NOTICE OF OPEN MEETING

Posted 5:00 p.m., February 18, 2025

Notice is hereby given that the Neosho City Council will meet in special session on Tuesday, February 25, 2025 at 7:00 p.m., in the Council Chambers at City Hall 203 East Main Street, Neosho, Missouri. (This meeting was postponed from February 18, 2025, *regular session*, to February 25, 2025 due to inclement weather conditions.)

AGENDA
SPECIAL SESSION, POSTPONED FROM FEBRUARY 18, 2025 DUE TO INCLEMENT WEATHER
NEOSHO CITY COUNCIL

The agenda of this meeting includes:

OPENING PRAYER & PLEDGE OF ALLEGIANCE

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

CONSENT AGENDA

1. February 4, 2025 Open Session Council Minutes
2. Bill No. 2025-06: Transfer of City Property to Omega Twin River Holdings LLC_Property located at the entrance to the Rocketdyne Property
3. Bill No. 2025-07: Contract with Tristate Family YMCA Youth Baseball/Softball
4. Bill No. 2025-08: Contract with Tristate Family YMCA Youth Soccer Program
5. Bill No. 2025-09: Annexation of 509 Cemetery Road
6. Bill No. 2025-10: Change Order to Agreement for Construction Services with Jeff Asbell Excavating and Trucking, Inc.
7. Bill No. 2025-11: Surplus Parks Department Tractor
8. Amendments to Liberty Utility Contract

VISITOR'S BUSINESS

1. Alfred Gullart - 323 Adams Street - Stephens Group (Fiber Company)
2. Amanda Kriesch - 1124 Skyline Drive - Water Bill

BIDS

1. City Branding
2. Public Works Mower

PUBLIC HEARINGS

1. **Public Hearing for Bill No. 2025-14 Request for Rezoning 1300 S Neosho Blvd from R-1, First Dwelling House District to C-3, Commercial Business District**

NEW BUSINESS

1. Bill No. 2025-12: Golf Course Board Amendments to Code Section 125.080 and 125.090
2. Bill No. 2025-13: Surplus Public Works Trailers and Mower
3. Bill No. 2025-14: Rezoning 1300 S Neosho Blvd from R-1, First Dwelling House District to C-3, Commercial Business District
4. Bill No. 2025-15: Contract with Creative Entourage for City Branding Services

APPOINTMENTS AND VACANCIES

1. **Board of Adjustments**

    1. Request for Reappointment for Bill Williams

2. **Neosho Housing Authority Board**
    Request for Reappointment for David Versluis

REPORT OF CITY OFFICERS

1. FD Year End Report
2. PD Year End Report
3. January Financial Reports

CLOSED SESSION

1. Section 610.021 (1) RSMo,...Legal actions, causes of action or litigation involving a public governmental body and any confidential or privileged communications between public governmental body or its representatives and its attorneys.
   Section 610.021 (2) RSMo…Leasing, purchase or sale of real estate by a public governmental body where public knowledge of the transaction might adversely affect the legal consideration, therefore.

ADJOURN

Representatives of the news media may obtain copies of this notice by contacting Cheyenne Wright, City Clerk, 203 E. Main, Neosho, Missouri (417-451-8050). Meeting agenda posted in the Water Department located at 203 East Main Street, Neosho, MO and outside the City Council Chambers entrance also located at 203 East Main Street, Neosho, MO.

MINUTES
NEOSHO CITY COUNCIL
February 4, 2025 - 7:00 PM
Neosho Council Chambers
203 E. Main St., Neosho, MO

OPENING PRAYER & PLEDGE OF ALLEGIANCE
Joe Davis opened with prayer and Mayor Pro Tem Robinson led the pledge of allegiance.

CALL TO ORDER
Mayor Pro Tem Robinson called the meeting to order at 7 p.m.

ROLL CALL
COUNCIL PRESENT:
Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman

COUNCIL ABSENT:
Charles Collinsworth, Richard Davidson were excused.

Councilman Workman made a motion to excuse Richard Davidson and Charles Collinsworth; Councilwoman Robinson seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

CITY OFFICERS PRESENT:
David Kennedy, City Manager; Derek Snyder, City Attorney; and Cheyenne Wright, City Clerk, minutes taken by clerk.

APPROVAL OF AGENDA
Councilwoman Humphrey made a motion to Approve the Agenda; Councilman Workman seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

CONSENT AGENDA
Councilwoman Robinson made a motion to Approve the Consent Agenda to include:
January 21, 2025 Open Session Minutes
Closed Minutes for TDD Discussion, Scott Maness and Jireh
Bill No. 2025-02
Bill No. 2025-03
Bill No. 2025-04

Bill No. 2025-02;
Councilman Workman seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed

VISITOR'S BUSINESS

Krista Moser - Vicious Dogs

Krista Moser spoke before the council regarding a vicious dog incident that happened to her son. Ms. Moser would like the vicious animal law to change.

CORRESPONDENCE

Thank you to Public Works for Snow Removal

City Clerk Wright read thank you notes from citizens that were sent after the snow storm.

BIDS

Golf Course Irrigation

City Manager Kennedy addressed the city council stating that the purpose of this item is to seek approval for the bid from Marion Company for the golf course irrigation phase 1 project. This was sent out for the labor portion of this project. Staff sent out multiple bids and received one bid back from Marion Company (CSG) in the amount of $92,295.00.

Brian Minnis, Maxim Golf, was present and explained the entire project for approval before the council. The irrigation system is antiquated and is in much need of an update. This is a large, costly project that will be done in two phases.

Toby Burkhart, Maxim Golf, explained the irrigation system and how old the system is that Neosho has at their course that requires the golf course to turn the sprinkler systems on by turning a key instead of them being automated to run on a timer. Putting green, driving range, and holes 1 through 9 will be done. The piping in the ground is still good condition and we have not had any leaks. This will be changing out the heads and hooking them to a computer system for automation. This will tell us how many gallons and flow we will have every day and will save on the labor of having someone turn the heads on and off.

Councilman Cobb made a motion to Approve the bid from Marion Company in the amount of $92,295.00; Councilwoman Humphrey seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None

Abstain: None
Passed.

Golf Course Irrigation Equipment Bid

City Manager addressed the city council stating that the city received a bid from SiteOne Landscape Supply for the equipment needed for this project. This company is a sole source provider for the current equipment that is at the golf course.

Councilwoman Humphrey made a motion to Approve the bid from SiteOne Landscape Supply for equipment purchase in the amount of $145,101.85; Councilman Workman seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

NEW BUSINESS

Bill No. 2025-06: Transfer of City Property to Omega Twin River Holdings LLC_Property located at the entrance to the Rocketdyne Property

AN ORDINANCE of the City of Neosho, Missouri, approving a Real Estate Purchase Contract with the Omega Twin River Holdings, LLC, a Missouri limited liability company, for the purpose of transferring real property to be declared surplus.

City Attorney Snyder read Bill No. 2025-06 in title only.

Councilwoman Humphrey motioned to Approve and Discuss Bill No. 2025-06; Councilwoman Thomas seconded.

City Manager Kennedy addressed the city council stating that the purpose of this item is to seek approval for relinquishing a parcel of property donated to the City of Neosho back to the property owner. The City obtained a parcel of property to display an airplane at the old Premier Turbine Property. This project was never completed, and the city no longer needs the property, the property will be transferred to the current owner, Omega Twin River Holdings, LLC.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Bill No. 2025-07: Contract with Tristate Family YMCA Youth Baseball/Softball

AN ORDINANCE of the City of Neosho, Missouri, authorizing a License Agreement by and between the City of Neosho and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of managing and operating a portion of the real property and improvements commonly known as

Morse Park for a youth baseball and softball leagues; and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

City Attorney Snyder read Bill No. 2025-07 in title only.

Councilwoman Thomas made a motion to Approve and Discuss Bill No. 2025-07; Councilwoman Humphrey seconded.

Parks and Recreation Director Balls addressed the city council stating that this agenda item is to seek council approval to have the Tri-State Family Young Men's Christian Association continue to oversee and manage the operations of the Neosho youth baseball/softball program. The Tri-State Family Young Men's Christian Association has had a contract with the City of Neosho managing our sports program for our youth, and the city wishes to continue this relationship and award another contract to manage the Neosho youth baseball/softball program.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Bill No. 2025-08: Contract with Tristate Family YMCA Youth Soccer Program

AN ORDINANCE of the City of Neosho, Missouri, authorizing a License Agreement by and between the City of Neosho and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of managing and operating a portion of the real property and improvements commonly known as Morse Park for a youth soccer program; and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

City Attorney Snyder read Bill No. 2025-08 in title only.

Councilwoman Thomas made a motion to Approve and Discuss Bill No. 2025-08; Councilwoman Humphrey seconded.

Parks and Recreation Director Balls addressed the city council stating that the this agenda item is to seek council approval for renewal of the contract with the Tri-State Family Young Men's Christian Association to oversee and manage the city of Neosho's Youth Soccer program. The Tri-State Family Young Men's Christian Association, YMCA of Neosho have been in contract with the city of Neosho managing the youth Soccer program, the city wishes to continue this relationship for our community.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Bill No. 2025-09: Annexation of 509 Cemetery Road

AN ORDINANCE of the City of Neosho approving the voluntary annexation of a certain tract of land, as petitioned by Bradley S. Tracy and Stacy Tracy, husband and wife, owner of real property located at 509 Cemetery Road to be annexed to the City of Neosho, Missouri, and for the extension of the city limits of the City of Neosho, embracing and including unincorporated real property located in Newton County, Missouri, hereinafter described.

City Attorney Snyder read Bill No. 2025-09 in title only.

Councilman Cobb made a motion to Approve and Discuss Bill No. 2025-09; Councilman Workman seconded.

Development Services Director Leavens addressed the city council stating that the purpose of this agenda item is to seek council approval to annex the property located near 509 Cemetery Road into the city limits of Neosho with a zoning of R-1, First Dwelling House District. The council authorized this location to connect to city water prior to the completion of the annexation process. The property has been posted and advertised as required and a public hearing was conducted before the Planning and Zoning Committee. No public comments were made at this hearing. The request was considered by the committee and unanimously recommended for acceptance to the City Council. A public hearing was conducted by the City Council at the January 21, 2025 meeting. No public comment was made. By default, property is annexed into the city as R-1, First Dwelling House District which is appropriate for this request.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Bill No. 2025-10: Change Order to Agreement for Construction Services with Jeff Asbell Excavating and Trucking, Inc.

AN ORDINANCE of the City of Neosho authorizing Change Order No. 1 to an Agreement for Construction Services with Jeff Asbell Excavating & Trucking, Inc., a Missouri Corporation for cost underrun in the amount of Twenty-Five Thousand Three Hundred Twenty-Six and 46/100 Dollars ($25,326.46) and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

City Attorney Snyder read Bill No. 2025-10 in title only.

Councilwoman Thomas made a motion to Approve and Discuss Bill No. 2025-10; Councilman Cobb seconded.
City Manager Kennedy addressed the city council stating that the purpose of this item is to seek approval for the Mayor to sign construction services agreement change order number one for the Lower School Branch (ARPA) Stormwater project. This change order reduces the cost of the project $25,326.46 by authorizing changes in the design of the project. The Lower School Branch Stormwater project is part of the ARPA grant. The scope of this project has changed and has resulted in some cost savings. This change order reflects these changes.

Roll call vote:

Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Bill No. 2025-11: Surplus Parks Department Tractor
An Ordinance of the City of Neosho, Missouri declaring certain personal property as surplus; and authorizing the City Manager to execute the appropriate documents.

City Attorney Snyder read Bill No. 2025-11 in title only.

Councilman Cobb made a motion to Approve and Discuss Bill No. 2025-11; Councilman Workman seconded.

Parks and Recreation Director, Kenny Balls addressed the council stating that this tractor is in need of surplus for the Parks Department. This tractor is too small for our existing equipment, and we will seek a larger tractor for our use at a later time. Staff will post this for sale as a sealed bid and bring the results back for final approval.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Resolution Bill No. 2025-03: Contract with Marion Company LLC for Golf Course Irrigation Project
A RESOLUTION of the City of Neosho, Missouri, approving an agreement with Marion Company, LLC, a Missouri Limited Liability Company, for the purpose of providing construction services for the construction of Phase One of irrigation system improvements for the not to exceed price of Ninety-Two Thousand Two Hundred Ninety-Five & 00/100 Dollars ($92,295.00) and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

City Attorney Snyder read Resolution Bill No. 2025-03 in title only.

Councilwoman Humphrey made a motion to Approve and Discuss Resolution Bill No. 2025-03; Councilwoman Thomas seconded.

City Manager Kennedy addressed the city council stating that the purpose of this item is to seek approval for the contract with Marion Company, LLC. to install the new irrigation system at the golf course. The city received one bid from Marion Company, LLC in the amount of $ 92,295.00. The city and Maxim recommend approval of the bid as submitted.
Statement from Maxim:
The Neosho golf course will be undergoing a two-year irrigation renovation starting this spring. Currently we have two different styles of irrigation heads out in the field, Rain Bird and Hunter. Over the last couple of years, we have slowly started to change everything over to Hunter golf heads. These heads have been proven to work well with our system and are less expensive than
the Toro and Rainbird irrigation heads. This project will entail the replacement of every head from tee to

green and the running of two wire from each head to the shop so the irrigation system will be able to run off a new computer that will be installed in the shop, this will allow us to operate the system more efficiently and will allow us to not waste water. The computer will shrink our watering window which will allow all heads to run at night and not have to be running through the morning which interferes with golf play. Any heads that are currently in the ground that have been replaced in the last couple of years those heads would become stock for us to have to fix any issues we would have down the road. We will plan to do holes 11-18, driving range tee and putting green plus hole 1. Hole 1 will be done instead of 10 this year due to the fact that it has more problems than hole 10. The budget for this project is $ 300,000.00, with both the materials and labor bid the total for the irrigation replacement is $ 237,396.85.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Approval to Apply for MoDOT Hazardous Moving and Driving While Intoxicated Grants

Police Chief Baird addressed the city council stating that this is a yearly grant that we apply for. This will allow the police department to apply for the MoDot hazardous moving and driving while intoxicated grants.

Mayor Pro Tem Robinson made a motion to Approve applying for the MoDOT HMV and DWI Grants; Councilman Workman seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Purchase of Two Police Sedans

Police Chief Baird addressed the City Council regarding the purchase of two police sedans from John Jones Automotive Group Salem Indiana. We located two new 2023 Dodge Charger police vehicles on a lot for immediate sale at John Jones Automotive Group in Salem, Indiana. The total for the vehicles is $79,057. This purchase would come in under budget ($80,000).

Mayor Pro Tem Robinson made a motion to Approve the purchase of two police sedans; Councilman Workman seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

Renewal of the T-37 Jet Static Display

Development Services Director Leavens addressed the city council stating that the purpose of this agenda item is to seek council approval for the Mayor to sign the documents to renewal the agreement for the T-37 Air Force Trainer Jet on display at the Neosho Hugh Robinson Airport. The T-37 is mounted on pole on permanent display at the entrance of the Neosho Hugh Robinson Airport. If authorized this agreement will extend the display until March 31 2029.

Councilwoman Thomas made a motion to Approve the renewal of the T-37 Jet Static Display; Councilman Cobb seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

APPOINTMENTS AND VACANCIES

1. **Board of Adjustments**
   Request for Reappointment - Bret Smith

Councilman Workman made a motion to Approve the appointment of Bret Smith to the Board of Adjustments Commission; Councilman Cobb seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman
No: None
Abstain: None
Passed.

REPORT OF CITY OFFICERS

City Manager addressed the council about the meters that the city purchased to reduce the zones and informed them that these have been installed. Within the next month we will be able to start gathering data from those meters.

CLOSED SESSION

There was no closed session.

ADJOURN

There being no further business to come before the city council, Mayor Pro Tem Robinson asked for a motion to adjourn.

Councilman Cobb made a motion to Adjourn; Councilwoman Humphrey seconded.

Roll call vote:
Yes: Carl Cobb, Julie Humphrey, Ashton Robinson, Angela Thomas, Tom Workman

No: None
Abstain: None
Passed.

Mayor Pro Tem Robinson adjourned the February 4, 2025 Council Meeting at 7:39 p.m.

APPROVED

NEOSHO CITY COUNCIL

_____

Mayor

ATTEST

_____

City Clerk

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025
ITEM: Bill No. 2025-06: Transfer of City Property to Omega Twin River Holdings LLC_Property located at the entrance to the Rocketdyne Property
ORIGINATING DEPARTMENT: City Manager
ATTACHMENT:

1. **Bill No. 2025-06 Omega Twin River Holdings - surplus property**
2. **Real Estate Purchase Contract and Quit Claim Deed_Omega Twin Rivers Holdings LLC**

PURPOSE:
Relinquish a parcel of property donated to the City of Neosho back to the property owner.

BACKGROUND:
The City obtained a parcel of property to display an airplane at the old Premier Turbine Property. This project was never completed, and the property is no longer needed by the city, the property will be transferred to the current owner, Omega Twin River Holdings, LLC.

RECOMMENDATION:
To accept the deed as presented and authorize the Mayor to execute it.

AN ORDINANCE of the City of Neosho, Missouri, approving a Real Estate Purchase Contract with the Omega Twin River Holdings, LLC, a Missouri limited liability company, for the purpose to transfer real property to be declared surplus.

WHEREAS, a Quit-Claim Deed dated September 5, 2003, being recorded in Book 352, Page 11309, conveyed a certain tract of real property with Premier Turbines as Grantor and the City of Neosho as Grantee; and

WHEREAS, the City Council has determined said certain tract of real property surplus and that said property should revert back to the successor in interest of adjoining real property, that successor being Omega Twin River Holdings, LLC.

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Neosho, Missouri, as follows:

Section 1: The City of Neosho, Missouri, hereby approves the Real Estate Purchase Contract by and between the City of Neosho and Omega Twin River Holdings, LLC, to transfer and convey the surplus real property as described in said Contract, a true and accurate copy of said Contract being attached hereto and incorporated as Exhibit "A," be and the same is hereby approved.

Section 2. That the Mayor shall be authorized and directed to execute said Contract by and on behalf of the City of Neosho and authorized and directed to close the purchase of property and transfer of surplus property described therein, in accordance with said Contract, and to execute all necessary documents to effectuate the same.

Section 3: This Ordinance shall be in full force upon November ____, 2025, and all other resolutions in conflict herewith are repealed.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this ___ day of January, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____

Derek A. Snyder, City Attorney

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REAL ESTATE PURCHASE CONTRACT

This Real Estate Purchase Contract ("this Agreement") is entered into this _____ day of _____ 2025 ("the Effective Date"), by and between **City of Neosho, Missouri, a Missouri Municipal Corporation** ("Seller"), and the **Omega Twin River Holdings, LLC, a Missouri limited liability company** ("Buyer"), and with Seller and Buyer being referred to collectively as "Each Party" or "the Parties" from time to time.

R E C I T A L S :

A. Buyer desires to purchase from Seller the following:

(i) that certain real property located in Newton County, Missouri, more particularly described in paragraph 1 ("the Land");

(ii) all existing improvements located thereon, including all permanently attached equipment and fixtures ("the Improvements"); and

(iii) all rights, privileges, and easements appurtenant thereto ("the Benefits").

The Land, Improvements, and Benefits are hereinafter collectively called "the Property".

B. Seller is willing to sell and convey the Property to Buyer on the terms and conditions hereinafter set forth.

A G R E E M E N T S :

In consideration of the covenants contained herein and for other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Buyer and Seller agree as follows:

1. PROPERTY.

For and in consideration of the mutual obligations of the parties hereto, Seller agrees to sell, and Buyer agrees to buy, upon the terms and conditions hereinafter set out, the real estate described as follows:

A part of Section 3, Township 24 North, Range 32 West, Newton County, Missouri, described as commencing at an iron pin at the intersection of the centerlines of Doniphan Drive and Williams Avenue said point lying 839.77 feet West and 4505.47 feet North of the Southeast corner of section 10, Township 24 North, Range 32 West, Newton County, Missouri; thence N30°59'35"E, 1680.99 feet with the centerline of Doniphan drive; thence S59°12'03:E, 50.00 feet to the East right of way line of Doniphan Drive and point of beginning; thence N30°59'35"E, 100.00 feet with said right of way; thence S59°12;03:E, 100.00 feet; thence S30°59'35"W, 100.00 feet; thence N59°12'03"W, 100.00 feet to the point of beginning, containing 0.23 acres, more or less. Subject to any easements or rights of way of record.

2. PURCHASE PRICE. The total purchase price for the Property ("the Purchase Price") shall be the sum of **ONE NO/100 DOLLAR ($1.00)**, payable as follows:

2.1 Earnest Money Deposit. Intentionally omitted.

2.2 Cash at Closing. On the Closing Date, Buyer shall pay to Seller the balance of the purchase price in cash or other immediately available funds.

3. CLOSING. Title shall be conveyed by Quit-Claim Deed executed by the Seller upon the execution of the Contract and payment of the purchase price.

4. CLOSING REQUIREMENTS. Closing shall occur after approval of title commitment, as described hereinabove.

4.1 At closing, Buyer shall do the following:

4.1.1 Tender payment of the Purchase Price.

4.1.2. Execute and provide at closing, all documents reasonably required by the Seller for closing.

4.2 At closing, Seller shall do the following:

4.2.1. Duly execute, acknowledge, and deliver to Buyer, a Quit-Claim Deed conveying the Property to Buyer, free and clear of all liens, claims, pledges, and encumbrances.

4.2.2. Execute and provide at closing, all documents reasonably required by Buyer for closing.

5. REPRESENTATIONS/WARRANTIES.

5.1 Buyer covenants and represents to Seller, which covenants shall be true and accurate at the time of closing, as follows:

5.1.1 Buyer is a Missouri limited liability company, and is possessed and vested with full power and authority to enter into and consummate this Contract and to perform Buyer's obligations hereunder.

5.1.2. This Contract is a valid and binding agreement, enforceable in accordance with its terms.

5.2 Seller covenants, represents, and warrants to Buyer, as follows:

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5.2.1 Seller is a Missouri Municipal Corporation, and is possessed and vested with full power and authority to enter into and consummate, this Contract and to perform Seller's obligations hereunder.

5.2.2. This Contract is a valid and binding agreement, enforceable in accordance with its terms.

5.2.3. Seller owns fee simple title to the Property and has full right and lawful authority to enter into and perform Seller's obligations under this Contract.

5.2.4 There are no rights or claims of parties in possession not shown by the public records.

5.2.5 There are no easements, or claims of easements, not shown by the public records.

5.2.6 There are no encroachments, overlaps, boundary line disputes, or other matters which would be disclosed by an accurate survey or inspection of the Property.

5.2.7 There is no lien, or right to a lien, for services, labor, or material heretofore or hereafter furnished, imposed by law and not shown by the public records.

5.2.8 There are no taxes or special assessments which are not shown as existing liens by the public records.

6. DISCLOSURES.

6.1 Statutory Disclosures.

6.1.1 Methamphetamine (Sec. 442.606, RSMo.). Seller affirmatively represents to Buyer that Seller has no knowledge of the Property being used as a site for methamphetamine production or as the place of residence of a person convicted of a crime involving methamphetamine or a derivative controlled substance related thereto.

6.1.2 Lead-Based Paint. Seller affirmatively represents to Buyer that the Property does not include a residential dwelling built prior to 1978.

6.1.3 Waste Disposal Site or Demolition Landfill (Sec. 260.213, RSMo.). Seller affirmatively represents to Buyer that Seller has no knowledge of the Property being used as a solid waste disposal site or demolition landfill.

6.1.4 Radioactive or Hazardous Materials (Sec. 442.055, RSMo.). Seller

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affirmatively represents to Buyer that Seller has never received a report stating affirmatively that the Property has ever been contaminated with radioactive material or other hazardous material.

7. CONVEYANCE FORM. Seller shall convey said tract of real estate to Buyer by Quit-Claim Deed.

8. PERMITTED EXCEPTIONS. The Property shall be conveyed subject to the following permitted exceptions ("the Permitted Exceptions"):

8.1 Right-of-way and easements, public or private, of record;

8.2 Zoning ordinances in effect at the date of the signing of this contract; and

8.3 General taxes, state, county, and city, for the year of closing and subsequent years; and such other restrictions and easements of record as will not materially impair the use of improvements on the real estate. Taxes for the year in which this contract is closed shall be the responsibility of the Buyer.

9. INSPECTIONS.

9.1 Right of Entry. Seller acknowledges and agrees that prior to the Closing Date, with reasonable notice to Seller, Seller hereby authorizes Buyer, its assigns, successors in interest, agents, representatives, and consultants, sub-contractors, and prospective tenants, and their agents, representatives, and consultants, and sub-contractors, to enter the Property in order to investigate and inspect the Property and to perform any such tests they deem appropriate.

9.2 Improvements.

9.2.1 Seller agrees that all improvements now on the above-described real estate parcels shall be delivered to Buyer at the time of closing in as good condition as they are now in at the time of this contract, ordinary wear and tear excepted; provided, however, if prior to the closing, any of the principal improvements be materially damaged, Seller shall forthwith give Buyer written notice thereof; and Buyer, at its election, may void this contract by giving written notice thereof to Seller within five (5) days of receipt of the notice, or prior to the closing, whichever time first occurs, in which case this contract shall be null and void.

9.2.2 Objections. Buyer shall furnish a complete copy of all written inspection reports to Seller with a written list of all unacceptable conditions ("the Inspection Notice"), within 60 days after the Effective Date ("the Inspection Period"). If Seller has not received an Inspection Notice by the end of the Inspection Period, Buyer shall be deemed to be satisfied with the results of any such inspections; however, this will not relieve Seller of any liability pursuant to the representations and warranties made in paragraphs 5 and 6 herein. If a timely Inspection Notice is given, it shall state whether: (1) Buyer is satisfied with all the inspections; (2) Buyer intends that any unacceptable conditions are to be satisfied by Seller (prior

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to Closing, unless otherwise specified); or (3) Buyer is terminating the Contract, with the Earnest Money to be returned to Buyer. If this Contract is not terminated as provided above, Seller shall have 14 days after Seller's receipt of the Inspection Notice ("the Initial Response Period") in which to respond in writing to Buyer's Inspection Notice. If Seller fails to timely respond to Buyer's Inspection Notice, then Seller shall be deemed to have refused to agree to correct any alleged defects, or to provide a monetary adjustment at Closing. The parties shall have an additional 7 days after Buyer's receipt of Seller's response to Buyer's Inspection Notice to reach an agreement in writing as to who will complete and pay for the correction of the defects, or as to a monetary adjustment at Closing in lieu of correction of the defects, or the Contract is to be deemed to be automatically terminated.

10. CLOSING COSTS. Seller shall pay recording Costs.

11. POSSESSION. Seller shall deliver possession to Buyer at Closing.

12. TIME. Time is of the essence of this Contract and each and every obligation of Seller under this Contract.

13. REALTOR OR BROKER. Neither party has used a realtor or broker and no fee of any kind is owed.

14. AMENDMENTS. The covenants and obligations herein contained are the full and complete terms of this Agreement, and no alteration, amendments, or changes to such terms shall be binding unless first reduced to writing and executed with the same formality as this Agreement.

15. ASSIGNMENT. This Agreement, including payment hereunder, shall not be sub-let, assigned, or otherwise disposed of, except with the prior written consent of both parties.

16. BINDING EFFECT. This Agreement shall be binding upon the parties hereto, their heirs, executors, administrators, legal representatives, successors, and assigns, and shall be binding in the event of the death or legal disability of the parties.

17. CHOICE OF LAW AND VENUE. This Agreement has been made, and its validity, performance and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Newton County, Missouri.

18. CONSEQUENTIAL DAMAGES. In no event shall either party be liable to the other party for special, indirect, or consequential damages.

19. COUNTERPARTS. This Agreement may be signed in counterparts, each of which shall be deemed an original, but all of which shall constitute one and the same instrument. Facsimile signatures shall be given the same force and effect as original signatures.

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20. HEADINGS. The headings of paragraphs in this Agreement are for convenience only. The headings form no part of this Agreement and shall not affect its interpretation

21. HOLD HARMLESS AND INDEMNIFICATION.

21.1 General Indemnity. Each party hereby agrees to hold the other party harmless against and indemnify them from any and all loss, suits, causes of action, proceedings, costs, damages, liabilities, and expenses, arising from any dispute between the parties related to this Agreement, except to the extent arising from or caused by the sole or gross negligence or willful misconduct of the other party, its agents or employees. This provision shall survive termination or expiration of this Agreement.

21.2 Seller Indemnity for Post-Closing Possession. For the period between the Closing Date and Seller's delivery of possession to Buyer, to the fullest extent permitted by law, Seller agrees to indemnify and hold harmless Buyer, its Council, officers, agents, employees, and contractors, from and against any and all liabilities, damages, losses, claims, or suits, including costs and attorneys' fees, for or on account of any kind of injury to person, bodily or otherwise, or death, or damage to or destruction of property, or any other circumstances, sustained by Buyer or others, arising from or related to the Property. Seller shall not be liable for any loss or damage attributable solely to the negligence of Buyer.

22. INSURANCE. For the period between the Closing Date and Seller's delivery of possession to Buyer, Seller shall secure and maintain at its own cost and expense, throughout the duration of this Agreement, insurance of such types, including but not limited to Commercial General Liability Insurance, and in such amounts as may be necessary to protect it against all hazards or risks of loss as hereunder specified or which may arise out of the performance of this Agreement, with limits of liability not less than the sovereign immunity limits for Missouri public entities calculated by the Missouri Department of Insurance as of January 1 each calendar year and published annually in the Missouri Register pursuant to Section 537.610, RSMo. (See, http://insurance.mo.gov/industry/sovimmunity.php). The foregoing shall not be construed as a waiver of sovereign immunity.

23. REPRESENTATIONS. The signatories hereto represent and warrant that they have read this Agreement, that they are fully authorized in the capacities shown, that they understand the terms of this Agreement, and that they are executing the same voluntarily and solely for the consideration described herein.

24. SEVERABILITY. If any of the provisions of this Agreement shall be construed to be invalid or illegal, the legality or validity of the other provisions of this Agreement shall not be effected thereby. Any illegal or invalid provision of this Agreement shall be severable and any other provisions shall remain in full force and effect.

25. NO THIRD-PARTY BENEFICIARIES. This Agreement shall not confer any rights or remedies upon any person other than the parties and their respective successors and permitted assigns.

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26. WAIVER. Waiver of any provision of this Agreement or breach of this Agreement shall not thereafter be deemed to be a consent by the waiving party to any further waiver, modification or breach by the other party, whether new or continuing, of the same or any other covenant, condition or provision of this Agreement. Failure by one of the parties to this Agreement to assert its rights for any breach of this Agreement shall not be deemed a waiver of such rights.

IN WITNESS WHEREOF, the parties have hereunto set their hands to this Contract, the day and year first above written.

SELLER
City of Neosho, Missouri
a Missouri Municipal Corporation

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

BUYER
Omega Twin River Holdings, LLC
a Missouri Limited Liability Company

Signed by:
David Papen
A292E8CD49D9468...
David Papen, Member

1/30/2025

QUIT-CLAIM DEED

THIS INDENTURE, Made on the _____ day of _____, 2025, by and between **City of Neosho, a Missouri municipal corporation**, of the State of Missouri, Party of the First Part, **"Grantor",** and **Omega Twin River Holdings, LLC, a Missouri limited liability company,** Party of the Second Part, **"Grantees"**. (Mailing address of said Grantee is 318 E. Spring St. Neosho, Missouri, 64850).

WHEREAS, a Quit-Claim Deed dated September 5, 2003, being recorded in Book 352, Page 11309, conveyed a certain tract of real property with Premier Turbines as Grantor and the City of Neosho as Grantee; and

WHEREAS, pursuant to Ordinance NO. _____, the City Council did determine a certain tract of real property surplus and that said property should revert back to the successor in interest of adjoining real property, that successor being Omega Twin River Holdings, LLC.

WITNESSETH, that the said Party of the First Part, in consideration of the sum of ONE DOLLAR AND OTHER VALUABLE CONSIDERATION ($1.00) to it paid by the said Parties of the Second Part (the receipt of which is hereby acknowledged) do by these presents REMISE, RELEASE and FOREVER QUIT CLAIM unto the said Parties of the Second Part, the following described lots, tracts or parcels of land, lying, being and situate in the County of Newton, and State of Missouri, to wit:

A part of Section 3, Township 24 North, Range 32 West, Newton County, Missouri, described as commencing at an iron pin at the intersection of the centerlines of Doniphan Drive and Williams Avenue said point lying 839.77 feet West and 4505.47 feet North of the Southeast corner of section 10, Township 24 North, Range 32 West, Newton County, Missouri; thence N30°59'35"E, 1680.99 feet with the centerline of Doniphan drive; thence S59°12'03:E, 50.00 feet to the East right of way line of Doniphan Drive and point of beginning; thence N30°59'35"E, 100.00 feet with said right of way; thence S59°12;03:E, 100.00 feet; thence S30°59'35"W, 100.00 feet; thence N59°12'03"W, 100.00 feet to the point of beginning, containing 0.23 acres, more or less. Subject to any easements or rights of way of record.

TO HAVE AND TO HOLD THE SAME, with all the rights, immunities, privileges and appurtenances thereto belonging, unto the said Parties of the Second Part and unto their heirs and assigns forever; so that neither the said Party of the First Part nor its successors nor any other person or persons, for it or in its' name or behalf, shall or will hereinafter claim or demand any right or title to the aforesaid premises or any part thereof, but they and each of them shall, by these presents, be excluded and forever barred.

IN WITNESS WHEREOF, the said Party of the First Part has hereunto set its' hand and seal the day and year above written.

City of Neosho

_____

By: Richard Davidson, Mayor

STATE OF MISSOURI)
) ss.
COUNTY OF NNEWTON)

On this _____ day of _____, 2025, before me, a Notary Public, personally appeared Richard Davidson, to me known to be the person described in and who executed the foregoing instrument, and acknowledged that he executed the same as his free act and deed as Mayor and under authority of the governing body of the City of Neosho.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal the day and year last above written.

_____

Notary Public

My commission expires:

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025
ITEM: Bill No. 2025-07: Contract with Tristate Family YMCA Youth Baseball/Softball

ORIGINATING DEPARTMENT: Parks and Recreation Department
ATTACHMENT:

1. **Bill No. 2025-07 Authorizing license agreement with Tri-State Family YMCA RE Morse Park youth soccer baseball softball**
2. **CON - YMCA License agreement RE morse park baseball fields-Revised-no tractor use concessions for storage**

PURPOSE:
Seek councils' approval to have the Tri-State Family Young Men's Christian Association continue to oversee and manage the operations of the Neosho youth baseball/softball program.

BACKGROUND:
The Tri-State Family Young Men's Christian Association have been in contract with the city of Neosho managing our sports program for our youth, the city wishes to continue this relationship and award another contract to manage the Neosho youth baseball/softball program.

RECOMMENDATION:
Staff recommends renewal of the contract with the Tri-State Family Young Men's Christian Association and authorize the Mayor to execute it.

AN ORDINANCE of the City of Neosho, Missouri, authorizing a License Agreement by and between the City of Neosho and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of managing and operating a portion of the real property and improvements commonly known as Morse Park for a youth baseball and softball leagues; and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That the Agreement by and between the City of Neosho, Missouri, and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of using a portion of the real property and improvements commonly known as Morse Park for youth baseball and softball leagues, a true and accurate copy of said Agreement being attached hereto and incorporated as Exhibit "A," be and the same is hereby approved.

Section 2. That the Mayor of the City of Neosho, Missouri, is hereby authorized and directed to execute said Agreement by and on behalf of the City of Neosho.

Section 3. That this Ordinance shall be in full force and effect from and after its passage.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this _____ day of _____, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

LICENSE AGREEMENT

THIS LICENSE AGREEMENT ("this Agreement") is made and entered into this _____ day of February, 2025 ("the Effective Date"), by and between the City of Neosho, Missouri ("City"), and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation ("Licensee"), and with City and Licensee being referred to collectively as "the Parties."

W I T N E S S E T H:

WHEREAS, City is the owner of real property and improvements, commonly known as Morse Park, Neosho, Missouri, hereinafter referred to as "the Park"; and

WHEREAS, Licensee desires to access and use the baseball fields, softball fields, concession stands, and restrooms at the Park, hereinafter referred to as "the Baseball Fields," for the purpose of operating youth baseball and softball leagues; and

WHEREAS, City agrees to allow Licensee to access and use the Baseball Fields at the Park for the purpose of operating youth baseball and softball leagues pursuant to the terms and conditions of this Agreement.

NOW, THEREFORE, in exchange for valuable consideration each received from the other, the receipt and sufficiency of which is hereby acknowledged, the Parties do hereby agree as follows:

1. Term. The original term of this Agreement shall commence on the effective date, for a term of three (3) years, unless terminated as provided herein. At the end of the term, this Agreement shall be automatically renewed for a successive term of one (1) year, unless written notice is served by the City or Licensee at least thirty (30) days prior to the expiration of the term, with no more than two (2) total successive terms permitted.

2. License. City grants to Licensee a non-exclusive license to access and use the Baseball Fields at the Park for the purpose of operating youth baseball and softball leagues.

3. License Fee. Intentionally omitted.

4. Independent Licensee. This Agreement does not create an employer-employee relationship between the parties. Licensee is an independent Licensee and is not entitled to any benefits including health, dental, vision, disability, life, and unemployment insurance, worker's compensation coverage, and LAGERS. Licensee is an independent Licensee and not an employee for all purposes including the application of the Fair Labor Standards Act Minimum Wage and Overtime Payments, Federal Insurance Contribution Act, Social Security Act, Federal Unemployment Tax Act, and the provisions of the Internal Revenue Code, Missouri Revenue and Taxation Laws, and Missouri's Worker Compensation Laws and Unemployment Insurance Laws.

5. City's Responsibilities. During any league season, City agrees to:

a. Provide access to and use of the Baseball Fields, i.e. the baseball fields, softball fields, concession stands, and restrooms at the Park; and Licensee may use the concession stands for storage of materials and equipment. However, the Licensee agrees to release and hold the City harmless in any event that any materials and equipment belonging to Licensee but stored at the concession stands would be damaged or stolen. Furthermore, Licensee agrees that in the event any materials would become damaged or stolen, Licensee agrees that the provisions under paragraph 20. Hold Harmless and Indemnification, shall control and bind Licensee.

b. Provide water and electricity to the Baseball Fields.

c. At City's discretion, mow the Baseball Fields.

d. Provide Licensee with use of a dry line marker and chalk.

e. Subject to City's approval and sole discretion, allow Licensee to advertise and obtain sponsorships for any youth baseball and softball leagues, including but not limited to displaying sponsorship signs on the baseball field and softball field fencing.

6. Licensee's Responsibilities. Licensee agrees to:

a. Operate youth baseball and softball leagues.

b. Maintain and prepare the baseball and softball fields for use, including but not limited to, watering the fields, dragging the fields, chalking the fields, and installing/removing bases, mounds, etc.

c. Operate and maintain the concession stands, including any fixtures and appliances therein. The concession stands shall be cleaned after each use.

d. Clean the restrooms daily when the Baseball Fields are in use and provide the restrooms with at least one case of toilet paper and one case of paper towels per week.

e. Maintain and return all equipment in the condition received, excepting normal wear and tear.

f. Collect all trash and empty trash cans as needed. Full trash bags are to be placed as directed by the Parks Director.

g. Licensee acknowledges and agrees that it has an affirmative duty to inspect the Baseball Fields and any other City real or personal property used by Licensee. If Licensee becomes aware of any dangerous condition pertaining to said property, it shall immediately cease use of any such property and immediately notify City.

7. Costs and Payment. It is agreed by the Parties that Licensee will be compensated for the foregoing Scope of Services by being granted the exclusive right to assess fees to

participants of the youth baseball and softball leagues. This Agreement shall not create any financial obligation on the part of City. In no event will City be liable for overtime pay. Licensee will provide all labor, materials, and equipment, subject to City's Responsibilities in Section 5.

8. Micronesian Softball Tournament. Licensee acknowledges and agrees that the Micronesian community hosts an annual softball tournament during the first week of July and this Agreement will be subordinate to said tournament.

9. Fixtures and Alterations. City and Licensee agree that the property is licensed in an "AS IS" condition. Licensee shall not make or cause to be made any alterations, additions, or improvements, or install or cause to be installed any trade fixtures, floor covering, interior or exterior lighting, plumbing fixtures, shade or awnings, paving or landscaping, or make any changes to the property without first obtaining City's consent in writing. If this Agreement is terminated, any improvements made by Licensee will become the property of City, with no compensation of any kind owed to Licensee.

10. Damage or Destruction of the Property. In the event that the property is destroyed or damaged so as to be unfit for use by fire, storm, explosion, earthquake or other casualty, so as not to be capable of being economically rebuilt or restored, as determined at City's sole discretion, then this Agreement shall be automatically terminated.

11. Amendments. The covenants and obligations herein contained are the full and complete terms of this Agreement, and no alteration, amendments, or changes to such terms shall be binding unless first reduced to writing and executed with the same formality as this Agreement.

12. Assignment. This Agreement, including payment hereunder, shall not be sub-let, assigned, or otherwise disposed of, except with the prior written consent of City.

13. Attorney's Fees and Expenses. If City files suit in order to enforce any term of this Agreement and is the prevailing party, Licensee shall be liable for City's reasonable attorney's fees and expenses. In no event shall City be liable for Licensee's reasonable attorney's fees and expenses.

14. Choice of Law and Venue. This Agreement has been made, and its validity, performance and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Newton County, Missouri.

15. Compliance with laws. Licensee shall observe and comply with all Federal, State, and local laws and ordinances that affect those employed or engaged by it on the project, or the material or equipment used, or the conduct of the work, and shall procure all necessary licenses, permits, and insurance.

16. Consequential Damages. In no event shall City be liable to Licensee for special, indirect, or consequential damages.

17. Entire Agreement. This Agreement (including any Exhibits) contains the entire understanding of the Parties with respect to the subject matter hereof. It may not be altered or amended except by an agreement in writing signed by both parties.

18. Ethics. Licensee warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Licensee, to solicit or secure this Agreement, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for Licensee, any fee, commission, gift, or contingent fee.

19. Headings. The headings of paragraphs in this Agreement are for convenience only. The headings form no part of this Agreement and shall not affect its interpretation.

20. Hold Harmless and Indemnification. To the fullest extent permitted by law, Licensee agrees to defend with counsel selected by City, and indemnify and hold harmless City, its Council, officers, representatives, agents, and employees from and against any and all liabilities, damages, losses, claims, or suits, including costs and attorneys' fees, for or on account of any kind of injury to person, bodily or otherwise, or death, or damage to or destruction of property, or any other circumstances, sustained by City or others, related to this Agreement. Licensee shall not be liable for any loss or damage attributable solely to the negligence of City. To the extent required by law to enforce this provision, Licensee agrees that this indemnification requires Licensee to obtain insurance in amounts specified herein.

21. Insurance. Licensee shall during the entire term of this Agreement during the term of said license, keep in full force and effect policies of liability and property damage insurance with respect to the Property, including any businesses operating thereon, as may be necessary to protect it and the interests of City against all hazards or risks of loss as hereunder specified or which may arise out of the performance of this Agreement.. The policy shall name City as an additional insured, with limits of liability not less than the sovereign immunity limits for Missouri public entities calculated by the Missouri Department of Insurance as of January 1 each calendar year and published annually in the Missouri Register pursuant to Section 537.610, RSMo. (See, http://insurance.mo.gov/industry/sovimmunity.php). The insurance shall be in an insurance company acceptable to City and a copy of the policy or a Certificate of Insurance shall be delivered to City upon execution of this Agreement and annually upon the anniversary of this effective date. If Licensee fails to obtain and maintain said insurance policies, City is entitled to purchase said policies and Licensee shall be liable for reimbursing City for payment of said policies, or at the City's option, the City may terminate this Agreement immediately, without delay.

22. Notices. All notices required or permitted hereinunder and required to be in writing may be given by first class mail addressed to City and Licensee at the addresses as follows:

City of Neosho, Missouri
ATTN: City Manager
203 E. Main St.
Neosho, MO 64850

Tri-State Family Young Men's Christian Association
Attn: CEO
4701 Chouteau St.
Neosho, MO 64850

The date of delivery of any notice given by mail shall be the date falling on the second full day after the day of its mailing.

23. Representations. The signatories hereto represent and warrant that they have read this Agreement, that they are fully authorized in the capacities shown, that they understand the terms of this Agreement, and that they are executing the same voluntarily and solely for the consideration described herein.

24. Right of Entry. City shall have the right to enter the Baseball Fields at all reasonable times to examine the same and to make such repairs, alterations, improvements or additions as City may deem desirable, and City shall have the right to enter the Baseball Fields to conduct inspections as deemed necessary by City.

25. Severability. If any of the provisions of this Agreement shall be construed to be invalid or illegal, the legality or validity of the other provisions of this Agreement shall not be effected thereby. Any illegal or invalid provision of this Agreement shall be severable and any other provisions shall remain in full force and effect.

26. Termination. Either party may terminate this Agreement at any time, without cause, on thirty (30) days' notice to the other party. In the event of Termination, Licensee shall remove all of its equipment, materials, and other property by the end of the thirty (30) day period.

27. No Third-Party Beneficiaries. This Agreement shall not confer any rights or remedies upon any person other than the Parties and their respective successors and permitted assigns.

28. Waiver. Waiver of any provision of this Agreement or breach of this Agreement shall not thereafter be deemed to be a consent by the waiving party to any further waiver, modification or breach by the other party, whether new or continuing, of the same or any other covenant, condition or provision of this Agreement. Failure by one of the parties to this Agreement to assert its rights for any breach of this Agreement shall not be deemed a waiver of such rights.

IN WITNESS WHEREOF, the parties have caused these presents to be executed in duplicate as of the day and year first above written.

CITY OF NEOSHO

_____
Richard Davidson, Mayor

APPROVED AS TO FORM:

_____

ATTEST:

_____

Derek A. Snyder, City Attorney

Cheyenne Wright, City Clerk

TRI-STATE FAMILY YMCA

_____

By:
Its:

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025
ITEM: Bill No. 2025-08: Contract with Tristate Family YMCA Youth Soccer Program
ORIGINATING DEPARTMENT: Parks and Recreation Department
ATTACHMENT:

1. **Bill No. 2025-08 Authorizing license agreement with Tri-State Family YMCA RE Morse Park youth soccer program**
2. **CON - YMCA License Agreement RE soccer-Revised**

PURPOSE:

To seek councils' approval for renewal of contract with the Tri-State Family Young Men's Christian Association to oversee and manage the city of Neosho's Youth Soccer program.

BACKGROUND:

The Tri-State Family Young Men's Christian Association, YMCA of Neosho have been in contract with the city of Neosho managing the youth Soccer program, the city wishes to continue this relationship for our community.

RECOMMENDATION:

Approve the contract with the Tri-State Family Young Men's Christian Association and authorize the Mayor to execute it.

AN ORDINANCE of the City of Neosho, Missouri, authorizing a License Agreement by and between the City of Neosho and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of managing and operating a portion of the real property and improvements commonly known as Morse Park for a youth soccer program; and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That the License Agreement by and between the City of Neosho and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, for the purpose of managing and operating a portion of the real property and improvements commonly known as Morse Park for a youth soccer program, a true and accurate copy of said Agreement being attached hereto and incorporated as Exhibit "A," be and the same is hereby approved.

Section 2. That the Mayor of the City of Neosho is hereby authorized and directed to execute said Agreement by and on behalf of the City of Neosho, Missouri.

Section 3. That this Ordinance shall be in full force and effect from and after its passage.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this _____ day of _____, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

LICENSE AGREEMENT

THIS LICENSE AGREEMENT is made and entered into this _____ day of February, 2025, hereinafter referred to as "the effective date," by and between the City of Neosho, Missouri, hereinafter referred to as "City," and Tri-State Family Young Men's Christian Association, a Missouri Non-Profit Corporation, hereinafter referred to as "Licensee," and with City and Licensee being referred to collectively as "the Parties."

W I T N E S S E T H:

WHEREAS, City is the owner of real property and improvements, commonly known as Morse Park, Neosho, Missouri;

WHEREAS, Licensee is a Missouri Non-Profit Corporation with youth sports facilities and programming.

WHEREAS, City desires to hire Licensee to manage and operate a portion of Morse Park for a youth soccer program pursuant to the terms and conditions of this Agreement; and

WHEREAS, Licensee desires be hired by City to manage and operate a portion of Morse Park for a youth soccer program pursuant to the terms and conditions of this Agreement.

NOW THEREFORE, the Parties do hereby agree as follows:

1. Term. The original term of this Agreement shall commence on the effective date, for a term of three (3) years, unless terminated as provided herein. At the end of the term, this Agreement shall be automatically renewed for a successive term of one (1) year, unless written notice is served by the City or Licensee at least thirty (30) days prior to the expiration of the term, with no more than two (2) total successive terms permitted.

2. License. City grants Licensee a non-exclusive license to access and use the real property and improvements commonly known as Morse Park, more specifically the soccer fields located between E Spring St and E McKinney St / Route 86, Neosho, Missouri, herein referred to as "the Property" for the purpose of managing and operating a youth soccer program.

