY, MULTIPLE EXPERIENCES.

The Deschutes County Fair & Expo needed a brand system that could handle its diverse offerings—from traditional rodeo events to concerts to family activities. We created a comprehensive rebrand with department-specific marks and colors that maintained unity while allowing each area to speak to its unique audience.



STRATEGY

We developed a flexible brand architecture that honored the fair's heritage while creating distinct visual identities for each department. Through strategic color coding and specialized marks, we gave events, rodeo, concerts, and other departments the tools to communicate effectively with their specific audiences while maintaining overall brand cohesion.

CASE STUDIES

GOALS

- Create unified brand system across diverse event categories
- Develop department-specific visual identities
- Maintain brand cohesion while allowing for specialization
- Support marketing efforts for multiple audience types
- Modernize the fair's overall brand presence





KPIs

- Complete rebrand lifting all departments
- Department-specific marks and color systems
- Unified brand architecture for all communications
- Improved audience targeting through specialized messaging
- Enhanced professional presentation across all event categories

DESCHUTES EXPO CENTER FAIR & RODEO

DESCHUTES EXPO CENTER EVENTS

DESCHUTES EXPO CENTER RV PARK

DESCHUTES EXPO CENTER CATERING

CREATIVE DELIVERABLES

- Master brand architecture and logo system
- Department-specific marks for events, rodeo, and concerts
- Strategic color palette assignments by department
- Comprehensive brand guidelines and usage standards
- Marketing templates for each specialized area



zö agency

UNIVERSITY OF IDAHO

PRACTICE MEETS PURPOSE

The University of Idaho's athletic training program needed a brand that reflected the rigor, heart, and real-world focus of its students and faculty. We built a story around clinical practice, patient care, and transformation—positioning the program as a place where training meets purpose.



STRATEGY

We created a messaging framework that focused on the students' journey into healthcare—not just sports. Through workshops, interviews, and audience testing, we helped clarify what made this program unique and gave the internal team tools to communicate it clearly across recruiting, faculty, and external partnerships.



GOALS

- Position the program as clinically driven and patient-centered
- Move away from sports-only perception
- Align internal and external messaging
- Attract high-intent applicants
  Support faculty in storytelling and recruitment



KPIs

- New messaging used across recruitment materials
- Alignment between admissions and program staff
- Improved applicant clarity around career outcomes
- Stronger storytelling in presentations and outreach



CREATIVE DELIVERABLES

- Messaging platform and program narrative
- Language for recruitment materials and digital presence
- Internal slide decks and talking points
- Tagline and positioning statements

CAMPFIRE HOTEL

FROM FORGOTTEN TO FULLY BOOKED

Campfire Hotel faced the challenge of transforming a run-down motel in an undesirable Bend location into a premier destination for both tourists and locals. They envisioned creating a community hub centered around authentic campfire experiences, but needed a brand that could overcome location disadvantages and position them as a must-visit destination rather than just another place to stay.



"You guys are awesome!"

— Heather A., Campfire Hotel

STRATEGY

We developed a compelling brand strategy that embraced the authentic campfire experience as their core differentiator, positioning the hotel as a community gathering place rather than traditional accommodation. Our comprehensive brand identity celebrated the rustic-meets-modern aesthetic with warm colors and inviting visuals that communicated genuine hospitality. We created branded merchandise and social media strategy that encouraged guests to share their campfire experiences, turning every stay into organic marketing that showcased the unique atmosphere.

CASE STUDIES



GOALS

- Transform perception from run-down motel to premier destination experience
- Overcome challenging location through compelling brand positioning
- Create community hub attracting both tourists and locals
- Develop shareable brand experience encouraging organic social media promotion
- Establish consistent bookings despite location disadvantages



CREATIVE DELIVERABLES

- Warm, inviting brand identity celebrating authentic campfire hospitality
- Complete logo and color palette reflecting rustic-modern aesthetic
- Branded merchandise and guest amenities reinforcing campfire theme
- Strategic social media playbook encouraging guest-generated content
- Environmental branding and signage creating immersive destination experience

KPIs

- Consistent full bookings throughout all seasons following brand launch
- Outstanding guest reviews highlighting unique campfire experience and hospitality
- Strong social media engagement with guests sharing branded experiences
- Local community adoption as entertainment and gathering destination
- Premium pricing achieved despite original location challenges



HORSEFEATHERS BOUTIQUE HOTEL



BOUTIQUE LUXURY, HANDCRAFTED BRAND

Horsefeathers Boutique Hotel offered high-end accommodations but lacked a brand that reflected their luxury caliber and unique character. In the competitive boutique hospitality market, they needed a sophisticated identity that would communicate their premium positioning and distinguish them from both chain hotels and other boutique properties. We handcrafted a complete brand suite that matched their exceptional guest experience.

STRATEGY

We developed a meticulously crafted brand identity that captured the essence of boutique luxury hospitality. Our comprehensive approach included custom logo design and complete brand suite development, addressing every touchpoint from guest amenities to digital presence. We created sophisticated visual elements that communicated elegance and exclusivity while maintaining warmth and approachability. The brand system was designed to be flexible across all hotel applications while maintaining consistent luxury positioning.

GOALS

- Create sophisticated brand identity reflecting true boutique luxury caliber
- Develop comprehensive brand suite for all hotel touchpoints and communications
- Establish premium market positioning distinguishing from competitors
- Support marketing efforts driving consistent high-occupancy bookings
- Build brand recognition as premier boutique destination



KPIs

- Consistent full bookings and high demand following brand launch
- Enhanced market positioning as premier boutique luxury destination
- Improved guest perception and satisfaction with professional brand experience
- Strong brand recognition supporting premium pricing and exclusive positioning
- Comprehensive brand system successfully implemented across all hotel operations

CREATIVE DELIVERABLES

- Handcrafted logo design reflecting boutique luxury and unique character
- Complete brand suite including visual identity, color palette, and typography
- Sophisticated brand applications for guest amenities and hotel communications
- Premium marketing materials supporting luxury positioning and guest attraction
- Comprehensive brand guidelines ensuring consistent luxury experience



HOOD RIVER HOTEL

HISTORIC CHARM, MODERN EDGE

Hood River Hotel's new owners were transforming a beloved historic property through comprehensive remodeling, but needed a brand that honored the building's rich heritage while communicating their contemporary vision. The challenge was balancing preservation of the hotel's storied past with the fresh, modern experience they were creating for today's travelers.

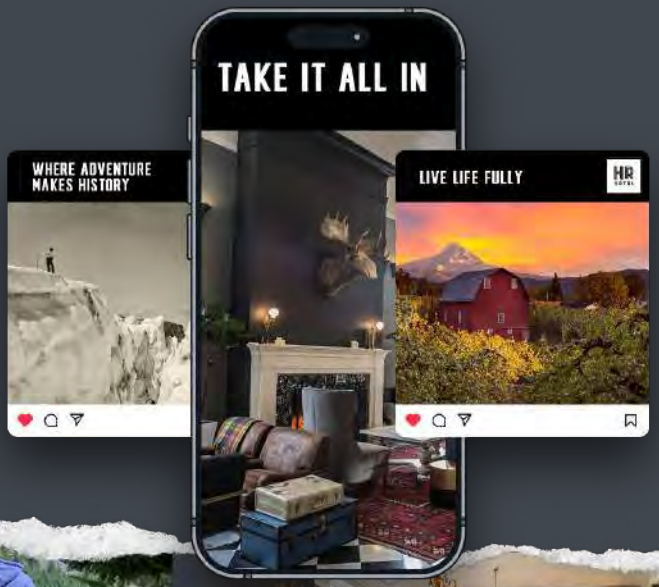


STRATEGY

We developed a sophisticated brand approach that celebrated the hotel's historic character while introducing modern elements that reflected the owners' vision and extensive renovations. Our design strategy carefully balanced vintage authenticity with contemporary sophistication, creating a brand identity that appealed to both history enthusiasts and modern travelers seeking unique experiences. The brand system honored the building's architectural legacy while positioning the hotel for its next chapter.

GOALS

- Honor historic building character while communicating modern renovation quality
- Appeal to diverse travelers seeking both heritage charm and contemporary amenities
- Create cohesive brand identity supporting relaunch following extensive remodeling
- Establish market positioning as premier historic destination with modern edge
- Support new ownership's vision for the property's future





KPIs

- Successful brand relaunch coinciding with completion of major renovations
- Enhanced market positioning balancing historic charm with modern expectations
- Improved guest attraction combining heritage tourism and contemporary hospitality
- Strong brand foundation supporting ongoing marketing and guest experience
- Effective communication of transformation from historic property to modern destination



CREATIVE DELIVERABLES

- Brand identity balancing historic character with contemporary sophistication
- Visual system honoring architectural heritage while reflecting modern renovations
- Marketing materials positioning hotel as unique blend of history and modern comfort
- Brand guidelines ensuring consistent application across historic and modern elements
- Strategic messaging celebrating both preservation and transformation

BENEDICTINE UNIVERSITY

STRATEGY THAT SCALES

Benedictine University needed to reach students across multiple programs, schools, and campuses with clear messaging and a digital strategy that could keep pace with growth. We delivered targeted, platform-specific campaigns backed by a foundational brand message that spoke to what Benedictine stands for—and why it matters now more than ever.



> *"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."*
>
> **— Name, Company**

STRATEGY

We began by building a core brand narrative to anchor all campaign work across Benedictine's colleges and programs. From there, we launched a multi-season digital media plan using Google, Meta, Programmatic, Geofencing, and LinkedIn. Each campaign was tailored to specific audiences, regions, and enrollment windows—maximizing relevance while maintaining consistency across touchpoints.

CASE STUDIES

GOALS

- Increase visibility of Benedictine's online and on-campus programs
- Launch multi-season enrollment campaigns across key platforms
- Ensure consistent messaging across colleges and cohorts
- Reach diverse audiences in multiple locations
- Support program growth through measurable digital strategy







KPIs

- Multi-channel campaigns launched across five platforms
- Increase in program inquiries and filled cohorts
- Expansion of online reach and awareness
- Enhanced enrollment visibility across regions

CREATIVE DELIVERABLES

- Campaign strategy and media planning
- Ad creative for Google, Meta, and Programmatic ad networks
- Messaging tailored by program and location
- Geofenced outreach for regional enrollment pushes
- LinkedIn content and campaign copy

HILLSBORO PUBLIC LIBRARY

MORE THAN BOOKS

The Hillsboro Public Library is more than shelves and stacks—it's a connector of people, cultures, and civic life. We helped the City of Hillsboro clarify the library's role in the community and deliver a messaging system that city staff, library workers, and public partners could truly stand behind.

"They take our vague ideas and bring them to fruition. We get a lot of positive feedback from the community on the work they've done."

— Karen Muller, Hillsboro Public Library

STRATEGY

We led a full brand discovery process to understand how the library was viewed by the public and how staff wanted to show up. From there, we built a messaging framework and visual identity system that emphasized openness, accessibility, and the evolving role of libraries as centers of belonging. We also provided talking points and rollout tools for citywide communications.

GOALS

- Clarify the library's brand positioning and role
- Create tools to support internal and external messaging
- Reflect community values in tone and visual language
- Help staff across departments speak with consistency
- Support broader city-led initiatives and engagement



KPIs

- New brand platform and visual identity launched
- Messaging adopted across 6 city departments
- Staff toolkit distributed for internal use
- Improved clarity and consistency in citywide outreach





CREATIVE DELIVERABLES

- Messaging framework and positioning guide
- Visual identity refinement and design templates
- Internal rollout tools and training support
- Talking points and one-pagers for city staff



HIGH DESERT MUSEUM

VISION MADE VISIBLE

High Desert Museum needed to transform their ambitious institutional vision into a compelling fundraising presentation that would resonate with high-level private donors. They required a sophisticated lookbook that could communicate complex development plans and inspire significant philanthropic investment in their mission. We crafted a museum-quality presentation worthy of their cultural significance and fundraising aspirations.



STRATEGY

We developed a meticulously designed fundraising lookbook that elevated their institutional story to the level expected by sophisticated donors. Our comprehensive approach included custom CAD drawings, strategic writing, and master design that transformed architectural plans and programmatic vision into an inspiring narrative. The presentation balanced technical accuracy with emotional appeal, creating a document that functioned as both informational resource and compelling case for investment in the museum's future.

GOALS

- Create museum-quality fundraising presentation for high-level donor cultivation
- Transform complex development plans into accessible, inspiring visual narrative
- Develop sophisticated design worthy of institutional reputation and donor expectations
- Support major gift conversations with compelling visual and written content
- Position museum expansion as worthy of significant philanthropic investment





KPIs

- Successful achievement of fundraising goals enabling planned expansion
- Museum expansion project completed as envisioned in original presentation
- Enhanced institutional credibility through sophisticated design and presentation
- Effective communication tool for development staff and board member outreach
- Museum-quality documentation reflecting institutional excellence and vision
- Strategic foundation supporting ongoing capital campaign and donor engagement

CREATIVE DELIVERABLES

- Custom CAD drawings translating architectural plans into accessible visuals
- Sophisticated lookbook design reflecting museum's cultural significance
- Strategic writing combining institutional vision with compelling donor narrative
- Master design system ensuring consistent quality throughout complex document
- Professional presentation materials worthy of high-level philanthropic conversations



SEVENTH MOUNTAIN RAFTING



LEGACY BRANDS, RECORD RESULTS

Seventh Mountain Rafting had the legacy: locals knew the name, and generations of guests came back year after year. But the brand needed a little dust-off to keep up with today's adventurers. We gave it new life: a voice that actually sounded like them, and a smart digital strategy that met people where they were—at concerts, events, and summer hangouts all over Bend. The result? More bookings, more locals in boats, and their biggest season to date.

STRATEGY

We refreshed this established Bend company's brand while developing an innovative geofencing approach that targets people already engaged in recreational activities. By reaching audiences at beer gardens, concerts, and other local events, we positioned rafting as the natural next adventure for people already in the fun-seeking mindset.

GOALS

- Modernize a legacy outdoor recreation brand
- Increase bookings through strategic audience targeting
- Connect with both tourists and locals at optimal moments
- Create scalable social media presence and strategy
- Drive measurable business growth in competitive market



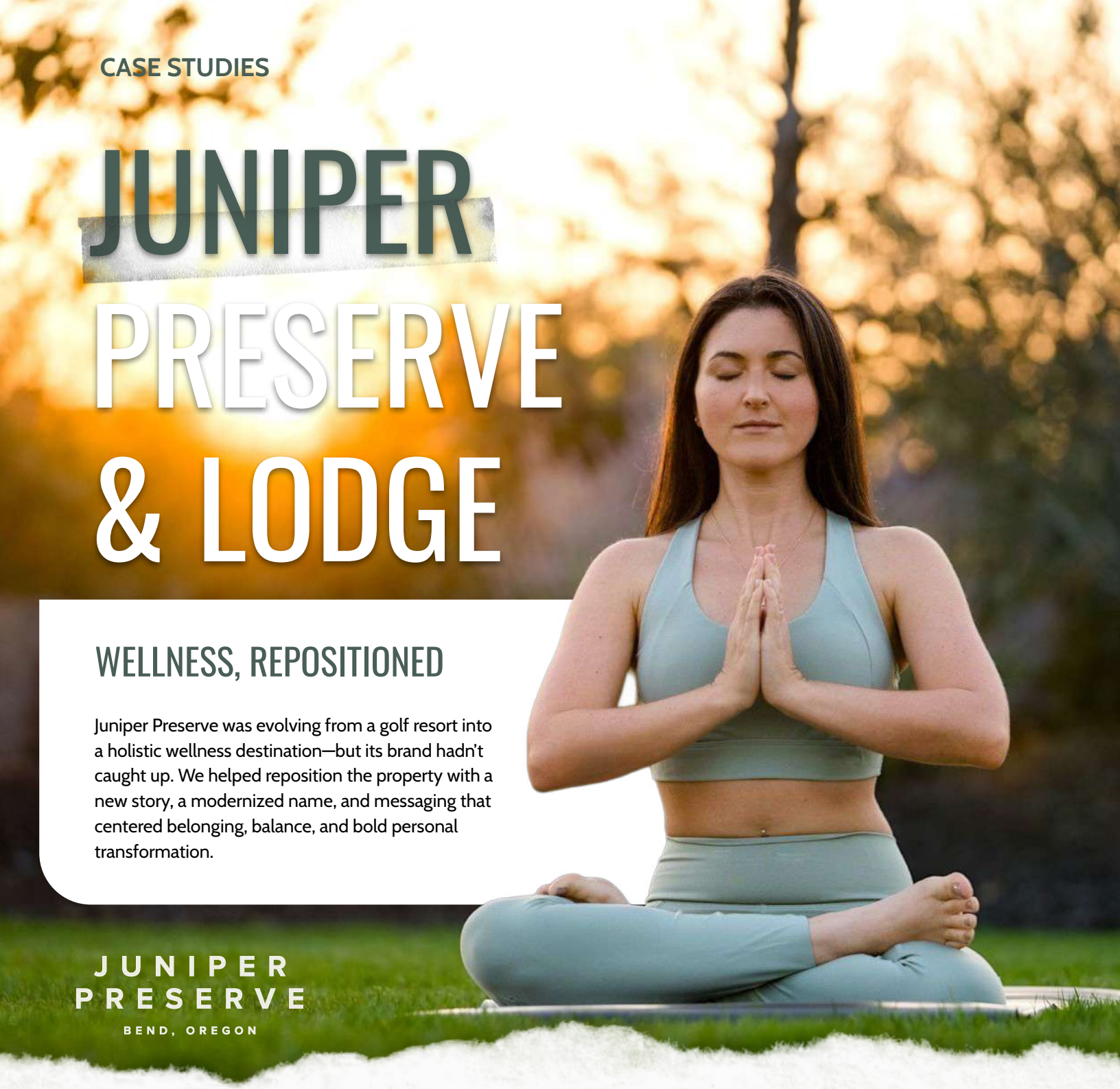
KPIs

- Company achieving record-breaking year following rebrand
- Geofencing campaigns successfully target event attendees
- Social media engagement and booking inquiries increased
- Brand refresh positions company competitively in Bend market
- Hyper-targeted approach delivers measurable ROI

CREATIVE DELIVERABLES

- Brand identity refresh and modernization
- Social media playbook and content strategy
- Geofencing campaign targeting strategy and implementation
- Event-based audience targeting protocols
- Marketing materials connecting adventure experiences

JUNIPER PRESERVE & LODGE



WELLNESS, REPOSITIONED

Juniper Preserve was evolving from a golf resort into a holistic wellness destination—but its brand hadn't caught up. We helped reposition the property with a new story, a modernized name, and messaging that centered belonging, balance, and bold personal transformation.

JUNIPER PRESERVE
BEND, OREGON

STRATEGY

Our team led a rebrand rooted in deep category analysis and stakeholder insight. We created a new brand story that honored the location's natural beauty and aligned with its wellness-forward evolution. Every deliverable—from visual tone to voice—was designed to attract a more aligned audience.

GOALS

- Shift brand perception from golf-first to wellness-first
- Develop new messaging and full brand identity
- Build emotional resonance and differentiation
- Attract wellness-seeking audiences and events
- Equip staff to speak with the same brand voice





KPIs

- New brand launched across all customer touchpoints
- Increase in bookings and inquiries
- Staff aligned around brand position and narrative
- Consistent brand adoption across teams and personnel





zö agency

CREATIVE DELIVERABLES

- Messaging and narrative sequence frameworks
- Visual identity design and refinement
- Language guidelines and internal training
- Website copy, signage, and event materials
- Wayfinding asset design and airport kiosk design and blueprinting

CITY OF MEDFORD, ROGUE X

COMMUNITY THRIVES HERE.

This core brand message positioned Rogue X as more than a facility—it's a space for connection, vitality, and shared experience. It signaled that the building belongs to the people of Medford and was designed to reflect their lives, energy, and growth.

A secondary campaign message, **"Experience Joy Through Play,"** helped communicate the spirit of the space across audiences, from families and athletes to event organizers and everyday visitors.



"The brand development process was both energizing and unifying. The zö team made it meaningful, collaborative, and fun."

— Rich Rosenthal, City of Medford

STRATEGY

We led a brand discovery process that engaged city staff, Parks & Recreation leadership, and community advocates. The strategic direction emphasized both movement and transformation—anchoring the brand in physical activity while signaling a broader civic investment. We ensured that the brand system could flex across signage, programming, events, and seasonal campaigns.

GOALS

- Develop a new brand identity for Southern Oregon's largest indoor recreation complex
- Align city stakeholders around a bold and inclusive visual identity
- Build pre-launch momentum and community pride
- Position Rogue X as a regional destination for events and active recreation



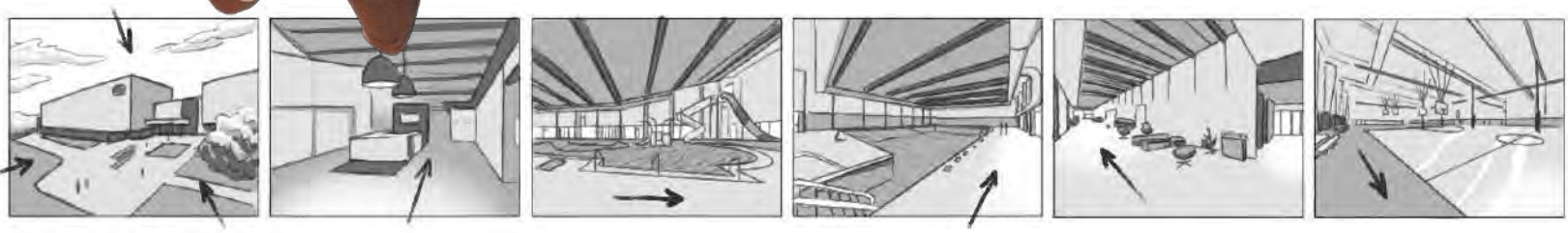


KPIs

- Fundraising event - completely sold out and met goals before opening
- Media and marketing plan executed at a fraction of cost (media planning negotiated)
- Memberships surpass target prior to opening

CREATIVE DELIVERABLES

- Full logo suite and visual identity
- Brand book and usage guidelines
- Environmental graphics and signage concepts
- Launch campaign strategy and supporting materials
- Branded templates for internal and external teams



DESCHUTES BREWERY



HERITAGE ON TAP

As one of the original craft breweries in the Pacific Northwest, Deschutes Brewery has a story worth telling. We helped the brand tap into its roots while adapting to new markets, new drinkers, and a new generation of storytelling.

DESCHUTES

"Their ability to quickly pivot on a media buy and turn around results is impressive."

— Ashley Picerno, Deschutes Brewery

STRATEGY

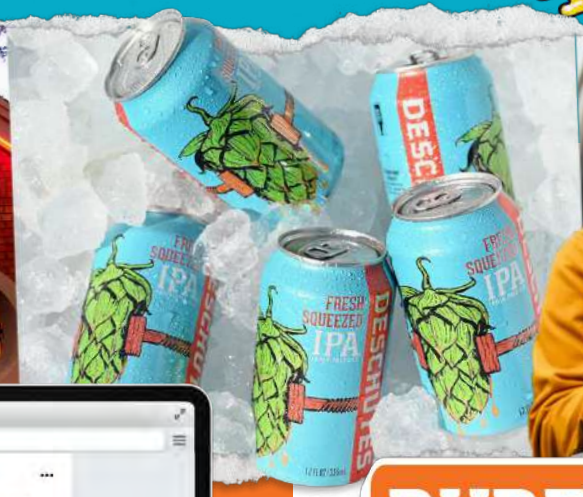
We created a messaging platform that could flex—from heritage-rich packaging stories to lighthearted campaigns for new product lines. Our goal was to honor the brand's legacy while helping it connect with evolving audiences through humor, honesty, and a clear sense of place.

GOALS

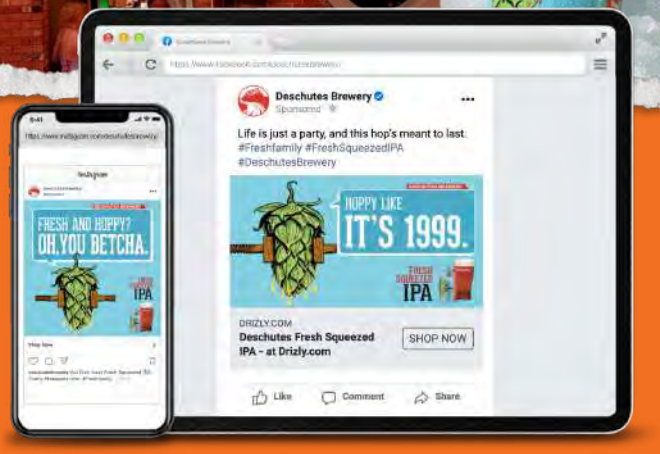
- Reconnect with core fans and introduce the brand to new ones
- Build messaging architecture for multiple product lines
- Balance humor and heritage across campaigns
- Align sales, marketing, and creative teams
- Support expansion into new markets













KPIs

- Message consistency across over 20 product lines
- Unified brand voice across marketing channels
- Increased relevance with millennial and Gen Z consumers
- Strengthened shelf presence and storytelling

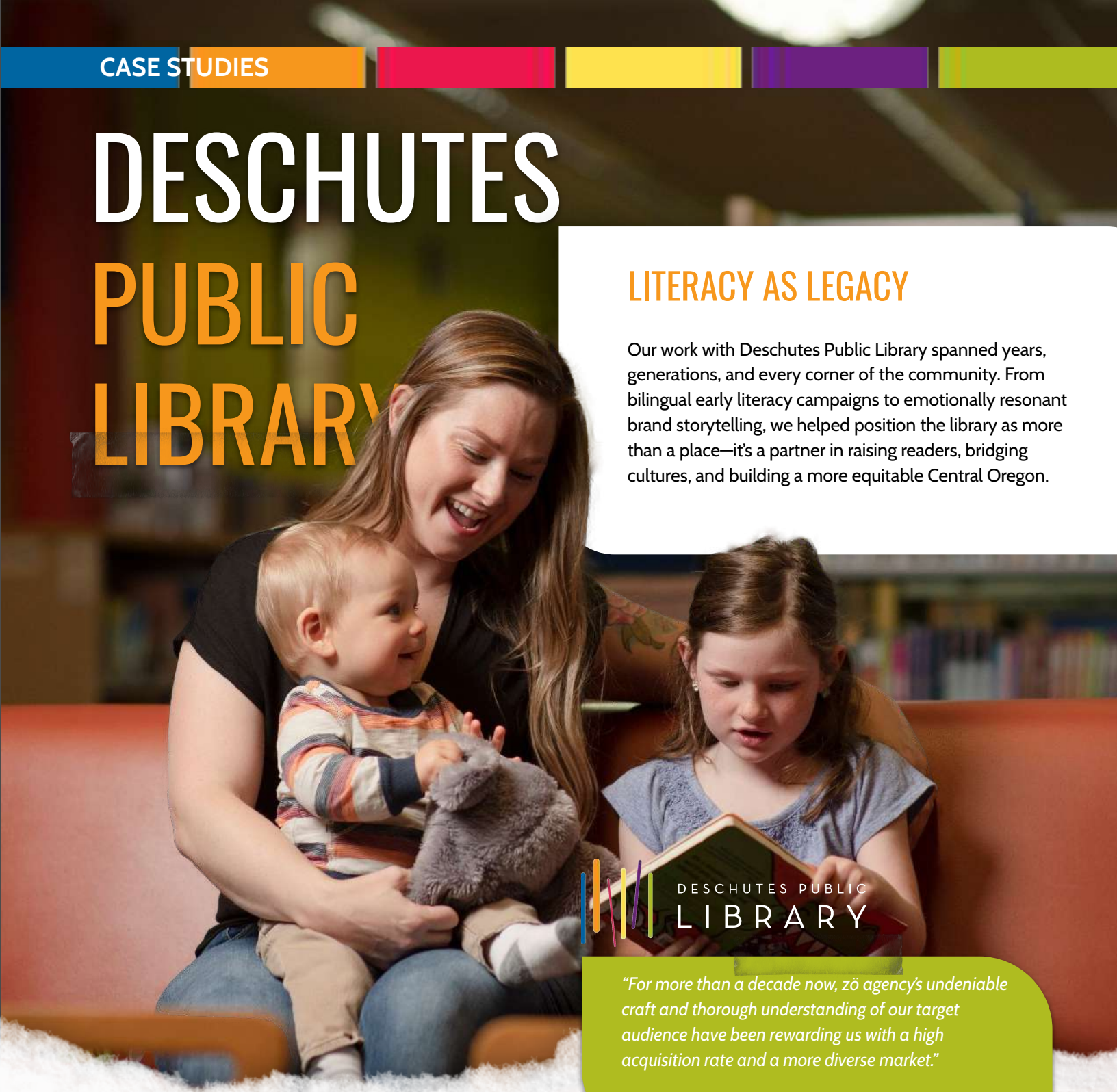
CREATIVE DELIVERABLES

- Messaging platform for flagship and seasonal brews
- Campaign concepts for retail and on-premise promos
- Packaging copy and storytelling guidelines
- Sales and distributor pitch language

DESCHUTES PUBLIC LIBRARY

LITERACY AS LEGACY

Our work with Deschutes Public Library spanned years, generations, and every corner of the community. From bilingual early literacy campaigns to emotionally resonant brand storytelling, we helped position the library as more than a place—it's a partner in raising readers, bridging cultures, and building a more equitable Central Oregon.



DESCHUTES PUBLIC LIBRARY

"For more than a decade now, zö agency's undeniable craft and thorough understanding of our target audience have been rewarding us with a high acquisition rate and a more diverse market."

— Chantal Strobel, Deschutes Public Library

STRATEGY

We supported Deschutes Public Library through multiple initiatives aimed at increasing access, advancing literacy, and reinforcing the essential civic role libraries play. Whether developing culturally responsive baby packets for new parents or producing a community-wide brand video with original spoken word, we met people where they were; through hospitals, community centers, nonprofits, and even the regional airport—every touchpoint made knowledge feel reachable and relevant to everyone.

CASE STUDIES

GOALS

- Support early childhood literacy through multilingual outreach
- Increase equitable access to library services and resources
- Provide parents with engaging tools to support young readers
- Position the library as a civic leader in community wellbeing
- Strengthen brand identity through powerful public storytelling



KPIs

- Baby packets frequently distributed via 50+ local partner organization
- Materials developed in English and Spanish for NESL families
- Growth in early reader program engagement year over year
- Community wide visibility through brand-forward video campaigns
- Stronger stakeholder alignment around the library's role in literacy and equity

CREATIVE DELIVERABLES

- Campaign strategy and messaging for early literacy initiatives
- Bilingual content and materials for parents and caregivers
- Print collateral and giveaway items
- Video, audio, and digital content production
- Internal narrative tools to support leadership messaging and narrative consistency

ADDRESSING HOUSELESSNESS IN DESCHUTES



There's No Single Cause

This idea grounded every element of the campaign. It reframed blame, challenged assumption, and made room for deeper understanding—whether someone arrived skeptical, frustrated, or searching for ways to help.

"zö did a great job of realizing the intended goals and outcomes of our project. We've received nothing but rave reviews. They came up with ideas and had a vision for our project from the get-go."

— Mickie Derting, City of Bend

STRATEGY

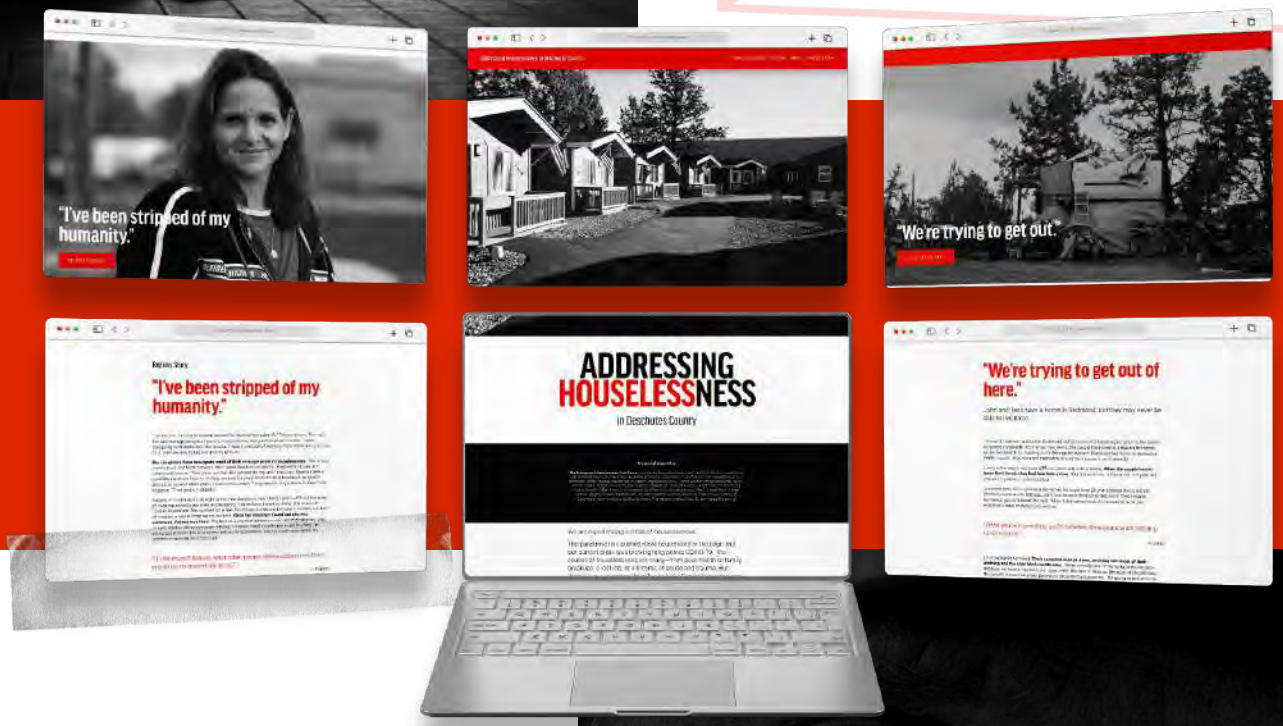
We began by listening—not only to city and county leaders, but to those living in a houseless state. Their insight helped reframe the core question most people ask: *What causes houselessness?* Our work centered on an evidence-based answer: there is no single cause. That foundational idea shaped everything from the messaging framework to the tone of the campaign.

We supported the Emergency Houselessness Task Force (EHTF)—a collaborative body led by the City of Bend and Deschutes County, with input from nonprofits and national experts—by crafting a narrative that could hold complexity without casting blame. We addressed economic precarity, housing availability, individual hardship, and systemic failure without flattening the issue. The result was a messaging platform that invited curiosity and clarity, not polarization.



GOALS

- Challenge common assumptions by centering an evidence-based understanding of houselessness
- Equip the Emergency Houselessness Task Force with a unified, accessible narrative
- Create a trusted resource that elevates lived experience and clarifies systemic context
- Invite the public into a more informed and productive conversation around houselessness

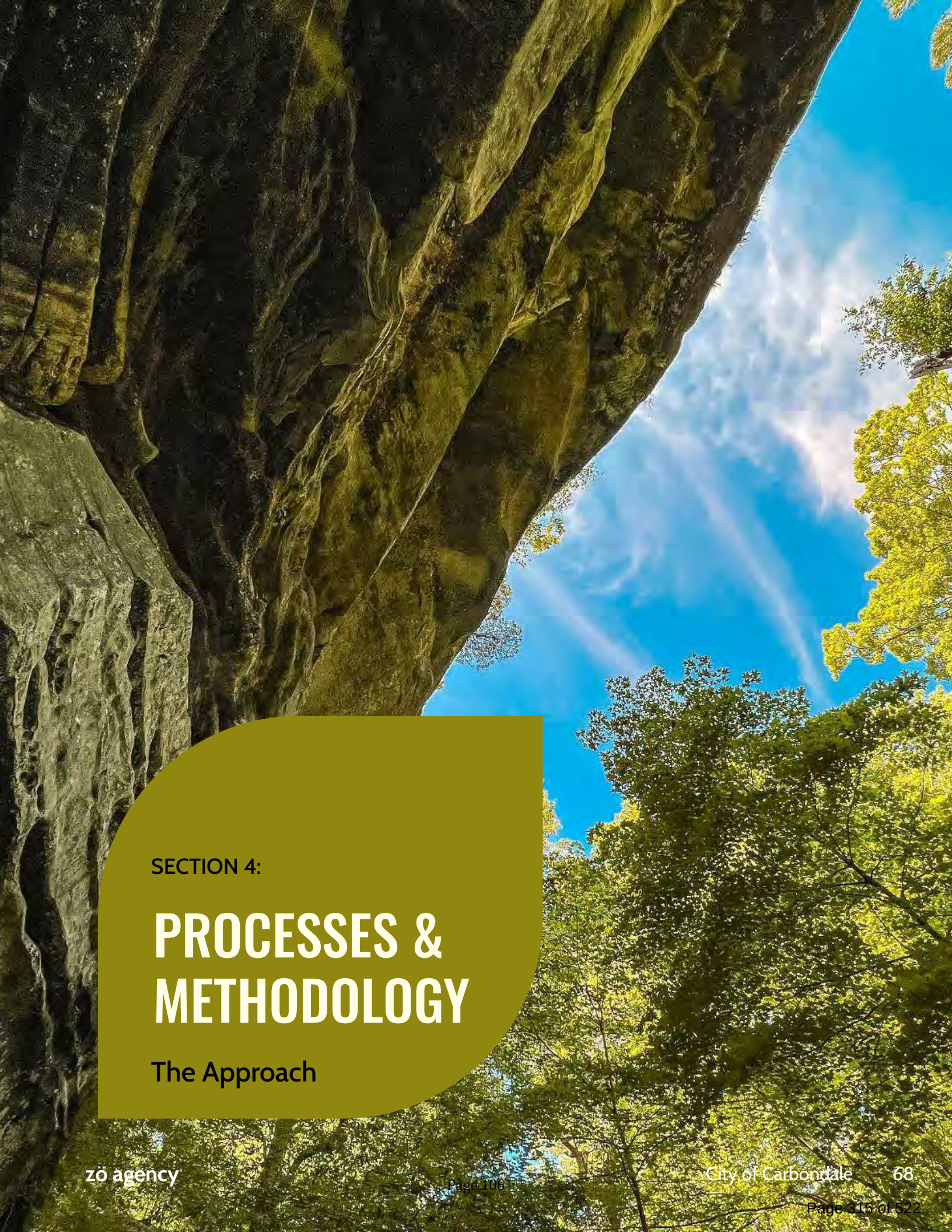


KPIs

- Council presentations a success
- Solutions implemented across city and county
- Bipartisan investment in solutions
- County presentations and grants a win

CREATIVE DELIVERABLES

- Narrative and messaging framework centered on systemic insight and lived experience
- Custom website: houselessindeschutes.org, featuring real stories, myth-busting content, and resources
- Interview-driven photography and storytelling
- Partner toolkit for consistent messaging across agencies and nonprofits
- Community-facing educational materials and FAQs



SECTION 4:

PROCESSES & METHODOLOGY

The Approach

ONE BIG IDEA

The Crossroads Effect

From Hidden Gem to National Destination

For decades, Carbondale has been the best-kept secret in Southern Illinois—a place where natural beauty meets academic energy, where the Shawnee National Forest creates a stunning backdrop for a vibrant university community. But here's the paradox that most destination marketing misses: the very things that make a place special to locals are often the hardest things for outsiders to discover and experience.

Carbondale sits at a unique crossroads—geographically positioned between major metropolitan areas, culturally positioned between nature and knowledge, and economically positioned between its current reality and extraordinary potential. The question isn't how to market what Carbondale already has. The question is how to create something entirely new that only Carbondale can offer.

What if instead of promoting Carbondale as another college town with outdoor recreation, we positioned it as America's first "Intersection City"—a place where seemingly separate worlds converge to create experiences that exist nowhere else?

This isn't about better brochures or social media campaigns. It's about recognizing that Carbondale's greatest asset isn't any single attraction—it's the collision of contrasts that creates magic in the spaces between. The intersection of forest and campus. The meeting point of research and recreation. The convergence of small-town authenticity and worldly perspective.

Consider what happens when you stop thinking of SIU as separate from the Shawnee National Forest and start imagining them as complementary halves of something unprecedented. Picture outdoor research expeditions where visitors join graduate students studying forest ecosystems, turning recreation into education and tourism into discovery. Envision artist residencies where international faculty create work inspired by ancient geological formations, making Carbondale a destination for cultural experiences that can't be replicated in cities or traditional rural areas.

The Crossroads Effect means transforming Carbondale's seasonal challenges into year-round advantages. When students leave for summer, the community doesn't lose its energy—it transforms into something different but equally compelling. Empty academic spaces become venues for corporate retreats focused on innovation and nature-based problem solving. Research facilities open their doors for hands-on learning experiences that combine scientific discovery with outdoor adventure.

Winter in this reimagined Carbondale becomes "Deep Discovery Season"—when the pace slows down enough for visitors to truly experience the intersection of intellectual exploration and natural contemplation. Alumni return not just for homecoming weekend but for "Convergence Weeks" throughout the year, bringing their professional expertise to community challenges while rediscovering why they fell in love with this place originally.

The traditional economic development playbook says to pick an identity and stick to it—be a college town or a nature destination, focus on tourism or business development, appeal to families or young professionals. But Carbondale's superpower lies in refusing to choose. It's the place where all these seemingly contradictory elements converge to create something that transcends categories.

This approach transforms every challenge into an opportunity. The community's diversity becomes a competitive advantage when visitors realize they can experience multiple worlds in one place. The seasonal economy becomes a feature when people understand they're getting access to different versions of the same magical destination throughout the year. The relative obscurity becomes valuable when visitors discover they've found something special that hasn't been commodified by mass tourism.

The Crossroads Effect isn't just a marketing strategy—it's a fundamental reimagining of what it means to be a destination in the 21st century. Instead of competing with other places for visitors' attention, Carbondale becomes something that simply can't be compared to anywhere else.

Five years from now, when people think of Carbondale, they won't see just another college town or outdoor recreation area. They'll see the place that proved intersection is more powerful than isolation, where the meeting of different worlds creates experiences that no single-identity destination could ever offer.

This could be Carbondale's moment to stop being the best-kept secret and start being the almost impossible-to-replicate original.

NOW THAT'S SOMETHING TO THINK ABOUT

WE UNDERSTAND

20,000 ft view

We understand Your Five-Goal Framework

Your Economic Development Strategic Plan provides the strategic foundation that transforms this from a traditional tourism marketing project into comprehensive economic development communication. We've analyzed each of your five goals and designed marketing components to directly support the implementation of each of them.

Marketing Strategies to Meet Carbondale's Five Goals

1. Economic Development

Industry Diversification Marketing

Remote Worker Attraction Campaign

- Targeted digital advertising in tech hub markets (Austin, Denver, Portland)
- "Work from the Creative Capital" messaging showcasing downtown co-working opportunities
- Partnership content with SIU highlighting tech program connections
- Social proof campaigns featuring current remote workers who've relocated to Carbondale

Innovation Sector Promotion

- National trade publication advertising targeting automotive and aviation industries
- SIU student success story amplification across industry networks
- Innovation meetup and technology event marketing support
- Airport and technology program advantage messaging

Creative Economy Marketing

- "Creative Capital of Southern Illinois" brand development and rollout
- Music venue and events marketing supporting major annual downtown events
- Artist and creative professional recruitment campaigns
- SIU Glove Factory and creative space promotion

2. Market Position and Identity

Coordinated Rebranding

Downtown Entrepreneurial Environment Campaign:

Our rebranding approach delivers the "edginess, energy, cleanness, creativity, innovation, technology, and craftsmanship" messaging you've specified while:

- Celebrating Carbondale's quirkiness as a quality-of-life amenity
- Positioning downtown as a regional economic hub
- Supporting young professional recruitment back to downtown
- Coordinating with gateway improvements and wayfinding

Safety Perception Innovation

- Strategic event marketing at locations with reputation challenges
- "Positive indirect messaging" training for all communications
- Downtown activation content showcasing outdoor seating and vibrancy
- Measurement and tracking of perception changes through regular surveys

3. Institutional Partnerships

Coordinated Communications

SIU & SIH Marketing Collaboration

- Monthly communications team coordination support
- Shared goal development and metric tracking
- "Hometown heroes" messaging for graduates and healthcare workforce
- Partnership progress communication to external audiences

Public-Private Partnership Marketing

- New housing development marketing and demand generation
- Mixed-use development promotion to attract developers
- Employee homeownership incentive program communication
- Welcome program marketing for new employees and students



4. Capital Projects

Downtown Walkability Promotion

Downtown Walkability Promotion

- Complete Streets and lighting improvement showcasing
- Campus-to-downtown connectivity marketing
- Public art and aesthetic improvement highlighting
- Tactical urbanism and micro-mobility promotion

Multi-Modal Transportation Marketing

- New outdoor venue and event destination promotion
- Micro-mobility partnership marketing with Veo
- Airport connection and accessibility messaging
- Last-mile delivery and transportation innovation showcasing

5. Support Policies

Business-Friendly Communication

Streamlined Process Communication

- Regulatory improvement storytelling across social media
- Business success story amplification
- SBDC downtown location promotion and programming support
- Gateway site redevelopment opportunity marketing

Underserved Community Outreach

- Traditionally underserved neighborhood business workshop promotion
- Success story documentation and sharing
- Mentor/coach program marketing and recruitment
- Social media presence promoting diverse business opportunities

INNOVATION IN ACTION



Innovation Examples

While our municipal portfolio shows competence, here's evidence of breakthrough thinking:

RECOVERY NETWORK OF OREGON:
STIGMA TO STRENGTH

We didn't just create addiction recovery messaging—we fundamentally reframed recovery from shame-based to pride-based storytelling.

Result: 20,000+ website visits in first week.

OREGON EMPLOYMENT DEPARTMENT:
POLICY TO PERSONAL

We transformed complex policy rollout into human-centered storytelling that reached across 6 languages and multiple media channels simultaneously.

DESCHUTES HOUSELESSNESS:
COMPLEXITY TO CLARITY

We took the most polarizing issue in local politics and created messaging that invited curiosity instead of judgment—achieving media pickup without backlash.

The Pattern: We don't just execute campaigns. We reframe entire conversations.

OUR BREAKTHROUGH PROCESS

From Insight to Icon



PHASE 1

PROVOCATIVE DISCOVERY

- Community immersion beyond focus groups
- Contrarian research that challenges assumptions
- Cultural insight mining from unexpected sources

PHASE 2

STRATEGIC DISRUPTION

- Reframe the conversation, don't just join it
- Find the emotional truth behind rational behavior
- Identify activation opportunities others miss

PHASE 3

EXECUTED INNOVATION

- Make channels part of the message
- Create experiences, not just communications
- Build in viral and social amplification from day one

PHASE 4

CULTURAL INTEGRATION

- Measure beyond awareness to behavior shift
- Create sustainable engagement systems
- Position for long-term cultural adoption

OUR APPROACH

DEEP DIVE

We immerse ourselves in your world—getting to know the City of Carbondale's voice, values, service areas, and stakeholders. Through strategic intake sessions, community listening, and cross-team collaboration, we uncover the challenges worth solving and the messages that need to be heard.