3. License Fee. Intentionally omitted.

4. Independent Licensee. This Agreement does not create an employer-employee relationship between the parties. Licensee is an independent Licensee and is not entitled to any benefits including health, dental, vision, disability, life, and unemployment insurance, worker's compensation coverage, and LAGERS. Licensee is an independent Licensee and not an employee for all purposes including the application of the Fair Labor Standards Act Minimum Wage and Overtime Payments, Federal Insurance Contribution Act, Social Security Act, Federal Unemployment Tax Act, and the provisions of the Internal Revenue Code, Missouri Revenue and Taxation Laws, and Missouri's Worker Compensation Laws and Unemployment Insurance Laws.

5. City's Responsibilities. City agrees to diligently perform in a professional and workmanlike manner the following services:

a. City agrees to maintain the soccer fields, including mowing.

b. City agrees to provide soccer goals and nets.

6. Licensee's Responsibilities. Licensee agrees to diligently perform in a professional and workmanlike manner the following services:

a. Licensee agrees to provide all necessary personnel to manage and operate the youth soccer program, including coaches, referees, etc.

b. Licensee agrees to organize and market the youth soccer program, including sign ups, teams, practices, games, etc.

c. Licensee agrees to provide soccer equipment other than goals and nets, including balls, corner flags, pinnies, etc.

7. Costs and Payment. It is agreed by the Parties that Licensee will be compensated for the foregoing Scope of Services by being granted the exclusive right to assess fees to participants of the youth soccer program. This Agreement shall not create any financial obligation on the part of City. In no event will City be liable for overtime pay. Licensee will provide all labor, materials, and equipment.

8. Fixtures and Alterations. City and Licensee agree that the property is licensed in an "AS IS" condition. Licensee shall not make or cause to be made any alterations, additions, or improvements, or install or cause to be installed any trade fixtures, floor covering, interior or exterior lighting, plumbing fixtures, shade or awnings, paving or landscaping, or make any changes to the property without first obtaining City's consent in writing. If this Agreement is terminated, any improvements made by Licensee will become the property of City, with no compensation of any kind owed to Licensee.

9. Damage or Destruction of the Property. In the event that the property is destroyed or damaged so as to be unfit for use by fire, storm, explosion, earthquake or other casualty, so as not to be capable of being economically rebuilt or restored, as determined at City's sole discretion, then this Agreement shall be automatically terminated.

10. Amendments. The covenants and obligations herein contained are the full and complete terms of this Agreement, and no alteration, amendments, or changes to such terms shall be binding unless first reduced to writing and executed with the same formality as this Agreement.

11. Assignment. This Agreement, including payment hereunder, shall not be sub-let, assigned, or otherwise disposed of, except with the prior written consent of City.

12. Attorney's Fees and Expenses. If City files suit in order to enforce any term of this

Agreement and is the prevailing party, Licensee shall be liable for City's reasonable attorney's fees and expenses. In no event shall City be liable for Licensee's reasonable attorney's fees and expenses.

13. Choice of Law and Venue. This Agreement has been made, and its validity, performance and effect shall be determined, in accordance with the laws of the State of Missouri and venue for litigation between the parties shall be solely and exclusively in Newton County, Missouri.

14. Compliance with laws. Licensee shall observe and comply with all Federal, State, and local laws and ordinances that affect those employed or engaged by it on the project, or the material or equipment used, or the conduct of the work, and shall procure all necessary licenses, permits, and insurance.

15. Consequential Damages. In no event shall City be liable to Licensee for special, indirect, or consequential damages.

16. Entire Agreement. This Agreement (including any Exhibits) contains the entire understanding of the Parties with respect to the subject matter hereof. It may not be altered or amended except by an agreement in writing signed by both parties.

17. Ethics. Licensee warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for Licensee, to solicit or secure this Agreement, and that it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for Licensee, any fee, commission, gift, or contingent fee.

18. Headings. The headings of paragraphs in this Agreement are for convenience only. The headings form no part of this Agreement and shall not affect its interpretation.

19. Hold Harmless and Indemnification. To the fullest extent permitted by law, Licensee agrees to defend with counsel selected by City, and indemnify and hold harmless City, its Council, officers, representatives, agents, and employees from and against any and all liabilities, damages, losses, claims, or suits, including costs and attorneys' fees, for or on account of any kind of injury to person, bodily or otherwise, or death, or damage to or destruction of property, or any other circumstances, sustained by City or others, related to this Agreement. Licensee shall not be liable for any loss or damage attributable solely to the negligence of City. To the extent required by law to enforce this provision, Licensee agrees that this indemnification requires Licensee to obtain insurance in amounts specified herein.

20. Insurance. Licensee shall during the entire term of this Agreement during the term of said license, keep in full force and effect policies of liability and property damage insurance with respect to the Property, including any businesses operating thereon, as may be necessary to protect it and the interests of City against all hazards or risks of loss as hereunder specified or which may arise out of the performance of this Agreement.. The policy shall name City as an additional insured, with limits of liability not less than the sovereign immunity limits for Missouri public entities calculated by the Missouri Department of Insurance as of January 1 each calendar

year and published annually in the Missouri Register pursuant to Section 537.610, RSMo. (See, http://insurance.mo.gov/industry/sovimmunity.php). The insurance shall be in an insurance company acceptable to City and a copy of the policy or a Certificate of Insurance shall be delivered to City upon execution of this Agreement and annually upon the anniversary of this effective date. If Licensee fails to obtain and maintain said insurance policies, City is entitled to purchase said policies and Licensee shall be liable for reimbursing City for payment of said policies, or at the City's option, the City may terminate this Agreement immediately, without delay.

21. Notices. All notices required or permitted hereinunder and required to be in writing may be given by first class mail addressed to City and Licensee at the addresses as follows:

City of Neosho, Missouri	Tri-State Family Young Men's Christian Association
ATTN: City Manager	Attn: CEO
203 E. Main St.	4701 Chouteau St.
Neosho, MO 64850	Neosho, MO 64850

The date of delivery of any notice given by mail shall be the date falling on the second full day after the day of its mailing.

22. Representations. The signatories hereto represent and warrant that they have read this Agreement, that they are fully authorized in the capacities shown, that they understand the terms of this Agreement, and that they are executing the same voluntarily and solely for the consideration described herein.

23. Right of Entry. City shall have the right to enter the Baseball Fields at all reasonable times to examine the same and to make such repairs, alterations, improvements or additions as City may deem desirable, and City shall have the right to enter the Baseball Fields to conduct inspections as deemed necessary by City.

24. Severability. If any of the provisions of this Agreement shall be construed to be invalid or illegal, the legality or validity of the other provisions of this Agreement shall not be effected thereby. Any illegal or invalid provision of this Agreement shall be severable and any other provisions shall remain in full force and effect.

25. Termination. Either party may terminate this Agreement at any time, without cause, on thirty (30) days' notice to the other party. In the event of Termination, Licensee shall remove all of its equipment, materials, and other property by the end of the thirty (30) day period.

26. No Third-Party Beneficiaries. This Agreement shall not confer any rights or remedies upon any person other than the Parties and their respective successors and permitted assigns.

27. Waiver. Waiver of any provision of this Agreement or breach of this Agreement shall not thereafter be deemed to be a consent by the waiving party to any further waiver, modification or breach by the other party, whether new or continuing, of the same or any other covenant, condition or provision of this Agreement. Failure by one of the parties to this Agreement

to assert its rights for any breach of this Agreement shall not be deemed a waiver of such rights.

IN WITNESS WHEREOF, the parties have caused these presents to be executed in duplicate as of the day and year first above written.

CITY OF NEOSHO

_____
Richard Davidson, Mayor

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

ATTEST:

_____
Cheyenne Wright, City Clerk

TRI-STATE FAMILY YMCA

_____
By:
Its:

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025
ITEM: Bill No. 2025-09: Annexation of 509 Cemetery Road

ORIGINATING DEPARTMENT: Development Services Department
ATTACHMENT:

1. **Bill No. 2025-09 Approving Annexation of 509 Cemetery**
2. **509 Cemetery Road Annexation Application**
3. **509 Cemetery Road Ad**
4. **509 Cemetery Road Map**
5. **REAL_373_7543_WD (1)**

PURPOSE:

The purpose of this item is to gain the council's approval to annex the property located near 509 Cemetery Road into the city limits of Neosho with a zoning of R-1, First Dwelling House District.

BACKGROUND:

The council authorized this location to connect to city water prior to the completion of the annexation process. The property has been posted and advertised as required and a public hearing was conducted before the Planning and Zoning Committee. No public comments were made at this hearing. The request was considered by the committee and unanimously recommended for acceptance to the City Council. A public hearing was conducted by the City Council at the January 21, 2025 meeting. No public comment was made. By default, property is annexed into the city as R-1, First Dwelling House District which is appropriate for this request.

RECOMMENDATION:

Staff recommends the council approves the annexation and authorizes the mayor to sign the ordinance.

AN ORDINANCE of the City of Neosho approving the voluntary annexation of a certain tract of land, as petitioned by Bradley S. Tracy and Stacy Tracy, husband and wife, owner of real property located at 509 Cemetery Road to be annexed to the City of Neosho, Missouri, and for the extension of the city limits of the City of Neosho, embracing and including unincorporated real property located in Newton County, Missouri, hereinafter described.

WHEREAS, there has been presented to the City of Neosho, Missouri, a verified Petition of all fee owners seeking annexation of the land described herein; and

WHEREAS, after having referred the subject matter of this request to the Planning and Zoning Commission for the City of Neosho, and after due publication in the Neosho Daily News, a newspaper having general circulation within the City of Neosho Missouri, as required by law and having held a public hearing thereon by the Planning and Zoning Commission, with a recommendation then reviewed and taken up at public hearing by the City Council on January 21, 2025; and

WHEREAS, fourteen (14) days have elapsed since the holding of such public hearing and no sufficient written objection has been received; and

WHEREAS, it has been determined that said annexation is in the best interests of the City of Neosho, Missouri, and that the City has the ability to furnish normal and customary services to the area to be annexed within a reasonable time.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That the following described area of land located at 509 Cemetery Road is hereby incorporated within the corporate city limits of Neosho, Missouri, to be embraced and include all that part of said County of Newton lying within the following boundary lines, two-wit:

> The North 288 feet of the West 756 feet of the South Half of the Northwest Quarter of the Northwest Quarter of Section 32, Township 25, Range 31, subject to right-of-way for roads and easements thereon.

Section 2. That the City Clerk is hereby authorized and directed to file three (3) certified copies of this Ordinance with the Newton County Clerk.

Section 3. This ordinance shall be in effect upon final passage.

(This space intentionally left blank.)

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this 4th day of February, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

Planning and Zoning Department
City Hall 203 E. Main Neosho, MO 64850 Phone 451-8050

ANNEXATION APPLICATION

LEGAL OWNER(s):

NAME(S): Brad & Stacey Tracy

STREET ADDRESS OWNER(s): 509 Cemetery Rd

CITY, STATE, ZIP CODE: Neosho, MO 64850

MAILING ADDRESS: 509 Cemetery Rd Neosho, MO

PHONE: 417.359.0716

OWNER(s) REPRESENTATIVE (if applicable): Name, Address, Phone:
Brad & Stacey Tracy

PROPERTY INFORMATION:

LOCATION (ADDRESS) OF PROPERTY: 509 Cemetery Rd, Neosho

ARE ANY RESIDENCES LOCATED ON PROPERTY: Yes

NAME, ADDRESS, CABLE CO., CELL PHONE PROVIDER& TAX ID NO. FOR **BUSINESS(ES)** ON PROPERTY:

REQUESTED ZONING:

ELECTRIC PROVIDER:

NATURAL GAS PROVIDER:

TELEPHONE PROVIDER (LANDLINE):

REQUIRED ENCLOSURES:

1. Voluntary Petition For Annexation
2. Copy of Deed
3. Parcel Map
4. Annexation fee of $100 + Publication Cost

To the best of my knowledge and belief, data in this application and all attachments are true and correct.

OWNER SIGNATURE: Brad Tracy / Brad Tracy DATE: Dec. 6, 2024

OWNER NAME (print): Stacey Tracy Stacey Tracy

CO-OWNER SIGNATURE: DATE: 12/6/24

CO-OWNER NAME (print):

Staff Use Only

Application Accepted. By:

Date:

Time:

☐ Parcel Map Received
☐ Application Fee Received
☐ Deed Received
☐ Publication Fee Received

Planning and Zoning Department
City Hall 203 E. Main Neosho, MO 64850 Phone 451-8050

AFFIDAVIT FOR A JOINT OWNERSHIP

Brad Tracy
Property Owner

Stacy Tracy
Property Owner

STATE OF MISSOURI)
) ss.
COUNTY OF NEWTON)

On this 6TH day of DECEMBER, 2023, before me personally appeared BRAD TRACEY and STACEY TRACY, to me personally known, who being duly sworn, declared that they are the persons who signed the foregoing document as joint owners of the property and that they are husband and wife and, acknowledge said instrument to be their free act and deed as joint owners and that the statements therein contained are all true.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal, at my office in NEWTON COUNTY, the day and year first above written.

Notary Public

My commission expires:

RICHARD C. LEAVENS
Notary Public - Notary Seal
Newton County - State of Missouri
Commission Number 02434146
My Commission Expires Jul 1, 2026

NCA

Recorded in Newton County, Missouri

Recording Date/Time: 12/06/2024 at 02:53:17 PM
Book: 373 Page: 7543
Instr #: 202407661
Type: WD
Pages: 2
Fee: $27.00 S 20240007014

SEAL
Jennifer A. Childers
Recorder of Deeds

Return to Grantee

$27.00 cash

SPACE ABOVE THIS LINE FOR RECORDING INFORMATION ONLY

GENERAL WARRANTY DEED

THIS DEED, made and entered into this 5th day of December, 2024, by and between

GRANTOR: BRADLEY S. TRACY and STACY TRACY aka STACEY TRACY, husband and wife of the county of Newton, State of Missouri, party or parties of the first part and

GRANTEE: BRADLEY S. TRACY and STACEY TRACY, husband and wife
ADDRESS: 589 Cemetery Road Neosho, MO 64850

of the county of Newton, State of Missouri, party or parties of the second part.

WITNESSETH, that the said party or parties of the first part, for and in consideration of the sum of One Dollar and other valuable considerations paid by the said party or parties of the second part, the receipt of which is hereby acknowledged, does or do by these presents **GRANT, BARGAIN AND SELL, CONVEY AND CONFIRM** unto the said party or parties of the second part, the following described Real Estate, situated in the county of Newton, and State of Missouri, to wit:

The North 288 feet of the West 756 feet of the South Half of the Northwest Quarter of the Northwest Quarter of Section 32, Township 25, Range 31, subject to right-of-way for roads and easements thereon.{

TO HAVE AND TO HOLD THE SAME. Together with all rights and appurtenances to the same belonging unto the said party or parties of the second part forever.

The said party or parties of the first part covenanting that said party or parties and the heirs, executors, administrators and assigns of such party or parties, shall and will WARRANT AND DEFEND the title to the premises unto the said party or parties of the second part, and to the heirs and assigns of such party or parties forever, against the lawful claims of all persons whomsoever, excepting however, the general taxes for the calendar year 2024 and thereafter, and special taxes becoming a lien after the date of this deed.

NOTE: No title search has been done on the above subject property. All legal descriptions contained herein have been supplied by the Grantors.

IN WITNESS WHEREOF, the said party or parties of the first part has or have hereunto set their hand or hands the day and year first above written.

Bradley S. Tracy

Stacey Tracy

ACKNOWLEDGMENT

STATE OF MISSOURI)
)SS.
COUNTY OF NEWTON)

On the 5th day of December 2024, before me personally appeared **BRADLEY S. TRACY and STACY TRACY aka STACEY TRACY, husband and wife,** to me personally known to be the persons described in and who executed the foregoing instrument, and acknowledged that they executed the same as their free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the county and State aforesaid, the day and year first above written.

My commission expires:

Marla Hixson
Notary Public - Notary Seal
STATE OF MISSOURI
Newton County
My Commission Expires: 09/12/2026
Commission # 13874903

Marla Hixson
NOTARY PUBLIC

Notice of Public Hearing

Planning and Zoning Public Hearing
January 14, 2025 @ 6:00pm
City Council Chambers
203 East Main Street

City Council Public Hearing
January 21, 2025 @ 7:00pm (annexation hearing)
City Council Chambers
203 East Main Street

Regarding the annexation and zoning of property in the area of 509 Cemetery Road as R-1, First Dwelling House District described as:

The North 288 feet of the West 756 feet of the South Half of the Northwest Quarter of the Northwest Quarter of Section 32, Township 25, Range 31, subject to right-of-way for roads and easements thereon.

Inquiries please contact:

Richard Leavens
City of Neosho
Development Services Director
(417) 451-8050

Neosho, MO

950.1 0 475.03 950.1 Feet

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT TO BE USED FOR NAVIGATION

Legend

Neosho Streets
- <all other values>
- INTERSTATE
- U.S. HIGHWAY
- STATE HIGHWAY
- ALLEY
- CITY STREET
- NAMED COUNTY ROAD
- PLATTED/UNDEVELOPED
- UNNAMED
- VACATED STREET

Parcel

Corporate Limit Line

Notes

509 Cemetery Road

NCA

Recorded in Newton County, Missouri

Recording Date/Time: 12/06/2024 at 02:53:17 PM
Book: 373 Page: 7543
Instr #: 202407661
Type: WD
Pages: 2
Fee: $27.00 S 20240007014

RECORDER OF DEEDS SEAL NEWTON COUNTY, MO
Jennifer A. Childers
Recorder of Deeds

Return to Grantee

$27.00 cash

SPACE ABOVE THIS LINE FOR RECORDING INFORMATION ONLY

GENERAL WARRANTY DEED

THIS DEED, made and entered into this 5th day of December, 2024, by and between

GRANTOR: BRADLEY S. TRACY and STACY TRACY aka STACEY TRACY, husband and wife
of the county of Newton, State of Missouri, party or parties of the first part and

GRANTEE: BRADLEY S. TRACY and STACEY TRACY, husband and wife
ADDRESS: 589 Cemetery Road Neosho, MO 64850

of the county of Newton, State of Missouri, party or parties of the second part.

WITNESSETH, that the said party or parties of the first part, for and in consideration of the sum of One Dollar and other valuable considerations paid by the said party or parties of the second part, the receipt of which is hereby acknowledged, does or do by these presents **GRANT, BARGAIN AND SELL, CONVEY AND CONFIRM** unto the said party or parties of the second part, the following described Real Estate, situated in the county of Newton, and State of Missouri, to wit:

The North 288 feet of the West 756 feet of the South Half of the Northwest Quarter of the Northwest Quarter of Section 32, Township 25, Range 31, subject to right-of-way for roads and easements thereon.{

TO HAVE AND TO HOLD THE SAME, Together with all rights and appurtenances to the same belonging unto the said party or parties of the second part forever.

The said party or parties of the first part covenanting that said party or parties and the heirs, executors, administrators and assigns of such party or parties, shall and will WARRANT AND DEFEND the title to the premises unto the said party or parties of the second part, and to the heirs and assigns of such party or parties forever, against the lawful claims of all persons whomsoever, excepting however, the general taxes for the calendar year 2024 and thereafter, and special taxes becoming a lien after the date of this deed.

NOTE: No title search has been done on the above subject property. All legal descriptions contained herein have been supplied by the Grantors.

IN WITNESS WHEREOF, the said party or parties of the first part has or have hereunto set their hand or hands the day and year first above written.

Bradley S. Tracy

Stacey Tracy

ACKNOWLEDGMENT

STATE OF MISSOURI)
)SS.
COUNTY OF NEWTON)

On the 5th day of December 2024, before me personally appeared **BRADLEY S. TRACY and STACY TRACY aka STACEY TRACY, husband and wife,** to me personally known to be the persons described in and who executed the foregoing instrument, and acknowledged that they executed the same as their free act and deed.

IN TESTIMONY WHEREOF, I have hereunto set my hand and affixed my official seal in the county and State aforesaid, the day and year first above written.

My commission expires:

Marla Hixson
Notary Public - Notary Seal
STATE OF MISSOURI
Newton County
My Commission Expires: 09/12/2026
Commission # 13874903

NOTARY PUBLIC

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025

ITEM: Bill No. 2025-10: Change Order to Agreement for Construction Services with Jeff Asbell Excavating and Trucking, Inc.

ORIGINATING DEPARTMENT: Development Services Department

ATTACHMENT:

1. **Bill No. 2025-10 Change Ord 1 - K with Jeff Asbell Cost Underrun**
2. **CO #1**

PURPOSE:

The purpose of this item is to Gain the Council's approval for the Mayor to sign construction services agreement change order number one for the Lower School Branch (ARPA) Stormwater project. This change order reduces the cost of the project $25,326.46 by authorizing changes in the design of the project.

BACKGROUND:

The Lower School Branch Stormwater project is part of the ARPA grant. The scope of this project has changed and has resulted in some cost savings. This change order reflects these changes.

RECOMMENDATION:

Staff recommends the Council authorizes the mayor to sign the change order.

AN ORDINANCE of the City of Neosho authorizing Change Order No. 1 to an Agreement for Construction Services with Jeff Asbell Excavating & Trucking, Inc., a Missouri Corporation for cost underrun in the amount of Twenty-Five Thousand Three Hundred Twenty-Six and 46/100 Dollars ($25,326.46) and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That the City of Neosho and Jeff Asbell Excavating & Trucking, Inc., a Missouri Corporation entered an Agreement for Construction Services for the purpose of stormwater improvements in the area of Lower High School Branch and that Change Order #1 for cost underrun in the amount of Twenty-Five Thousand Three Hundred Twenty-Six and 46/100 Dollars ($25,326.46), a true and accurate copy of said Agreement and Change Order #1 being attached hereto and incorporated as Exhibit "A," be and the same is hereby approved.

Section 2. That the Mayor of the City of Neosho, Missouri, is hereby authorized and directed to execute said Agreement and Change Order #1 by and on behalf of the City of Neosho.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this _____ day of _____, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

CHANGE ORDER NO. 1

January 28, 2025

Jeff Asbell Excavating & Trucking, Inc.
Attn.: Mr. Zach Compton
9400 State Hwy 171
Carl Junction, MO 64834

Re: Stormwater Infrastructure

Dear Mr. Compton:

The following changes are hereby incorporated into your contract with the City of Neosho, for the above referenced project.

1. Background: Changes have been made to the Sanitary Sewer layout by abandoning the existing main on N Lincoln St, and adding a section of main to be lowered on Adams St.

2. Cost Breakdown: The Contract will be revised as follows:

Base Bid A: Lower High School Branch

Item No.	No. of Units Add/Subtract	Revised Quantity	Item Description	Unit Price	Total Addition/ Deletion- Dollars
6	(129) LF	443 LF	30" SDR 26 PVC Pipe	$260.55	($33,610.95)
10	(129) LF	443 LF	Pressure Sewer Testing & Deflection Testing of 30" Dia. Gravity Sewer Pipe	$3.42	($441.18)
12	(1) EA	2 EA	Type 1 60" Dia. Precast Manhole	$8,509.37	($8,509.37)
13	(1) EA	2 EA	Type 1 60" Dia. Precast Dop Manhole	$16,267.80	($16,267.80)
14	(7.58) LF	32.42 LF	Type 1, 60" Dia. MH Extra Depth	$319.62	($2,422.72)
15	(2) EA	4 EA	Hydrostatic Testing of Type 1 60" Dia. Manholes	$907.74	($1,815.48)
17	(1) EA	1 EA	60" Dia. MH W/Bolt On Lid	$8,027.26	($8,027.26)
50	1 LS	1 LS	Remove & Abandoning Sewer	$6,800.00	$6,800.00

51	182 LF	182 LF	10" SDR 26 PVC Pipe	$156.35	$28,455.70
52	182 LF	182 LF	Pressure Sewer Testing & Deflection Testing of 10" Dia Gravity Sewer Pipe	$3.95	$718.90
53	1 EA	1 EA	Type 1 48" Dia. Precast Drop Manhole	$5,870.79	$5,870.79
54	5.57 LF	5.57 LF	Type 1 48" Dia. MH Extra Depth	$605.55	$3,372.91
55	1 EA	3 EA	Hydrostatic Testing of Type 1 48" Dia. Manholes	$550.00	$550.00
			Total Addition/Subtraction		($25,326.46)

*Denotes new contract item.

Original Contract Amount	$2,632,444.98
Change Order No. 1 Amount	($25,326.46)
REVISED CONTRACT AMOUNT	**$2,607,118.52**

This change order constitutes full and mutual accord and satisfaction for all time and all costs related to these changes. By acceptance of this change order, the Contractor agrees that the change order represents an equitable adjustment to the contract, and further agrees to waive all rights to file a claim arising out of a result of these changes.

APPROVED BY THE OWNER
CITY OF NEOSHO

By:_____
Richard Davidson, Mayor

Date:_____

APPROVED BY THE ENGINEER
ALLGEIER, MARTIN & ASSOCIATES, INC.

By: _____
Alec McDonald, E.I.

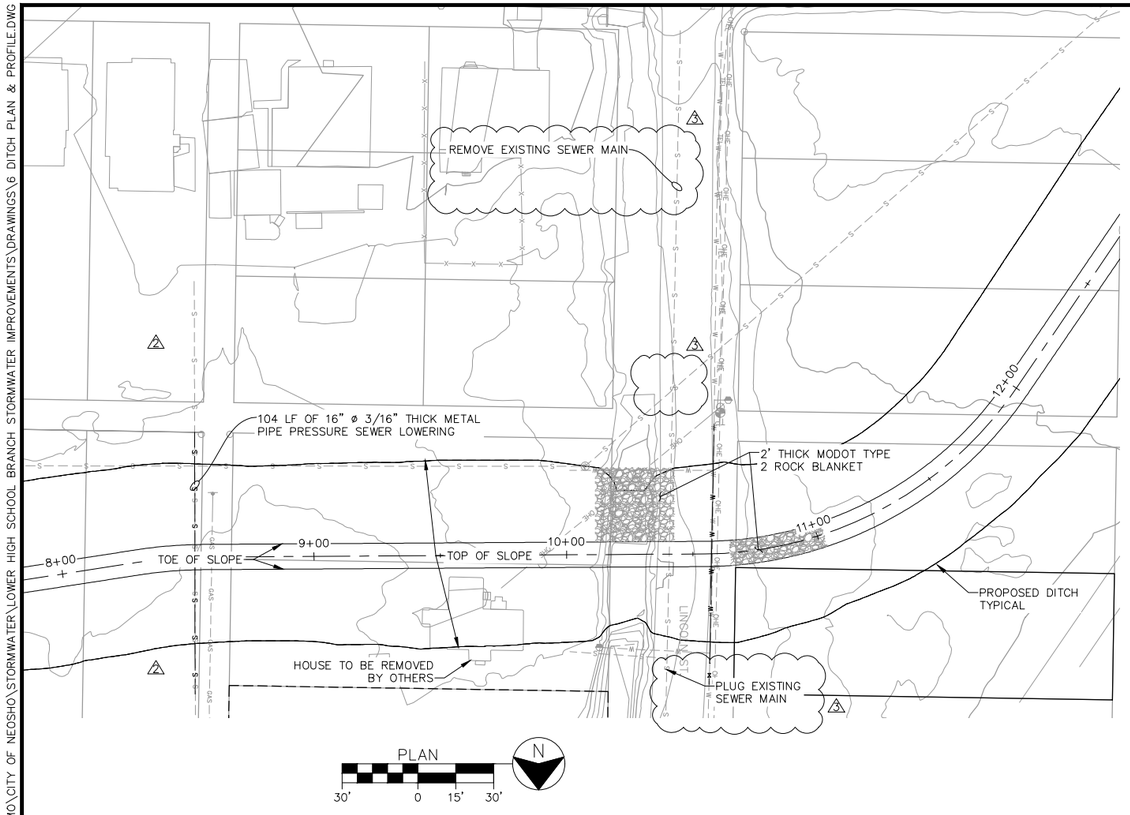
Date: 1/28/2025

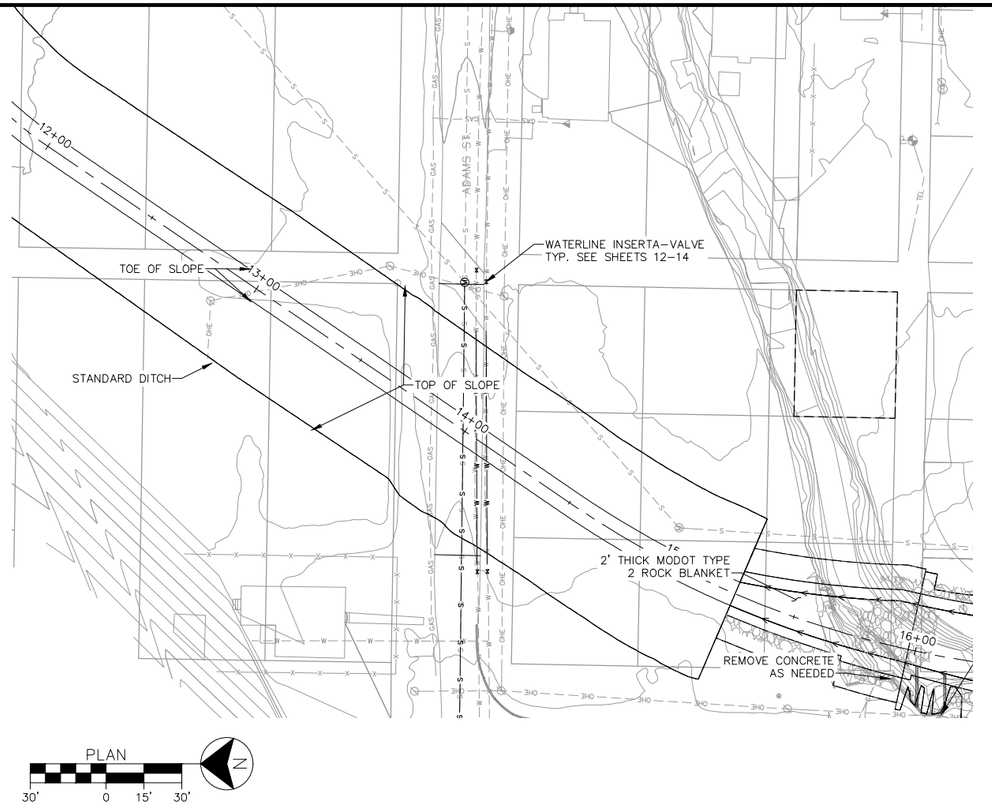
APPROVED BY THE CONTRACTOR
JEFF ASBELL EXCAVATING & TRUCKING INC.

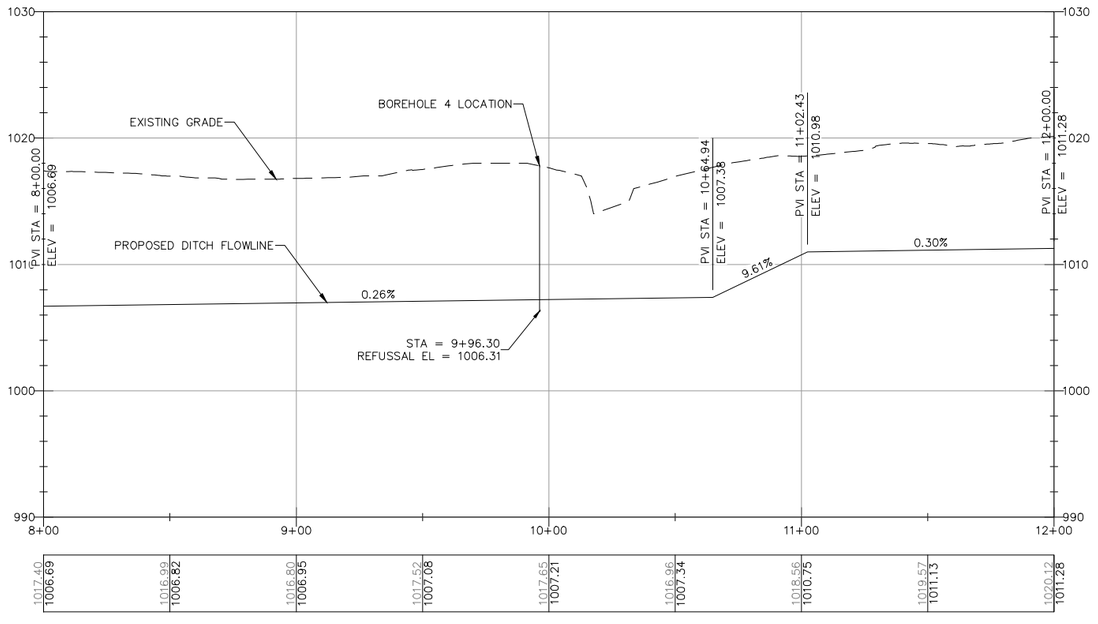
By:_____
Zach Compton

Date: 1/30/25

Z:\NEOSHO MO\CITY OF NEOSHO\STORMWATER\LOWER HIGH SCHOOL BRANCH STORMWATER IMPROVEMENTS\DRAWINGS\6 DITCH PLAN & PROFILE.DWG







SCALE
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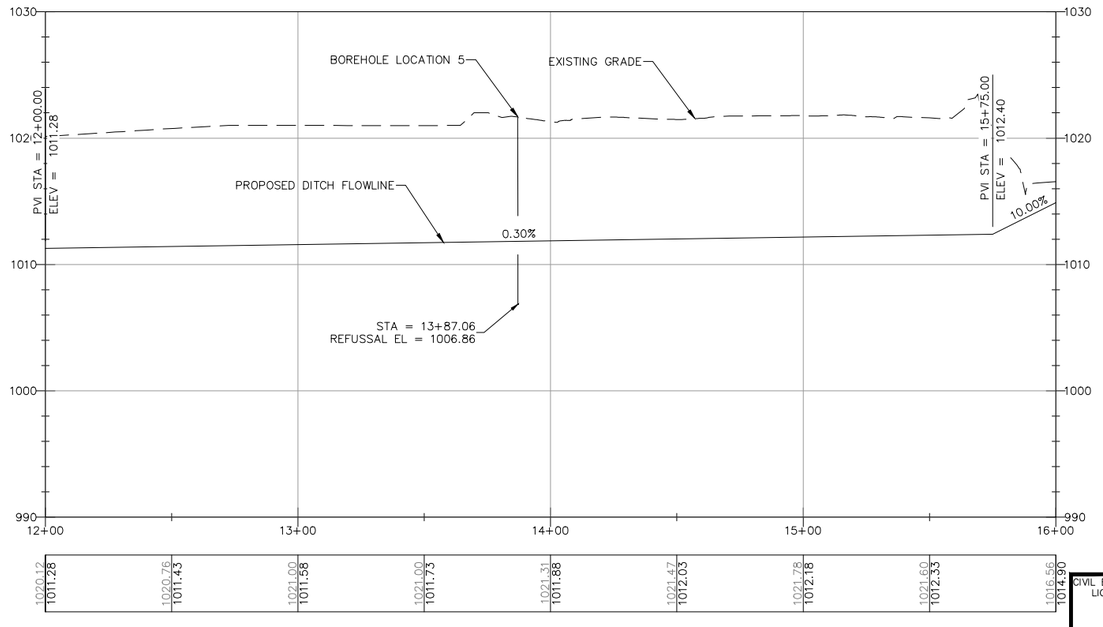
HORIZ. = 1:30



SCALE
VERT. = 1:6
HORIZ. = 1:30

ALLGEIER, MARTIN and ASSOCIATES, INC.
CONSULTING ENGINEERS and SURVEYORS
7231 EAST 24th STREET JOPLIN, MISSOURI 64804 (417) 680 - 7200

THIS DRAWING IS A DOCUMENT OF SERVICE AND IS THE PROPERTY OF ALLGEIER, MARTIN and ASSOCIATES, INC. THIS DOCUMENT SHALL NOT BE USED ON THIS OR OTHER PROJECTS WITHOUT THE WRITTEN CONSENT OF ALLGEIER, MARTIN and ASSOCIATES, INC.
CERTIFICATE OF AUTHORITY MISSOURI NO. 000427

DATE	REVISION
2	ADDENDUM 2-REMOVED 16" MJ GATE VALVE
3	CHANGE ORDER 1-SANITARY SEWER

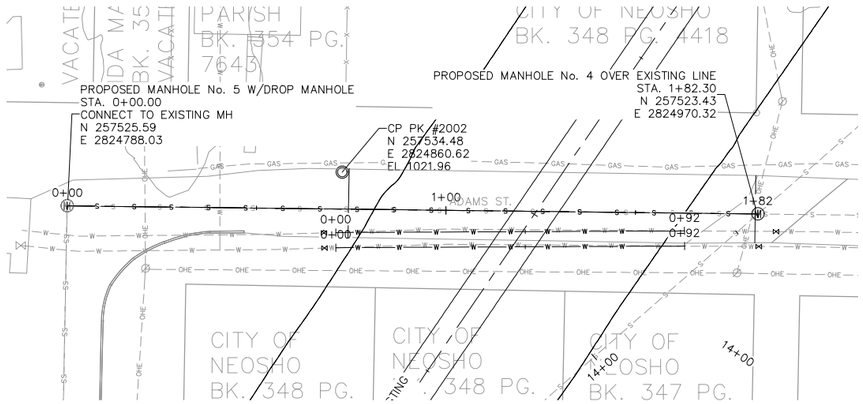
DWN. BY:	AJM
CKD. BY:	MRA
APPD. BY:	MRA
DATE:	10/07/2024

DITCH PLAN & PROFILE
LOWER HIGH SCHOOL BRANCH STORMWATER IMPROVEMENTS
NEOSHO, MISSOURI

DWG. NO. 6

CIVIL ENGINEER: MICHAEL ATKINSON
LICENSE NO. E-2000149997

Z:\NEOSHO MO\CITY OF NEOSHO\STORMWATER\LOWER HIGH SCHOOL BRANCH STORMWATER IMPROVEMENTS\DRAWINGS\11 SANITARY SEWER PLAN & PROFILE.DWG



PLAN

20' 0 10' 20'

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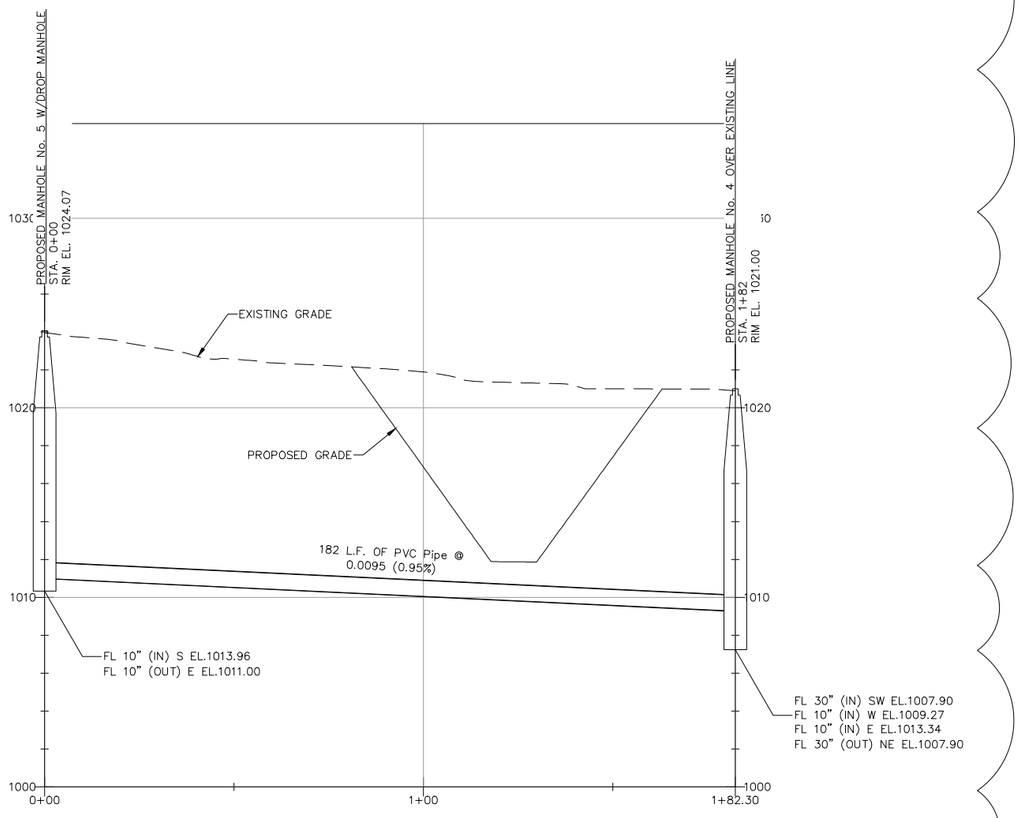

SCALE
VERT. = 1:4
HORIZ. = 1:20

ALLGEIER, MARTIN and ASSOCIATES, INC.
CONSULTING ENGINEERS and SURVEYORS
7231 EAST 24th STREET JOPLIN, MISSOURI 64804 (417) 680 - 7200

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CERTIFICATE OF AUTHORITY MISSOURI NO. 000427

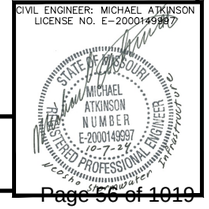
DATE	REVISION
4	ADDENDUM 3-PIPE CHANGES
4	CHANGE ORDER 1-SANITARY SEWER

DWN. BY:	AJM
CKD. BY:	MRA
APPD. BY:	MRA
DATE :	10/07/2024

SANITARY SEWER PLAN & PROFILE
LOWER HIGH SCHOOL BRANCH STORMWATER IMPROVEMENTS
NEOSHO, MISSOURI

DWG. NO. 11

CIVIL ENGINEER: MICHAEL ATKINSON
LICENSE NO. E-2000149997



City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 4, 2025
ITEM: Bill No. 2025-11: Surplus Parks Department Tractor

ORIGINATING DEPARTMENT: Parks and Recreation Department
ATTACHMENT:
1. Bill No. 2025-11 Surplus Parks Tractor

PURPOSE:
To seek council approval of Bill No. 2025-11 to surplus a tractor for the Parks Department.

BACKGROUND:
To surplus a Kioti tractor at the parks department, this tractor is too small for our existing equipment, and we will seek a larger tractor for our use at a later time. Staff will post this for sale as a sealed bid and bring the results back for final approval.

RECOMMENDATION:
Approval of allowing the tractor to be surplused and sold.

COUNCIL BILL NO. 2025-11 **ORDINANCE NO. 600-2024**

AN ORDINANCE OF THE CITY OF NEOSHO, MISSOURI DECLARING CERTAIN PERSONAL PROPERTY AS SURPLUS; AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE APPROPRIATE DOCUMENTS.

WHEREAS, THE CITY OF NEOSHO HAS OBTAINED CERTAIN PERSONAL PROPERTY; AND

WHEREAS, THE CITY OF NEOSHO HAS DEEMED SAID PERSONAL PROPERTY TO BE SURPLUS AND NOT NECESSARY FOR FUTURE CITY NEEDS.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, AS FOLLOWS:

Section 1: That the City of Neosho, Missouri declares the following items of personal property to be surplus:

2014 DK5510 Kioti Utility Tractor with KL5510 Loader

Section 2. That the City Manager is hereby authorized to execute the appropriate documents on behalf of the City of Neosho.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this 7th day of January, 2025 by a vote of _____ YES and _____ NO.

CITY OF NEOSHO, CITY COUNCIL

_____

Richard Davidson, Mayor

APPROVED:

_____

Derek A. Snyder, City Attorney

ATTEST:

_____

Cheyenne Wright, City Clerk

CITY SEAL

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 18, 2025
ITEM: Amendments to Liberty Utility Contract

ORIGINATING DEPARTMENT: Public Works Department
ATTACHMENT:
1. **368505 LTG MUNI Hickory St Parking Lot Neosho**
2. **52524 503 Park St**

PURPOSE:
To seek Council approval of the amendment of the contract with Liberty Utilities.

BACKGROUND:
The first amendment involves the replacement of two double-headed street lights with LED in the Hickory St parking lot.

The second amendment is for the removal of the streetlight at 503 Park St. This is due to the removal of the homes in this area and the Hatchery Brach Stormwater Project.

- Hickory St Parking Lot. WO #52670. Monthly decrease -$3.83
- 503 Park St.: WO#52524 monthly decrease -$8.31

RECOMMENDATION:
The City Staff recommends the Council approve the contract and authorize the mayor to sign the noted amendments.

SA 22A 9/18

The Empire District Electric Company

Service Notification # 590000052670

Request for Change in Street Lighting Service

Missouri

Pursuant to a Resolution adopted by the governing body of the **City of Neosho** hereinafter called CITY, on the **27th** day of **January, 2025** **The Empire District Electric Company**, hereinafter called COMPANY, is hereby requested to make the following changes in street lighting service pursuant to the provisions of the Municipal Electric Service Agreement, hereinafter called AGREEMENT, executed by the CITY and the COMPANY.

STREET LIGHT REQUEST	ADDRESS - LOCATION STREET LIGHTS and EXCESS FACILITIES	SIZE and TYPE STREET LIGHTS	QTY	ANNUAL ENERGY CHARGE		FACILITY USAGE CHARGE	
				Installed	Removed	Installed	Removed
Install	Hickory St. Parking Lot	7,500L-9,500L 150W eq LED 1 Cobrahead	2	$148.06		$ 552.61	
Remove	Hickory St Parking Lot	11,000L 250W MV Cobrahead	2		$219.90		$ 265.37
Subtotals - Annual Energy Charge and Facility Usage Charge for this Request				$148.06	$219.90	$ 552.61	$ 265.37
A	**Annual Energy Charge for this Request** (Install minus Remove)			**-$71.84**			
B	**Total Facility Usage Charge for this Street Light Request** (Install minus Remove)					**$**	**287.24**

The CITY agrees that the AGREEMENT shall be amended as follows:

C	Total Facility Usage Charge for this Request (Total Line B)	$287.24
D	Annual Facility Usage Charge to City for this Request (Total Line C X 9%)	$25.85
E	Annual Energy Charge for this Request (Total Line A)	-$71.84
F	**Annual Facility Usage and Energy Charge for this Request** (Total Line D plus/minus Line E)	-$45.99
G	Monthly Increase/Decrease to be Paid by City for this Request (Total Line F divided by 12 months)	**-$3.83**

This request for change shall be effective from and after its execution and is supplemental to, forms a part of and is to be construed with and subject to the terms, conditions and provisions of the Agreement herein referred to which, in all other particulars except as hereinafter amended, is ratified and confirmed. This contract and any ancillary agreements may be executed in counterparts, each of which shall be deemed an original and all of which, taken together, shall be deemed to be one agreement, and signatures by fax or other electronic transmission are acceptable and shall constitute an original signature for all purposes.

Executed at _____ this ____ day of _____

(SEAL)
ATTEST:

_____ By _____

Clerk of Neosho — Mayor or Board Chairman

ACCEPTANCE

The COMPANY hereby approves and consents to the aforesaid request for change in street lighting service and all terms and provisions included therein, and agrees that the Municipal Electric Service Agreement shall be amended accordingly. The number of street lights in service in said CITY will, after completion of the above changes and until our approval of further changes, be as follows:

Mercury Vapor Lights		High Pressure Sodium Lights		Metal Halide Lights		Light Emitting Diode Lights	
7,000L - 175W	443	6,000L - 70W	8	12,000L - 175W	8	7,500 - 9,500L - 150W	218
11,000L - 250W	11	16,000L - 150W	165	20,500L - 250W	50	13,000 - 16,000L - 250W	8
20,000L - 400W	8	27,500L - 250W	8	36,000L - 400W	1	19,000 - 22,000L - 250W	0
53,000L - 1,000W	3	50,000L - 400W	1	110,000L - 1,000W	0		
		130,000L - 1,000W	1				

SN # 590000052670 DATE COMPLETED _____

CURRENT INVESTMENT CHARGE	ANNUAL FACILITY USAGE CHARGE	ACCUMULATIVE INVESTMENT CHARGE
$287.24	$60,285.74	$669,841.53

The Empire District Electric Company

Company Representative Completing Contract: Rick Stockton

Executed at Joplin, Mo this _____ day of _____ By _____

(Authorized Signatory)

SA 22A 9/18

The Empire District Electric Company

Service Notification # 52524

Request for Change in Street Lighting Service

Missouri

Pursuant to a Resolution adopted by the governing body of the **City of Neosho** hereinafter called CITY, on the **24th** day of **January, 2025** **The Empire District Electric Company**, hereinafter called COMPANY, is hereby requested to make the following changes in street lighting service pursuant to the provisions of the Municipal Electric Service Agreement, hereinafter called AGREEMENT, executed by the CITY and the COMPANY.

STREET LIGHT REQUEST	ADDRESS - LOCATION STREET LIGHTS and EXCESS FACILITIES	SIZE and TYPE STREET LIGHTS	QTY	ANNUAL ENERGY CHARGE		FACILITY USAGE CHARGE	
				Installed	Removed	Installed	Removed
Remove	503 Park St Pole 615557	7,000L 175W MV Open Bottom	1		$91.62		$ 90.63
Subtotals - Annual Energy Charge and Facility Usage Charge for this Request				$0.00	$91.62	$ -	$ 90.63
A	**Annual Energy Charge for this Request** (Install minus Remove)			**-$91.62**			
B	**Total Facility Usage Charge for this Street Light Request** (Install minus Remove)					$	**(90.63)**

The CITY agrees that the AGREEMENT shall be amended as follows:

C	Total Facility Usage Charge for this Request (Total Line B)	-$90.63
D	Annual Facility Usage Charge to City for this Request (Total Line C X 9%)	-$8.16
E	Annual Energy Charge for this Request (Total Line A)	-$91.62
F	**Annual Facility Usage and Energy Charge for this Request** (Total Line D plus/minus Line E)	-$99.78
G	Monthly Increase/Decrease to be Paid by City for this Request (Total Line F divided by 12 months)	**-$8.31**

This request for change shall be effective from and after its execution and is supplemental to, forms a part of and is to be construed with and subject to the terms, conditions and provisions of the Agreement herein referred to which, in all other particulars except as hereinafter amended, is ratified and confirmed. This contract and any ancillary agreements may be executed in counterparts, each of which shall be deemed an original and all of which, taken together, shall be deemed to be one agreement, and signatures by fax or other electronic transmission are acceptable and shall constitute an original signature for all purposes.

Executed at _____ this ___ day of _____

(SEAL)

ATTEST:

_____ By _____

Clerk of Neosho — Mayor or Board Chairman

ACCEPTANCE

The COMPANY hereby approves and consents to the aforesaid request for change in street lighting service and all terms and provisions included therein, and agrees that the Municipal Electric Service Agreement shall be amended accordingly. The number of street lights in service in said CITY will, after completion of the above changes and until our approval of further changes, be as follows:

Mercury Vapor Lights		High Pressure Sodium Lights		Metal Halide Lights		Light Emitting Diode Lights	
7,000L - 175W	443	6,000L - 70W	8	12,000L - 175W	8	7,500 - 9,500L - 150W	216
11,000L - 250W	13	16,000L - 150W	165	20,500L - 250W	50	13,000 - 16,000L - 250W	8
20,000L - 400W	8	27,500L - 250W	8	36,000L - 400W	1	19,000 - 22,000L - 250W	0
53,000L - 1,000W	3	50,000L - 400W	1	110,000L - 1,000W	0		
		130,000L - 1,000W	1				

SN # 52524 DATE COMPLETED _____

CURRENT INVESTMENT CHARGE	ANNUAL FACILITY USAGE CHARGE	ACCUMULATIVE INVESTMENT CHARGE
-$90.63	$60,259.89	$669,554.29

The Empire District Electric Company

Company Representative Completing Contract: Bill Corlett

Executed at Joplin, Mo this _____ day of _____ By _____

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 25, 2025
ITEM: City Branding

ORIGINATING DEPARTMENT: Human Resources Department
ATTACHMENT:

1. **RFP City Branding Rating Sheet**
2. **Candid**
3. **Capicua**
4. **Chandler Thinks**
5. **Cooper Carry**
6. **Creative Entourage**
7. **Elephant in the Room**
8. **Gravity Switch**
9. **HUB**
10. **ICG-ADV**
11. **Joy Riot**
12. **Lundmark**
13. **Matter**
14. **Nagarro**
15. **Novella**
16. **Oak Meadow**
17. **RDG**
18. **Revel**
19. **Stealth**
20. **Storm Cloud Marketing**
21. **Yard and Co**
22. **Zolay**

PURPOSE:
The purpose of this agenda item is to seek council's approval of the RFQ/Bid submitted by Creative Entourage for the City's official branding and seal.

BACKGROUND:
Currently the City of Neosho has multiple logos in use. At this time we do not have branding guide or original files of the logos and we do not have an official city seal. By going out for bid, we were able to select an organization to help us complete this project. Staff sent out multiple RFQ/Bid packets and received 21 packets back. A committee was formed to review all of the packets received and the packets were narrowed down to the top three. These companies were narrowed down not only by pricing but also on the qualifications stated in the submitted RFQs. Staff then interviewed the top three businesses and chose Creative Entourage as the best option to complete

the city's branding guide, logo and city seal. Creative Entourage cost came in at a not to exceed cost of $15,000.

RECOMMENDATION:

City staff recommend Creative Entourage based on their bid score and interview. City staff request City Council's approval.

RFP for City Branding Services/City Seal

50-Point Scale

	COMPANIES	COST (Not to exceed)	Total Average
1	Candid	$90,000.00	28.5
2	Capicua	$33,600.00	30.5
3	Chandler Thinks	$74,705.00	34.5
4	Cooper Carry	$15,650.00	41.5
5	Creative Entourage	$15,000.00	47.25
6	Elephant in the Room	$65,000.00	25.5
7	Gravity Switch	$113,000.00	22
8	HUB	$54,000.00	37.25
9	ICG*ADV	$54,030.00	28.75
10	Joy Riot	$63,285.00	28.25
11	Lundmark	$7,500.00	38
12	Matter	$10,250.00	40.75
13	Nagarro	$58,800.00	24.5
14	Novella	$21,500.00	43.75
15	Oak Meadow	?	1.75
16	RDG	$26,150.00	44.75
17	Reactor Design	$60,000.00	26.25
18	Revel	$22,500.00	38.25
19	Stealth	$4,375.00	43.5
20	Storm Cloud	$6,700.00	35.5
21	Yard & Co.	$15,000.00	43.5
22	Zolay	$9,550.00	33.25

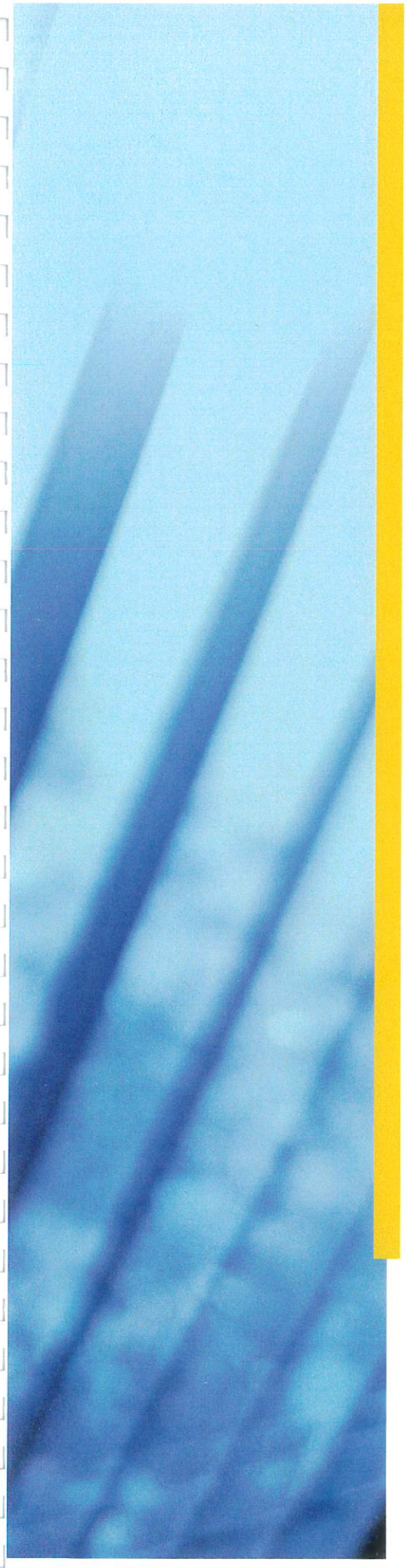
REQUEST FOR PROPOSAL

CITY OF NEOSHO BRANDING

January 28, 2025

candid®

ORIGINAL



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EXECUTIVE SUMMARY

January 28, 2025

City of Neosho, City Hall
203 E. Main Street
Neosho, MO 64850

RE: **candid marketing** Response to Request for Proposal: City of Neosho Branding

Dear Members of the Selection Committee,

Thank you for the opportunity to submit a proposal to provide branding services for the City Neosho. A full-service branding, marketing, advertising, public relations and web development firm, **candid marketing** is excited about the prospect of putting our strategically creative marketing communications experience to work for your community.

Community Branding (and Rebranding) is Our Sweet Spot.

But it's not all we do. Our team has extensive experience creating and launching integrated marketing programs, as well as developing award-winning brands for the private and public sector. We have successfully developed five community brands in the Kansas City metro. Additionally, we have worked with various chambers of commerce, economic development organizations, tourism organizations and non-profits, creating and implementing top-tier marketing campaigns that get results.

candid is Creative, Energized and Collaborative.

candid has the required expertise to conceive and execute a meaningful brand strategy for Neosho that will help create a unique sense of place and enhance targeted communication efforts within the community. Through our proven approach, Neosho will receive a brand that is much more than just a logo. Our process will unlock an identity that reveals the true sense of community for residents, visitors and stakeholders.

Once that brand is adopted, we will provide guidance on how to integrate it internally and externally by creating a style guide and realistic/ measurable implementation plan.

Let's Go!

candid has worked with a variety of communities and municipalities to create and adopt a brand. We understand the nuances of working with key stakeholders, elected officials and the community as a whole. Engaging, listening and learning about perspectives with these partners is the key to success.

I have read and agree to all terms and conditions as outlined in this RFP.

Thank you for your consideration. If you have any questions about the information in this proposal, please don't hesitate to contact me. Thank you!

Sincerely,

Becky Freetly
Authorized Signor
president + partner • **candid marketing**
Legal Address: 3912 SW Granite Lane • Lee's Summit, MO 64082
Mailing Address: 4741 Central, #536 • Kansas City, MO 64112 • 816.765.3608
816.309.27096 • becky@justbecandid.com • www.justbecandid.com

candid is a 100% women-owned business enterprise (WBE) certified by the State of Missouri and the State of Kansas.

EXPERIENCE AND QUALIFICATIONS

CONSULTANT PROFILE

candid is a creative collective hyper-focused on brand strategy.

We create and redefine brands that elevate businesses through compelling messaging and design.

We're all in.

We love what we do, we are fiercely loyal and we share our passion and enthusiasm candidly. We are also a practical organization that gets things done for our clients. Our clients enjoy day-to-day access to a talented team that handles all aspects of marketing, including creative and graphic design services, copywriting, strategy and implementation support.

candid is an award-winning, client-centric branding, marketing, advertising, public relations and interactive agency. We are strategically creative, delivering fresh ideas. We build sustainable and thoughtful brands for our clients and work as collaborative partners to implement integrated marketing strategies.

Founded in 2005, we built our business on the simple premise of being a "better" integrated marketing communications firm. **candid** is one of the few national marketing companies who has successfully branded multiple communities and municipalities for nearly 20 years. We are also one of a handful of marketing companies in the United States with the unique experience and capabilities to brand and market economic development organizations.

Clients select **candid** because we know how to develop and integrate attractive brands, coupled with relevant messages and strategic plans that capture the attention of key influencers and target audiences.

candid, LLC (dba **candid marketing**) is a privately owned Limited Liability Corporation. Because the two owner-operators are female, **candid** is a 100% women-owned business enterprise (WBE) certified in the States of Missouri and Kansas.

EXPERIENCE AND QUALIFICATIONS: REFERENCES

QUALIFICATIONS

Communities, Municipalities and Economic Development Organizations

candid has extensive experience helping cities and Economic Development Organizations creatively convey brand messages through various marketing channels.

Throughout our nearly 20-year history, the **candid** team of talented designers and communications strategists has a proven track record of collaboratively delivering projects of similar scope and complexity — and exceeding client expectations.

Clients select **candid** because we know how to develop and integrate attractive brands, coupled with relevant messages and strategic plans that capture the attention of key influencers and target audiences.

Some current and past clients include:

- St. Louis Development Corporation
- City of Grain Valley, Missouri
- El Dorado Inc. (El Dorado, Kansas)
- City of Edgerton, Kansas
- City of North Kansas City, Missouri
- City of Kansas City Economic Development (EDC KC)
- Utility Economic Development Association (UEDA)
- New Century AirCenter (Johnson County Airport Commission)
- Evergy Economic Development and LocationOne Information System (LOIS) – national branding campaigns
- Wyandotte County, Kansas Economic Development Council
- BNSF Railway – Logistics Park Kansas City (Edgerton, Kansas)
- Southwest Johnson County, Kansas Economic Development Corporation
- Leavenworth Kansas County Economic Development Corporation
- Platte County, Missouri Economic Development Council
- City of Belton, Missouri Economic Development
- City of Smithville, Missouri
- City of Gladstone, Missouri
- Missouri Economic Development Council
- City of Independence, Missouri
- Downtown Lee's Summit Main Street (Missouri)
- Lawrence & Douglas County Kansas EDC
- Miami County, Kansas Economic Development

To see samples of **candid's** Community Branding work, visit justbecandid.com/community

CITY OF GRAIN VALLEY, MO

The City of Grain Valley, Missouri was looking for a new and fresh logo/brand. After winning the project through an RFP process, **candid** went to work on creating a new brand for the City of Grain Valley.

Deliverables included:

- art direction
- branding
- logo design
- copywriting
- marketing materials

Size of Organization: 30
Number of Hours: 275
Engagement Partners:

- City Departments and Police Chief
- Elected Officials
- General Public
- Business Community
- School District

Client contact:
City of Grain Valley, MO
Theresa Osenbaugh
Deputy City Administrator
816.847.6290
tosenbaugh@cityofgrainvalley.org

*"After many years of working with an outdated logo and not having an identity through a community brand, **candid** stepped in and walked us through the process of finding ourselves. As a team, we received great public input throughout the process, allowing us to have overwhelmingly positive feedback once our new brand was rolled out. **candid** took the time to get to know our community and worked with us to find a modern and accurate platform for Grain Valley!"*

—Theresa Osenbaugh • Deputy City Administrator
City of Grain Valley, Missouri

Project Deliverables:

Brand Position

Away from the hustle and bustle of city life — just east of Kansas City — lies the growing, vibrant town of Grain Valley, Missouri. Situated just 30 minutes from downtown, intersected by Interstate 70, Grain Valley is the gateway to the KC metro, serving as both its welcome and farewell point. A place where many proudly come home, bid adieu to the big city and are greeted by a quiet, quaint way of life, enveloped by open spaces and smiling faces. More than just a passing fancy, this hidden gem might surprise you.

A community of cul-de-sacs with neighborhoods woven together by walking trails. Where children still play outside and walk to high-performing schools. Neighbors cruise around on golf carts and host block parties. Driveway get togethers are common and backyard fire pits often light the night. A safe space where many residents know one another — and still wave hello while strolling the streets. A place where people look out for each other, and city events are a festive reason to come together. This town is still somewhat small, and that's just fine.

In fact, Grain Valley embraces the small town ideology, because those in the know realize it is a community on the rise with an abundance of opportunity, friendly people and great vibes. Often overlooked from those outside of the community, Grain Valley is growing. In a class of its own, Grain Valley is pushing the limits of a small town. It is an exurb. Making its transition from rural to suburban, located on the fringe of a large metropolitan area. This exurb is a district outside of Kansas City, a prosperous area beyond the suburbs. That's Grain Valley. What used to be considered a rural town, today is home to larger, more mainstream suburban development with additional growth on the brink of happening. While suburbs lie just outside of the city, an exurb is farther out, beyond the suburbs, with an economic and commuting connection to the metro area.

With everything you need, and most of what you want close by, there's just something about Grain Valley. Multigenerational and multicultural, welcoming and caring, energetic and laidback, humble and hard working. Whether you are here to raise a family or retire peacefully, Grain Valley has a lot to offer. But we're not done yet. We are still building and still booming. With forward thinking leadership, the city is at a tipping point. Pushing boundaries and edging out your expectations. Allow us to introduce you to Grain Valley.

Logo:

GRAIN VALLEY
MISSOURI

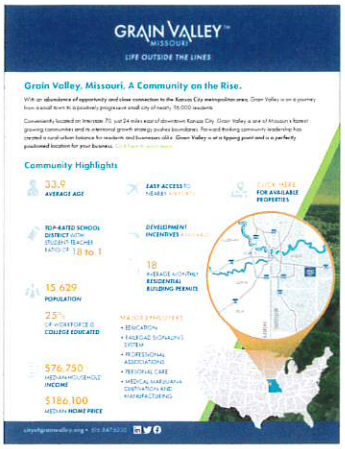
LIFE OUTSIDE THE LINES

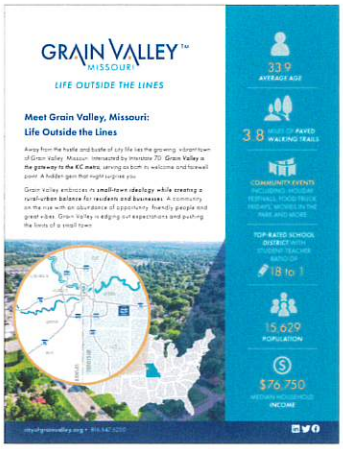
CITY OF GRAIN VALLEY, MO BRAND ASSETS:

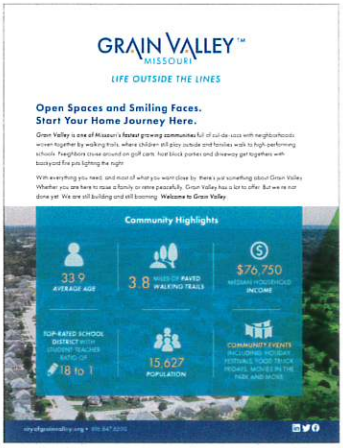
GRAIN VALLEY
MISSOURI
LIFE OUTSIDE THE LINES

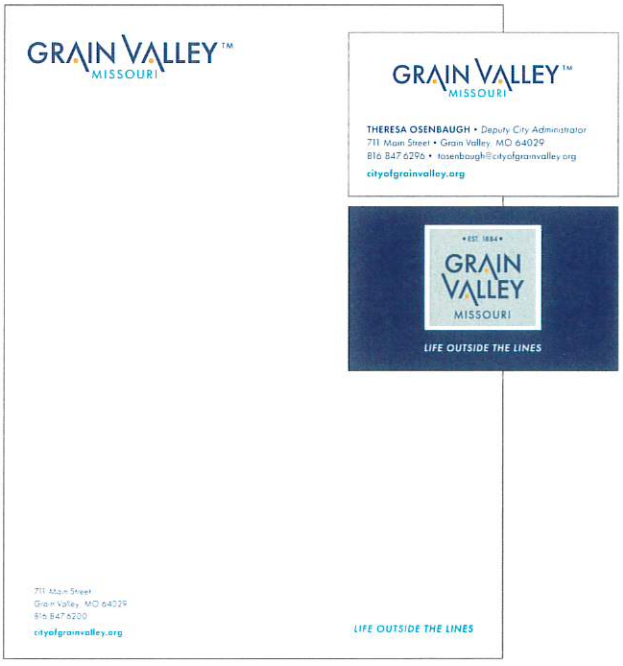
• EST. 1884 •
GRAIN VALLEY
MISSOURI

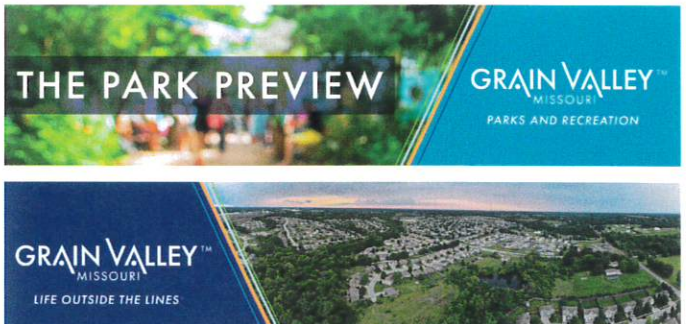
GVMO

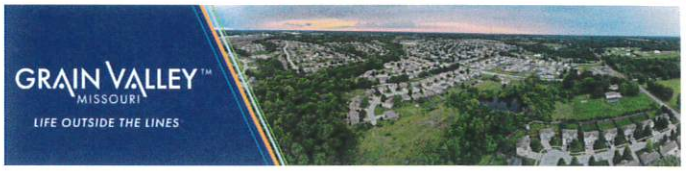


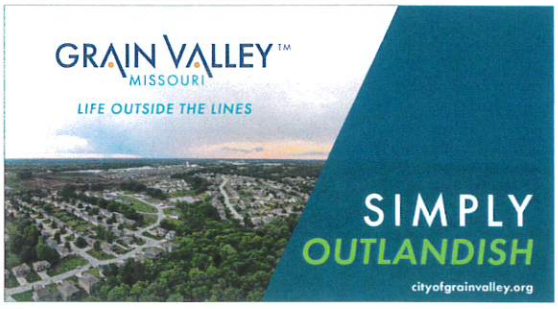












CITY OF NORTH KANSAS CITY, MISSOURI

To understand North Kansas City's current brand positioning, **candid** was selected to assess the environment; demographics and psychographics of residents; perceptions of visitors, residents and business stakeholders; current communications and the regional competition. We also gathered input from North Kansas City and its constituents using surveys, interviews and community engagement techniques.

During the research phase, **candid** assessed current attitudes regarding the community. This part of the research phase identified the relationship between the community's physical qualities and the position the community holds in the hearts and minds of its residents, visitors and stakeholders.

candid's community engagement process was comprehensive and included local interaction with the community, stakeholders and visitors.

Here are a few highlights:

Community Conversations

- **More than 100 residents** were reached by phone or in-person during various canvassing at events, town hall meetings and man-on-the-street interviews
- **Residents on Request outreach:** Forty residents requested (or were referred by City Council members) to provide input through phone, in-person or town hall meetings
- **Key messaging sessions** were held with elected officials (City Council) and City staff department heads
- **50 individual businesses** participated by phone or by in-person meetings (a mix of members and non-members of the North Kansas City Business Council)
    - Businesses on request: several members of the Business Council requested in-person or phone conversations
    - Northland Chamber
    - Major employers

Client contact:
Sara Copeland, AICP
Former Community Development Director, North Kansas City, MO
sarakcopeland@gmail.com

*"Working with **candid** on our branding project was a joy! They engaged the entire community in order to understand North Kansas City and create materials that spoke to our community's history and vision for the future. **candid** created beautiful materials to implement our brand, including seasonal banners, brochure templates, and bicycle kiosk signs, that the community loves. The brand guide document continues to be a very helpful reference as we implement our brand and **candid** has been so helpful any time we contact them for assistance."*

— Sara Copeland, AICP • Former Community Development Director
City of North Kansas City, MO

North Kansas City Brand Position

Beyond the bridge lies a community where houses and warehouses converge. Due North of Kansas City proper and overflowing with opportunity, it is the city with prime proximity North of the river. North Kansas City. Not Northtown, not Kansas City North. North Kansas City, Missouri. The portal to the Northland and gateway to downtown, North Kansas City welcomes you with open access and the ideal address. In North Kansas City, diverging generations are interconnected and neighborly pride is tightly entwined in our fiber.

A city in its prime, North Kansas City is in the midst of resurgence. We won't abandon our industrial roots because commercial buildings occupy the vision for our future. Through a strong sense of urban renewal, the riverfront brownfields will gradually transform into more progressive, interactive and innovative businesses. The tenacity and technology it takes to convert forgotten properties into contemporary spaces for hip companies is here and North Kansas City is poised to redevelop, retrofit and reach our potential.

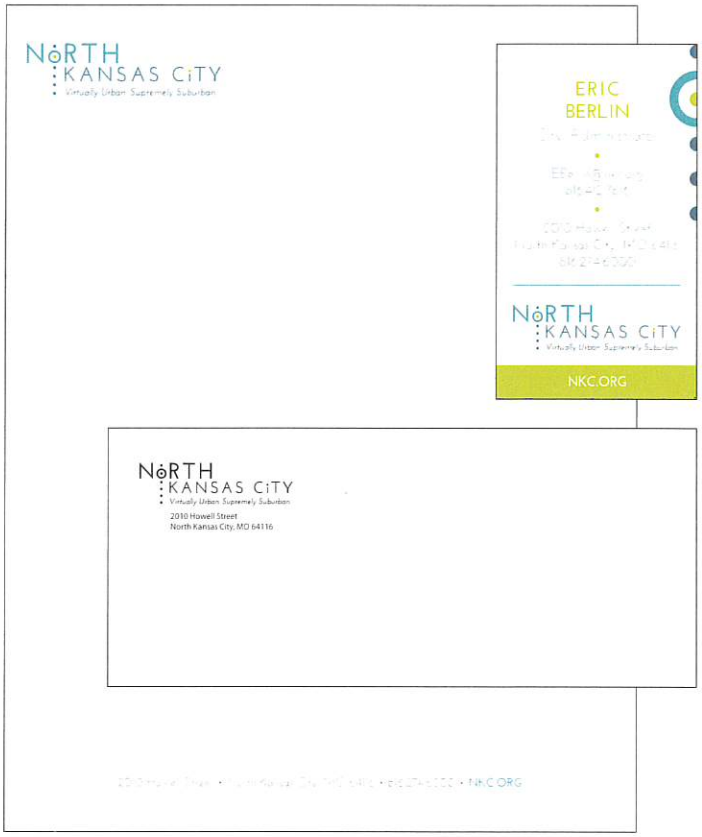
On the periphery of metropolitan hustle and bustle, North Kansas City is the ideal place to move up, but not away. Nearly downtown, life in North Kansas City is quietly convenient. Want to spread out, but don't want to lose your cool? Looking to expand your family but not your commute? Still want to stroll down the street to a local spot? Like the idea of walking to the park or riding your bike around town? Wherever life's path takes you, take it in stride in North Kansas City. Inundated with amenities like high-speed fiber optic internet service through liNKCity, a top-notch community center and picturesque downtown business district, North Kansas City will reset your expectations of home.

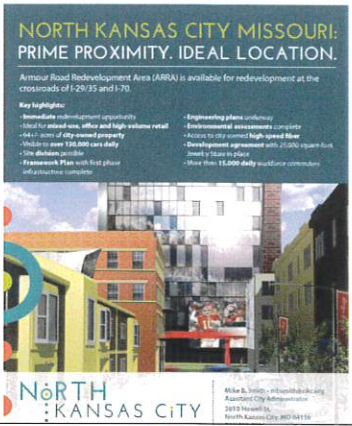
At its core, North Kansas City is current with progressively forward momentum channeled by recollections of the past. A conduit to the future, surrounded in simplicity, our access is unrestricted and our capacity is limitless. In North Kansas City, our approach is high-tech, low hassle. High-touch, low key. High-speed, slow pace. North Kansas City, Missouri. Nearly perfect, perfectly primed, virtually urban and supremely suburban.

Logo:

NORTH
KANSAS CITY
Virtually Urban. Supremely Suburban.

CITY OF NORTH KANSAS CITY, MISSOURI BRAND ASSETS:





CITY OF EDGERTON, KANSAS

Scope and Goals of the Project:
The City of Edgerton engaged **candid marketing** to define a brand position and creative platform to evolve into an overall marketing message. **candid** took a comprehensive approach to the development of the City of Edgerton's brand by conducting several in-market research sessions with key audiences and stakeholders and launching an online and text message community engagement portal and community survey. There were no specific metrics assigned to this project. However, the brand continues to be implemented and there is widespread adoption with businesses and positive citizen momentum with City staff and elected officials.

The project was awarded an International Association of Business Communicators (IABC) – Kansas City Quill Award in 2013. The City of Edgerton's Retail Industry Leaders Association (RILA) economic development marketing brochure produced by **candid** was recognized for a Kansas City Business Marketing Association (BMA) Fountain Award in 2014.

Role Description: Following a comprehensive research phase, **candid** identified key community attributes and developed a value proposition and brand position. The resulting brand identity, including logo and tagline ("global routes. local roots.") were carried through all aspects of the community's multi-phased marketing and communications campaigns, such as the website, resident communications, newsletter, print ads, media planning and buying, event invitations and logistics, light pole banners, signage and all economic development communications. Following brand adoption, **candid** remained engaged for two years with the City to integrate the community brand and also serve as the public information officer for public relations efforts including project announcements, media talking points and interview preparation for the Mayor.

Project Deliverables:

Brand Position

Transportation via all modalities will soon converge in Edgerton, Kansas. When BNSF Railway opens its intermodal facility — and the surrounding Logistics Park Kansas City comes to life — a city built by the railroad will return to its roots. Coming full circle, with open arms Edgerton embraces the growth and development that is knocking at its doorstep.

The irony of a town with no stoplights becoming the home of the world's largest intermodal facility and logistics park is not lost on the folks who call Edgerton home. The juxtaposition of a small town with tremendous opportunity and huge potential will define the close-knit community today — but tomorrow will become part of the town's fiber. Woven into its being. This neighborly community that takes care of its own will soon open its doors to welcome new neighbors.

On the edge of greatness, Edgerton has reached a tipping point. On the precipice of limitless potential and promising possibilities, Edgerton is open for opportunity. Maintaining the small town values that built this town — no matter how big we are — Edgerton will always be friendly. Development is welcomed here. Residents and businesses are invited to come grow with us. Even with new roads and the pathway to the future, Edgerton will stay on the right track. Going the distance for each other, Edgerton is a small town with a huge heart.

As a cornerstone community, Edgerton will be a stepping stone for growth and development in Johnson County, the State of Kansas and the entire Midwest. By forging connections, Edgerton will have a global reach with local impact. Staying grounded, honest and hardworking will serve Edgerton well. For the long haul.

If home is where your heart is and the largest international intermodal calls Edgerton home, the city must be at the crossroads of opportunity. Edgerton, Kansas.

Logo:

EDGERTON®
global routes. local roots.

Implementation Plan

To ensure successful brand implementation, The City of Edgerton engaged in a long-term implementation, branding integration and marketing program with **candid**. To ensure the success of the new brand, **candid** worked as an extension of the City team to provide marketing planning, strategic consultation, project management, ongoing communication support, creative, copywriting and graphic design services.

Marketing and outreach activities included:

- Community positioning/education
- Citizen engagement/communication
- Public relations
- Advertising
    - Print ads
    - Billboards
    - Online ads
- Collateral materials
    - Stationery packages (letterhead, envelopes, business cards, etc.)
    - Brochure templates
    - Email graphics for blasts and newsletters
    - PowerPoint templates
    - Trade show display and materials
    - Ongoing strategic, copywriting and creative support

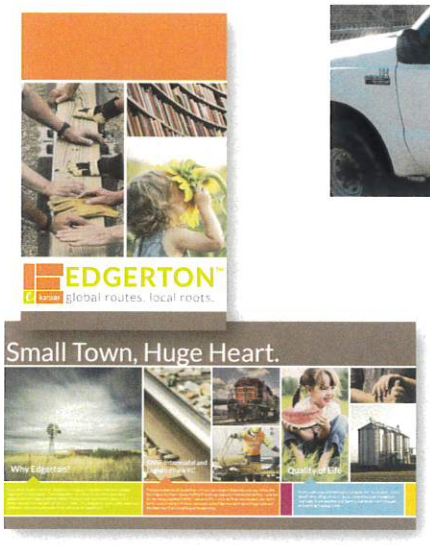
Client contact:
City of Edgerton, KS
Beth Linn
City Administrator
913.893.6231

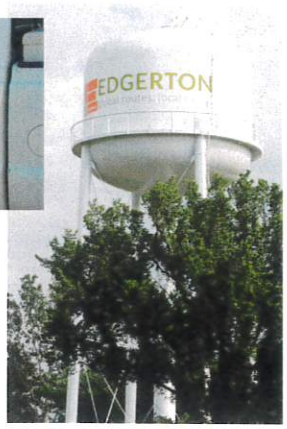
CITY OF EDGERTON, KANSAS BRAND ASSETS:

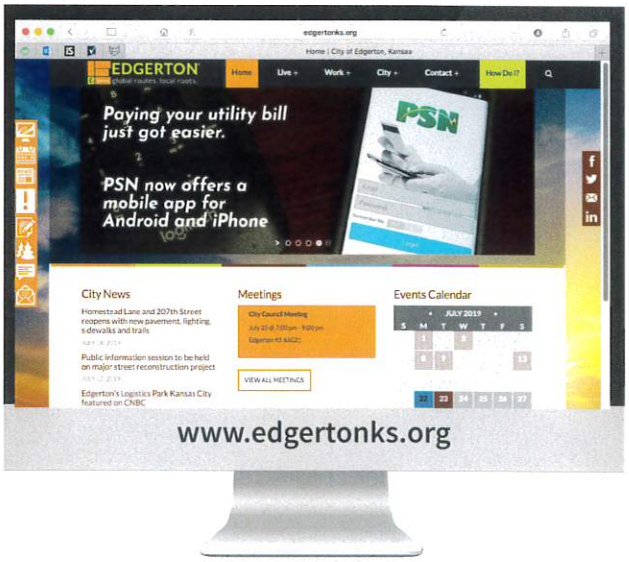
Then

Now

EDGERTON®
global routes. local roots.







PROJECT TEAM

PROJECT TEAM

CITY OF NEOSHO

BECKY FREETLY
Project Lead – Research and Management

SARA FREETLY
Strategic Support and Copywriting

JULIE NIEMANN LARSON
Creative Management and Design

BECKY FREETLY *PRESIDENT + PARTNER*

becky@justbecandid.com *816.309.2709*

Before launching **candid** in 2005, Becky led various marketing efforts for a franchise system, which included national and regional outreach to both industry specific audiences and consumer markets. With more than 25 years in marketing, branding and mass media, her previous experience also includes managing marketing communications activities, including local public relations efforts for multiple locations for a regional bank, the *Kansas City Star* and for a KC area radio station. She has her Bachelor of Science, Public Relations from the University of Central Missouri.

SARA FREETLY *EXECUTIVE VICE PRESIDENT + PARTNER*

sara@justbecandid.com *816.820.0916*

Sara discovered her passion for integrated marketing communications while attending the University of Central Missouri, where she received her B.S. in public relations. She launched her career in the Kansas City office of Fleishman-Hillard, where she gained the strategic public relations and national media relations skills she still draws on today at **candid**.

Before being recruited to North Carolina to lead the Trone PR account team for a national agribusiness client, Sara was with Valentine Radford, where she managed the PR outreach for a large piece of Bayer Crop Science business. Prior to joining **candid** in 2007, Sara served as the Marketing Manager for a regional health care company.

Sara is active in organizations that drive the economic engine in Kansas City, including the Kansas City Area Development Council, KC SmartPort and the Associated Builders and Contractors (ABC) Heart of America Chapter. She is the Public Relations Chair for the Design-Build Institute of America's Mid-America Region (DBIA-MAR) and is a member of the Society for Marketing Professional Services (SMPS).

JULIE NIEMANN LARSON *CREATIVE MANAGER*

julie@justbecandid.com *816.765.3608*

Julie is an award-winning graphic designer and creative manager with an eye for detail, color and a passion for creative collaboration. She inspires excellence in our creative team, crafting fully integrated, award-winning brand strategies and rich marketing campaigns. Before joining **candid** in 2009, Julie's experience included several years in the architectural community, working on various restaurants, spas, casinos and offices throughout Kansas City and beyond.

PROPOSAL DOCUMENT: SCOPE OF SERVICES

PROPOSAL DOCUMENT: SCOPE OF SERVICES

Branding is an exciting process that requires a commitment of time and resources. The brand development journey will help define key attributes of Neosho.

Developing a new brand identity will allow Neosho to embrace the elements that make it unique. At **candid**, we liken a brand to a personality, so one size doesn't fit all. When it comes to branding places, you can't take a cookie cutter approach.

As brand identifiers, we will listen to and work with you to develop a meaningful brand strategy that is tailored to Neosho.

Discovery and Audit

We will hold one virtual visioning session and provide ample opportunity for public engagement through an online survey to ensure that every voice is heard.

We will take an integrated approach that includes:

- Audit, research and discovery to identify branding and campaign messaging.
- Develop a creative platform to build a brand identity for Neosho that fosters pride, resonates with all stakeholders.

Brand Positioning

The brand position will set the tone and approach for all marketing, advertising and collateral materials.

The result is a multi-faceted brand message that:

- Is the promise of what residents, businesses and key influencers can expect from Neosho
- Promotes a positive perception of Neosho
- Is meaningful
- Resonates with key stakeholders
- Is unique
- Is consistent and cohesive

Design City Seal, Logo and Creative Platform

The logo is the visual and outward expression of the brand, so it must be creative, engaging and depict the community of Neosho. **candid** will provide three original logo concepts, refining those concepts twice until a final logo is selected. These concepts will be showcased in various manners such as vehicle graphics, social media images and street banners to see how each option would come to life.

The design of the city seal will be unique and will complement the logo.

To bring the logo and brand to life, **candid** will also develop a creative platform to establish a recognizable brand identity. This includes messaging and use of photography, complementary graphics, colors and typography.

Generally, the logo and creative platform are selected after no more than two rounds of revisions.

The creative platform will include a new City seal, logo versions for each city department and a suite of templates including but not limited to PowerPoints, email signature, vehicle graphics, city flag, ad specialty items including apparel, stationery and administrative documents like board and commissioner meetings. (Purchasing of ad specialty items and printing/production costs not included in **candid's** project fee.)

Branding Style Guide

To ensure the brand implementation is seamless and easy to adopt internally and externally, **candid** will create a brand standards guide that coordinate core design elements – logo, typography, color and tagline – to create a clear and consistent visual image for Neosho throughout all marketing, advertising, public relations, online efforts and collateral materials.

Brand Toolbox

Because the new logo and brand will need to be integrated into all aspects of Neosho's communication channels, **candid** will create a "toolbox" of materials, including but not limited to:

- Stationery package (black/white and color electronic letterhead templates, envelopes, business card template and email signature template)
- Graphics for City email blasts and newsletters
- PowerPoint templates
- Administration meeting document templates
- Vehicle graphics, department versions of the logo, apparel and ad specialty templates
- Social media profile graphics
- News release or resident alert template with a standard boilerplate
- Logo and seal files in all native formats – the city of Neosho will own the rights to all logo and graphic files

Additional graphic design services needed to complete the project within scope

OPTIONAL SERVICES (OUTSIDE SCOPE OF WORK)

Brand Integration and Implementation Plan

Once the brand is adopted, **candid** is available to develop a strategic plan with objectives that will include implementation, management and ongoing promotion of the brand internally and externally. This includes integrating the brand into existing marketing platforms including light pole banners, social media, website, community event flyers/communications, newsletter and email campaigns.

COST PROPOSAL

COST PROPOSAL

candid proposes a comprehensive project fee based on the estimated hours (400– 543) to accomplish this project.

The fee covers all the time associated with delivering this scope of work (excluding any hard costs such as travel, printing, shipping, etc.)

The fee is based on a blended rate of $175/hour for audit, graphic design, copywriting and project management. Projects outside this scope of work and more than two rounds of changes or revisions will be billed in one-hour increments at $175 per hour.

Audit, Virtual Visioning Session, Online Survey and Develop Brand Position

Hours: 150
Cost: $26,250

Design City Seal, Logo, Creative Platform, Branding Style Guide and Brand Toolbox

Hours: 250 – 392
Cost: $43,750 – $68,600

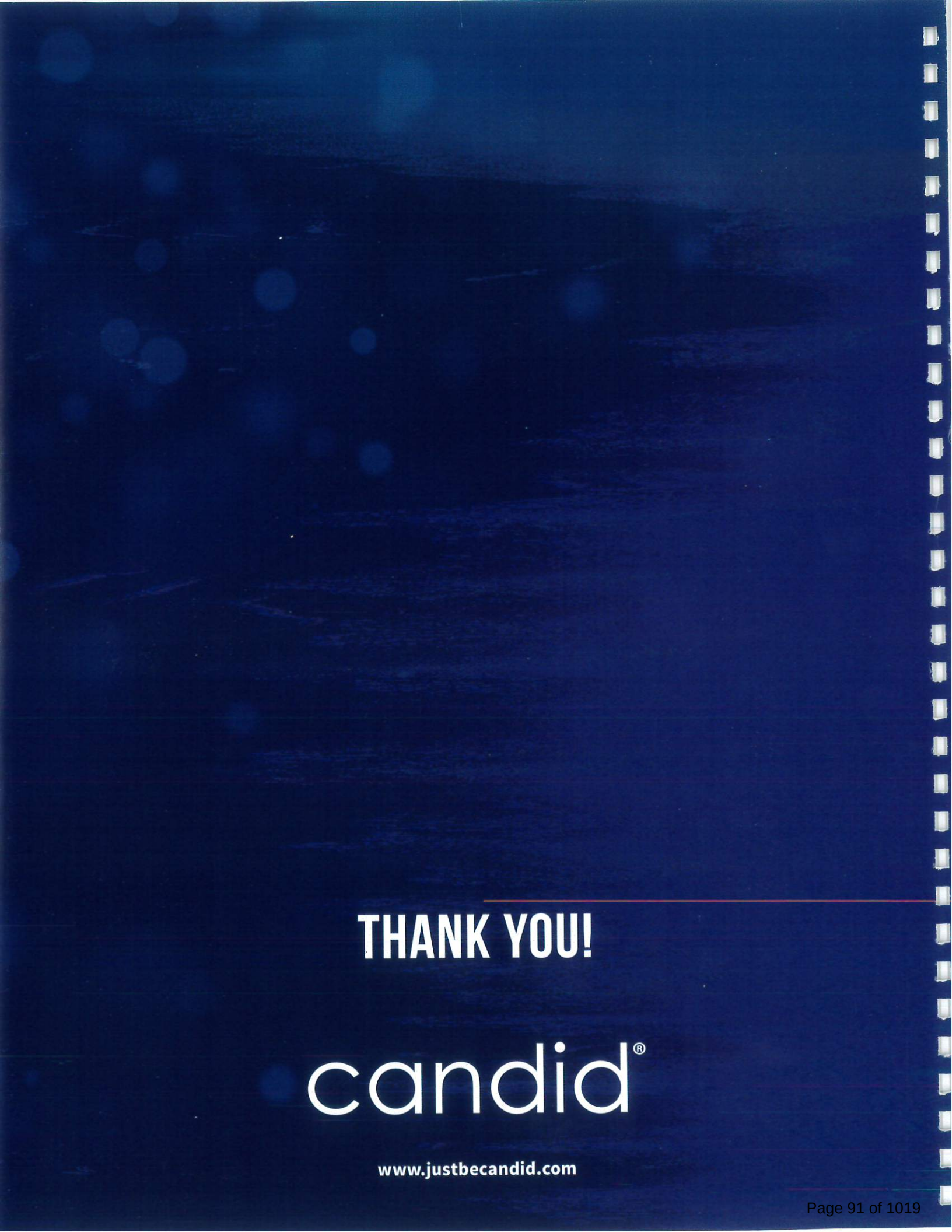
Proposed Project Fee: $70,000 – not to exceed $95,000

The costs outlined in this proposal are based upon the hours **candid** estimates it will take to complete the projects as outlined above and do not include the actual costs to implement a strategic marketing plan.

The fees *do not include* costs outside of **candid's** scope of work, such as:

- Printing of marketing materials or mock-ups (costs vary by color, quantity and scope of project)
- Advertising placement costs
- Postage for direct mail efforts or other external communications
- Email subscription fees
- Delivery/courier charges
- Purchasing promotional items
- Website programming, development and hosting
- Database management and list acquisition
- Video production and photography

Please note, this cost estimate is valid for 60 days. ***candid*** *reserves the right to revise this proposal of services and costs for any changes in project scope. The City of Neosho will own the native files including copy and design for all deliverables outlined in this proposal.*


THANK YOU!
candid®
www.justbecandid.com

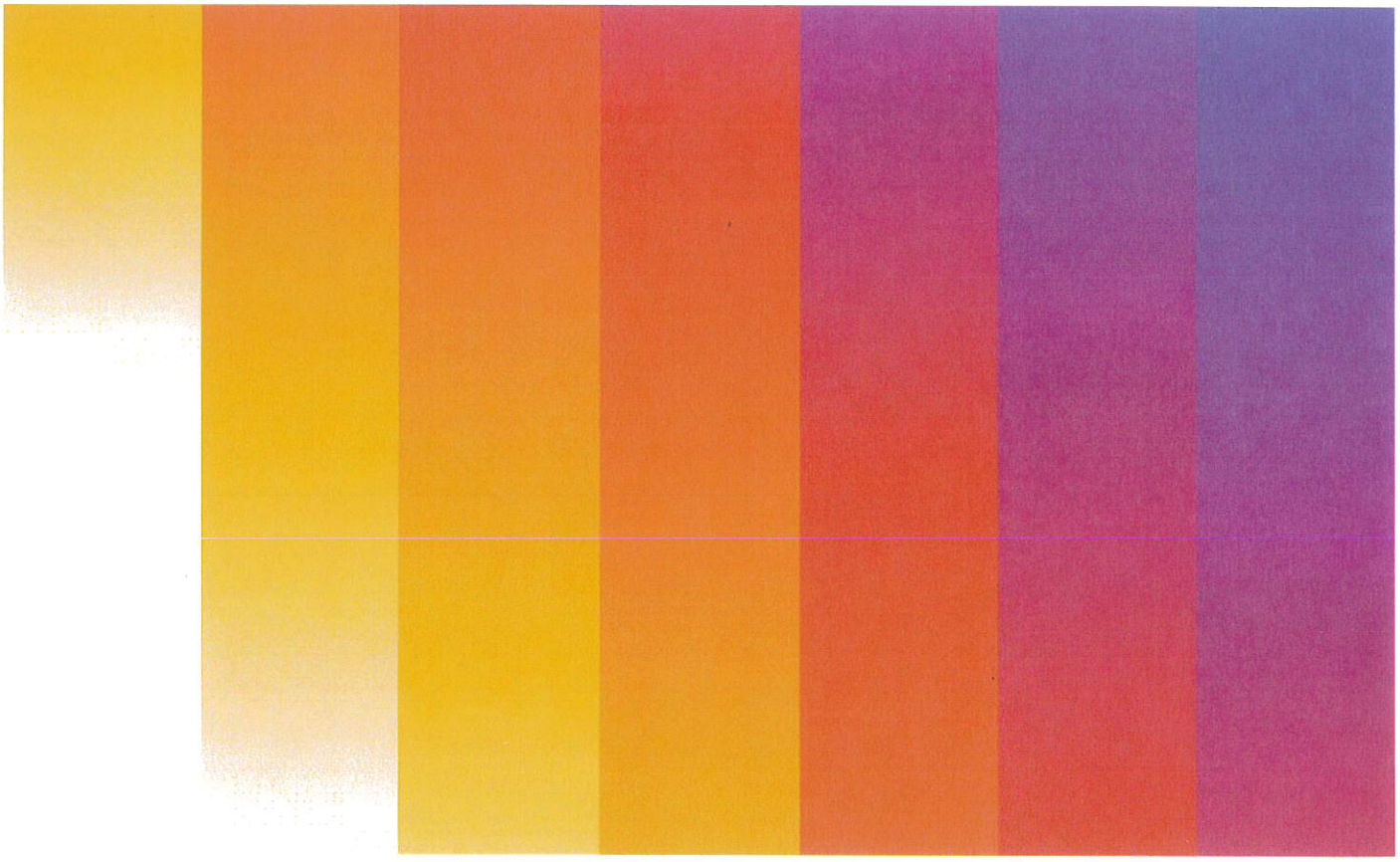
capicua

Prepared for: City of Neosho
Prepared by: Ismael Larrosa

January 21st, 2025

City of Neosho

Branding Proposal



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Message from the CEO

At Capicua, we are thrilled to partner with the City of Neosho on the branding initiative to develop a cohesive and unified identity for communications and promotional materials. We recognize that a well-defined brand is not just a logo or a seal; it embodies the City's values, culture, and vision. Therefore, we aim to create a branding style guide that enhances Neosho's identity, ensuring that all public-facing and internal materials reflect a consistent and engaging visual representation.

Our team understands that a successful branding initiative goes beyond mere aesthetics; it embodies the values, aspirations, and identity of the community it represents. As we embark on this journey with the City of Neosho, our primary focus will be to fully comprehend and integrate your vision, fostering a strong sense of civic pride and belonging. Our flexible methodology ensures that we can adapt to evolving needs, resulting in a cohesive branding strategy that enhances visibility and strengthens connections within the community.

We are committed to delivering a long-term branding solution that will effectively serve the City of Neosho. Together, we can create a powerful brand identity that positions Neosho as a welcoming destination for residents, visitors, and businesses alike.

We look forward to contributing to the City's journey towards a stronger, more unified brand identity.