DISTILL & DEFINE

We translate those insights into a shared foundation—clarifying audience segments, establishing success metrics, and aligning on the tone, language, and behavioral goals that will drive every campaign. This is where we define what success looks like from both an internal and public-facing perspective.

CREATIVE IGNITION

From message architecture to campaign concepts, our creative team explores directions that resonate across Carbondale's diverse communities. We prioritize accessibility, trust, and equity—ensuring every creative direction serves the audience first and supports your five goals.

REFINE & ELEVATE

With your input, we refine key messages, visuals, and calls to action—ensuring they reflect Carbondale's values and are ready for wide release. We don't just polish—we test for clarity, cultural relevance, and connection with the community and region.

BRING IT TO LIFE

We produce materials built to meet people where they are: translated printed flyers, field team leave-behinds, social graphics, infographics, campaign collateral, and internal communication toolkits. Every output is practical, on-brand, and ready for community-facing delivery.

OBSERVE & EVOLVE

We evaluate what's working through both qualitative feedback and public response—paying attention to adoption, clarity, and sentiment. Where needed, we adjust tone, emphasis, or channel strategy to make sure messaging remains trusted, understood, and actionable.

MEASUREMENT & OPTIMIZATION

From message architecture to campaign concepts, our creative team explores directions that resonate across the diverse communities of the region. We prioritize accessibility, trust, and equity—ensuring every creative direction serves the audience first and supports the specified goals of both the City of Carbondale's Comprehensive & Economic Development Plans.



PROJECT MANAGEMENT APPROACH

Each initiative within this scope begins with clear project approval, including defined deliverables, timelines, and budgets. We manage every detail from kickoff through completion—maintaining brand consistency, tracking milestones, and coordinating closely with the City of Carbondale. Our process includes built-in checkpoints, stakeholder reviews, and adaptive planning to ensure alignment and transparency at every stage.

TEAM RESOURCES

Your core team includes a Senior Strategist providing oversight and alignment, an Account Manager guiding day-to-day collaboration, and a dedicated Project Director ensuring timely, seamless execution. Our full team of designers, copywriters, cultural consultants, and media planners work behind the scenes to bring your vision to life.

COMMITMENT TO EXCELLENCE

We believe in public trust and transparent service. Our commitment to the City of Carbondale includes proactive communication, flexible workflows, and accountability at every stage. We treat your brand as a public good—and approach every project with care, clarity, and a deep respect for the communities you serve.





OUR EXPERIENCE IS YOUR STRENGTH

zö is proud of the diverse clientele and industries that we serve across the country. zö has been fortunate to support countless organizations, with the bulk of those being specific to the changemakers; the businesses, cities, and county's fueled by innovation, hunger and community:

Hunter Communications	Deschutes Brewing
Hampton Lumber	Rogue X, City of Medford
Hillsboro Library	City of Bend
Deschutes County	...and more

- We're seasoned pros at crafting public sector campaigns that connect across diverse communities.
- A trusted partner to municipal agencies across the West Coast
- Well-versed in orchestrating multi-channel campaigns that span digital, traditional and emerging media.
- Dedicated account team with vast marketing strategy and execution expertise.
- Award-winning capabilities across branding, digital strategy, and content creation for public sector clients.
- Proven track record of driving measurable community engagement and program participation.
- Grounded in the realities of municipal outreach and community engagement.
- Unwavering commitment to transparent, responsive and flexible client service.

We bring fresh perspective and deep public-sector experience to help the City of Carbondale strengthen community trust, deepen public understanding, and highlight the essential role you play in the lives of every resident.

Our full service agency harnesses decades of experience contributed by each member of our team to offer every vertical of service needed.



SECTION 5:

SCOPE OF WORK

Schedule & Budget

SCOPE OF WORK

Phase 1: Discovery and Research (Weeks 1-4)

Community Branding Audit

- Comprehensive analysis of current brand touchpoints across all city departments
- Public perception analysis through social media sentiment and digital presence review
- Competitive landscape assessment of comparable university towns and regional destinations

Stakeholder Engagement Strategy

- Residents: Online surveys and community listening sessions
- Business Owners: Downtown merchant interviews and Chamber partnerships
- University Representatives: SIU leadership and student organization engagement
- Visitors: Exit interviews at key attractions and hotel partnerships
- City Staff & Elected Officials: One-on-one interviews and workshop sessions

Data Analysis & Market Research

- Tourism trend analysis leveraging hotel/motel tax revenue data
- Economic impact assessment including SIU's $1.36 billion regional contribution
- Digital analytics review of existing city and tourism digital properties
- Event performance analysis (Sunset Concert Series, Lights Fantastic Parade, etc.)

Research & Insights Report Deliverable
Comprehensive documentation of findings, market opportunities, competitive advantages, and strategic recommendations.

Phase 2: Marketing Strategy Development (Weeks 5-8)

Audience Segmentation & Personas

- Primary Target: Young professionals and remote workers (25-40)
- Secondary Target: Adventure tourists and nature enthusiasts
- Tertiary Target: Event planners and conference organizers
- Community Segment: Current residents and SIU stakeholders

Messaging Framework Development

- Core brand narrative building on "All Ways Open" positioning
- Value propositions for each target audience
- Authentic voice and tone guidelines
- Crisis communication protocols

Competitive Positioning Strategy

- Differentiation from other Illinois destinations
- Unique value proposition development
- Market gap analysis and opportunity identification

Phase 3: Creative and Innovative Plan (Weeks 9-12)

Brand Identity Evolution

- "Carbondale, All Ways Open" campaign concept development
- Visual identity system enhancement
- Photography and videography art direction
- Collateral design templates

Content Strategy & Storytelling

- Seasonal campaign concepts
- Social media content calendars
- Video storytelling strategy
- User-generated content frameworks

Campaign Concepts

- "Discover What's Possible" - Tourism campaign highlighting outdoor recreation and cultural attractions
- "Your Next Chapter Starts Here" - Resident attraction campaign targeting young professionals
- "Where Business Meets Adventure" - Business attraction and event marketing

Phase 4: Implementation for Integration (Weeks 13-16)

Platform Strategy

- Website optimization and user experience improvements
- Social media platform recommendations and content strategy
- Digital advertising platform selection and targeting strategy
- Traditional media mix recommendations

KPI Development & Measurement

- Tourism metrics: Hotel tax revenue, visitor counts, event attendance
- Economic development: Business inquiries, new resident registrations
- Digital engagement: Website traffic, social media growth, conversion rates
- Community engagement: Event participation, local pride surveys

Budget Allocation & Cost Modeling

- Recommended annual marketing budget distribution
- ROI projections and success metrics
- Implementation timeline with resource requirements

Phase 5: Final Deliverables & Launch Activities (Weeks 17-20)

Strategic Plan Document

- Executive summary and strategic overview
- Detailed implementation guidelines
- Brand standards and usage guidelines
- Measurement and optimization protocols

Brand Messaging Toolkit

- Messaging templates for all target audiences
- Crisis communication protocols
- Social media templates and content calendars
- Press release and media kit templates

Initial Marketing Launch Activities

- Pilot social media campaign implementation
- Digital advertising campaign launch
- Influencer collaboration initiation
- Community engagement event planning

SCHEDULE

This is a ***sample*** **timeline** based on a 10/6/25 contract award. Upon agreement we will craft a more solidified timeline that works for the City of Carbondale's availability.

Timeline based on October 27, 2025 Services Commencement

Implementation Timeline

Month 1: Discovery & Research

- Weeks 1-2: Stakeholder interviews and community engagement
- Weeks 3-4: Data analysis and competitive research

Deliverable: Research & Insights Report

Month 2: Strategy Development

- Weeks 5-6: Audience analysis and messaging framework
- Weeks 7-8: Competitive positioning and strategic recommendations

Deliverable: Strategic Framework Document

Month 3: Creative Development

- Weeks 9-10: Brand identity and visual concept development
- Weeks 11-12: Campaign concepts and content strategy

Deliverable: Creative Concepts and Brand Guidelines

Month 4: Implementation Planning

- Weeks 13-14: Platform strategy and tactical planning
- Weeks 15-16: KPI development and budget modeling

Deliverable: Implementation Roadmap

Month 5: Final Deliverables & Documentation

- Weeks 17-18: Strategic plan document completion
- Weeks 19-20: Brand messaging toolkit and template creation

Deliverable: Complete Strategic Marketing Plan Documentation

Month 6: Pilot Campaign Launch

- Weeks 21-22: Launch activities and initial campaign setup
- Weeks 23-24: Pilot campaign implementation and monitoring

Deliverable: Live Pilot Campaign Launch and Initial Performance Reporting

BUDGET

zö agency ordinarily works on a **project based fee schedule**. In short, we provide the cost for the project and we abide by those terms as does our client. When we are your partner, or by extension your marketing department, we work together to assess priorities and the overarching needs, timelines and message so that the budget is wisely allocated to the highest priority objectives. The following pricing represents best estimates or suggestions on your projects based on information we have to date. Each of yours will be scoped every time. zö agency is by far the most cost effective partner for all creative, project management and media so we're certain we'll be in line with any other similar proposal.

Component 1: Discovery and Research $13,500

- **Stakeholder engagement and interviews:** $6,000
- **Market research and competitive analysis:** $3,750
- **Data analysis and insights development:** $2,250
- **Research & Insights Report production:** $1,000

Component 2: Marketing Strategy Development $15,000

- **Audience segmentation and persona development:** $5,200
- **Messaging framework and brand narrative:** $6,000
- **Competitive positioning strategy:** $3,750

Component 3: Creative and Tactical Plan $13,500

- **Brand identity evolution and design:** $6,000
- **Campaign concept development:** $4,500
- **Content strategy and storytelling framework:** $3,000

Component 4: Implementation Roadmap $12,000

- Platform strategy and technical recommendations: $4.500
- KPI development and measurement framework: $3,750
- Budget modeling and resource planning: $3,750

Component 5: Final Deliverables $13,500

- Strategic Plan document production: $6,000
- Brand messaging toolkit creation: $4,500
- Template and guideline development: $3,000

Component 6: Initial Marketing Launch Activities $15,000

- Pilot social media campaign: $6,000
- Digital advertising setup and initial run: $5,250
- Influencer collaboration and community engagement: $2,250
- Launch event coordination: $1,500

Project Management & Administration $7,500

- Ongoing project coordination and client communication
- Travel expenses (if required)
- Miscellaneous expenses and contingency

Reimbursable Expenses

The following expenses will be billed at cost with prior approval:

- Travel expenses (mileage at current IRS rate, lodging, meals)
- Photography/videography location fees and permits
- Specialized software licenses required for project-specific needs
- Print production and shipping costs for physical materials
- Stock photography/video licensing beyond standard subscriptions

All reimbursable expenses are included in the media and production budgets outlined above, with any additional expenses requiring pre-approval.

TOTAL INVESTMENT

$90,000

Contract Period: **6 months** (November 2025 - May 2026)



REFERENCES

Please do not hesitate to reach out to any of these references for an honest assessment of our work.

zö agency

- Carlene Soriano, Owner
  Seventh Mtn Rafting, carlene@seventhmtnrafting.com | (541) 693-9124
  Project: Brand identity refresh, digital media strategy and marketing materials (2025)
- Chantal Strobel, Marketing & Communications Manager,
  Deschutes Public Library, chantals@dpls.lib.or.us | (541) 312-1032
  Project: Early literacy programs and bilingual community outreach (2016-2024)
- Tanya Gale, Program Specialist
  University of Idaho, tgale@uidaho.edu | (208)885-2182
  Project: Athletic Training Program rebrand and recruitment campaigns (2021-2025)
- Mickie Derting, Strategic Initiatives Manager
  City of Bend, mderting@bendoregon.gov | (541) 388-5505
  Project: Municipal brand refresh and ongoing marketing partnership (2017-2024)
- Rich Rosenthal, Parks & Recreation Director
  City of Medford, rich.rosenthal@cityofmedford.org | (541) 774-2400
  Project: Municipal marketing and Rogue X facility branding (2020-2024)

Additional References Available Upon Request



Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: Zo Agency

Location:

Note: SIU alumni on team…flow chart of assets…aligned with what we're looking for.

Evaluator: Haun

Do all proposals include:
- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	14
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	13
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	11
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	11

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	8
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	8
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	9
	Total Possible Points	100	74

Comments:

- Qualifications & Relevant Experience: Mid-sized agency; Carbondale tie via SIU alumni. Lacks some larger municipal references
- Proposed Approach & Work Plan: Well-structured, flow chart mapping all assets into an integrated framework.
- Understanding of Carbondale's Needs: Tailored reasonably well, with local grounding
- Creativity & Bold Thinking: Fresh integration approach, but not groundbreaking.
- Budget & Value: Balanced and realistic.
- Deliverables & Implementation Roadmap: Clear, tied to phases and outputs.
- Presentation & Clarity: Clean, visually engaging.

Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: Zo Agency

Location: Bend, OR

Note: 12-year-old agency, Woman owned and led, 25 team members, Creative Director is an SIU grad

Evaluator: Mitchell

Do all proposals include:
- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	19
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	16
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	15
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	15

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	9
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	10
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	10
	Total Possible Points	100	94

Comments:

- Qualifications & Relevant Experience: "Based in Bend, Oregon, zö agency serves the whole US with an emphasis on the West Coast from British Columbia to California". creative director, 25+ years, A graduate of SIU-C, he helped, produce marketing collateral for SIU athletics for 10+ years.". Many of the "key staff" have been with the agency for less than 2 years. Muni experience includes 2 counties (OR and AZ), 1 Oregon state agency, 3 cities (Bend OR-Pop. 106,926, Santa Clara CA- pop. 133,132, Medford OR (Pop. 86,301). **The work the agency did/is doing appears to be relevant, even though these cities are considerably larger than Carbondale**. Also listed is a **travel/tourism association**, a **university**, and 4 libraries. Case studies: Bend, OR – "The City of Bend had a legacy logo but no unified brand system—every department was interpreting it differently across dozens of applications" (**similar situation/services provided/consistent with RFP**). Bend is known for its combination of mountain town atmosphere and high desert environment, as well as ample outdoor recreation opportunities from skiing and hiking to whitewater rafting on the Deschutes River. Case study also highlights work with an event (page 38) and an event center (page 40). References (page 86) are relevant.
- Proposed Approach & Work Plan: (begins on page 81) **Phase 1** - Stakeholder Engagement: Business Owners: Downtown merchant, interviews and Chamber partnerships, University Representatives: SIU leadership and student organization engagement, Visitors: Exit interviews at key attractions and hotel partnerships, City Staff & Elected Officials: One-on-one interviews and workshop sessions (**while this implies onsite effort, it is not specifically called out, although the budget provides for $6K for this portion of Phase 1**). **Phase 2** - Marketing Strategy Development: they have suggested a logical set of target audience segments and **build on our existing brand and tagline**. **Phase 3** – includes Photography and videography art direction. Suggests draft "Campaign Concepts" that address specific target audiences. **Phase 4** – Proposal exceeds RFP requirements: "Recommended annual marketing budget distribution, **ROI projections and success metrics,**

Implementation timeline with resource requirements". Phase 5 – Excellent outline, **EXCEPT within this step or any of the others, there is no indication when Council will have the opportunity to provide feedback and approval on the draft and final versions of the Plan and what form those presentations to Council would take (onsite or virtual)**.

- Understanding of Carbondale's Needs: (page 69-74). They clearly have done their homework and have made an effort to understand the City's needs.
- Creativity & Bold Thinking: (Page 69-74) – "What if instead of promoting Carbondale as another college town with outdoor recreation, **we positioned it as America's first "Intersection City"—**a place where seemingly separate worlds converge to create experiences that exist nowhere else? **Page 35-Case study on work with San Francisco Travel**.
- Budget & Value: Total projected expenditure is $90K. **Does include some travel (for stakeholder engagement process)**. Leaves $30K available for additional expenses related to non-budgeted expenses such as additional travel, additional media/production work, etc.
- Deliverables & Implementation Roadmap: Deliverables are consistent with RFP. Good initial/broad suggestions of KPIs that could be used. Detailed timeline consistent with RFP.
- Presentation & Clarity: Excellent



RFP Response: Destination & Brand Marketing Strategy for Carbondale's Economic Growth

dovetail
we reimagine brands

CARBONDALE
All Ways Open

September 26, 2025

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September 26, 2025

To the Selection Committee:

On behalf of all of us at Dovetail, thank you for the opportunity to submit our proposal in response to your RFP for Destination and Brand Marketing services.

We see this moment as more than a marketing assignment. It's an invitation to help Carbondale clarify and amplify the identity that's already taking shape, from its creative culture and university energy to its access to natural beauty and opportunity. We are also drawn to the message of your current brand platform, "All Ways Open," and would be proud to partner with you to take your brand to the next level.

As a regional firm with deep experience in branding destinations, neighborhoods, and other public sector clients in moments of transition, we understand what it takes to engage diverse stakeholders, uncover an authentic narrative, and translate it into a platform that drives results: tourism, business growth, community pride, and long-term resilience. Our past partnerships have included The Gateway Arch, St. Louis Lambert International Airport, Metro St. Louis, and the Central West End neighborhood, among others. These projects have taught us how to unite diverse stakeholders, build brands that resonate, and deliver creative campaigns that inspire action.

We're especially drawn to your call for a bold idea — something that sets Carbondale apart and positions it for the future. That kind of challenge plays directly to our strengths. We don't believe in cookie-cutter campaigns or off-the-shelf strategies. Instead, we start by listening: to data, to people, and to place. We build partnerships. We get hands-on. And we deliver plans that are as executable as they are inspiring.

Carbondale already has the raw materials of a powerful story. Dovetail would be honored to help shape it, share it, and make sure it resonates — locally, regionally, and far beyond.

Sincerely,



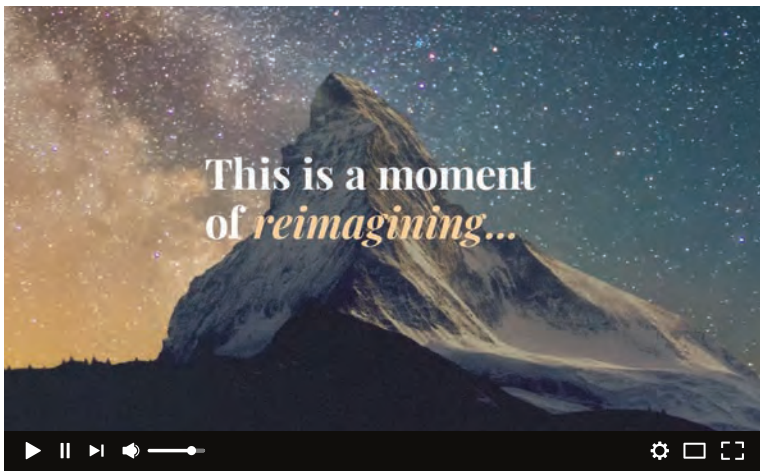
Scott Leisler

PRESIDENT & CHIEF CREATIVE OFFICER

EMAIL: SLEISLER@DOVETAIL-STL.COM | PHONE: 314.494.8467

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PORTFOLIO REEL



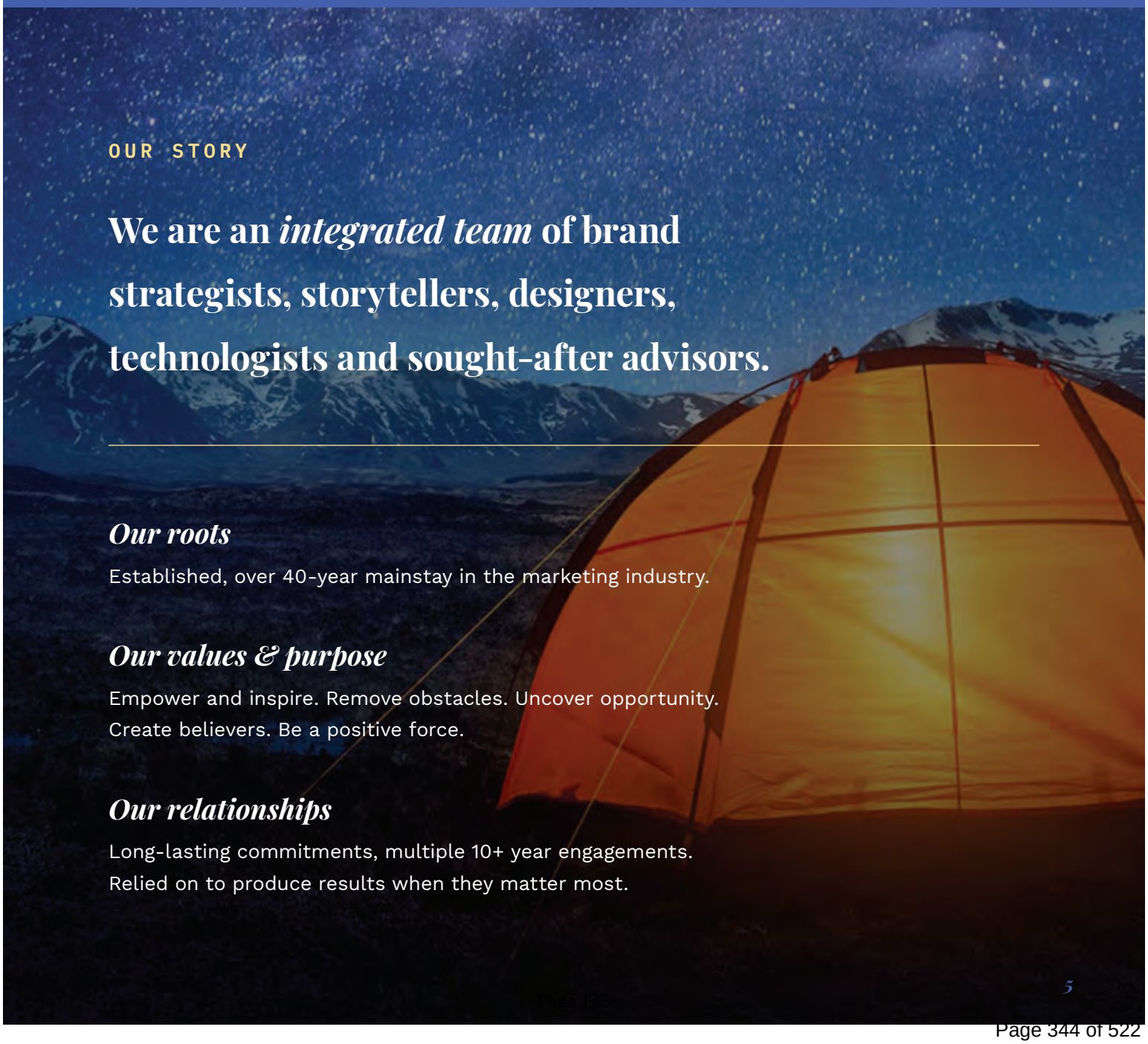
Scan the QR code to see our portfolio reel or visit the link below.

For additional information about Dovetail, including case studies, visit:
dovetail-stl.com



WE REIMAGINE BRANDS

Dovetail is a *Brand Reimagination Agency*, helping clients reimagine what's possible to accelerate success in today's ever-changing marketing landscape.



OUR STORY

We are an *integrated team* of brand strategists, storytellers, designers, technologists and sought-after advisors.

Our roots

Established, over 40-year mainstay in the marketing industry.

Our values & purpose

Empower and inspire. Remove obstacles. Uncover opportunity.
Create believers. Be a positive force.

Our relationships

Long-lasting commitments, multiple 10+ year engagements.
Relied on to produce results when they matter most.

We believe vibrant destinations and compelling brands are at the core of thriving communities.

Economic growth requires a *community-wide mindset*.

It begins with an honest look at where Carbondale stands today—and a shared vision for the kind of community it can become. Cities that unite behind a common purpose don't just attract visitors; they grow stronger economies, foster local pride, and spark renewed investment. They become resilient in the face of change and bold in the way they present themselves to the world. Reimagining how we market Carbondale means moving beyond traditional tourism—it means connecting every touchpoint across government, business, the university, and the community to reflect and amplify a cohesive identity: one that welcomes, inspires, and invites people to stay.

OUR VERTICALS & EXPERIENCE

Since our inception, we've worked in a variety of B2C and B2B specialty areas, including government, public sector, and tourism and destination marketing.

What we've found is that our brand process is designed to be universally leveraged across industries, and our clients benefit from the expertise we have in other categories, to help them think differently. Other Dovetail specialty areas include:

HEALTHCARE HIGHER EDUCATION FINANCIAL TRANSIT CPG PUBLIC SECTOR NON-PROFIT SENIOR LIVING

OUR BRAND SERVICES

Here's how we help *accelerate success*.



- Brand Strategy
- Brand Positioning
- Brand Architecture
- Brand Platform Development
- Brand Story Creation
- Brand & Product Naming
- Research & Insights
- Audience & Persona Development
- Competitive Assessment
- Trends Analysis
- Opportunity Definition
- Strategic Imperatives
- Engagement Strategy



- Identity Design Systems
- Brand Look & Feel Systems
- Messaging & Copywriting
- Campaign Development
- Website Design & Build
- UX & UI Design
- Prototyping
- Videography & Editing
- Photography
- Imagery & Illustration
- Iconography
- Packaging Design Systems
- Design Production
- Motion Graphics & Video



- Brand Management
- Marketing Strategy
- Campaign Planning
- Lead Generation
- Media Planning & Buying
- Brand CX Integration
- Content Development
- Digital & Traditional Advertising
- Social Content & Marketing
- SEO & SEM
- Campaign Optimization
- Results Analysis
- Event Support

Proposed Approach



PROPOSED APPROACH & METHODOLOGY

Within every great community is a great *brand*. Within every great brand is a great *story*.

And, that story features three key plot points to your brand's success: it's **Relevant, Evolutionary and Valuable**. Our REV Process allows us to uncover the truths and insights that make your brand unique.

Relevance

This first phase focuses on discovery and research to ground our strategy in truth. We'll conduct a full brand audit, review existing marketing and City plans, and analyze tourism, economic, and audience data. Just as critically, we'll engage a wide range of stakeholders, from residents and business owners to university leaders and City staff, through interviews, surveys, and focus groups. These insights will be synthesized into a Research & Insights Report that defines where Carbondale stands today, how it's perceived, and where its greatest opportunities lie.

Evolution

In this phase, we translate insights into a clear, compelling strategy. We'll define Carbondale's target audiences and develop messaging tailored to each group—residents, tourists, students, retirees, remote workers, and more. From there, we'll craft a brand positioning statement and key message framework that highlights what sets Carbondale apart from neighboring communities, while elevating assets like SIU and Shawnee National Forest. We'll explore storytelling platforms, bold creative concepts, and tactical strategies across digital, print, public relations, events, and partnerships—building an implementation plan that's rooted in authenticity and designed to unify, inspire, and drive action.

Value

The final phase brings strategy to life through clear deliverables and real-world activation. We'll deliver a written Strategic Marketing Plan, complete with executive summary, brand messaging toolkit, sample creative assets, and templates for content planning. From there, we'll help Carbondale move from planning into action, launching a limited pilot campaign across digital, social, or print to build early momentum and community engagement. Throughout, our focus remains on measurable impact: elevating perception, supporting economic growth, and giving residents and partners a brand they can rally behind.

ENGAGEMENT APPROACH

The REV Process

Our process is designed to address all aspects outlined in your RFP. It brings together insights from stakeholders, community partners, and visitors to ensure strategies reflect the full Carbondale experience. The goal is to create a marketing approach that is inclusive, forward-looking, and capable of strengthening tourism, economic development, and civic pride for years to come. The following pages outline how we will approach the defined Scope of Work areas within our REV Process framework.

AREA ONE
Discovery & Research

AREA TWO
Marketing Strategy Development

AREA THREE
Creative & Tactical Plan

AREA FOUR
Implementation Roadmap

AREA FIVE
Final Deliverables

AREA SIX
Initial Marketing Launch Activities

The REV Process, Area 1

Discovery and Research

This phase is the foundation of our entire engagement. In Dovetail's REV Process, this aligns with **Relevance**, our commitment to research, listening, and grounding all creative strategy in real-world insight.

We'll begin by conducting a community branding audit to evaluate current messaging, perceptions, visual identity, and brand equity. Our team will review existing marketing materials, economic development strategies, tourism data, City plans, and previous research reports (including the 2018 Carbondale Research and Strategy Presentation, as well as anything more recent if available). While some of this information may be dated, it provides valuable historical context we'll build upon.

From there, we'll lead an inclusive and wide-reaching stakeholder engagement process. Depending on community needs and availability, we'll host:

- One-on-one interviews with City leaders, business owners, university representatives, and partner organizations
- Focus groups or facilitated roundtables with community members, student groups, and tourism stakeholders
- Online surveys distributed through the City's digital channels to gather broader community sentiment

Throughout, our goal is to uncover both perceptual truths (what people believe about Carbondale) and aspirational truths (what they want to believe about Carbondale). Along with measurable data, we're also collecting and listening for emotional threads, historical context, and civic pride.

The findings will be synthesized into a comprehensive Research & Insights Report, delivered as a visual and narrative document. We will present both our factual findings, as well as what we believe their implications to be and what we recommend we do about them. This report becomes our shared foundation, ensuring strategy development is informed by the real voices and values of the Carbondale community.

The REV Process, Area 2

Marketing Strategy Development

This phase moves us into the **Evolution** step of our REV Process, where we translate these insights into positioning, differentiation, and messaging.

Dovetail will begin by defining priority audiences for Carbondale, including demographic and psychographic breakdowns. These may include:

- Prospective visitors and tourists
- Remote workers and young professionals
- Students and prospective university families
- Retirees looking for vibrant, livable communities
- Nature travelers drawn to the Shawnee National Forest

From there, we'll identify unique value propositions for each group, articulating what makes Carbondale not just appealing, but memorable. This process leads to the development of a brand positioning statement and message architecture, organizing the City's story into adaptable, audience-relevant layers.

As part of this process, we'll:

- Analyze how Carbondale compares to surrounding towns (Marion, Murphysboro, Carterville, Anna)
- Explore how to position SIU as a differentiator – not just a feature of Carbondale, but a reason to believe in its future
- Consider how to thoughtfully integrate proximity to the Shawnee National Forest without overshadowing Carbondale's urban energy and cultural identity
- Identify compelling, authentic storytelling opportunities that reflect the city's rich past, its current energy, and its future aspirations

The result is a flexible, insight-driven strategy that gives the City clear language, a consistent voice, and a magnetic position in the marketplace.

The REV Process, Area 3

Creative and Tactical Plan

With strategy in place, this phase focuses on bringing it to life via creativity, channel strategy, and tactical activation planning.

We'll explore and recommend:

- Branding and storytelling approaches, including visual identity evolution, tagline options, and a "big, bold idea" concept that is either an evolution of your current "All Ways Open" brand platform, or an entirely new creative thread that pushes beyond the expected and invites fresh thinking
- A message playbook that outlines how different storylines flex for different audiences
- Creative concept mockups, including sample visuals, advertising and signage examples, and copy treatments to demonstrate tone and energy

On the tactical front, we'll propose an integrated marketing mix tailored to your goals and budget, which may include:

- Social media strategy and content ideas
- Paid digital campaigns (search, social, display, programmatic)
- Website messaging enhancements
- Earned media and public relations
- Seasonal or event-driven community engagement efforts
- Print and promotional materials
- Environmental branding and wayfinding integration
- Partnership opportunities with regional bureaus and SIU marketing teams

Importantly, we'll ensure these ideas aren't just imaginative, but executable and grounded in budget realities, internal bandwidth, and timelines.

The REV Process, Area 4

Implementation Roadmap

Ideas are only as strong as their path to execution. That's why every Dovetail strategy includes a robust roadmap for activation.

Our Implementation Roadmap will be included within the Creative and Tactical plan and will, essentially, outline how we accomplish these efforts. The plan will include:

- A phased timeline from plan approval to initial pilot activation
- Clear roles and responsibilities, including expectations of Dovetail, City staff, and external partners
- Suggested tools and platforms for marketing management and measurement (e.g., content calendars, asset libraries, campaign dashboards)
- A detailed budget framework, including cost estimates and prioritization guidance for each tactic
- Defined performance indicators (KPIs) to measure awareness, engagement, reach, and visitation

We'll also recommend a long-term process and structure to ensure the City is set up to sustain efforts beyond this engagement.

The REV Process, Area 5

Final Deliverables

We don't believe in handing over a "brand book" and walking away. We deliver final outputs that are both strategic and functional, allowing you to act quickly and confidently. As a city government ultimately responsible to your taxpayers and constituents, we take seriously the need to document our process, value for budget, and fulfillment of our contract.

Our deliverables will include:

- A professionally designed Strategic Marketing Plan document
- A summary presentation deck for leadership and City Council
- A brand messaging toolkit with voice guidelines, tagline usage, elevator pitches, and key messaging – as well as new business suite and communication tools like business cards, letterhead, envelopes, signage etc.
- Social media and content calendar templates that show how to map themes across time and channels
- Sample creative mockups for ads, social posts, event banners, and other campaign assets, including working design files to begin implementation

Everything is designed for flexibility, ready to hand to internal teams, share with Council, or brief external partners.

The REV Process, Area 6

Initial Marketing Launch Activities

We believe even the strongest plan needs a spark, and that it's important to quickly get the new campaign in market to gauge real response. We plan to include a pilot launch phase to build momentum and demonstrate immediate progress.

More details to be developed in collaboration with your team but this may include:

- A targeted social media campaign built around a single storyline
- Geotargeted digital ads designed to drive short-term visitation, including connected TV and other video units if production budget allows
- A limited-run print campaign or flyer drop promoting Carbondale events or experiences
- Community engagement content like contests, challenges, or spotlight stories

This launch is small by design, but smart, strategic, and measurable. It allows for early testing, team alignment, and public excitement before broader campaigns roll out, on which we would be excited to partner with you under a subsequent contract.

Pricing and Budget Overview

Dovetail proposes a total project fee of **$120,000**, in alignment with the City of Carbondale's stated budget. This includes all professional services described in our engagement approach, incidental expenses, and a limited initial round of implementation activities following plan approval. Our pricing model is both comprehensive and flexible—designed to maximize impact at each stage of the process while allowing for collaboration and refinement throughout.

The following table outlines how we propose to allocate the budget across the six key components of the scope of work. These allocations are aligned with the City's guidance and grounded in our experience delivering successful community and destination marketing projects.

Scope Component	Estimated Allocation	Description
Discovery and Research	$15,000	Brand audit, perception analysis, stakeholder interviews, data review, and Research & Insights Report.
Marketing Strategy Development	$15,000	Audience profiles, messaging platforms, competitive analysis, storytelling recommendations.
Creative and Tactical Plan	$20,000	Brand messaging, slogan/tagline options, tactical strategy development across key channels.
Implementation Roadmap	$10,000	Phased rollout plan, KPIs, cost modeling, roles & responsibilities, internal team recommendations.
Final Deliverables	$15,000	Strategic Marketing Plan, presentation materials, messaging toolkit, content calendar templates.
Initial Marketing Launch – Creative Development	$30,000	Pilot creative execution—paid social media, digital ads, influencer content, or promotional media.
Initial Marketing Launch – Reserved for Media Buys	$15,000	Paid media budget to be allocated across digital and/or traditional media opportunities in a pilot campaign.

Total: $120,000 All-inclusive fee. No hidden costs.

We welcome the opportunity to refine this allocation in collaboration with City leadership, particularly as priorities emerge through stakeholder input and Discovery. Our budget also reflects our commitment to maximizing value, bringing high-impact creative thinking, expert strategic counsel, and scalable execution to every step of the project.

Working Together and Anticipated Timeline

At Dovetail, we believe trust is the foundation of every successful partnership. Our team brings honesty, clarity, and accountability to everything we do. When we say we're going to do something, we do it. Clients appreciate that we're transparent about timelines, thoughtful about budgets, and fully engaged throughout the process. More than anything, we want to do a great job. That's not just a talking point, it's our culture. We work hard, stay curious, and treat every project like it matters, because it does.

You're trusting us with more than a scope of work—you're trusting us with your brand, your community, and the impact this project will have long after it launches. We take that seriously. Our team will be present, responsive, and fully committed. If something unexpected arises, we'll meet it with creativity and flexibility. We solve problems, not make them. One client recently shared:

"Dovetail has been our partner for the past eight years and has worked with us on a variety of projects. They have been key to our success in getting our message out to the public and helping tell the great story we want to share. Our partnership with them has been extremely positive and that is because of the staff and dedication of their team. They listen, provide great content and most of all, they act as a true extension of our team, not just a consultant for hire!"

We're ready to get started quickly and will prioritize agency time and staff resources to keep things moving smoothly. Below is our anticipated timeline for key milestones.

CITY OF CARBONDALE, IL DRAFT TIMELINE

Activity	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26	Apr '26	May '26
Project Kick-Off								
Discovery & Research								
Marketing Strategy Development								
Creative and Tactical Plan Development								
Implementation Roadmap Development								
Draft Plan Presentation to Council								
Final Plan Presentation to Council								
Pilot Campaign Creative Development								
Pilot Campaign Launch								ONGOING



Answering the question, “Is it working?” – How we measure results

Clients often ask us, “Is it working?” At Dovetail, we’re results-driven and focused on creating real value. We see metrics like impressions or clicks as just one part of a bigger picture—one that centers on achieving your goals.

In our initial kick-off process, we will work with you to set goals around key KPIs. For every project or campaign that comes after, we will assess what the right tactics and messages are to hit those specific goals, and our reporting will always tie back to the KPIs we establish together. We commonly create real-time, digital dashboards for larger advertising campaigns so that you can always see exactly where your dollars are being spent and what results we are generating. There are many more metrics that we consider and can share – but we always want it to be easy for you to gauge performance based on the results that matter most to you and other stakeholders.

Understanding Carbondale's Current Landscape



Carbondale sits at a cultural and geographic edge. It's where natural beauty, intellectual energy, and creative independence converge. It's a city shaped by dualities: small-town warmth and global perspective, wild forests and university labs, long-standing tradition and restless reinvention. That complexity isn't a challenge to overcome, but rather the raw material for a brand with real depth and dimension.

Even in the 2018 research conducted by Carbondale's previous agency, themes emerged that still ring true today: a community eager to rewrite its story, push back on outdated perceptions, and make Carbondale feel like a destination again — for tourists, students, entrepreneurs, families, and locals alike. Respondents described Carbondale as "gritty and proud," "authentically diverse," and "full of potential." But they also named its challenges: a fractured narrative, lingering economic pressures, and external perceptions that didn't match the energy of the people living there.

But since then, new chapters have begun. Downtown revitalization. Expanded events and cultural programming. Renewed energy from Southern Illinois University. A push for inclusive economic growth and a stronger tourism infrastructure. These are promising signs and they deserve to be seen and shared with clarity, consistency, and heart.

That's where Dovetail comes in. We've built our reputation helping brands like yours bridge that gap between perception and possibility. From branding destinations like the Central West End and the Delmar Marker District, to repositioning institutions like St. Louis Lambert International Airport and Connect Transit, our work thrives where complexity meets opportunity. And we know Southern Illinois — not just as visitors, but as regional neighbors who understand its rhythms, values, and ambitions.

As we begin this partnership, we don't assume we have all the answers, but we do bring a head start. We've reviewed past research. We've thought about our experiences with similar engagements. We've studied your demographics, regional positioning, and tourism trends. And we've begun identifying the stories, themes, and creative levers that could form the foundation of a powerful brand.

Now, the real work begins — transforming those insights into bold, creative sparks that can set a new narrative in motion. In the next section, we'll share some early provocations — ideas designed to challenge expectations, inspire momentum, and reflect the authentic spirit of Carbondale.

What People Said in 2018

- Perception is unclear or outdated, especially with regard to crime. (majority agreed)
- Diversity and culture are strengths (frequently mentioned)
- Outdoor access is underutilized (not fully leveraged)
- SIU is an asset, but not always integrated (key opportunity)

"Carbondale is the cultural center of the region. And I think the quality of arts and music you can get here surprises people."

– 2018 Research Participant

"People outside Carbondale think it's dangerous everywhere here. They associate it with crime. Some of that is earned. But people get shot in Marion too. That crime just doesn't get covered in the news."

– 2018 Research Participant

Since 2018...

- Downtown beautification efforts
- New events and festivals
- Rise of remote work + student lifestyle overlap
- Growing tourism efforts via Explore Carbondale



Early Creative Sparks:

BIG, BOLD

Ideas we're excited to explore further...

As we prepare to enter the Discovery and Research phase, these early creative sparks are just that—sparks. Based on what we've heard, read, and observed, they begin to reflect the identity of Carbondale: bold, unconventional, eclectic, and ready for something new. These are not final platforms or polished messages. They're jumping-off points for deeper exploration through Dovetail's REV Process.

How to think about them? Each category represents a mood or tone for messaging, with some examples of phrases that could become headlines, social media captions, signage around town, and more. Also included are some early executions and activations that could be at home within the idea. These are early brainstorming, unbounded by limitations that may exist for the moment, as we think about what could be possible...



IDEA ONE

Energy & Edge

Carbondale has always been a little different, in the best way. This idea is all about leaning into the "grittiness" of Carbondale as means of expressing its authentic nature, with a bit of a wild side...

- **Life on the Edge of Adventure**
- **Southern Illinois, Unfiltered**
- **Grit, Green, and Full of Soul**
- **Weirdly Welcoming. Always Real.**
- **The Last Place You'd Expect. The First You'll Remember.**
- **Where Outsiders Fit In**

Themes: Originality, cultural highlights, unapologetic pride, location on the "edge" of nature and adventure.

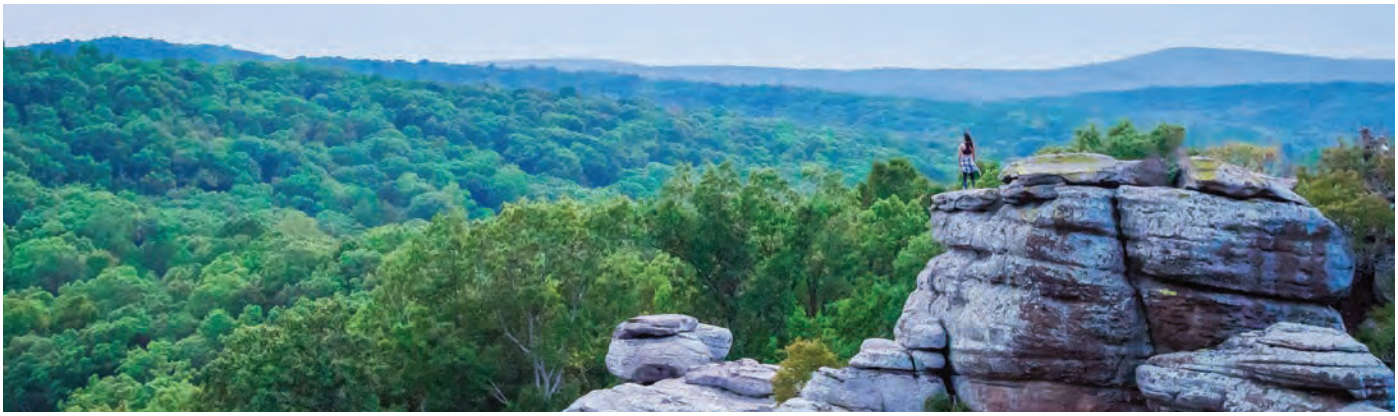
How It Could Come to Life:

- **Branded trail + culture maps** that blend hiking routes, dive bars, record shops, and art installations into themed "choose your own adventure" days.
- **Alternative content series with minimal polish**: Mix retro with modern through unedited interviews, analog film photography, zine-style print pieces.
- **Adventure Passport**: Visitors, or new university students, explore Carbondale by collecting stamps for off-the-beaten-path stops around town, with a prize at the end (branded giveaways, local gift cards, etc.).









IDEA **TWO**

Gateway to Nature, Culture & Contradiction

Carbondale is a rare blend of outdoor access and cultural density – confirmed by research respondents who were familiar with other similar towns in Illinois. We lean into the natural beauty of the region and the cultural amenities of the town, putting Carbondale at a unique crossroads.

- **Arts & Forests**
- **Live Music, Late Nights, Long Hikes**
- **Where the Trailhead Begins and the Night Never Ends**
- **## Murals, 1 National Forest, Infinite Stories**
- **Your Basecamp for the Unexpected**

Themes: Duality, surprise, accessibility, diversity of experience

How It Could Come to Life:

- **Sponsor plein air painting days** in Shawnee with local artists and tourists.
- **Laminated trail cards** with QR codes to local music playlists.
- **Campfire concert nights** at park edges or in downtown greenspaces.
- **Basecamp Carbondale**: Create a visitor hub or identity kit with trail maps, mural guides, curated playlists, and “only in Carbondale” swag. Recruit remote workers or creatives to relocate and “Setup Your Basecamp in Carbondale.”









IDEA THREE

Confidently Carbondale

This idea is all about reclaiming Carbondale's confidence. Even if messaging uses some light hyperbole, we can elevate and celebrate the things that make us proud to be Carbondale.

- **Come See Why Carbondale Won't Be Pinned Down**
- **The Most Interesting Town in the Midwest. Maybe.**
- **The Cultural Capital of Southern Illinois. And, The World!**
- **Keep Carbondale Offbeat**

Themes: Tongue-in-cheek bravado, pride in our quirks, and a "little engine that could" attitude.

How It Could Come to Life:

- **"Interesting Person" cards**: like baseball cards but for notable/quirky locals.
- **Flagship brand campaign** using a rotating set of intriguing headlines or taglines (e.g., "The Most Interesting Town in the Midwest. Maybe.") with unexpected pairings of visuals and messages.
- **Confidently Carbondale Awards**: Take nominations for various award categories – including funny or offbeat categories – for people, businesses, and other elements of Carbondale. Announce the winners at an award gala and highlight the winners on a microsite, with language that celebrates and glorifies even the most minimal of wins.







These early sparks are just the beginning. Carbondale's personality, potential, and contradictions have already inspired bold ideas, and we're excited to explore and refine them through our full REV Process. The best campaigns are born from listening, learning, and letting a city's true spirit lead. We can't wait to get started!

Case Studies

Gateway Arch — *The Evolution of a Monumental Brand*

In so many ways, the Gateway Arch serves as a symbolic welcome to the St. Louis region, as well as the Gateway to the West. Dovetail has created an enormous body of work for the Gateway Arch over the past 23 years, appealing to St. Louis locals, tourists, tour groups, seniors, school groups, military groups and the hospitality industry with award-winning brand strategy and implementation. All efforts focus on improving the guest experience from trip planning, to onsite immersion, to encouraging repeat travel.

In the early 2000s, we led the Gateway Arch through a research and branding process. This effort led to adding activities on the riverfront, including the historic riverboats, bike rentals and helicopter rides and a new “Journey to the Top” experience. We developed a brand identity that sold the full experience.

In 2015, we honored the 50th anniversary of building the Gateway Arch. We generated high-profile media coverage by promoting our history, our community partnerships and consumer engagement. We planned commemorative activities and other community celebrations. We used this milestone to build awareness and appreciation for St. Louis’s bold step in 1965 to build this monument and how lucky we are to have it in our backyard.



Gateway Arch — *The Evolution of a Monumental Brand*

In 2018, after five years of massive construction, the Gateway Arch reopened to much fanfare, showcasing new grounds, a new west-facing entrance, an entirely redesigned museum experience and interactive exhibits in the tram lobbies.