Sincerely,
Ismael Larrosa

CEO and Co-Founder
Capicua Group Inc.
ismael@wearecapicua.com

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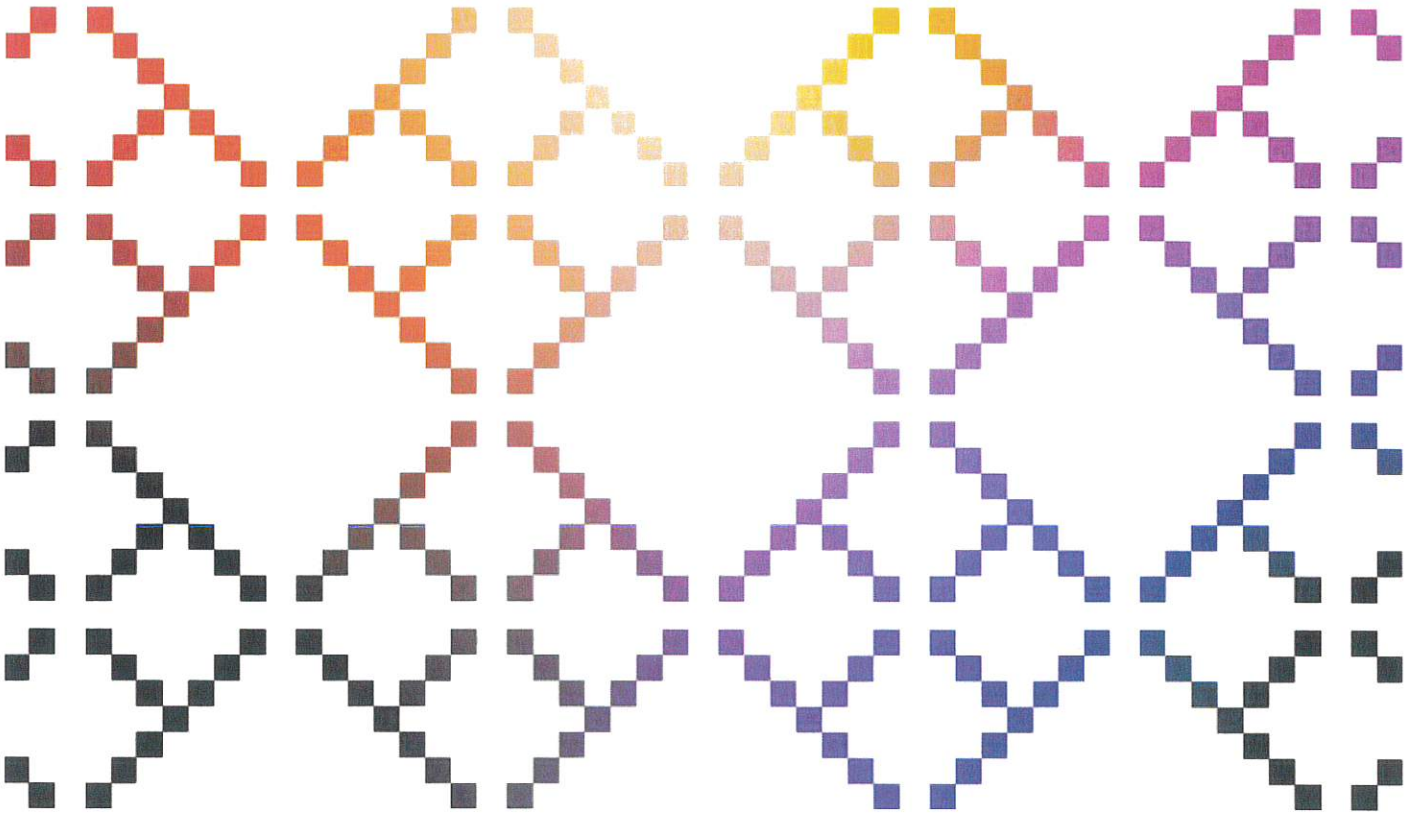
Experience & Qualification



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Experience and Qualifications

About

Initially a design studio, Capicua[1] was established in 2010 to harness the power of design solutions to create intuitive, innovative design solutions for users and companies alike.

Over a decade later, with a shift towards UX-driven Product Development, we always kept fostering a user-centered mindset for all our operations and products. Our HQ in New York City manages an evergrowing team of 80+ personnel with 10 full-time designers at your disposal.

With 14 years of expertise, we thrive with a unique blend of aesthetics, functionality, and technology to create solutions that meet market demands and ensure user satisfaction.

Our core philosophy[2] combines work-based strategies, quality-oriented methodologies, and human-focused products to ensure all solutions have purpose, identity, and soul.

This combination has not only eased successful collaborations with publicly traded companies such as Boston Consulting Group (BCG)[3] and Agero[4]. It has also earned us industry-wide recognition, such as being in the Financial Times[5]' top 500 fastest-growing companies in the Americas, as well as a second-year-in-a-row on Inc. 5,000's list[6].

As partners to bold leaders, we're dedicated to building transformative digital products that defy the boundaries of what seems possible and lead to a better tomorrow.

Values

- **Purpose:** We work hard to foster positive experiences for team members, end users, partners, and companies alike, as we truly believe if all parties of a project feel good about their hard work, outcomes have a greater, more meaningful impact.

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[1] https://www.wearecapicua.com/
[2] https://www.wearecapicua.com/culture
[3] https://www.wearecapicua.com/work/mcf
[4] https://www.wearecapicua.com/work/agero
[5] https://www.wearecapicua.com/blog/capicua-financial-times-2023
[6] https://www.wearecapicua.com/blog/capicua-2024-inc-5000

- **Ownership:** We trust in our team's confidence, experience, communication, and collaboration skills, fostering a genuine sense of curiosity and ownership to test ideas, learn something new, and navigate uncharted waters to build disruptive solutions.
- **Freedom:** We nurture a horizontal structure where all ideas have value, all voices have power, and all members have the intellectual freedom and critical thinking abilities to experiment and bounce forward.

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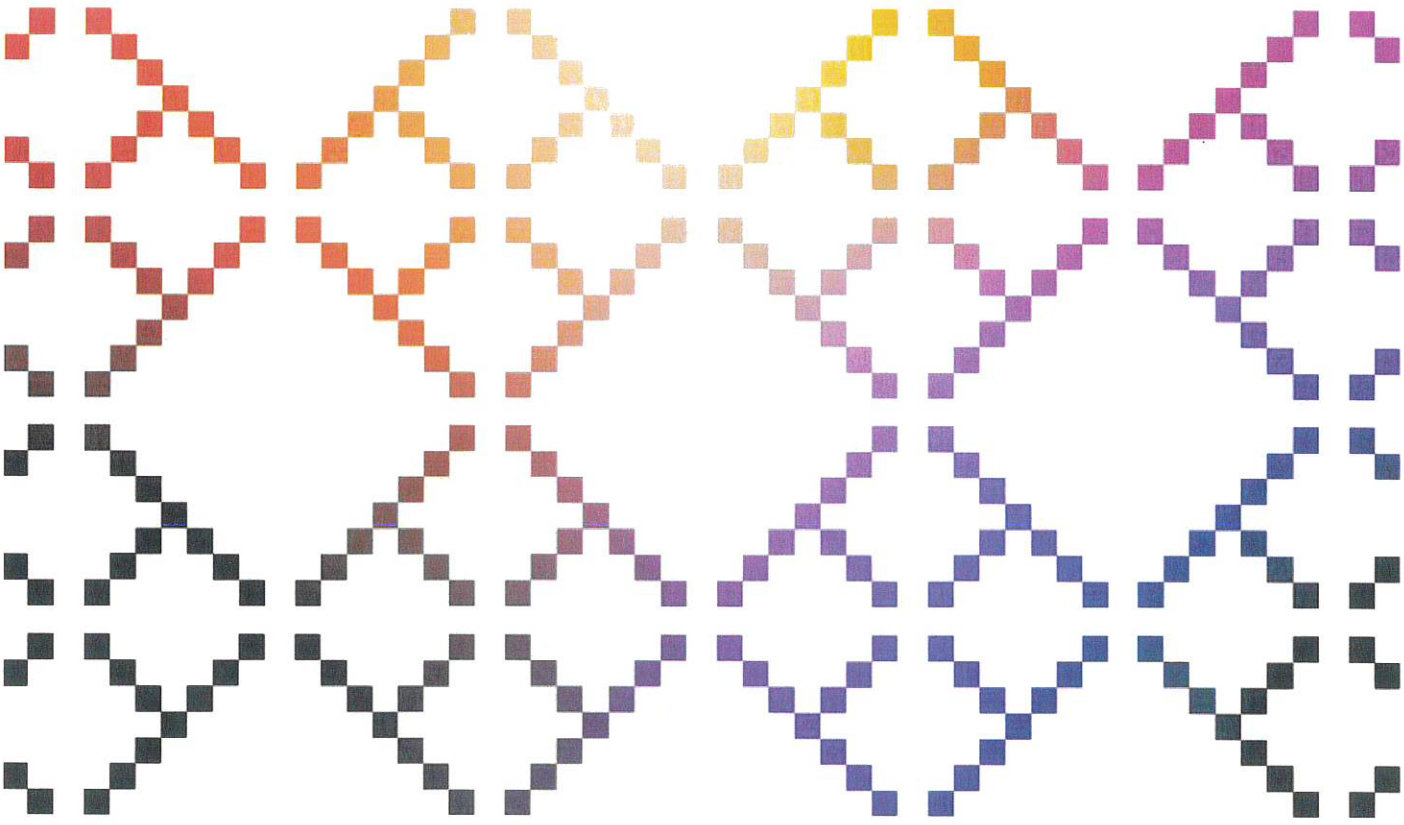
Project Approach



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Project Approach

Approach

Our approach to the City of Neosho's branding project is rooted in collaboration, adaptability, and a deep commitment to human-centered design. By leveraging agile methodologies, cutting-edge technologies, and design thinking, we will create a cohesive and dynamic brand identity that resonates with the community and effectively communicates the City's unique values and character.

- **Agile Methodologies:** We utilize agile practices to ensure flexibility, responsiveness, and efficient collaboration at every stage of the project. This iterative approach enables us to incorporate feedback seamlessly, adapt to evolving requirements, and deliver a high-quality, user-focused product aligned with the City's goals.
- **Advanced Technology Integration:** Our team applies advanced design tools and technologies to streamline workflows, enhance the visual quality of deliverables, and simplify future updates. This ensures that the resulting brand identity is robust, modern, and easy to maintain while staying adaptable to the City's long-term needs.
- **Human-Centered Design:** Placing the community at the core of our design philosophy, we employ human-centered design principles to develop a brand identity that is accessible, engaging, and intuitive. This approach ensures that the branding reflects the City's values, fosters a sense of pride, and strengthens its connection with residents and stakeholders.
- **Quality Assurance:** We implement rigorous quality assurance processes to uphold the highest standards for all deliverables. Each aspect of the City's brand identity will undergo thorough review and refinement to ensure consistency, accessibility, and alignment with the project objectives.

Scope of Services

This branding project for the City of Neosho calls for a thoughtful approach that balances a cohesive visual identity with engaging, community-centered messaging. Below, we outline tailored solutions to address each component of the scope. Our approach is designed to strengthen Neosho's public image, foster community pride, and build a cohesive brand identity that City staff can apply consistently across all communications, strengthening its position within the community.

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Branding Assessment and Strategy Development.

- A thorough review and assessment of the City's existing branding, including logo, tagline, and communication materials across various channels will be conducted to identify consistency and the effectiveness of the visual identity and tone across all platforms. The analysis will focus on evaluating the visual coherence, effectiveness in representing the City's identity, and areas for improvement to align the brand mission and vision better.

Official City Seal Creation.

- Designing the official City of Neosho seal will be a cornerstone of this project. To create it we will incorporate key aspects of Neosho's history, culture, and community values to guide the design process. This will involve exploring local archives, engaging with community members, and collaborating closely with City officials to ensure the seal authentically reflects the spirit of Neosho. The final seal will serve as a unifying symbol, strengthening the City's identity and providing a consistent visual element across all official communications.

Produce a comprehensive Branding Style Guide (branding only, no tagline).

- A detailed branding style guide will be created, establishing a cohesive visual identity system with color palettes, typography, and graphic elements that complement the logo and overall City brand, ensuring a consistent visual application across all materials and platforms.

  Unified logo design created in full color, single color, and black & white.

  - Detailed logo usage guidelines will be provided, including color variations, size specifications, and allowed placements. Color palettes and fonts will also be selected to ensure high visibility and accessibility.

  Brand characteristics with proper spacing/sizing.

  - Brand characteristics with proper spacing and sizing, including guidelines for typography, imagery, and white space will be outlined in the style guide.

  Color palette/fonts.

  - The guide will encompass a comprehensive color palette, including primary, secondary, and accent colors, and define their appropriate usage across various applications. It will also specify the primary and secondary

fonts, their appropriate usage, and guidelines for font sizes and weights to ensure visual consistency and readability.

Unacceptable uses.

- The style guide will also outline unacceptable uses of the logo, which is crucial for maintaining brand consistency and protecting the integrity of the logo.

Provide high-resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg, png, and pdf formats of the final approved logo and City seal.

- We will provide high-resolution files in EPS, JPEG, PNG, and PDF formats to ensure optimal quality and versatility for various applications. This comprehensive approach will guarantee clarity and uniformity across all branding applications, allowing for seamless integration of the brand across print, digital, and other media.

Provide graphic design as needed for logo and seal integration.

- Graphic design services will be provided for logo and seal integration which are essential assets to ensure seamless application across various materials and support the City's goal of a cohesive and professional visual identity. We will adapt the logo and seal for integration into formats such as stationery, signage, digital media, and merchandise. Templates will be created to ensure consistent placement and alignment, maintaining the integrity of these branding elements in all applications.

Templates (presentations, letterhead, envelopes, etc).

- User-friendly templates will be created, such as presentations, letterhead, envelopes, and similar materials. This will be crucial for maintaining consistency in the City's official communications and streamlining the design process across all departments. Custom templates will be designed using the approved branding guidelines, ensuring proper integration of the logo, seal, and other brand elements. These templates will be adaptable to different formats, optimized for print and digital use, and designed to ensure a uniform and professional appearance across all City communications.

Use as department identifier.

- We will focus on developing unique department identifiers that enhance cohesion while allowing each department to maintain a distinct visual identity within the City of Neosho brand. This will involve designing department-specific variations of the logo or seal, incorporating unique visual cues such as color accents or icons relevant to each department. These variations will adhere to the established branding guidelines to ensure consistency while fostering recognition and individuality for each department.

Use along with department brands (those with a marketing mission).

- Integrating the City's branding with department brands that have a marketing mission will involve adapting Neosho's branding elements, such as typography and color palette, to complement department-specific brands. This will guarantee alignment across all promotional efforts while preserving the unique outreach goals of each department. By maintaining core visual standards while allowing flexibility for department-focused messaging and visuals, we will reinforce a unified City identity across all promotional initiatives while ensuring the marketing effectiveness of individual departments.

Use to complement the official Seal of the City.

- The branding elements will be designed to work harmoniously with the City Seal while maintaining a balanced visual hierarchy. This will include the alignment of typography, color usage, and spacing, ensuring the Seal remains a focal point and simultaneously reinforcing the overall brand identity. The Seal will be effectively integrated into a cohesive visual system to guarantee a consistent representation across all applications and enhance its impact.

Board & commissions identifiers.

- We will create distinctive visual identities for each City board and commission. Neosho's core branding elements such as the logo, color palette, and typography will be incorporated. Additionally, these designs will be tailored with unique accents or icons relevant to each group, ensuring consistency within the overall brand framework and enhancing the professional image of each board and commission. This approach supports a unified City brand while allowing each group to maintain its unique character.

Digital media uses/applications.

- The City's branding will be adapted for effective use across digital media platforms, and create a cohesive and professional online presence. The branding will be optimized for digital applications, including social media, websites, and email templates. Guidelines will specify proper logo usage, color schemes, and typography for digital formats, ensuring clarity and adaptability across devices and resolutions. This will enhance audience engagement and maintain a consistent brand experience across all digital channels.

Business cards.

- The branded business cards will ensure a professional and cohesive representation of City officials and department representatives. We will incorporate Neosho's branding elements, such as the logo, color palette, and typography while allowing customization for individual names, titles, and contact information. The designs will ensure readability and visual consistency across all cards.

Ad specialty items (merch).

- We will create designs for Ad specialty items as an opportunity to promote the City of Neosho's brand through merchandise, enhancing community engagement and visibility. Branded designs will be developed for merchandise including apparel, tote bags, and mugs. These designs will incorporate the logo, seal, and other visual elements in scalable formats to ensure high-quality reproduction on various materials.

Email signature/correspondence.

- We will focus on developing professional and consistent communication templates for the City of Neosho departments. Email signature templates will incorporate the City's logo, color palette, and standardized fonts, with fields for names, titles, and contact information. Correspondence templates will also be created to align with the branding guidelines, ensuring a unified and professional look and feel across all digital and printed communications.

Vehicle decals.

- Decals will be designed using the City's logo, seal, and color palette, ensuring clear visibility and durability. These designs will provide a platform to reinforce the city's brand identity, ensuring a professional and consistent appearance

across all city-owned vehicles. Additionally, these designs will be tailored for various vehicle types, maintaining consistency while accommodating size and placement requirements.

Apparel.

- Apparel designs will feature the City's logo, seal, and branding elements, ensuring they are visually appealing and adaptable for different clothing types, such as uniforms, t-shirts, and hats. The creation of branded apparel designs will offer an effective way to promote the City's identity while fostering a sense of unity among staff and community members. Moreover, these designs will prioritize clarity and scalability for various fabric and print methods.

Process

At Capicua, our process is designed to foster collaboration, transparency, and efficiency. Combining agile methodology with a structured workflow, we aim to deliver a brand identity that exceeds expectations while aligning with the City's vision.

- **Discovery and Research:** Conduct a comprehensive assessment of the City's existing branding assets to identify strengths, weaknesses, and areas for improvement. Engage with City officials and community stakeholders to gather insights, ensuring the brand reflects Neosho's unique history, culture, and values.
- **Concept Development:** Translate research findings into design concepts that align with the City's goals, focusing on creating a cohesive visual identity. Present initial concepts, including logo and seal designs, to the City for feedback and refinement.
- **Design Iteration:** Refine design elements based on feedback, ensuring alignment with the City's mission and the community's expectations. Develop supporting assets such as typography, color palettes, and graphic elements, integrating them into a cohesive style guide.
- **Collaboration and Feedback:** Host regular touchpoints, including weekly meetings with City representatives, to review progress, address questions, and gather input. Maintain open communication channels to facilitate collaboration and ensure alignment throughout the project lifecycle.

- **Delivery and Implementation:** Provide high-resolution, final branding assets in multiple formats, optimized for various applications (print, digital, and merchandise). Deliver a comprehensive branding style guide, including detailed usage guidelines, to empower City staff with the tools needed for consistent implementation. Create templates and design assets for official documents, presentations, and other materials, ensuring a seamless transition to the new branding system.
- **Ongoing Support:** Offer guidance and assistance during the rollout phase to ensure the smooth adoption of the new brand identity. Remain available for additional design needs, updates, or future branding expansions.

By adhering to this process, we ensure a transparent, collaborative, and results-driven approach that delivers a lasting and impactful brand identity for the City of Neosho.

Milestones

Our approach to the branding project for the City of Neosho is organized into 4 key milestones, each addressing a specific phase. These milestones provide a structured path to achieving the project's objectives. Additionally, regular collaboration with the City of Neosho, including ongoing feedback from key stakeholders, will guide our development process. This ensures that the final brand identity effectively communicates the City's unique character, enhances its image, and strengthens its position as a thriving community. Below, we detail each milestone:

Milestone 1: Branding Assessment and Stakeholder Engagement

- In this initial phase, we will conduct a comprehensive assessment of the City's current branding, including the logo, tagline, and visual identity across various communication channels (website, social media, printed materials, etc.). Additionally, we will engage with key stakeholders through remote sessions to gather insights and expectations for the brand.

Estimated duration: 2 weeks (80 hours)

Milestone 2: Visual Direction and Moodboarding

- Based on the assessment and feedback gathered, we will create moodboards that outline potential visual directions for the brand. These moodboards will present color palettes, typography options, and other graphic elements that reflect the desired brand style. We will present multiple options for review and feedback.

Estimated duration: 1 week (40 hours)

Milestone 3: Brand Guidelines & Core Applications

- In this milestone, we will create a comprehensive brand guide that consolidates all visual elements—such as color palettes, typography, logo usage, City seal guidelines, and style guidelines—into a cohesive document. This guide will provide Neosho's staff with practical instructions for applying the brand across various channels and materials. Additionally, we will develop ready-to-use templates for key assets like presentations, letterhead, and envelopes to support consistent branding in both digital and print applications. This phase will also encompass the design and development of branded apparel options for City staff and community members, and the creation of branded business cards and vehicle decals. Finally, this milestone contemplates the development of unique departmental brand identifiers while maintaining consistency with the overall City brand.

Estimated duration: 3 weeks (120 hours)

Milestone 4: Asset Preparation

- In this final stage, we will prepare all brand assets for seamless implementation. All deliverables, including logos, brand guidelines, templates, and other assets, will be reviewed, optimized, and ready for immediate use. Files will be provided in the appropriate formats and resolutions, tailored for both digital and print applications, ensuring their compatibility and high-quality reproduction across various platforms and media.

Estimated duration: 2 weeks (80 hours)

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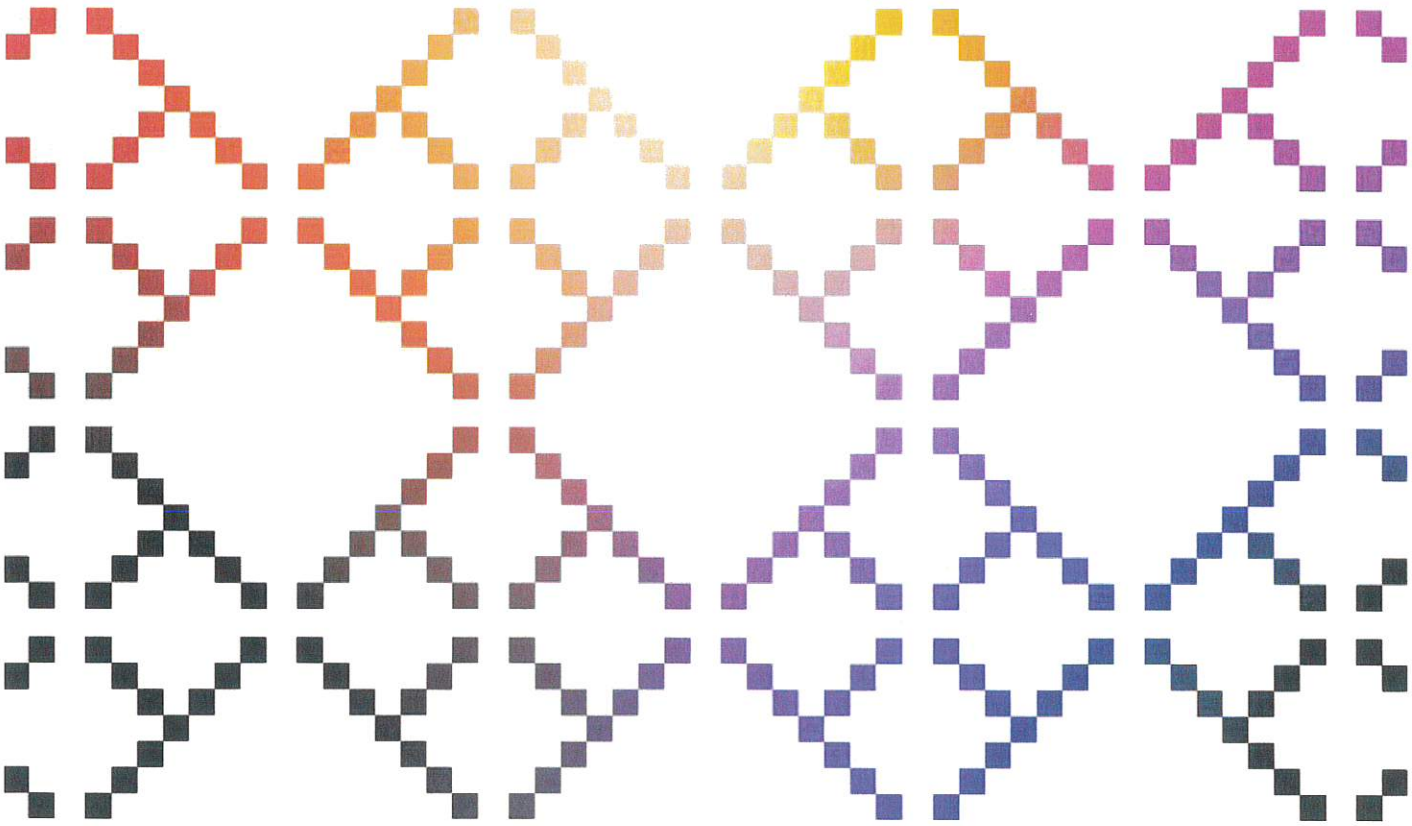
Cost Proposal



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Timeline

Breakdown	Hours	Days
1. Branding Assessment and Stakeholder Engagement	80	10
2. Visual Direction and Moodboarding	40	5
3. Brand Guidelines & Core Applications	120	15
4. Asset Preparation	80	10
Total	**320**	**40**

Pricing

Efforts	Hours
1. Branding Assessment and Stakeholder Engagement	80
2. Visual Direction and Moodboarding	40
3. Brand Guidelines & Core Applications	120
4. Asset Preparation	80
Total in USD	**$33,600**

The pricing outlined above is valid for one hundred and twenty (120) calendar days and applies exclusively to the fixed milestones detailed herein. Should any ongoing support or additional tasks outside the scope of these milestones be required, we would be pleased to provide such services at our standard hourly rate of $105.

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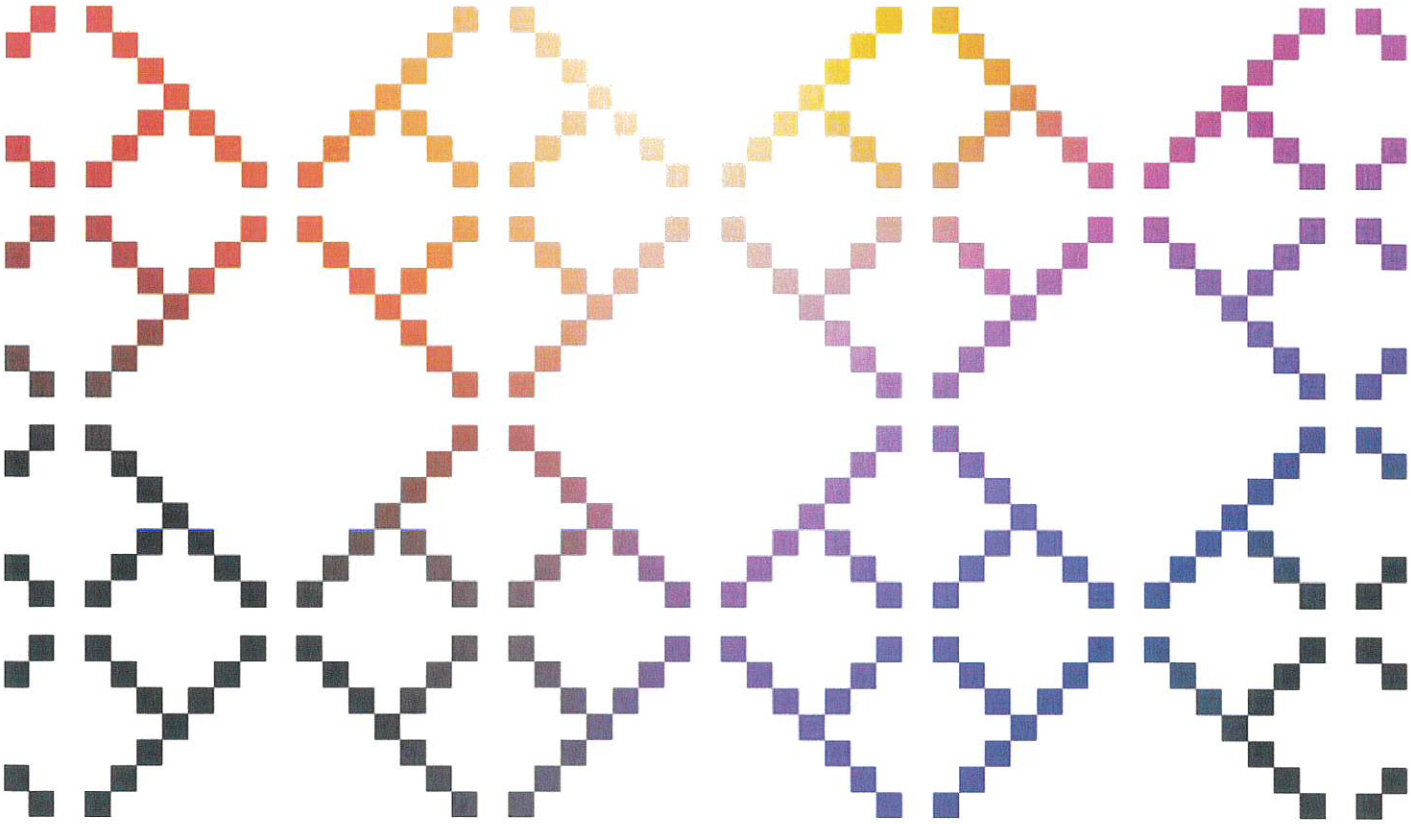
Relevant Project Experience & References



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Project Experience and References

We have selected a range of case studies and client references to showcase our approach, tailored processes, and commitment to client goals. These examples highlight our expertise in creating modern, visually engaging, and user-friendly designs while emphasizing accessibility, and collaborative solutions. By focusing on intuitive design, seamless navigation, and optimized performance, we demonstrate the diverse skills and strategies we bring to each unique project. Including references from these partnerships provides a transparent view of our work and outcomes, ensuring clarity in our approach and dedication to achieving exceptional results.

Median

Redefining a Brand for a Global Audience

One of our most compelling showcases of strategic branding is **Median**[7]. Originally launched in 2014 under the name **GoNative**, the company gained recognition for its groundbreaking solution that transformed web content into native iOS and Android applications. However, as the company evolved and its influence grew, it became clear that its branding needed to reflect its expanding vision and leadership in the industry.

Our partnership began with a focus on improving UX/UI design for GoNative's web application, but it quickly evolved into a comprehensive **rebranding initiative**. This transformation was pivotal in establishing Median as an industry leader, trusted by Fortune 500 companies like Fitbit and Whole Foods.

The rebranding process involved detailed research to redefine the company's mission, vision, and values, ensuring these were communicated through its new identity. Recognizing the nuanced cultural differences between Canadian and American audiences, we developed a name and identity that resonated positively across both markets. The shift from "GoNative" to "Median" addressed prior negative connotations while creating a memorable, modern, and versatile brand.

Working alongside a diverse team from Operations, Design, Sales, and Product, we ensured the new brand reflected all aspects of the company's innovation and leadership. This collaboration resulted in a unified and dynamic brand voice that resonated with audiences while enabling the company to maintain its competitive edge.

Through a deliberate and in-depth brand maturity process, we developed a **solid brand voice** that communicated Median's innovative edge and industry expertise. The

[7] https://www.wearecapicua.com/work/median

resulting identity resonated with audiences while enabling the company to maintain its leading position in a competitive market.

With its refreshed identity, Median achieved **strategic consistency** across platforms and formats, effectively showcasing its value to clients and partners. The rebranding not only enhanced user experiences but also positioned Median as a trusted and forward-thinking leader in the tech industry.

Here are the Median Brand Guidelines: https://tinyurl.com/median-brand-guidelines

Contact: Kingsley Gifford (CEO) / kingsley@gonative.io

KÜHL

Reinventing an Iconic Outdoor Brand

One of our standout successes is the transformative work we delivered for **KÜHL**, a renowned sports clothing company established in 1990 and cherished by outdoor enthusiasts across America. Known for its appeal among the 40-50 age demographic, KÜHL faced significant challenges in maintaining its brand maturity and cohesion, particularly in the areas of design and user experience.

At the core of our engagement with KÜHL was a **complete rebranding effort**. We gave the brand a cleaner, more modern look and feel, reflecting the adventurous spirit of its core audience while ensuring relevance in an evolving market. The rebranding included the development of comprehensive brand guidelines to ensure the visual identity was applied consistently across platforms, devices, and formats. Additionally,

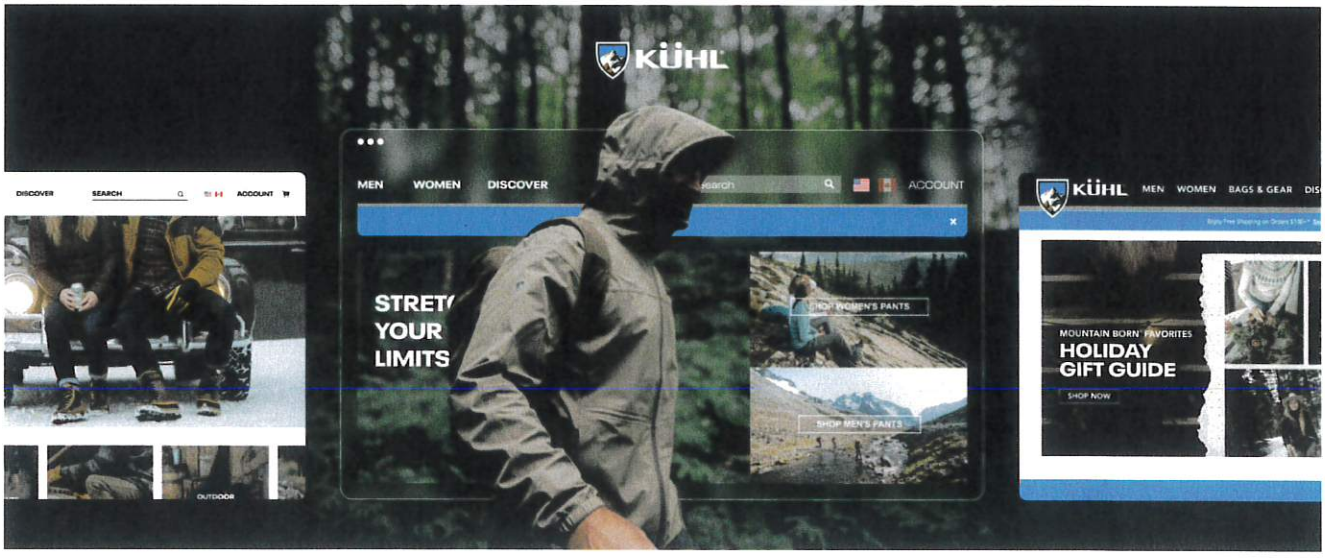
we created a dynamic and iterative **branding system** that allowed the company to tailor its communication and design assets effectively to meet the diverse needs of its target audience. This cohesive and refreshed identity positioned KÜHL as a contemporary yet timeless leader in the outdoor apparel industry.

Alongside the rebranding, we addressed inefficiencies in **graphic design** and **UX/UI design**. Through thorough research and analysis, we created a scalable and flexible design system that supported rapid iteration without compromising user navigation or interaction. This included streamlining email marketing assets and other graphic materials to align with the new branding, as well as optimizing design workflows to ensure seamless and enjoyable user experiences across all platforms.

On the development side, we implemented optimal stacks and workflows to enhance speed, efficiency, and maintainability. These improvements allowed KÜHL to deliver consistent performance and smoother experiences for its users.

The combined impact of our branding, design, and development efforts resulted in KÜHL offering end-to-end, engaging experiences for its users. Even during the challenging times of the COVID-19 pandemic, the brand maintained an impressive 80% online sales rate, demonstrating its resilience and strong connection with its audience.

With Capicua as a strategic partner, KÜHL successfully evolved into a future-ready brand that continues to inspire and serve its loyal community of outdoor enthusiasts.



Here is a sample of KÜHL web pages: https://tinyurl.com/kuhl-web-pages

Contact: Tim Boyle (E-commerce officer) / tim@kuhl.com

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HostedScan

Building a Trusted Brand for Digital Security

Since its founding in 2019, HostedScan[8] has become a critical tool for businesses seeking streamlined vulnerability scanning and risk management across digital platforms. As HostedScan's trusted partner, Capicua played a key role in transforming its **brand** and **user experience**, enhancing its presence and usability for thousands of users worldwide.

While HostedScan initially focused on offering companies an intuitive way to scan websites, servers, and networks for vulnerabilities, its growing success necessitated a scalable solution that balanced cutting-edge technology with a user-friendly approach. To address this, Capicua led a comprehensive **rebranding effort** that redefined the HostedScan identity. The process included the development of a robust **style guide** to ensure consistency across marketing materials, the web application, and technical components. This rebranding established HostedScan as a trusted and safety-driven product, effectively conveying its value to businesses of all sizes.

Beyond branding, Capicua **redesigned** HostedScan's **web app** and built a new marketing site, creating interfaces that supported seamless, intuitive user experiences. The design system balanced clean aesthetics with functionality, ensuring the brand identity resonated across every interaction. Collateral materials further amplified HostedScan's visibility, reinforcing its mission of safeguarding digital assets with reliability and professionalism.

To meet HostedScan's technical needs, we implemented a React-based architecture for the marketing site and web application, providing sustainable, high-performance infrastructure. Integration with platforms like Azure, AWS, and DigitalOcean, alongside industry-standard scanners such as OpenVAS, NMAP, and OWASP ZAP, ensured robust functionality and seamless operations.

Today, HostedScan empowers businesses around the globe—including leaders like Yamaha and Lincoln College—to protect digital assets, improve operational efficiency, and ensure compliance with standards like ISO 27001 and GDPR. Through this partnership, Capicua demonstrated its commitment to creating impactful, user-centered solutions, setting a new standard for branding and technical excellence in the digital security industry.

[8]https://hostedscan.com/

Here you can see the entire case study: https://tinyurl.com/hostedscan

Contact: Richard Bliss / richard@hostedscan.com

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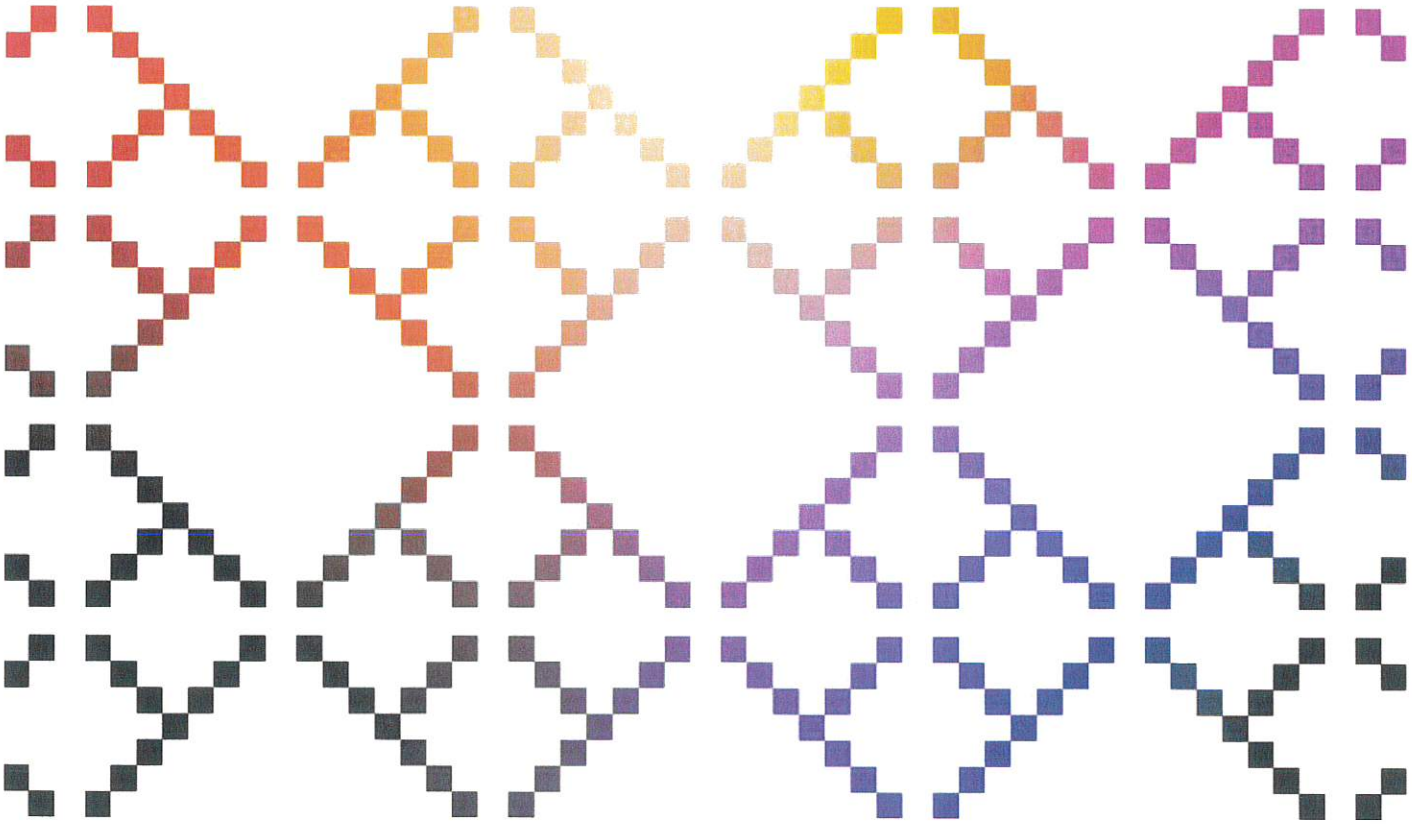
Compliance



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Compliance

This letter is to certify that CAPICUA GROUP, INC, located at 1133 Broadway Suite 530 New York, NY 10010 agrees to and will comply with all the terms, conditions, and specifications outlined in the Request for Proposal (RFP) issued by the City of Neosho, dated January 28, 2025, for the requested branding project.

I acknowledge that we have read, understood, and accepted all the provisions outlined in the original RFP as well as our response above, including but not limited to:

- Term of Contract
- Execution of Agreement
- Scope of Services
- Pricing

This certification is made in good faith, affirming our intent to fulfill all obligations as outlined in the RFP document.

Signed on the 21st of January 2025.

Ismael Larrosa
CEO
Capicua Group Inc
ismael@wearecapicua.com

DESTINATION BRANDING SPECIALISTS

CHANDLERTHINKS

PROPOSAL FOR

City of Neosho Branding

provided January 28, 2025

Chandlerthinks, LLC

2929 Sidco Drive, Suite 209 | Nashville, TN 37204

Federal tax ID #: 81-1141897

Steve Chandler, Owner | 615.498.8313 | steve@chandlerthinks.com

January 28, 2025

City of Neosho
City Hall
Attn: Cheyenne Wright
203 E. Main Street
Neosho, MO 64850

RE: City of Neosho Branding

Thank you for the opportunity to provide a proposal for the Branding Initiative for the City of Neosho. Chandlerthinks, LLC has been providing place marketing services for nearly 15 years. This proposal outlines the team and the process we would follow to create a municipal brand that capitalizes on Neosho's assets and unique attributes to positively impact the experience for all those who live, work and visit Neosho.

Municipal and community branding is substantially different than the branding of traditional products and services. For this reason, it requires the experience and expertise of specialists. Developing municipal branding communications that speaks to residents, visitors, local businesses and prospective businesses is, in fact, all we do!

Our proposal follows, but here is the short version of why Chandlerthinks is best qualified for this project:

1. Our team understands the somewhat sensitive nuances of municipal and community projects. This complexity is often escalated when the discussion is opened to a larger group concerning how to best market the community.
2. Our proven research-based process has been recognized for excellence in its ability to effectively engage community leaders and residents in the process. We understand that appropriately timed input is vital in this project's success.
3. Our creative work is developed from a highly objective point of view, based on what we learn from you and the unique insights gleaned from your staff, local constituents, community, business leaders and visitors. In other words, we have no preconceived opinions or biases that a local area firm may have.
4. Municipal branding works best when the project has a bigger vision and understanding beyond the logo. That is what we do. But yes, our logos are pretty good too.

Any questions related to this proposal should be addressed to me, personally.

Regards,

Steve Chandler, Owner/Brand Strategist

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PROPOSAL DOCUMENT

CHANDLERTHINKS

DESTINATION BRANDING SPECIALISTS

FIRM BACKGROUND

Founded in 2010, Chandlerthinks is a Limited Liability Corporation and 100% owned by Steve Chandler. Based in Nashville, TN, we are one of the nation's leading consulting firms dedicated to place branding and marketing for municipalities, communities and destinations seeking to create a strong identity and purposeful direction. We combine experience from traditional branding and advertising agencies, community branding firms and digital marketing agencies. We have a team of highly experienced professionals that specialize in research, strategic brand positioning, place marketing, creative and content development and direction, design, media strategy and digital marketing. **Our team members have been a part of more than 300 destination branding projects in their careers.** These are the same people that would be working on the branding for Neosho.

3CMA City-County Communications & Marketing Association

Travel and Tourism Research Association

SOUTHEAST TOURISM SOCIETY

Southeast Festivals & Events Association

For more on Chandlerthinks, please check us out at www.chandlerthinks.com, Google Chandlerthinks, or follow us on Facebook (facebook.com/chandlerthinks), on Instagram (instagram.com/chandlerthinks), on Twitter (@placebranders), on LinkedIn (Chandlerthinks).

Chandlerthinks, LLC
Steve Chandler
2929 Sidco Drive, Suite 209
Nashville, TN 37204
615-498-8313
Steve@chandlerthinks.com

Our branding process submitted in this proposal received the Power of Research Award by the Southeast Travel and Tourism Research Association (SETTRA) for two years in a row. A distinction of excellence in using research towards destination marketing.

DESTINATION BRANDING IS WHAT WE DO - OUR SERVICES

Chandlerthinks provides a number of place marketing services designed to help destinations learn what makes them appealing and unique and how to promote themselves in order to grow their local economy. Most projects are related to research, planning, branding and communications development.

Place Branding
Our primary focus is leading and managing the process of place branding for cities, communities and tourism destinations. This involves tactical research, development of a brand strategy, creation of a brand identity, and a recommended branding plan. Collectively, our team has assisted more than 80 communities with the process of developing a competitive identity for the purpose of building tourism, economic development and community momentum.

Tourism Strategic Planning
We have developed tourism strategic plans for different destinations in Georgia, Kentucky, Mississippi, Tennessee, North Carolina, Maryland, Missouri and Texas to name a few. Sometimes a change in tourism direction is needed but should be grounded in a research-based approach and solution that can manage and satisfy expectations of boards and political influences.

Festival & Event Economic Impact Studies
We help Festival & Event organizers determine the economic impact (direct spending) an event has on the local community. This helps event organizers communicate and promote the value of the event back to local officials and other key stakeholders. It also helps in the recruitment of event sponsors the following year.

Destination Marketing Research
Chandlerthinks is a half brand development and half research company. We can develop Visitors Profiles Studies, Visitors Conversion Studies, Citizen Satisfaction Studies, Human Movement Research and other really cool relevant research that goes into the decision making of effective planning.

Higher Education Brand Development
We bring a team of specialists with more than 20 years of place branding to the table, who have a passion for helping places articulate their most authentic and compelling narratives. Each member of our team has extensive experience in evaluating and shaping the brand identities of destinations, and we apply the same strategic approach to educational institutions. From understanding your institution's mission/vision/core values to crafting a story that connects emotionally with your target audience, we help you stand out in a crowded market. We believe that every college and university has a story.

FIRM EXPERIENCE

Chandlerthinks started in 2010. In the fourteen years we've been in business, it's given us the opportunity to work with a lot of communities across the country - over 80 different places in 28 states. Below are the many communities for which Chandlerthinks has provided destination branding, research and strategic planning services.

ALABAMA: Gadsden, Hartselle, Marshall County ALASKA: Kenai Peninsula CALIFORNIA: Carlsbad, Irvine, Shafter GEORGIA: Columbus, Dahlonega, Decatur, Douglasville, Macon, Morrow, Perry, Smyrna, Suwanee, Warner Robins COLORADO: Longmont FLORIDA: Dunedin, Gulf County, Madison County ILLINOIS: Village of Northfield INDIANA: Bargersville KENTUCKY: Bowling Green, Carrollton, Danville, Glasgow, Henderson, Kentucky Lake, London, Marshall County, Owensboro, The Kentucky Wildlands LOUISIANA: Ascension Parish, La Fourche Parish, Livingston Parish, St. Mary's Parish MARYLAND: Allegany County, Cumberland MASSACHUSETTS: Middleborough MINNESOTA: Cottage Grove, Elk River, Hutchinson MISSISSIPPI: Coastal Mississippi, Natchez, Vicksburg MISSOURI: Independence, Maryville, Saint Charles NEBRASKA: Fremont NEW YORK: Finger Lakes NORTH CAROLINA: Alamance County, Apex, Belmont, Cabarrus County, Currituck Outer Banks, Rowan County NORTH DAKOTA: West Fargo OHIO: Gahanna, Union County OKLAHOMA: Stillwater PENNSYLVANIA: Horsham SOUTH CAROLINA: Lake City, Spartanburg TENNESSEE: Benton, Campbell County, Clarksville, Clay County, Clifton, Crossville, Columbia, DeKalb County, Fayette County, Fayetteville, Franklin, Hardin County, Humphreys County, Lake County, McMinn County, Meigs County, Monroe County, Obion County, Polk County, Robertson County, Sevier County, Spring Hill, Stewart County, Sumner County, Unicoi County, Upper Cumberland TEXAS: Corpus Christi, Ennis, Galveston Island, Katy, Seguin, Sugar Land VIRGINIA: Herndon, Shenandoah County WASHINGTON: Maple Valley WISCONSIN: Cedarburg, Jefferson

AWARD WINNING PROJECTS & PORTFOLIO

Accolades

We specialize in destination branding. After all the branding work is done, it's time for the brand to gain traction and take hold. There is no better feeling than when our clients are recognized by their peers for their branding efforts.

2013 - Mid America Chamber of Commerce Award of Excellence for Branding Effort
Fremont, NE

2014 - KTIA Traverse Award - Marketing Campaign
Bowling Green Area CVB

2015 - KTIA Traverse Award - Print Ad
Kentucky Lake CVB

2016 - Visit NC Destination Marketing Achievement Award
Cabarras Co, NC

2017 - KTIA Traverse Award - Marketing Campaign
Danville - Boyle County CVB

2018 - Best Economic Game Changer Rebranding Project
Ennis, Texas

2019 - Louisiana Travel Association - Promotion Campaign of the Year - LA Cajun Bayou Food Trail
Louisianas Cajun Bayou

2021 - KTIA Traverse Award Gold - Social Media
The Kentucky Wildlands

2021 - KTIA Traverse Award Silver - Print Ad
The Kentucky Wildlands

2021 - International Association of Mktg & Communications - Gold MarCom Award - Website
The Kentucky Wildlands

2022 - KTIA Traverse Award Gold - Marketing
National Corvette Museum

2023 - KTIA Traverse Award Gold - PR Campaign and Print
The Kentucky Wildlands - Waterfall Trail

PROJECT APPROACH
PHASE I. EXPLORE - LEARNING YOUR STORY

Getting started on the project.
We'll put you to work a little and ask that you provide us with some basic background information, such as: history, community events, attractions, selling points for the area, organizational structures and of course, your recent marketing messages. But we make it easy. A 45-minute phone call with your project point person will begin the project work.

Community Perceptions — What does your own community say about Neosho?

> First impression Tour - Site Visit

First impressions play a large role in the identity of a city. This is the time for you to show off your community and make a first impression on a one-day tour of Neosho. Why not? It is exactly how new residents, businesses and visitors first encounter your community. We will have you give our team the tour that gives us a snapshot of your cultural, tourism, and economic development assets.

> Community Perception Study

This is a quantitative online survey for the community to have a role in this process. The survey consists of approximately 20 questions each aimed at uncovering a perspective on how the community sees itself. Our goal is to complete a minimum of 300 surveys. We make it available by working with community partners (Chamber, City leaders, downtown groups, local media) and posting the survey link on their websites or through member emails. Our goal is to engage and listen to the community.

> Specifically, the survey measures:

- Recommendation of Neosho as a place to live, do business and visit
- Adjectives that best describe Neosho
- Greatest assets of Neosho
- Rankings and ratings of how well Neosho delivers on quality of life
- Opinions on the city's reputation

PROJECT APPROACH
PHASE I. EXPLORE - LEARNING YOUR STORY

> Stakeholder Interviews and Focus Groups

These are meetings with your main stakeholders. This allows the project to have input from virtually any influential leader whose buy-in and endorsement will be important for moving your branding initiatives forward.

We will conduct a minimum of 15, but up to 30 *interviews* that should include:

- City Administrator
- City Council members
- City business leaders
- Economic Development leadership
- Neosho Tourism leadership
- A realtor (for family recruitment)
- A heritage organization
- Department heads
- And others that matter

Focus groups will engage input from a broader collection of stakeholders. We suggest four groups consisting of 8-12 people. Possible groups to assemble could include: 1) brand steering committee members or the immediate champions of this project; 2) cultural-hospitality leaders; 3) business and economic development leaders; and 4) healthcare and education leaders.

Here, we will learn perspectives on the following:

- Neosho's greatest weaknesses/strengths
- Typical Neosho customer groups and why they do business in the area
- Neosho's most well-known and strongest assets
- Neosho's history and its vision for the future
- Neosho's attributes and personality traits
- Neosho's issues to recruiting talent and families to your community

PROJECT APPROACH
PHASE I. EXPLORE - LEARNING YOUR STORY

> An Outside Perspective of Neosho - Attitude Awareness and Perception Study

This is a quantitative research method. But it is targeted to hear the truth about who you are from "your neighboring communities." We use this research to hear the opinions on what outsiders are saying about Neosho. We will target a completed answer quantity that gains a 95% confidence level +/- 5.7% margin of error. Specifically, the survey measures:

- Overall top-of-mind perceptions of Neosho
- Visitation frequency and interests
- Rating of assets in Neosho
- Rating of distinguishable characteristics
- Reputation of Neosho to outsiders

> Community Marketing - Digital Audit - Identity Assessment

There's already a story being told about Neosho. We will review it. People are already talking about Neosho. Do you know what they are saying? We look at:

1. **Community promoters.** How does what you say, post and show tell others who you are and what they can expect? We evaluate websites and social media; content; colors; photos; content; graphics; and more.

2. **Community participation**. Does the community (residents and local businesses) promote itself? Do visitors? This is evaluated by watching the place name on social media through search and hashtags. What are people often saying? What images do they share? How does this compare with other communities?

3. **Reviews**. What are people saying about your community in the areas of cultural attractions and dining. Are there things to do? Does it make a memorable impression (good or bad)? What assets stand out? We mostly look at reviews and ratings from Google and TripAdvisor.

4. **Search**. What do people find when they search your community name? What websites grab their attention? What do search images say about who you are? How does your community and its assets search results compare versus other communities? Are people looking for you? And if so, what do they find?

5. **Competitor Marketing**. How are competitors marketing themselves? How does it affect Neosho?

PROJECT APPROACH
PHASE II. EVALUATE - A BRAND STRATEGY

Our process does not focus on only one research question or answer, but at the common themes that have arisen from it all. We will more than likely have found that your community is a culmination of many things. However, some common truths and insights will help reveal your strongest attribute and most distinct brand position. The strategic direction in Phase II helps create the unique brand story and identity that will soon follow.

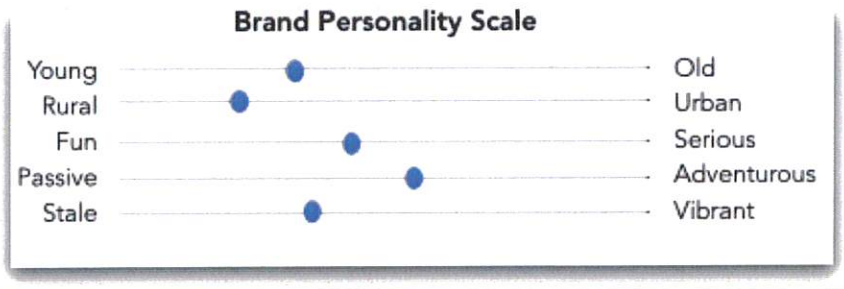
> Branding Profile Wheel

Your branding profile wheel is an exercise we use to reveal how all of your community's assets work together to make Neosho a great unique community. It also shows how everything connects to a common branding "core identity." The more everyone works together, the stronger community brand you will have.

As you can see, it all matters. This exercise will reveal exactly what members of the community should be involved in the branding process ahead.

> Brand Personality Scale

Every place is unique in it own way. Our Brand Personality Scale allows an in-depth look into Neosho by comparing 15+ unique characteristics that reveal Neosho's personality.



PROJECT APPROACH
PHASE II. EVALUATE - A BRAND STRATEGY

> Brand Sensory Assessment

COMMUNITIES deliver memorable experiences more through the SENSES than a logo. If we want to create a strong sense of place, we need to learn to engage the senses. All great places do this. The senses that are most engaging in Neosho will tell us where we deliver a memorable experience. People will brag about what and where they eat, what they see (think selfies), things they do, and the sounds or words they hear. Those are where the lasting take-aways occur.

> Brand Truths

These are the 3-4 (sometimes 5) undeniable things learned from all of the research that must be considered when developing a brand direction for Neosho. They speak truths and cannot be ignored. It's a simple step for making sense out of all we have learned.

> Brand Pillars & Strategy Development

Every community has three to four brand pillars that capture the fundamental identity of their special "place." We will identify these pillars that will help make Neosho compelling and distinct in its branding and marketing efforts going forward. These pillars provide the foundational platform upon which all branding efforts – logos, taglines, messaging, advertising, events – and any future branding initiatives are built upon.

At the conclusion of Phase II there will be a live presentation of the recommended rebranding direction for Neosho. This presentation will also include a summary of the research findings from Phase I.

PROJECT APPROACH
PHASE III. EXPRESS - CREATING A STORY

The deliverables that will help you tell the Neosho brand story are:

> Brand Story

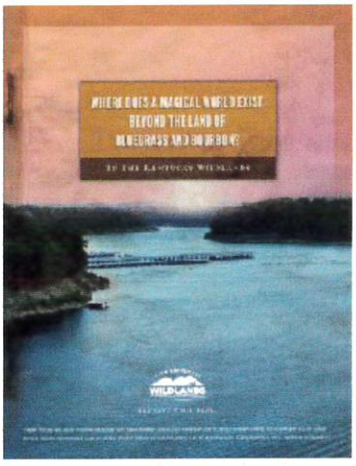
The first step in the brand creative process is developing your story - the story that only Neosho can tell. This will take the form of a written narrative that leverages your brand strategy and expresses what makes your community unique, special and appealing. It will give meaning, credence and importance to what sets Neosho apart. And It will set the tone and stage for how to talk about your city in language that will draw people in, engage them and want to get to know you more.

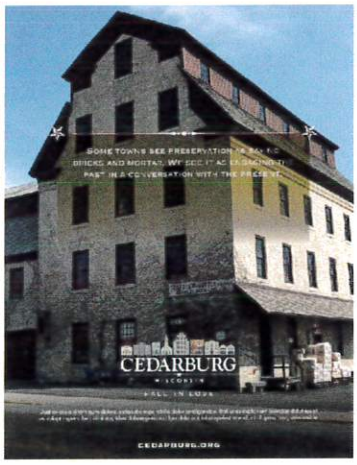
> Creative Brand Theme (campaign idea)

Once the story is identified, we show how to apply messaging into areas of your community such as an ad for economic development or tourism or simply, lifestyle. It may be a marketing program aimed at building downtown shopping or wayfinding that introduces your community. We will give you at least three conceptual ideas for a campaign that builds off of the brand story created for Neosho.

> Brand expression application

Once the brand story is developed and approved, we show you how to apply the story to various marketing platforms.





PROJECT APPROACH
PHASE III. EXPRESS - CREATING A STORY

> Logo Development

Logos are an important but perhaps, an overly emphasized part of branding. Truth is, nothing has derailed more municipal branding efforts more than the controversy that can occur over a logo. We help minimize this risk. We teach you how to educate others about the logo. We know what's important for City logos and the many different areas it must cover - from parks, water & sewer and public safety. This is where experience can make all the difference.

We begin by developing logo concepts (WE WILL PROVIDE AT LEAST FIVE) that we present for review and input on strategy, direction and tone. You will see several ideas all reflecting the brand direction agreed upon from Phase II. Once a particular logo concept is chosen, we will tighten it up and finish it out in detail and with color.

Rough Concept

Final Logo

> Official City Seal Design

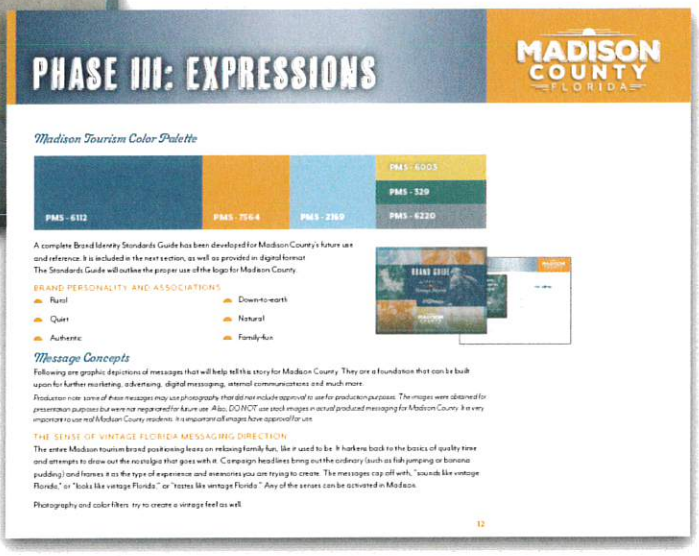
A county's seal has heritage and nostalgia for many residents. It often gets forgotten in branding projects. It can also create a divisive reaction among residents afraid of losing their heritage. Your seal is import and has a role. We will show you how a strong design can elevate your city seal for preserving heritage and prominence while showing how it integrates with your city logo.

We will include mock up graphic design direction for proposal templates, letterhead/ envelopes, business cards, email signatures, social media, digital presentations, local signage, way finding, department identifiers, board and commissions identifiers, digital ad campaign, vehicle wraps and fun merchandise to name a few.

PROJECT APPROACH
PHASE III. EXPRESS - CREATING A STORY

> Brand and Graphic Guidelines

This style guide will be the one-stop book on the City of Neosho community brand. It will strongly state the brand strategy, the personality it is intended to create, and the brand story. It will then outline the important dos and don'ts of fonts, colors and logo applications. Permissible uses of logo and variations, size, spacing, color and typography; and examples of incorrect usage. The style guide will be bound and provided in PDF format. A draft will be provided before final assembly. The final guide will be provided to you in PDF and Word format. This will also include the overall color palette and type face for the branding direction. A few pages of our Brand Guide (Style Guide) can be seen below.



PROJECT APPROACH
PHASE IV. ENGAGE - A BRANDING PLAN

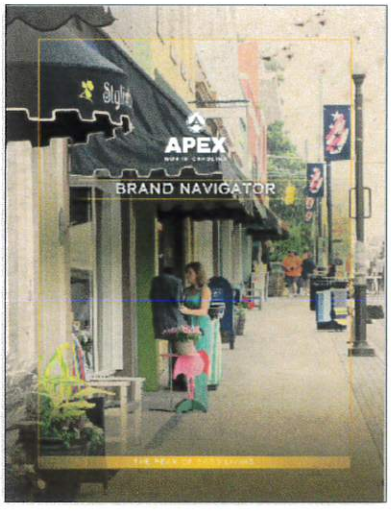
The best creative concepts do nothing if there's not a plan to get them off the ground. This is a two part plan for implementation and community engagement. This plan also includes setting up evaluation and benchmarks for measuring success in the future.

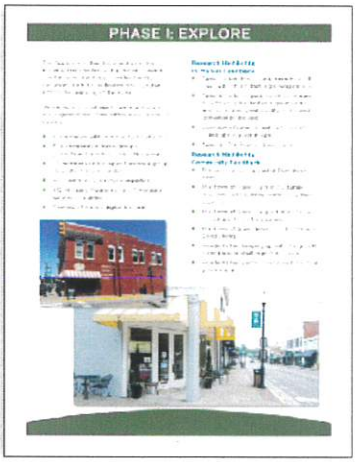
We develop your plan so it teaches you and others how to leverage the branding direction that has been developed. Of course it is set by the BRAND STRATEGY established in PHASE II. This phase is more no-nonsense direction on how to get things off the ground. This is a real plan that provides prioritized strategic recommendations on where you need to begin in order to implement the identified brand platform.

This plan will address:

- Priorities, timelines and accountability for measuring the progress of the branding process.
- Recommendations for creating traction with the new branding direction including: suggested paid and earned media, retail programs, public relations, economic development actions, tourism promotion ideas, educational involvement, signs recommendations and tactics for creating some quick "wins" that help build community and target market support.
- We place emphasis in outlining the benchmarks from this project's research that should continue to be used in measurements, as well as establishing new measures never before used.

At the conclusion of Phase IV will be the delivery of a bound master summary of the entire branding process from this project. This will include one printed bound copies and one electronic copy of the final report.

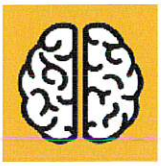




PROJECT APPROACH
OUTLINE OF BRANDING PROJECT DELIVERABLES

Phase I. Explore (RESEARCH): Summary of Deliverables

- One-on-One stakeholder interviews
- Stakeholder and Community focus groups
- Community Self Perception study
- Attitude, Awareness and Perception study (from people outside of Neosho)
- Community Marketing and Digital Audit
- Delivery of a bound master research report with an executive summary of all findings
- A brand steering committee/stakeholder research presentation



Phase II. Evaluate (STRATEGY): Summary of Deliverables

- Construction of the Neosho Brand Profile Wheel and Brand Pillars
- Neosho Experience Sensory Assessment
- Place Identity Truths
- Strategy for building a community with a competitive identity
- Presentation of recommended branding direction for Neosho.

Phase III. Express (CREATIVE): Summary of Deliverables

- Craft the Neosho Brand Story
- Creative "adcepts" and a central idea to drive creative messaging for the community
- Application of the creative direction towards other marketing messages and media
- City Seal Design
- Logo development, guidelines and standards
- Mock ups for common needs such as presentations, letterhead/envelopes, business cards, email signatures, departmental identifier, board and commission identifiers, local signage, way finding, digital ad campaign, social media, vehicle wraps and fun merchandise.
- Electronic files of all creative work mentioned above

Phase IV. ENGAGE (ACTION PLAN): Summary of Deliverables

- A printed and bound Neosho Branding Action Plan
- Recommended priorities, responsibilities and expected budget ranges needed to move ahead on short term and long term goals.
- Electronic files of all research, reports and final action plan
- Presentation of recommended branding plan and entire body of project work

PROJECT TIMELINE

Project Timing Statement

A typical community branding project takes anywhere between 5 and 7 months. We plan these projects accordingly and manage the process to stay on task. Meetings, approvals, holidays are all part of the process and are planned into the timeline as well. So let's get going so this project finishes outstandingly and on time.

PROJECT PRICING

The project price for the City of Neosho Branding Initiative project is **$74,705**

The costs breakouts for the phased work are as follows:

Phase I > Explore $26,475

Phase II > Evaluate $12,935

Phase III > Express $25,180

Phase IV > Engage $10,115

Travel and materials costs have been included in the above prices.

*Travel and materials costs have been included in the fee schedule.

Ongoing Coaching

Just as the best athletes enlist the help of a coach throughout their career, there may be times in your brand rollout phase and process when you could use the guidance and support of our expertise. This could include an assessment and review of where you are currently compared to your original branding plan and whether the work that's been executed aligns with the new brand and is resonating as intended. We understand that launching a new brand can be challenging and takes time, so we offer our coaching services at critical points in the rollout process to help you stay on track and effectively achieve your original objectives. Whether at 3 months, 6 months or a year into the process, we can be available to help you with any guidance and direction you may need.

We have already included up to $1,500 of our post-brand project consultation coaching services in this proposal. Should our services be needed beyond that, the proposed fee would be at an hourly rate of $150 (travel not included), and an agreed upon amount can be included in an addendum to the contract.

EXPERIENCE AND QUALIFICATIONS

CHANDLER THINKS

DESTINATION BRANDING SPECIALISTS

PROJECT TEAM EXPERIENCE AND QUALIFICATIONS

A Brief Statement About Our Team

We believe the Chandlerthinks team members are going to provide the City of Neosho with the most experienced municipal branding team of any other proposer. Each member of our team has done place branding dozens of times (for some team members 100+). This means we are familiar with the political nuances that can positively or negatively affect the project, and our approach reflects this knowledge. This means we really believe the project must be more than a logo, AND we must educate others of that fact. This means we develop creative direction with the emphasis placed on crafting an authentic, compelling story capable of living beyond advertising for years to come. It also means we have learned great place branding success happens when there's a plan to empower staff and stakeholders to be storytellers.

You expect the "A" team and so do the stakeholders and members of your community. That is exactly what we give the City of Neosho for this project.

PROJECT TEAM QUALIFICATIONS

Steve Chandler
Brand Strategist & Owner

- 20+ Years Experience in Place Branding
- 8 State Tourism Conference Speaker on Place Branding
- 133 Destinations
- More than 150 community and destination branding projects

Steve is a recognized speaker and a leading practitioner on the topic of place branding and destination planning. Steve has personally worked on over 150 community and destination branding projects. His experience in similar projects gives him the nuanced knowledge, skills and diplomacy needed to guide, work with and lead local stakeholders. Some of his more recent project work can be seen in what is taking shape in communities such as: Salisbury-Rowan County, North Carolina; Jefferson, Wisconsin; Macon, Georgia; Douglasville, Georgia; Cedarburg, Wisconsin; Village of Northfield, Illinois; Columbus, Georgia; The KY Wildlands and many more.

Greg Fuson
Director of Research & Community Engagement; TMP & FEP

- 25 Years leading Destination Research
- 160+ Destinations

Greg has been helping clients understand their markets through the thorough use of research for more than 25 years. He has developed extensive skills in survey design and management for both quantitative and qualitative areas of research. Greg will oversee any research conducted on this project, including survey design, group questionnaires and analysis. He has been part of the Chandlerthinks team from its inception.

Greg has managed studies for a number of national-branded clients, including a stint as the director of research for the Country Music Association. But his passion is in marketing research for destinations and places, and he has worked with more than 160 communities around the country. Some of his clients within this industry include: Pigeon Forge, TN; Franklin- Williamson County, TN; Cedarburg, WI; Jefferson, WI; Stillwater, OK; Macon, GA; Village of Northfield, IL; Saint Charles, MO; Bowling Green, KY; Columbus, GA; Danville, KY; and more.

PROJECT TEAM QUALIFICATIONS

Kevin Hinson - Creative Director/Brand Strategist/Design Lead

- 20+ years Place Branding
- Award-winning creative director, brand strategist, designer
- Helped launch The Beaches of South Walton Brand (30A)
- Was Lead creative on the The Pigeon Forge brand for 8 years
- Helped renew the aging brand of The Greenbrier Hotel
- Created The Kentucky Wildlands Tourism Brand
- Created the Gulf Shores & Orange Beach Tourism Brand

Kevin has built a reputation for creating distinctive and highly successful municipal and county brands, including those for Shenandoah County, VA, Allegany County, MD, Rowan County, NC, Independence, MO, Douglasville, GA, Arapaho County, CO, Maple Valley, WA and Hutchinson, MN. In addition, he helped develop a unique brand for Downtown New Orleans to increase economic development and relocation to this vital neighborhood after Hurricane Katrina. His extensive work in the Southeast has helped raise the images and awareness for such high-profile destinations as Gulf Shores & Orange Beach and the Beaches of South Walton where a diverse group of 14 beaches along Florida's 30A were brought together under a single brand that has now become a popular vacation hotspot. He has overseen 100+ brand initiatives for destinations, such as The Kentucky Wildlands, Gulf County, FL and Ascension Parish, LA and served as creative director for Pigeon Forge, TN for a number of years.

Cindy Sargent - Creative Director/Brand Strategist/Copy, Story Development Lead

- 20+ years Place Branding
- Award-winning creative director, brand strategist, copywriter
- Developed the Music City Tourism Brand
- Created the Gulf Shores & Orange Beach Tourism Brand

As a brand strategist and creative director whose work includes more than 50 county, municipal and destination brands around the country, Cindy was responsible for developing the Nashville Music City brand, taking into account how Nashville's number one asset and distinct point of difference could be leveraged against its role as a state capital, including creating a major launch campaign that educated stakeholders on how to engage and promote the brand at the grassroots level. Her work on county and municipal brand development includes Allegany County, MD, Shenandoah County, VA, Arapaho County, CO, Maple Valley, WA, Douglasville, GA and Independence, MO, as well as the creation of the brand for The Kentucky Wildlands, a 41-county region in eastern KY. She has created strategic brands for Fargo, ND, Gulf Shores & Orange Beach, AL, and Ascension, Livingston and St. Mary's Parishes in LA.

CASE STUDY #1

How do you build new interest and excitement for a historic place linked to important periods in American history?

Client Organization: Independence, Missouri

Challenge:

- Revitalizing a new brand for a city playing a pivotal role in America's somewhat forgotten past
- Making history feel emotionally relevant and meaningful to residents, businesses and visitors

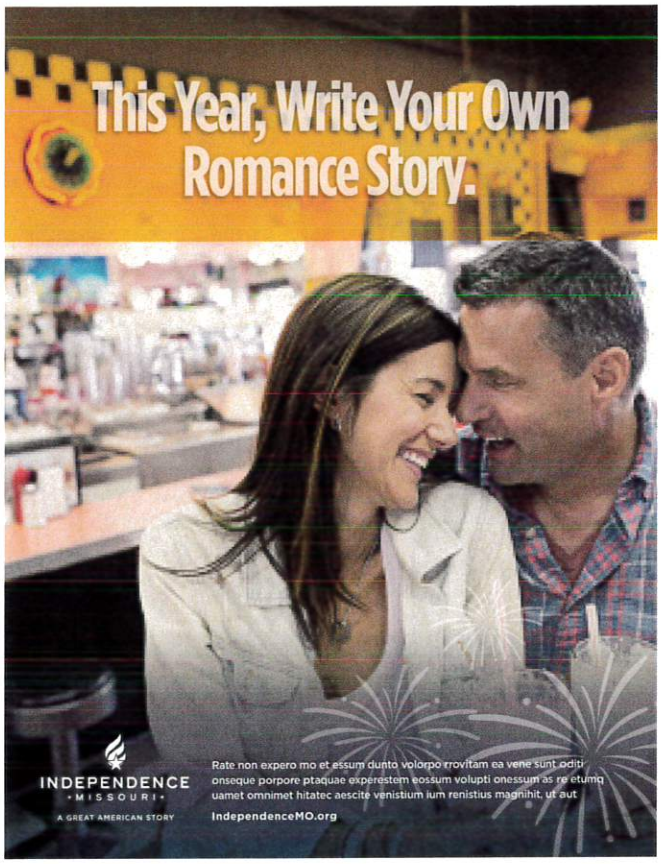
Independence, Missouri is a city with a powerful heritage filled with historical sites commemorating important events, periods and legendary figures from our nation's past. Independence was the center and nexus of expansion into new areas of exploration, discovery and development. As the starting point for the Oregon, Santa Fe and California Trails and many epic adventures, it attracted pioneers and big thinkers whose decisions made an indelible impact on the direction of our country. And for much of the last century, the city has been connected to one very public figure: President Harry S. Truman.

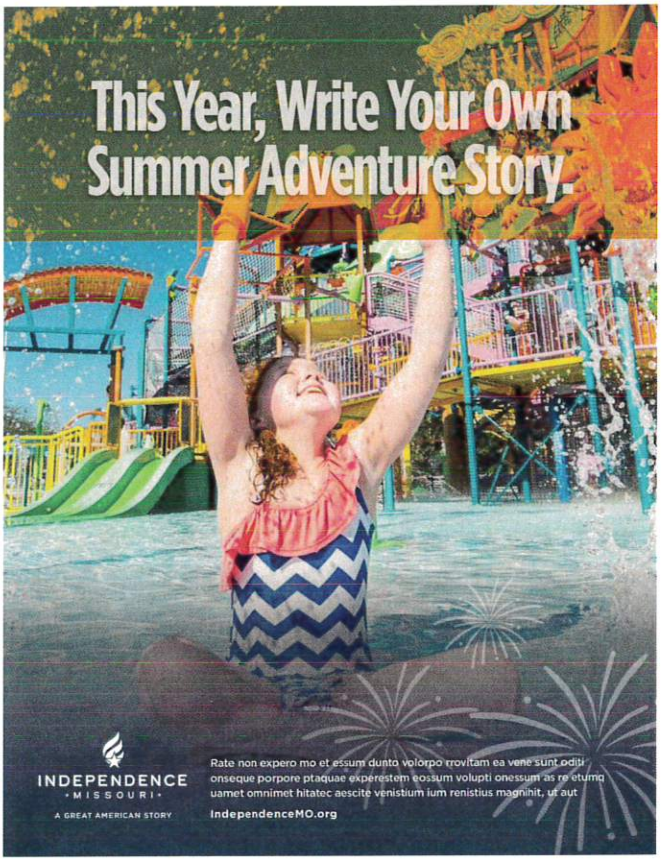
As a continued launching pad for brave, innovative ideas, Independence continues its legacy offering residents and visitors the opportunity to write their own next chapters with experiences they can only have here. So many great things have taken off from here that the city is teeming with stories and interactive, firsthand experiences that are tied to every American's history and that are still relevant to us today. History comes alive here, engaging residents and visitors with meaningful encounters, unique sites and attractions and a genuine welcoming spirit.

We created a brand position based on the city's legendary heritage, famous President and pivotal role in history that has since been embraced across the board from economic development to tourism and resonates because the stories it tells are timeless, relatable and continue being made today.

Brand Solution: **A GREAT AMERICAN STORY**

INDEPENDENCE
MISSOURI

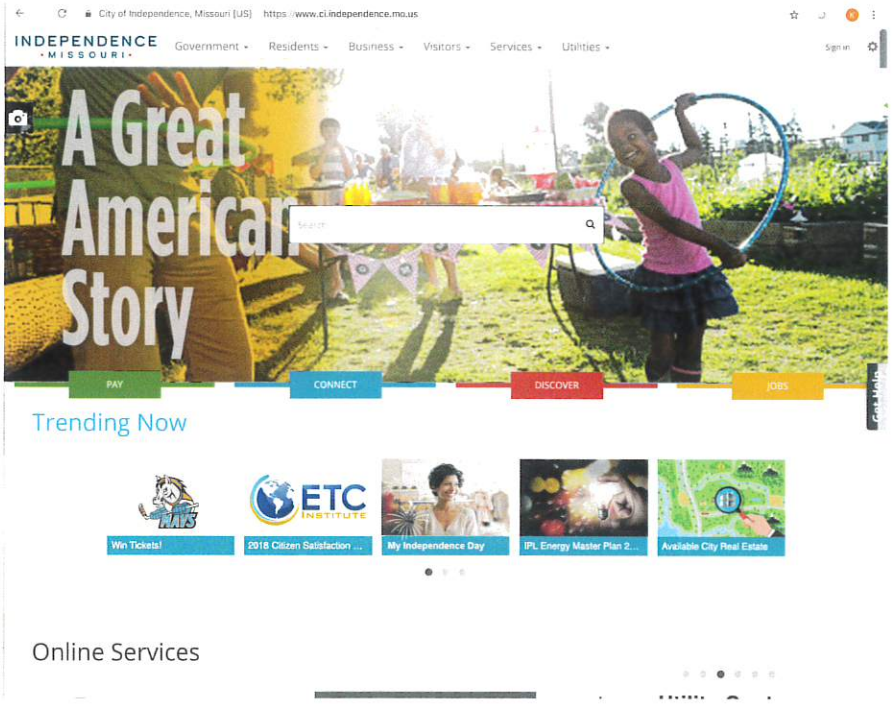


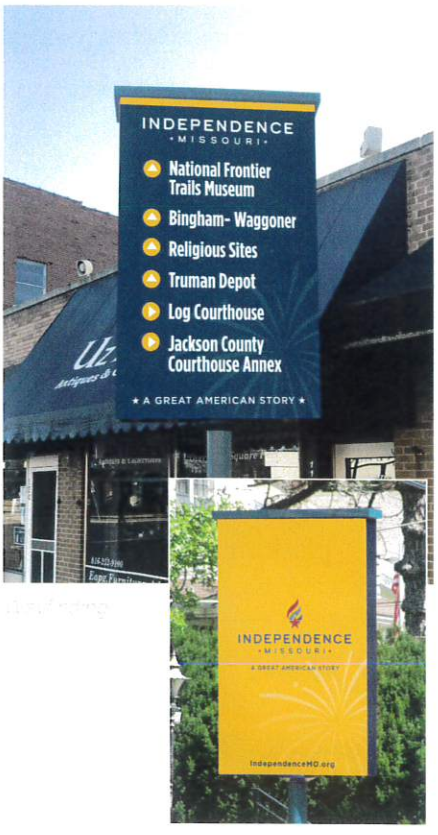


Print Campaign

Outdoor Campaign

Email Template





CASE STUDY #1

How do you personify and distinguish one suburb from another amid sprawling development?

Client Organization: Town of Apex, NC

Challenge:

- Identifying the unique character and assets that set Apex apart from surrounding suburbs
- Preserving their historic core and high standard of living in a rebranding solution

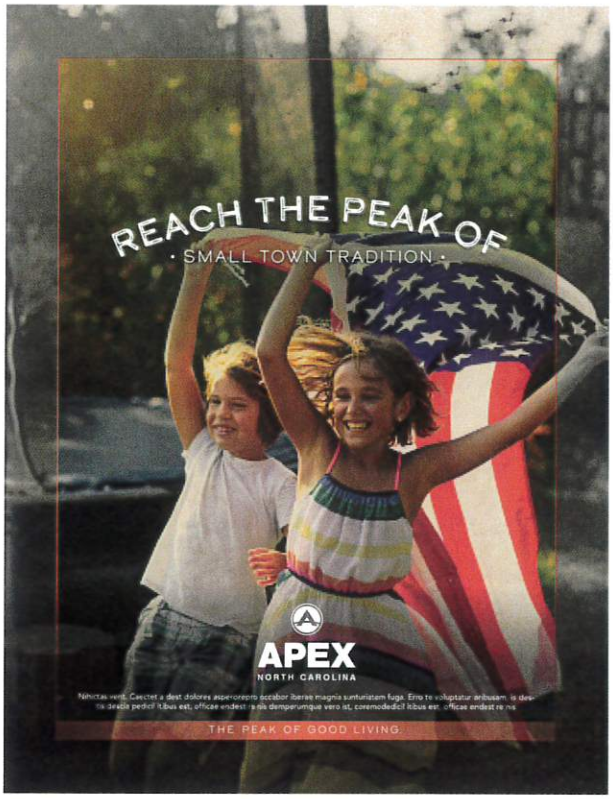
A suburb of Raleigh, Apex is one of the region's fastest-growing communities with 75,000+ residents yet manages to maintain its small-town charm and appeal. Here, where history and traditions run deep, it's easy to see why Apex was designated the #1 Best Place to Live in the U.S. by Time/Money Magazine. Its convenience to big city amenities, small-town spirit and atmosphere, abundant opportunities for business and growth and high quality of life all contribute to why it's a great place to put down roots. And that's precisely why they had adopted the Peak of Good Living mantra years earlier.

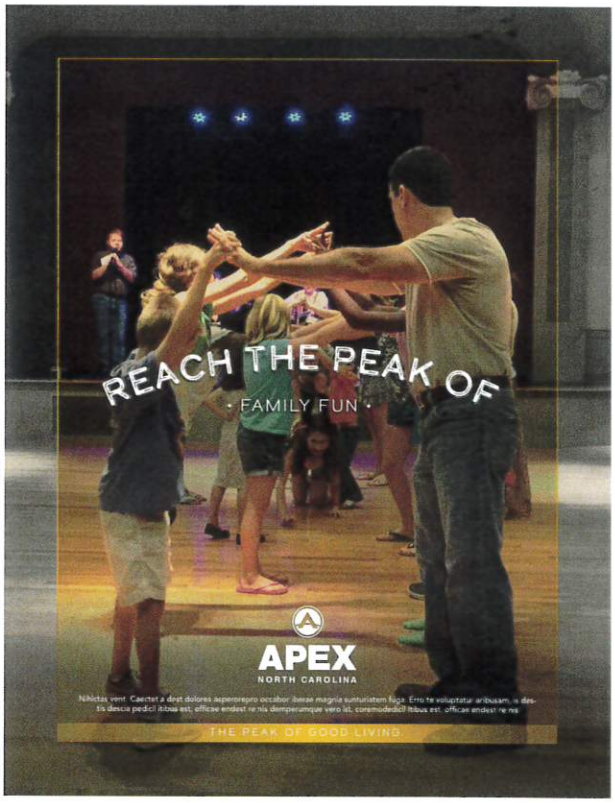
With many accolades, awards and recognitions, residents were proud of their community, particularly their historically charming downtown, with 81% of residents surveyed choosing it as Apex's most notable asset. They just hadn't fully embraced their authentic character and the importance of preserving what they already had in place.

Change for change's sake is never the right solution, but recognizing when something is already working can be. We took the Peak of Good Living and extended it as a brand position to communicate what was truly unique about Apex across various functions, applications and media platforms.

Brand Solution: THE PEAK OF GOOD LIVING

APEX
NORTH CAROLINA

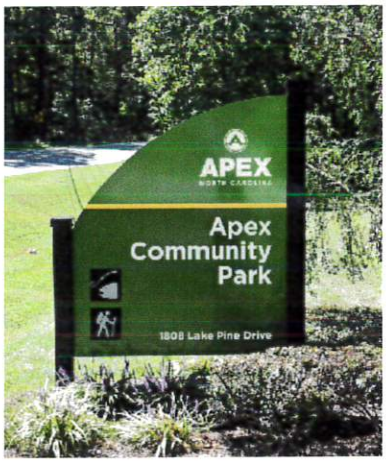


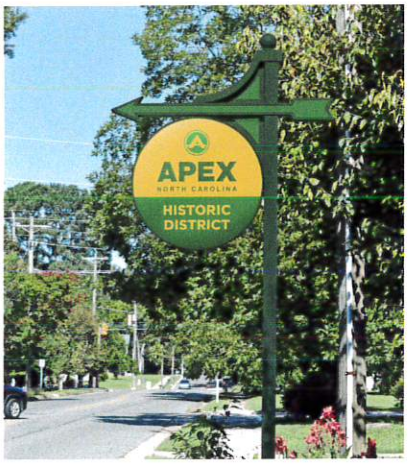


Print Campaign

Outdoor Campaign

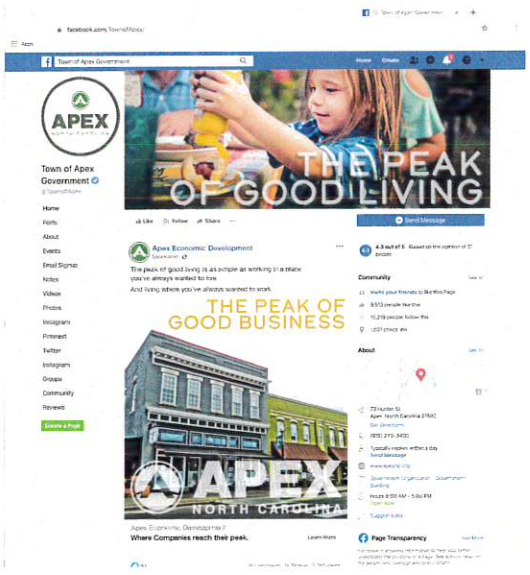
CHANDLERTHINKS Chandlerthinks.com



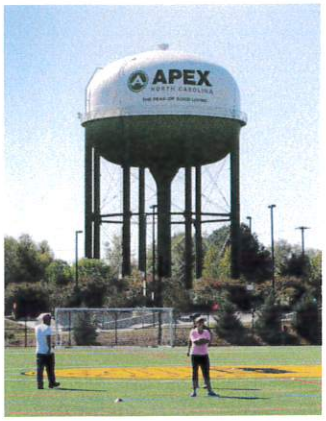


Signage Examples

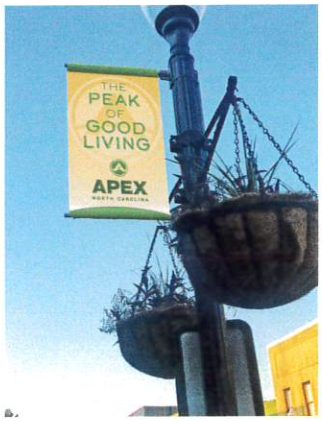
Letterhead



Social Channels



Water Tower



Pole Banners

Merchandise Example

CASE STUDY #3

How do you build recognition and pride for city servants and departments that are taken for granted?

Client Organization: City of Douglasville, GA

Challenge:

- Increasing the level of trust residents and employees have in their city
- Resonating with departmental employees and residents in a meaningful, memorable way

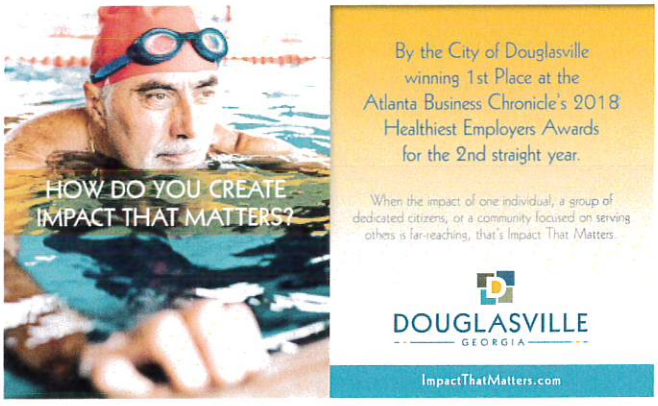
Douglasville, GA understood that their most powerful and important asset was their people. They knew first impressions count, and every interaction someone has with the city is an opportunity to create a positive experience. The city also understood that pride and care start from within and is manifested in how they present themselves to the world. Their legacy of service and care had been instilled in the people who live and work here for 150 years. It just wasn't recognized, seen or embraced by city residents and employees.

Because Douglasville, GA is a city of action and results, they encourage and empower their city departments, civic groups and civil servants to make a difference by providing the kind of personalized service that actually matters. People simply had to be reminded of the difference the city's departments and employees were making by impacting the community and achieving results in many ways.

We knew the positioning and messaging for Douglasville needed to be authentic, believable and relevant in order to truly resonate. Communicating the accomplishments of individuals working together for the greater good to create positive, ongoing impact was the direction that has rebuilt trust and pride in the city.

Brand Solution: IMPACT THAT MATTERS

DOUGLASVILLE
GEORGIA

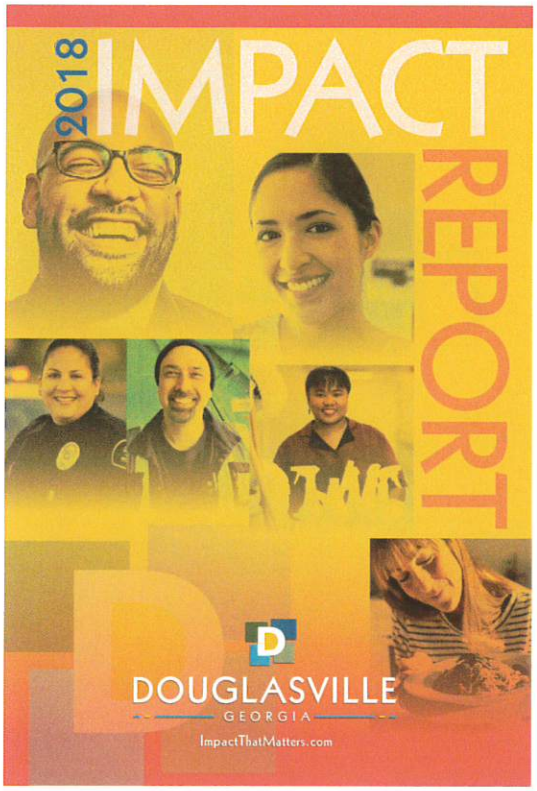


Print Campaign

Letterhead

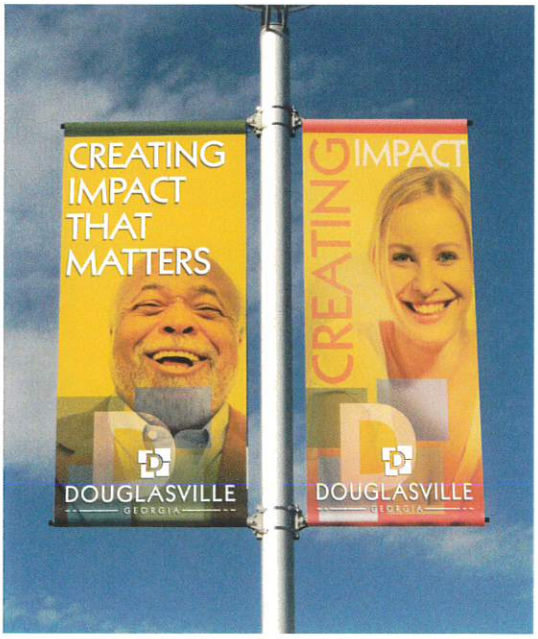
Merchandise Example

CHANDLER THINKS Chandlerthinks.com



Annual Impact Report

Impact Policy, Manual & Program



Pole Banners

Impact Award

Entry Signage

CHANDLER THINKS Chandlerthinks.com

LOGO EXAMPLES

Brand Logo Examples

REFERENCES

CHANDLERTHINKS

DESTINATION BRANDING SPECIALISTS

REFERENCES

Project Contact
City of Dunedin, FL
737 Louden Avenue, Dunedin, FL 34698
Scope of project: City branding discovery/development and marketing services
Sue Burness, Director of Communications, sburness@dunedinfl.net; 727-298-3010

Project Contact
Gulf County, FL Tourist Development Council
150 Captain Fred's Place, Port St. Joe, FL 32456
Scope of project: City branding discovery and development
Silvia Williams, Director; silvia@visitgulf.com; 850-229-7800

Project Contact
City of Independence, MO
111 E. Maple Ave, Independence, MO 64050
Scope of project: City branding discovery and development
Meg Lewis, Public Information Officer; mlewis@indepmo.org; 573-289-3673

Project Contact
City of Columbia, TN
700 North Garden Street, Columbia, TN 38401
Scope of project: Destination branding discovery and development
Kellye Murphy, Tourism & Marketing Director; kmurphy@columbiatn.com;
931-560-1575

Project Contact
Town of Apex, NC
Apex Town Hall 73 Hunter Street P.O. Box 250. Apex, NC 27502.
Scope of project: City branding discovery and development
Stacie Galloway; Director of Communications; Stacie.Galloway@apexnc.org;
919-249-3400

Project Contact
City of Ennis, TX
115 West Brown Street, Ennis, TX 75119
Scope of project: City branding discovery and development
Ashley Colunga, Marketing and Communications Director;
acolunga@ennistx.gov; 972-878-4748

COMPLIANCE

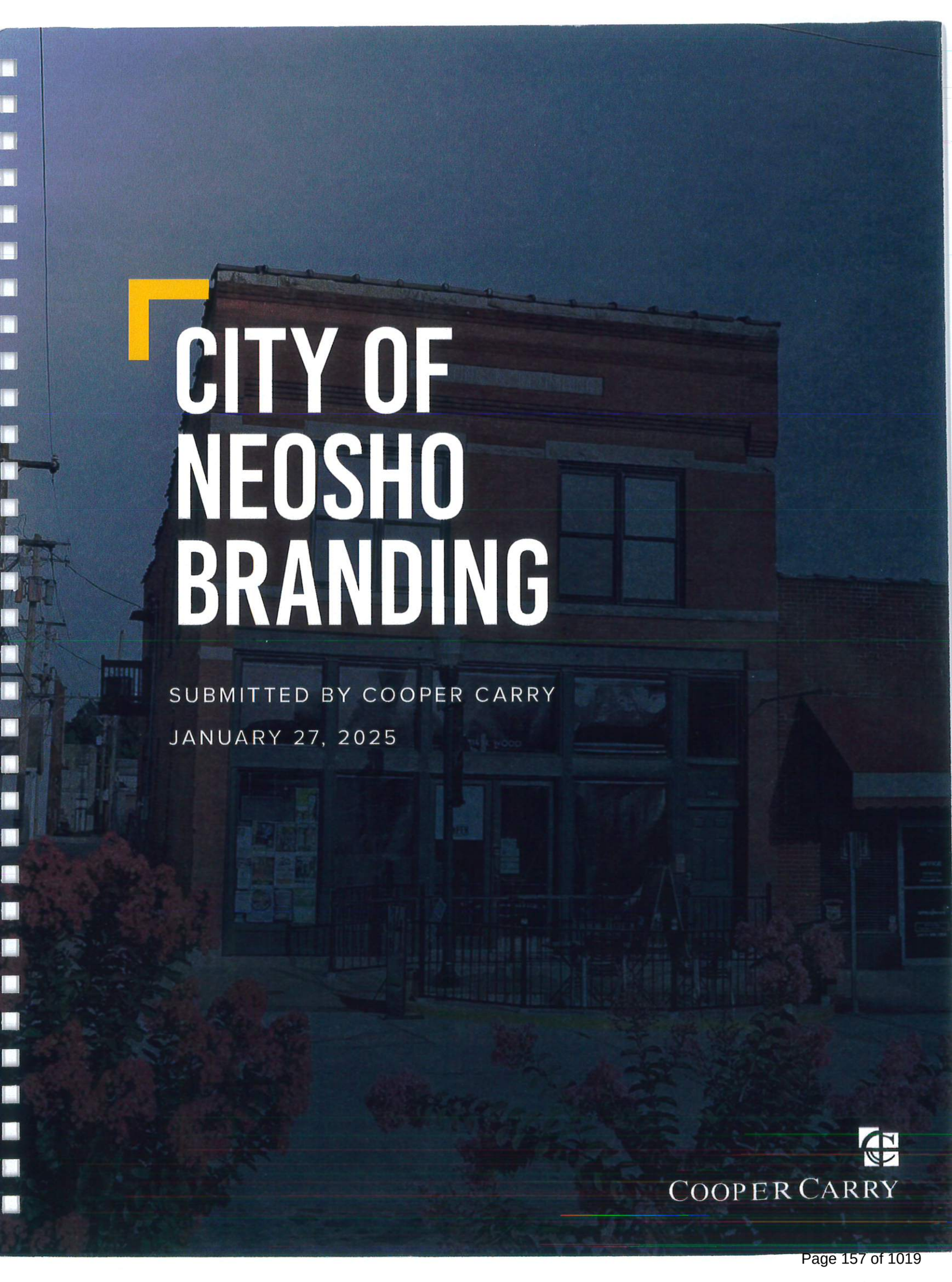
CHANDLER THINKS

DESTINATION BRANDING SPECIALISTS

COMPLIANCE

I, Steve Chandler, certify that I am in compliance and agreement to all terms and conditions as outlined in the City of Neosho Branding RFP.