In preparation, Dovetail, in partnership with the Gateway Arch marketing team, reimagined the brand to launch in conjunction with the new experience. This new brand more accurately articulated the experience of the Arch, as discovered during consumer research, and allowed for the incorporation of the new elements of the Arch experience under a cohesive brand architecture system.

The brand was supported with a dual-messaged campaign that highlighted the new brand and the inherent draw of a visit to the Arch, while also communicating the addition of new elements to the Arch experience, encouraging locals and visitors alike to "See Differently" and visit the Arch again.

The new brand was expressed across all brand channels, including owned, earned and paid media. Owned media, such as the website, print and digital collateral, signage and other on-property branding opportunities were launched in conjunction with the public facing campaign. The brand was also launched to the internal stakeholders, via townhall meetings, utilizing a brand anthem video and employee engagement and education materials.



Gateway Arch — *The Evolution of a Monumental Brand*

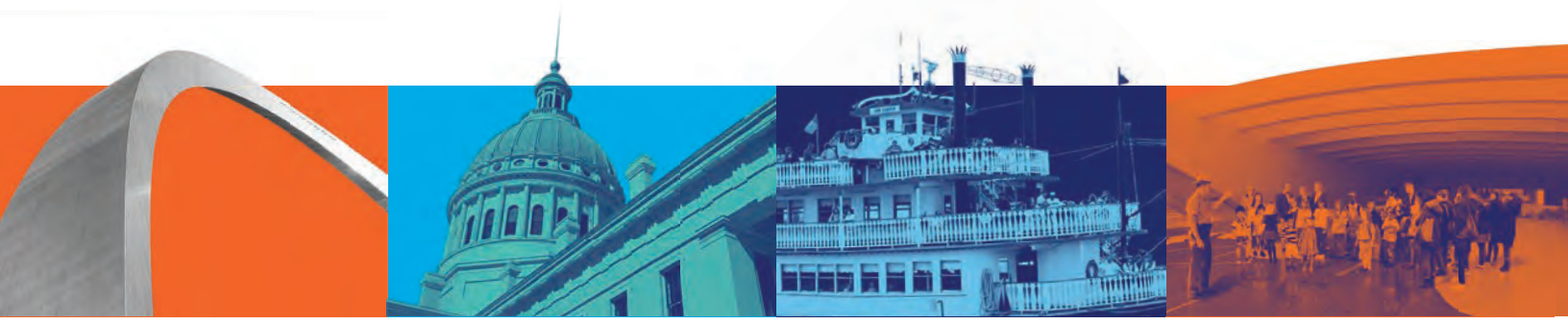




A mix of traditional and digital media was used to maximize the media budget as well as reach the target audiences where they were already consuming media and seeking information regarding the expenditure of their leisure time. Traditional media, such as out-of-home, were used for brand awareness building. This included traditional billboards, as well as transit signage and a large, hallmark banner on the Metro Transit parking garage in Brentwood, facing the I-170 and I-64 E highway merge. Other traditional media included print and radio ads.

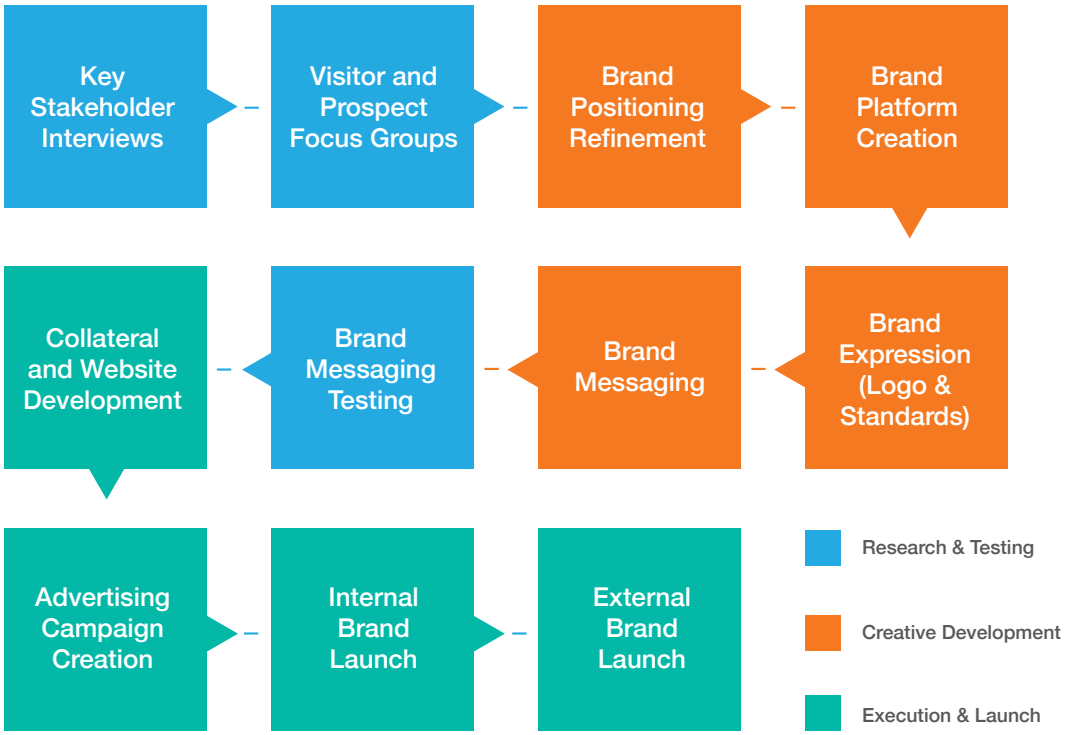
Digital media channels, including SEM, pre-roll video, retargeting and social media advertising, were used to elicit more direct action, specifically selling tickets for the Tram Ride to the Top of the Arch. By targeting consumers who were already interested in the Arch, we were able to effectively use these channels to increase online ticket sales, a key success indicator for the campaign.

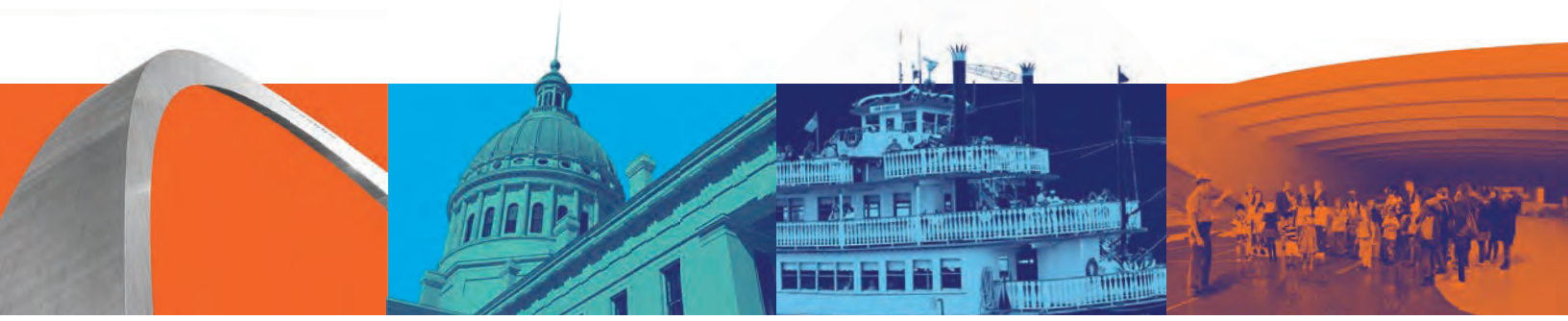
Traditional media success was measured by increases in branded and non-branded search terms, as well as direct visits to the website. Digital media success was measured by CTR and online ticket sales that could be tracked back to the media.

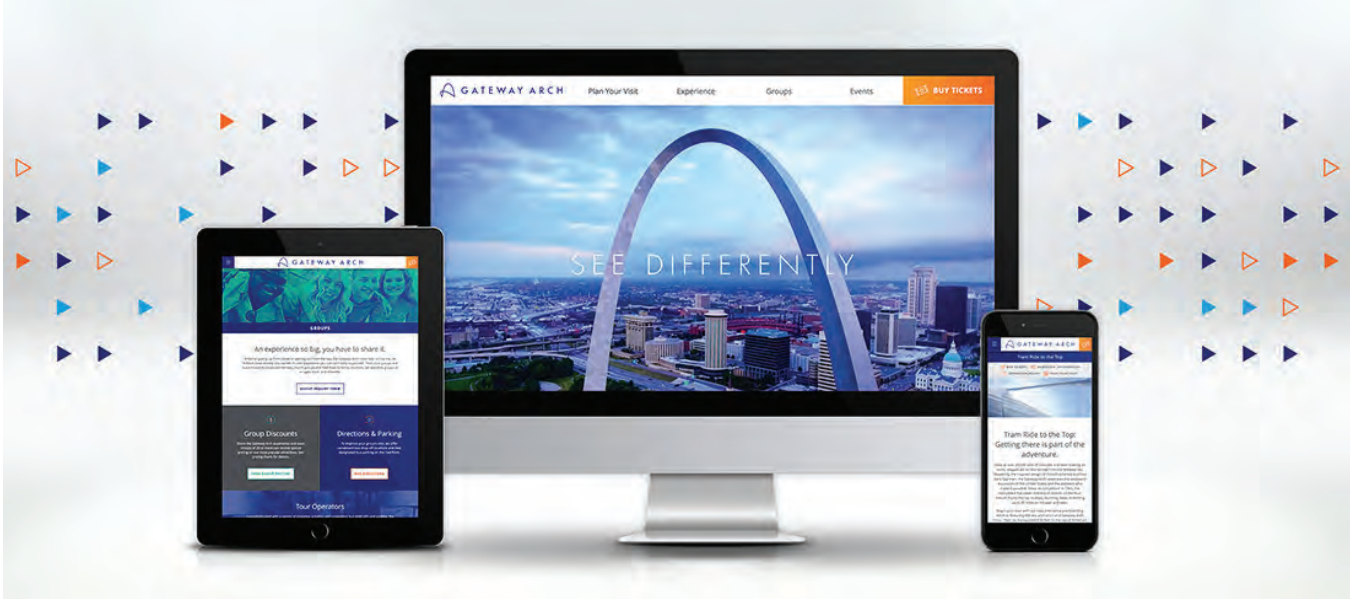


Gateway Arch — *The Evolution of a Monumental Brand*

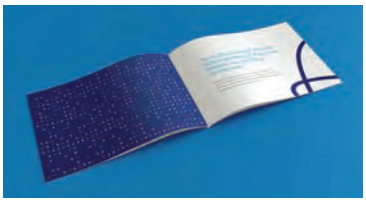
Our Journey and Process: Research, strategy, creative intuition and objectivity brought us two powerful words, "See Differently." Our work together has set the framework for years of future storytelling through a very unique lens of intrigue and discovery.






GATEWAY ARCH
Plan Your Visit
Experience
Groups
Events
BUY TICKETS
SEE DIFFERENTLY






GET IN. BE MOVED.
GATEWAY ARCH


GATEWAY ARCH
Adam Pierce
Sales Manager
SEE DIFFERENTLY


SOUTH TRAM
South Tram
2:22pm
TICKET TIME
ACCEPTING TICKETS
2:25pm
NOW
2:35pm
8 min
2:45pm
18 min
2:55pm
28 min


GATEWAY ARCH


SEE DIFFERENTLY
GATEWAY ARCH

St. Louis Lambert International Airport — huSTLing

THE CHALLENGE

St. Louis Lambert International Airport (STL) developed its five-year strategic plan in 2016 and one of its four tenets was to "create a positive and lasting impression of the region." During the pitch process, Dovetail conducted online research that showed public perception of the airport did not sync with reality. Many travelers still viewed the airport as tired or old-fashioned, despite significant investment into its modernization. It was Dovetail's challenge to transform the perception of STL into a modern, upbeat airport and to increase the Airport Service Quality survey scores.

THE SOLUTION

Dovetail created a high level, strategic communication plan and platform to help change perceptions of STL within the priority target audience of STL users, aptly named ***Every day we're huSTLing***. The campaign was designed to be compelling and breakthrough, giving the "STL" airport code prominence in a unique and memorable way. It leveraged the airport's strongest attributes of customer service and friendliness with a fresh, contemporary voice. Existing communication vehicles and new tactics all worked together to achieve significant impressions promoting the STL brand, including signage, video, digital, transit, collateral as well as leveraging partnerships with Clear Channel Airports, Boingo and CNN.

The effort led to the highest scores ever for STL in its quarterly Airport Service Quality research, which monitors key airport attributes by travelers. STL has also recorded 46 consecutive months of passenger growth through July 2019, driven by many factors. Qualitative feedback from STL leadership and the Airport board for the campaign has been extremely favorable. The new brand campaign and messaging has also helped unite the disparate departments and sub-units of STL.




STL
ST. LOUIS
LAMBERT
INTERNATIONAL
AIRPORT.
BUSTLING
The world's tallest monument. The nation's best
thriving tech hub. Whatever brings you to St. Louis,
— WELCOME TO STL —


WET YOUR
WHISTLE
STL


EVERY DAY WE'RE HUSTLING
250+ daily departures to 70 non-stop destinations.

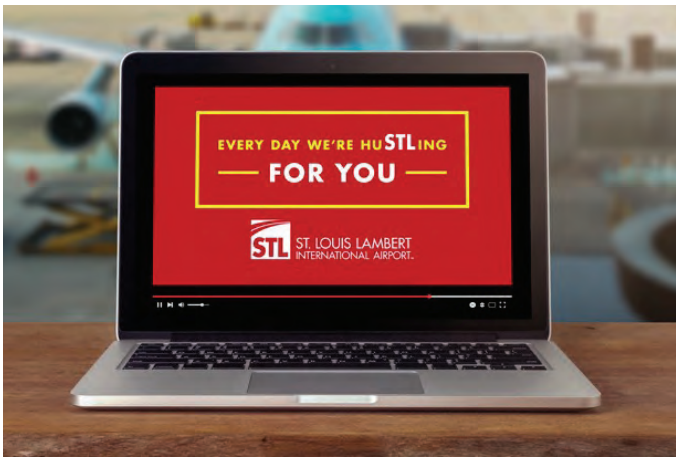

AIR CANADA
Alaska
TO THE COASTLINES
— AND BEYOND —
500+ takeoffs and landings a day.
— IT TAKES A SMALL CITY —
7,000 employees work here to get you there.


— WELCOME TO STL —
Exit


EVERY DAY
— I'M —
HUSTLING


VASTLY BETTER
THAN CARRYING
STL ST. LOUIS LAMBERT
Let me help with your bags.


TERMINAL STL SHUTTLE
T1
T2
TERMINAL SHUTTLE
STL

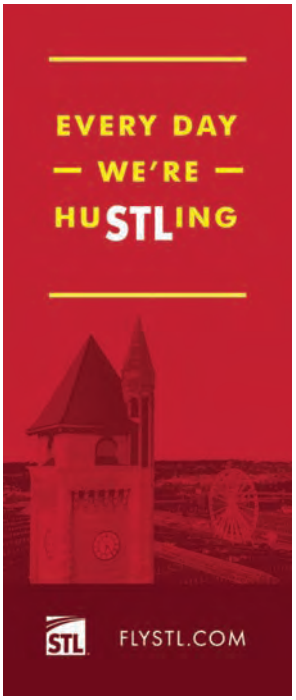

EVERY DAY WE'RE HUSTLING
FOR YOU
STL ST. LOUIS LAMBERT INTERNATIONAL AIRPORT


WELCOME TO STL
Our 7,000 people are delighted to serve you.
EXIT
Baggage Claim
Lower Level

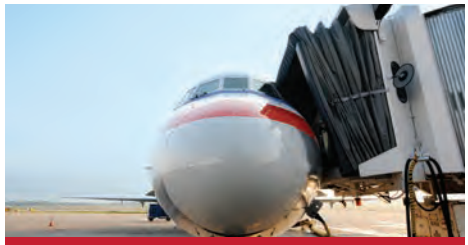

STL


ST. LOUIS
LAMBERT
INTERNATIONAL
AIRPORT
STL FLYSTL.COM


WELCOME
TO
STL
STL FLYSTL.COM


EVERY DAY
WE'RE
HUSTLING
STL FLYSTL.COM


ST. LOUIS
LAMBERT
INTERNATIONAL
AIRPORT
STL
STOP



FLIGHT ARRIVAL INFORMATION

Please Visit **FLYSTL.COM**

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT.



CONCEPT A1

Steel shapes fronts powder coated white, gray and red with sides powder coated red

Steel letters with red powder coated sides and white powder coated fronts

3/4 View

Front View

Top View

September 2018 | Volume 2 | Issue 3

STLLocalizer Employee Newsletter of STL Airport Authority



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ST. LOUIS LAMBERT INTERNATIONAL AIRPORT.

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STL @FLYSTL



EVERY DAY WE'RE HUSTLING

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT. **FLYSTL.COM**

BUSTLING

St. Louis is home to the world's tallest monument. The nation's best zoo. A vibrant theater, music, and culinary scene. A thriving tech hub. And best of all, Southwest Airlines® gives you up to 115 chances a day to get here.* So, what are you waiting for?

FLYSTL.COM

ST. LOUIS LAMBERT INTERNATIONAL AIRPORT.

* 115 flights per day in October is based on M – F schedule.

STL | **ENGINEERING**


BDD
BUSINESS DIVERSITY DEVELOPMENT
ANNUAL REPORT
FISCAL YEAR 2016-2017
Our Journey of Inclusion and Business Success
STL ST. LOUIS LAMBERT




1960s
1980s
1970s
1950s
2000s - today
1940s
1990s
1920s - 1930s
STL 100
flyness
FLYNESS
CELEBRATING 100 YEARS OF FLYNESS


1920s-
1930s



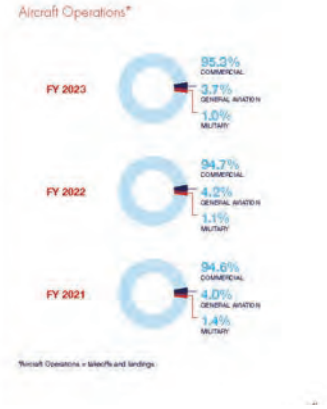

1980s


ST. LOUIS LAMBERT INTERNATIONAL AIRPORT
2023
STL ANNUAL REPORT
EVERY DAY WE'RE HU STL ING
EVERY DAY WE'RE HU STL ING


STL Air Service
AIR CANADA
Lufthansa


LETTER FROM THE DIRECTOR
Rhonda Hamm-Niebruegge


OPERATION STATISTICS


Aircraft Operations*
FY 2023
95.3%
COMMERCIAL
3.7%
GENERAL AVIATION
1.0%
MILITARY
FY 2022
94.7%
COMMERCIAL
4.2%
GENERAL AVIATION
1.1%
MILITARY
FY 2021
94.6%
COMMERCIAL
4.0%
GENERAL AVIATION
1.4%
MILITARY


AIRPORT RENTAL CAR SUPPLIER
DIVERSITY OUTREACH DAY
TUESDAY AUGUST 29, 2023
9:30am – 12:00pm
REGISTER NOW
VIRTUAL EVENT


National Small Business Week May 1-7, 2022
Business Diversity Development is Hosting a Virtual Industry Day
May 4, 2022 | 9 a.m.- 4:30 p.m.


BDF
Prepare for the Future.


BDF
2023 BUSINESS DIVERSITY FORUM
Prepare for the Future.
SAVE THE DATE
FRIDAY
SEPTEMBER 22, 2023
7:30am – 1:00pm
Register Now
at flystl.com/bdd


Featured Success Stories 2020-2022
KIMHEC
PurposeFirst

Central West End North Community Improvement District – *St. Louis Destination Neighborhood*

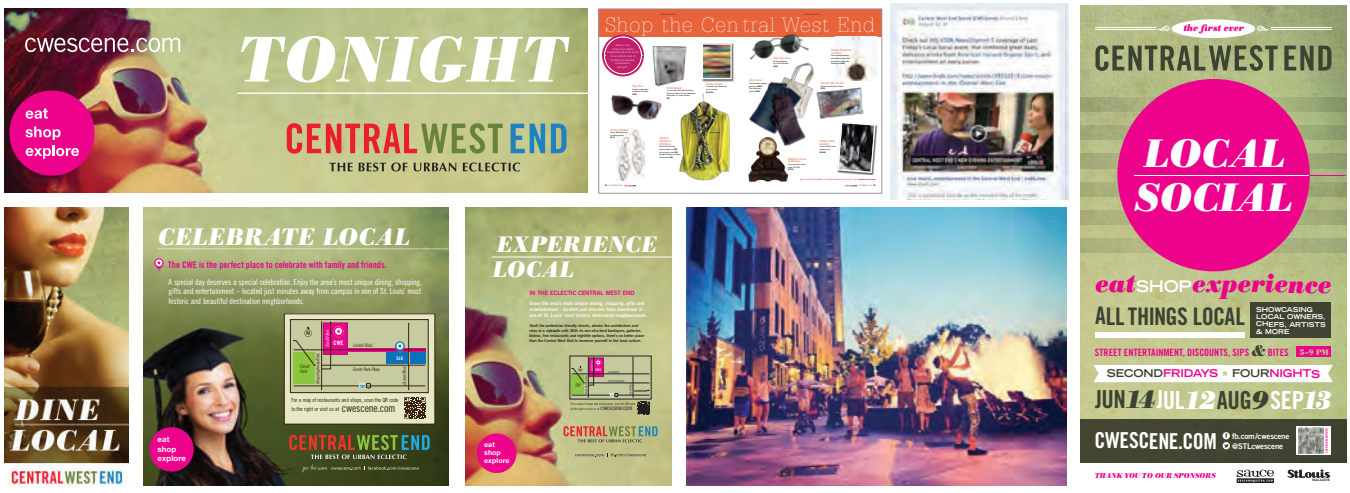
With its vibrant mix of galleries, shops, nightlife venues, boutiques, and eateries, this historically rich neighborhood turned to Dovetail to spearhead a comprehensive branding, social, and marketing initiative aimed at enhancing visibility and attracting new visitors.

Throughout our multi-year partnership with the CWE North Improvement District, Dovetail led numerous initiatives, from launching cwescene.com, a dedicated website showcasing the neighborhood and its establishments, to engaging with key stakeholders and influencers through town hall meetings.

Each year of our collaboration began with the development of a comprehensive marketing plan and scope of work. This encompassed various aspects such as identifying key performance indicators, brainstorming and promoting events to drive foot traffic to local businesses, and deploying both traditional and digital advertising strategies, including geofencing.

Most importantly, our efforts were focused on defining the identity of this destination. Given its eclectic nature, it was crucial for the neighborhood to have a distinct personality and be recognized for its unique offerings. The brand expression “Live Beautifully” was crafted and used as a cornerstone to not only highlight the beauty of the houses and historic architecture but also to spotlight the enriching experiences within the neighborhood itself.

Our collaboration with the Central West End was more than just a project for our Dovetail team; it was a heartfelt passion. Witnessing and experiencing firsthand the energy and tangible impact of our branding and marketing endeavors underscored the significance of our work in fostering the growth and vitality of this remarkable community.




LIVE Beautifully
CENTRAL WEST END


CENTRAL WEST END
A special day deserves a special celebration.
The CWE is a perfect place to celebrate with friends and family. Enjoy the area's most unique dining, shopping, gifts and entertainment – located just minutes away from campus in one of St. Louis' most historic and beautiful destination neighborhoods.
For a map of restaurants and shops, visit us at cwescene.com
LIVE Beautifully


CENTRAL WEST END
LIVE Beautifully


LIVE Beautifully
CENTRAL WEST END


[UNFORGETTABLE]
The CWE is a perfect place to celebrate with friends and family.
An unforgettable day deserves an unforgettable celebration. Enjoy the area's most unique dining, shopping, gifts and entertainment – located just minutes away from campus in one of St. Louis' most historic and beautiful destination neighborhoods.
For a map of restaurants and shops, visit us at cwescene.com
CENTRAL WEST END
THE BEST OF URBAN ECLECTIC
eat. shop. explore. cwescene.com


CENTRAL WEST END
THE BEST OF URBAN ECLECTIC
eat. shop. explore.


CENTRAL WEST END
LIVE Beautifully


eat. shop. explore.
[UNFORGETTABLE]
CWE
The Central West End


facebook
[UNFORGETTABLE]
CWE
eat. shop. explore.
Central West End Scene (CWEscene)


LOCAL SOCIAL
SECOND FRIDAYS 5–9 PM
MAY 9 JUN 13 JUL 11 AUG 8
[UNFORGETTABLE]
CENTRAL WEST END


[UNFORGETTABLE]
CENTRAL WEST END
eat. shop. explore. cwescene.com


eat
shop
explore
foreplay
CENTRAL WEST END
THE BEST OF URBAN ECLECTIC
join the scene cwescene.com | facebook.com/cwescene


foreplay
eat
shop
explore
CENTRAL WEST END
THE BEST OF URBAN ECLECTIC


Close to home. Far from ordinary.
EAT
SHOP
CENTRAL WEST END
THE BEST OF URBAN ECLECTIC


CWESCENE.COM
EAT
SHOP
CENTRAL WEST END
THE BEST OF URBAN ECLECTIC


CWE
cwescene


i love you.
i love everything about you.

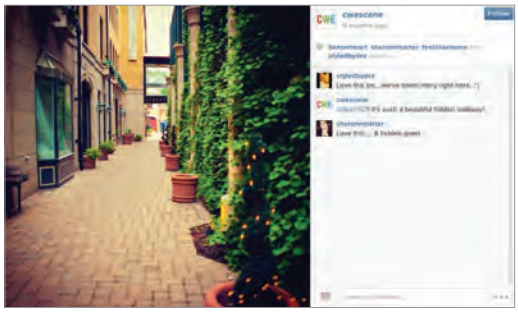



CENTRAL WEST END
THE BEST OF URBAN ECLECTIC
OVER 125 GREAT REASONS TO VISIT.
FOOD. DRINK. SHOPPING. ENTERTAINMENT.
facebook.com/cwescene @STLcwescene
TO LEARN WHAT'S HAPPENING IN THE CENTRAL WEST END RIGHT NOW, SCAN THE CODE WITH YOUR PHONE OR VISIT US AT:
cwescene.com


CENTRAL WEST END
THE BEST OF URBAN ECLECTIC






cwescene

Connect Transit — *From A to Beyond*

THE CHALLENGE

The primary public transportation provider for the Bloomington-Normal, Illinois area, Connect Transit found itself facing a unique set of challenges: gaining broader community support and increasing public awareness of its services, despite being an established entity since 1972. After a thorough RFP process, Dovetail was awarded the Connect Transit branding campaign, which would include evaluating the brand and developing a plan to communicate Connect's value effectively to diverse audiences, including non-users, local decision-makers, and existing riders.

DOVETAIL'S APPROACH

With this new partnership underway, a goal was set to develop a cohesive branding and messaging campaign to enhance public perception, highlight the benefits of public transit, and build stronger community support.

Our approach, grounded in our REV Process, included comprehensive research and discovery to ensure the campaign resonated with all target audiences. We conducted qualitative research and engaged in public outreach to understand the current perceptions and attitudes towards Connect Transit. This involved interviewing key stakeholders and fielding rider surveys to gather valuable insights. Dovetail then developed a unique brand positioning for Connect Transit that identified their strengths, benefits, brand promise and reasons to believe.



THE OUTCOME

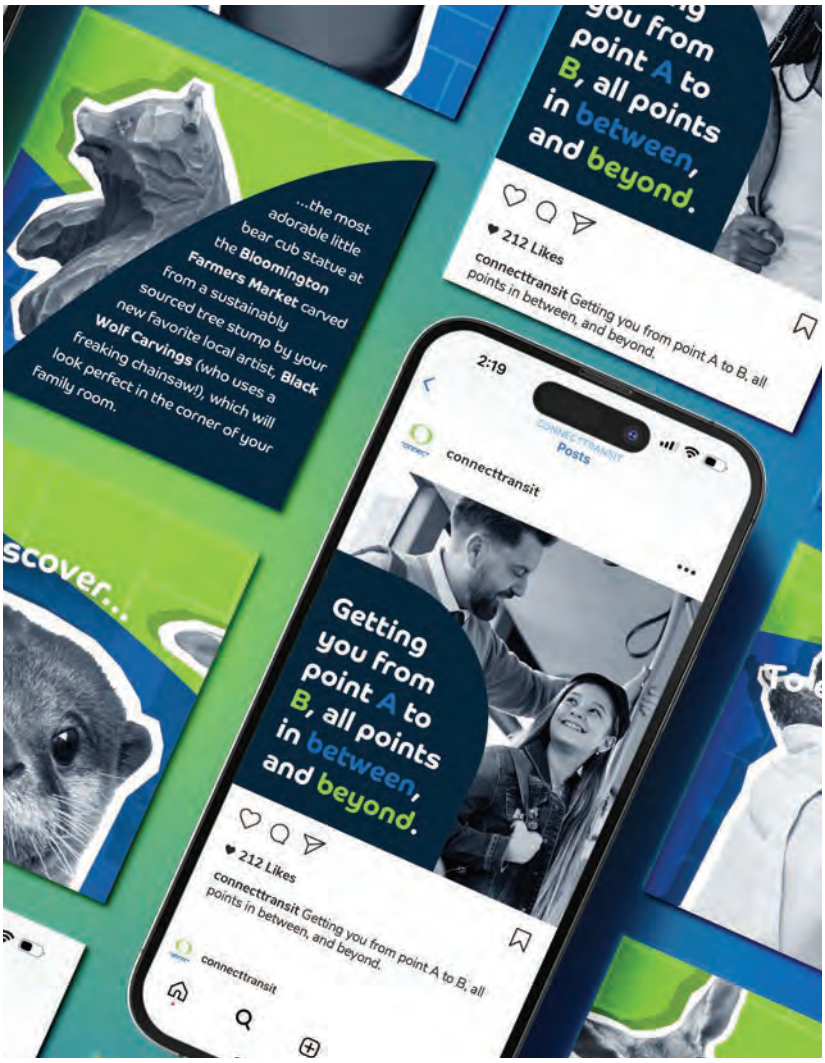
Armed with a strong brand position and creative strategy, the creative team went to work on developing a campaign that would directly address the challenges Connect Transit was facing. From initial concepting to collaborative brainstorming, and designing, they arrived at a core idea: **“From A to Beyond.”**

With this new brand campaign, Dovetail would develop targeted messaging that clearly articulated the benefits of Connect Transit in an entirely new way: through the voice of their riders. Emphasizing its role in enhancing quality of life and addressing local challenges from the perspectives of fellow community members, these rider stories were aimed at creating awareness and fostering positive attitudes towards public transit.

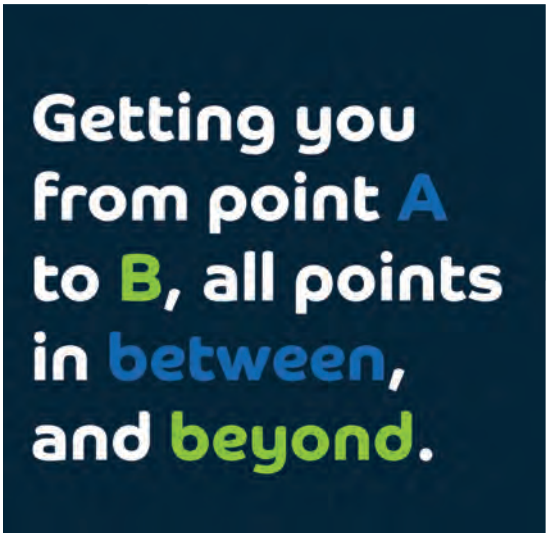
This fun, new “From A to Beyond” branding campaign was brought to life with vehicle wraps, bus shelters, radio spots and pre-roll video units. And, by partnering with Dovetail, Connect Transit was able to effectively communicate its value and enhance its position as a critical provider of public transportation in Bloomington-Normal.











See the videos and find out more about the campaign at
www.dovetail-stl.com/brand-studies/connect-transit/

AMICSTL – *Futures Made*

A non-profit innovation hub formed to revolutionize advanced manufacturing and elevate economic, educational and community visibility. A city brimming with underutilized talent and untapped resources. To bring them together required an intense reimagining of what was possible.

Inspired by the 25-plus year success of the Advanced Manufacturing Research Centre (AMRC) in Sheffield, UK, the Advanced Manufacturing Innovation Center St. Louis (AMICSTL) came to be as a litany of support in corporate partners and donors, across numerous technological fields and industry sectors, all banded together to make St. Louis the home for manufacturing innovation and a powerhouse for technological talent.

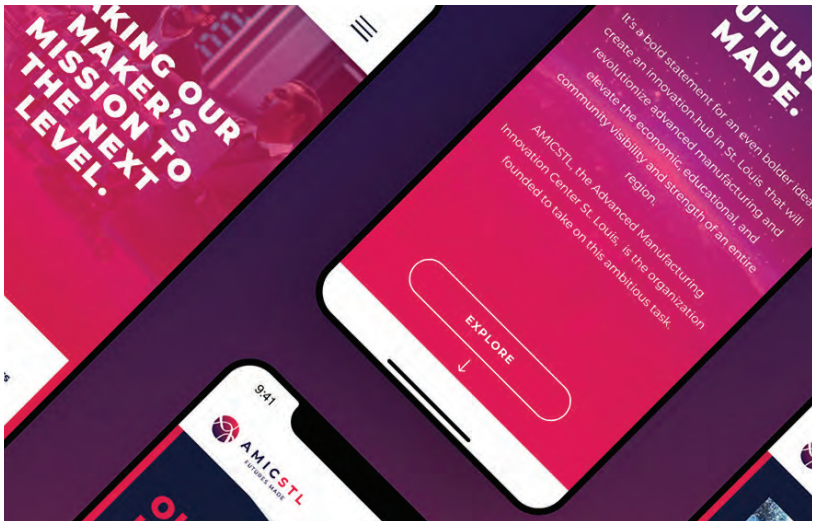
To bring all of this into being, however, required coordinating, concepting, creating, designing, storytelling and, above all, brand reimagining. In other words, it required Dovetail.

Partnering with AMICSTL, the team at Dovetail immersed themselves in the world of advanced manufacturing, learning the lingo, grabbing the tools, getting their hands dirty, as they got to work on building a brand that matched the mission of this collective of technological partners as ground was about to break on this innovation center. It all started with a bold statement to match this bold idea: Futures Made.

Simple, powerful, impactful. These tenets would propel AMICSTL's brand imagery. With a St. Louis-centric design, nothing felt truer to the organization's mission: to not only make STL an epicenter for advanced manufacturing by supporting leading-edge industries, but drive diverse, equitable growth for all our region's communities.

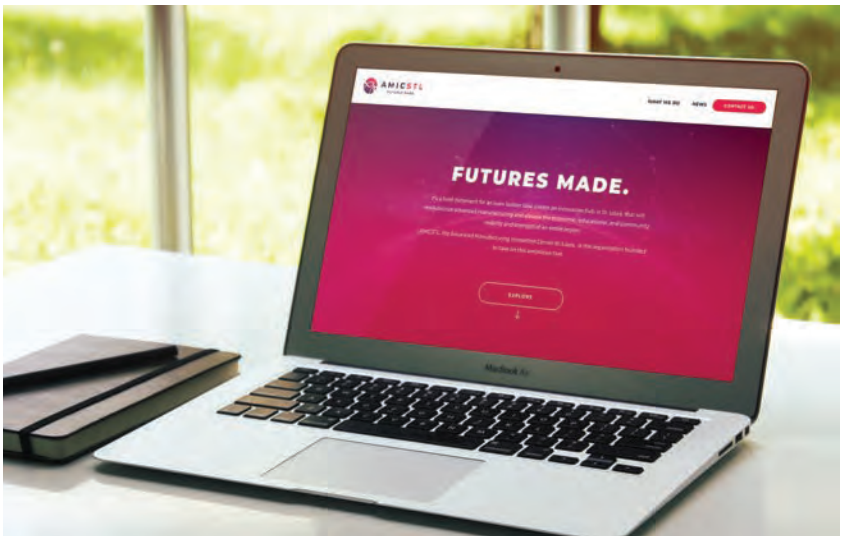
Today, their brand language, logo, content templates and more are as strong as their dedication to bringing hundreds of new jobs to the community. AMICSTL is prepped for success as Dovetail moves into their next phase: a new website as resourceful and dynamic as their facility will be.



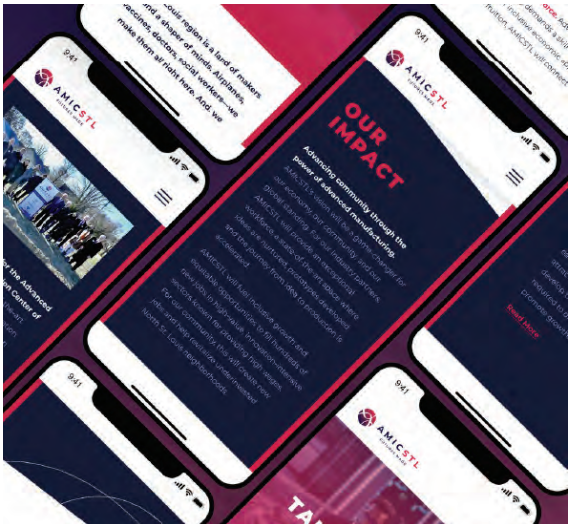

KING OUR
MAKER'S
MISSION TO
THE NEXT
LEVEL.
UTURE
MADE.
It's a bold statement for an even bolder idea:
create an innovation hub in St. Louis that will
revolutionize advanced manufacturing and
elevate the economic, educational, and
community visibility and strength of an entire
region.
AMICSTL, the Advanced Manufacturing
Innovation Center St. Louis, is the organization
founded to take on this ambitious task.
EXPLORE
9:41
AMICSTL


A Foundation for Success


AMICSTL
Color Palette
AMICSTL


AMICSTL
FUTURES MADE.


appy Holidays!
AMICSTL
THANK YOU, ST. LOUIS.
Our road towards innovation begins here.
to AMICSTL!
Advancing community
through the power of
advanced manufacturing.
READY TO
INNOVATE?
Submissions
accepted
WINNER
THANK YOU
St. Louis is a land of makers.
Learn more about our plans to take
manufacturing to the next level.


OUR
IMPACT
AMICSTL




AMICSTL


AMICSTL

As they say, "Teamwork makes the dream work."

Below are references that have first-hand experience working with our team over many years.

Will Becker

PUBLIC INFORMATION OFFICER

WSBecker@flystl.com | 314-426-8097

Tracy Henke

DEPUTY EXECUTIVE DIRECTOR & COO, ADVANCED MANUFACTURING AND INNOVATION CENTER - STL

thenke@amicstl.org | 571-232-7477

David Braun

GENERAL MANAGER, CONNECT TRANSIT

dbraun@connect-transit.com | 309-660-4047

ACCOLADES

We're driven by *business results* and happy clients.

Metro Transit
MetroStLouis.org Website

American Business Award (Stevie Award); Gold

Hermes Creative Award, Website; Gold

AVA Digital Award

Best Professional Service Website Communicator Award; Gold

Award of Excellence, Transportation Website

Award of Distinction, Website Structure and Navigation

AOA
Gold Circle Award — American Society of Association Executives (ASAE), 2019

CEFCU
Marketing and Business Council Award — CUNA (Credit Union National Association), assets greater than $1B

Winner of multiple Diamond Awards

Missouri Employers Mutual (MEM)
Best of Show Award — Insurance Marketing and Communications Association (IMCA)

Best of Show Award — American Association of State Compensation Insurance Funds (AASCIF)

Mark Andy
Market Excellence Award — Label Expo Americas

National Council on Alcoholism and Drug Abuse (NCADA)
Gateway Award

Ronald McDonald House Charities
Tam Award; Gold

SLU*Care* Physician Group
***Informed Medicine* Campaign**
(competed with 4,000 entries across the U.S.)

Gold Award, Radio

Silver Award, Special Video

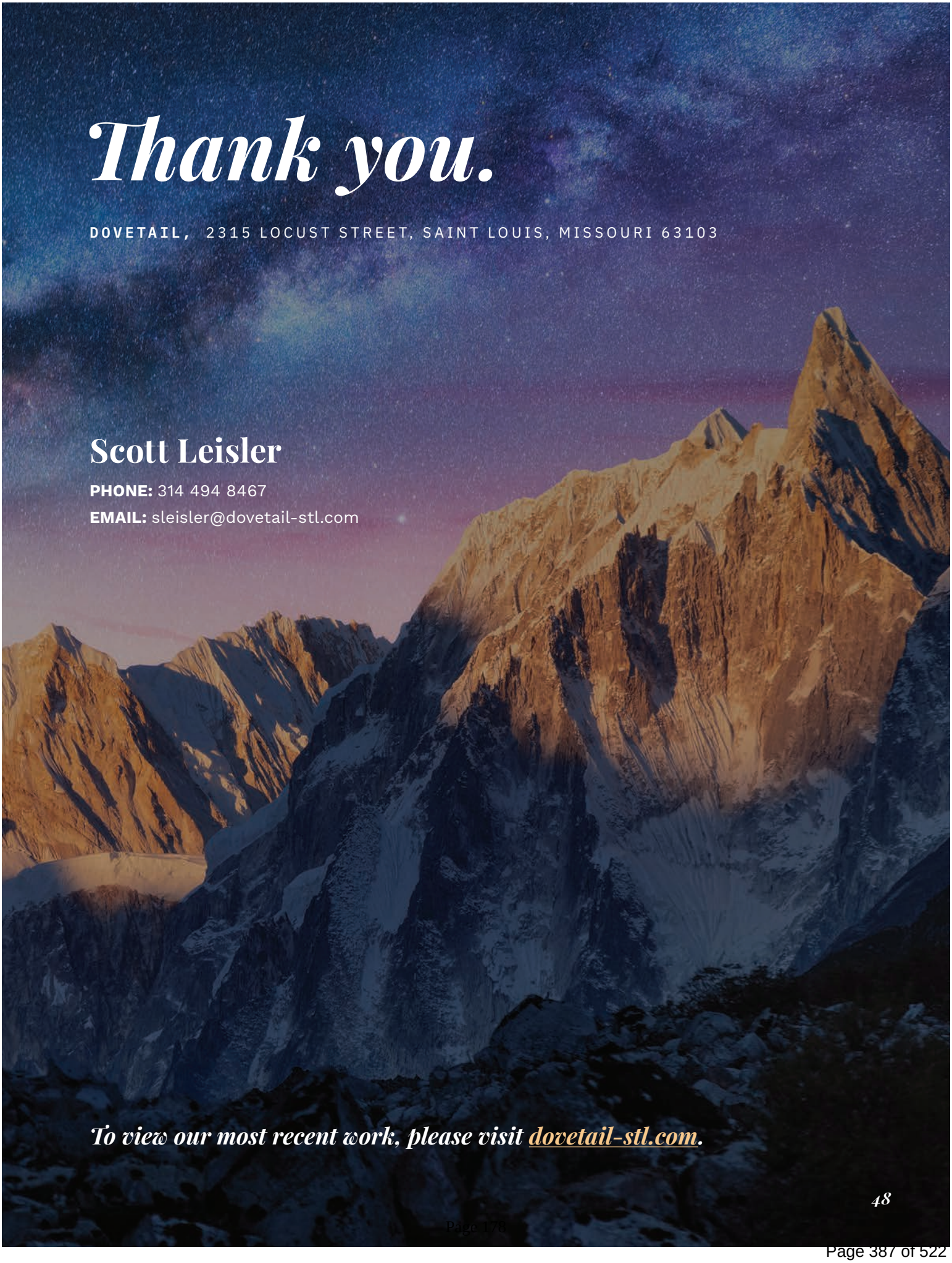
Bronze Award, Digital Video

3 Merit Awards, TV and Web

SSM Health Care
29th Healthcare Advertising Award, TV
Aster Award, TV

Dovetail
Nominated as one of the "Best Marketing Firms"— St. Louis Small Business Monthly magazine July 2021, 2022, 2024, and 2025

Winner of multiple Tam, Telly and Ruby Awards



Thank you.

DOVETAIL, 2315 LOCUST STREET, SAINT LOUIS, MISSOURI 63103

Scott Leisler

PHONE: 314 494 8467

EMAIL: sleisler@dovetail-stl.com

To view our most recent work, please visit dovetail-stl.com.

Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: Dovetail

Location:

Note:

Evaluator: Haun

Do all proposals include:

- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	15
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	14
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	12
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	12

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	7
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	8
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	8
	Total Possible Points	100	76

Comments:

- Qualifications & Relevant Experience: Good destination branding references (STL projects).
- Proposed Approach & Work Plan: A la carte, but thoughtful integration of Carbondale's prior 2018 plans
- Understanding of Carbondale's Needs: Strong — tied to past city work.
- Creativity & Bold Thinking: Strong taglines and concepts.
- Budget & Value: Reasonable, but fragmented by service.
- Deliverables & Implementation Roadmap: Adequate
- Presentation & Clarity: Professional and appealing.

Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company: Dovetail

Location: St. Louis

Note: 40 years in marketing industry, boasts long term (10+ years) customers,

Evaluator: Mitchell

Do all proposals include:
- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	16
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	18
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	15
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	14

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	10
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	9
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	9
	Total Possible Points	100	91

Comments:

- Qualifications & Relevant Experience: Experienced in tourism, ED, muni. **BUT-no small/medium cities (like Carbondale). Case studies and references aren't particularly relevant to Carbondale.**
- Proposed Approach & Work Plan: **Community engagement seems to be front and center – Will need to clarify how much time they intend to spend onsite.** They are looking at this through multiple lenses, not just ED or tourism. **Based on page 10, they have clearly read and understood the RFP**.
- Understanding of Carbondale's Needs: (page 21) They actually reviewed the supplemental material in the RFP and wove it into their response. Seems to have really done their homework.
- Creativity & Bold Thinking: (top of page 21) "Carbondale sits at a cultural and geographic edge. It's where natural beauty, intellectual energy, and creative independence converge." Yes, it's sort of a tagline but dang, that's good. **THREE pages of big bold thinking (23-25)**
- Budget & Value: on budget, all inclusive, follows guidelines, **$45K on Pilot launch. "We welcome the opportunity to refine this allocation in collaboration with City leadership, particularly as priorities emerge through stakeholder input and Discovery."** I like this flexibility.
- Deliverables & Implementation Roadmap: Research & Insights Report, Implementation Roadmap will be included within the Creative and Tactical plan and its elements are clearly spelled out in the proposal. Timeline acceptable
- Presentation & Clarity: **this as a strong finalist candidate — polished, well-researched, Carbondale-centric, with a truly strong "Big Bold Idea" section. Biggest concern is with their lack of demonstrated experience in communities the size and nature of Carbondale.**

REQUEST FOR PROPOSALS

Destination & Brand Marketing Strategy for Carbondale's Economic Growth

CARBONDALE

All Ways Open

Forward emailed responses to this RFP to

Steven Mitchell, Economic Development Director

steven.mitchell@carbondaleil.gov

(618) 457-3286

by 5:00 PM Central, September 26, 2025

Background

The City of Carbondale is a vibrant and diverse community located in Southern Illinois, nestled adjacent to the scenic Shawnee National Forest and home to Southern Illinois University (SIU).

The City is seeking a qualified marketing firm or consultant to develop and launch a comprehensive, results-driven strategy that accelerates economic revitalization, strengthens community identity and pride, attracts new residents, promotes tourism, and positions Carbondale as a vibrant destination for living, visiting, and investing. This effort will highlight the City's recent investments, unique assets, and long-term vision for inclusive, sustainable growth.