Thank you!



CITY OF NEOSHO BRANDING

SUBMITTED BY COOPER CARRY

JANUARY 27, 2025

COOPER CARRY

COOPER CARRY

January 27, 2025

Cheyenne Wright
City Clerk
203 E Main Street
Neosho, MO 64850

Jessica Johnson
Public Information Officer
203 E Main Street
Neosho, MO 64850

RE: REQUEST FOR PROPOSAL - CITY OF NEOSHO BRANDING

Dear Members of the Selection Committee,

On behalf of Cooper Carry, I am pleased to submit our proposal for the rebranding of the City of Neosho, Missouri. With over sixty years of experience in architecture and urban design, we believe our expertise uniquely positions us to help craft a distinctive, unified brand for Neosho that reflects the city's character, history, and aspirations.

At Cooper Carry, our motto is "connecting people to place," and we see the city's brand as a vital element in this connection. We understand that branding a city is not simply about creating a logo or design but about creating a sense of belonging and identity that resonates with its residents, businesses, and visitors. This philosophy drives our approach to storytelling, place-making, and design, making us ideally suited to lead this initiative.

Unlike traditional marketing agencies or branding firms, our team brings a deep understanding of the built environment and how visual identity can shape perceptions of public spaces. We believe that a city's brand should reflect its unique architecture, history, and community, while also offering a forward-looking vision. Our experience working on projects that blend design and community engagement allows us to approach this rebranding with a holistic perspective—one that integrates design principles with the needs of the people who call Neosho home.

The scope of work outlined in your RFP, including a unified logo design, an official city seal, and brand usage guidelines, is a task we are excited to take on. Our design approach will be collaborative and thoughtful, ensuring that each element of the brand feels authentic, cohesive, and resonates deeply with the diverse audiences it serves.

We look forward to the opportunity to partner with the City of Neosho to create a brand that not only honors its past but also sets the stage for its future. Please feel free to reach out if you have any questions or would like further information.

Sincerely,

Julie Argo Young, Director of Branding, Senior Associate
julieyoung@coopercarry.com
Cooper Carry, Inc.

191 PEACHTREE STREET NE, SUITE 2400
ATLANTA, GEORGIA 30303-1770
TEL 404 237 2000
FAX 404 237 0276

BARRACKS ROAD
CHARLOTTESVILLE, VA

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Certification of Compliance

We know that excellence in design emerges from the people and culture of a particular place. We design for context in all its complexity and sophistication. We engage key project stakeholders in a collaborative process that builds consensus for design. We seek to work side-by-side with clients both on-site and on the drawing board.

HISTORY AND OVERVIEW

"Connecting People to Place" is at the core of our work. Whether we're developing a place's brand identity, designing a boutique hotel, or master planning a new neighborhood, we keep the community's needs front and center.

At Cooper Carry, we approach our work as a collaborative ecosystem. Our leaders are advocates and authorities for their specialties, empowered by decades of expertise to make decisions that prioritize storytelling, placemaking, civic space, and the greater good of communities, residents, and visitors.

Since our founding in 1960, we have kept our motto of "connecting people to place" at the forefront of everything we do. We plan and design functional brands that seamlessly integrate into the place they're designed for, weaving a clear vision and story throughout. Our process ensures an authentic result, highlighting the unique attributes of the place and the community that engages with it.

Branding

Our group specializes in the design of architecture and place branding. Americans spend 87% of their life immersed in the built environment. Our lives are spent occupying spaces. As a design firm, we look at this as an opportunity. Buildings are an opportunity for efficiency, wellness, resilience, productivity, safety and shelter, but also a beautifully blank canvas for connection. Exploration. Learning. Belonging. Life. There's nothing more experiential than being immersed in a place that represents your mission and brand.

Cooper Carry Branding offers branding for the built environment. We connect structure to soul, translating back and forth between architects, interior designers, owners, in-house marketing teams and end users to create powerful brands.

Our services include storytelling and narrative development, brand identity and messaging, experiential concept development, digital marketing campaign strategy, sales enablement and more. We provide branding for everything from schools and innovation centers to shopping centers, office parks, multifamily projects, hotels and restaurants. Let's partner to discover how we can extend who you are into the spaces you create. Whether we're helping you launch a new project or reposition an existing one, we will ensure your project delivers the crucial messages you want to convey, resonates with your target audiences, differentiates you in the marketplace and enhances your return on investment.

SPRINGLINE
AT DISTRICT 60

SPRINGLINE
ESTD
2024

A CASE STUDY DETAILING OUR PROCESS:

Imagining a New Town Center

SPRINGLINE AT DISTRICT 60

From deteriorating, car-centric retail to a vibrant, walkable mixed-use town center for Chesterfield County, Virginia

The story of Springline at District 60 can be found across the country, where towns are overrun by aging strip malls with massive parking lots, stripping huge swaths of neighborhoods of regional identity. There is a deep desire to reimagine these properties into people-focused spaces, restoring the authenticity of the community in the area.

Cooper Carry partnered with the leaders and residents of Chesterfield County, Virginia, to transform an eye-sore property previously known as Spring Rock Green in the center of the county. The goal was to reimagine and rebrand the greater region and the property into an exciting new town center.

SHOE CITY

SPRING ROC
GREEN

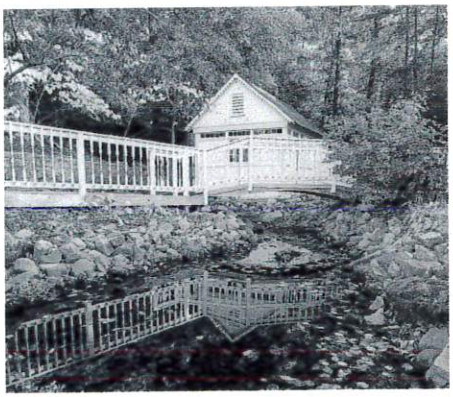
WHERE IT ALL STARTED

Located prominently along Highway 60, The Midlothian Parkway, Spring Rock Green has seen years of decline with aging structures and a commercial zone that prioritized cars over the public realm. Chesterfield County had been working to reinvigorate the area for the community for many years, and adjacent improvements included a modern shopping district and a popular office park. The property was centrally located for all residents of the county as well as for those traveling to and from nearby Richmond, VA.

BRANDING PHASE 1:

COMMUNITY MEETINGS & HISTORICAL RESEARCH

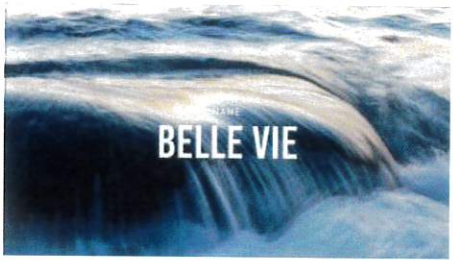
Sitting adjacent to the site is Beaufont Springs, a historic, recreational area known for its unique lithium water and formerly owned by Thomas Jefferson. Hailed for its natural healing properties, Beaufont Springs was historically a place of wellness for residents of the area. The brand team worked closely with local leadership, the historical society, developers, and residents to restore this identity and highlight these qualities at the new town center.

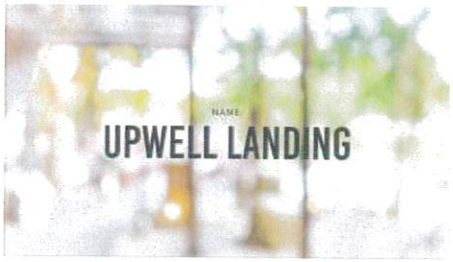


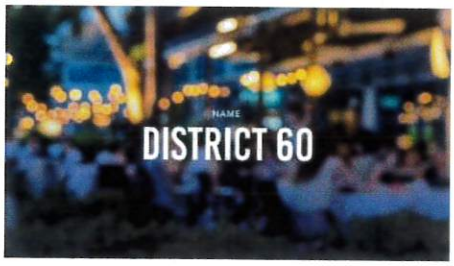
BRANDING PHASE 2:

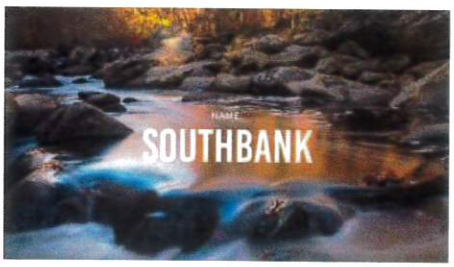
NAMING & STORYTELLING

We conducted in-depth historical research on naming opportunities meant to restore authenticity to the site and highlight its unique context. We worked to ensure those names met the creative brief, differentiated the brand in the marketplace, and had local availability. Eighteen unique names and brand stories were developed and presented to the client. Ultimately, Springline was selected as the property name, and District 60 was chosen as the regional name.









Springline takes inspiration from the remarkable history of a spring near the site. The area was settled in the 1700s and was once owned by William Byrd II and Thomas Jefferson. The spring – in an area between the Springline development and the Boulders office park, was originally called Lucy Spring and then Crow Spring.

The land was purchased by James Robertson in 1895 and named Beaufont Springs (beaufont means beautiful spring in French). Robertson started the Beaufont Lithia Springs Company that sold therapeutic water throughout the area and other markets including Washington D.C., Philadelphia and New York. The water was reputed to have high concentrations of lithium, which is related to the revolutionary medicine which continues to effectively treat a variety of mental illnesses. Robertson built a springhouse on the site to collect the water in 1896.

In 1916, Robertson sold the property to Frederick Sitterding, who created a variety of carbonated beverages from the spring water. Sitterding later added a brewery to the site. As the quality of water treatment plants improved the business floundered and eventually shut down the water bottling business in 1940.

The Sitterding family built a recreation and picnic area on the site in the 1950s. Groups could rent the property for sports, recreation, dancing and other activities. Renters were required to purchase beer and drinks through the company. As the Chippenham Parkway was completed along with other commercial development in the area, the water became muddy and the business was no longer viable. The developers of the Boulders office park preserved the springhouse, which remains intact today.

BRANDING PHASE 3:

VISUAL IDENTITY: INITIAL CONCEPTS

The client directed our team to develop logo concepts for Springline drawing inspiration from Beaufont Springs, and to design concepts for District 60 with a more urban vibe. The brand design team presented several concepts, some of which included:

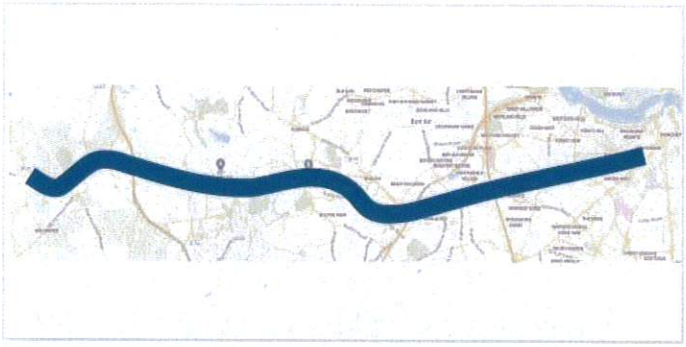
ESTABLISHED • 2025
SPRINGLINE
DISTRICT 60 • VIRGINIA

SPRINGLINE

Spring Line

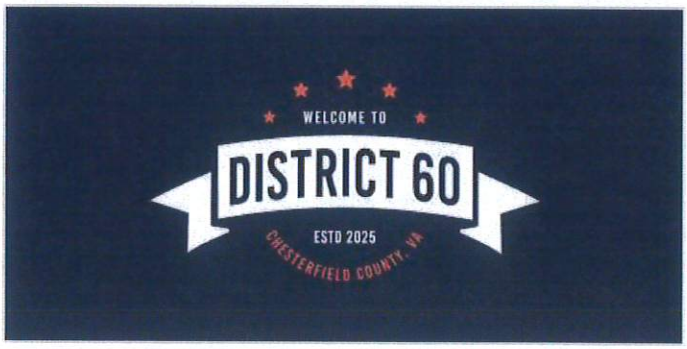
– SPRINGLINE –
AT • DISTRICT • 60

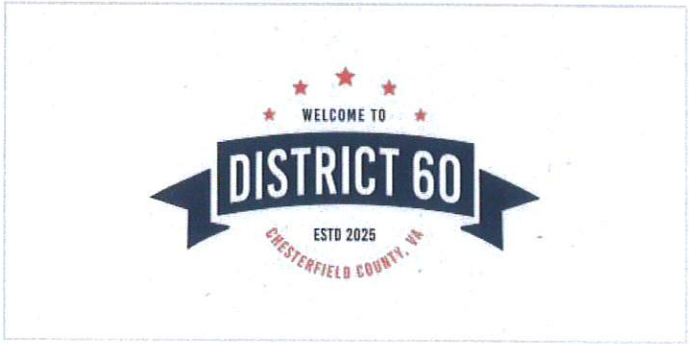
SPRING
– LINE –
DISTRICT 60

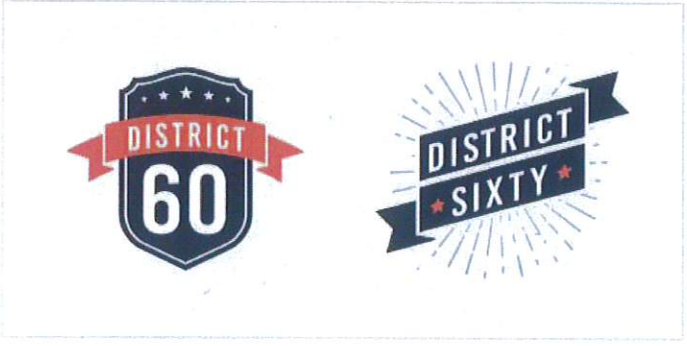


DIST
RICT 60

DISTRICT
60


WELCOME TO
DISTRICT 60
ESTD 2025
CHESTERFIELD COUNTY, VA


WELCOME TO
DISTRICT 60
ESTD 2025
CHESTERFIELD COUNTY, VA

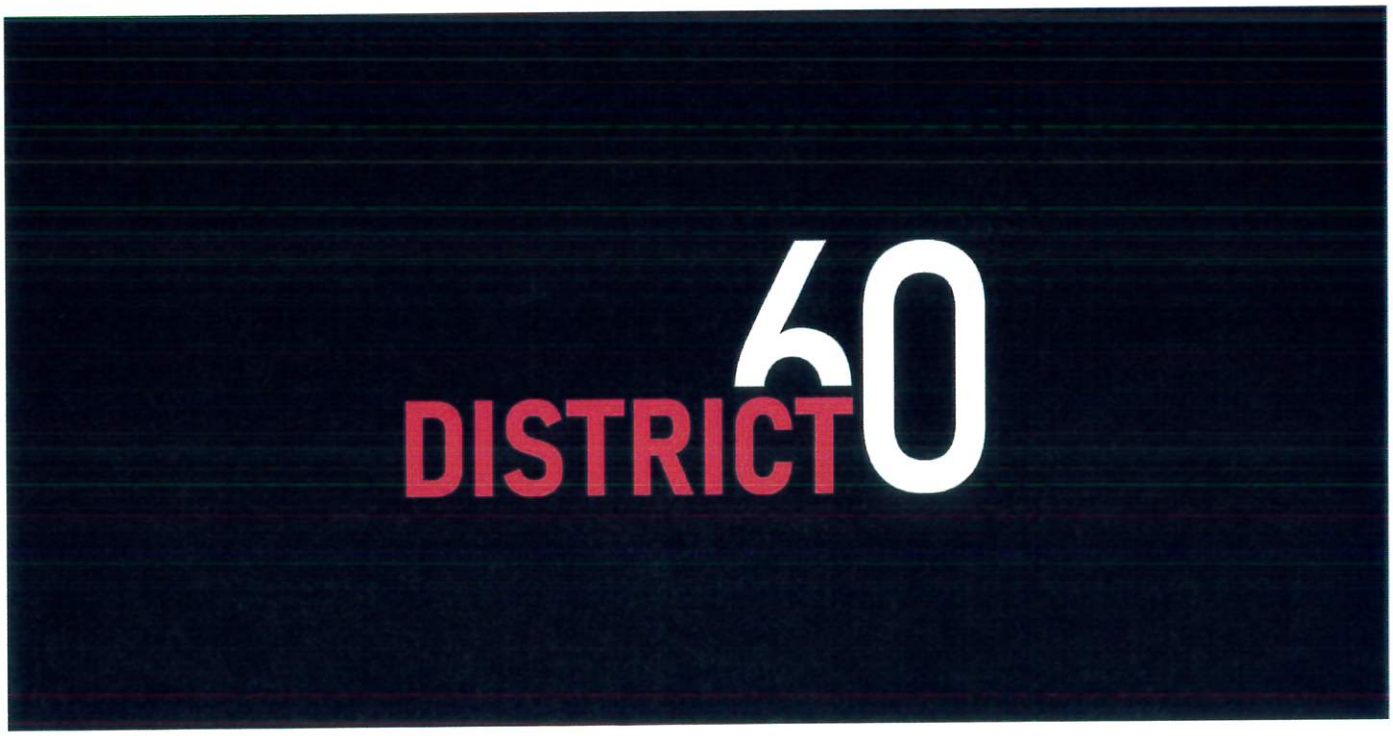

DISTRICT
60
DISTRICT
SIXTY

WELCOME TO
DISTRICT 60
ESTD 2025
CHESTERFIELD COUNTY, VA
DISTRICT
60
WELCOME TO
ESTD DISTRICT 60 2025
- CHESTERFIELD COUNTY, VA -
DISTRICT
SIXTY

BRANDING PHASE 3:

VISUAL IDENTITY: SELECTION & REFINEMENT

After choosing the preferred concepts for each brand, refinements were made to the logo design, and additional elements were developed to fully build out a versatile brand tool kit.



LOGO MARK:

PRIMARY LOGO:

SPRINGLINE

AT DISTRICT 60

SECONDARY LOGO VARIATIONS:

SPRINGLINE

AT DISTRICT 60

SPRINGLINE

ESTD 2024

ESTD 2024

SPRINGLINE

AT D60

ESTD 2024

SPRINGLINE

AT D60

PRIMARY LOGOS:

DISTRICT 60

DIST RICT 60

SECONDARY LOGO VARIATIONS:

D60

D60

CHESTERFIELD

20 DISTRICT 24

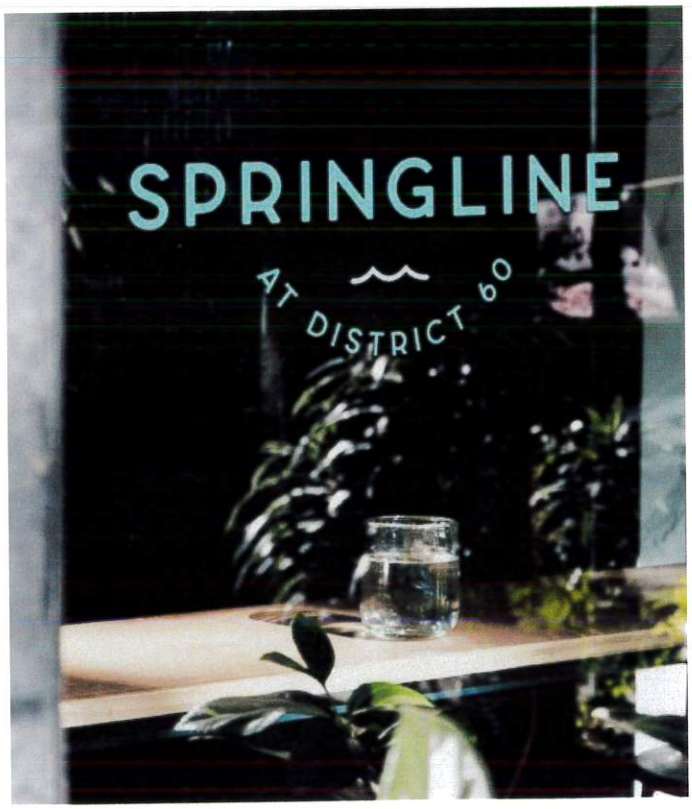
60

VIRGINIA

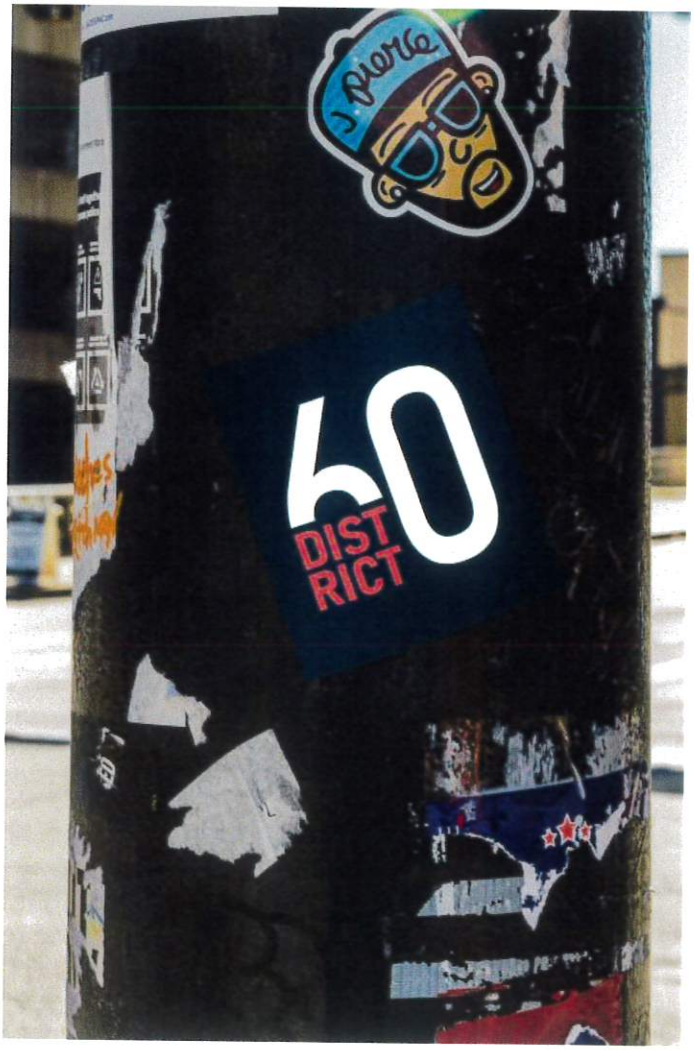
BRANDING PHASE 3:

VISUAL IDENTITY: BRAND APPLICATION

The Cooper Carry Brand Team worked to showcase the true versaility of each design and the large variety of ways that each concept could be applied within the community.



UPCOMING
EVENTS
SPRING FESTIVAL - 05/13-14
FOOD TRUCK TUESDAY - 05/16
MOVIE ON THE LAWN - 06/03
FARMER'S MARKET - 06/11


60
DIST
RICT

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DIST
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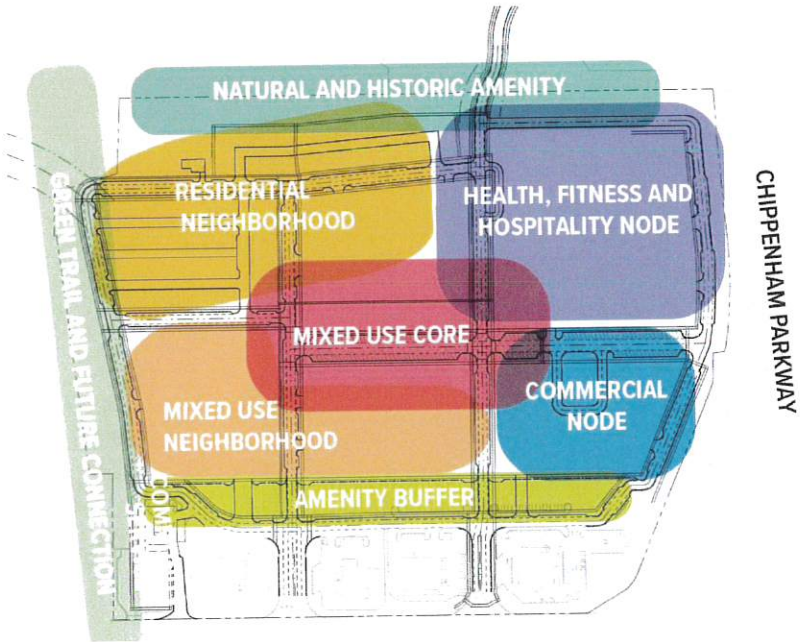
DISTRICT 60
MAP
EVENTS
INFO

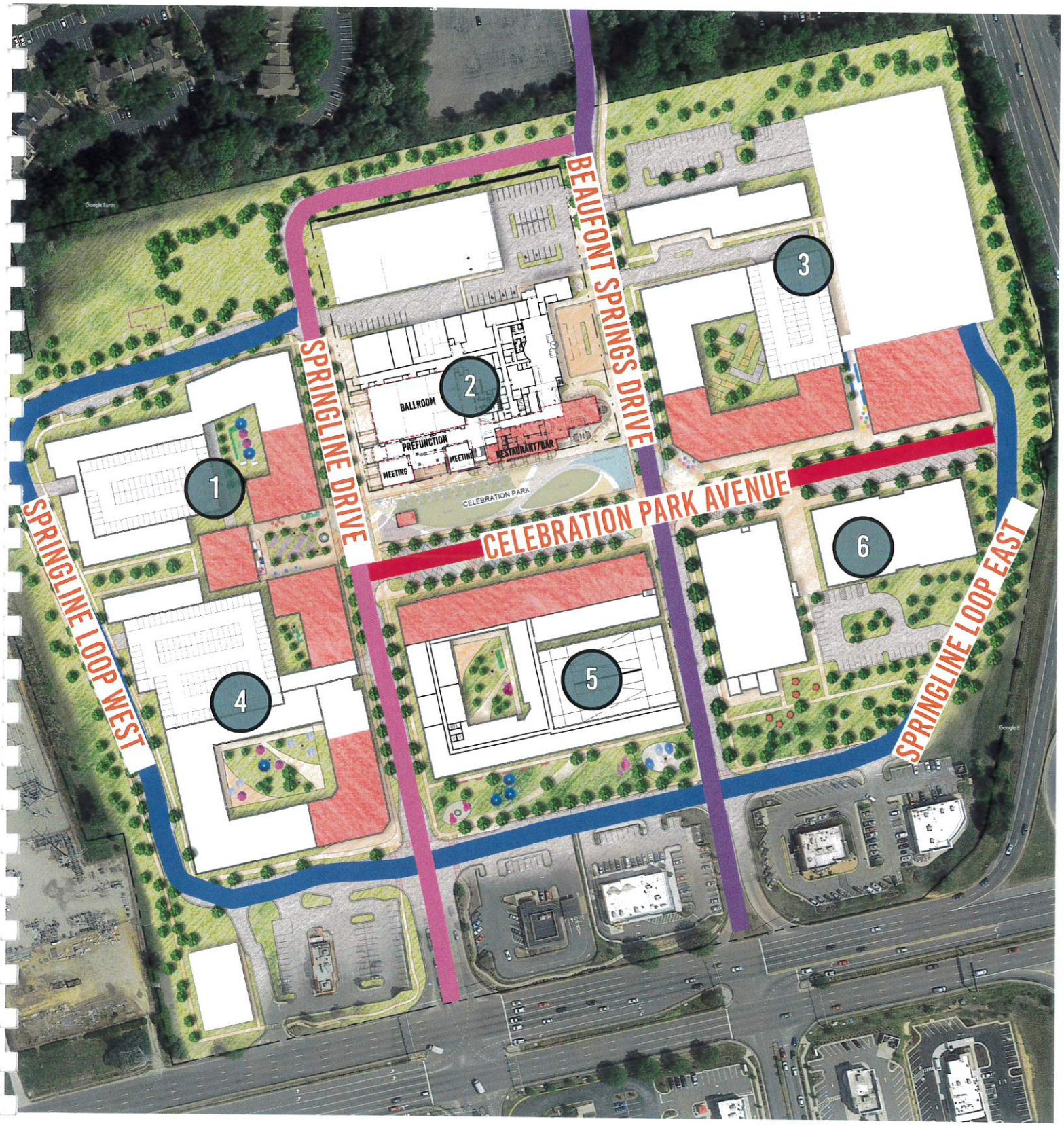
A NEW TOWN CENTER COMES TO LIFE

Mission: Create an arts and wellness-focused mixed-use town center.

Fully aligned with the brand identity, Cooper Carry worked to design numerous civic spaces, including multiple parks; designating a trail location; selecting locations for public art; and creating wayfinding that includes major road signs to pedestrian infographics.

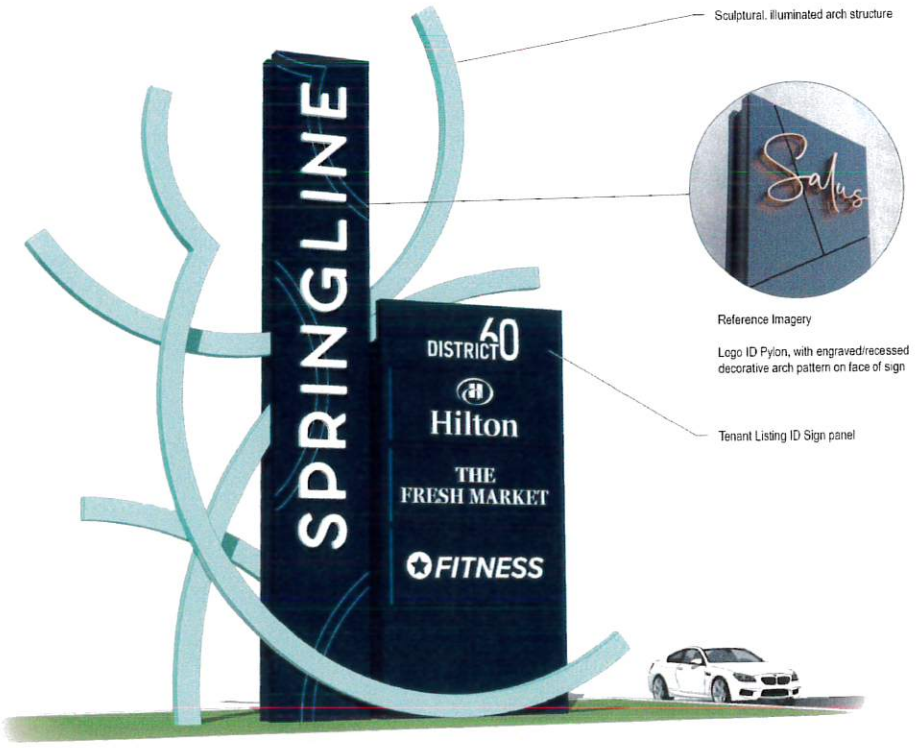
The Cooper Carry team created a zoning framework plan to ensure the master plan meets the county's checklist requirements for zoning. The team also created renderings and concept plans to incorporate potential options for retail, food and beverage, residential, and public parking. With a Hilton Convention Center Hotel on-site, the master plan facilitates connections to the rink facilities and its associated services. The overall site is designed to offer both quiet, serene areas and bustling celebratory streets.




BEAUFONT SPRINGS DRIVE
SPRINGLINE DRIVE
CELEBRATION PARK AVENUE
SPRINGLINE LOOP WEST
SPRINGLINE LOOP EAST
1
2
3
4
5
6
BALLROOM
PREFUNCTION
MEETING
MEETING
RESTAURANT/BAR
CELEBRATION PARK

ELEVATING PUBLIC SPACES

The public space is the heartbeat of the mixed-use community with activities and amenities. Inspired by the Springline brand, our Experiential Graphic Design team infused the site with dynamic signage and wayfinding. The team also illustrated how public art can be integrated into strategic locations. For example, a mural visually connects the parking garage to the public spaces. The stage on Celebration Park Ave further reinforces the brand with its design inspired by the ripples of the water and its movement.



Sculptural, illuminated arch structure

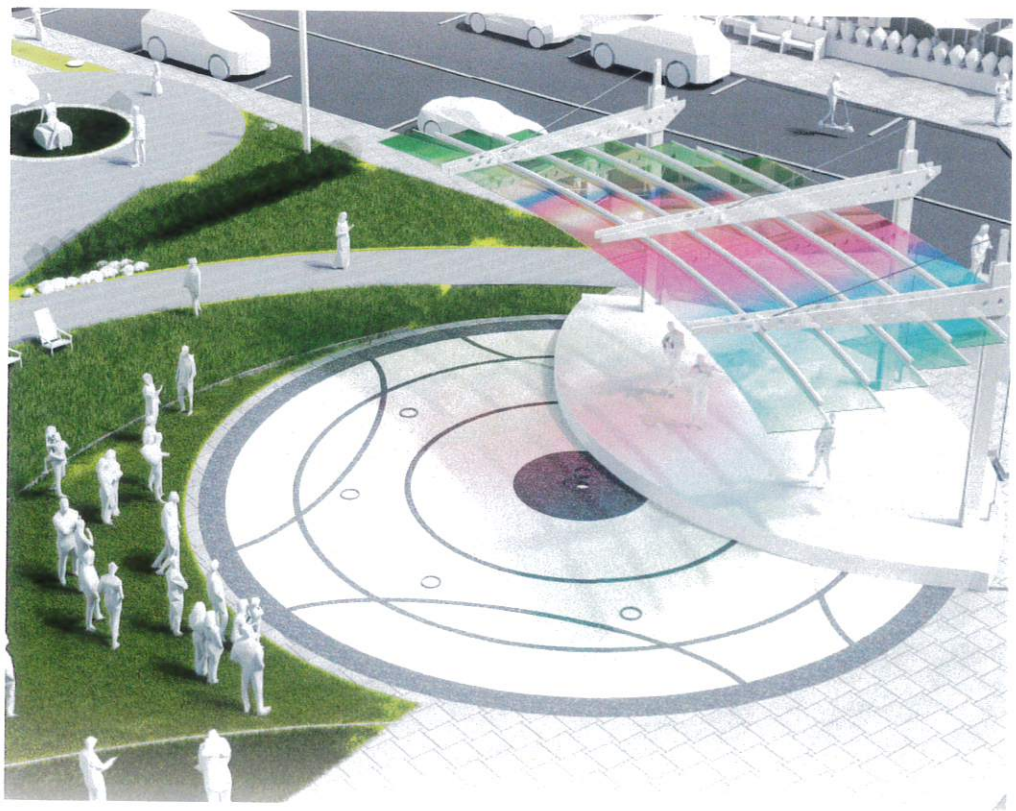
Reference Imagery

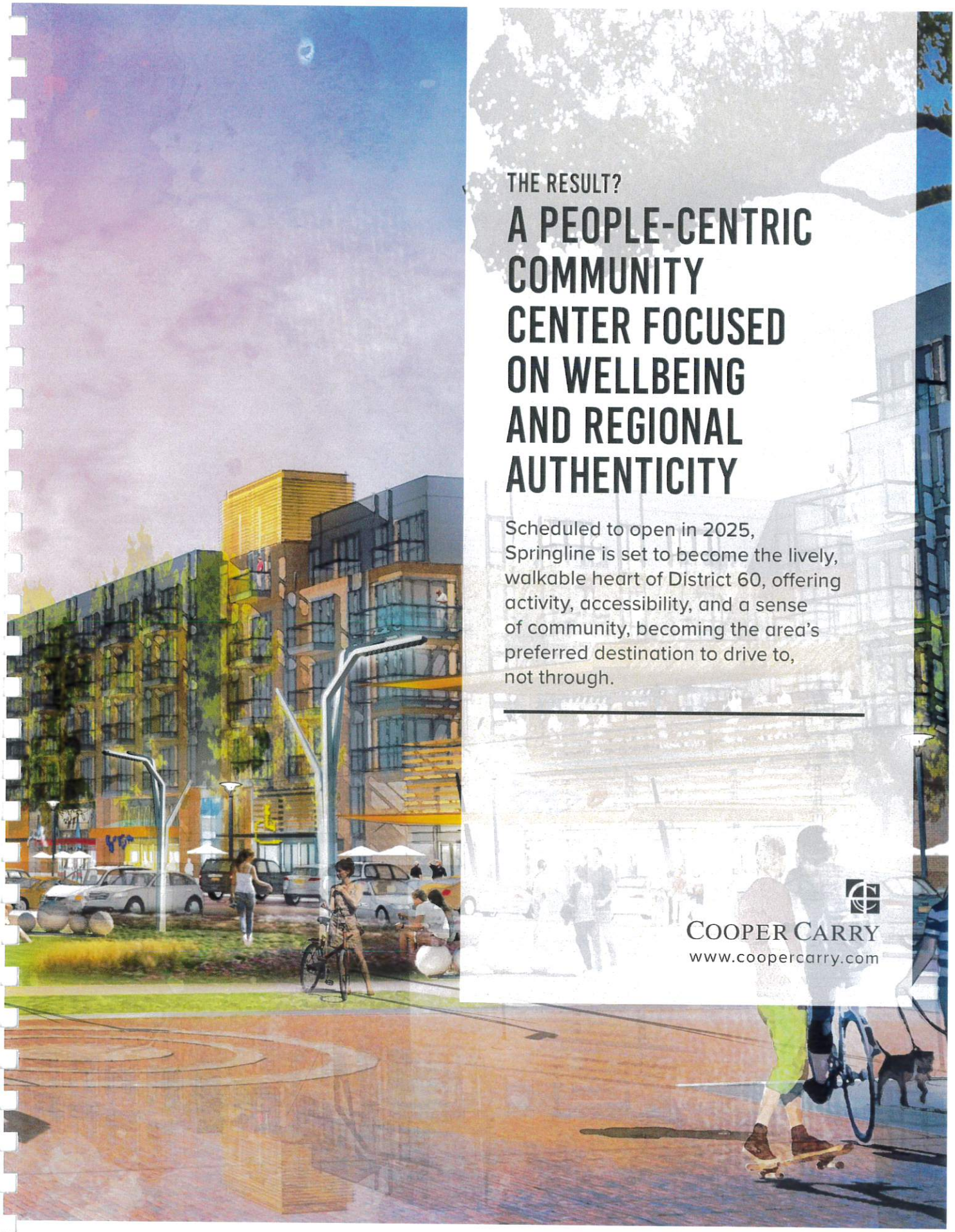
Logo ID Pylon, with engraved/recessed decorative arch pattern on face of sign

Tenant Listing ID Sign panel

SIDE A

SIDE B





THE RESULT?

A PEOPLE-CENTRIC COMMUNITY CENTER FOCUSED ON WELLBEING AND REGIONAL AUTHENTICITY

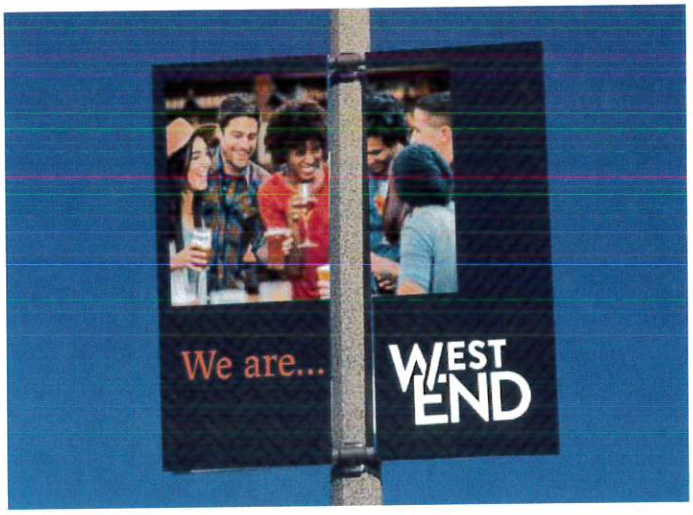
Scheduled to open in 2025, Springline is set to become the lively, walkable heart of District 60, offering activity, accessibility, and a sense of community, becoming the area's preferred destination to drive to, not through.

COOPER CARRY
www.coopercarry.com

ESTD 2024
PERRY PLACE
AT HITT HALL
ADDISON'S
SOLAREX
VELOCE
VIRGINIA
68-2928

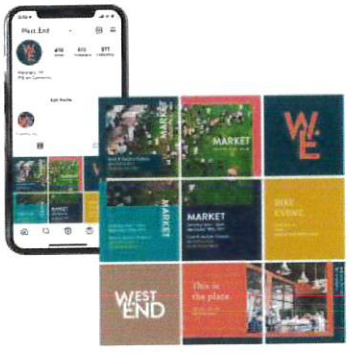
ADDITIONAL EXPERIENCE

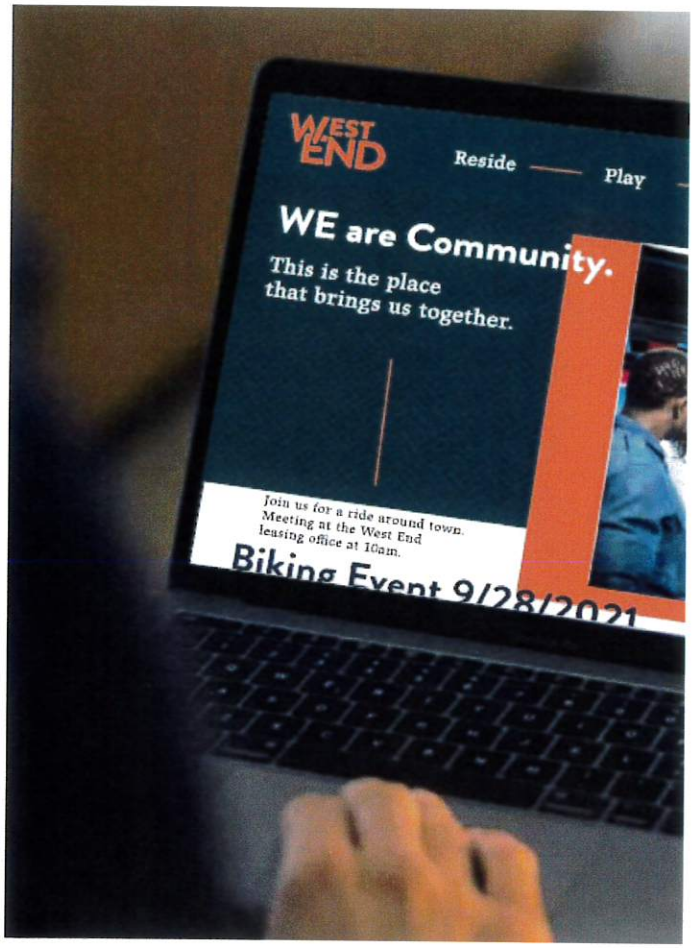
2



WEST END

WEST END





WEST END ALEXANDRIA BRAND DESIGN

ALEXANDRIA, VA

West End, currently under construction, will be located just due west of Alexandria, Virginia on the site of a former large regional shopping mall. It's a large mixed-use community that will include residential, retail, commercial, and entertainment uses.

Cooper Carry provided a name and vision for the community that is reflective of its' core values, these include: representation, longevity and soul. West End will be a place to gather that will truly be interwoven into and an extension of the existing community, providing a new home for all.

Our team's full scope of work included project visioning, narrative, naming, logo, taglines, patterning, and full brand guidelines.

CLIENT

FOULGER PRATT

SCOPE

VISIONING + NAMING
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES

SERVICES

BRANDING
EXPERIENTIAL GRAPHIC DESIGN

COOPER CARRY

Fort Mill
SOUTH CAROLINA

FORT MILL CITY BRAND DESIGN

FORT MILL, SC

Fort Mill, established in 1873, is located in the Upstate of South Carolina just north of Rock Hill, South Carolina and is considered a suburb of nearby Charlotte, North Carolina. The Town of 13,680 people is much more than a bedroom community for its larger neighbors, the town has its own appealing characteristics and unique history. It's these attributes that Cooper Carry helped explore while assisting Fort Mill in developing a new branded logo. The final logomark pays homage to the past while looking forward to the future, particularly the revitalization of the town's iconic Main Street, the symbolic heart of the community.

CLIENT

FOULGER PRATT

SCOPE

VISIONING + NAMING
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES

SERVICES

BRANDING
EXPERIENTIAL GRAPHIC DESIGN

COOPER CARRY

PARKING
SHOPPING

STOP
SHOP
PROVIDENCE
place
DINE
ENJOY

PROVIDENCE PLACE BRAND DESIGN

FAIRFAX, VA

Providence Place is a reimagined shopping district just outside of Fairfax, VA. Our team was tasked with developing a new brand identity focused on the community's history. After our team's intensive research, the client approved the name Providence Place due to the property once being part of the town of Providence, Virginia (now Fairfax), established in 1805. The most significant location in Providence was its now historic courthouse.

The logo was inspired by a 19th-century architectural detail of radiating lines on the courthouse and modernized to resemble both a setting and a rising sun. The property, being positioned on an east-west highway leading to and from downtown Fairfax, meant that depending on the time of day, patrons were approaching with the rising or setting sun acting as a beacon for their travel. The vibrant, modern color palette enhances the story of old meets new and sets the brand apart from its local competitors.

CLIENT

FEDERAL REALTY

SCOPE

VISIONING + NAMING
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES
SIGNAGE + WAYFINDING

SERVICES

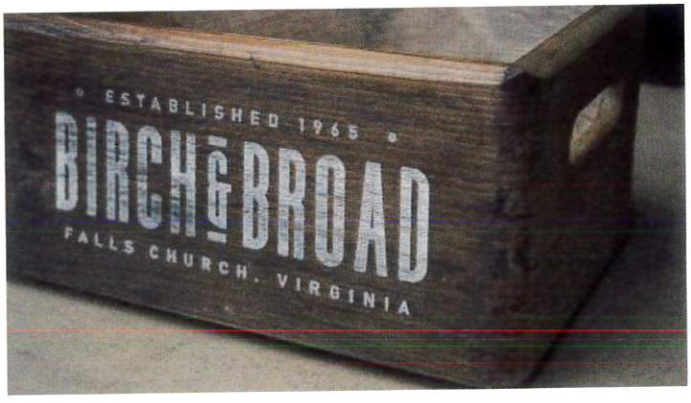
BRANDING
EXPERIENTIAL GRAPHIC DESIGN

B&B
Tasty Dumpling

Welcome TO
BIRCH & BROAD
FALLS CHURCH. VIRGINIA

B&B

BIRCH
AND
BROAD
ESTD 1965


ESTABLISHED 1965
BIRCH & BROAD
FALLS CHURCH. VIRGINIA

BIRCH & BROAD BRAND DESIGN

ALEXANDRIA, VA

A successful shopping center repositioning entails more than a change of color on a building or slick upgrades. It's a holistic process, where the outdated center is transformed into an inclusive, inviting space that invites shoppers to stay and linger. Federal Realty Investment Trust aimed to upgrade the existing Falls Plaza shopping center to elevate the customer experience.

Cooper Carry's Retail, Branding and Experiential Graphics Studios worked together to transform Falls Plaza into Birch & Broad, a walkable, modern retail district designed in a Falls Church community context.

The new name for the property, Birch & Broad, is location-focused. It originates from the streets Birch and Broad being the historical crossroads for the city of Falls Church. The tone and personality of the brand is welcoming, down to earth, casual, and familiar, reinforcing the farmhouse style. A family of wayfinding elements draws visitors through the shopping center, highlighting hidden destinations and retailers.