Objectives

- Promote Carbondale as a tourism destination, leveraging natural, cultural, and economic assets to increase visitor spending and tax revenue.
- Attract new residents, remote workers, entrepreneurs, and young professionals to boost the local workforce and housing market.
- Support downtown revitalization and economic development by increasing foot traffic, small business growth, and investor interest.
- Build a unified brand narrative that aligns across City departments, tourism promotion, and economic development.
- Align with the City's investments and initiatives (e.g., new infrastructure, events, incentives).
- Improve the City's image and reputation through consistent, compelling, and positive messaging.
- Engage and inform residents to cultivate local pride and combat negative public sentiment.
- Coordinate with Southern Illinois University and other regional partners for cross-promotion.

Scope of Work

The selected organization will be responsible for delivering the following components:

1. Discovery and Research
    - Conduct a community branding audit, including public perception analysis.
    - Review existing marketing efforts, City plans, tourism data, economic trends, and relevant reports.
    - Engage stakeholders through interviews, focus groups, and/or surveys, including:
        - Residents
        - Business owners
        - University representatives
        - Visitors
        - City staff and elected officials
    - Document findings in a Research & Insights Report summarizing the results.

2. Marketing Strategy Development

- Define target audiences, including demographic and psychographic profiles.
- Identify unique value propositions and messaging platforms for each audience (e.g., students, retirees, tourists, remote workers).
- Develop a brand positioning statement and key message framework that reflects Carbondale's identity, opportunities, and aspirations.
- Compare and contrast Carbondale with surrounding communities (e.g., Marion, Murphysboro, Carterville, Anna), and describe how Carbondale's distinctiveness can be leveraged as a strength.
- Identify storytelling opportunities that authentically reflect Carbondale's diverse community, history, and future aspirations.
- Identify ways in which SIU can be positioned as a strategic asset to the City.
- Evaluate how and whether the City's proximity to the Shawnee National Forest should be incorporated into the marketing plan.
- Present at least one "big, bold idea" that challenges the City to think beyond conventional strategies.

3. Creative and Tactical Plan

- Recommend branding, messaging, and storytelling approaches, including slogans, taglines, and visuals.
- Propose tactical strategies for implementation, including but not limited to:
  - Digital marketing (social media, SEO, video, paid ads)
  - Public relations and media outreach
  - Community engagement initiatives and events
  - Print and promotional materials
  - Wayfinding and signage
  - Strategic partnerships with SIU, tourism bureaus, and regional stakeholders

4. Implementation Roadmap

- Provide a phased implementation plan, including:
  - Timeline
  - Roles and responsibilities
  - Recommended platforms and tools
  - Budget estimates
  - Measurable performance indicators (KPIs)
- Recommend internal team structure for staff to manage ongoing marketing efforts.

5. Final Deliverables

- A written Strategic Marketing Plan, including an executive summary and presentation materials
- Brand messaging toolkit
- Social media and content calendar templates
- Sample creative assets or mockups

6. Initial Marketing Launch Activities

Following City Council approval of final deliverables, plan and execute a limited pilot round of social media campaigns, digital advertising, or print-based outreach to kick off the marketing effort.

Proposal Requirements

All proposals must include:

- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Budget Allocation Guidance

The City of Carbondale has allocated a total project budget of $120,000 for the development and initial implementation of the Strategic Marketing Plan, including all services, deliverables, stakeholder engagement, travel (if any), and incidental expenses.

This includes a dedicated allocation for limited initial marketing activities following plan approval—such as pilot social media campaigns, digital advertising, or print media placements—using approved messaging and creative assets.

While proposers are encouraged to provide an itemized cost proposal that aligns with their unique methodology and expertise, the following budget allocation guidelines are provided to ensure comprehensive coverage of the required scope:

Component	Estimated Allocation	Notes
1. Discovery and Research	$10,000 – $20,000	Stakeholder engagement, brand audit, perception analysis, data review, Research & Insights Report.
2. Marketing Strategy Development	$10,000 – $20,000	Audience profiles, messaging framework, competitive positioning, strategic recommendations.
3. Creative and Tactical Plan	$10,000 – $20,000	Branding, storytelling, campaign approaches, tactical strategy development.
4. Implementation Roadmap	$10,000 – $20,000	Timeline, KPIs, recommended tools/platforms, cost modeling.
5. Final Deliverables	$10,000 – $20,000	Strategic Plan document, brand messaging toolkit, social/content templates, sample creative assets.
6. Initial Marketing Launch Activities	$15,000 – $20,000	Limited pilot implementation of campaign assets: e.g., paid social ads, digital placements, influencer collaborations, or promotional media.

Timeline

The City anticipates the following project timeline:

Milestone	Date
RFP Release	August 11, 2025
Proposal Submission Deadline	September 26, 2025
Consultant Selection & Award Notice	October 6, 2025
Project Kickoff	October 27, 2025
Draft Plan Presentation to Council	March 2026
Final Plan Presentation to Council	April 2026
Pilot Campaign Launch	May 2026

Supplemental Material

1. Market Overview with Media/Perception Data
2. Proposal Scoring Rubric
3. Professional Services Agreement

Market Overview with Media/Perception Data

City of Carbondale Market Overview

Supporting Data for Carbondale's Strategic Marketing Plan

Sources: U.S. Census Bureau, Illinois Office of Tourism, SIU Institutional Research, Illinois Department of Revenue, and publicly reported local event data.

Section A: Community & Demographic Overview

Population & Composition [*U.S. Census Bureau, 2023 ACS 5-year Estimates*]

- Estimated population: ~21,813
- Median age: 24.9 (driven by SIU student population)
- Racial/ethnic composition: 57.6% White, 27.8% Black, 5.4% Hispanic/Latino, 6.7% Asian, 3.5% Other/Multiracial
- Languages spoken at home: English (87.7%), Spanish (3.4%), Other Indo-European Languages (4%), Other (4.9%)

Education & Workforce *[U.S. Census Bureau, ACS 2023 5-Year Estimates]*

- High school graduate or higher: 47.2%
- Bachelor's degree or higher: 35.1%
- Labor force participation rate: ~54%
- Major industries: Education, healthcare, retail, food service, administrative support [Illinois Dept. of Employment Security]

Household Income & Housing [*U.S. Census Bureau, ACS 2023 5-Year Estimates*]

- Median household income: $32,164
- Poverty rate: 33.2%
- Housing tenure: 69.7% renter-occupied, 30.3% owner-occupied

Section B: Tourism & Visitor Data

Visitor Patterns

- Annual visitors to Shawnee National Forest (regional proxy): 250,000+ [*U.S. Forest Service estimates*]
- Peak seasons: Spring and Fall (aligned with SIU calendar and tourism peaks)

- Major draws: Shawnee National Forest, Sunset Concert Series, Lights Fantastic Parade, SIU events

Tourism Impact Indicators

- Hotel/motel tax revenue: [*City of Carbondale Annual Budgets, Actual Revenue, Fiscal Year Period-May1 through April 30*]

    - FY2024: $959,310
    - FY2023: $852,168
    - FY2022: $831,112
    - FY2021: $495,929
    - FY2020: $624,277
    - FY2019: $781,283
    - FY2018: $764,568

- Event attendance (estimates):

    - Sunset Concert Series: ~1,200 per show [*Estimated*]
    - Lights Fantastic Parade: ~15,000 attendees [*Placer.ai*]
    - Off the Rails/SIU Homecoming downtown concert: October 2024 combined ~5,500 attendees) [*Placer.ai, see attached reports*]
    - 2024 Off the Rails Concert Series (City-sponsored, free) ~600 per show [*Estimated*]: https://www.explorecarbondale.com/Calendar.aspx?EID=3546

Visitor Origin

- Primarily within 100-mile radius: Southern Illinois, Cape Girardeau, Paducah, St. Louis Metro [*Southernmost Illinois Tourism Bureau*]

Section C: Economic Development & Business Profile

Commercial Landscape

- There are over 700 businesses registered with the Illinois Department of Revenue.
- Mix of independent retailers, restaurants, etc.
- Recent TIF-Funded Commercial Property Code Compliance Program investments: Over the past 36 months, the City has invested $750,000 in incentives for 18 downtown projects, leveraging an additional $2.2 million in private local investment. [*Internal data*]

Top Employers

[Based on public workforce size estimates from SIU, IDES, and publicly available organizational data]

Major Area Employers	Product/Service	Employees
Southern Illinois University (SIU)	Higher Education and Research	6,417
Southern Illinois Healthcare (SIH)	Regional Healthcare Provider	3,941
E.T. Simonds	Construction	425
Neuro-Restorative	Head and Spinal Cord Injury Rehab	400
Carbondale School Districts 95 and 165	Public Education	400
Wal-Mart Super Center	General Retail/Groceries/Automotive	284
City of Carbondale	Municipal Government	257
Illinois Department of Transportation	Dist. 9 Regional Office	188
Com-Pac International, Inc.	Plastic Packaging Manufacturer	184
Intertape Polymer Group	Packaging Manufacturer	150
Lowe's	Home Improvement	148
Shawnee Health Services	Regional Healthcare Provider	140
Unity Point	Public Education	126
Kroger	Retail Grocery	120

Key Incentives

- Three Tax Increment Financing (TIF) Districts
- Enterprise Zone (EZ) designation [Illinois DCEO]

Section D: SIU Carbondale Integration & Influence

Enrollment & Reach (Fall 2024) [*SIU Institutional Research*]

- Total enrollment: 11,790
- International students: ~7.4% of total enrollment

Economic & Cultural Contributions

- Estimated regional economic impact: ~$1.36 billion annually, 18,601 jobs created or induced [*FY2023 SIU Economic Impact Study*]
- Key event venues: SIU Arena, Shryock Auditorium, campus festivals, and arts programming

Student Behavior Trends

- High levels of off-campus spending on dining, entertainment, and housing
- Seasonal fluctuations in consumer traffic tied to academic calendar

Section E: Public Sentiment & Media Trends

Digital Presence

City of Carbondale

- City of Carbondale Facebook (City of Carbondale Government) (July 2025): 11,000 followers
- Carbondale Police Department Facebook (CarbondalePolice): 12,000 followers
- Carbondale Fire Department Facebook (carbondalefd): 3,600 followers
- City of Carbondale YouTube page: 830 subscribers

Carbondale Tourism

- Carbondale IL Tourism Facebook (CarbondaleILTourism) (July 2025): 7,481 followers (+376 MoM)
- VisitCdale Instagram (visitcdale): 2,872 followers
- Popular content themes: Sunset Concerts, behind-the-scenes downtown videos, small business highlights, Southern Illinois Multimodal Station (SIMMS)

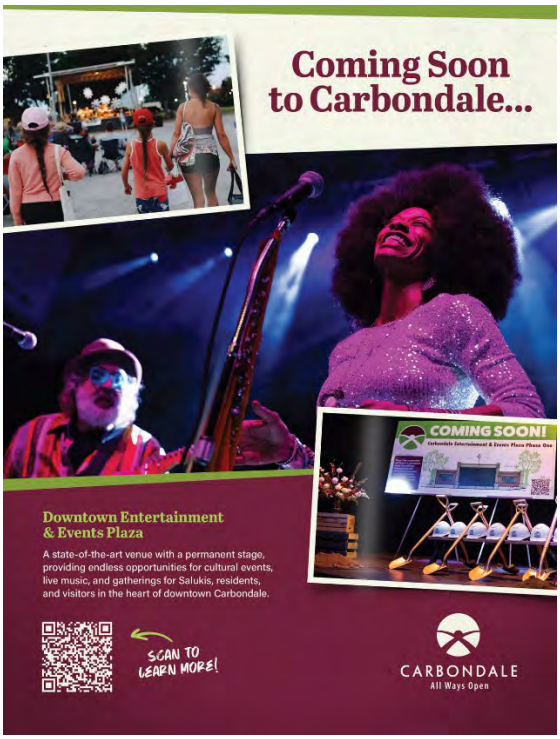
Media & Public Perception

- Recent highlights:
    - Coverage of the Lights Fantastic Parade by regional media
    - Promotion of T-Mobile Hometown Grant for downtown connectivity [KFVS12, City press release]
    - Coverage of a $2 million grant award to fund Phase 2 of the Downtown Entertainment and Events Plaza
    - Reopening of Hangar 9, a popular downtown indoor music venue
    - Opening of the new Amtrak Station in the downtown Southern Illinois Multi Modal Station
- Ongoing narrative needs:
    - Downtown revitalization
    - Housing quality
    - University partnership
    - Outdoor lifestyle & regional identity
    - Cultural identity & creative expression

Section F: Additional Material

- Rebranding Project (2018): https://explorecarbondale.com/614/Carbondale-Rebranding-Project-2018
- Comprehensive Plan (draft): https://plancarbondale.com/
- Economic Development Strategic Plan (2024): https://www.explorecarbondale.com/DocumentCenter/View/10476/Carbondale-Economic-Development-Strategic-Plan-PDF
- Wayfinding Master Plan: https://www.i5group-portal.com/carbondalewayfinding
- Downtown Master Plan (2016): https://www.explorecarbondale.com/245/Carbondale-Downtown-Master-Plan
- Bicycle Master Plan: https://explorecarbondale.com/DocumentCenter/View/9113/Carbondale-Bicycle-Master-Plan-2016-PDF

Section G: Recent Print & Digital Media Samples





Compiled by the City of Carbondale's Economic Development Office, August 2025

Placer.ai

CARBONDALE
All Ways Open

Civic Dashboard

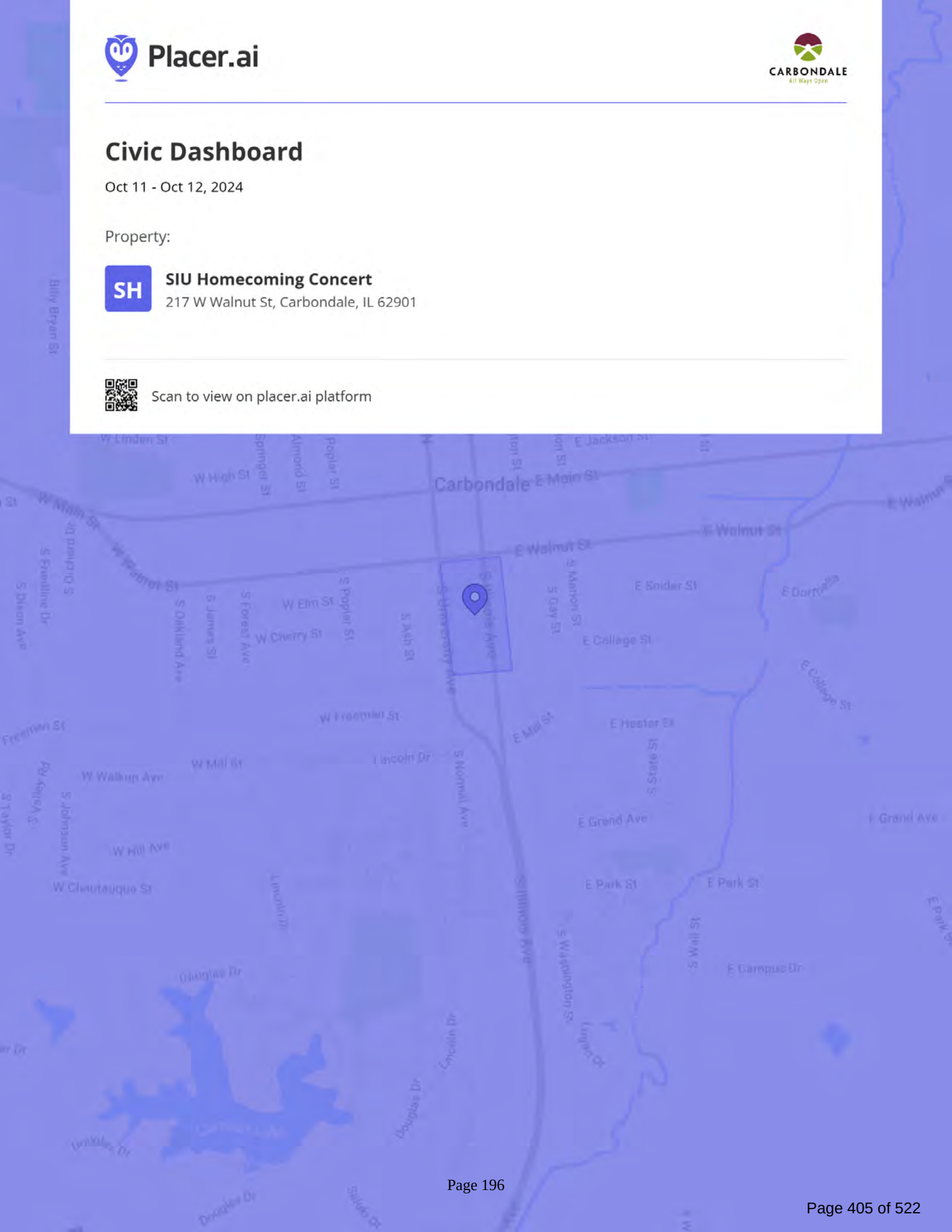
Oct 11 - Oct 12, 2024

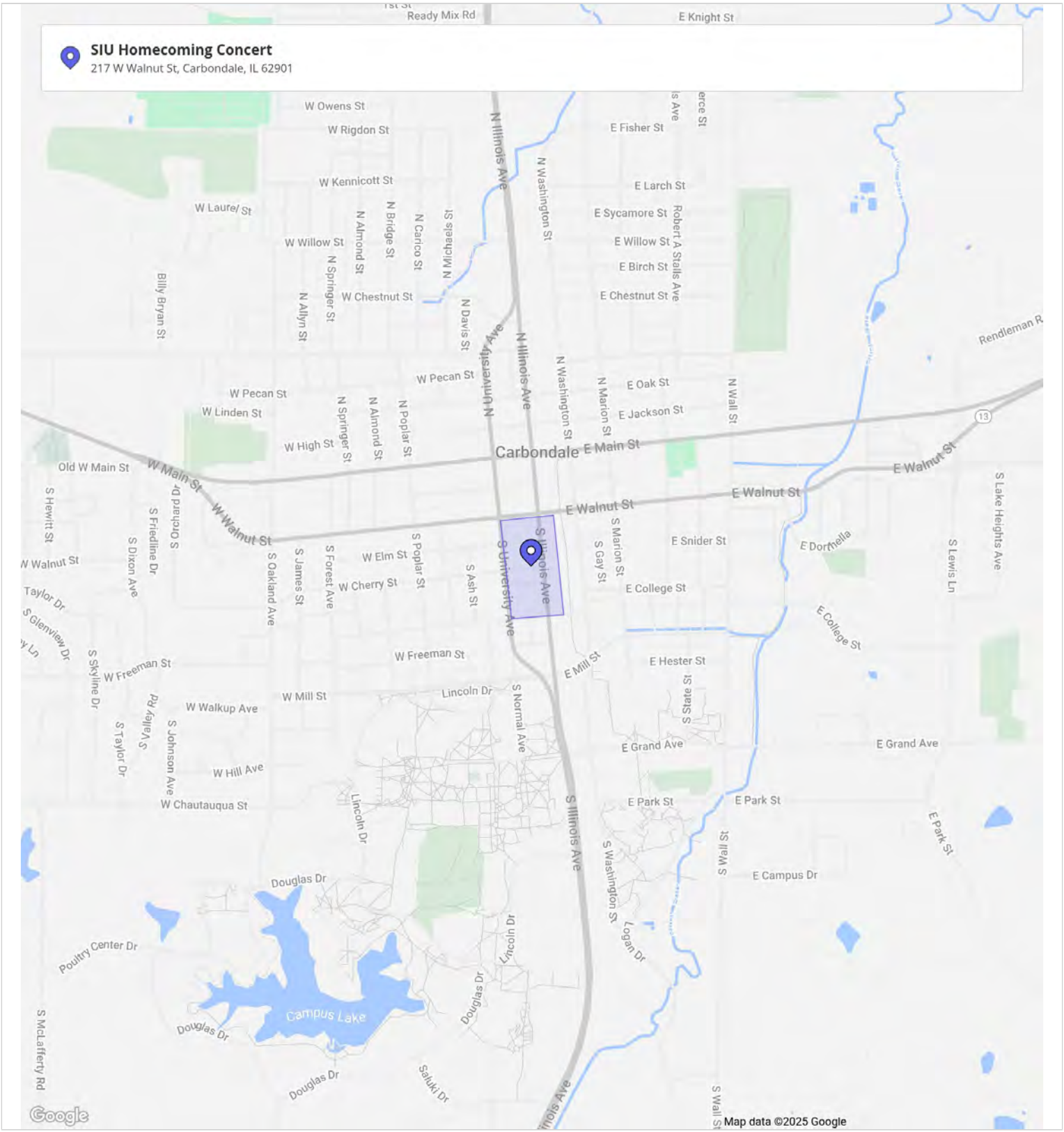
Property:

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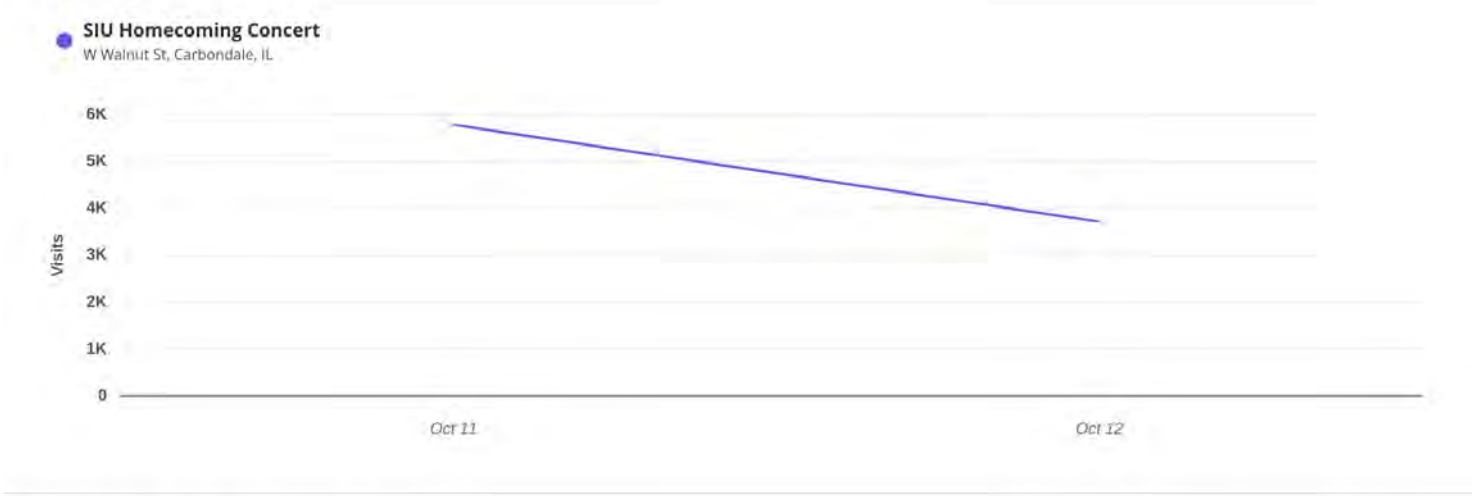
SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901

Scan to view on placer.ai platform




SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901
Ready Mix Rd
E Knight St
W Owens St
W Rigdon St
E Fisher St
W Kennicott St
E Larch St
W Laurel St
E Sycamore St
W Willow St
E Willow St
E Birch St
W Chestnut St
E Chestnut St
Billy Bryan St
N Allyn St
N Springer St
N Almond St
N Bridge St
N Carico St
N Michaels St
N Davis St
N Illinois Ave
N Washington St
Robert A Stalls Ave
Rendleman R
W Pecan St
W Linden St
W High St
N Poplar St
N University Ave
N Marion St
E Oak St
E Jackson St
N Wall St
Carbondale
E Main St
Old W Main St
W Main St
W Walnut St
E Walnut St
S Hewitt St
S Orchard Dr
S Friedline Dr
S Dixon Ave
S Oakland Ave
S James St
S Forest Ave
W Elm St
W Cherry St
S Poplar St
S Ash St
S Illinois Ave
S University Ave
S Marion St
S Gay St
E Snider St
E Dorthella
E College St
S Lewis Ln
S Lake Heights Ave
Taylor Dr
S Glenview Dr
S Skyline Dr
W Freeman St
W Mill St
Lincoln Dr
S Normal Ave
E Mill St
E Hester St
S State St
E College St
W Walkup Ave
S Valley Rd
S Taylor Dr
S Johnson Ave
W Hill Ave
W Chautauqua St
E Grand Ave
E Park St
S Wall St
E Campus Dr
E Park St
Douglas Dr
Poultry Center Dr
Campus Lake
S Washington St
Logan Dr
S McLafferty Rd
Saluki Dr
Google
Map data ©2025 Google

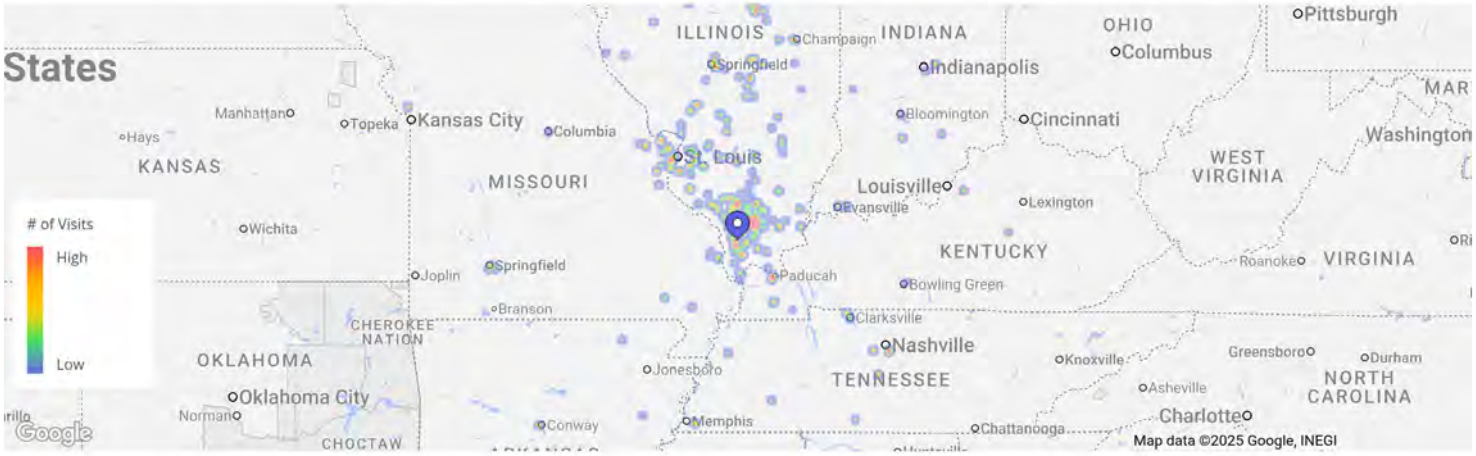
Visits Trend



Daily | Visits | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Trade Area

SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901

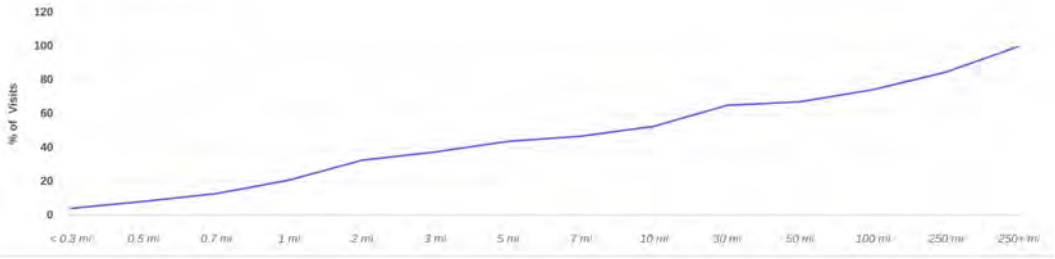


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Trade Area Coverage by Distance

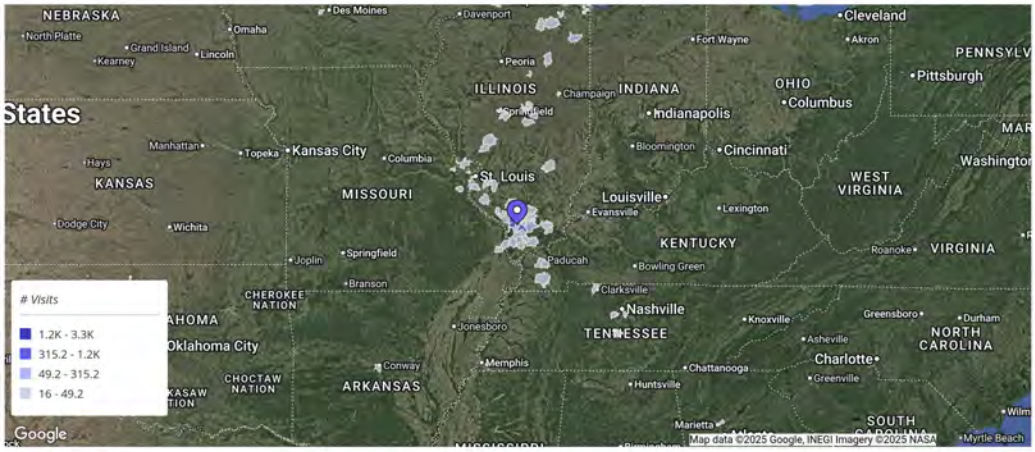
SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901



Home Location | % of Visits | Min Visits: 1 | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Visitors By Origin

SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901



SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901

Zipcode / City	Visits (% of Total)
62901 Carbondale, IL	3.3K (35.2%)
62966 Murphysboro, IL	407 (4.3%)
62902 Carbondale, IL	328 (3.5%)
62903 Carbondale, IL	313 (3.3%)
62918 Carterville, IL	281 (3%)
62959 Marion, IL	243 (2.6%)
62924 De Soto, IL	192 (2%)
62958 Makanda, IL	153 (1.6%)
62948 Herrin, IL	144 (1.5%)
62832 Du Quoin, IL	144 (1.5%)

Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Favorite Places

SIU Homecoming Concert / W Walnut St, Carbondale, IL

Rank	Name	Distance	Visitors
1	**Saluki Stadium** / 1415 Arena Dr, Carbondale, IL 62903	1 mi	2.6K (31.6%)
2	**Banterra Center** / 1400 Arena Dr, Carbondale, IL 62901	1 mi	2.1K (24.8%)
3	**The Hangar 9** / 511 S Illinois Ave, Carbondale, IL 62901	0.1 mi	2K (24%)
4	**Wazo's Big Chill** / 508 S Illinois Ave, Carbondale, IL 62901	0 mi	2K (23.8%)
5	**Walmart** / 1450 E Main St, Carbondale, IL 62901	1.9 mi	1.4K (16.3%)
6	**University Place** / 1300 E Main St, Carbondale, IL 62901	1.6 mi	1.3K (15.6%)
7	**The Cellar** / 101 W Monroe St, Carbondale, IL 62901	0.2 mi	1K (12.4%)
8	**practice football field** / Carbondale, IL, United States	1.1 mi	945 (11.4%)
9	**Building at 198-206 W Freeman St** / 198-206 W Freeman St, Carbondale, IL 62901	0.2 mi	935 (11.2%)
10	**First Mid Bank & Trust** / 509 S University Ave, Carbondale, IL 62901	0.1 mi	885 (10.6%)

Category: All Categories | Min. Visits: 1 | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Prior / Post Compare

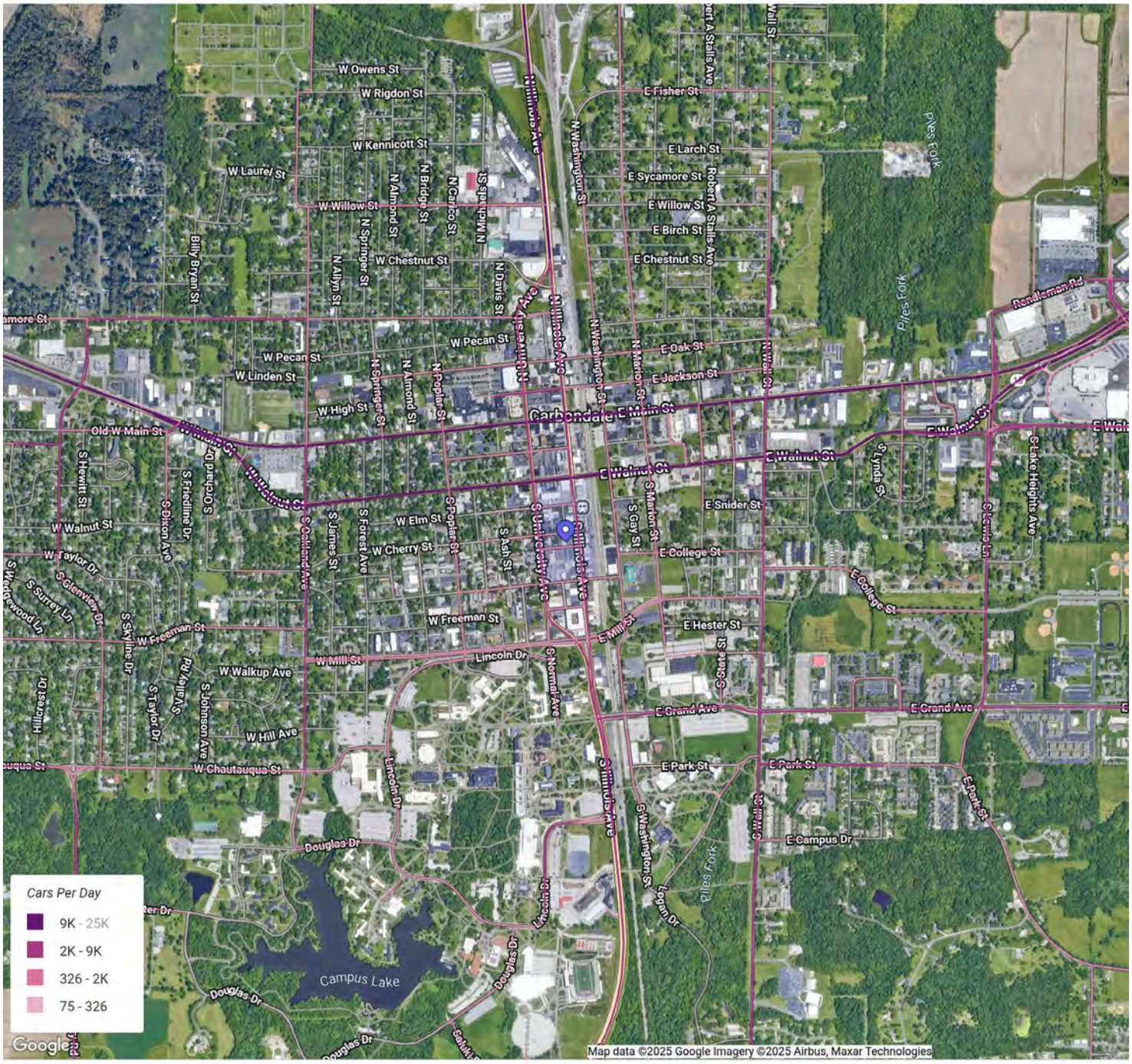
SIU Homecoming Concert / W Walnut St, Carbondale, IL

Prior			Post		
Rank	*Name*	*Foot-Traffic*	*Rank*	*Name*	*Foot-Traffic*
1	**The Cellar** / W Monroe St, Carbondale, IL	5.1%	1	**The Cellar** / W Monroe St, Carbondale, IL	5.1%
2	**Quatro's Deep Pan Pizza** / W Freeman St, Carbo...	3%	2	**Carbondale Station Park** / South Illinois Avenue,...	2.7%
3	**Carbondale Station Park** / South Illinois Avenue,...	2.9%	3	**Evolve at SIU** / S Illinois Ave, Carbondale, IL	1.7%
4	**Saluki Stadium** / Arena Dr, Carbondale, IL	2.3%	4	**Quality Inn Carbondale University area** / E Mai...	1%
5	**Buckwater Brew Works and Whiskey House** / E...	1.8%	5	**The Pointe at SIU** / E Park St, Carbondale, IL	0.9%
6	**Veteran Memorial Park** / East Main Street, Carb...	1.7%	6	**Best Western Saluki Inn** / N Giant City Rd, Carb...	0.9%
7	**Evolve at SIU** / S Illinois Ave, Carbondale, IL	1.4%	7	**Banterra Center** / Arena Dr, Carbondale, IL	0.9%
8	**Best Western Saluki Inn** / N Giant City Rd, Carb...	1.2%	8	**Quatro's Deep Pan Pizza** / W Freeman St, Carbo...	0.8%
9	**University Place** / E Main St, Carbondale, IL	1%	9	**Holiday Inn Carbondale-Conference Center** / R...	0.8%
10	**Italian Village** / S Washington St, Carbondale, IL	1%	10	**McDonald's** / S Illinois Ave, Carbondale, IL	0.8%

Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

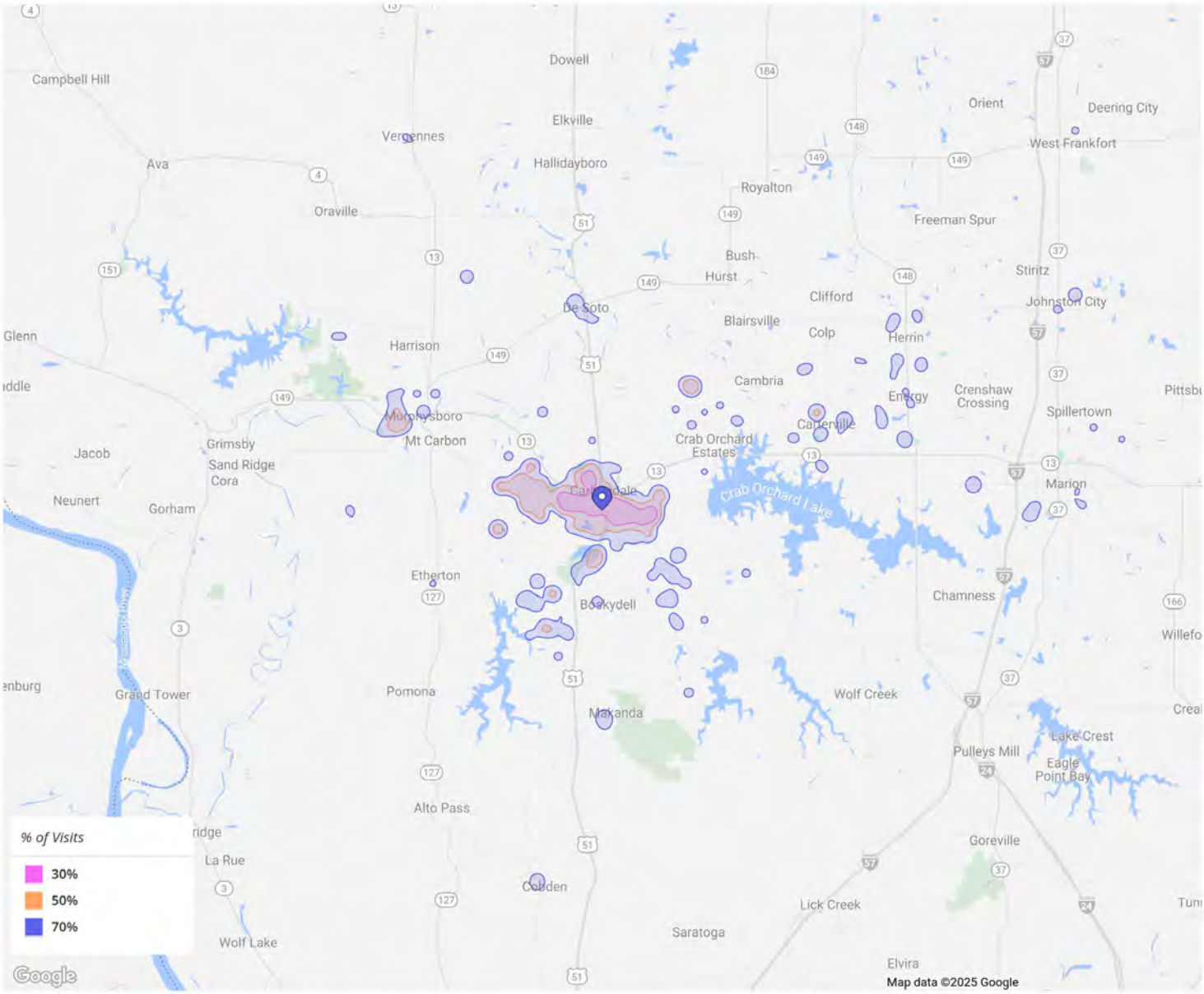
Vehicle Traffic Volume

SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901



Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

SIU Homecoming Concert / 217 W Walnut St, Carbondale, IL 62901



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

SIU Homecoming Concert

217 W Walnut St, Carbondale, IL 62901

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
By Households						
Group	*Households*		*Households*		*Households*	
O - Singles and Starters	(70.8%)	1141	(64.6%)	1042	(54.7%)	883
J - Autumn Years	(6.1%)	66	(6.3%)	68	(9.2%)	99
B - Flourishing Families	(4.5%)	8	(3.9%)	7	(4.6%)	83
Q - Golden Year Guardians	(3.1%)	46	(4.5%)	68	(5.7%)	86
L - Blue Sky Boomers	(3%)	110	(2.2%)	8	(2.6%)	95
S - Thrifty Habits	(2.4%)	7	(3.1%)	98	(4%)	27
R - Aspirational Fusion	(2%)	122	(1.6%)	96	(1.6%)	99
M - Families in Motion	(1.6%)	65	(2.4%)	99	(3.1%)	27
E - Thriving Boomers	(1.4%)	24	(2.1%)	35	(3.3%)	55
N - Pastoral Pride	(1.3%)	70	(1.4%)	1	(1.9%)	103
K - Significant Singles	(1.3%)	27	(1.7%)	37	(2%)	42
G - Young City Solos	(1%)	24	(1%)	18	(0.9%)	22
D - Suburban Style	(<0.5%)	5	(0.8%)	9	(1%)	12
P - Cultural Connections	(<0.5%)	8	(<0.5%)	10	(<0.5%)	11
I - Family Union	(<0.5%)	4	(<0.5%)	6	(0.7%)	9

Calculated using Weighted Centroid from Block Groups | DataSet: Experian: Mosaic

SIU Homecoming Concert

217 W Walnut St, Carbondale, IL 62901

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
C - Booming with Confidence	(<0.5%)	3	(2.1%)	23	(2.4%)	28
H - Bourgeois Melting Pot	(<0.5%)	3	(0.7%)	14	(0.9%)	17
F - Promising Families	(<0.5%)	2	(<0.5%)	19	(<0.5%)	18
A - Power Elite			(<0.5%)	4	(<0.5%)	5

By Population

Group	*Population*		*Population*		*Population*	
O - Singles and Starters	(69.9%)	1295	(63.1%)	1175	(53.5%)	992
J - Autumn Years	(6.3%)	71	(6.4%)	72	(9.1%)	109
B - Flourishing Families	(5.4%)	71	(5.4%)	71	(6%)	85
L - Blue Sky Boomers	(2.8%)	116	(2%)	83	(2.3%)	98
Q - Golden Year Guardians	(2.8%)	52	(3.8%)	71	(4.9%)	92
M - Families in Motion	(2.5%)	77	(3.3%)	103	(4.3%)	82
S - Thrifty Habits	(2.2%)	83	(2.6%)	99	(3.4%)	81
R - Aspirational Fusion	(1.7%)	64	(1.4%)	102	(1.5%)	111
E - Thriving Boomers	(1.4%)	27	(2%)	37	(3.1%)	58
N - Pastoral Pride	(1.3%)	77	(1.5%)	87	(2%)	114
K - Significant Singles	(1.2%)	45	(1.2%)	45	(1.5%)	37

Calculated using Weighted Centroid from Block Groups | DataSet: Experian: Mosaic

SIU Homecoming Concert

217 W Walnut St, Carbondale, IL 62901

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
G - Young City Solos	(0.9%)	38	(0.8%)	30	(0.8%)	30
D - Suburban Style	(<0.5%)	5	(1.3%)	13	(1.5%)	15
I - Family Union	(<0.5%)	4	(<0.5%)	4	(0.8%)	9
P - Cultural Connections	(<0.5%)	9	(<0.5%)	10	(<0.5%)	11
C - Booming with Confidence	(<0.5%)	2	(2.9%)	33	(2.9%)	33
H - Bourgeois Melting Pot	(<0.5%)	2	(0.5%)	10	(0.7%)	14
F - Promising Families	(<0.5%)	2	(<0.5%)	14	(<0.5%)	16
A - Power Elite			(0.7%)	7	(0.7%)	7

Calculated using Weighted Centroid from Block Groups | DataSet: Experian: Mosaic

Placer.ai

CARBONDALE
All Ways Open

Property Overview

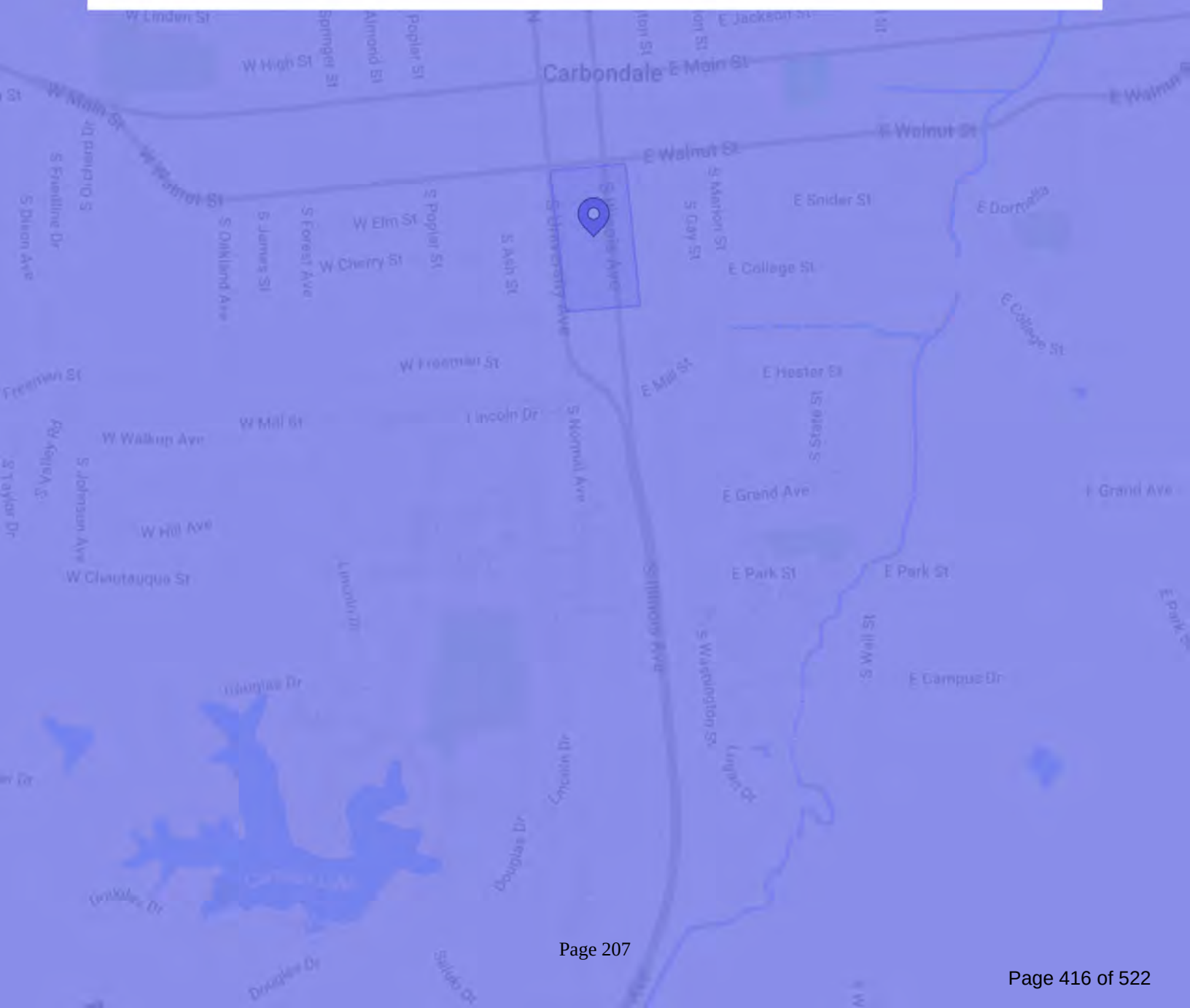
Oct 11 - Oct 12, 2024

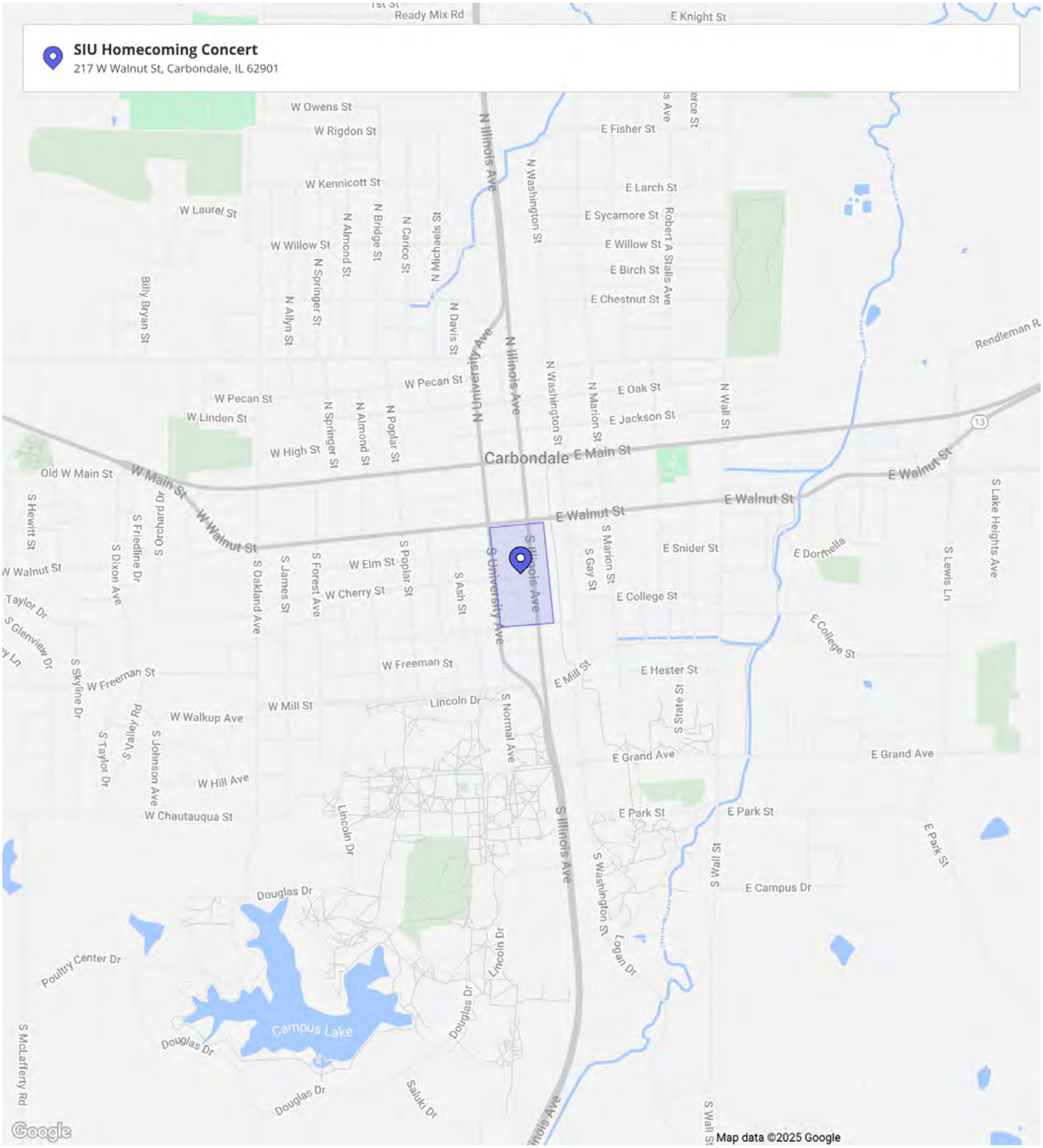
Property:

SH

SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901

Scan to view on placer.ai platform




SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901
Ready Mix Rd
E Knight St
W Owens St
W Rigdon St
E Fisher St
W Kennicott St
E Larch St
W Laurel St
E Sycamore St
W Willow St
E Willow St
E Birch St
E Chestnut St
Billy Bryan St
N Allyn St
N Springer St
N Almond St
N Bridge St
N Carico St
N Michaels St
N Davis St
N Illinois Ave
N Washington St
Robert A Stalls Ave
N University Ave
Rendleman R
W Pecan St
W Linden St
N Poplar St
N Marion St
E Oak St
E Jackson St
N Wall St
W High St
Carbondale
E Main St
13
Old W Main St
W Main St
E Walnut St
W Walnut St
S Hewitt St
S Orchard Dr
S Friedline Dr
S Dixon Ave
S James St
S Oakland Ave
S Forest Ave
W Elm St
W Cherry St
S Poplar St
S Ash St
S University Ave
S Illinois Ave
S Marion St
S Gay St
E Snider St
E Dorthella
S Lewis Ln
S Lake Heights Ave
E College St
Taylor Dr
S Glenview Dr
W Freeman St
S Skyline Dr
S Valley Rd
S Taylor Dr
S Johnson Ave
W Walkup Ave
W Mill St
Lincoln Dr
S Normal Ave
E Mill St
E Hester St
S State St
E Grand Ave
W Hill Ave
W Chautauqua St
E Park St
S Wall St
E Campus Dr
Douglas Dr
Poultry Center Dr
Campus Lake
S Washington St
Logan Dr
S McLafferty Rd
Saluki Dr
Google
Map data ©2025 Google

Metrics

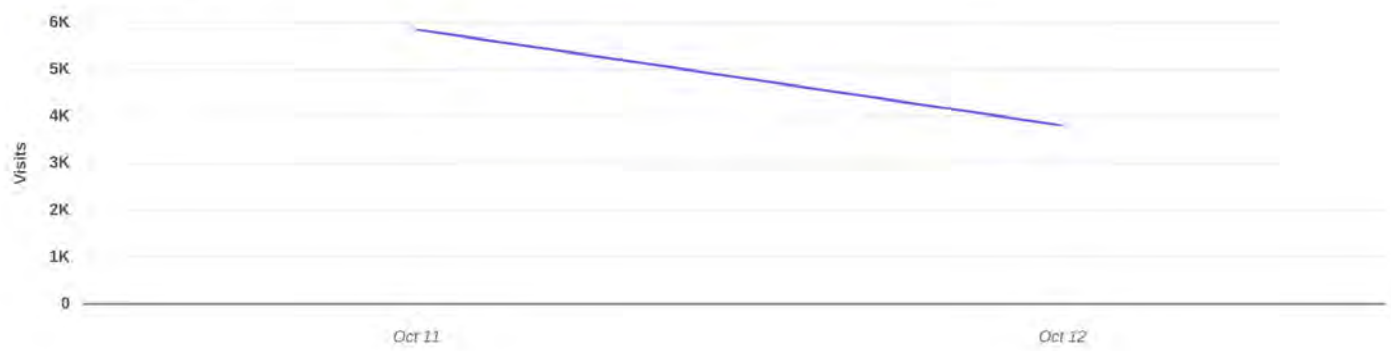
SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901

Visits	9.7K	Visits YoY	+246%
Visitors	8.6K	Visits Yo2Y	+306.6%
Visit Frequency	1.12	Visits Yo3Y	+483.8%
Avg. Dwell Time	120 min		

Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Visits Trend

SIU Homecoming Concert
W Walnut St, Carbondale, IL



Daily | Visits | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

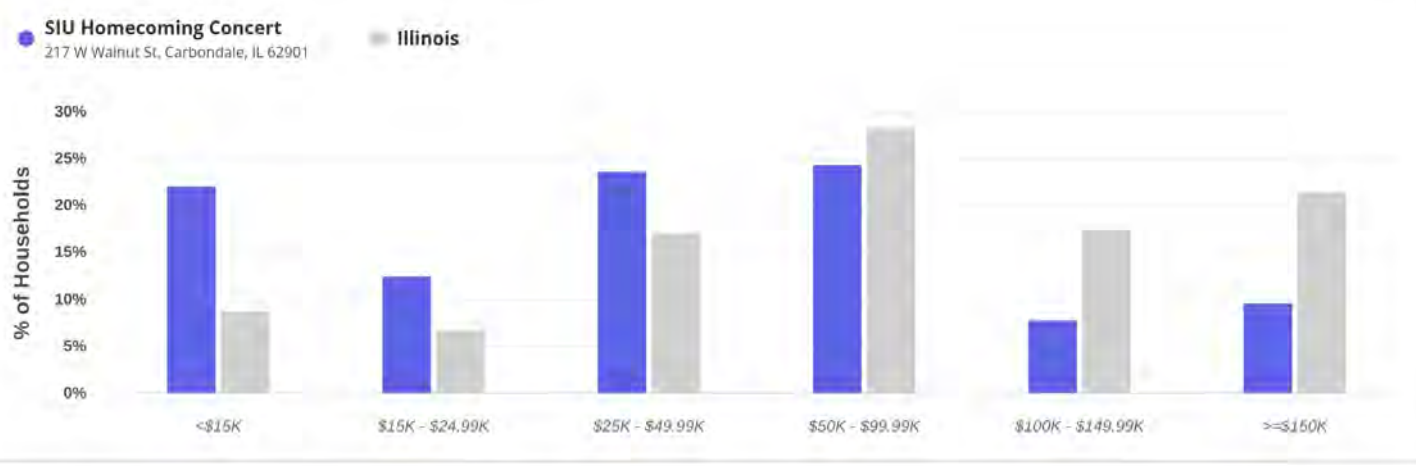
Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
SIU Homecoming C... W Walnut St, Carbondale...	$40.5K	37.7%	28.4	White (68.7%)	2.30
Illinois	$78.8K	36.7%	37.9	White (59.6%)	2.57

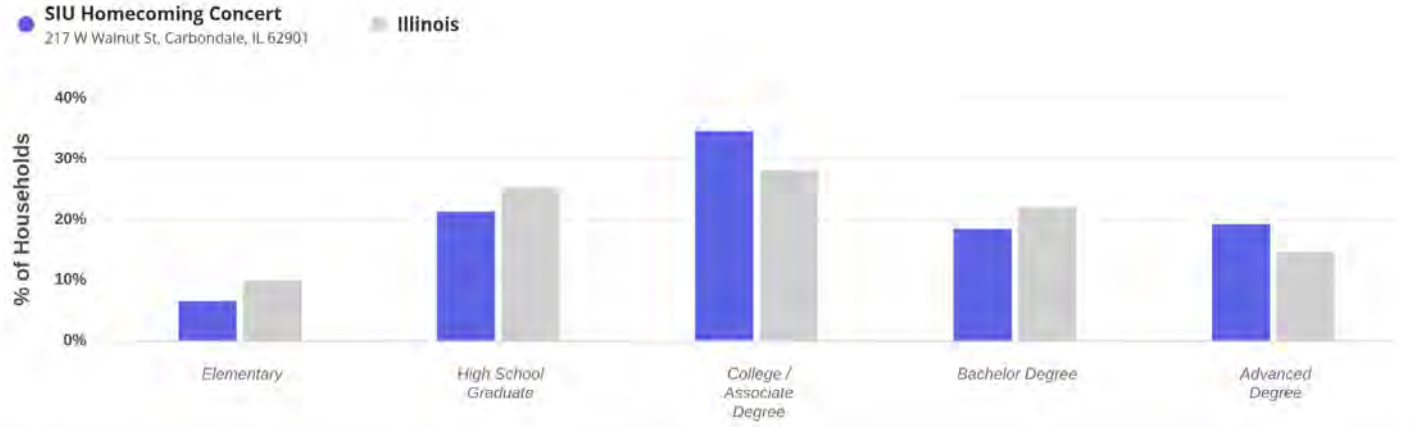
Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Household Income



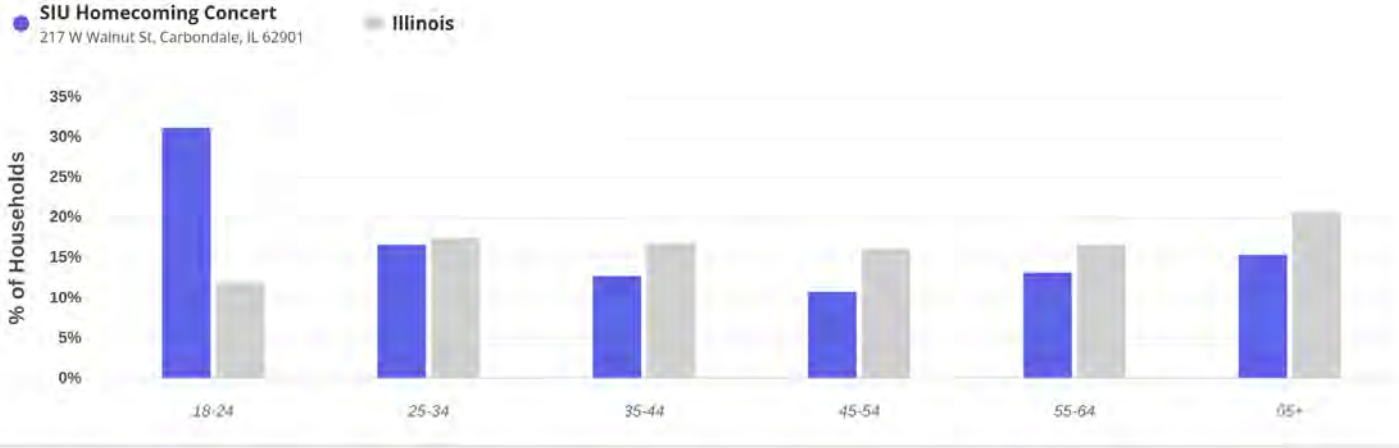
Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Education



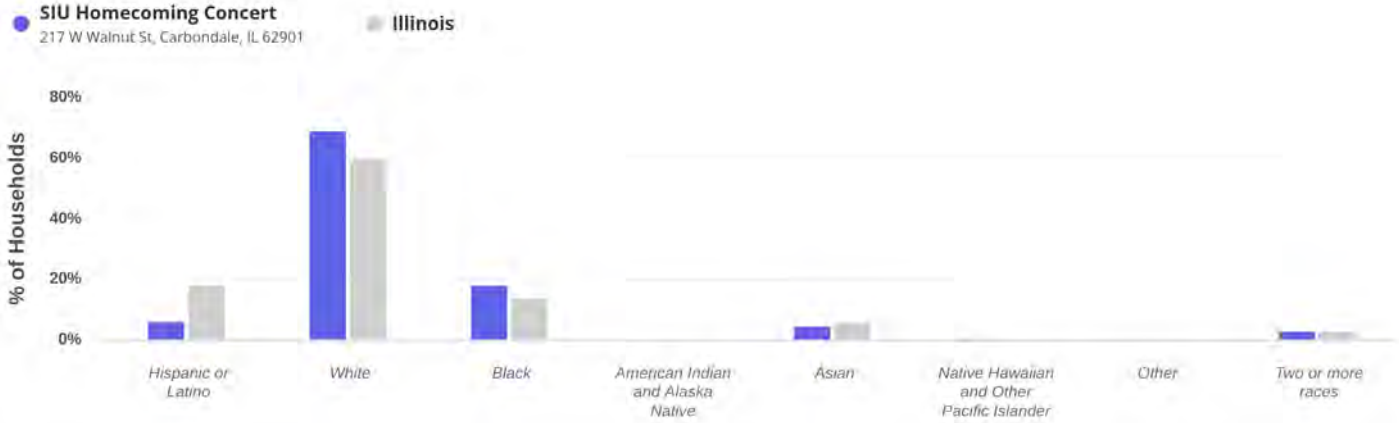
Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Age



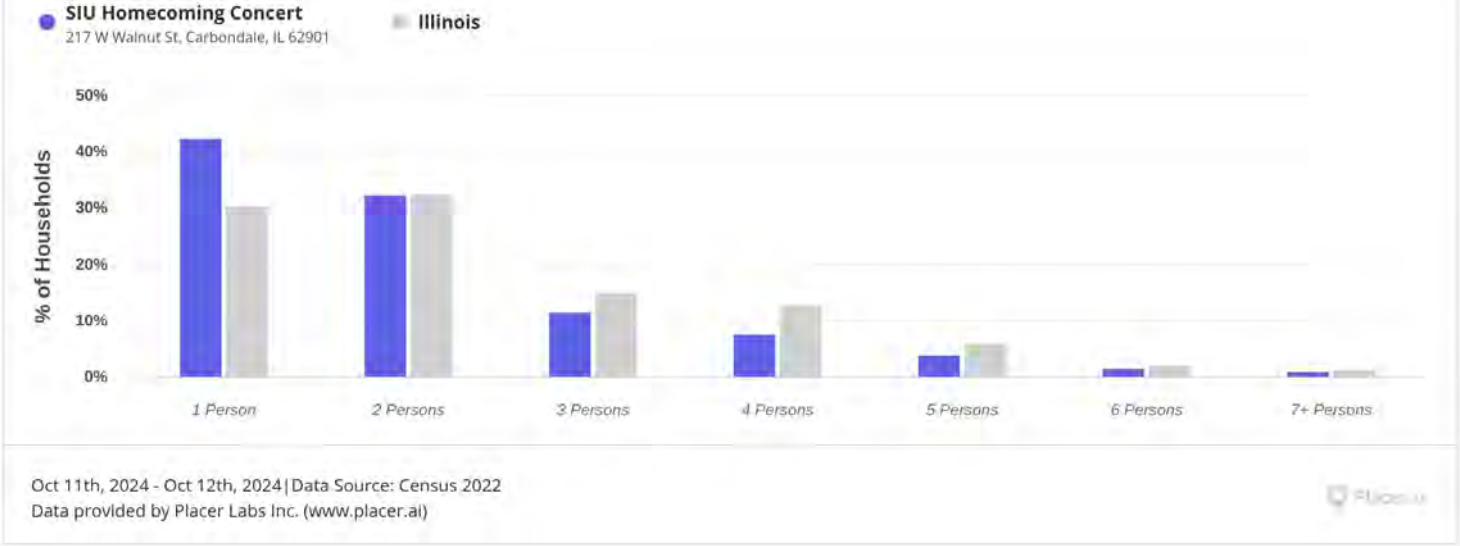
Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Ethnicity



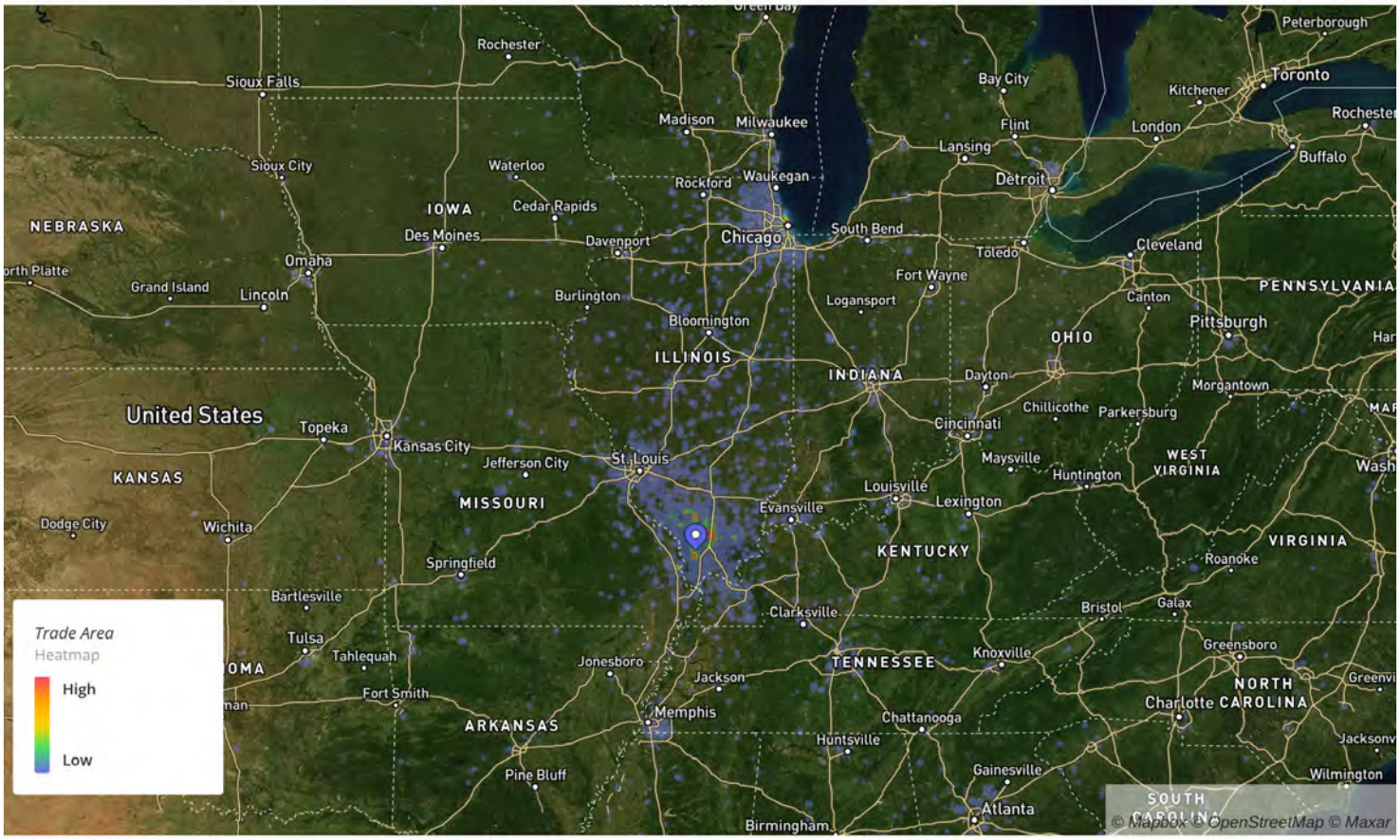
Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Household Size



Oct 11th, 2024 - Oct 12th, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

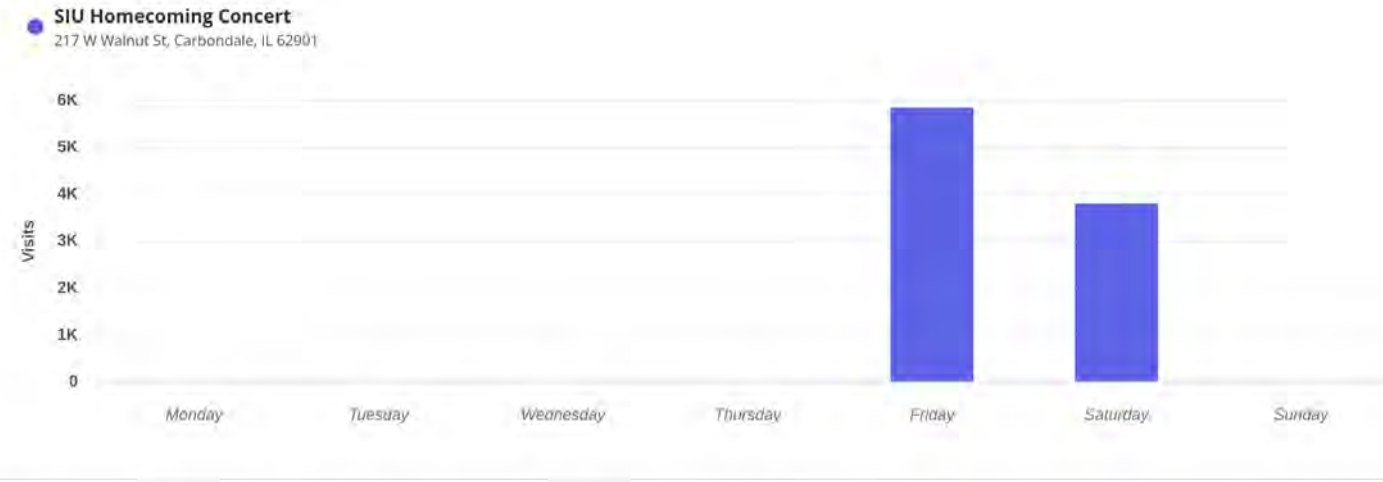
Jun 1st, 2024 - May 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Visitor Journey



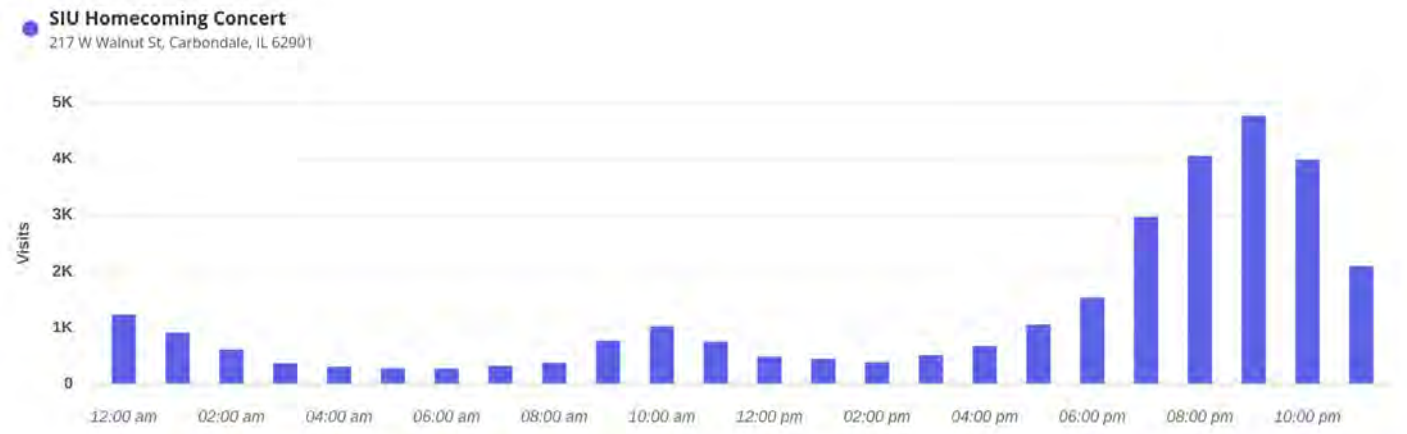
Show by: | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Daily Visits



Visits | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Hourly Visits



Visits | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Favorite Places

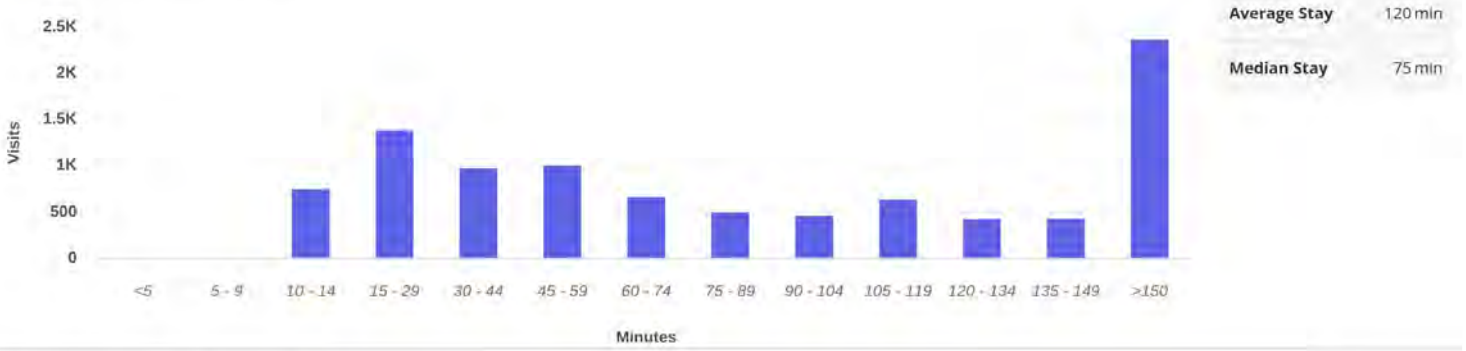
SIU Homecoming Concert / W Walnut St, Carbondale, IL

Rank	Name	Distance	Visitors
1	Saluki Stadium / 1415 Arena Dr, Carbondale, IL 62903	1 mi	2.6K (31.4%)
2	Banterra Center / 1400 Arena Dr, Carbondale, IL 62901	1 mi	2.1K (24.6%)
3	The Hangar 9 / 511 S Illinois Ave, Carbondale, IL 62901	0.1 mi	2.1K (24.4%)
4	Wazo's Big Chill / 508 S Illinois Ave, Carbondale, IL 62901	0 mi	2K (23.8%)
5	Walmart / 1450 E Main St, Carbondale, IL 62901	1.9 mi	1.4K (16.3%)
6	University Place / 1300 E Main St, Carbondale, IL 62901	1.6 mi	1.3K (15.6%)
7	The Cellar / 101 W Monroe St, Carbondale, IL 62901	0.2 mi	1K (12.3%)
8	practice football field / Carbondale, IL, United States	1.1 mi	959 (11.4%)
9	Building at 198-206 W Freeman St / 198-206 W Freeman St, Carbondale, IL 62901	0.2 mi	946 (11.2%)
10	First Mid Bank & Trust / 509 S University Ave, Carbondale, IL 62901	0.1 mi	900 (10.7%)

Category: All Categories | Min. Visits: 1 | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

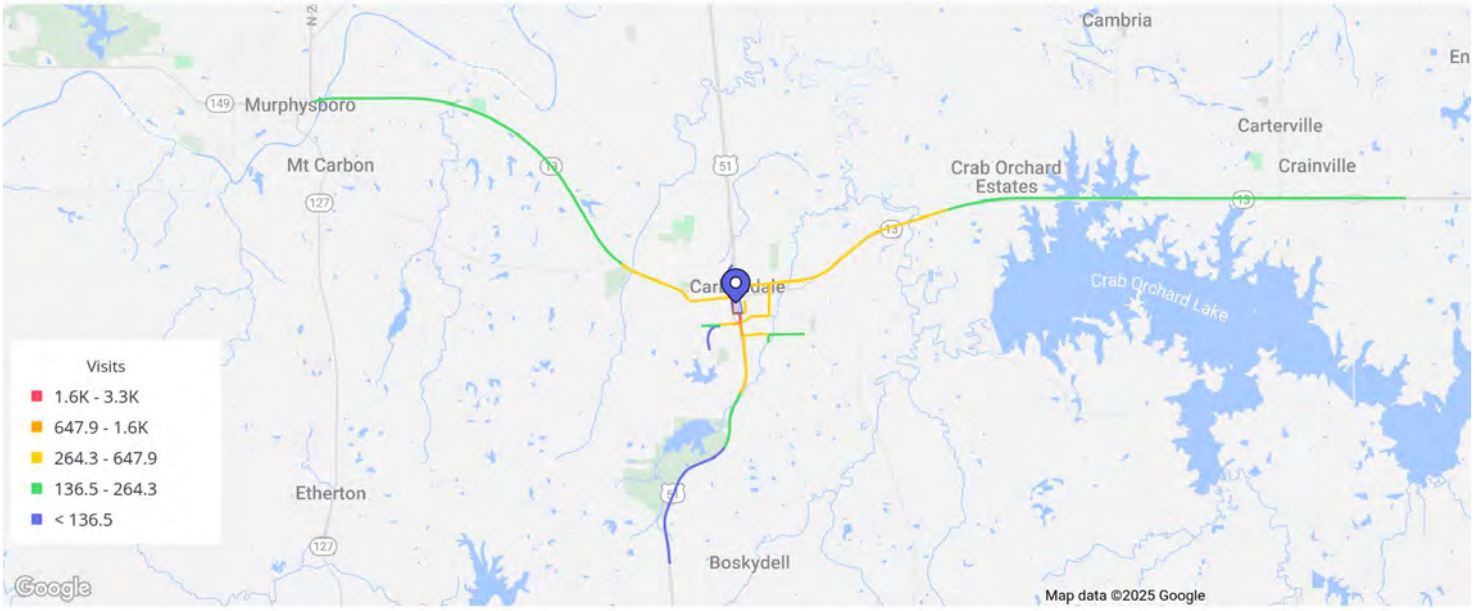
Visit Duration

SIU Homecoming Concert
217 W Walnut St, Carbondale, IL 62901



Visits | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Oct 11th, 2024 - Oct 12th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Proposal Scoring Rubric

Proposal Scoring Rubric – Strategic Marketing Plan RFP

This rubric will be used by the City of Carbondale to evaluate all proposals submitted in response to the Strategic Marketing Plan Development RFP. The rubric ensures consistent, transparent evaluation across all proposals and aligns with the project scope, deliverables, and objectives outlined in the RFP.

Category	Criteria	Points
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15
Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10
	Total Possible Points	100

Professional Services Agreement

AGREEMENT FOR PROFESSIONAL SERVICES
Engineer or Other Consultant

Project Name: City of Carbondale Strategic Marketing Plan Development ("Project")
Project Address or Location: City of Carbondale, Illinois
City: Carbondale **State**: Illinois **Zip Code**: 62901

This Agreement for Professional Services ("Agreement") entered into on _____, 2025, by and between _ ("Consultant") and City of Carbondale ("Owner"), who agree as follows:

Owner and Consultant agree as follows:

1) Services. Consultant agrees to furnish all services, labor, personnel and materials necessary to perform and complete the services described in Exhibit A ("Services"). In the event of any conflict or inconsistency between the terms and conditions set forth in Exhibit A and the terms and conditions set forth in this Agreement, the terms and conditions set forth in this Agreement shall prevail. Consultant agrees to comply with any additional terms and conditions required by applicable laws, codes, rules and regulations.

2) Compensation & Timeline. Owner shall compensate Consultant for the performance of the Services in a sum computed and payable in the manner set forth in Exhibit A ("Compensation"). If no completion date is specified in Exhibit A, Consultant agrees to furnish the Services in a timely and expeditious manner consistent with the applicable professional standard of care. Exhibit A shall also set forth any expenses reasonably anticipated to be incurred by Consultant, which are to be reimbursed by Owner in addition to Compensation. Consultant shall not be reimbursed for expenses that are not set forth on Exhibit A unless specifically approved in writing by Owner. The Compensation agreed to and set forth in Exhibit A and any subsequent approved compensation for Additional Services as set forth in any Exhibit B (to be hereafter approved pursuant to Paragraph 3 below), shall be paid by Owner in monthly progress payments equal to the total work performed by Consultant. Such progress payments shall be made after receipt of an application for payment submitted to Owner by Consultant, accompanied by invoices or other documentation as may be required by Owner. Original invoices with accompanying support documentation and lien releases should be forwarded to:

City of Carbondale, 200 South Illinois Avenue, P.O. Box 2047 Carbondale, Illinois 62902

3) Additional Services. Any services in addition to the Services ("Additional Services") shall be performed by Consultant only upon the written request of Owner. Orders for Additional Services shall be on the form attached hereto as set forth in Exhibit B and shall be acknowledged by Owner and Consultant in writing, prior to any such work identified as Additional Services is performed by Consultant. Failure by Consultant to obtain written authorization and acknowledgement by Owner for Additional Services shall result in non-payment for any such Additional Services or work performed. Except as otherwise agreed in writing by Consultant and Owner, all Additional Services shall be subject to the terms and conditions of this Agreement. Owner may also by written notice to Consultant make any reasonable reductions to the scope of

_____ _____
Consultant Owner

the Services and the compensation payable to Consultant shall be reduced in a fair and reasonable amount on account thereof.

4) Assignment & Sub-consultants. Consultant acknowledges that Owner has entered into this Agreement in reliance upon the particular reputation and expertise of Consultant. Consultant shall not enter into any sub-consultant agreements for the performance of any of the Services or Additional Services without Owner's prior written consent, which may be withheld in Owner's sole discretion. Owner shall have the right in its reasonable discretion to approve all personnel assigned to the subject Project during the performance of this Agreement and no personnel to whom Owner has an objection, in its reasonable discretion, shall be assigned to the Project. Consultant shall require each sub-consultant, as approved by Owner and to the extent of the Services to be performed by the sub-consultant, to be bound to Consultant by the terms of this Agreement, and to assume toward Consultant all the obligations and responsibilities which Consultant, by this Agreement, assumes toward Owner. Owner shall have the right (but not the obligation) to enforce the provisions of this Agreement against any sub-consultant hired by Consultant and Consultant shall cooperate in such process.

5) Insurance. Unless otherwise agreed to in writing by Owner, Consultant agrees to provide and maintain, at Consultant's sole cost and expense, the following insurance coverages:

   a) Types of Insurance.

      i) Workers' Compensation, with policy limits as required by law, and Employers Liability Coverage, with policy limits of $1,000,000 each accident for Bodily Injury by Accident; $1,000,000 each employee for Bodily Injury by Disease; and $1,000,000 policy limit for Bodily Injury by Disease, and a waiver of subrogation in favor of Owner.

      ii) Commercial Auto Coverage, with limits of not less than $1, 000,000 each accident combined Bodily Injury and Property Damage Liability insurance, including coverage for owned, hired, and non-owned vehicles with a waiver of subrogation in favor of Owner.

      iii) Commercial General Liability, on the current ISO "occurrence" type commercial general liability form (CG 0001), with limits of liability of not less than $1,000,000 per occurrence; $1,000,000 for bodily injury and property damage liability; $1,000,000 for personal injury and advertising injury liability; and $1,000,000 in annual aggregate limits. The policy shall provide a waiver if subrogation in favor of, and shall list as additional insureds if commercially available, and any other persons and entities Owner shall designate.

      iv) Professional Liability (Errors and Omissions) Insurance, with prior acts coverage for all Services and Additional Services required hereunder, in a form and with insurer or insurers satisfactory to Owner, with limits of liability of not less than $1,000,000 per claim and $2,000,000 in the aggregate. The policy shall provide a waiver of subrogation in favor of Owner.

   b) Other Requirements.

Consultant _____ Owner _____

i) Consultant shall maintain the foregoing coverage in effect until the Services and any Additional Services are completed. In addition, to the extent commercially available at reasonable rates, all such policies shall be kept in force by Consultant until the applicable statute of limitations for professional liability and construction defect claims for the Project have expired.

ii) All policies must contain an endorsement affording an unqualified thirty (30) days' notice of cancellation to Owner in the event of cancellation of coverage.

iii) All policies must be written by insurance companies whose rating in the most recent Best's rating guide is not less than A-. If any non-admitted (surplus or excess lines) insurer is used to provide any of the above policies, the policy must include an endorsement restricting the insurer's right to cancel the policy to the following circumstances after it has been in effect for sixty (60) days: (i) non-payment of premium; or (ii) discovery of fraud or material misrepresentation in the application for insurance.

iv) Certificates of Insurance with the required endorsements evidencing the coverage must be delivered to Owner prior to commencement of any Services under this Agreement and must be provided on an annual basis commencing on the first (1st) anniversary of the policy year and continuing thereafter, or at any time within fifteen (15) days after request therefor by Owner or an additional insured. Notwithstanding any other provision hereof, Consultant shall provide Owner a complete copy of any policy of insurance required hereunder within five (5) business days of a written request from Owner, and hereby authorizes Consultant's brokers, without further notice to or authorization by Consultant, to immediately comply with any written request of Owner for a complete copy of any policy required hereunder.

v) If Consultant fails to secure and maintain the insurance required by this Agreement and provide satisfactory evidence thereof to Owner, Owner shall be entitled to terminate this Agreement upon reasonable notice.

vi) Consultant's insurance shall be primary to any insurance held by Owner.

c) Owner, and all additional insured parties listed on policies as required hereunder are third party beneficiaries of this Paragraph 5. The provisions of this Paragraph 5 shall survive the termination of this Agreement.

6) Indemnification. Consultant agrees to indemnify, defend and hold harmless Owner and its affiliates, partners, shareholders, members, officers, directors, agents, employees, subsidiary and parent entities (collectively, "Owner Indemnitees") from and against any and all claims, demands, losses, liabilities, damages, disbursements, obligations, fines, penalties, costs and expenses (including, but not limited to, reasonable attorneys' fees and costs) ("Claims") actually or allegedly arising from, resulting from, or connected with Consultant's presence at the Project location, the performance of the Services (including any Additional Services) provided by Consultant and its agents, employees, sub-consultants and/or suppliers, regardless of whether or not such Claims are caused in part by a party indemnified hereunder, even though such Claims may prove to be false, groundless or fraudulent, to the fullest extent permitted by law. Consultant's duty to defend is independent of its duty to indemnify.

Consultant _____ Owner _____

a) Consultant's duty to indemnify Owner Indemnitees shall not apply to liability for damages arising out of bodily injury to persons or damage to property caused by or resulting from the sole negligence of Owner or its agents or employees (which shall not include Consultant or its sub-consultants). Entitlement to recovery of defense costs shall include fees (of attorneys, consultants, expert witnesses, and others), costs and expenses incurred in good faith. In addition, Owner shall be entitled to recover compensation for all of its in-house expenses (including materials and labor) consumed in its defense.

b) The indemnity and hold harmless provisions of this Agreement shall survive expiration or termination hereof and shall include, but are not limited to, all claims against Owner by any employee of former employee of Consultant, and Consultant hereby waives all immunity and limitation on liability of any industrial insurance act, including the provisions of the Illinois Workers' Compensation Act, as now or hereafter amended, or other workers' compensation act, disability benefit act, or any other employee benefit act of any jurisdiction which would otherwise be applicable in case of such claim, but such waiver is not intended to and shall not be construed or interpreted as applying or benefiting any person, except Owner. Owner and Consultant hereby certify and agree that the indemnity and hold harmless provisions of this Agreement have been freely and mutually negotiated.

7) Ownership of Documents. All documents prepared by Consultant in connection with Consultant's performance under this Agreement shall become the property of Owner and Consultant shall execute written assignments to Owner of all rights (including common law, statutory, and other rights, including copyrights) to the same as Owner shall from time to time request. For purposes of this paragraph, the term "documents" shall mean and include all reports, plans, studies, tape or other electronic recordings, drawings, sketches, estimates, data sheets, maps and work sheets produced, or prepared by or for Consultant (including any employee or subcontractor in connection with the performance of the Services and Additional Services under this Agreement). "Documents" shall not include any proprietary BusinessFlare methodologies and intellectual property that may be included or referenced in their work product. This would mainly apply to data sheets that may be included in that work product, as well as their trademarked approach.

8) Notices. All notices or other communications made pursuant hereto shall be in writing and shall be deemed properly delivered, given or served (i) when personally delivered, or (ii) two (2) calendar days after being deposited in the United States mail, certified or registered, postage prepaid, return receipt requested, (iii) when delivered by FedEx or other comparable courier service, charges prepaid, to the parties at their respective addresses listed below their signatures, (iv) when sent via facsimile transmission so long as the sending party can provide a facsimile machine confirmation showing the date, time, and receiving facsimile number for the transmission, or (v) when sent via email. Either party may change its address for the purposes of this paragraph by giving five (5) days prior written notice of such change to the other party.

Consultant _____ Owner _____

Owner:

Attn: City Manager
200 South Illinois Avenue
Carbondale, IL 62901
Telephone: (618) 457-3225
Facsimile: (618) 457-3283

Consultant:
Attn:

Telephone: _____

Telephone: _____

Email: _____

Email: _____

9) Coordination.

a) Consultant acknowledges that the development and processing of the work for the Project may require close coordination between various consultants. Consultant shall coordinate the Services required hereunder with the other consultants that are identified by Owner to Consultant from time to time, and Consultant shall immediately notify such other consultants, in writing, of any changes or revisions to Consultant's work product that might affect the work of other consultants providing services for the Project and concurrently provide Owner with a copy of such notification. Consultant shall not knowingly cause other consultants extra work without obtaining prior written approval from Owner. If such prior approval is not obtained, Consultant shall be subject to any offset for the costs of such extra work. Owner shall provide Consultant with legal access to the Project site as required by Consultant to perform and complete the Services. Such access should be verified in advance by Consultant with Owner prior to entering the property.

b) Owner appoints Owner's Representative to act for Owner and Consultant appoints Consultant's Representative to act for Consultant in all matters covered by this Agreement. All inquiries, requests, instructions, authorizations and other communications with respect to the matters covered by this Agreement will be made to Owner's Representative or Consultant's Representative, as the case may be. Either party may change its Representative under this Agreement at any time by giving at least five (5) days' prior written notice of such change to the other party.

_____ _____
Consultant Owner

Owner's Representative: Steven Mitchell

Consultant's Representatives:

10) Termination & Suspension.

a) If either party to this Agreement fails to substantially perform in accordance with the terms, covenants and conditions of this Agreement or is otherwise in default of any of the terms of this Agreement (the "Defaulting Party"), then the non-defaulting party, after giving seven (7) days' notice to the Defaulting Party of the alleged default, and upon the Defaulting Party's failure to cure said breach within said seven (7) days, may initiate the dispute resolution process outlined in Paragraph (11) below. However, Consultant shall continue to provide the Services in a timely and expeditious manner during all disputes, actions or claims that are subject to Paragraph (11) below, unless this Agreement is terminated under Subparagraphs (b) or (c) below (or as otherwise agreed between Consultant and Owner in writing).

b) Notwithstanding Subparagraph (a) above, Owner may terminate this Agreement at any time and for any reason with seven (7) calendar days' prior written notice to Consultant. On termination of this Agreement by Owner under this paragraph, Owner shall pay to Consultant as payment in full for all labor, work and services performed, all materials supplied, and expenses incurred by Consultant as follows: (i) the agreed compensation for all Services and approved Additional Services actually performed by Consultant under this Agreement up to the effective date of termination, plus (ii) the amount of all reimbursable expenses (i.e., expenses for which Owner has agreed to reimburse Consultant as set forth in Exhibit B) incurred by Consultant up to the effective date of termination for which Owner had not yet reimbursed Consultant before the effective date of termination. Concurrent with Consultant's receipt of such payment, Consultant shall sign and deliver to Owner true and complete copies of Consultant's work product and final unconditional lien release(s) of all lien rights for itself and any person, firm or entity with whom it has contracted for the performance of the Services (including any Additional Services) hereunder. As used herein, the "effective date of termination" shall be that date which is seven (7) calendar days after Consultant's receipt of the notice of termination.

c) Notwithstanding Subparagraphs (a) and (b) above, if Owner, through no fault of Consultant, fails to pay Consultant within seven (7) days after the date established for payment under this Agreement, Consultant shall have the right to terminate this Agreement upon seven (7) additional days written notice to Owner and Owner's failure to cure said breach within the seven (7) day cure period. In the event of termination by Consultant, the "effective date of termination" shall be that date which is seven (7) day days after Owner's receipt of the notice of termination.