CLIENT

FEDERAL REALTY

SCOPE

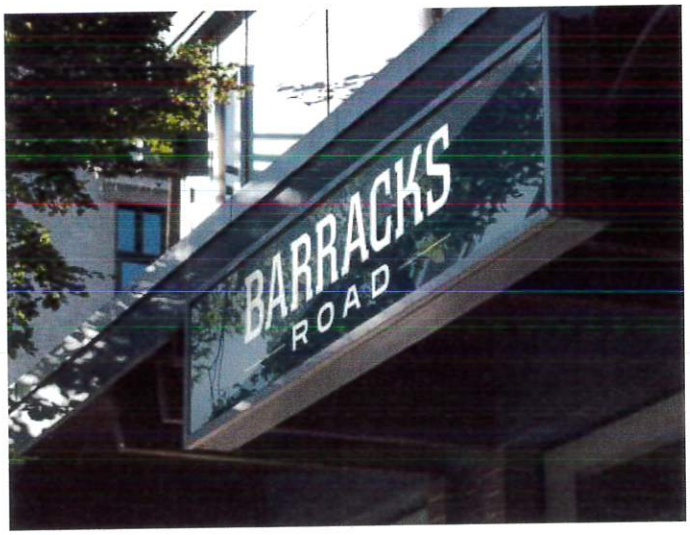
VISIONING + NAMING
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES
SIGNAGE + WAYFINDING

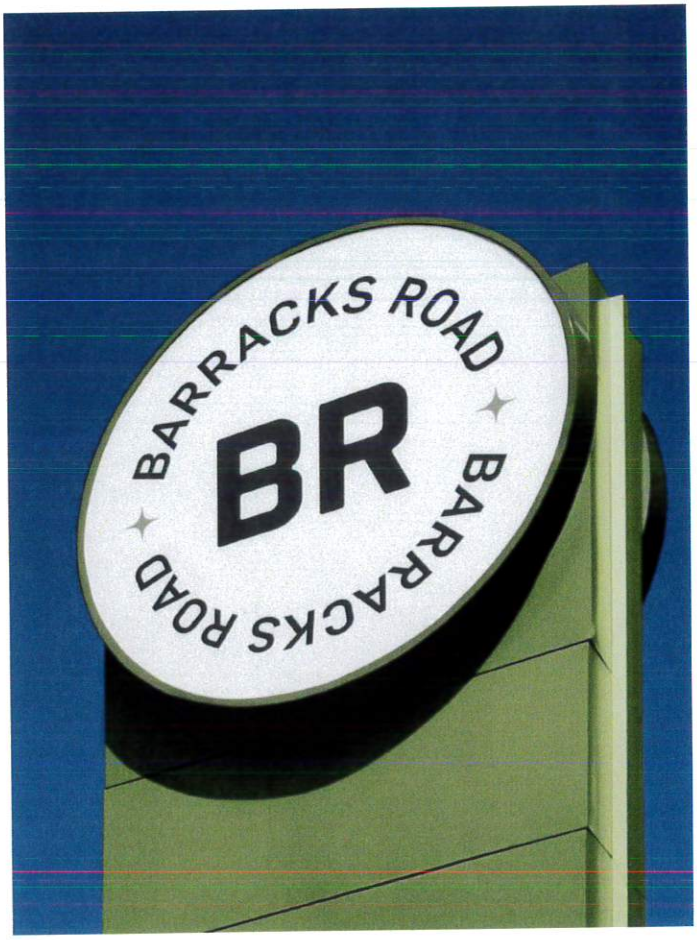
SERVICES

BRANDING
EXPERIENTIAL GRAPHIC DESIGN

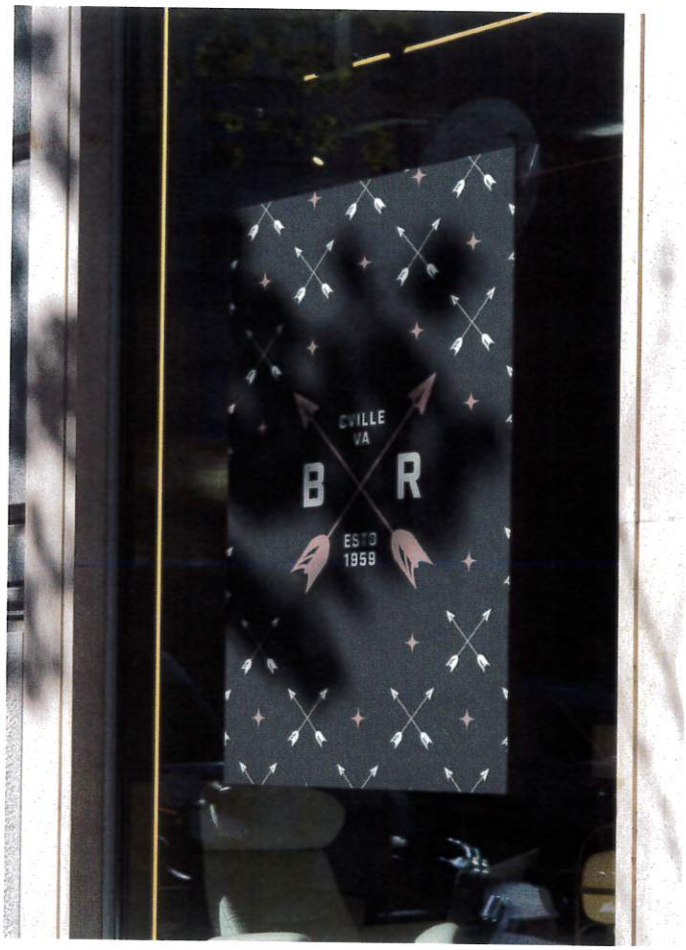
COOPER CARRY

BARRACKS ROAD
CHARLOTTESVILLE, VA


BARRACKS
ROAD


BARRACKS ROAD
BR
BARRACKS ROAD

BARRACKS ROAD
BR
BARRACKS ROAD
Kroger



BARRACKS ROAD BRAND DESIGN

CHARLOTTESVILLE, VA

Located in a region of Charlottesville known for its strong equestrian culture, Barrack's Road reimagines the brand identity of a retail center. Celebrating this, the Cooper Carry Brand Team developed a complete brand identity around hunter/jumper competitive riding. The primary logo lockup features a rounded horseshoe shape, reemphasizing the brand's inspiration.

The color palette and typography were designed to blend seamlessly into the property's architectural refresh. Custom patterns were additionally developed to effectively implement the brand design around the site.

CLIENT

FEDERAL REALTY

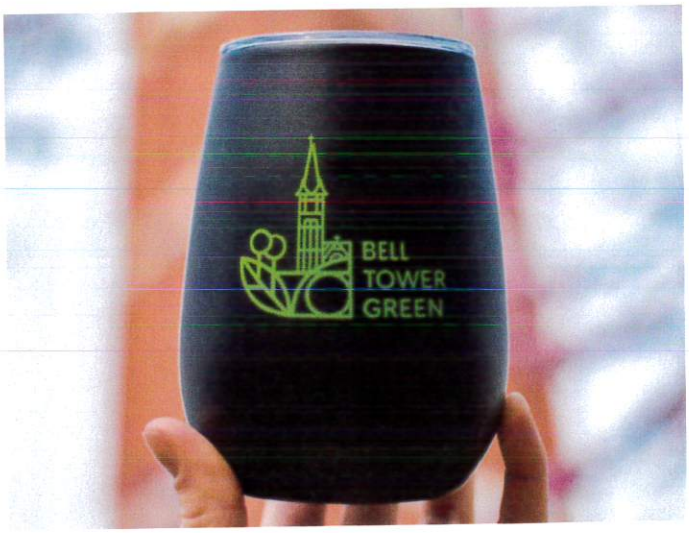
SCOPE

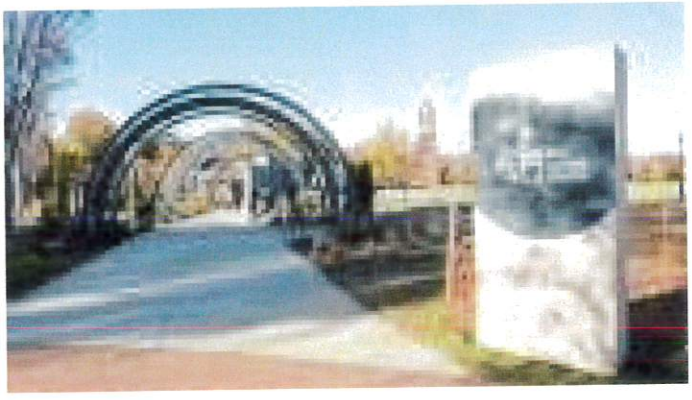
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES

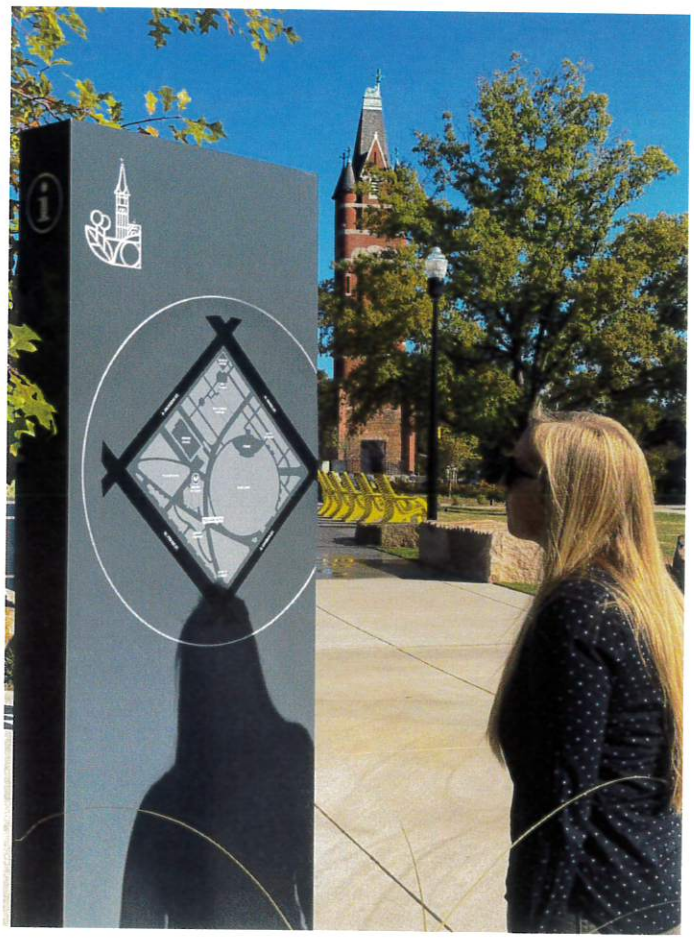
SERVICES

BRANDING

Park Partners
Our Generous Donors


BELL
TOWER
GREEN





BELL TOWER GREEN BRAND DESIGN

SALISBURY, NC

The Cooper Carry team collaborated with the City of Salisbury, the Blanch and Julian Robertson Family Foundation, and LandDesign to provide branding, experiential graphics and wayfinding services for Bell Tower Green, a new community gathering spot and outdoor living room in the city. Our team provided a logo identity, signage, an interpretive information system, and wayfinding design.

The central goals of the project were to draw from the city's rich history, strong identity, and local resources as well as to integrate the park into downtown's fabric. This new city block is filled with green spaces, pathways, a performance stage, a modern water wall feature, children's play areas, and public restrooms. Locally sourced and quarried "Salisbury Pink Granite" was utilized for several sign items.

CLIENT

CITY OF SALISBURY

SCOPE

VISIONING
LOGO DESIGN
BRAND ASSET DESIGN
BRAND GUIDELINES
SIGNAGE + WAYFINDING

SERVICES

BRANDING
EXPERIENTIAL GRAPHIC DESIGN

COOPER CARRY

A DIVERSE TEAM OF CREATIVES

Cooper Carry is not your typical branding agency. With more than sixty years of experience in all phases of architectural design and community development, we are uniquely positioned to offer your brand design a holistic view. We approach branding projects with factors such as community engagement, economic development, longevity, and dynamic application at the forefront.

JULIE ARGO YOUNG

DIRECTOR OF BRANDING

Specialty: Brand Development & Design, Creative Direction, Logo Design, Visual Asset Development

With nearly twenty years of experience in brand design, art direction, and creative marketing, Julie brings a diverse skill set to both the team. She has developed unique brands for a variety of sectors including municipal government, retail, entertainment, restaurant + bar, beauty, education, and hospitality by deftly interpreting a client's vision and bringing that vision to life.

KATHERINE STONE

CHIEF MARKETING OFFICER

Specialty: Naming & Storytelling, Visioning, Brand Tone of Voice, Marketing Strategy

Katherine has more than 30 years of experience successfully creating and executing marketing, public relations, communications, and digital marketing campaigns that increase brand awareness, bolster engagement and strengthen relationships between world-class brands and their target audiences. She was named to GlobeSt. Real Estate Forum's 2020 Women of Influence in commercial real estate marketing.

KEVIN KERN

ASSOCIATE PRINCIPAL,
EXPERIENTIAL GRAPHIC DESIGN

Specialty: Experiential Graphic Design, Signage, Wayfinding, Brand Application

Kevin is a creative professional with a passion for creating dynamic and memorable environments with almost 30 years experience in the development of both national and international design projects. Kevin's specialties include identity, wayfinding, amenity, and architectural signage design for retail, commercial mixed-use, entertainment, and residential community properties.

ALLISON BICKERS

ASSOCIATE PRINCIPAL,
URBAN DESIGN + PLANNING

Specialty: Community Engagement, Economic Development, Urban Planning

Allison has collaboratively worked with project designers and project managers on planning projects that range from small redevelopments to large community vision plans. Bringing her proficiency in planning, historic preservation, and adaptive reuse, she has helped manage various mixed-use projects through community outreach and entitlements

---

HANNAH ROGERS

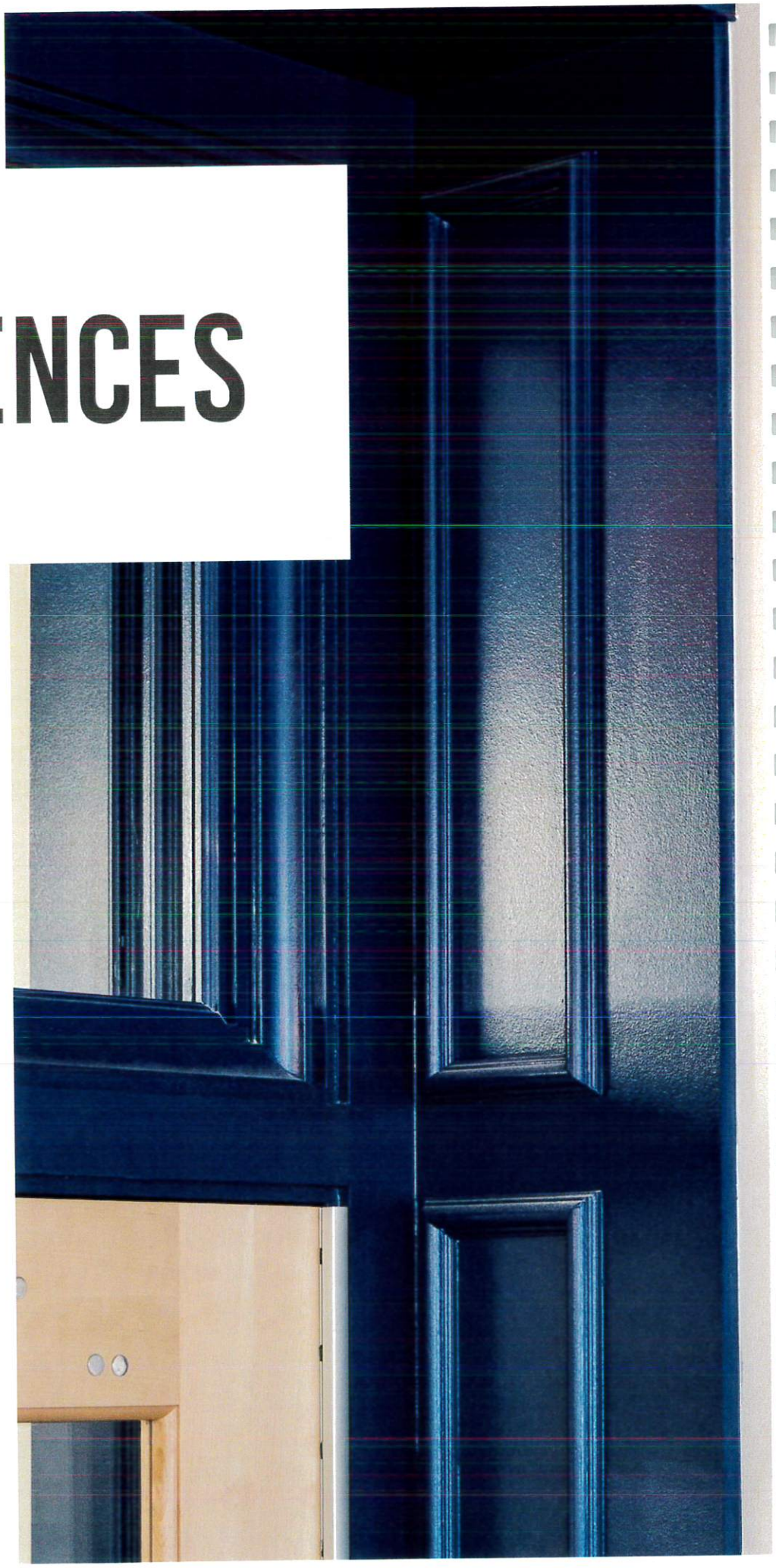
GRAPHIC DESIGNER

Specialty: Logo Design, Brand Asset Design, Experiential Graphic Design, Brand Style Guides

Hanna is a Graphic Designer dedicated to creating innovative brands that deliver memorable results through their application. She deftly designs and implements brand packages, style guides, wayfinding programs, and interactive graphics across diverse project types. Her ultimate goal is to blend creativity and practicality, crafting elements that are both visually stunning and highly functional.

REFERENCES

3



N
W
E
S
ADDISON'S
PROVISIONS
BLACKSBURG
1872

REFERENCES

Mike Laing
President
ECI Development Management Services, Inc.
mikelaing@ecidev.com
Project(s): District 60 / Springline at District 60

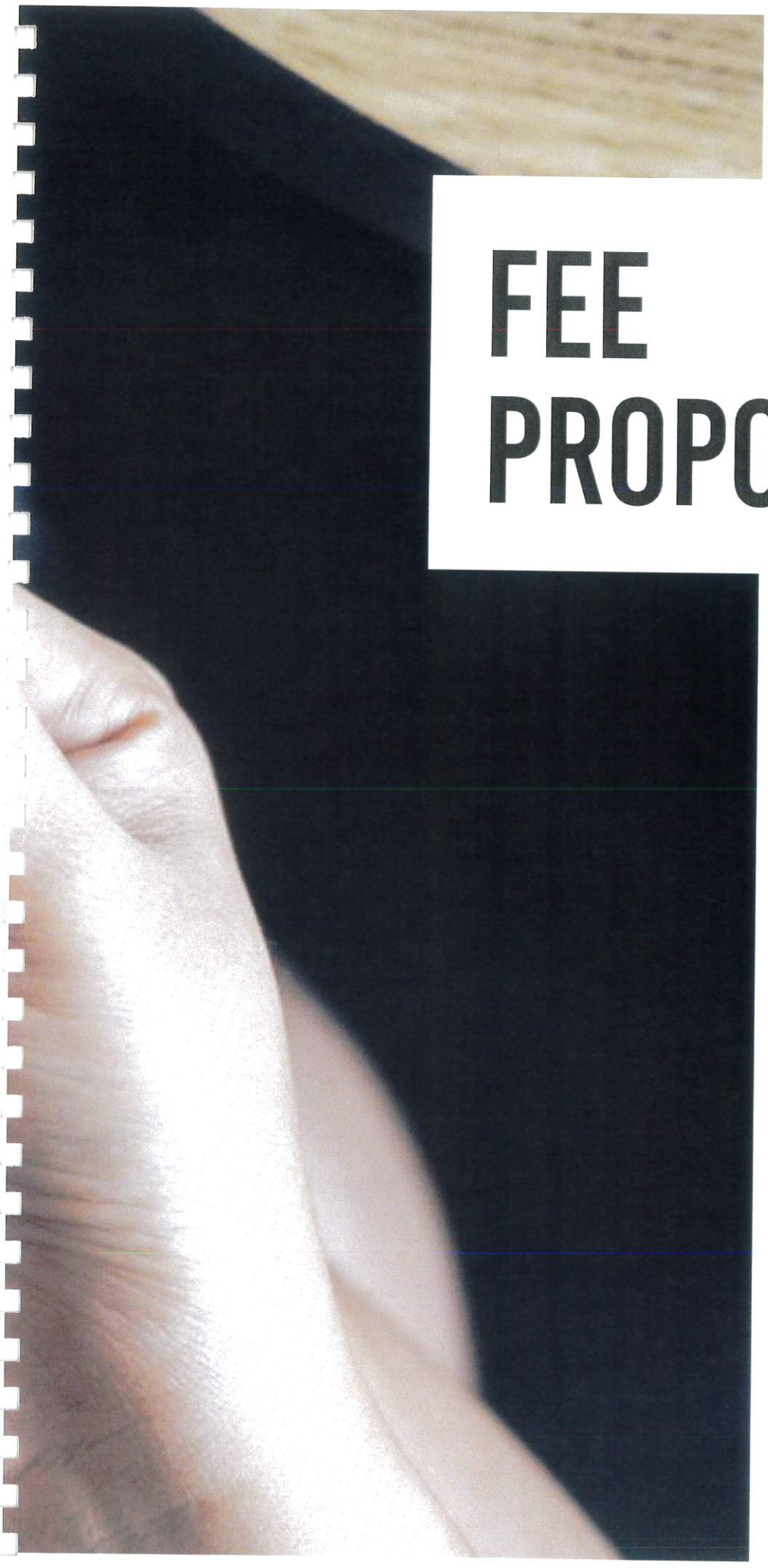
Deirdre Johnson
Senior Vice President, Asset Management
Federal Realty
djohnson@federalrealty.com
Project(s): Birch & Broad, Providence Place, Barracks Road

Maribeth Boone
Foulger Pratt (now with Bozzuto)
Maribeth.Boone@bozzuto.com
Project(s): West End Alexandria

Honorable Guynn Savage
Mayor, Fort Mill, SC
gsavage@fortmillsc.gov
Project(s): Fort Mill, SC City Brand

Aa
The curvilinear letter forms pair well with the Circle 75 logo workmark.
Montserrat Typeface
Aa Bb Cc Dd Ee
Gg Hh Ii Jj Kk
Mm Nn Oo Pp Qq
Ss Tt Uu Vv Ww Xx
Yy Zz
CIRCLE 75
PRIMARY WORDMARK - DARK BACKGROUND
CIRCLE 75
CIRCLE 75
COOPER CARRY | 43

EXPLORE
BERGEN
SHOP
DINE
EVENTS
www.bergentowncenter.com



FEE PROPOSAL

4

COOPER CARRY

CITY OF NEOSHO, MO
BRAND IDENTITY
PROJECT NO. 20250042

Thank you for the opportunity to present this proposal for services to design the brand identity and supporting brand material templates for the City of Neosho, MO. The Brand Services team at Cooper Carry would absolutely love to work with you on this important project. Our team collaborates closely with Cooper Carry's other design studios to deliver rich, comprehensive projects. Through this close partnership, we develop layered and compelling brand stories by leveraging each other's expertise and maximizing schedule efficiency and brand immersion due to this collaborative work style. We have experience branding cities and neighborhoods, town centers, streets, mixed-use projects, multifamily residential projects, restaurants, bars, and much more.

Our services are broken up into phases so that we can provide everything that is needed for your project.

Phase 1 – Research / Initial Brand Positioning & Identity Workshop

The Research Phase will include one (1) virtual or in-person meeting with Cooper Carry's branding team, your team, and any stakeholders identified to understand the project's goals, competitors, your target audience's demographics, and general likes and dislikes. We will also conduct market research outside of that meeting to inform ourselves before the following phases.

A report with our findings will be issued to ensure teamwide alignment, serving as the project's guiding principles going forward, and providing recommendations on theme, tone, positioning statements, and visual inspirations.

Phase 2 – Visual Identity

The Visual Identity Phase will include:

- Three logo options will be developed and presented through a virtual meeting. The Client will select up to two preferred options and recommend refinements to proceed.
- Refinements will be presented through a second virtual presentation. This meeting will include typography, color palette options, and logo application examples (mockups). The Client will select the final brand identity.
- The city seal will be designed in conjunction with the logo options
- Development and submission by email of full brand guidelines for proper usage, including logo, color palette, typography, and logo application examples.
- Development of templates, business cards, email signatures, department identifiers, ad specialty items, vehicles decals, and apparel will be developed after the logo design is approved.
- One revision of brand guidelines will be provided if requested.
- Logo finalization and packaging

COMPENSATION

We propose to provide the identified branding services broken out in phases that, when totaled, equal to **Fifteen Thousand, Six Hundred and Ffity Dollars ($15,650)**. Progress payments for each phase shall be based on the following percentages:

Phase	Percent	Amount
Phase 1: Research / Initial Brand Positioning	15%	$ 2,347.50
Phase 2: Visual Identity	85%	$ 13,302.50
Total Proposed Fee	**100%**	**$ 15,650**

We will invoice you for these services under Cooper Carry Project No. 20250042. We will invoice basic reimbursable expenses listed in the Agreement between the Client and Cooper Carry, under Cooper Carry Project No. 20250042.99.

QUALIFICATIONS AND CLARIFICATIONS OF SCOPE AND BASIC SERVICES

This scope does not include name or trademark searches or registrations. This work must be conducted or procured by the Client. Use of any deliverables shall be at the Client's sole risk and without liability to Cooper Carry. The Client agrees to indemnify and hold harmless Cooper Carry from all costs and expenses, including the cost of defense, related to claims and causes of action asserted by any third party to the extent such costs and expenses arise from the Client's use of the Deliverables including, but not limited to, infringement or the infringement or violation of any rights of any third party, including trade secret, patent, copyright, trademark, or other property rights.

The scope of branding services is limited to those items specifically listed in the RFP, and does not include the development of additional marketing materials such as brochures, flyers, a website, advertising, or other marketing deliverables. A budget for these services can be provided as an Additional Service at the owner's request.

Cooper Carry retains the copyright to any brand concept not selected by the Client.

CLOSING

Please indicate your approval of this proposal by returning a signed copy of this letter to us for our files. If you have any questions, please call me at 678-764-2141.

PROPOSAL FOR BRANDING SERVICES FOR:
CITY OF NEOSHO, MO
PROJECT NO: 20250042

JANUARY 26, 2025

Offered By

Cooper Carry, Inc.
191 Peachtree Street NE, Suite 2400, Atlanta, GA 30303

Name: Julie Argo Young Date: January 26, 2025
Title: Brand Director

Accepted By

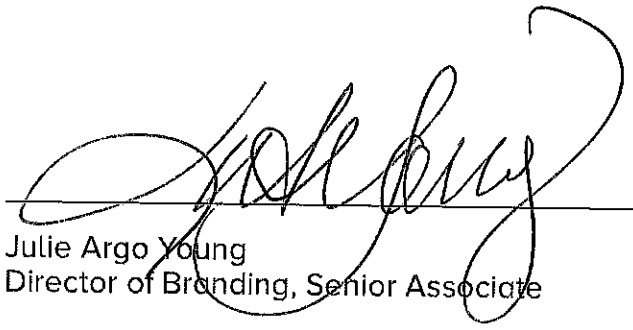
Name: Date:
Title:

Copies: File #20250042
Katherine Stone, Chief Marketing Officer
Andrea Smith, Legal Counsel

O:\brand services\fee proposals\FDCC

CERTIFICATION OF COMPLIANCE

Cooper Carry certifies that it will comply with all terms and condition as set forth in the RPF.



January 27, 2025

Julie Argo Young
Director of Branding, Senior Associate

CITY OF NEOSHO BRANDING

CLIENT REPRESENTATIVE:

Cheyenne Wright, City Clerk
Jessica Johnson, Public Information Officer
Email: jjohnson@neoshomo.gov
Phone: 417-451-8050 ext 117

City of Neosho
203 E. Main Street
Neosho, MO 64850

CREATIVE ENTOURAGE REPRESENTATIVE:

Elizabeth Arway, Principal, Creative Services
314.472.3391 office
314.620.1125 cell
elizabeth@creative-entourage.com

DATE SUBMITTED:

Jan. 20, 2025

WBE CERTIFIED
Creative Entourage, LLC is a
certified woman-owned business
Missouri Certification No. 13638

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Jan. 20, 2025

Dear Cheyenne and Jessica,

On behalf of Creative Entourage, thank you for the opportunity to submit our proposal for the City of Neosho's branding initiative. Our agency is honored to bring our expertise and award-winning creative services to this exciting project.

Creative Entourage is uniquely positioned to support the City of Neosho for several reasons:

1. **Award-Winning Excellence:** Our rebranding of the City of Eureka earned the prestigious 3CMA Savvy Award in 2021, the highest honor in municipal government communications. Additionally, our work on the City of Wentzville's brand standards was recognized with top honors. These achievements demonstrate our ability to create impactful, community-driven branding strategies that resonate.
2. **Extensive Public-Sector Experience:** Having worked with over 200 public-sector clients, our team combines robust public opinion research with innovative community engagement programming to deliver results. By partnering with Creative Entourage, you gain access to our seasoned research team and award-winning designers, ensuring a comprehensive approach tailored to your city's needs.
3. **Strategic Branding Expertise:** We excel at leading thoughtful and strategic branding processes, ensuring that every step—from research and stakeholder engagement to creative development and implementation—aligns with your city's unique identity and future goals. Our approach ensures a cohesive, inclusive, and results-driven process tailored to your needs.

Our team is excited about the opportunity to collaborate with the City of Neosho to develop a brand that embodies your community's heritage, vision, and pride. Please feel free to contact me at (314) 620-1125 (cell) or elizabeth@creative-entourage.com with any questions or to discuss the next steps.

We look forward to partnering with you on this transformative project.

Sincerely,

Elizabeth Arway

Elizabeth Arway, owner
Creative Entourage

ABOUT US

CREATIVE ENTOURAGE HELPS CONNECT YOU TO YOUR COMMUNITY

Since starting in 2008, our team has grown to include eight individuals with decades of experience in public opinion research, strategic communications and graphic design. We are in business to make a positive impact in the school districts, municipalities, and communities where we work. That work might include helping park districts understand what their residents care about most through public opinion surveys, engaging communities in a long-range planning process, educating voters about a referendum effort or strengthening an organization's brand. We are passionate about helping our clients help the communities and people they serve.
It is important to note we don't play politics; it's our company policy that we don't work with any individual political candidates or political parties.

Conducted community engagement programs, public opinion research and provided graphic design services for more than

200

clients

OUR EXPERIENCE

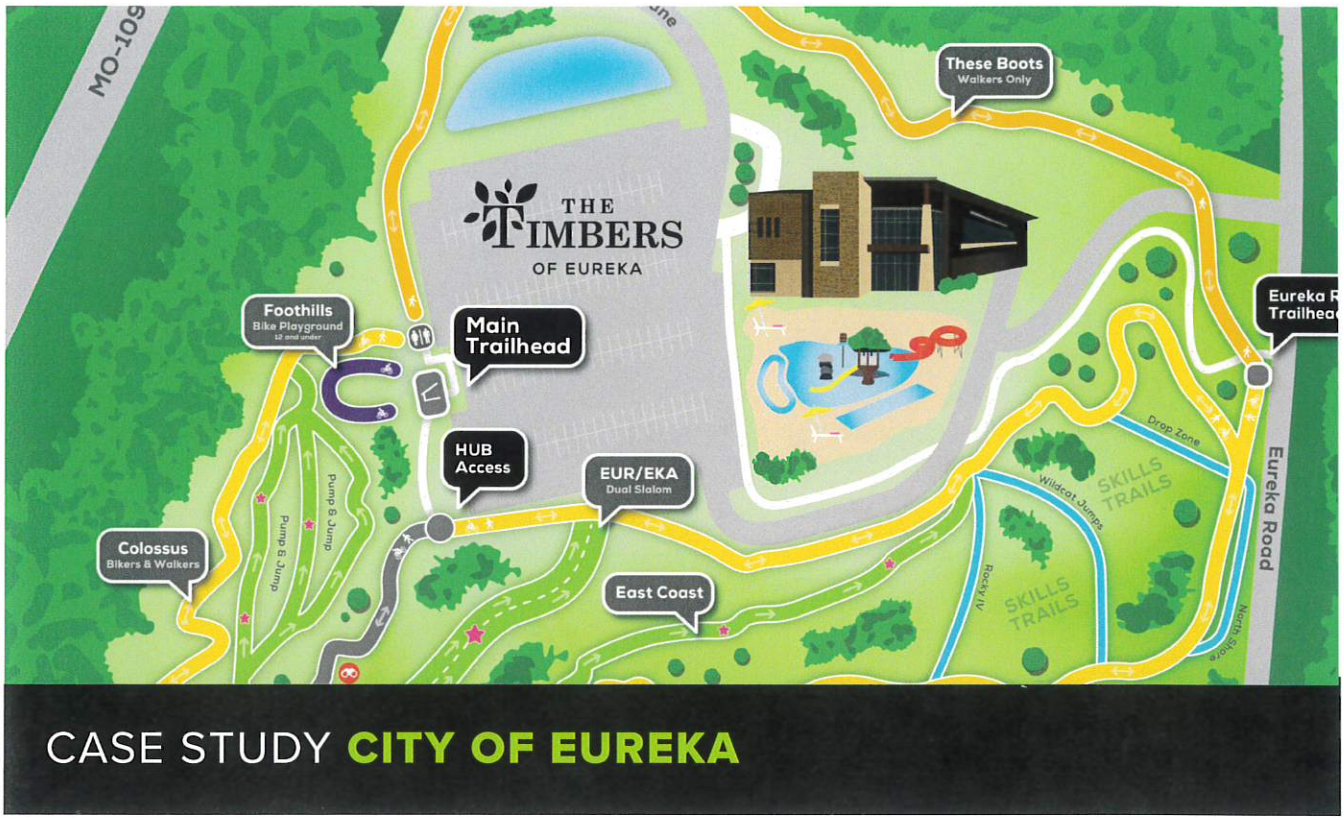
It's hard to imagine a firm with more relevant experience than ours. Our extensive experience includes communications, community engagement, research and campaign programs for dozens of school districts, cities, fire districts and other public entities, all developed through extensive collaboration that facilitates long-term investment in the final product.

The work of our team has been national recognized by organizations including the National School Public Relations Association (NSPRA), 3CMA (The City-County Communications & Marketing Association), the Telly Awards, TAM, AIGA and the American School Boards Journal.

Our consultative, collaborative approach delivers lasting benefits to the public entities we work with.

Attached you will find numerous case studies highlighting our work, as well as references who will attest to the approach that has fostered the success stories filling our company portfolio.

NEXT, you will find case studies highlighting our work.



CASE STUDY **CITY OF EUREKA**

CITY OF EUREKA

CITY OF EUREKA

Creative Entourage worked with the City of Eureka to develop and design a new logo for City materials that can be easily combined with other artwork (i.e., event signage) and used by all departments. The streamlined design features subtle river/path imagery embedded in the logo's text, reflecting the wealth of outdoor activities available within the City and identifying Eureka as a destination for outdoor enthusiasts.

2021 3CMA Savvy Award (First Place) – Logo/Brand Development

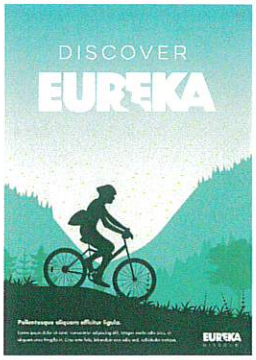
CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEAD	EMILY ROTH
DATE	2019-PRESENT

CASE STUDY **CITY OF EUREKA**

clockwise

Eureka Logo & Brand Standards
Eureka Apparel
Eureka Vehicle Graphics
Eureka Letterhead & Business Cards
Eureka Tourism Ad Sample

CITY OF EUREKA



CASE STUDY **CITY OF EUREKA**

clockwise

Eureka Timbers Logo

Eureka Mountain Bike Park Trail Map & Signage

Eureka Mountain Bike Park Logo

Eureka Timbers Ad

THE TIMBERS OF EUREKA

EUREKA MOUNTAIN BIKE PARK

CASE STUDY **CITY OF WEBSTER GROVES**

CITY OF WEBSTER GROVES

Creative Entourage worked with the City of Webster Groves to develop and design a brand standards document. This formal document will be used by all City staff to ensure the City's communications look consistent across departments.

The current logo was not adjusted but brought to life with creative elements, strategic color palette and user-friendly fonts.

Templates for letterheads, business cards, report covers, memos, agendas, flyers, certificates and more were created to assist the City's staff in day-to-day document development.

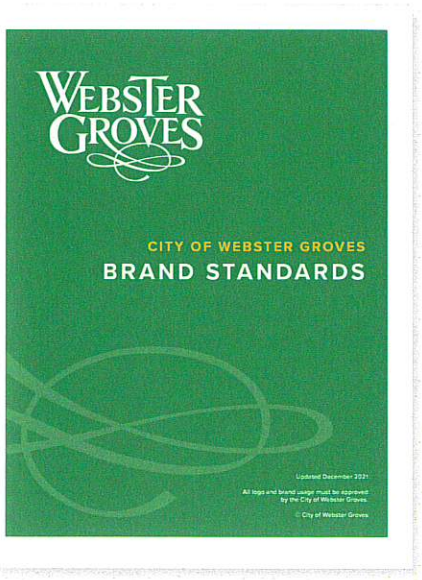
CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEADERS	EMILY ROTH / ELIZABETH ARWAY
DATE	2021

CASE STUDY **CITY OF WEBSTER GROVES**

clockwise

Brand Standards Document

Social Media Profile Icons



City Icons:

CASE STUDY CENTRAL WEST END NCID

CENTRAL WEST END NORTH COMMUNITY IMPROVEMENT DISTRICT

Creative Entourage has worked with the Central West End North Community Improvement District (NCID) to provide graphic design, branding and issue-based messaging and public relations assistance. After helping the NCID with a rebrand in 2015 — including an updated logo, new brand standards document and website redesign — our team has worked closely with the organization to develop promotional designs for their biggest annual events, including the CWE Cocktail Party, the Legendary CWE Halloween and the holiday Window Walk, which integrate with the updated brand.

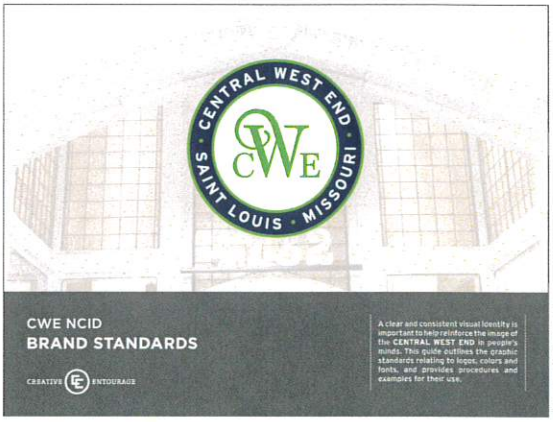
CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEAD	EMILY ROTH
DATE	2015-CURRENT

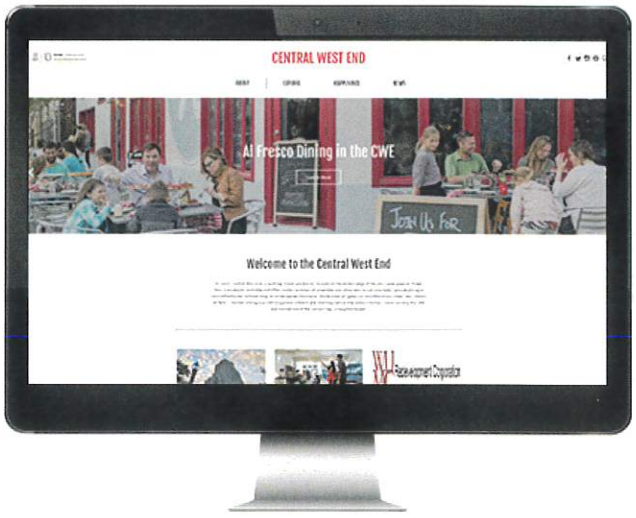
clockwise

CWE Logo and Brand Standards

CWE Website

CWE Map





2016 - 2018 CWE Cocktail Party Poster and Billboard
2018 CWE Halloween Event Flyer
2017 CWE Window Walk Poster

SAMPLES **LOGOS DESIGNS**

REFERENCES

JULIE WOOD

Director of Economic Development
and Communication/City Clerk

City of Eureka

100 City Hall Dr.
PO Box 125
Eureka, MO 63025

p. 636.938.5233
m. 314.920.0212
jwood@eureka.mo.us

Project Detail:

- Logo and brand standards

KATE HAHER

Executive Director

CWE North Community
Improvement District

412 B N. Euclid
St. Louis, MO 63108

p. 314.305.4012
kate.haher@cwenorthcid.com

Project Detail:

- Logo and brand standards

KARA ROBERSON

Communications Manager

City of Wentzville

1001 Schroeder Creek Blvd.
Wentzville, MO 63385

p: 636.327.5101
d: 636.639.2004
kara.roberson@wentzvillemo.org

Project Detail:

- Logo updates and brand standards

OUR PROCESS

DEVELOPING AND DEFINING YOUR BRAND IS AN ESSENTIAL PART OF ANY COMMUNICATIONS STRATEGY. IT'S AN INVALUABLE ASSET FOR YOUR ORGANIZATION, AND ITS DEVELOPMENT REQUIRES MORE THAN JUST DESIGNING AN APPEALING LOGO.

A strong brand clearly conveys who you are and what you do, reinforces your relationship with the community you serve, and builds trust through consistency.

As you likely know, a well-developed brand can also streamline your organization's communication efforts. By taking the time now to set a course for the look and feel of future communications, you simplify the process during moments when quick action is necessary across multiple mediums. You'll have already laid the groundwork to ensure clarity and consistency—leaving only the execution.

The most successful organizations, big and small, share one thing in common: they have established themselves as leaders by building a strong brand. They invest the time and effort to thoughtfully craft their core messaging and understand their audiences, delivering a consistent experience rooted in quality, credibility, and trust.

1 DISCOVERY

Creative Entourage will begin by focusing on collaboration and research to establish the foundation for a successful rebrand and define the creative brief.

Creative Entourage Will:

- Review the City of Neosho's existing branding materials and benchmark them against those of similar cities locally and nationally.
- Meet with key stakeholders to gather insights, clarify the city's vision, and define objectives for the new brand.
- Conduct targeted logo research, analyzing trends and aesthetics that align with the City of Neosho's unique identity.
- Explore the city's history and strategic plans to uncover the "heart" of Neosho, emphasizing what makes it distinctive in the region.

We will host a collaborative session with key decision-makers to:

- Discuss the city's values, goals, and long-term vision.
- Identify required elements for the creative brief.
- Explore preferences for the logo and overall brand identity.
- Define priorities for applications, including digital media, merchandise, and vehicle decals.

This phase ensures the rebranding aligns with Neosho's identity while reflecting leadership priorities.

2 DEFINE THE BRAND

Using the approved creative brief from the discovery process and our industry expertise, Creative Entourage will develop three (3) logo options for the primary city logo.

- These concepts will be presented to the stakeholder group for discussion and collaboration.
- After selecting a preferred direction, the team will finalize the logo and develop the city seal and supporting brand elements.

Up to three (3) rounds of edits will be available for the primary logo and city seal logo mark. Once the primary logo is approved, Creative Entourage will begin developing the brand standards guide.

3 BRAND STANDARDS

Creative Entourage will develop a detailed Branding Style Guide that includes:

- Guidelines for city logo and city seal
- Full-color, single-color, and black-and-white versions
- Proper spacing/sizing and unacceptable uses
- Color palette and typography (fonts)
- High-resolution file formats for the final approved logos and seal
- Use alongside department brands (e.g., for marketing purposes)
- Creating identifiers for boards, commissions, and departments
- Mockups of logo usage on vehicles, signage and apparel

The guide will ensure consistent use across all city branding applications.

4 TEMPLATES

We will design templates to ensure the new branding is consistently applied across all departments. These templates may include:

- Business cards (Adobe InDesign)
- Stationery (letterhead, envelopes)
- Presentations (PowerPoint, Word, Canva)
- Email signature templates

Templates will accommodate city-wide and department-specific uses.

The complete list of required templates will be finalized during the Discovery Phase.

5 BRAND STRATEGY ROLLOUT

Once the brand standards document is complete, Creative Entourage will help implement a plan to introduce the new brand to internal teams and the community.

Action Plan Will Include:

- Matrix Template: A tool for the city to track brand identity applications and maintain a schedule for updates, including projected costs.

Internal Introduction:

- Strategies and tactics to introduce staff to the new brand.
- Guidance on training and proper usage for relevant teams and departments.

Community Introduction:

- Strategies and tactics to introduce the new brand to the broader community.

Brand Placement:

- The City of Neosho will manage the brand rollout after the brand standards and templates are finalized.

PROJECT TIMELINE

PROPOSED TIMELINE

Creative Entourage has reviewed the proposed timeline and has no concerns with reaching the below benchmarks.

CONSULTANT COMMENCE WORK.....FEBRUARY 25, 2025

MEET WITH CITY OF NEOSHO
DEPARTMENT REPS.....FIRST WEEK OF MARCH 2025

DRAFT SEAL AND
STYLE GUIDE TO COMMITTEE.....LAST WEEK OF APRIL 2025

FINALIZED PROJECT
PRESENTED TO COUNCIL.....JUNE 3, 2025

OUR TEAM

Clayton Community Foundation

When we say we are in business to

MAKE A DIFFERENCE

in the communities we serve, it doesn't stop with our clients. Our team is proud to be active in our community, donating hundreds of hours each year to a number of non-profit organizations throughout the St. Louis area where our company is based. Our associates are all experts in their field who provide Creative Entourage independent contractor services on a per project basis.

Baseball Battles Cancer

Charity Lemonade Stand

Softball Battles Cancer

Eureka, Missouri Flood Relief

Our team has assisted in raising over $200,000 for non-profit partners since 2013.

OUR TEAM

ELIZABETH ARWAY

PRINCIPAL • CREATIVE ENTOURAGE

Elizabeth always knew she wanted to be a designer. From her first 4-H art project to earning her BFA in Graphic Design at Maryville University, and ultimately launching her boutique agency in 2008, Elizabeth has relished combining her love of art and design with her keen eye for detail and enthusiasm for fresh, innovative ideas.

As the founder of Creative Entourage, Elizabeth ensures the agency's work stays on the cutting edge, delivering distinct, attention-grabbing designs for every client. Her award-winning work, recognized by TAM and AIGA, consistently transforms client visions into reality. Most notably, she led the rebranding of the City of Eureka, earning the prestigious 2021 3CMA Savvy Award—the top honor in municipal government communications. Currently, Elizabeth helps lead the marketing efforts for ATB Technologies, a managed IT firm in St. Louis, Missouri, which earned a spot on the Inc. 5000 list in 2024.

Elizabeth grew up in rural Illinois and lives on a small farm in Robertsville, Missouri, with her husband, PJ, and their beagles, Sadie and Pippen. Since 2013, the couple has dedicated themselves to Baseball Battles Cancer, an annual event they created to support cancer research, raising nearly $200,000 to date. In 2023, she founded and co-hosted The Heart of Eureka podcast. Additionally, Elizabeth helped establish the Missouri Whiskey Society in 2014.

In her free time, Elizabeth enjoys cooking, quilting, beekeeping, and staying active in her church community.

PROJECT MANAGEMENT

CREATIVE DIRECTOR

COMMUNITY ENGAGEMENT

GRAPHIC DESIGN

OUR TEAM

JENNIFER ROLWES VOLK

PRINCIPAL • STRATEGIC COMMUNICATIONS

Jennifer Volk is co-owner and principal of strategic communications for Creative Entourage. Her award-winning work supporting public-sector organizations includes managing more than 50 referendum campaigns for school districts, fire districts, community colleges and municipalities, resulting in billions of dollars in building and operating funds; and developing and managing community engagement programs across the nation that involved community members in making decisions about the future of their public schools, fire departments, community colleges and cities. Her areas of expertise include strategic planning, community engagement, campaign management, social media strategy, media relations and crisis management. Jennifer finds solutions to ensure her clients are authentically engaging their communities, while also using data to make solid decisions. Prior to Creative Entourage, Jennifer worked as a senior associate at UNICOM ARC, communications director and interim executive director for KidSmart, media relations assistant for the Rockwood School District, and general assignment reporter for KOMU 8, the NBC affiliate in Columbia, Missouri. She earned a bachelor's degree in broadcast journalism from the University of Missouri-Columbia. Jennifer lives in the St. Louis suburb of Clayton with her husband Ben, and her two daughters. In her free time, she volunteers as a member of the St. Michael School of Clayton Board of Directors and as president of the Clayton Community Foundation.

PUBLIC OPINION RESEARCH

COMMUNITY ENGAGEMENT

OUR TEAM

MELISSA WOODS

SUBCONTRACTOR / ASSOCIATE

PROJECT MANAGEMENT

Melissa started contributing to the Creative Entourage team in 2024 after more than a decade in municipal government. She started her career as an interior designer working on commercial interiors for clients such as Autodesk, Shire Pharmaceuticals (now Takeda), and Astra Zeneca.

It was working on sustainable interiors in suburban places that led Melissa to planning school where she fell in love with land use planning. If you've ever wondered what goes where – that's land use planning! While working in government, she engaged communities, stakeholders, and city councils on long range planning, zoning reform and development review.

When the opportunity arose to lead development of City projects – and merge design and planning, Melissa jumped at the opportunity. During her tenure she led a study of municipal building reuse, a fire station master plan, and advanced the planning of a new K-8 school building. She also managed a team of project managers supervising the construction of projects, the largest being a new fire station totaling $10 million total project cost. This is all while managing a reoccurring annual budget of ~$1 million (excluding salaries).

Melissa calls herself a planner by education and a project manager by personality type. She has a love for all things local government, community engagement, and urbanism. Melissa received her BFA in Interior Design from Maryville University and a MFA in Urban Policy and Planning from Tufts University. She's been a certified planner since 2015. Outside of work, Melissa stays busy chasing two young boys, playing soccer, and managing home renovations.