11) Litigation. Any and all claims, disputes or controversies related to this Agreement, or breach thereof, shall be litigated in the 1st Circuit Court for Jackson County, Illinois, which shall be the sole and exclusive forum for such litigation. In any such litigation, the prevailing party shall be entitled to award of its attorney's fees, costs and expenses (including consultant and expert witness fees). The parties agree that Owner shall have the right, but not the obligation, to join Consultant, the architect and any contractors, subcontractor(s), sub-consultant(s) and(or)

guarantor(s) in any action or proceeding arising in connection with this Agreement and no provision or condition contained herein shall prevent the joinder of such parties. The parties also acknowledge and agree that Owner shall have the right to join Consultant, the architect and any contractor(s), subcontractor(s), sub-consultant(s) and (or) guarantor(s) in any resulting mediation and (or) litigation. The parties acknowledge and agree that Owner shall have the right to stay any such proceedings until such time as Consultant has completed the Services required under this Agreement (or this Agreement has otherwise been terminated) so that all such matters can be resolved in consolidated proceedings.

12) General Conditions.

a) Consultant represents that its professional personnel are, and covenants that its professional personnel shall at all times remain, duly licensed to perform the Services and Additional Services within the applicable jurisdiction(s).

b) Each of the Exhibits referred to herein and attached hereto is an integral part of this Agreement and is incorporated herein by reference.

c) Consultant agrees to work in an expeditious manner, within the sound exercise of its judgment and professional standards, in the performance of this Agreement. Time is of the essence with respect to this Agreement. By executing the Agreement, Consultant confirms that the time limitations set forth herein are reasonable period(s) for performing the Services.

d) This Agreement shall be construed and interpreted under and shall be governed and enforced according to the domestic laws of the State of Illinois (without reference to the doctrine of conflicts of law).

e) Consultant agrees to keep confidential any and all information concerning the plans, operations or activities of Owner, its parent, affiliates, divisions and subsidiaries which may be divulged to Consultant by any source in the course of the performance of Consultant's services under this Agreement, and Consultant shall not use the name of Owner or Owner’s logo or the logo of any division or project of Owner without the prior written approval of Owner.

f) Consultant shall pay all taxes imposed by any federal, state or local taxing authority on all payrolls and compensation of its employees and subcontractors and any other taxes, fees and charges levied against Consultant on account of this Agreement.

g) This Agreement constitutes an agreement for the performance of work and services by Consultant as an independent contractor and not as an employee of Owner.

h) Nothing contained in this Agreement shall be deemed to create a relationship of employer-employee, master-servant, partnership, joint venture or any other relationship between Owner and Consultant except that of independent contractor. Consultant shall have no authority to bind Owner, or to approve any Additional Services, unless specifically approved by Owner in writing.

i) If any legal action or proceeding is commenced to enforce or interpret the provisions of this Agreement, the prevailing party shall be entitled to recover reasonable attorneys' fees and costs.

j) This Agreement contains the entire agreement between the parties with respect to the subject matter hereof and supersedes all other agreements or understandings between the parties with respect thereto.

k) This Agreement may not be amended or supplemented, nor may any obligations hereunder be waived, except by a written instrument signed by the party to be charged. Notwithstanding the foregoing sentence, Consultant agrees to make such revisions to this Agreement as may be reasonably required by Owner.

l) Consultant shall not assign any portion of this Agreement without the prior written consent of Owner. Owner shall have the right to assign this Agreement to any lender (including the Project Lender) advancing funds in connection with the Project, or to any partnership, affiliated entity or any other entity formed by Owner in which it retains an interest. Owner shall be permitted to make such assignment in Owner’s sole and absolute discretion. Upon such assignment, Owner shall have no further obligations hereunder.

m) This Agreement and the covenants contained herein shall be binding upon and shall inure to the benefit of the parties hereto and their respective permitted assigns and successors-in-interest.

n) No failure or delay by either party in the exercise of any right given to such party hereunder shall constitute a waiver thereof. No waiver of any breach of any agreement or provision contained herein shall be deemed a waiver of any preceding or succeeding breach thereof or of any other agreement or provision contained herein.

o) Whenever the context hereof shall so require, the singular shall include the plural, the male gender shall include the female and the neuter, and vice versa.

p) The invalidity, illegality or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of any other provision hereof.

Consultant _____ Owner _____

IN WITNESS WHEREOF, the parties have executed this Agreement the day and year first above written at Carbondale, Illinois.

OWNER:

By: Stan Reno (City Manager)

(Print Name)

_____

(Signature)

Date:_____

Its: City Manager

CONSULTANT:

By: _____

(Print Name)

_____

(Signature)

Date:_____

By: _____

(Print name)

_____

(Signature)

Date:_____

Its: Representatives

Consultant's Contact Information:

Street Address: _____

City:_____ State:_____ Zip Code: _____

Contact Name:_____Tax I.D. Number: _____

Proposal Scoring Rubric – Strategic Marketing Plan RFP

Company:

Location:

Note:

Evaluator: Mitchell

Do all proposals include:

- Firm or consultant profile and qualifications
- Relevant experience with municipal, tourism, or economic development marketing
- Proposed approach and work plan
- Project timeline
- Itemized cost proposal
- Portfolio samples (if applicable)
- References

Category	Criteria	Total possible	Score
Qualifications & Relevant Experience	Demonstrated experience with municipal, tourism, or economic development marketing; strong project portfolio; relevant references.	20	
Proposed Approach & Work Plan	Clear, innovative, and realistic methodology that addresses the scope of work, including discovery, strategy, creative development, and implementation.	20	
Understanding of Carbondale's Needs	Demonstrates strong understanding of Carbondale's challenges and opportunities; proposes approaches aligned with City objectives and regional identity.	15	
Creativity & Bold Thinking	Includes at least one compelling "big, bold idea"; uses creative approaches for branding, storytelling, and engagement.	15	

Budget & Value	Budget aligns with City guidance; provides clear itemization; demonstrates cost-effectiveness and strong value for services provided.	10	
Deliverables & Implementation Roadmap	Includes realistic timeline, clear deliverables, actionable implementation steps, and measurable KPIs.	10	
Presentation & Clarity	Overall clarity, organization, and professionalism of the proposal; quality of writing and visuals.	10	
	Total Possible Points	100	

Comments:

- Qualifications & Relevant Experience:
- Proposed Approach & Work Plan:
- Understanding of Carbondale's Needs:
- Creativity & Bold Thinking:
- Budget & Value:
- Deliverables & Implementation Roadmap:
- Presentation & Clarity:

RESOLUTION NO. 2025-R-_____

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT FOR THE DEVELOPMENT AND INITIAL EXECUTION OF A STRATEGIC MARKETING PLAN

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and

WHEREAS, the Illinois Department of Commerce and Economic Opportunity (DCEO) established the Energy Transition Community Grant (ETCG) program to support economic development in communities impacted by the closure or reduced operation of fossil fuel power plants or coal mines; and

WHEREAS, the City of Carbondale is located within a 30-mile radius of the Red Hawk Mine in Jackson County, identified by the State of Illinois as having experienced either a closure or significant reduction in operations within the past six years, thereby qualifying the City for ETCG eligibility; and

WHEREAS, the City of Carbondale was notified on October 24, 2024, that it had been awarded $98,593.04 through the ETCG program; and

WHEREAS, one of the goals of the City of Carbondale is to encourage progressive economic development, tourism, arts, and entertainment through strategic investment in marketing and promotion; and

WHEREAS, the City has conducted a competitive procurement process to identify a qualified contractor to develop and initiate the execution of a comprehensive Strategic Marketing Plan designed to inform and engage residents, promote tourism, and attract new residents and businesses; and

WHEREAS, the Carbondale City Council will determine during its December 9, 2025, meeting which applicant identified through the procurement process will be awarded the contract to perform these services; and

WHEREAS, the Carbondale City Council finds that entering into a Professional Services Agreement with the selected contractor is in the best interest of the City of Carbondale.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS AS FOLLOWS:

SECTION 1. That the City Council deems it in the best interest of the City of Carbondale to utilize the $98,593.04 awarded through the Energy Transition Community Grant to support the development and initial execution of a Strategic Marketing Plan.

SECTION 2. That the City of Carbondale has conducted procurement for a contractor to develop and initiate the execution of a Strategic Marketing Plan.

SECTION 3. That the City Manager is hereby authorized to enter into a Professional Services Agreement on behalf of the City of Carbondale in an amount not to exceed $120,000 with _____, the contractor chosen during the City Council meeting of December 9, 2025, to perform these services.

SECTION 4. That the City Manager and Staff are hereby authorized to take any and all necessary, reasonable, and proper actions to carry out the intent and purpose of this Resolution.

SECTION 5. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

This Resolution adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	A Resolution Approving and a Resolution Denying a Special Use Permit to Elizabeth Erin Ashley for a Community Center Operation in a R-3, High Density Residential Zoning District at 441 East Willow Street
Type:	Action
Recommended Action:	Adopt a Resolution approving a Special Use Permit to Elizabeth Erin Ashley for a Community Center Operation at 441 East Willow Street
Goals:	Goal 1: Provide a high quality of life and foster a sense of community. Goal 2: Establish programs/processes/networks to include diversity/inclusion/equity and justice. Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment. Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.
Originating Department:	Community Development

Background: Applicant, Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, submitted an application requesting a Special Use Permit for a community center operation at 441 East Willow Street. Specifically, the request is to operate a small grocery store within the Eurma Hayes Center. The project is supported by the Eurma Hayes Director and Board of Directors.

The property is currently zoned R-1-5, Low Density Residential. Community Centers are not allowed within this zoning district. It is allowed with a Special Use Permit in the R-3 district. The Applicant filed a rezoning application to rezone the property from R-1-5, Low Density Residential, to R-3, High Density Residential. The rezoning request must be approved by the City Council in order for the Special Use Permit to be granted. The rezoning will be considered by the City Council as a separate item on the agenda.

Attached for the City Council's Review are the following:

- A Resolution approving and a Resolution denying the request for a Special Use Permit to Elizabeth Erin Ashley for a community center operation at 441 East Willow Street in property zoned R-3
- Staff report for PC 26-08 with attachments
- Memo to City Council

Additional Information
Constituent/Advisory Body Impact: The Planning Commission conducted a public hearing on November 19, 2025, and voted (7-yes, 0-no) on a motion to recommend approval of the Special Use Permit with the following conditions:

1. The City Council shall approve an Ordinance rezoning the property from R-1-5, Low Density Residential, to R-3, High Density Residential.
2. Financial Impact: None
3. Staff Impact: Staff will be responsible for issuing all permits and completing all necessary property

inspections.

Additional Information:

Attachments:
1. Resolution to Approve SUP for a Community Center Operation at 441 East Willow Street - 2025-12-09
2. Resolution to DENY SUP for a Community Center Operation at 441 East Willow Street - 2025-12-09
3. Staff Report PC 26-08 w Attachments
4. Addendum to City Council re PC 26-07 and 26-08 staff reports

Motion & Voting: Adopt a Resolution approving a Special Use Permit to Elizabeth Erin Ashley for a Community Center Operation at 441 East Willow Street

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

RESOLUTION NO. 2025-R-_____

A RESOLUTION APPROVING A SPECIAL USE PERMIT TO ALLOW FOR A COMMUNITY CENTER OPERATION ON PROPERTY ZONED R-3, HIGH DENSITY RESIDENTIAL

(441 East Willow Street | PP# 15-16-476-029)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and,

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and,

WHEREAS, a Petition has been filed with the City of Carbondale by Elizabeth Erin Ashley, requesting that certain property within the zoning jurisdiction of the City of Carbondale be granted a Special Use Permit to allow for a community center operation at the location described hereafter; and,

WHEREAS, a notice of the hearing before the Planning Commission of the City of Carbondale, stating its purpose, was published in the *Southern Illinoisan* on the 1st day of November, 2025, being at least fifteen (15) days prior to said hearing; and,

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the special use request for said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-08, Elizabeth Erin Ashley's request for a Special Use Permit to allow for a Community Center Operation in a R-3, High Density Residential, district, subject to the following condition:

1) City Council shall adopt an ordinance rezoning the property from R-1-5, Low Density Residential, to R-3, High Density Residential; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the special use should be granted.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION ONE. That the City Council adopts the findings of fact as filed by the Planning Commission.

SECTION TWO. That the request for a Special Use Permit to allow for a Community Center Operation in a R-3, High Density Residential district, at the property shown in Exhibit A attached hereto is approved for the property described below as:

GENERAL DESCRIPTION

441 East Willow Street | PP# 15-16-476-029

SECTION THREE. That the City Manager and Staff are hereby authorized to take any and all necessary, reasonable, and proper actions to carry out the intent and purpose of this Resolution.

SECTION FOUR. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

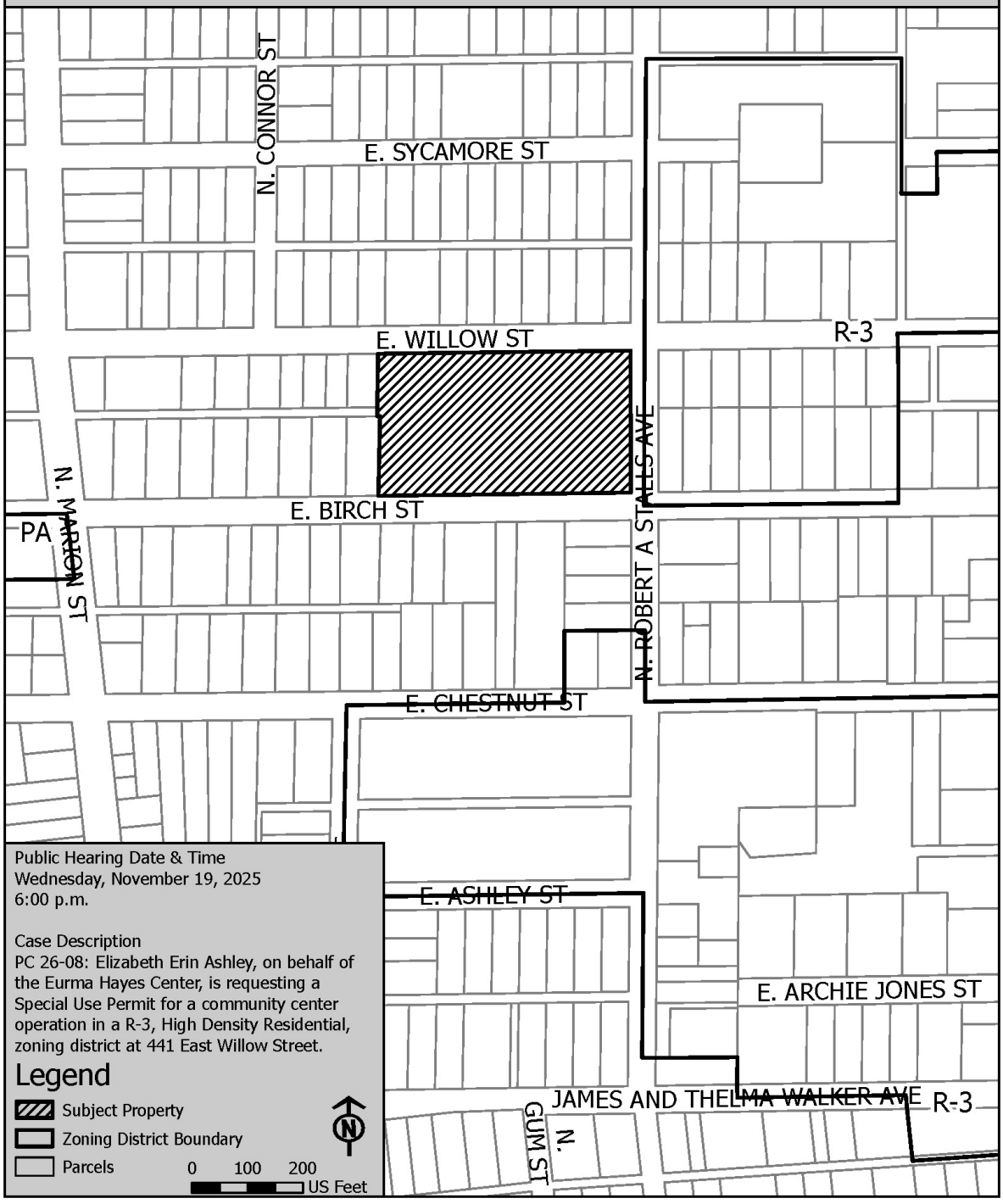
This Resolution adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A - Location Map

A Resolution approving PC 26-08, Special Use Permit for a Community Center Operation in a R-3, High Density Residential, District



RESOLUTION NO. 2025-R-_____

A RESOLUTION DENYING A SPECIAL USE PERMIT TO ALLOW FOR A COMMUNITY CENTER OPERATION IN THE R-3, HIGH DENSITY RESIDENTIAL, DISTRICT

(441 East Willow Street | PP# 15-16-476-029)

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and,

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and,

WHEREAS, a Petition has been filed with the City of Carbondale by Elizabeth Erin Ashley, requesting that certain property within the zoning jurisdiction of the City of Carbondale be granted a Special Use Permit to allow for a community center operation in a R-3, High Density Residential, district at the location described hereafter; and,

WHEREAS, a notice of the hearing before the Planning Commission of the City of Carbondale, stating its purpose, was published in the *Southern Illinoisan* on the 1st day of November, 2025, being at least fifteen (15) days prior to said hearing; and,

WHEREAS, the administrative official posted a notice on said property and served notice on all the property owners within 250 feet from said property according to Section 15-6.8.2.D of the Revised Code of the City of Carbondale; and,

WHEREAS, the hearing of the Planning Commission of the City of Carbondale was called at 6:00 p.m. on the 19th day of November, 2025, at the City Council Chambers in said City to consider the special use request for said property; and,

WHEREAS, said Planning Commission conducted said hearing pursuant to the notice given and to the laws of the State of Illinois; and,

WHEREAS, said Planning Commission thereafter filed with the City Council a report of this hearing disclosing its findings of fact and its recommendation being as follows: to approve PC 26-08, Elizabeth Erin Ashley's request for a Special Use Permit to allow for a Community Center Operation in a R-3, High Density Residential, district, subject to the following condition:

1) City Council shall adopt an ordinance rezoning the property from R-1-5, Low Density Residential, to R-3, High Density Residential; and,

WHEREAS, the City of Carbondale has considered the findings of fact filed by the Planning Commission, the record of the Commission's public hearing, the provisions of the zoning ordinance and additional information provided to the City Council, and based thereon finds that the special use should not be granted.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION ONE. That said petition for a Special Use Permit to allow for community center operation within a R-3, High Density Residential, zoning district, is denied for the property shown in Exhibit A, attached hereto, and described below as:

GENERAL DESCRIPTION

441 East Willow Street | PP# 15-16-476-029

SECTION TWO. That the City Council of the City of Carbondale makes the following findings as the basis for denial of said petition:

a. The proposed Special Use will not permit and encourage an environment of sustained desirability and stability, and that it will not be in harmony with the character of the surrounding neighborhood;

b. The Special Use will be injurious to the use and enjoyment of other

property in the immediate vicinity for the purposes already permitted, and will substantially diminish and impair property value within the neighborhood, and;

SECTION THREE. That this Resolution be spread at length upon the minute records of the City Council of the City of Carbondale, Illinois.

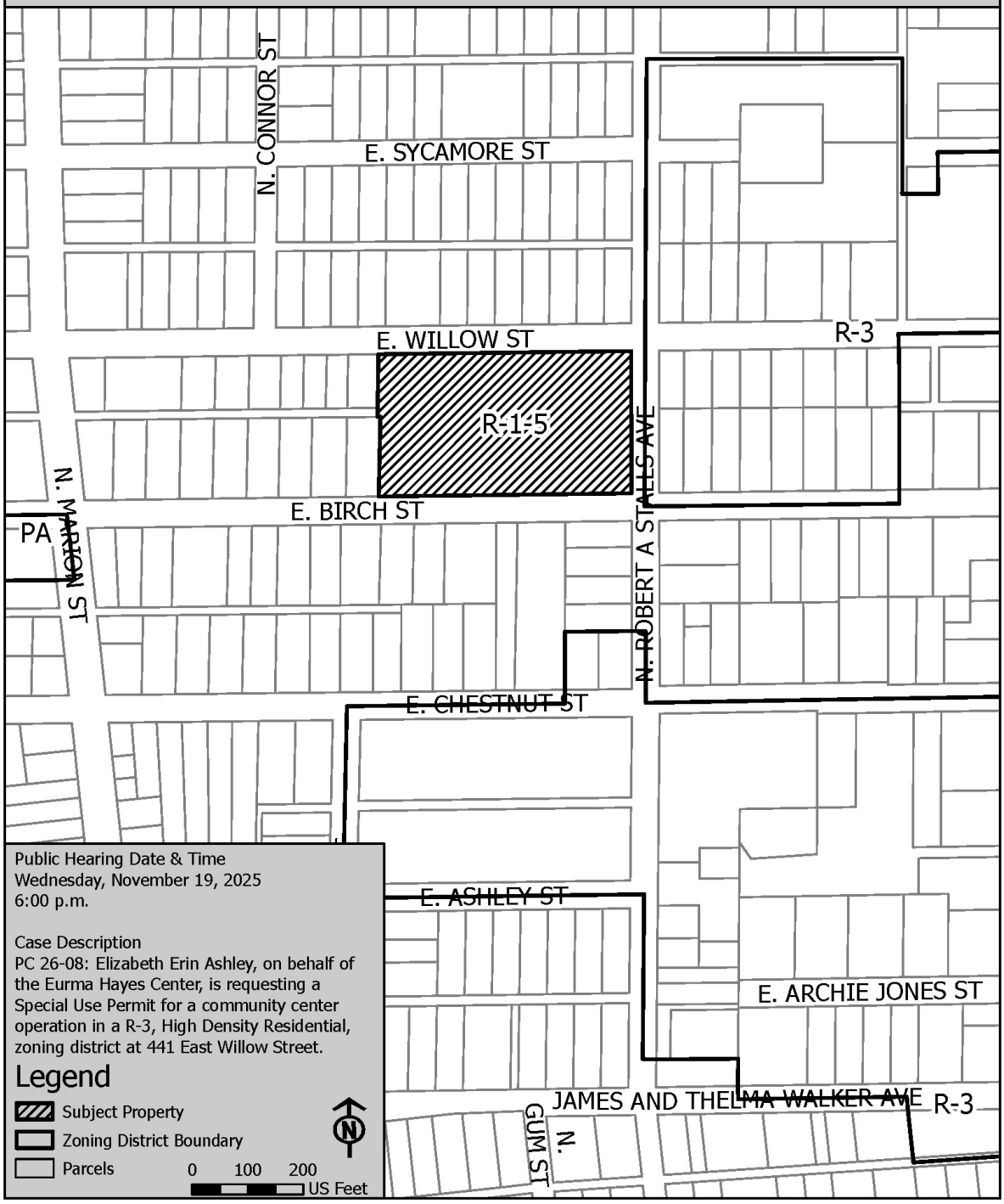
This Resolution adopted at a regular meeting of the City Council of the City of Carbondale on the 9th day of December, 2025.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit A - Location Map

A Resolution denying PC 26-08, Special Use Permit for a Community Center Operation in a R-3, High Density Residential, District



CARBONDALE
All Ways Open

Community Development
200 South Illinois Avenue
Carbondale, Illinois 62901
Telephone 618-457-3248
Fax 618-457-3289
www.explorecarbondale.com

M-E-M-O-R-A-N-D-U-M

TO: The City of Carbondale Planning Commission

FROM: Karl Mueller, Planner/Downtown & Preservation Focus

RE: PC 26-08: Elizabeth Dickens* on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street

DATE: November 10, 2025

(Planning Commission Public Hearing on Wednesday, **November 19th, 2025**, 6:00 p.m.)

PART A. GENERAL INFORMATION

Applicant	**Owner**
Elizabeth Dickens* 441 East Willow Street Carbondale, IL 62901	Eurma C Hayes Center 441 East Willow Street Carbondale, IL 62901

1. Requested Action/Background: Elizabeth Dickens* on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.

   The Applicant is proposing to add an up-to-1,500 square-foot micro-grocery within the Eurma Hayes Center (Please refer to Exhibit A - Applicant's Brief & Exhibit C - Photos of Subject Property). While the grocery would be available to all customers, it is particularly geared towards low-income households receiving EBT and other food assistance programs. The Applicant aims to expand access to healthy, affordable foods for low-income households on the northeast side of Carbondale.

   The Eurma Hayes Center was originally constructed in 1973-74 and was funded through

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the Demonstration Cities and Metropolitan Development Act of 1966, also commonly known as the Model Cities Program. The program was a predecessor to the Urban Renewal Programs of the 1950s and 1960s and a precursor to the Community Development Block Grant Program in use today. Collectively, these programs were intended to revitalize distressed urban areas and strengthen them. The Eurma Hayes Center was constructed as a Community Center with these goals in mind.

The property is currently zoned R-1-5, Low Density Residential (5,000 sq. ft). The Applicant is requesting the Special Use Permit for a "Civic club or community center" as outlined in the use table under Section 15.2.28 of Title 15 of the Carbondale Revised Code. This use is not allowed in a R-1-5 district. The Applicant has filed for a rezoning of the property from R-1-5 to R-3, High Density Residential in conjunction with the Special Use Permit request. A "Civic club or community center" is allowed in a R-3 district with a Special Use Permit. The Planning Commission heard the request for the rezoning as PC 26-07. City Council will need to approve the rezoning for the requested Special Use Permit to move forward. The Eurma Hayes Center has been operating as a legally non-conforming use since it was constructed. The rezoning will also bring the Eurma Hayes Center into conformance with Title 15.

In addition to the community center, limited retail sales are allowed as an accessory use under §15.3.1.8.A – Community Service of Title 15. As the principle use of the Eurma Hayes Center is as a community center, the proposed micro-grocery would operate as an accessory use within the building, complimenting the other services that are provided at the Eurma Hayes Center.

2. Number of Notices Sent to Property Owners within 250 feet: There were fifty-six (56) notices sent to property owners located within 250 feet of the subject property.

3. Size and Location: The subject property is 2.68-acre (116,740.8 sq. feet) parcel located at the intersection of East Willow Street/North Robert A Stalls Avenue and North Robert A Stalls Avenue/East Birch Street on the northeast side of Carbondale (Please refer to Exhibit B – Location Map)

4. Existing Zoning: The subject property is currently R-1-5, Low Density Residential (5,000 sq. ft). Property to the west is zoned AG – General Agriculture. Property to the north, west, and south is zoned R-1-5, Low Density Residential (5,000 sq. ft), and property to the east is zoned R-3, High Density Residential (Please refer to Exhibit D — Existing Zoning).

5. Existing Land Use: The subject property is currently used as a Community Center, primarily serving residents of northeast Carbondale. Property to the east is comprised of multi-family housing, property to the north is comprised of single-family residential and a church, property to the west is comprised of single-family residential, and property to the south is comprised of single-family residential (Please refer to Exhibit D — Existing Land Use).

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6. Comprehensive Plan: The future land use map in the 2025 Comprehensive Plan identifies the subject property as Traditional Neighborhood (Exhibit E – Future Land Use).

7. Zoning History: The subject property was originally zoned as R-1-5, Low Density Residential (5,000 sq. ft) following the adoption of the zoning ordinance in 1974.

8. Applicable Regulations:

15.2.14.1: R-3 High Density Residential District

Statement of Intent:

This district is created to allow more intensive residential development including multi-unit structures, and also to provide for adequate off-street parking and open space. It will permit a larger variety of uses which are not incompatible with the aims of this district, which shall be predominantly residential in character. Adequate public water and sewer are to be available to meet the needs of this high density residential area and shall be available in any additional area proposed for this district.

15-6.8 Special Use Review

15-6.8.1 Intent

The special use permit is established to provide for those uses which may have a unique, special, or unusual impact upon the use or enjoyment of neighboring property, and to provide for those public and quasi-public uses affected with the public interest. Where a use exists on the effective date of this ordinance and it is classified as a special use by this ordinance, it shall be considered to be a lawful special use.

15-6.8.2. Procedures

C. Hearing

1. A special use may be permitted by the City Council only after a public hearing before the Planning Commission. The Planning Commission shall make findings of fact; and if the Planning Commission finds that:

(a) The proposed special use will permit and encourage an environment of sustained desirability and stability, and that it will be in harmony with the character of the surrounding neighborhood;

(b) The establishment, maintenance, or operation of the special use will not be detrimental to or endanger the public health, safety, or general welfare;

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(c) The special use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted nor substantially diminish and impair property value within the neighborhood;

(d) The establishment of the special use will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district;

(e) Adequate utilities, access roads, drainage and other necessary facilities have been or are being provided;

(f) Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets; and

(g) The special use will be located in a district where such use may be permitted, and shall conform to all requirements of this Title 15.

2. The Planning Commission shall recommend that the City Council approve the issuance of the zoning certificate for such special use. Otherwise, the Planning Commission shall recommend that the City Council direct the administrative official to deny the application. The findings of fact and the recommendation of the Planning Commission shall be in writing. The City Council decision shall be written to the applicant by the administrative official.

PART B. SPECIAL INFORMATION

1. Public Utilities:

Water: The property is served by an eight-inch (8") water line running along East Willow Street.

Sanitary Sewer: There is a fifteen-inch (15") vitrified clay gravity main running north/south along the east side of North Robert A Stalls Avenue.

Storm Sewer: The property is served by one twelve-inch (12") culvert pipe, two fifteen-inch (15") culvert pipes, and one eighteen-inch (18") culvert pipe.

2. Public Services: The subject property is located within the Carbondale City limits and is served by the City of Carbondale Police and Fire Department.

3. Traffic Counts: Traffic counts are not available for the three streets adjacent to the Eurma Hayes Center.

4. Correspondence Received: As of the writing of this report, staff received two inquiries

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about the special use permit request, and one statement of support for the micro-grocery.

PART C. ANALYSIS

The following are staff's responses to the seven criteria for granting a special use (Section 15-2H-2:C):

1. ***The proposed special use will permit and encourage an environment of sustained desirability and stability, and that it will be in harmony with the character of the surrounding neighborhood.***

The special use request for a micro-grocery on this property will permit and encourage an environment of sustained desirability and stability and will be in harmony with the character of the surrounding neighborhood.

The location of the proposed micro-grocery already serves as a community center providing numerous uses including: the Boys and Girls Club, a sewing center, a technology/learning lab, and a pick-up point for various community distributions. The micro-grocery compliments these uses.

2. ***The establishment, maintenance, or operation of the special use will not be detrimental to or endanger the public health, safety, or general welfare.***

The establishment, maintenance, and operation of a micro-grocery will not be detrimental to or endanger public health, safety, or general welfare. It is staff's opinion that both public health and general welfare will be improved by the proposed micro-grocery by providing greater access to healthy foods for residents in the neighborhood.

Further, the grocery would typically operate during regular business hours from 7 am to 7 pm on weekdays and 11 am to 5 pm on weekends. Deliveries would be scheduled for daylight hours and would not conflict with school traffic.

3. ***The special use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted nor substantially diminish and impair property value within the neighborhood.***

It is staff's opinion that the use of the land will not be injurious to the use, enjoyment, or property value of the surrounding area.

4. ***The establishment of the special use will not impede the normal and orderly development and improvement of surrounding property for uses permitted in the district.***

It is staff's opinion that the proposed Special Use Permit will not impede the normal and orderly development of surrounding property for uses permitted in the district. The micro-

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grocery will be constructed within the existing building footprint of the Eurma Hayes Center.

5. ***Adequate utilities, access roads, drainage and other necessary facilities have been or are being provided.***

The site has existing utilities that will meet the needs of the project. The site is served by an eight-inch water line, a sewer line, multiple storm sewer lines and inlets, and has four access points along public right-of-way of Willow and Birch Streets.

6. ***Adequate measures have been or will be taken to provide ingress and egress so designed as to minimize traffic congestion in the public streets.***

The Eurma Hayes Center has existing on-site parking, traffic circulation, four access points, and is walkable for neighborhood residents.

7. ***The special use will be located in a district where such use may be permitted, and shall conform to all requirements of this Chapter.***

The R-3, High Density Residential, district allows for community centers with approval of a Special Use Permit.

The building will require some renovation that will require approval from the Building and Fire Inspector; however, it will not require a site plan since it is occurring within the existing building footprint of the Eurma Hayes Center.

Additional Analysis

As noted under Part A.1, the Eurma Hayes Center is currently a legally non-conforming use in a R-1-5 district. The Applicant is requesting that the property be rezoned to R-3 to obtain the requested special use permit. Staff support the rezoning, but it must be approved by the City Council to be rezoned. Therefore, if the Planning Commission recommends approval of the Special Use Permit, staff recommend adding a condition that the Carbondale City Council must adopt an ordinance rezoning the property to R-3, High Density Residential.

Consistency with the Comprehensive Plan

It is staff's opinion that the proposed micro-grocery is consistent with the following goals of the comprehensive plan:

1. Intentional Land Use
2. Community Amenities

It is staff's opinion that the proposed micro-grocery aligns with the following objective in the comprehensive plan:

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1. Emphasize mixed-use development in appropriate locations.

The micro-grocery supports the two goals and one objective by providing a new mixed-use opportunity that's centrally located in the neighborhood. The micro-grocery will be a neighborhood-scale commercial operation in a building providing critical social and community services for residents.

The proposed micro-grocery is also within a Neighborhood Opportunity area. This is defined as, "stabilizing older neighborhoods by allowing strategic infill development to help reknit the area's built fabric. There is an opportunity to add "missing middle" housing and services that boost walkability. These efforts must maintain the existing scale of the built environment and focus on improving neighborhood pride." It is staff's opinion that the micro-grocery meets these criteria by operating within an existing building, promoting walkability, being a neighborhood-scale operation, and by operating in a building that is an important cultural resource for residents of the neighborhood.

Additionally, the future land use map identifies the subject property as Traditional Neighborhood. Neighborhood-scale commercial uses are encouraged within this designation, and the micro-grocery fits that description.

Access to Healthy Foods

Nearby access to a grocery store was lost with the closing of the former Save-A-Lot grocery store. As a result, much of the neighborhood is currently in a food desert (see Exhibit F – One-Mile Access to Grocery Stores). A food desert is characterized as an area with a higher percentage of low-income residents who are more than one mile from a grocery store or supermarket. The proposed micro-grocery would greatly increase access to healthy foods for residents on the northeast side. Nearly all residents of the northeast side of Carbondale would be within a one-mile drive or walking distance of the micro-grocery. It is staff's opinion that the micro-grocery will help reduce food insecurity and improve the quality of life for residents on the northeast side.

PART C. RECOMMENDATION

Based on the above analysis, staff recommend approval of PC 26-08 with the condition that City Council adopt an ordinance rezoning the property from R-1-5 to R-3.

ATTACHMENTS

Exhibit A – Applicant's Brief
Exhibit B – Location Map
Exhibit C – Photos of Subject Property
Exhibit D – Existing Zoning
Exhibit E – Existing Land Use
Exhibit F – Future Land Use

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Exhibit A - Applicant's Brief

Special Use Brief — Eurma C. Hayes Center Micro-Grocery

Site: Eurma C. Hayes Center, 441 E. Willow St., Carbondale, IL (PIN 15-16-476-029)

Zoning Requested: R-1 → R-3 (map amendment filed concurrently)

Special Use Requested: Small, neighborhood-serving grocery as an accessory, community-serving retail space within the existing community center (former medical wing).

Floor Area Proposed: up to 1500 SF within the existing building footprint; no exterior expansion.

Proposed Hours: Mon–Friday 7a–7p; Sat and Sun 11a–5p], Employees on site: 3-4 per shift.

Deliveries: Light box-truck/van deliveries [2–4x/week], scheduled [9a–2p] to avoid school traffic.

Programs/Payments: Prioritizes EBT/WIC acceptance; focus on staple foods and fresh items.

Signage: Modest wall sign/door vinyl; code-compliant; Site changes: Interior tenant finish only

Why this Special Use meets the standards and the City's plan goals

1. Compatible + low impact. It's a walkable, small-format food outlet inside an existing community facility, not a regional retail draw. Trip generation is modest and off-peak; deliveries are limited and scheduled.
2. Public welfare. Adds reliable, close-to-home food access for residents who currently face transportation barriers—directly supporting community health, youth/family stability, and seniors.
3. Fits the district intent. The grocery is ancillary to an established community center (Boys & Girls Clubs, sewing room, distributions, learning lab) and does not alter the residential character—just fixes access to basics.
4. Infrastructure is in place. The building is fully serviced; on-site parking and circulation are established. Any minor tweaks will be handled at site-plan/building permit review.
5. Comprehensive Plan alignment. The request advances neighborhood-scale services, reinvestment in existing community facilities, and improved food security, consistent with the City's policy direction for equitable access to essentials.
6. Reasonable conditions acceptable. Applicant is amenable to conditions on hours, loading windows, and maximum grocery floor area to lock in the small-format, neighborhood-serving character.

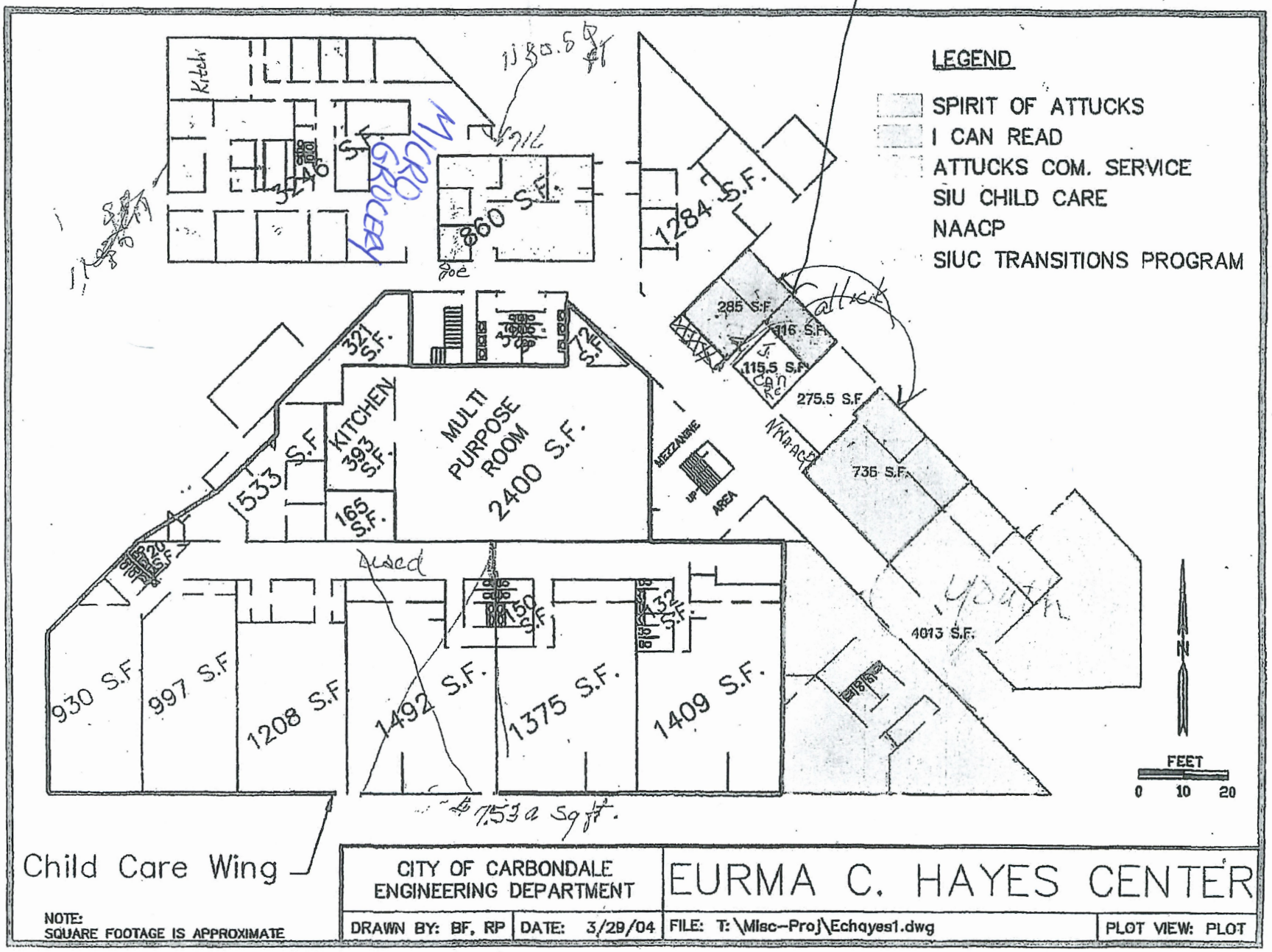
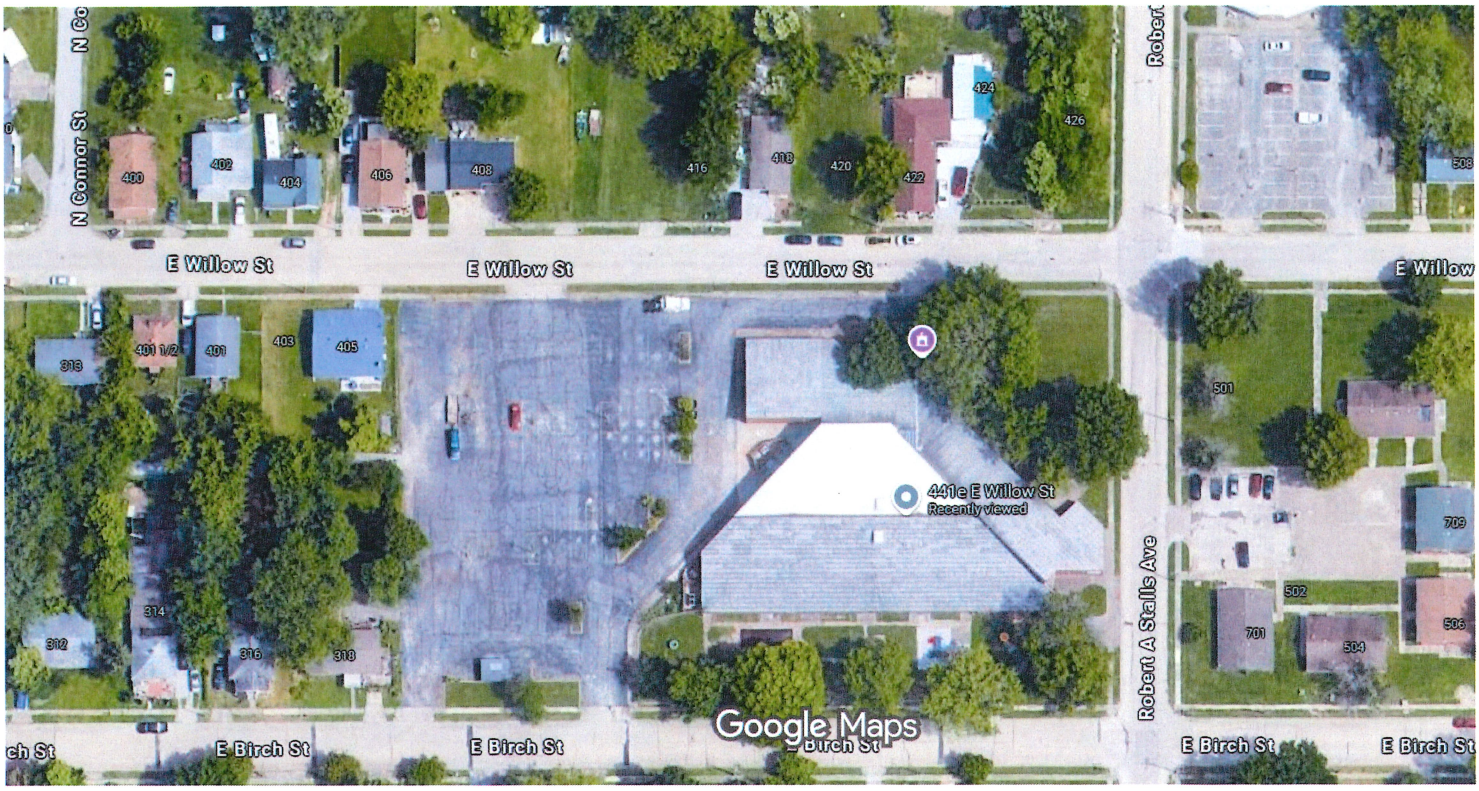

LEGEND
SPIRIT OF ATTUCKS
I CAN READ
ATTUCKS COM. SERVICE
SIU CHILD CARE
NAACP
SIUC TRANSITIONS PROGRAM
KITCHEN
393 S.F.
MULTI PURPOSE ROOM
2400 S.F.
165 S.F.
533 S.F.
321 S.F.
860 S.F.
1284 S.F.
285 S.F.
116 S.F.
115.5 S.F.
275.5 S.F.
736 S.F.
4013 S.F.
MEZZANINE
UP
AREA
930 S.F.
997 S.F.
1208 S.F.
1492 S.F.
1375 S.F.
1409 S.F.
FEET
0 10 20
Child Care Wing
NOTE:
SQUARE FOOTAGE IS APPROXIMATE
CITY OF CARBONDALE
ENGINEERING DEPARTMENT
EURMA C. HAYES CENTER
DRAWN BY: BF, RP
DATE: 3/29/04
FILE: T:\Misc-Proj\Echayes1.dwg
PLOT VIEW: PLOT

Exhibit A

Google Maps



Imagery ©2025 Airbus, Maxar Technologies, Map data ©2025 Google 50 ft

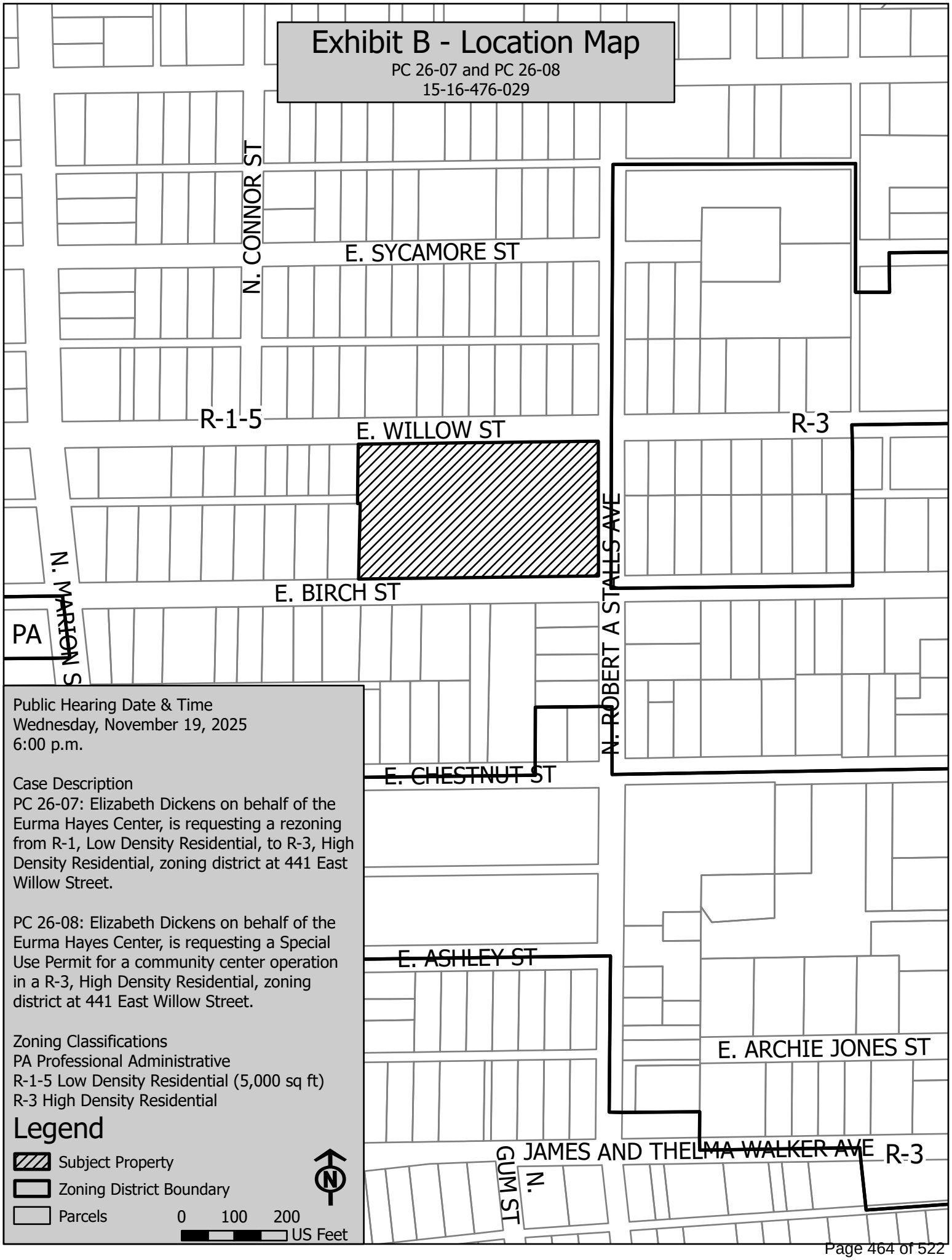

Exhibit B - Location Map
PC 26-07 and PC 26-08
15-16-476-029
N. CONNOR ST
E. SYCAMORE ST
R-1-5
E. WILLOW ST
R-3
N. ROBERT A STALLS AVE
N. MARION ST
E. BIRCH ST
PA
E. CHESTNUT ST
E. ASHLEY ST
E. ARCHIE JONES ST
JAMES AND THELMA WALKER AVE
R-3
N. GUM ST
Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.
Case Description
PC 26-07: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a rezoning from R-1, Low Density Residential, to R-3, High Density Residential, zoning district at 441 East Willow Street.
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.
Zoning Classifications
PA Professional Administrative
R-1-5 Low Density Residential (5,000 sq ft)
R-3 High Density Residential
Legend
Subject Property
Zoning District Boundary
Parcels
0 100 200
US Feet
N

Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking East Along East Willow Street

Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking West Along East Willow Street

Exhibit C – Photos of Subject Property



Portion of Eurma Hayes Center Where the Micro-grocery Store Will Be Located

Exhibit C – Photos of Subject Property



Eurma Hayes Center Looking East Along Birch Street

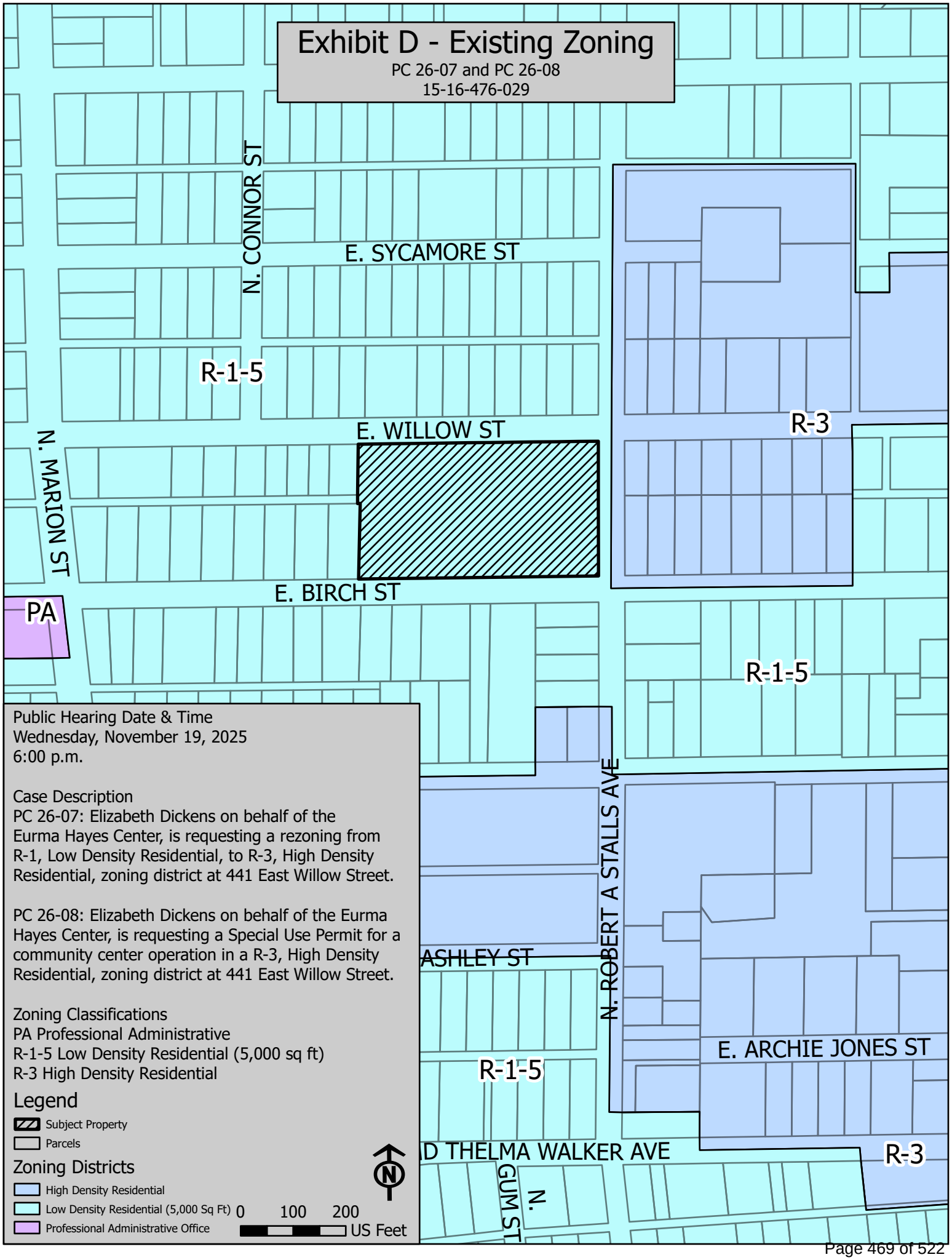
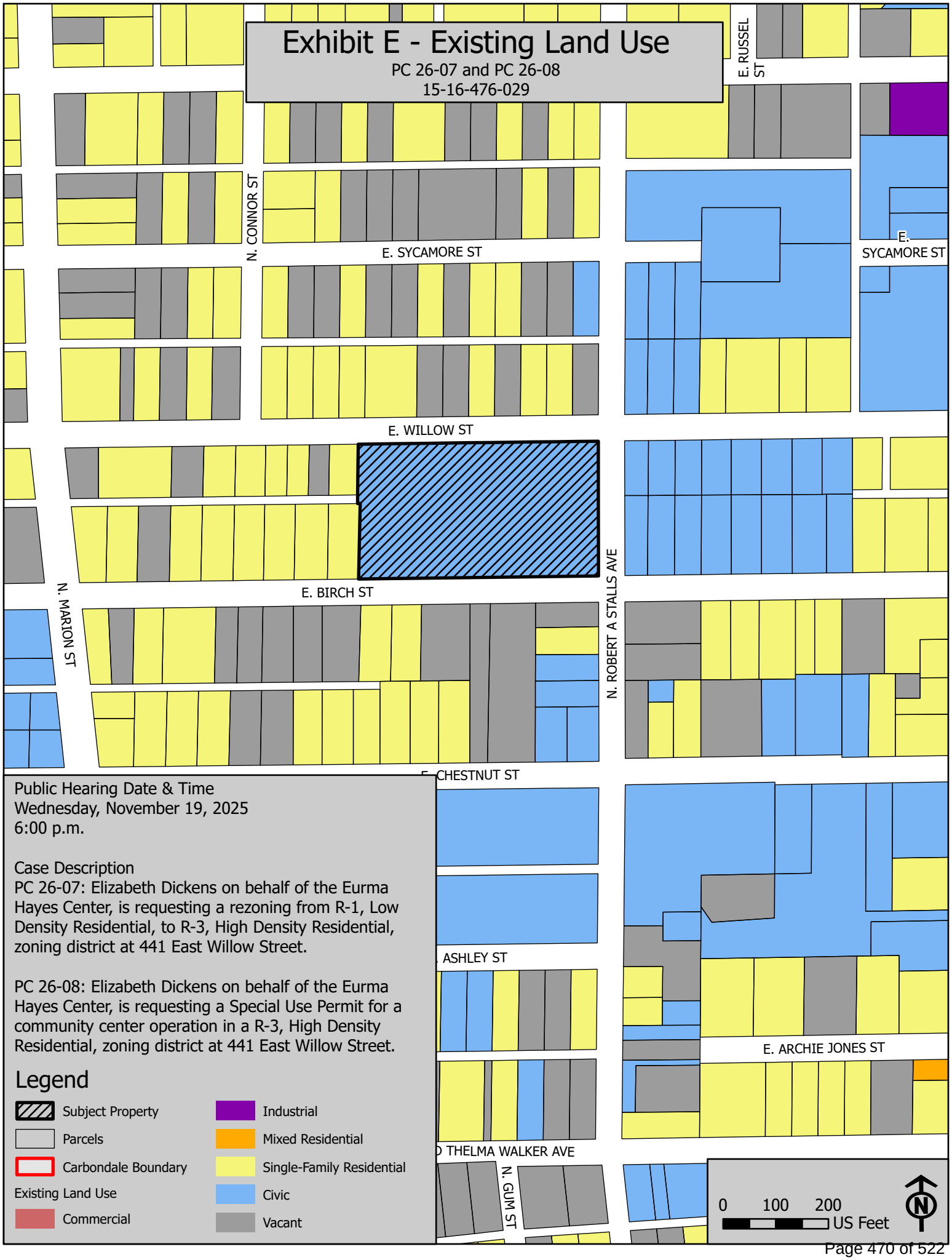

Exhibit D - Existing Zoning
PC 26-07 and PC 26-08
15-16-476-029
N. CONNOR ST
E. SYCAMORE ST
R-1-5
R-3
E. WILLOW ST
N. MARION ST
E. BIRCH ST
PA
R-1-5
N. ROBERT A STALLS AVE
ASHLEY ST
E. ARCHIE JONES ST
R-1-5
D THELMA WALKER AVE
R-3
N. GUM ST
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R-3 High Density Residential
Legend
Subject Property
Parcels
Zoning Districts
High Density Residential
Low Density Residential (5,000 Sq Ft)
Professional Administrative Office
N
0
100
200
US Feet

Exhibit E - Existing Land Use

PC 26-07 and PC 26-08
15-16-476-029



Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.

Case Description
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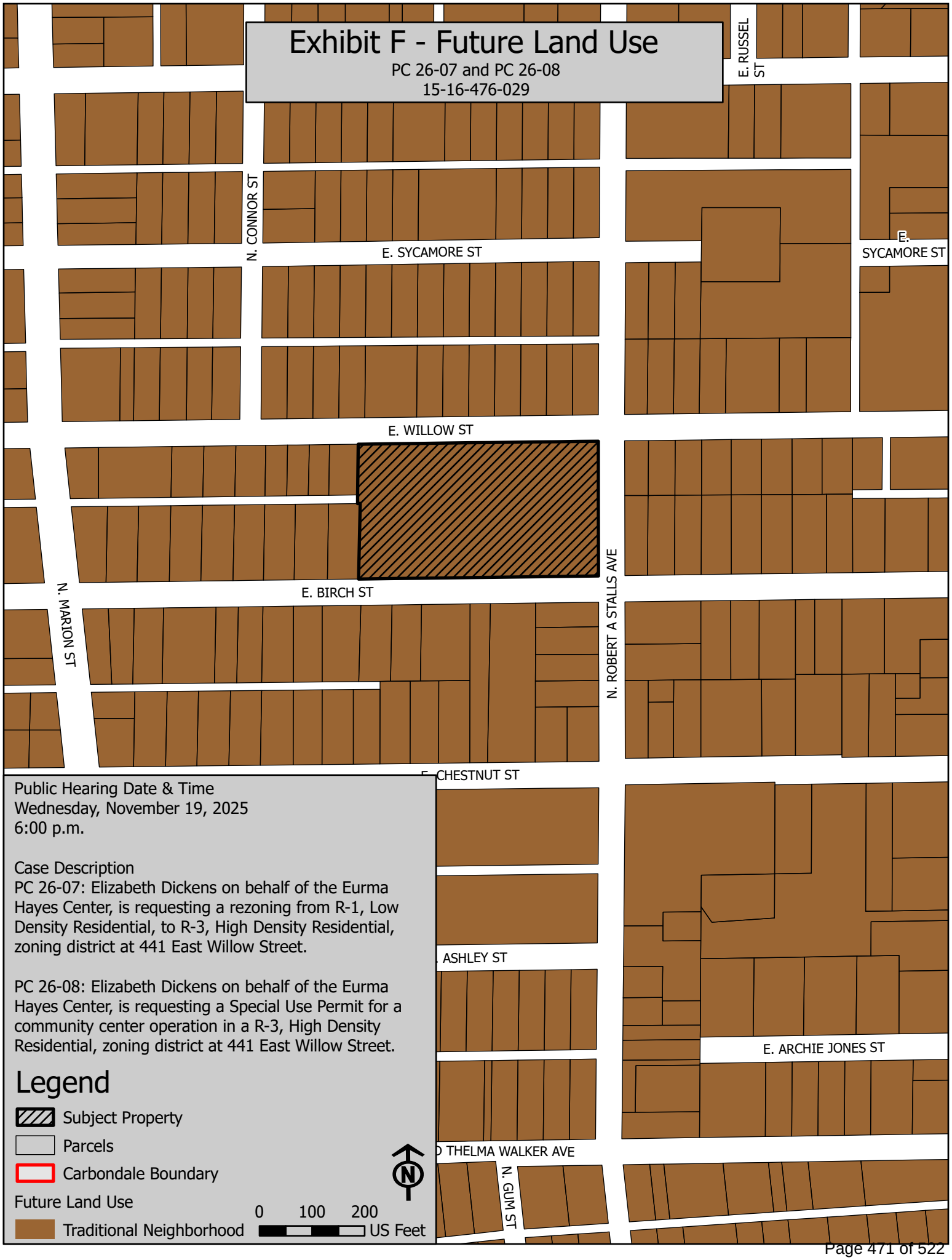
PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.

Legend

- Subject Property
- Parcels
- Carbondale Boundary

Existing Land Use

- Commercial
- Industrial
- Mixed Residential
- Single-Family Residential
- Civic
- Vacant


Exhibit F - Future Land Use
PC 26-07 and PC 26-08
15-16-476-029
E. RUSSEL ST
N. CONNOR ST
E. SYCAMORE ST
E. SYCAMORE ST
E. WILLOW ST
E. BIRCH ST
N. MARION ST
N. ROBERT A STALLS AVE
E. CHESTNUT ST
ASHLEY ST
E. ARCHIE JONES ST
THELMA WALKER AVE
N. GUM ST
Public Hearing Date & Time
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Legend
Subject Property
Parcels
Carbondale Boundary
Future Land Use
Traditional Neighborhood
N
0
100
200
US Feet

Traditional Neighborhood

These areas extend from Carbondale's downtown. They are built along a grid street pattern. Individual lot sizes in these areas are typically narrow. Single-story buildings are more common here than in modern neighborhoods. A mix of compact housing, small office/commercial, and civic uses may also exist in these areas along key corridors. These areas are well-connected and provide pedestrian-friendly access to the downtown area.





Intent

- Maintain the existing neighborhood character.
- Allow residential infill that fits with neighboring homes (building scale, design, placement, etc.).
- Create new housing options for the community that benefit residents of all income levels.

Primary Uses

- Single-family detached
- Attached residential (with single-family scale)

Secondary Uses

- Three- and four-unit buildings
- Commercial/Office (neighborhood scale)

Building Height

1-2 Stories

Transportation Method

Primary Mode(s)

Walk / Bike

Secondary Mode(s)

Automobile

Parking

On-street and private off-street (individual driveways).

Streets

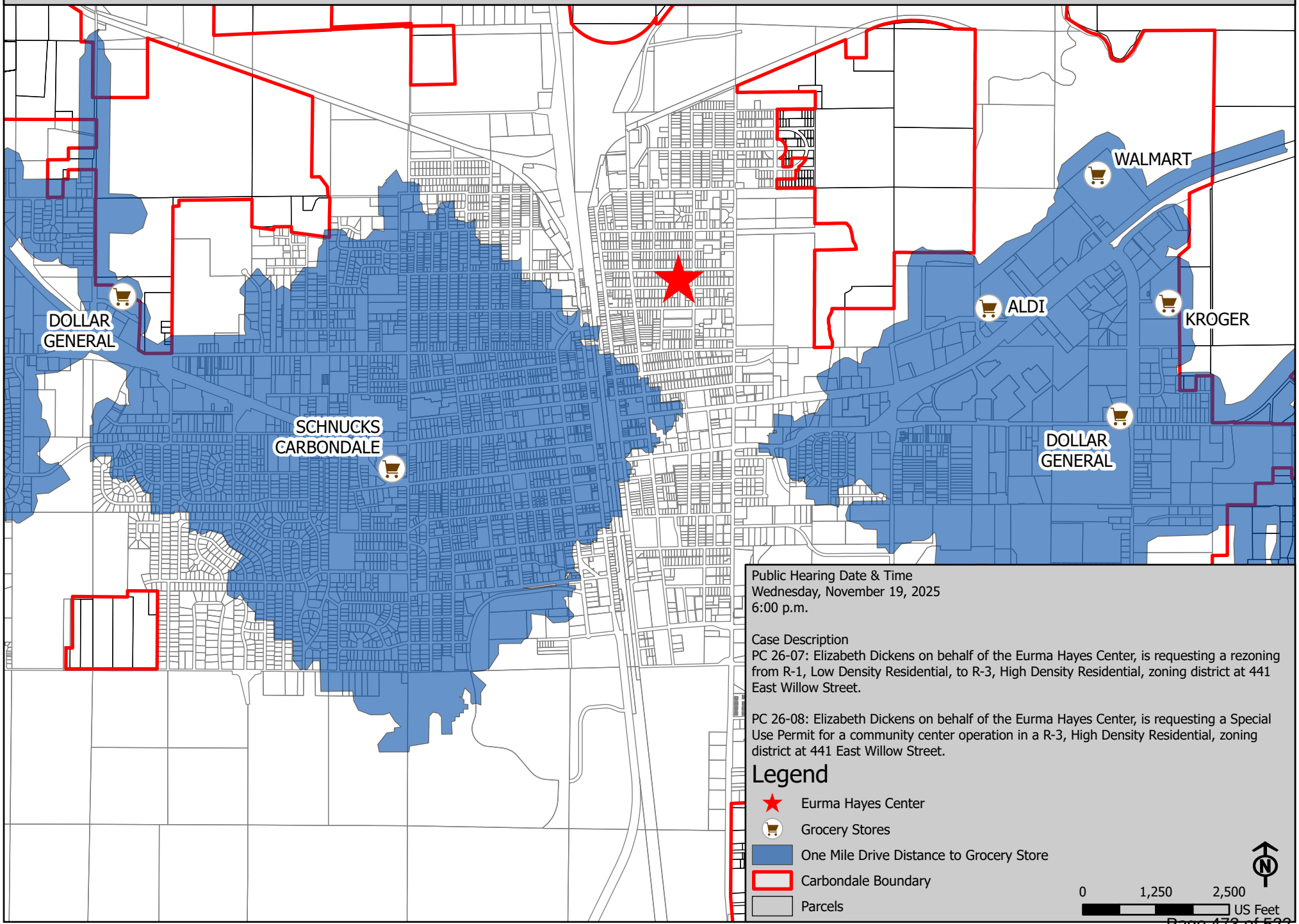
Blocks are small and walkable. Streets generally form a grid system within the neighborhood and have a high degree of street connectivity.

Open Space

Pocket parks and preserved passive open space within neighborhoods. Connections to schoolyards and community parks.

Exhibit G - One Mile Drive Distance to Grocery Stores

PC 26-07 and PC 26-08
15-16-476-029



Public Hearing Date & Time
Wednesday, November 19, 2025
6:00 p.m.

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PC 26-08: Elizabeth Dickens on behalf of the Eurma Hayes Center, is requesting a Special Use Permit for a community center operation in a R-3, High Density Residential, zoning district at 441 East Willow Street.

Legend

- Eurma Hayes Center
- Grocery Stores
- One Mile Drive Distance to Grocery Store
- Carbondale Boundary
- Parcels

N

0 1,250 2,500 US Feet

CARBONDALE
All Ways Open

Community Development
200 South Illinois Avenue
Carbondale, Illinois 62901
Telephone 618-457-3248
Fax 618-457-3289
www.explorecarbondale.com

MEMORANDUM

TO: The City of Carbondale City Council Members / Stan Reno, City Manager

FROM: City of Carbondale Planning Commission

RE: Addendum to the staff reports for PC cases 26-07 and 26-08

DATE: December 1, 2025

Elizabeth Erin Ashley, on behalf of the Eurma Hayes Center, submitted applications for a rezoning of property at 441 East Willow Street and a Special Use Permit for a community center operation at the same address. Due to an error in processing the application, the incorrect name was used for the applicant, and the staff reports list the applicant as "Elizabeth Dickens".

During the public hearing for each planning commission case on November 19th, 2025, the Planning Commission approved a motion by a 7-yes, 0-no vote to amend the name of the applicant to reflect the correct name, Elizabeth Erin Ashley. This motion was made and approved for both cases and affects the applicant's name at the beginning of each staff report, and under Part A. General Information in each staff report. An asterisk and footnote documenting the error has also been added to the staff report.

It should be noted that this error is not material to the approval or denial of the rezoning or Special Use Permit; however, staff wanted to clarify the discrepancy in the applicant's name between who is listed in the background of the agenda item and who is listed in the staff report.

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Amending Title Five By Adding Chapter Nineteen of the Carbondale Revised Code Creating A License for Massage Establishments
Type:	Action
Recommended Action:	Adopt an Ordinance amending Title Five by adding Chapter Nineteen to the Carbondale Revised Code, Creating a License for Massage Establishments.
Goals:	Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Originating Department:	City Attorney

Background: Across the United States, an estimated 7,500 to 9,000 illicit massage businesses (IMBs) operate as fronts for one of the most pervasive forms of human sex trafficking today. These establishments are not isolated criminal enterprises—they form sophisticated, transnational networks that exploit vulnerable women and generate billions of dollars in illegal revenue.

Research shows that IMBs represent the second most prevalent form of human trafficking, with 2,949 documented cases, all while hiding behind the façade of legitimate massage services. These types of criminal investigations have taken place in the City of Carbondale resulting in arrests for varying criminal offenses.

Law enforcement agencies nationwide face significant challenges in identifying and dismantling these operations. A typical IMB network consists of 2–3 locations, each averaging $250,000 in annual revenue, enabling owners to earn over half a million dollars per year. These businesses often span multiple jurisdictions and maintain an outward appearance of legitimacy, complicating investigations.

Building cases against IMBs is especially difficult. Victims frequently fear cooperating with authorities due to immigration concerns, coercion, and trauma, and the criminal networks themselves are adept at evading detection. As a result, prosecutions are resource-intensive, allowing many IMBs to continue operating with limited accountability.

Municipal licensing of massage establishments is one of the most effective tools available to local governments to combat this problem. A licensing framework provides the City with direct oversight, including the ability to verify legitimate ownership, ensure lawful business practices, inspect facilities, and enforce standards that expose and disrupt illicit operations. By requiring compliance with documented regulations and allowing for suspension or revocation of licenses, licensing empowers the City to identify, monitor, and root out IMBs before they can become entrenched in the community. There are specific exceptions to the licensing for facilities that provide medical-based physical therapy, massage as part of chiropractic treatment, and state-registered athletic trainers.

Additional Information:

Attachments:
1. An Ordinance Amending Title 5 Adding Chapter 19 Establishing the Licensing of Massage Establishments 2025-12-09

2. Exhibit A - An Ordinance Establishing the Licensing of Massage Establishments 09 December 2025

Motion & Voting: Adopt an Ordinance amending Title Five by adding Chapter Nineteen to the Carbondale Revised Code, Creating a License for Massage Establishments.

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS
ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FIVE OF THE CARBONDALE REVISED CODE BY ADDING CHAPTER NINETEEN, LICENSING AND REGULATION OF MASSAGE ESTABLISHMENTS WITHIN THE CITY OF CARBONDALE

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

ON THE 9th DAY OF DECEMBER 2025

Published in pamphlet form by the authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified and acting City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this Ordinance was published in pamphlet form by the authority of the City Council on the 10th day of December 2025.

_____
Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FIVE OF THE CARBONDALE REVISDED CODE BY ADDING CHAPTER NINETEEN LICENENSING AND REGULATION OF MASSAGE ESTABLISHMENTS WITHIN THE CITY OF CARBONDALE

WHEREAS, the City of Carbondale, Illinois is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, Title Five of the Carbondale Revised Code authorizes the regulation of business activity and operations within the City of Carbondale through required licensing and fees; and

WHEREAS, illicit massage businesses (IMBs) operate as fronts for one of the most pervasive forms of human sex trafficking today; and

WHEREAS, Research shows that IMBs represent the second most prevalent form of human trafficking, with 2,949 documented cases, all while hiding behind the façade of legitimate massage services: and

WHEREAS, law enforcement agencies nationwide face significant challenges in identifying and dismantling these operations; and

WHEREAS, building cases against IMBs is especially difficult. Victims frequently fear cooperating with authorities due to immigration concerns, coercion, and trauma, and the criminal networks themselves are adept at evading detection. As a result, prosecutions are resource-intensive, allowing many IMBs to continue operating with limited accountability; and

WHEREAS, municipal licensing of massage establishments is one of the most effective tools available to local governments to combat this problem; and

WHEREAS, a licensing framework provides the City with direct oversight, including the ability to verify legitimate ownership, ensure lawful business practices, inspect facilities, and enforce standards that expose and disrupt illicit operations.; and

WHEREAS, by requiring compliance with documented regulations and allowing for suspension or revocation of licenses, licensing empowers the City to identify, monitor, and root out IMBs before they can become entrenched in the community; and

WHEREAS, the Carbondale City Council finds that it is in the best interest of the health, safety, and welfare of the City of Carbondale to adopt an ordinance to institute the regulation of massage establishments.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. That Title Five, Chapter Nineteen, of the Revised Code of the City of Carbondale, is hereby created to regulate, through licensing, the operation of massage establishments, as shown in Exhibit "A", attached hereto and incorporated herein.

SECTION 2. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 3. The repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance, insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinance.

SECTION 4. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable, and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 5. That the City Council of the City of Carbondale finds that the subject matter of this ordinance pertains to the government and affairs of the City of Carbondale and is passed under the provisions of Article VII, Section 6(a) of the 1970 Illinois Constitution.

SECTION 6. This Ordinance, as it relates to the standards and regulation of massage establishments, shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law. The provisions of this Ordinance relating to the licensing of massage establishments shall take effect on May 1, 2026.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

TITLE 5 BUSINESS AND OCCUPATIONS

CHAPTER 19 MASSAGE ESTABLISHMENTS

SECTION:
5-19-1: Definitions
5-19-2: Applicability; Exemptions
5-19-3: License Required; State Professional Licensure
5-19-4: Filing And Contents Of Application
5-19-5: Application Review Procedure
5-19-6: Issuance; Denial; Term; Transferability
5-19-7: Operating Requirements
5-19-8: Facility Requirements
5-19-9: Inspections; Access To Records
5-19-10: Violations; Suspension Or Revocation; Emergency Action; Hearing
5-19-11: Penalties

5-19-1: DEFINITIONS:
For purposes of this Chapter:

- Massage Therapist: A person who engages in the practice of massage therapy and holds a current license issued by the Illinois Department of Financial and Professional Regulation under the Massage Licensing Act, 225 ILCS 57/1 et seq.
- Massage Therapy Business or Establishment: Any place of business deriving income from massage services where a Massage Therapist provides massage therapy on-site or is dispatched to provide massage therapy off-site. Schools and institutions are included for purposes of this Chapter.
- Off-Premises Massage: Massage services provided by a Massage Therapist for a fee at a location other than a licensed Massage Therapy Business.

5-19-2: APPLICABILITY; EXEMPTIONS:
This Chapter does not apply to:

A. state-licensed physicians, osteopathic physicians, podiatrists, chiropractors, physical therapists, naprapaths, or registered nurses acting within their respective state practice acts;

B. state-licensed practical nurses, hospitals, or nursing homes while administering massage in the normal course of medical duties; or

C. state-registered athletic trainers acting within the Athletic Trainers Practice Act, 225 ILCS 5/1 et seq.

5-19-3: LICENSE REQUIRED; STATE PROFESSIONAL LICENSURE:
A. City License Required: It is unlawful to operate a Massage Therapy Business in the City without first obtaining a City license under this Chapter.
B. State Licensure Of Therapists: Each person who provides massage therapy in a licensed Massage Therapy Business must hold a current state massage therapist license and shall conspicuously display that license in the therapist's work area. The license holder of the business is responsible for ensuring compliance.

5-19-4: FILING AND CONTENTS OF APPLICATION:
A. Filing; Clerk: Applications shall be made in writing to the City Clerk on forms provided by the City and accompanied by the nonrefundable application fee of $100.00.
B. Contents: The application shall include: business name; names/addresses of owners, partners, corporate officers, and any person with an ownership interest; names and state license numbers of all Massage Therapists; the names/addresses and duties of all other persons working on the premises; and copies of government-issued photo identification for all such persons.
C. Departmental Routing: Upon receipt, the City Clerk shall, within 48 hours, forward the application for background screening where required by this Code and transmit copies to the Director of Development Services, the Fire Department, and the Carbondale Police Department for code and safety review. Following their review, they shall forward their findings to the Manager of Building and Neighborhood Services (MBNS).

5-19-5: APPLICATION REVIEW PROCEDURE:
The MBNS, or their designee, shall review and investigate the application. All licenses required by this Chapter shall be acted upon within 30 days of MBNS's receipt of a complete application and any required inspection results.

5-19-6: ISSUANCE; DENIAL; TERM; TRANSFERABILITY:
A. Issuance/Denial: The City shall issue the license if the operation as proposed complies with applicable federal, State, and local laws and codes and the applicant satisfies all requirements of this Chapter. Grounds for denial include:

1. noncompliance with applicable law;

2. a prior City permit revocation for violations of this Code by the permittee or any person directly or indirectly engaged in the business; or

3. specified criminal history of persons who will manage or operate the establishment, considering rehabilitation and time elapsed, as set forth in the application review standards.

B. No license required by this chapter shall be issued or renewed to the following:

1. A person who is indebted to the City or other governmental entity for payment of any fees, charges, bills, or taxes which he/she is obligated to pay.

2. A person who has been convicted of a felony under federal or state law is ineligible for a license, unless, after review by the Legal Department and consultation with appropriate City staff, it is determined that the individual has been sufficiently rehabilitated to warrant the public trust. In making this determination, the City may consider all information provided in the applicant's materials and any additional findings from the Police Department's investigation. The burden of proving sufficient rehabilitation rests solely with the applicant.

3. A person who has been convicted within the last five years of a violation of any federal, state, or local law concerning the possession or sale of regulated products or has forfeited his bond to appear in court to answer to any charges for any violation.

4. A person whose place of business is conducted by a manager or agent unless such manager or agent possesses the same qualifications required of the licensee, including a background check for both licensee and manager or agent.

5. A person who does not own the premises for which a license is sought or does not have a lease thereon for the full period for which the license is issued.

C. Term: Licenses shall expire on April 30 each year unless sooner suspended or revoked.

D. Annual License Fee: Each licensed massage establishment business shall pay a minimum annual license fee of $100.00 and shall pay an additional $100.00 for each additional massage therapist employed or contracted with.

E. Transferability: A license under this Section is non-assignable and non-transferable without express written City authorization.

F. It shall be the responsibility of each licensee to be informed regarding all laws, federal, state, or local, as they relate to massage establishments.

1. A license issued contrary to this chapter, contrary to any other law, or on the basis of false or misleading information supplied by a proprietor, shall be revoked pursuant to the applicable provisions of this chapter.

2. Nothing in this chapter shall be construed to grant any person obtaining and maintaining a license any status or right other than a limited, conditional privilege to act as a regulated products retailer at the location identified on the face of the license.

3. Nothing in this chapter shall be construed to vest in any person obtaining and maintaining a license, any status or right to act as a regulated products retailer in contravention of any applicable law.

5-19-7: OPERATING REQUIREMENTS:
A. Cleanliness; Sanitation: Every portion of the establishment, including appliances and apparatus, shall be kept clean and sanitary.
B. Price Posting: Price rates for all services shall be prominently posted in the reception area.
C. Hours: No massage therapy business shall be open, nor shall customers be permitted on premises, between 10:00 p.m. and 6:00 a.m.
D. Attire; Hygiene: Massage therapists shall be clean, wear clean, non-transparent outer garments, and wash hands with hot running water and soap or disinfectant before each massage.
E. Draping; Prohibited Conduct: The sexual or genital area of patrons must be covered; no person shall touch or massage the genital area of any other person; no act may be performed for the sexual gratification of another.
F. Supplies; Animals; Eating: Oils/lotions shall be stored in clean, closed containers; no eating in massage work areas; animals prohibited in massage work areas except service animals.
G. Health Conditions: No massage may be administered to a patron exhibiting a skin fungus, infection, or disease unless a licensed physician certifies in writing it may be safely performed under stated conditions.

5-19-8: FACILITY REQUIREMENTS:
A. Dressing and toilet facilities for customers must be adequate and private.
B. Walls, ceilings, floors, steam rooms, and other physical facilities shall be in good repair and sanitary condition.
C. Clean towels/linens shall be provided for each customer; no common use shall be permitted.
D. Rooms used for toilets, tubs, steam baths, and showers shall be waterproofed with approved materials and installed per applicable building codes.
E. Massage tables, bathtubs, shower stalls, steam/bath areas, and all floor surfaces shall be smooth, durable, non-absorbent, and readily disinfectable.
F. Adequate equipment is required for disinfecting and sterilizing non-disposable instruments and materials; such items shall be disinfected after each use.
G. Provide adequate, sanitary storage for clean linens/towels/materials; soiled items shall be stored in covered containers separate from clean storage.
H. Lavatories or washbasins with hot and cold running water shall be installed in the toilet room or a vestibule and supplied with soap dispensers and sanitary towels.
I. Prohibition on Residential Occupancy; Limited Exception

1. Prohibition. No owner, employee, contractor, patron, or other person shall live, reside, or sleep on the Licensed Premises. Beds or bedding, sleeping quarters, or other residential furnishings are prohibited on the Licensed Premises, except as permitted for massage service tables and linens used exclusively for massage services.

2. Limited Exception for Separate Residential Unit. Residential occupancy is permitted only if all of the following are met:
   a. The residential space is a lawfully established Residential Unit permitted in the applicable zoning district and compliant with all applicable provisions of the Carbondale Revised Code, including building, property maintenance, and housing standards.
   b. The Residential Unit has a separate exterior entrance that does not require entry into, or passage through, the Licensed Premises.
   c. There is no interior door, corridor, hatch, or other means of access between the Residential Unit and the Licensed Premises. Any prior interior access shall be permanently removed or sealed in a manner approved by the Carbondale Building Inspector and in compliance with applicable building and fire codes.
   d. The Residential Unit has a valid residential certificate of occupancy issued by the City and remains in good standing.

3. Ancillary Restrictions. Cooking appliances, food preparation areas, or laundry equipment intended for residential use are prohibited on the Licensed Premises. Shower and bathing facilities, if provided for the business, shall be used solely in connection with massage services and not for residential purposes.

4. Inspections; Proof of Compliance. Upon request, the licensee shall provide documentation demonstrating the existence of a lawfully established Residential Unit and its separate exterior entrance and shall permit inspection by Building and Neighborhood Services Division, the Carbondale Building Inspector, the Fire Department, and the Carbondale Police Department to verify compliance with this subsection.

5. Violations; Remedies. Occupancy or use in violation of this subsection constitutes a violation of this Chapter and is grounds for license suspension or revocation under 5-18-10, in addition to any other remedies available under this Code.

6. Existing Locations; Compliance Period. Any massage therapy business lawfully operating on the effective date of this subsection that contains an internal access point between business space and a Residential Unit shall, within 60 days of notice by the City, remove or permanently seal such internal access in compliance with subsection (I)(2)(c) or discontinue residential occupancy.

5-19-9: INSPECTIONS; ACCESS TO RECORDS:
A. Inspections: The City may enter licensed premises during business hours to conduct administrative inspections for compliance with this Code. The Carbondale Police Department, MBNS, Fire Department, and other City officials designated by the City Manager, may conduct inspections and compliance checks. If entry to non-public areas is refused, the City may seek an administrative inspection warrant or other lawful process.
B. Records: Licensees shall, upon request during business hours, produce records required by

this Chapter or State law, including employee rosters, therapist state license numbers, and other compliance documentation.

5-19-10: VIOLATIONS; SUSPENSION OR REVOCATION; EMERGENCY ACTION; HEARING:

A. Grounds; Process: In addition to any other remedies, a license may be suspended or revoked for violations of this Chapter; for unlawful conduct by any employee or contractor on the premises when the licensee knew or should have known; for material false statements in an application; for refusal to permit inspection; or upon recommendation by health or code officials that the business is managed without regard to public health, sanitation, or hygiene. The City shall provide written notice of intent to revoke no later than three days prior to the effective date of revocation, unless emergency action is warranted under subsection (C).

B. Hearing: Any licensee that violates any of the provisions of this chapter shall be subject to the suspension or revocation of its license following a hearing.

1. The Chief of Police or his/her designee may seek the suspension or revocation of said license by submitting a report to the Legal Department alleging a violation of this chapter.

2. Before any suspension or revocation order shall be issued, the City shall notify the licensee of the specific charges against it, the recommended penalty, and of its right to request a hearing before a Hearing Officer appointed by the City.

a. The Licensee may request a hearing, if desired; said request must be submitted to the City no later than fifteen (15) days after the date of the notice of violation.

b. The City shall serve the licensee notice of the date of the hearing at least seven (7) days prior to the hearing date by first class or express mail, overnight carrier, electronic mail, or personal service.

c. Failure of the licensee to request a hearing will result in the recommended penalty taking effect thirty (30) days following the date of the notice of violation.

3. At the hearing, the licensee may be represented by counsel, cross-examine witnesses, and present documentary evidence and witnesses. The Legal Department shall present sufficient evidence from witnesses having personal knowledge of the offense to prove, by a preponderance of the evidence, that a violation of the aforementioned provisions occurred. The strict rules of evidence applicable to judicial proceedings shall not apply to hearings under this section. The record of each hearing shall include:

a. a record of the testimony presented at the hearing, which may be by tape recording or other appropriate means;

b. any document presented at the hearing; and

c. a copy of the written notice of hearing that was served.

4. Following review and consideration of the record, the Hearing Officer shall issue in writing a determination as to whether a violation occurred. If a violation is found, the City Council may suspend the license for a period not to exceed 30 days or revoke the license. The licensee may seek review of a suspension or revocation order in a court of competent jurisdiction after exhausting all administrative remedies.

C. Emergency Action: Where the City Manager determines that continued operation presents an immediate threat to public health or safety, the City Manager may immediately suspend or revoke the license pending a prompt hearing.

5-19-11: PENALTIES:

Any person found in violation of this chapter and, upon conviction, shall be fined not less than five hundred dollars ($500.00) nor more than seven hundred fifty dollars ($750.00) for each offense; and a separate offense shall be deemed committed on each day during or on which a violation occurs or continues.

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Amending Title Five of the Carbondale Revised Code By Adding Chapter Twenty, Licensing And Regulation Of Retail Establishments that Sell Tobacco and Hemp Derived THC Products Within the City of Carbondale and An Ordinance Authorizing A 3% Tax on Hemp Derived THC Products And Other Intoxicating Cannabinoids.
Type:	Action
Recommended Action:	Adopt an Ordinance Establishing Licensing of Establishments that sell, at retail, Tobacco, Vape, and Hemp-Derived Cannabinoid products, and Adopt an Ordinance imposing a 3% municipal tax on the retail sale of Hemp-Derived Cannabinoid products
Goals:	Goal 4: Encourage responsible and progressive economic development/tourism/arts and entertainment.
Originating Department:	City Attorney

Background: In recent years, the retail market for vape products, traditional tobacco, and hemp-derived THC items has expanded rapidly, creating new public health, consumer safety, and regulatory challenges for municipalities. The absence of a local licensing framework limits the City's ability to effectively monitor these businesses, ensure compliance with state and federal regulations, and respond to emerging risks associated with these products.

1. **Public Health and Youth Access Concerns**
Vape and tobacco retailers are major points of access for nicotine and THC products among underage individuals. The City's enforcement history underscores these concerns:

- In 2023, the City conducted a compliance sting operation in which only one establishment passed. All failing retailers paid fines.
- In 2025, a second sting involving 15 establishments resulted in 8 failures, demonstrating ongoing, widespread non-compliance with age-restriction laws.

These results demonstrate the need for a licensing framework that supports regular compliance checks, creates clear accountability, and allows for stronger enforcement measures—such as license suspension or revocation—to prevent unlawful sales and protect youth.

2. **Consumer Safety and Product Integrity**
The market for hemp-derived cannabinoid products—delta-8, delta-10, THCA, and other intoxicating derivatives—has grown faster than regulatory systems can adapt. These products often vary widely in potency, purity, labeling accuracy, and safety. Without licensing, the City cannot reliably track retailers or ensure that products meet applicable safety and labeling standards. A licensing program enables the City to monitor lawful sourcing, product handling practices, and compliance with state and federal requirements.

3. **Oversight of a Rapidly Changing Industry**
Vape, tobacco, and hemp-derived THC shops frequently open, close, or change ownership, making it difficult for the City to maintain accurate information on operators. Licensing creates a verified registry of businesses,

allowing for coordinated enforcement, proactive communication of regulatory updates, and early identification of problem establishments. This strengthens local oversight and reduces strain on police and code-enforcement resources.

4. **Alignment With State and Federal Compliance Requirements**
Illinois regulates tobacco, vaping products, and hemp-derived THC, but relies heavily on local governments for on-the-ground enforcement of these rules. Licensing allows the City to ensure compliance with mandated age restrictions, packaging and advertising rules, and product prohibitions. Moreover, administrative tools available through licensing—such as fines, suspension, and revocation—give the City enforcement options beyond what is available under criminal statutes.

5. **Local Sales Tax on Hemp-Derived Cannabinoid Products**
In conjunction with the licensing program, the City is proposing the adoption of a 3% local sales tax on hemp-derived cannabinoid products, as defined in Public Law No. 119-37. While Public Law 119-37 defines these products federally, it neither authorizes nor prohibits local taxation. The proposed tax relies on the City's existing taxing authority and serves several important functions:

1. Ensures that hemp-derived THC retailers contribute to the costs of oversight, enforcement, and public-health impacts;
2. Creates consistent expectations and compliance obligations for all retailers selling intoxicating THC products; and
3. Places hemp-derived THC retailers on a similar local footing as state-regulated cannabis dispensaries, which are also subject to a 3% municipal cannabis retailers' tax.

By aligning the tax structure, the City promotes fairness and regulatory consistency across businesses selling intoxicating THC products, regardless of source.

6. **Protecting Community Character and Reducing Nuisance Activity**
Poorly managed vape and THC retailers can generate nuisance conditions, including loitering, improper disposal of vape waste, unlawful on-site consumption, and the sale of high-potency or mislabeled products. Licensing allows the City to establish minimum operating standards, require owner disclosures, and ensure that businesses operate responsibly and in alignment with community expectations.

Implementing a local licensing system for vape, tobacco, and hemp-derived THC retailers will provide the City with critical oversight tools to protect public health, prevent youth access, ensure product safety, and strengthen regulatory compliance. The City's sting operations in 2023 and 2025 demonstrate widespread violations and highlight the inadequacy of fines alone.
The addition of a 3% local sales tax on hemp-derived cannabinoid products further supports enforcement efforts, aligns the regulatory environment with that of cannabis dispensaries, and ensures a fair and consistent approach to businesses selling intoxicating THC products.

Additional Information:

Attachments:
1. An Ordinance Amending Title 5 By Adding Chapter 20 Licensing of Vape Tobacco And Hemp Derived THC Products 2025-12-09
2. An Ordinance Amending Title 7, Chapter 14 of the CRC Imposing a Retail Sales Tax on Hemp-Derived Cannabinoid Products 2025-2-12

Motion & Voting: Adopt an Ordinance Establishing Licensing of Establishments that sell, at retail, Tobacco, Vape, and Hemp-Derived Cannabinoid products, and Adopt an Ordinance imposing a 3% municipal tax on the retail sale

of Hemp-Derived Cannabinoid products

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS
ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FIVE OF THE CARBONDALE REVISED CODE BY ADDING CHAPTER TWENTY, LICENSING AND REGULATION OF RETAIL ESTABLISHMENTS THAT SELL TOBACCO AND HEMP DERIVED THC PRODUCTS WITHIN THE CITY OF CARBONDALE

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

ON THE 9th DAY OF DECEMBER 2025

Published in pamphlet form by the authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified and acting City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this Ordinance was published in pamphlet form by the authority of the City Council on the 10th day of December 2025.

_____
Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FIVE OF THE CARBONDALE REVISED CODE BY ADDING CHAPTER TWENTY, LICENSING AND REGULATION OF RETAIL ESTABLISHMENTS THAT SELL TOBACCO AND HEMP DERIVED THC PRODUCTS WITHIN THE CITY OF CARBONDALE

WHEREAS, the City of Carbondale, Illinois is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals, and welfare; and

WHEREAS, Title Five of the Carbondale Revised Code authorizes the regulation of business activity and operations within the City of Carbondale through required licensing and fees; and

WHEREAS, nearly all tobacco and vape product use begins during adolescence, and any form of tobacco use is unsafe; and

WHEREAS, data from the National Youth Tobacco Survey (NYTS) showed that 10.1% of high school students (an estimated 1.58 million) and 5.4% of middle school students (an estimated 640,000), reported using a tobacco product within the last 30 days. Within these groups, e-cigarettes were the most used tobacco product overall (5.9% of students), followed by nicotine pouches (1.8%), cigarettes (1.4%), cigars (1.2%), smokeless tobacco (1.2%), other oral nicotine products (1.2%), heated tobacco products (0.8%), hookahs (0.7%), and pipe tobacco (0.5); and

WHEREAS, from 2023 to 2024, high school student use of any tobacco product declined from 12.6% to 10.1%, e-cigarette use from 10.0% to 7.8%, and hookah use from 1.1% to 0.7%; these statistics demonstrate the impact of evidence-based tobacco control strategies; and

WHEREAS, despite these declines, more than one in twelve U.S. youths continue to use tobacco products, and the danger of nicotine exposure during adolescence carries unique risks for brain development; and

WHEREAS, these products are known not to be safe for youth, young adults, pregnant women, or adults who do not currently use tobacco products; and

WHEREAS, it is known that the aerosol created by e-cigarettes can contain ingredients that are harmful and potentially harmful to the public's health. The federal Food and Drug Administration (FDA) has reported that some people who use e-cigarettes have experienced seizures, with most reports involving youth or young adult users. Seizures or convulsions are known potential side effects of nicotine toxicity; and

WHEREAS, the Illinois Compiled Statutes considers e-cigarettes a tobacco product because most of them contain nicotine, which comes from tobacco, and can also contain harmful and potentially harmful ingredients, including: a) ultrafine particles that can be inhaled deep into the lungs, b) additives such as diacetyl, a chemical linked to serious lung disease (such as popcorn lung), volatile organic compounds, and heavy metals (such as nickel, tin, and lead); and

WHEREAS, products containing hemp-derived intoxicating cannabinoids (including, but not limited to, delta-8 THC, delta-10 THC, and THCA when converted to THC), often marketed as "THC vapes" or "infused vapes," are widely available in retail tobacco and vape outlets, are psychoactive, and have been sold outside the State's regulated cannabis system, raising youth-access, potency, testing, labeling, and consumer-safety concerns; and

WHEREAS, the General Assembly has considered but not yet enacted comprehensive statewide regulation specifically addressing intoxicating hemp-derived products, resulting in a regulatory gap that burdens local public health, law enforcement, and consumer protection efforts; and

WHEREAS, flavored e-cigarettes are very popular, especially among young people. Nationally, more than 8 out of every 10 youth, aged 12-17 years, who use e-cigarettes said they use flavored e-cigarettes. More than 9 out of every 10 young adult e-cigarette users said they use e-cigarettes flavored to taste like menthol, alcohol, candy, fruit, chocolate, or other sweets. E-cigarettes are advertised on television, radio, and other media. E-cigarettes and vaping devices are not covered by federal law restricting cigarette advertising; and

WHEREAS, nationally and in Illinois, under-21 use of electronic nicotine delivery systems and THC-containing vapor products has been associated with significant health harms and risks of addiction, and flavored and youth-oriented marketing features increase appeal to under-21 consumers; and

WHEREAS, establishing a local retail license for tobacco, vape, and hemp-derived cannabinoid product sellers will provide the City with clear compliance tools—including eligibility standards, location and operating requirements, inspection authority, graduated penalties, and license suspension or revocation—for violations of federal, State, and local law; and

WHEREAS, a local licensing framework will assist in preventing sales to persons under 21 by requiring robust age-verification practices, restricting self-service displays, and mandating staff training, thereby supporting enforcement of State age-of-sale laws; and

WHEREAS, the City has a substantial interest in reducing youth initiation, curbing illicit or unsafe products, ensuring a level competitive field among retailers who follow the law, and mitigating neighborhood impacts associated with unregulated THC-containing vape sales; and

WHEREAS, the Carbondale City Council finds that it is in the best interest of the health, safety, and welfare of the City of Carbondale to adopt an ordinance to institute the regulation of tobacco, tobacco-related, and/or e-cigarette products, especially in regard to minors,

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. That Title Five, Chapter Twenty, Sections One through Fifteen, of the Revised Code of the City of Carbondale, is hereby created to regulate the licensing, registration, and operation of retail tobacco, vape, and THC products, as shown in Exhibit "A", attached hereto and incorporated herein.

SECTION 2. That Title Five, Chapter Twenty, Sections One through Fifteen, of the Revised Code of the City of Carbondale, is also hereby created to prohibit the sale and distribution of tobacco products, vape products, and products containing THC to minors, and to prohibit the consumption of tobacco and THC products by minors.

SECTION 3. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 4. The repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance, insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinance.

SECTION 5. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 6. That the City Council of the City of Carbondale finds that the subject matter of this ordinance pertains to the government and affairs of the City of Carbondale and is passed under the provisions of Article VII, Section 6(a) of the 1970 Illinois Constitution.

SECTION 7. This Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form as provided by law, except for the licensing provisions, which shall take effect on May 1, 2026. All applications for a license shall be submitted no later than thirty (30) days prior to the beginning of the license year.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

ATTACHMENT "A"

5-20-1: Definitions

All definitions contained in the Illinois Tobacco Products Tax Act of 1995 (35 ILCS 143/10-5), the Prevention of Tobacco Use by Persons under 21 Years of Age and Sale and Distribution of Tobacco Products Act (720 ILCS 675/1), and the Preventing Youth Vaping Act (410 ILCS 86/5) are hereby incorporated herein by reference, as if set forth fully herein.

Additionally, the following words and phrases shall have the meanings respectively ascribed to them:

ALTERNATIVE NICOTINE PRODUCTS, ALTERNATIVE TOBACCO PRODUCTS, OR VAPOR PRODUCTS: means any product, other than a cigarette, which may or may not contain tobacco and/or nicotine, intended for ingestion into the body and designed, packaged, marketed, or displayed for smoking, absorbing, dissolving, inhaling, sniffing, snorting, placed in oral or nasal cavities, or applied to skin, with the use of any electronic smoking device/electronic cigarette, or non-electronic smoking device, including but not limited to, flavored or unflavored e-juice, e-liquid, e-nicotine, vaping juice, liquid nicotine, smoke juice, pipe tobacco, rolling tobacco, hookah tobacco, snuff, dabs, oils, pastes, waxes, chewing tobacco, dipping tobacco, snus, nicotine gel, nicotine lollipops, propylene glycol, vegetable glycerin or any other such preparation of tobacco; and any product or formulation of matter containing biologically active amounts of nicotine that is manufactured, sold, offered for sale or otherwise distributed. "Alternative nicotine product" excludes cigarettes, smokeless tobacco, or other tobacco products as these terms are defined in section 1 of the Cigarette Tax Act and tobacco products as defined in section 10-5 of the Tobacco Products Tax Act of 1995; and any product approved by the United States Food and Drug Administration as a non-tobacco product for sale as a tobacco cessation product, as a tobacco dependence product, or for other medical purposes, and is being marketed and sold solely for that approved purpose.

ELECTRONIC SMOKING DEVICE/ELECTRONIC CIGARETTE: means any electronic and/or battery-operated device, the use of which may resemble smoking that can be used to deliver a dose of any regulated product, as defined herein. "Electronic smoking device/Electronic cigarette" includes, but is not limited to, any such electronic smoking device/electronic cigarette, whether manufactured, distributed, marketed, or sold as an electronic cigar, electronic cigarillo, electronic pipe, hookah pipe, product vaporizer, atomizer, tobacco, nicotine, or THC delivery system, or any other such device or delivery system, regardless of the details of the product appearance or marketed name. "Electronic cigarette" does not include: cigarettes as defined in section 1 of the Cigarette Tax Act and tobacco products as defined in section 10-5 of the Tobacco Products Tax Act of 1995; tobacco product and alternative nicotine product as defined in this section; any product approved by the United States Food and Drug Administration for sale as a tobacco cessation product, as a tobacco dependence product, or for other medical purposes, and is being marketed and sold solely for that approved purpose; any asthma inhaler prescribed by a physician for that condition and is

being marketed and sold solely for that approved purpose; or any therapeutic product approved for use under the Compassionate Use of Medical Cannabis Pilot Program Act.

LICENSE: means a license issued by the City for the retail sale of regulated products, as defined herein.

LICENSEE: means the holder of a valid license for the retail sale of regulated products, as defined herein.

NICOTINE: means any form of the chemical nicotine, including any salt or complex, regardless of whether the chemical is naturally or synthetically derived.

NON-ELECTRONIC SMOKING DEVICES: means any device, the use of which may resemble smoking, that can be used to deliver a dose of a regulated product, as defined herein. "Non-electronic smoking device" includes, but is not limited to, any such smoking device, whether manufactured, distributed, marketed, or sold as a water pipe, carburetion tubes and devices, smoking and carburetion masks, carburetor pipes, electric pipes, air driven pipes, chillums, bongs, or ice pipes or chillers, or any other such device or delivery system, regardless of the details of the product appearance or marketed name.

REGULATED PRODUCTS: shall include tobacco products, alternative tobacco products, electronic smoking devices, non-electronic smoking devices, and hemp-derived cannabinoid products, and intermediate hemp-derived cannabinoid products as defined herein.

HEMP-DERIVED CANNABINOID PRODUCT: means any intermediate or final product derived from hemp (other than industrial hemp), that:

i. contains cannabinoids in any form; and

ii. is intended for human or animal use through any means of application or administration, such as inhalation, ingestion, or topical application.

INTERMEDIATE HEMP-DERIVED CANNABINOID PRODUCTS: means a hemp-derived cannabinoid product which:

i. is not yet in the final form or preparation marketed or intended to be used or consumed by a human or animal; or

ii. is a powder, liquid, tablet, oil, or other product form which is intended or marketed to be mixed, dissolved, formulated, or otherwise added to or prepared with or into any other substance prior to administration or consumption.

TOBACCO PRODUCTS: shall include any product containing or made from tobacco that is intended for human consumption, whether smoked, heated, chewed, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, including, but not limited to, cigarettes, cigars, little cigars, chewing tobacco, pipe tobacco, snuff, snus, and any other

smokeless tobacco product which contains tobacco that is finely cut, ground, powdered, or leaf and intended to be placed in the oral cavity. "Tobacco product" includes any component, part, or accessory of a tobacco product, whether or not sold separately. "Tobacco product" does not include: an electronic smoking device/electronic cigarette and alternative nicotine product as defined in this section; or any product that has been approved by the United States Food and Drug Administration for sale as a tobacco cessation product, as a tobacco dependence product, or for other medical purposes, and is being marketed and sold solely for that approved purpose.

VENDING MACHINE: means any mechanical, electric or electronic, self-service device which, upon insertion of money, tokens, or any other form of payment, dispenses tobacco products, alternative tobacco/nicotine products, vapor products, electronic smoking devices/electronic cigarettes, or non-electronic smoking devices.

5-20-2: Licensing, application, and fees

A. All persons or entities selling, offering for sale, giving or delivering regulated products, as defined in 5-19-1, in the City will be required to hold and maintain a valid license from the City. A separate license shall be required for each establishment.

1. Failure to renew a license by the due date shall result in the suspension of the local license, and a late fee in the amount of $250.00 will be assessed.
2. A fee of $100.00 will be assessed for all lost, misplaced, duplicate, or additional copies of the City-issued license.

B. A license authorizes the licensee to sell or offer for sale regulated products only at the place designated therein.

C. No license required by this chapter shall be issued or renewed to the following:

1. A person who is indebted to the City or other governmental entity for payment of any fees, charges, bills, or taxes which he/she is obligated to pay.

2. A person who has been convicted of a felony under federal or state law is ineligible for a license, unless, after review by the Legal Department and consultation with appropriate City staff, it is determined that the individual has been sufficiently rehabilitated to warrant the public trust. In making this determination, the City may consider all information provided in the applicant’s materials and any additional findings from the Police Department’s investigation. The burden of proving sufficient rehabilitation rests solely with the applicant.

3. A person who has been convicted within the last five years of a violation of any federal, state, or local law concerning the possession or sale of regulated products or has forfeited his bond to appear in court to answer to any charges for any violation.

4. A person whose place of business is conducted by a manager or agent unless such manager or agent possesses the same qualifications required of the licensee, including a background check for both licensee and manager or agent.

5. A person who does not own the premises for which a license is sought or does not have a lease thereon for the full period for which the license is issued.

D. A license granted herein is nontransferable and is valid only for the person(s) or business entity and location specified in the license application.

1. If the licensee changes business location, the licensee must obtain a new license prior to engaging in the sale and distribution of regulated products at the new location.

2. Any sale, transfer, or assignment of 50 percent or more of the ownership of a business, or the death of a shareholder, member and/or partner with 50 percent or more interest in a business shall terminate the license. The new owner shall be required to obtain a new license prior to engaging in the sale and distribution of regulated products. For purposes of this section, whether the sale, transfer, or assignment of 50 percent or more of a business interest occurs in one or more transactions is not relevant to the termination of the license.

E. It shall be the responsibility of each licensee to be informed regarding all laws, federal, state or local, as they relate to regulated products retailing.

1. A license issued contrary to this chapter, contrary to any other law, or on the basis of false or misleading information supplied by a proprietor, shall be revoked pursuant to the applicable provisions of this chapter.
2. Nothing in this chapter shall be construed to grant any person obtaining and maintaining a license any status or right other than a limited, conditional privilege to act as a regulated products retailer at the location identified on the face of the license.
3. Nothing in this chapter shall be construed to vest in any person obtaining and maintaining a license any status or right to act as a regulated products retailer in contravention of any applicable law.

F. Any licensee who has been convicted of a felony under any federal or state law, any misdemeanor in which a regulated product was involved, or any violation listed in subsection C 3 of this section shall notify the City Clerk of such conviction. Such notification shall be made within 30 days after the sentence for the conviction.

G. Every licensee shall cause his license or licenses to be framed and hung in plain view in a conspicuous place on the licensed premises.

5-20-3: Application Process

A. Any person desiring such a license shall first make written application for that purpose to the City Clerk, in which shall be set forth the full name of the applicant and the locations at which such sales are proposed to be made, as well as such other information as may be necessary for the City to conduct an appropriate background check. Upon approval by the City Manager, or his designee, that the applicant is of good character and reputation and is a suitable person to be entrusted with the sale of regulated products, they shall cause a license to be issued to such applicant upon payment to the City of the annual license and background check fee. All answers and statements made in the application shall be complete, truthful, and correct. Any omissions or misrepresentations in the license application may be cause for denial and revocation of a license.

Any application made for a license shall be denied if an immediate family member has had a Federal, State, or municipal license revoked by the City.

B. The license period shall be from May 1 to April 30.

C. There shall be a $100.00 non-refundable application fee that must be paid at the time of the submission of the application.

D. The fee for a new license shall be $1,000.00.

E. The fee for a renewed license, $1,000.00, shall be payable to the City prior to expiration of the current license.

5-20-4: Enforcement

The Carbondale Police Department, and any other City official designated by the City Manager, is authorized to conduct investigations and administrative inspections to ensure compliance with this Chapter, including unannounced inspections during business hours; examination and copying of required records; controlled-buy operations and compliance checks, including the supervised use of underage persons in accordance with 720 ILCS 675/-1 et seq, as amended; and seizure or removal from sale of unlawful or non-compliant products pending determination. Entry into non-public areas shall occur during business hours and be reasonably related to license compliance; if entry is refused, the City may seek an administrative inspection warrant or other lawful process. Licensees shall not interfere with investigations and shall provide requested records. Nothing herein authorizes conduct contrary to State or federal law or permits on-site consumption prohibited by the Smoke-Free Illinois Act.

5-20-5: Sales by an underage person

It shall be unlawful for any licensee, or its agent, director, manager, employee, officer, associate, member or representative, to engage, employ, or permit any person under 16 years of age to sell regulated products in any licensed premises.

5-20-6: Unlawful sale to Underage Persons

A. It shall be unlawful for any person to sell, offer for sale, give, or deliver regulated products in any of their forms to any person under 21 years of age.

B. Before selling, offering for sale, giving, or furnishing a regulated product to another person, the person selling, offering for sale, giving, or furnishing the regulated product shall verify that the person is at least 21 years of age. If the minor presents false identification to the licensee or its employees, the licensee may use such evidence as mitigation for any violation of this section.

5-20-7: Purchase, usage, or possession by minors

A. It shall be unlawful for any person under the age of 21 years to purchase any regulated products, or to misrepresent their identity or age, or to use any false or altered identification for the purpose of purchasing regulated products.

B. It shall be unlawful for any person under 21 years of age to use any regulated products.

C. It shall be unlawful for any person under 21 years of age to possess any regulated products.

5-20-8: Prohibitions

A. It shall be unlawful to distribute free regulated products, as well as coupons for such products, in or at any event or place open to the public, except upon premises that hold a current and valid license.

B. It shall be unlawful for any person to sell or offer for sale regulated products that are not contained within the manufacturer's packaging. Such packaging must include all required health warnings and a tax stamp if required, verifying that these products have been legally taxed.

C. It shall be a violation for any licensee to sell, distribute, or market regulated products that contain cannabis, and/or any other controlled substances or analog substances as set forth in the Illinois Cannabis Control Act, 720 ILCS 550/1, et seq., and Illinois Controlled Substances Act, 720 ILCS 570/1, et seq, as amended, unless otherwise authorized by State licensing.

D. On-site consumption of cannabis at a licensed establishment is banned and shall be considered a violation.

E. The sale of any illegal products shall be a violation. It shall be the responsibility of each licensee to be informed regarding all illegal products.

F. It shall be unlawful for any licensee, employee, or agent of any such licensee to sell, deliver, or distribute any product which contains THC, as regulated by the Illinois Cannabis Regulation and Tax Act, as amended.

G. It shall be a violation for any person whose license is revoked to be associated with a licensed establishment in any capacity.

H. No licensed establishment shall obstruct the windows, doors, or other areas open to the public, of the licensed establishment, and such windows, doors, and other areas shall be maintained to provide an open and clear view into the establishment.

5-20-9: Electronic Smoking devices/electronic cigarettes

A. It shall be a violation of this chapter to use a non-electronic smoking device or product in any place, or in a manner prohibited under the Smoke Free Illinois Act, 410 ILCS 82/1, et seq., which is referred to, adopted, and made a part hereof as if fully set forth in this chapter.

B. No person, employer, business entity, whether for-profit or nonprofit, shall permit the use of non-electronic smoking devices or products in an area under the legal or de facto control of that location and in which smoking is prohibited under the Smoke Free Illinois Act, 410 ILCS 82/1.

5-20-10: Vending Machines

Vending machines and other devices for the sale or distribution of regulated products are prohibited.

5-20-11: Signs

Signs informing the public of the age restrictions provided for in this chapter shall be posted by every licensee at or near every display of regulated products. Each such sign shall be plainly visible and shall state:

THE SALE OF HEMP-DERIVED CANNABINOID PRODUCTS, INTERMEDIATE HEMP-DERIVED CANNABINOID PRODUCTS, TOBACCO PRODUCTS, ALTERNATIVE TOBACCO/NICOTINE PRODUCTS, VAPOR PRODUCTS, ELECTRONIC SMOKING DEVICES/ELECTRONIC CIGARETTES, OR NON-ELECTRONIC SMOKING DEVICES TO PERSONS UNDER TWENTY-ONE YEARS OF AGE IS PROHIBITED BY LAW

5-20-12: Responsibility of licensees

Every act or omission constituting a violation of any of the provisions of this chapter by an agent, director, manager, employee, officer, or representative of a licensee shall be deemed and held to be the act or omission of such licensee, and the licensee shall be punishable in the same manner as if it were directly responsible for the act or omission. The licensee shall reasonably assure that smoking is prohibited in indoor public places and workplaces.

5-20-13: Suspension or revocation

A. Any licensee that violates any of the provisions of this chapter shall be subject to the suspension or revocation of its license following a hearing.

1. The Chief of Police or his/her designee may seek the suspension or revocation of said license by submitting a report to the Legal Department alleging a violation of this chapter.

2. Before any suspension or revocation order shall be issued, the City shall notify the licensee of the specific charges against it and of its right to a hearing before a Hearing Officer appointed by the City. Notice shall be served upon the licensee at least seven days prior to the hearing date by first class or express mail, overnight carrier, electronic mail, or personal service. At the hearing, the licensee may be represented by counsel, cross-examine witnesses, and present documentary evidence and witnesses. The Legal Department shall present sufficient evidence from witnesses having personal knowledge of the offense to prove, by a preponderance of the evidence, that a violation of the aforementioned provisions occurred. The strict rules of evidence applicable to judicial proceedings shall not apply to hearings under this section. The record of each hearing shall include:

a. a record of the testimony presented at the hearing, which may be by tape recording or other appropriate means;
b. any document presented at the hearing; and
c. a copy of the written notice of hearing that was served.

3. Following review and consideration of the record, the Hearing Officer shall issue in writing a determination as to whether a violation occurred. If a violation is found, the City Council may suspend the license for a period not to exceed 30 days or revoke the license. The licensee may seek review of a suspension or revocation order in a court of competent jurisdiction.

B. A violation of this chapter shall also constitute grounds for suspension and/or revocation of the license issued to the persons or premises where such violations occur.

C. No regulated products establishment license shall be granted by the City to a person or entity that has previously had a license under this Chapter revoked. Any premises in which a licensed establishment had its license revoked shall be prohibited from having another license issued under this Chapter for a period of three (3) years.

5-20-14: Penalty

Any person found liable/guilty by a preponderance of the evidence of a violation of this chapter in an administrative/judicial hearing shall be subject to a fine designated not less than $250.00 for a first violation, plus applicable hearing costs.

CITY OF CARBONDALE, ILLINOIS

ORDINANCE NO. 2025- ___

AN ORDINANCE AMENDING TITLE SEVEN, CHAPTER FOURTEEN OF THE CARBONDLE REVISED CODE AS IT RELATES TO TAXATION OF HEMP-DERIVED CANNABINOID PRODUCTS

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

THE 9TH DAY OF DECEMBER 2025

Published in pamphlet form by authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this ordinance was published in pamphlet form by authority of the City Council on the 10th day of December 2025.

_____

Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-____

AN ORDINANCE AMENDING TITLE SEVEN, CHAPTER FOURTEEN OF THE CARBONDLE REVISED CODE AS IT RELATES TO TAXATION OF HEMP-DERIVED CANNABINOID PRODUCTS

WHEREAS, the City of Carbondale, Illinois, is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, Title Seven, Chapter Fourteen of the Carbondale Revised Code states and imposes a tax upon the retail selling of recreation cannabis in the amount of 3%; and

WHEREAS, the City has seen a rise in the retail selling of hemp-derived cannabinoid products that are intoxicating compounds similar to recreation cannabis; and

WHEREAS, the City is not preempted in imposing a retail sales tax, similar to the food and beverage tax on such items, given that these products are advertised and sold as products that are intoxicating in a manner similar to recreational cannabis, the City finds that they should be subject to similar local taxation; and

WHEREAS, the Carbondale City Council find that it is best interest of the City of Carbondale to amend the Title Seven, Chapter Fourteen of the Carbondale revised Code as shown in Exhibit “A”, attached hereto and incorporated herein.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE AS FOLLOWS:

SECTION 1. The paragraphs set forth above are incorporated herein as part of this Ordinance.

SECTION 2. That Title Seven, Chapter Fourteen, of the Carbondale Revised Code is hereby amended as shown in Exhibit "A", attached hereto and incorporated herein.

SECTION 3. All of the remaining sections of Title Seven of the Carbondale Revised Code shall remain in full force and effect.

SECTION 4. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 5. That repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The provisions of this Ordinance insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinances.

SECTION 6. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable, and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 7. That the City Council of the City of Carbondale finds that the subject matter of this Ordinance pertains to the government and affairs of the City of Carbondale and is passed pursuant to authorities granted it by State statutes and the Home Rule powers of the City of Carbondale pursuant to the provisions of Article VII, Section 6(a) of the Illinois Constitution.

SECTION 8. That this Ordinance shall take effect on February 1, 2026 upon approval, recording, and publication in pamphlet form in accordance with law.

APPROVED:_____

_

Carolin Harvey, Mayor

ATTEST: _____

Jennifer R. Sorrell, City Clerk

Exhibit “A”

7-14-1: TAX IMPOSED; RATE:

A. A tax is hereby imposed upon all persons engaged in the business of selling cannabis, other than cannabis purchased under the Compassionate Use of Medical Cannabis Pilot Program Act as amended, at retail in the City at the rate of three percent (3%) of the gross receipts from these sales made in the course of that business.

B. The imposition of this tax is in accordance with the provisions of Sections 8-11-23, of the Illinois Municipal Code (65 ILCS 5/8-11-23). (Ord. 2019-31; Ord. 2021-02)

C. A tax is hereby imposed upon all persons engaged in the business of selling hemp-derived cannabinoid products, as defined in Title 5-20-1 of this Code, at retail in the City at the rate of three percent (3%) of the gross receipts from these sales made in the course of that business.

CARBONDALE
All Ways Open

Agenda Item Details

Meeting:	December 9, 2025 - City Council Meeting
Category:	General Business
Subject:	An Ordinance Amending Title Fourteen, Chapter Seven, As It Relates To The Possession and Sale of Drugs Within The City of Carbondale, By Adding Kratom To The List Of Prohibited Drugs.
Type:	Action
Recommended Action:	Adopt an Ordinance Amending Title Fourteen, Chapter Seven by adding kratom to the list of drugs prohibited within the City of Carbondale.
Goals:	Goal 1: Provide a high quality of life and foster a sense of community.
Originating Department:	City Attorney

Background: Kratom (Mitragyna speciosa) is an unregulated psychoactive substance increasingly sold in gas stations, convenience stores, vape shops, and other retail environments across the United States. Derived from the leaves of a Southeast Asian tree, kratom contains the alkaloids mitragynine and 7-hydroxymitragynine, which act on opioid receptors in the brain and can produce stimulant effects at low doses and opioid-like effects—including dependence—at higher doses. Despite its growing availability, kratom is not approved by the U.S. Food and Drug Administration (FDA) for any medical, therapeutic, or recreational use.

The FDA has issued multiple warnings about kratom's risks, including addiction, withdrawal, respiratory depression, liver damage, seizures, and, in certain cases, death. Federal health agencies have also warned that kratom products sold in the United States often lack labeling accuracy, vary widely in potency, and may be contaminated with heavy metals, salmonella, or other harmful substances. Because kratom is not subject to any federal manufacturing or purity standards, consumers have no reliable way to determine product safety.

Kratom products are routinely sold without age restrictions, often in forms—such as gummies, powdered drinks, and flavored shots—that appeal to youth. The absence of statewide regulation creates a gap in which high-risk products are readily accessible to minors and vulnerable individuals, including those with substance-use disorders.

The expanding retail availability of kratom within the City, combined with the lack of regulatory oversight, presents public-health challenges similar to those associated with other unregulated intoxicating substances. Unlike cannabis or alcohol, which are subject to robust state licensing and testing requirements, kratom is sold with no mandatory age verification, no potency limits, no contaminant screening, and no disclosure of ingredients. This creates significant risks for users and places a burden on local public safety and healthcare resources.

Given these concerns, many states and municipalities across the country have enacted restrictions, or outright bans, on the sale, possession, or distribution of kratom to mitigate public-health risks and prevent youth access. Implementing a local ordinance regulating or prohibiting kratom would allow the City to address these risks proactively, safeguard the health and safety of residents, and reduce the availability of unregulated opioid-like substances within the community.

This Ordinance is therefore presented to the City Council to protect public welfare, promote consumer safety, and ensure a responsible regulatory environment regarding the sale and possession of kratom within City limits.

Additional Information:

Attachments:
1. Ordinance Amending Title 14, Chapter 7, Prohibiting the Sale of Kratom 2025-12-09

Motion & Voting: Adopt an Ordinance Amending Title Fourteen, Chapter Seven by adding kratom to the list of drugs prohibited within the City of Carbondale.

Motion by None, seconded by None.
Final Resolution: Motion
Yea: None
Nay: None

CITY OF CARBONDALE, ILLINOIS
ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FOURTEEN, CHAPTER SEVEN OF THE CARBONDALE REVISDED CODE AS IT RELATES TO OFFENSES INVOLVING DRUGS WITHIN THE CITY OF CARBONDALE BY PROHIBITING THE SALE OF KRATOM WITHIN THE CITY OF CARBONDALE

ADOPTED BY THE CITY COUNCIL

OF THE CITY OF CARBONDALE, ILLINOIS

ON THE 9th DAY OF DECEMBER 2025

Published in pamphlet form by the authority of the City Council of the City of Carbondale, Jackson County, Illinois, this 10th day of December, 2025.

CERTIFICATE OF PUBLICATION

I, Jennifer R. Sorrell, the duly qualified and acting City Clerk of the City of Carbondale, Illinois, and the official custodian of the records of said City, do hereby certify that this Ordinance was published in pamphlet form by the authority of the City Council on the 10th day of December, 2025.

_____
Jennifer R. Sorrell, City Clerk

ORDINANCE NO. 2025-_____

AN ORDINANCE AMENDING TITLE FOURTEEN, CHAPTER SEVEN OF THE CARBONDALE REVISDED CODE AS IT RELATES TO OFFENSES INVOLVING DRUGS WITHIN THE CITY OF CARBONDALE BY PROHIBITING THE SALE OF KRATOM WITHIN THE CITY OF CARBONDALE

WHEREAS, the City of Carbondale, Illinois is a home rule unit of local government under the Illinois Constitution, 1970, Article VII, Section 6; and

WHEREAS, pursuant to Article VII, Section 6(a), of the Illinois Constitution, 1970, the City of Carbondale may exercise any power and perform any function pertaining to its government and affairs including, but not limited to, the power to regulate for the protection of the public health, safety, morals and welfare; and

WHEREAS, Title Fourteen, Chapter Seven, of the Carbondale Revised Code possession and sale of certain drugs and intoxicating compounds within the City of Carbondale; and

WHEREAS, kratom (Mitragyna speciosa) is a psychoactive substance derived from a Southeast Asian plant, containing the alkaloids mitragynine and 7-hydroxymitragynine, which act on opioid receptors and can produce addictive and opioid-like effects; and

WHEREAS, scientific studies and federal health guidance reflect that kratom products sold in the United States often lack consistent purity, potency, and labeling accuracy, and may be adulterated with dangerous substances, heavy metals, or undisclosed drugs; and

WHEREAS, law enforcement agencies report increasing incidents involving kratom misuse, impaired driving, and public disturbance, and have identified kratom products being sold in gas stations, vape shops, and unregulated retail environments with no age barriers or product controls; and

WHEREAS, the lack of federal and state regulation over the manufacture, distribution, labeling, or sale of kratom leaves consumers unprotected and impedes the City's ability to ensure product safety or verify compliance with health standards; and

WHEREAS, kratom has been associated with youth use and early addiction pathways, with products marketed in forms (powders, gummies, drinks) that appeal to minors and are often sold without age verification; and

WHEREAS, the City has a compelling interest in protecting public health, preventing substance abuse, reducing addiction risks, and ensuring the safety of its residents; and

WHEREAS, the prohibition of the sale of kratom within the city limits is necessary to protect the health, safety, and welfare of the community, particularly vulnerable populations such as youth and individuals with substance-use disorders; and

WHEREAS, the Carbondale City Council finds that it is in the best interest of the health, safety, and welfare of the City of Carbondale to adopt an ordinance banning the sale of kratom by amending Title Fourteen, Chapter Seven of the Carbondale Revised Code.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF CARBONDALE, ILLINOIS, AS FOLLOWS:

SECTION 1. That Title Fourteen, Chapter Seven, of the Revised Code of the City of Carbondale, is hereby amended, as shown in Exhibit "A", attached hereto and incorporated herein.

SECTION 2. That all ordinances and parts thereof in conflict herewith are expressly repealed and are of no other force and effect.

SECTION 3. The repeal of any ordinance by this Ordinance shall not affect any rights accrued or liability incurred under said repealed ordinance to the effective date hereof. The

provisions of this Ordinance, insofar as they are the same or substantially the same as those of any prior ordinance, shall be construed as a continuation of said prior ordinance.

SECTION 4. That it is the intention of the City Council of the City of Carbondale that this Ordinance and every provision thereof shall be considered separable and the invalidity of any section, clause, or provision of this Ordinance shall not affect the validity of any other portion of this Ordinance.

SECTION 5. That the City Council of the City of Carbondale finds that the subject matter of this ordinance pertains to the government and affairs of the City of Carbondale and is passed under the provisions of Article VII, Section 6(a) of the 1970 Illinois Constitution.

SECTION 6. That this Ordinance shall take effect upon its passage, approval, recording, and publication in pamphlet form in accordance with law.

APPROVED: _____
Carolin Harvey, Mayor

ATTEST: _____
Jennifer R. Sorrell, City Clerk

Exhibit “A”

CHAPTER 7
OFFENSES INVOLVING DRUGS

SECTION:

14-7-1: Definitions

14-7-2: Possession Of Cannabis

14-7-3: Possession Of Drug Paraphernalia Prohibited

14-7-4: Sale Or Delivery Of Drug Paraphernalia Prohibited

14-7-5: Nitrous Oxide

14-7-6: Possession Of Methylenedioxypyrovalerone (MDPV)

14-7-1: DEFINITIONS:

The following terms shall have the following meanings, unless the context clearly indicates that a different meaning is intended:

CANNABIS: Includes marijuana, hashish or other substances which are identified as including any parts of the plant Cannabis sativa and including derivatives or subspecies, such as indica, whether growing or not; the seeds thereof; the resin extracted from any part of such plant; and any compound, manufacture, salt, derivative, mixture, or preparation of such plant, its seeds, or resin, including tetrahydrocannabinol (THC) and all other synthetically produced ingredients, whether produced directly or indirectly by extraction, or independently by means of chemical synthesis or by a combination of extraction and chemical synthesis; but shall not include the mature stalks of such plant, fiber produced from such stalks, oil or cake made from the seeds of such plant, any other compound, manufacture, salt, derivative, mixture, or preparation of such mature stalks (except the resin extracted therefrom), fiber, oil or cake, or the sterilized seeds of such plant. Cannabis shall also include any substance defined as cannabis in section 3 of the Illinois Cannabis Control Act, 720 Illinois Compiled Statutes 550/3 et seq., and as hereafter amended.

CONTROLLED SUBSTANCE: Any substance as defined in article II of the Illinois Controlled Substances Act, 720 Illinois Compiled Statutes 570/201 et seq.

DELIVER OR DELIVERY: Actual, constructive or attempted transfer of possession of cannabis, with or without consideration, whether or not there is an agency relationship.

<u>DERIVATIVES: Includes, but is not limited to, mitragynine, 7-hydroxymitragynine, or any synthetic or natural compound intended to mimic or replicate the effects of Kratom.</u>

DRUG PARAPHERNALIA: All equipment, products, and materials of any kind which are intended to be used unlawfully in planting, propagating, cultivating, growing, harvesting, manufacturing, compounding, converting, producing, processing, preparing, testing,

analyzing, packaging, repackaging, storing, containing, concealing, injecting, ingesting, inhaling, or otherwise introducing into the human body a controlled substance in violation of this title, or the Illinois Controlled Substances Act, 720 Illinois Compiled Statutes 570/ et seq. It includes, but is not limited to:

A. Kits intended to be used unlawfully in manufacturing, compounding, converting, producing, processing, or preparing a controlled substance;

B. Isomerization devices intended to be used unlawfully in increasing the potency of any species of plant which is a controlled substance;

C. Diluents and adulterants intended to be used unlawfully for cutting a controlled substance by private persons;

D. Objects intended to be used unlawfully in ingesting, inhaling, or otherwise introducing a controlled substance into the human body including, where applicable, the following items:

1. Water pipes;

2. Carburetion tubes and devices;

3. Smoking and carburetion masks;

4. Miniature cocaine spoons and cocaine vials;

5. Carburetor pipes;

6. Electric pipes;

7. Air driven pipes;

8. Chillums;

9. Bongs;

10. Ice pipes or chillers;

E. Any item whose purpose, as announced or described by the seller, is for use in violation of this act.

KNOWLEDGE: Knows, acts knowingly or with knowledge:

A. The nature or attendant circumstances of his/her conduct, described by the section defining the offense, when he/she is consciously aware that his/her conduct is of such nature or that such circumstances exist. Knowledge of a material fact includes awareness of the substantial probability that such fact exists.

B. The result of his/her conduct, described by the section defining the offense, when he/she is consciously aware that such result is likely to be caused by his/her conduct.

C. Knowledge may be inferred from the surrounding circumstances.

KRATOM: Any part of the plant Mitragyna speciosa, whether growing or not, including its leaves, extracts, resins, compounds, salts, derivatives, isomers, or any preparation, mixture, or product containing any amount of Mitragyna speciosa.

MANUFACTURE: The production, preparation, propagation, compounding, conversion or processing of cannabis, either directly or indirectly, by extraction from substances of natural origin, or independently by means of chemical synthesis, and includes any packaging or repackaging of cannabis or labeling of its container, except that this term does not include the preparation, compounding, packaging or labeling of cannabis as an incident to lawful research, teaching, chemical analysis, or sold and possessed as provided in the Compassionate Use of Medical Cannabis Pilot Program Act as amended and the Cannabis Regulation and Tax Act as amended..

NITROUS OXIDE (N2O): A colorless flammable gas used as an anesthetic and in aerosols.

NITROUS OXIDE CARTRIDGE: Any cartridge containing less than twenty (20) ounces of compressed nitrous oxide (N2O).

PERSON: Any individual, corporation, business trust, estate, trust, partnership or association, or any other entity.

POSSESSION: Possession may be either actual or constructive.

A. Actual possession means exercising physical dominion.

B. Constructive possession may be inferred if the defendant has intent and capacity to maintain control and dominion over the cannabis or drug paraphernalia.

PRODUCE OR PRODUCTION: Planting, cultivating, tending or harvesting. (Ord. 2004-15; Ord. 2019-30)

SELL OR SALE: To exchange or deliver for compensation or to offer to exchange or deliver for compensation.

14-7-2: POSSESSION OF CANNABIS:

A. Violation: No person shall possess more than thirty grams (30g) of raw cannabis, cannabis-infused products containing more than five hundred milligrams (500mg) of THC, or five grams (5g) of cannabis product in concentrated form.

B. Possession, Sale, Or Providing To Minors Prohibited:

1. No person under the age of twenty one (21) shall possess, consume, or use any substance containing cannabis or THC, except as allowed by the Compassionate Use of Medical Cannabis Pilot Program Act as amended.

2. No person, after purchasing or otherwise obtaining any substance containing cannabis or THC shall, sell, give, or deliver such substance to a person under the age of twenty one (21), except as allowed by the Compassionate Use of Medical Cannabis Pilot Program Act as amended.

C. Unlawful Consumption Of Cannabis: No person shall use cannabis or cannabis-infused products in public or knowingly within the presence of a person under the age of twenty one (21), except as allowed by the Compassionate Use of Medical Cannabis Pilot Program Act as amended and as otherwise provided by this Code. For purposes of this subsection, public does not include a residential property when the person is within their residential structure or is not visible from the public right-of-way.

D. Unlawful Possession Of Cannabis Plant: It shall be unlawful for any person to possess a cannabis plant, except as provided by the Cannabis Regulation and Tax Act, as hereby amended. Possession of five (5) or fewer cannabis sativa plants may be prosecuted as an ordinance violation.

E. Penalty: Any person who pleads guilty or is found guilty by a court of law for a violation of this section shall be fined as follows:

1. Subsection A. shall be punished by a minimum fine of not less than one hundred dollars ($100.00) and no more than two hundred dollars ($200.00), when the amount is 40 grams or less.

2. Subsection B. shall be fined not less than two hundred fifty dollars ($250.00) and no more than seven hundred fifty dollars ($750.00).

3. Subsection C. shall be fined not less than seventy-five dollars ($75.00).

4. Subsection D. shall be fined not less than one hundred dollars ($100.00) and no more than two hundred dollars ($200.00).

F. Administrative Remedy: Any person found in violation of this section may settle their matter administratively through the city's administrative pay by mail program instead of being prosecuted through the judicial city court system. Payments must be made within ten (10) business days from the date of issuance of the citation to the person accused of the violation; there shall be no limit on the number of times a person is eligible for pay by mail for a violation of this section.

1. Any person found to be in violation of subsection A. shall remit a pay by mail fee as follows:

a. 31-40 grams _____$100.00,

b. 41-60 grams _____$250.00,

c. 61-80 grams _____$500.00, or

d. 81-100 grams _____ $750.00.

2. Any person found to be in violation of subsection B. shall pay a two hundred fifty dollars ($250.00) pay by mail fee.

3. Any person found to be in violation of subsection C. shall pay a seventy-five dollars ($75.00) pay by mail fee.

G. Forfeiture: Any items which may be seized or forfeited pursuant to 720 Illinois Compiled Statutes 550/12, may be forfeited in the same manner as described therein for a violation of this section.

H. Exceptions:

1. Any person who manufactures, distributes, dispenses, or is in possession of any controlled substance for research purposes pursuant to 720 Illinois Compiled Statutes 550/11, as hereafter amended shall be exempt from the provisions of this section.

2. Any person in possession of a compassionate use of medical cannabis card as provided by the Compassionate Use of Medical Cannabis Pilot Program Act as amended, may grow up to five (5) cannabis plants within a secured enclosed facility.

3. Any person who is licensed by the State of Illinois to dispense, cultivate, infuse or deliver cannabis or substances containing THC.

I. Expungement: The Carbondale Police Department shall expunge any violation of 14-7-2 of the Carbondale Revised Code that is six (6) months or older that has been settled through the city's administrative pay by mail program on or before January 1 and July 1 of each year; except those offenses as outlined in 20 ILCS 2630/5.2.

J. Admissibility Of Cannabis: In a prosecution for a violation of Section 14-7-2, evidence of cannabis shall only be admitted into evidence based upon:

(1) A properly administered field test; or

(2) Opinion testimony of a peace officer based on the officer's training and experience as qualified by the court. (Ord. 2004-15; Ord. 2019-30)

14-7-3: POSSESSION OF DRUG PARAPHERNALIA PROHIBITED:

A. Violation: No person shall knowingly possess any item of drug paraphernalia with the intent to use it for the purpose of unlawfully ingesting, inhaling, or otherwise introducing a controlled substance into the human body, or in preparing a controlled substance for that use within the corporate limits of the city of Carbondale. In determining intent for purposes of this section, the trier of fact may take into consideration the proximity of the controlled substances to the drug paraphernalia or the presence of a controlled substance on the drug paraphernalia.

B. Penalty: Any person who pleads guilty or is found guilty by a court of law shall be punished by a minimum fine of not less than two hundred fifty dollars ($250.00) and no more than seven hundred fifty dollars ($750.00).

C. Forfeiture: "Drug paraphernalia" as defined herein, seized by police officers pursuant to an arrest or issuance of a notice to appear for a violation of this section, shall be forfeited to the city upon a plea of guilty, a finding of guilt and/or a disposition of court supervision or probation by a court of law or upon the individual utilizing any administrative remedy allowed by the city without further order of the court. Any other items which may be seized

or forfeited pursuant to section 720 Illinois Compiled Statutes 600/5, may be forfeited in the same manner as described therein for a violation of this section.

D. Exemptions: This section does not apply to:

1. Items used in the preparation, compounding, packaging, labeling, or other use of a controlled substance as an incident to lawful sale, use, research, teaching, or chemical analysis and not for sale.

2. Items historically and customarily used in connection with the planting, propagating, cultivating, growing, harvesting, manufacturing, compounding, converting, producing, processing, preparing, testing, analyzing, packaging, repackaging, storing, containing, concealing, injecting, ingesting, or inhaling of tobacco or any other lawful substance unless such item has the presence of a controlled substance. Items exempt under this subsection include, but are not limited to, garden hoes, rakes, sickles, baggies, tobacco pipes, and cigarette rolling papers.

3. Items listed in the definition of "drug paraphernalia" in section 14-7-1 of this chapter if said items are used solely for decorative purposes, when such items have been rendered completely inoperable or incapable of being used for any illicit purposes prohibited by this chapter.

4. A person who is legally authorized to possess hypodermic syringes or needles under the hypodermic syringes and needles act, 720 Illinois Compiled Statutes 635/0.01 et seq. (Ord. 2004-15; Ord. 2019-30)

14-7-4: SALE OR DELIVERY OF DRUG PARAPHERNALIA PROHIBITED:

A. Violation: It shall be unlawful for any person to keep for sale, offer for sale, sell, or deliver for any commercial consideration any item of drug paraphernalia within the corporate limits of the city of Carbondale, Illinois.

B. Penalty: Any person who pleads guilty or is found guilty by a court of law shall be punished by a minimum fine of not less than two hundred fifty dollars ($250.00) and no more than seven hundred fifty dollars ($750.00) for each item of drug paraphernalia.

C. Forfeiture: "Drug paraphernalia" as defined herein, seized by police officers pursuant to an arrest or issuance of a notice to appear for a violation of this section, shall be forfeited to the city upon a plea of guilty, a finding of guilt and/or a disposition of court supervision or probation by a court of law or upon the individual utilizing any administrative remedy allowed by the city without further order of the court. Any other items which may be seized or forfeited pursuant to 720 Illinois Compiled Statutes 600/5, may be forfeited in the same manner as described therein for a violation of this section. (Ord. 2004-15)

14-7-5: NITROUS OXIDE:

A. Unlawful Sale Or Distribution Prohibited: It shall be unlawful for any person, firm, corporation, copartnership or association to possess any container or cartridge which contains nitrous oxide (N2O) for the purpose of selling, offering for sale, distributing or giving away N2O; except that the foregoing provision shall not apply to wholesalers,

jobbers, and manufacturers who use nitrous oxide (N2O) in the normal course of their business to manufacture other lawful items.

B. Unlawful Use: It shall be unlawful for any person to inhale, or otherwise introduce into his respiratory system, nitrous oxide except under the direct care and supervision of a licensed physician or dentist. (Ord. 2004-15)

14-7-6: POSSESSION OF METHYLENEDIOXYPYROVALERONE (MDPV):

A. Violation: No person shall possess, sell, or distribute a substance containing methylenedioxypyrovalerone, MDPV.

B. Penalty: Any person who pleads guilty or is found guilty by a court of law shall be punished by a minimum fine of not less than two hundred fifty dollars ($250.00) and no more than seven hundred fifty dollars ($750.00). (Ord. 2011-28)

14-7-7: SALE AND DELIVERY OF KRATOM AND DERIVATIVES:

A. Purpose. This section is enacted to protect, preserve and promote the health, safety and welfare of the citizens of the City of Carbondale by prohibiting the distribution or delivery of any substance containing kratom as hereinafter defined, it being the specific finding of the City of Carbondale that such substances have a dangerous effect upon anyone using said substances and have no practical medicinal or beneficial purposes.

B. Prohibitions. It shall be unlawful for any person, firm, business, or other entity to sell, offer to sell, give, distribute, or deliver Kratom or any derivative thereof within the corporate limits of the City of Carbondale.

C. Exceptions. This section shall not apply to any person or entity lawfully authorized by federal or state law to manufacture, prescribe, dispense, or conduct scientific research with Kratom or its derivatives, provided such activity is conducted in compliance with all applicable laws and regulations.

D. Penalties. Any person or entity found to be in violation of this Ordinance shall be subject to a fine not exceeding seven hundred fifty dollars ($750.00) for each offense. Each day that a violation continues shall constitute a separate and distinct offense.