PROJECT MANAGEMENT

COMMUNITY ENGAGEMENT

OUR TEAM

EMILY ROTH

SUBCONTRACTOR / ASSOCIATE

GRAPHIC DESIGN

Emily Roth's offers expertise in the areas of branding and graphic design that relays key messages in attractive and impactful ways. Emily worked as a graphic designer at Dierbergs Markets for 12 years, where she led a team of designers in the creation of various marketing and promotional materials for the regional chain. She also works as a freelance designer for the Crohn's and Colitis Foundation, Mid-America Chapter, helping to design collateral for charity events and more. Additionally, she works with local brides on stunning invitations and other wedding needs, and loves being a part of their special day. Emily earned a bachelor's degree in fine arts from Maryville University. A St. Louis native, Emily lives in south St. Lous city with her husband and daughter. When she's not working, she enjoys traveling, spending time with family and friends and painting.

ART DIRECTOR

GRAPHIC DESIGN

OUR TEAM

MICKEY SCHOONOVER, APR

SUBCONTRACTOR / ASSOCIATE

STRATEGIC COMMUNICATIONS & COPYWRITING

An experienced public relations and communications professional, Mickey Schoonover's expertise includes strategic communications planning, content writing and strategy, crisis communications and more. Mickey served as director of school-community relations for the Pattonville School District and as coordinator of school-community relations for the Wentzville School District. As a school PR professional, Mickey led award-winning year-round strategic communications programs, contributing to high levels of trust and community engagement.

Prior to her work in the education field, Mickey worked as a reporter in Jackson, Tennessee, and as a reporter and features editor for the Suburban Journals of St. Charles County. She holds a bachelor's degree in journalism from Louisiana Tech University and is Accredited in Public Relations (APR) through the Public Relations Society of America.

Mickey serve as a mentor, eastern director, secretary, president-elect, and president for the Missouri School Public Relations Association (MOSPRA) and continues to volunteer for the organization today. She served on the APR Committee for the National School Public Relations Association (NSPRA) and on several APR panels through NSPRA for other aspiring APR candidates. She earned two consecutive national Gold Medallion Awards from NSPRA for strategic communications, as well as MoSPRA's Distinguished Service and Professional of the Year awards.

Mickey was born on an Air Force base in Texas, but grew up in Louisiana. She and her husband live in the St. Louis area and are the proud parents of a son and daughter. In her free time, she enjoys spending time with her family and friends, reading and writing fantasy and romance novels, capturing travel and nature photographs, and hiking in Missouri's incredible state and county parks. She aspires to become a published novelist.

COPYWRITING

MESSAGE DEVELOPMENT

STRATEGIC COMMUNICATIONS

ORGANIZATIONAL CHART

Below is an organization chart provided per your request. However, we want to emphasize that our collaboration with clients is not linear. We work as a team, engaging closely with our clients throughout each phase of the project. While the overall process will be directed by Elizabeth Arway, you will interact with various members of our team at different stages of the project to ensure a seamless and comprehensive approach.

ELIZABETH ARWAY
CREATIVE DIRECTOR /
PROJECT LEAD

EMILY ROTH
ART DIRECTOR /
GRAPHIC DESIGNER

JENNIFER VOLK
PUBLIC OPINION
RESEARCH

CLIENT

MICKEY SCHOONOVER
COPYWRITING

MELISSA WOODS
PROJECT MANAGEMENT
COMMUNITY ENGAGEMENT

PROJECT INVESTMENT

DELIVERABLE	INVESTMENT
Final Deliverables:	

Logo, City Seal Design & Logo Elements
• Three (3) city logo options
• Final approved logo and city seal delivered in:
  • Full-color, single-color, and black-and-white versions.
  • High-resolution formats: EPS (600 dpi minimum), JPEG, PNG, and PDF.
• Department-specific branding and identifiers.
• Boards, commissions, and marketing-driven departments identifiers.	

Branding Style Guide (PDF) • Brand characteristics with proper spacing/sizing • Color palette/fonts • Unacceptable uses • Usage mocks for vehicles and apparel	Not to exceed $15,000
Customizable templates for: • Business cards. • Stationery (letterhead and envelopes). • Presentations (PowerPoint, Word, Canva). • Email signatures.	
Brand rollout matrix template.	
OPTIONAL: Community Input Sessions • *Additional input session with other leaders and community members.*	*$300 per session*
OPTIONAL: Community Electronic Survey • *Online survey for community members complete to gather feedback and input on the branding initiative.* • *Survey to also include questions about the community's preferred methods of communication from the city.*	*Starting at $23,000*

OUT-OF-POCKET EXPENSES

Excluded from the fee are out-of-pocket expenses for things such as printing, postage and travel on request of the client. We obtain upfront approval for all out-of-pocket expenses. All invoices are sent to the client at the end of the month. Invoices should be paid by check within 30 days. Credit card payments will incur a 3% fee. Any purchasing expenses, such as printing will be invoiced with a 20% mark-up; this mark-up is not applied to travel expenses.

COMPLIANCE

Creative Entourage agrees all terms and conditions outlined in the City of Neosho's "NOTICE OF REQUEST FOR PROPOSAL" RFP, due date of 10:00 AM, January 28, 2025.

Signed by: Elizabeth Arway Elizabeth Arway, owner

Date: 1/27/2025

WBE WOMEN BUSINESS ENTERPRISE

Kenneth J. Zellers
Commissioner

Claudia Browner
Acting Director

STATE OF MISSOURI

OFFICE OF ADMINISTRATION
OFFICE OF EQUAL OPPORTUNITY

THIS CERTIFIES THAT

Creative Entourage, LLC

Qualifies as a Woman-Owned Business Enterprise which has met the eligibility criteria established by the State of Missouri, Office of Administration.

Claudia Browner, Acting Director, Office of Equal Opportunity

Certification Number: 13638	*Date of Issue: 12/16/2024*	*Date of Expiration: 12/16/2027*

- *Date of Expiration is only valid with completion of Annual Update / Recertification prior to the anniversary date.*
- *Current certification status of the above mentioned firm can be verified on the Office of Equal Opportunity Directory's website at: https://apps1.mo.gov/MWBCertifiedFirms/*

ELEPHANT IN THE ROOM

Proposal submitted by:

Elephant In The Room
301 N. Main Street, Suite 2100
Winston-Salem, NC 27101
336.725.0110
elephantintheroom.com
Chad Cheek, Owner and President

BRAND IDENTITY AND DEVELOPMENT APPROACH

A brand is much more than a name or a logo. To succeed, the brand must represent an idea that can be owned in the mind of the intended audience. It must represent something of value and live up to the promise of its name and identity. Our process for developing a brand identity, either from scratch or based on some previously established equities, is rooted in thinking about the best strategic approach to connect with the audience.

This document is prepared for the City of Neosho in order to detail project scope and costs related to the development of a unified logo, official seal, and use guidelines in an effort to align all forms of communication under a consistent program. The cohesive brand will resonate with the broad and diverse local audience and will strengthen the City's identity and support brand communication efforts.

INTRODUCTION + AGENCY PROFILE

Elephant In The Room was started in 2005 with **the belief that a unique opportunity existed in the notion of using graphic design as a problem-solving ideology**. Through the application of this ideology, we help brands define who they are and what they stand for in their particular marketplace. Our ability to use creative thinking as a tool for developing solutions for organizations allows us to help our clients reinvent the way they connect with their audience, solve complex communication challenges, and introduce new or evolved brands to a marketplace.

Elephant In The Room means

the obvious truth

CAPABILITIES

Our creative and strategic capabilities include brand strategy, concept development, graphic design, identity development, advertising, marketing, content and social marketing, internal and external communications, messaging standards, interior and environmental design, experience design, packaging and product design, and web interface design and development.

Since opening our doors, we have created over 60 brand identities for clients. Please see **Appendix A** for samples of our creative work.

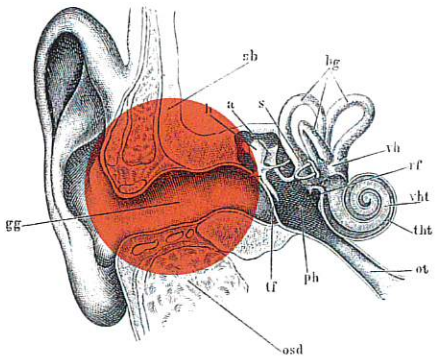
At the heart of what we do lies a passion for ideas, strategic thinking, and design craft to accomplish brand communication objectives. We are thinkers and problem-solvers. The key to solving challenging communication puzzles is strategic, interruptive thinking that commands attention. Our talent for thinking and working this way has created a competitive advantage for our client partners. We see a challenging problem as an opportunity to do our best work. **We seek to find and tell the truth** about the brand and the value it provides to its current and potential audience.

As a result of our skill for marrying design talent and strategic thinking, Elephant In The Room is in a very unique position for an agency that might be considered small. We compete nationally for the client relationships we pursue, often being selected over larger agencies with more industry tenure. While maintaining a focus on our core strengths in brand strategy, the agency continues to thrive by adding additional client relationships to create a strong portfolio of partners.

THOUGHT PARTNERSHIP

The best work is created through mindshare with brand partners. Technically, the brand is yours. But in our minds, it is also ours. We seek and enjoy creating meaningful relationships that thrive on a shared vision of moving brands forward.

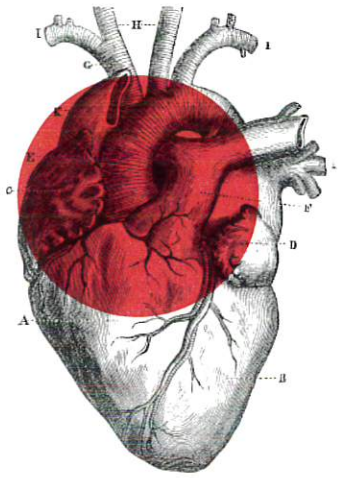
We take pride in being good listeners.



However, we are not afraid to ask tough questions. We believe what distinguishes our team from others is our ability to listen to brand stakeholders and identify the most important opportunities for the brand. We search for the basic truth about the brand and view our role as a balance between inquisitive journalist, empathetic therapist and skilled technician. This focus allows us to create the most authentic and thoughtful work possible for our clients.

MANAGEMENT + CORE VALUES

Elephant In The Room is owned and managed by Chad Cheek, who is responsible for financial, personnel and operational decisions. We are a privately held, limited liability company and execute work for clients regionally and nationally.

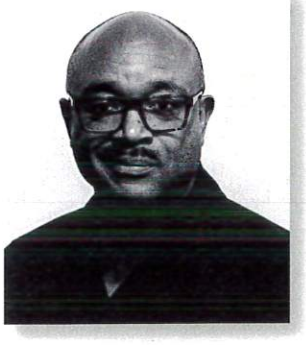


Our studio in downtown Winston-Salem is ideal for clients for informal meetings and working sessions as well as more formal workshops. We often operate at our clients' offices as well, augmenting their in-house marketing and creative teams.

Elephant In The Room is a minority-owned business and is certified as a Historically Underutilized Business (HUB) by the state of North Carolina. We believe in seeking the most talented and diverse people to work on behalf of our clients' brands, regardless of age, race, nationality, religion, disability or sexual orientation. We think it is equally important to reflect the community in all advertising and marketing materials when choosing talent to represent the brand and its objectives.

PROJECT STAFFING AND ORGANIZATION

The initial framing of this project will be lead by **Chad Cheek.** Chad has over 37 years of experience in brand marketing and strategy, customer relationship and operational management, technology development, design management and creative direction, as well as new brand creation. He is responsible for conducting and leading all brand strategy engagements that the agency performs for clients. Chad started his career at Hanesbrands, Inc. (1988–1998) and Inmar (1998–2007). He is also very active in the community — having served on several non-profit boards over the last three decades. Currently, Chad serves on the Boards of Directors of the North Carolina Arts Council and is Chair of the Board of Directors for the North Carolina Arts Foundation. He is also an adjunct professor teaching Arts Management at the University of North Carolina School of the Arts. Chad earned an MBA from the Wake Forest University School of Business and is a native of Winston-Salem.



Jesse Walker is a visual story-teller and creative problem solver. As the creative director of Elephant In The Room, Jesse has launched countless brands from scratch as well as helped redefine and cement visual identities for existing businesses in need of reinvention. By combining a high level of craft with strategic thinking and critical inquiry, Jesse drives the team to execute with innovation and consistency. Despite over 15 years of success as a designer, he isn't entirely convinced he shouldn't have been a cowboy instead. When not obsessing over grids and typefaces, Jesse can be found wasting away the day with his extremely elderly kitten, Luna. Jesse has a BFA in Graphic Design from the Savannah College of Art & Design.

To ensure that we have the appropriate level of thinking during the design concept phase, we will assign **Johnny Roten** as art director. Johnny graduated Summa Cum Laude from Appalachian State University with a BFA in Graphic Design. He is motivated by a genuine love of learning and artistic expression and is thankful to be in a profession that values these pursuits. Johnny feels that design is interpersonal and that the creative process is made better when recognized as a shared experience. His capabilities include branding, print, interactive design, and lettering.

- Favorite Food: Mom's Mac & Cheese
- Childhood Hero: Mugsy Bogues
- Go-to Karaoke: Tequila by The Champs

In 2024, **Nana Ogburn** joined Elephant In The Room as Director of Social Media. With a passion for helping brands find their unique voice, she specializes in guiding companies that are new to the social media landscape. Over the years, Nana has worked across several industries, including apparel, healthcare, spirits, and higher education. At Elephant In The Room, Nana leads social media and content strategies while creating engaging photography and videography to tell authentic brand stories.When she's not filming, editing, or strategizing, Nana is most likely at home curled up with her cats and gaming or at the gym.

Lisa Kirkman joined Elephant In The Room as its manager of studio operations in 2017, but in reality, she is so much more. Having working at agencies large and small over the past 30 years, she has pretty much done it all – from traffic and project management to design and editing. A whiz at grammar and proofreading, she can spot a typo from a mile away. She also has a deep affection for paper and print and loves the smell of press ink in the morning. Lisa is involved in every aspect of our projects – from estimates and schedules to production and billing – and makes sure all the trains arrive at the station on time. When not conducting weekly status meetings and bringing in birthday bagels, Lisa can usually be found in the woods somewhere hiking and camping.

OVERVIEW + PROJECT APPROACH

Our brand development work will include:

- A two-day brand audit and strategy workshop to facilitate a clear understanding of the overall brand needs for the City
- Visual identity development (3-4 initial options; primary, reverse primary, one-color)
- Development of a brand style guide that outlines convention and guidelines for using the logo, fonts, color palette, etc.

The Brand Strategy Workshop

During the two-day workshop, we will identify the most important equities for the new brand to leverage. This session will be designed to thoroughly explore the following areas:

Brand DNA. What key attributes do we want the brand to stand for? What elements of this DNA do we want to establish and build equity in for the City?
Brand Identity: How might we think about an identity that would resonate with community/ business partners and current and potential residents?
Focus on the key Idea for Distinction. As we look over the landscape of similar communities, what **one idea** do we want the brand to stand for?
The Biggest Challenges. What is the hardest thing about building pride in the City? What's the biggest misconception people might have? What are the most significant barriers to success?
What is the lofty vision that we can craft and telegraph for the City and the brand?

During the workshop, we will lead the group through the framework for establishing a key strategy for the brand. It's important to ultimately determine the single driving idea that should be conveyed to the community and stakeholders. This session will be designed and conducted by Chad Cheek.

Brand Strategy Document and Creative Brief

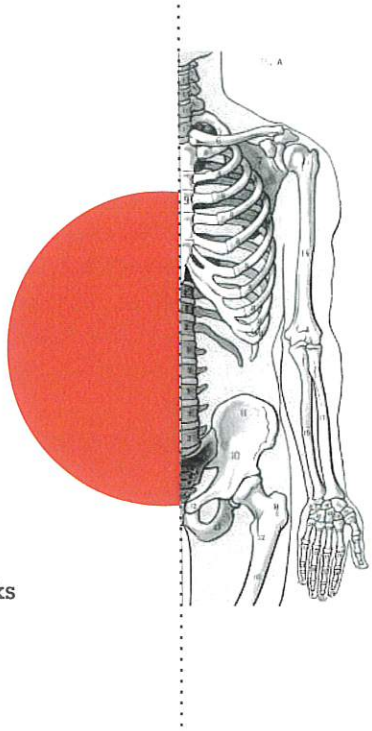
Based on the results of the strategy session, an initial Brand Strategy read-out will be developed for the key decision makers to review/approve. This Brand Strategy Document will serve as the guide for all key brand decisions, communication strategies, and fundamentals of important messages for the foreseeable future.

The Creative Brief is designed to tease out the most important aspects to be focused on. A strong Creative Brief clarifies the goals of the project and acts as the key mechanism for evaluating the creative output. Evaluating creative work can often be plagued with subjectivity, but by articulating and agreeing upon shared objectives in the Brief, we can determine whether or not the creative output meets those objectives. The Brief focuses on key objectives, background information, language and tone, mandatory creative deliverables and, most importantly, strategy. The responsibility of the approval of the Creative Brief rests with the client.

PROJECT SCOPE

Design concept work will begin upon approval of the Creative Brief, and three to four brand identity concepts will be presented. Upon selection of an identity, we will develop a brand style guide and then apply the new identity to a collection of deliverables, outlined below.

Brand concepts for signage, vehicle graphics, promotional items, and apparel
Key Brand Templates: presentations, digital media, email signature, and advertisements
Writing System: business card, letterhead, and envelope as well as guidance on how to use alongside various city departments and entities



PROJECT TIMING

We estimate the duration of this effort to be 14 months, with an assumed start date of February 25. Below is the anticipated duration of each of the phases of this effort.

Phase 1 – strategy workshop and development of brand strategy document: **3-4 weeks**
Phase 2 – visual identity development; brand guidelines: **4-5 weeks**
Phase 3 – application of new identity to list of deliverables: **4-5 weeks**
Total estimated duration: 14 weeks

BUDGET AND COST ESTIMATES

The fees provided below represent our best estimate for the project based on our current understanding and assessment of the needs of the City. These estimates are provided for general guidance as it relates to our perspective on the division of activities and may be adjusted as we learn more about the project. Any changes in scope will require a revised estimate and client approval.

Brand Development: Brand strategy workshop and development of brand strategy document and creative brief.....$18,000

Creative Development: Exploration of a unified logo and official seal, including various applications of the main mark/symbol, brand colors, typography, etc. This will also include the brand style guide.....$27,000

Deliverables: Application of new identity to list of deliverables.....$20,000

Total Brand Identity Development Fee.....$65,000

KEY ASSUMPTIONS

- Estimates are based on a reasonable number of creative revision rounds to the various deliverables and timely responses to feedback requests.
- Production costs are not included within the scope of this effort. If requested, costs for these items will be obtained and presented to the client for approval in writing before incurred.
- This proposal includes three separate trips to Neosho (for up to three people) for the workshop and meetings with stakeholders. We will make good use of virtual meetings as much as possible.
- Any changes in scope will be detailed and communicated to the client prior to incurring costs.

TERMS OF ENGAGEMENT

Upon approval of this Statement of Work, an initial invoice for $18,000 will be created. Upon approval of the brand visual identity and style guide, we will submit an interim invoice for $27,000. After we begin production on the deliverables, an invoice for $10,000 will be created. A final invoice for $10,000 will be submitted to cover the remaining portion of the estimate and will include any additional costs incurred for work above and beyond the scope detailed in this document.

In addition to the creative fees and costs estimated herein, costs incurred for services such as printing, comps, proofreading, shipping costs, photography, talent costs, travel expenses, materials in additional to normal agency-to-client work product materials, approved purchases made on the client's behalf, etc., are deemed additional billable expenses. Wherever applicable, state and local sales taxes will be included in Billable Items.

TERMS AND CANCELLATION

The information contained in this proposal is valid for 120 days. Proposals approved and signed by the Client are binding upon the Agency and Client beginning on the date of Client's signature. In the event of cancellation, ownership of all copyrights and original art shall be retained by Elephant In The Room. A cancellation (25%) for work completed, based on the contracted estimate and expenses incurred, shall be paid by the client.

CONCLUSION AND PERSONAL STATEMENT

By way of signature below, we certify that we are in compliance with all terms and conditions outlined in the RFP.

A great deal of thought has been put into the details of this document. However, should you have any questions upon review, please do not hesitate to reach out to me directly. I personally appreciate the consideration of Elephant In The Room for this brand development endeavor and sincerely hope we get to work together.

Respectfully Submitted,

Chad Cheek
Owner, Chief Strategist
January 23, 2024

REFERENCES:

Wake Forest University
Hayes Henderson
Creative Director
336.758.3001
henderhc@wfu.edu

Innovation Quarter
James Patterson
Director, Marketing &
Communications
336.713.1652
jhpatter@wakehealth.edu

88.5 WFDD
Rachel Thomas
Marketing and Events Manager
336-758-8847
thomara@wfu.edu

ATTACHMENT: Appendix A
As previously stated, Appendix A includes a sampling of relevant creative work and logo development that demonstrates our strategic design capabilities.

ATTACHMENT: Appendix B
(3) examples of Brand Standard Guides

APPENDIX A

Creative Work

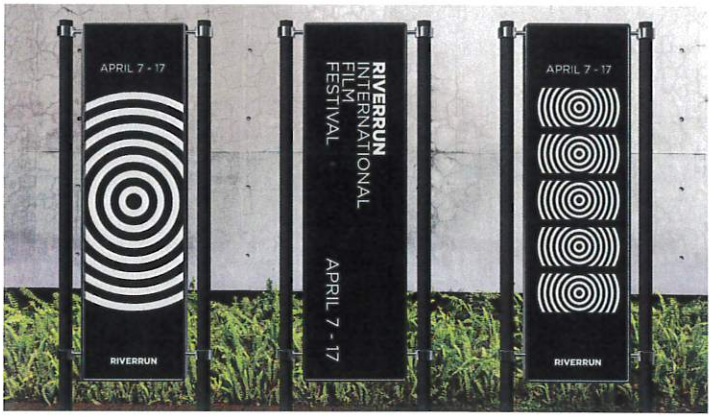
RiverRun International Film Festival

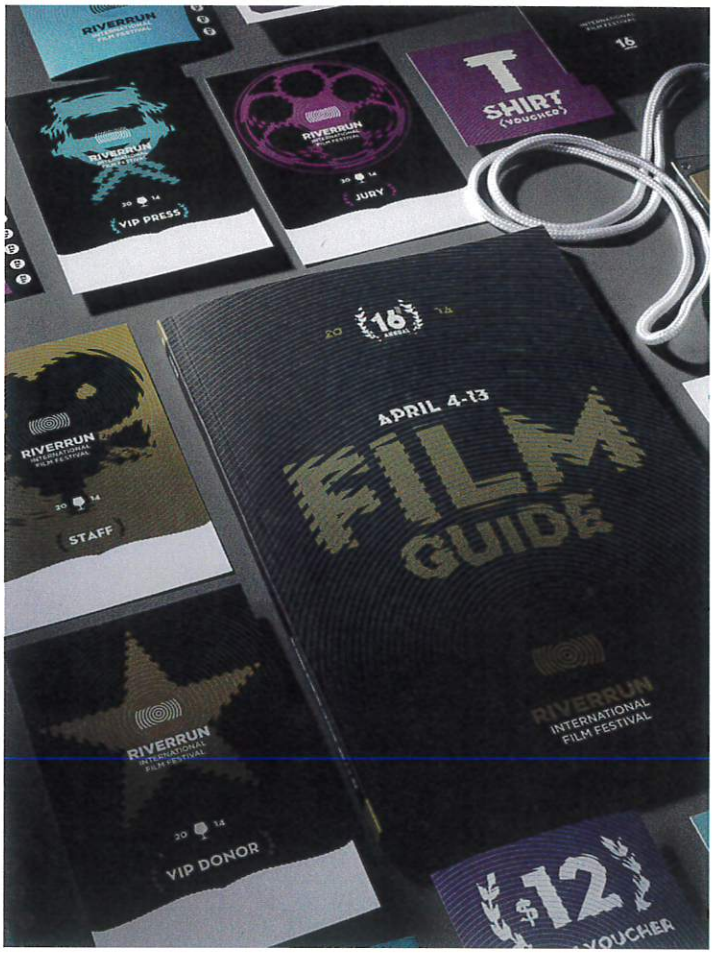
Innovation Quarter

88.5 WFDD (local NPR station)

Select Brand Identities

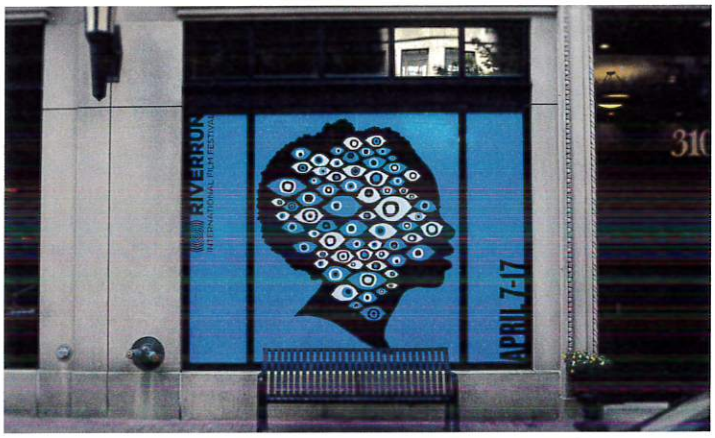
RIVERRUN INTERNATIONAL FILM FESTIVAL



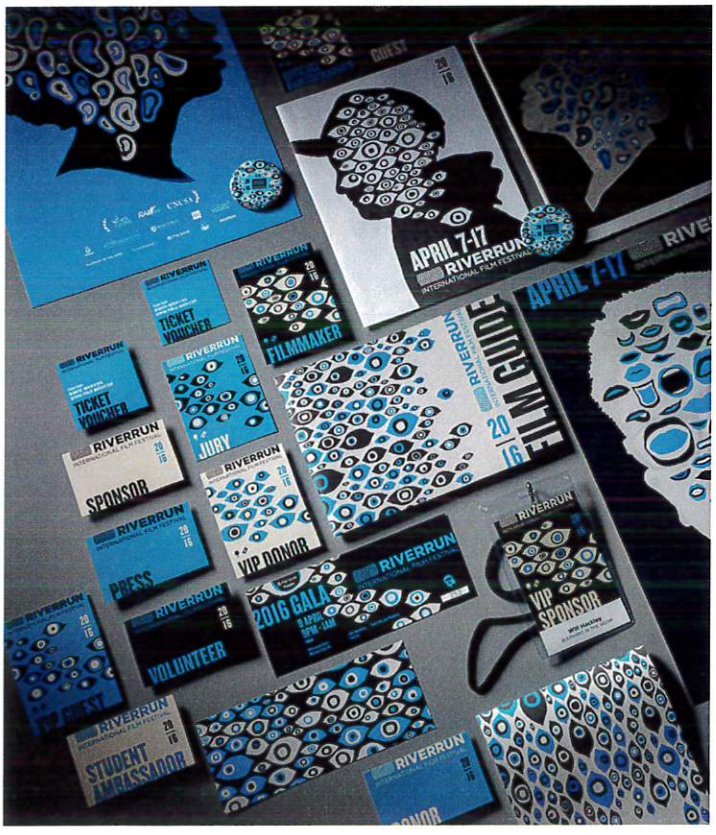


RIVERRUN
INTERNATIONAL FILM FESTIVAL
APRIL 16-26
TWO THOUSAND AND FIFTEEN

FILM GUIDE
APRIL 16-26
TWO THOUSAND AND FIFTEEN


RIVERRUN
APRIL 7-17

APRIL 7-17
RIVERRUN
INTERNATIONAL FILM FESTIVAL


APRIL 7-17
RIVERRUN
FILM GUIDE
TICKET VOUCHER
FILMMAKER
JURY
SPONSOR
PRESS
VIP DONOR
2016 GALA
VIP SPONSOR
VOLUNTEER
STUDENT AMBASSADOR

RARE FINDS
RIVERRUN
VIP GUEST
VOLUNTEER
SPONSOR
2017 GALA
RARE FINDS
VIP DONOR
FILM MAKER
2017 FILM GUIDE
MARCH 30 APRIL 9
GUEST
PRESS
VIP PRESS
JURY
VIP SPONSOR
DONOR
MARCH 30
APRIL 9
RIVERRUN INTERNATIONAL FILM FESTIVAL

RARE FINDS
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MARCH

JURY
RIVERRUN
PRESS
RIVERRUN INTERNATIONAL FILM FESTIVAL
2017
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GUEST
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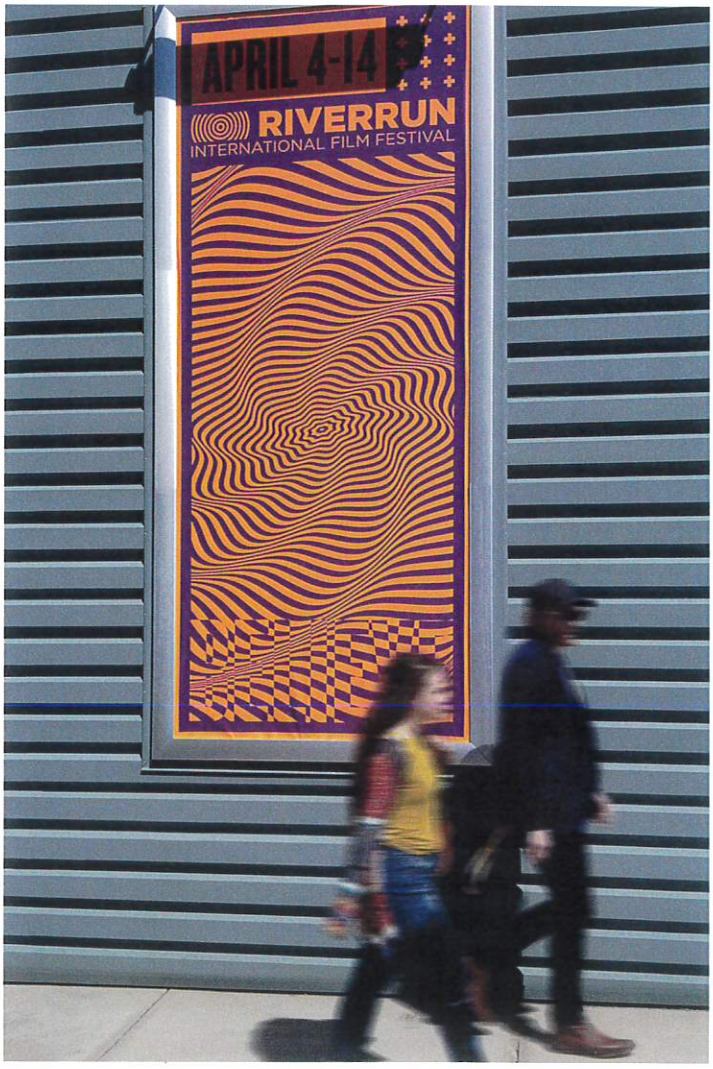
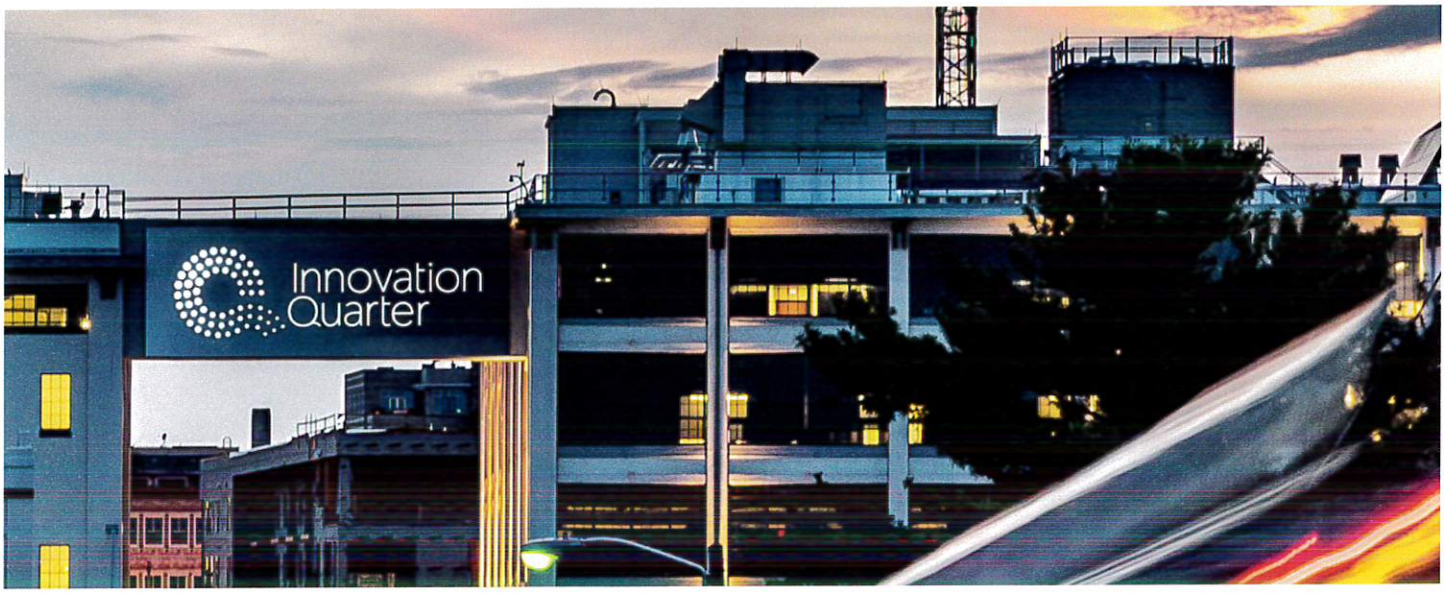
RIVERRUN INTERNATIONAL FILM FESTIVAL
DONOR
RIVERRUN


APRIL 4-14
RIVERRUN
INTERNATIONAL FILM FESTIVAL

RIVERRUN INTERNATIONAL FILM FESTIVAL
ADMIT
HONOREES
NEW DIRECTIONS IN AMERICAN CINEMA
RECOGNIZING TALENT.
Garrett Osepchuk
RIVERRUN

INNOVATION QUARTER



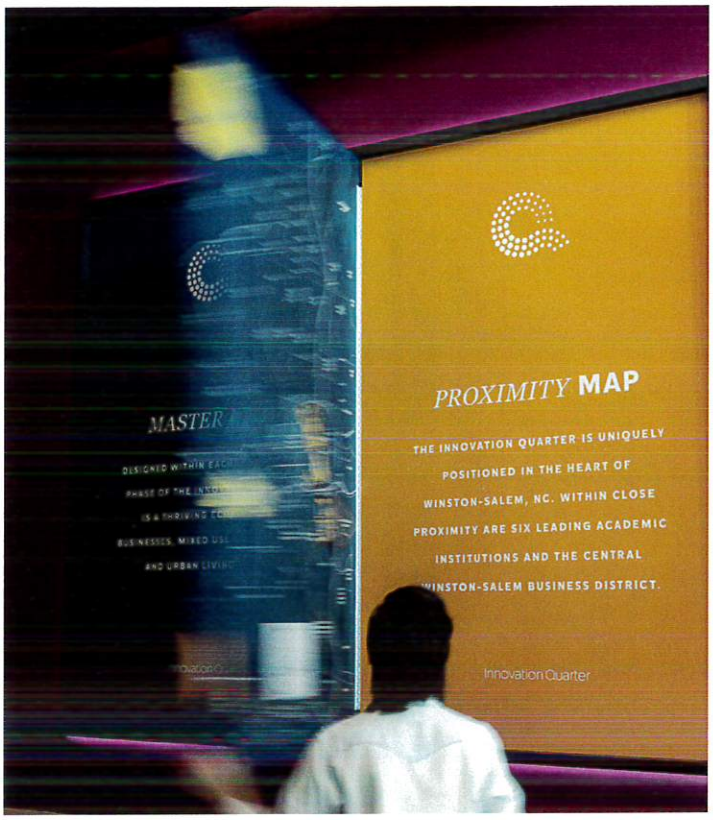
Innovation Quarter
Innovation Quarter
James Patterson

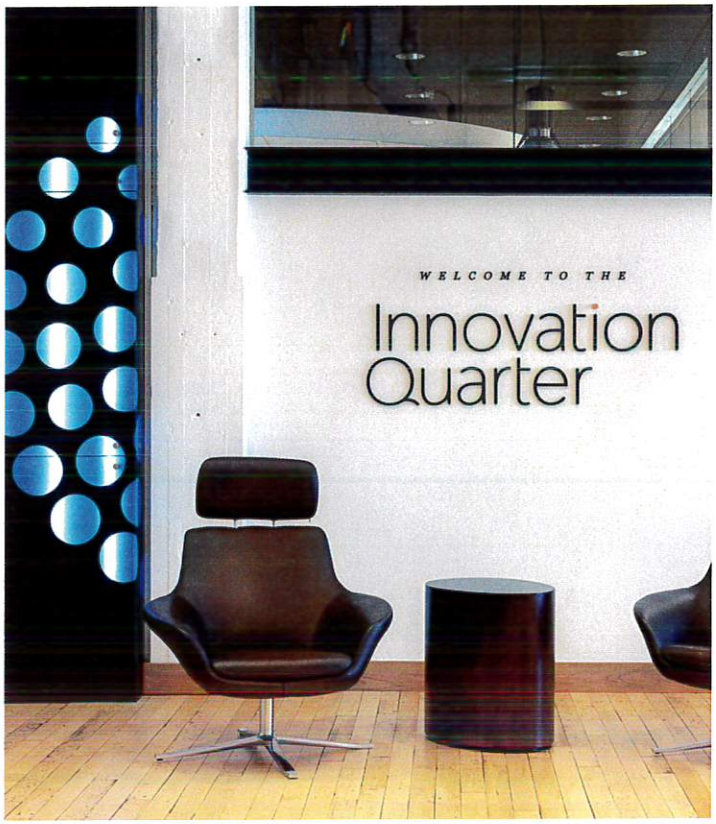
Innovation Quarter
YOUR SPOT TO WORK
Innovation Quarter
YOUR SPOT TO PLAY

YOUR SPOT TO PLAY
Innovation Quarter
INNOVATIONQUARTER.COM

116+

1000+


MASTER
PROXIMITY MAP
THE INNOVATION QUARTER IS UNIQUELY
POSITIONED IN THE HEART OF
WINSTON-SALEM, NC. WITHIN CLOSE
PROXIMITY ARE SIX LEADING ACADEMIC
INSTITUTIONS AND THE CENTRAL
WINSTON-SALEM BUSINESS DISTRICT.
Innovation Quarter

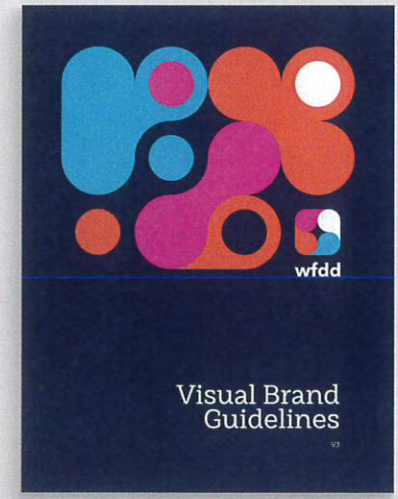

WELCOME TO THE
Innovation
Quarter

Innovation
Quarter
Visit innovationquarter.com

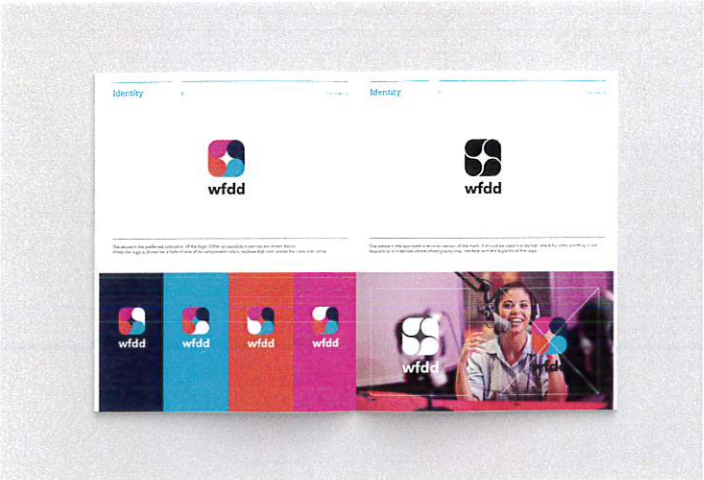
BOARD
ROOM

88.5 WFDD

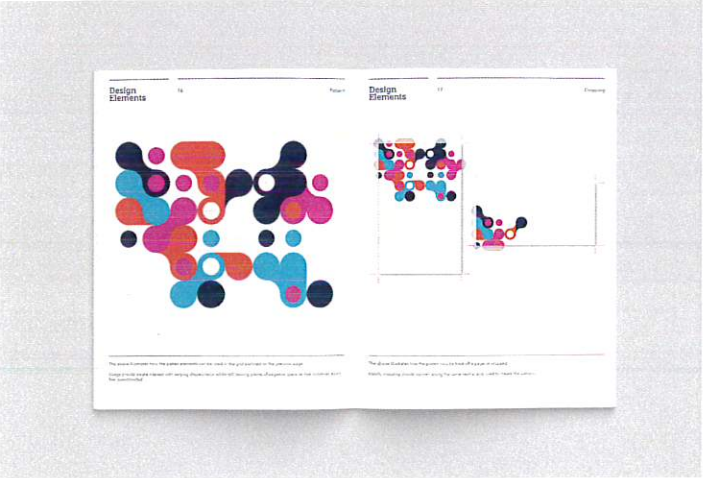
wfdd


wfdd
Visual Brand Guidelines
V3

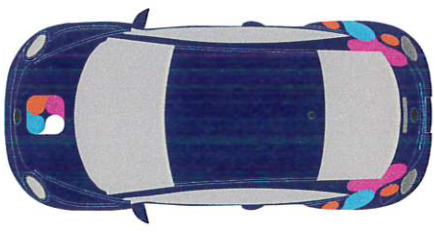
About
History
"This is station W-A-K-E coming to you from the campus of Wake Forest College..."
Identity
Logo
wfdd
wfdd


Identity
Identity
wfdd
wfdd

Typography
Typography
Weekly Extra Bold Weekly Medium Weekly Ultra Light
wfdd
Monthly Insider
Headline Article


Design Elements
Design Elements

Execution
Execution
wfdd
Monthly Insider
Headline Article
Headline Article
Molly Davis
wfdd



88.5 wfdd
Public Radio For The Piedmont
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Public Radio For The Piedmont

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wfdd.org
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Use Your
Turn Signal
If You Love
Public Radio
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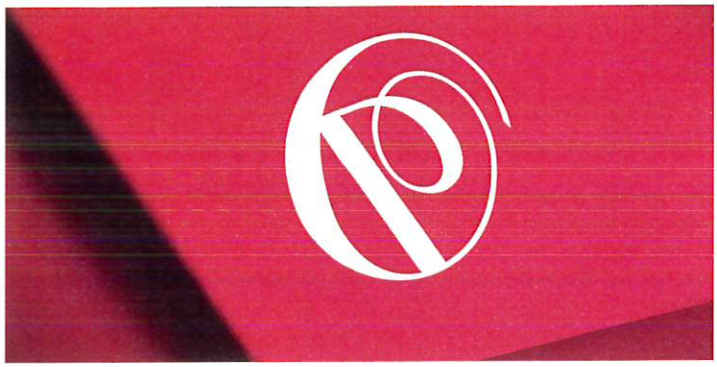
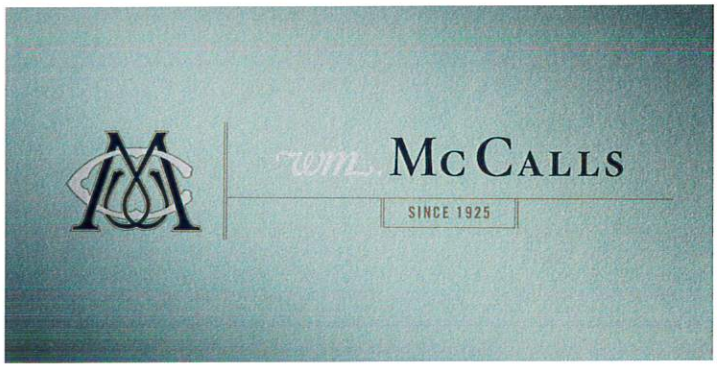
wfdd
Inform. Connect.
Educate. Inspire.

Our Listeners Are Your Best Customers
71%
of listeners have a more positive opinion of sponsors that support NPR
83%
wfdd
AMERICAN PUBLIC MEDIA
PRX

SELECT BRAND IDENTITIES

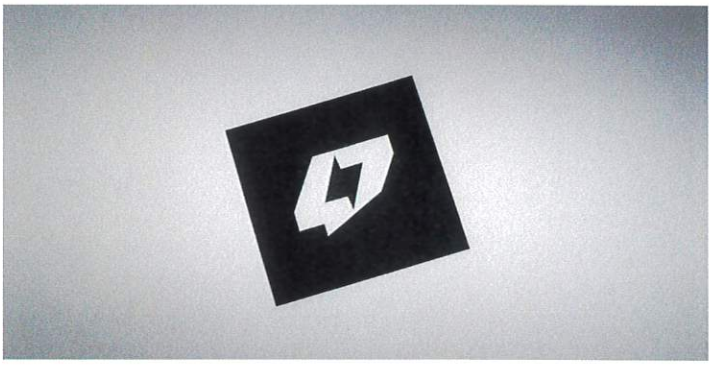


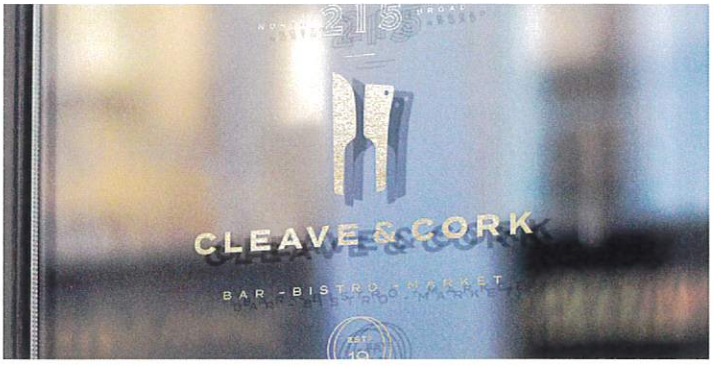


Center for
Diversity
Education
WAKE FOREST UNIVERSITY

a/perture

JAVARA




CLEAVE & CORK
BAR · BISTRO · MARKET

A+SCHOOLS
OF
NORTH
CAROLINA

SKYLIGHT

EQUITY

APPENDIX B

Brand Guides

Innovation Quarter

88.5 WFDD

Winston-Salem Symphony

Brand Guide

Prepared by **ELEPHANT IN THE ROOM**

BRAND IDENTITY

1 Symbols

2-4 Wordmarks

5-7 Lockups

8-9 Registration

10-14 Application

15-16 Co-Branding

17-28 Color Palette

BRAND ASSETS

29-30 Typography

31-32 Iconography

33-34 Line Art

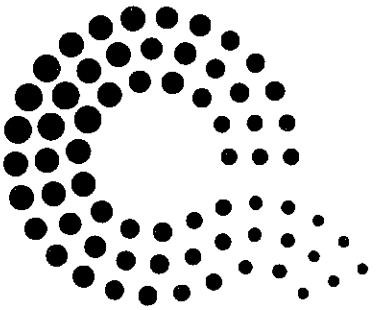
35 Photography

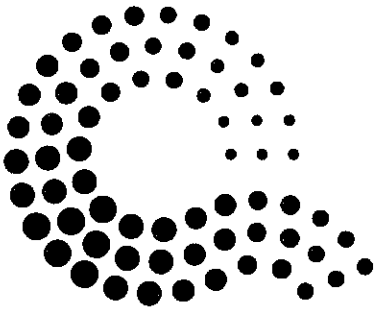
BRAND TERMINOLOGY

36-37 Key Words

GUIDE:

The Brand Guide should be consulted every time new branded materials are created and/or the iQ brand is applied. The Brand Guide was created to ensure the consistency, quality and individuality (identity) of all iQ deliverables. The Brand Guide is to be used in conjunction with the Photography Guide, Identity Library and Asset Library.





SYMBOLS:

The **primary symbol (top) is for lockup use only** and should always be paired with the brand's primary or secondary wordmarks (5-6). The **secondary symbol (below) is for singular use only** and should always be used independently, without the brand's primary or secondary wordmarks. All symbols follow the same application guidelines (10-14).

Innovation Quarter

WORDMARKS:
Primary

The primary wordmark (above) is the brand's default wordmark and should be used most frequently. The **primary wordmark is for both lockup and singular use** and can be paired with the brand's primary symbol (5) or used independently. All wordmarks follow the same application guidelines (10-14).

Innovation
Quarter

Innovation Quarter

WORDMARKS:
Secondary

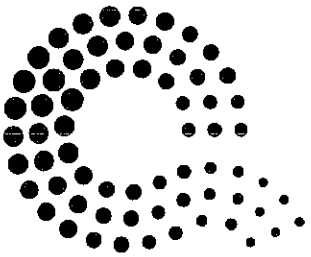
The secondary wordmarks (above) are to be used only when the brand's primary wordmark is unable to be used successfully. **The secondary wordmarks are for both lockup and singular use** and can be paired with the brand's primary symbol (6) or used independently. All wordmarks follow the same application guidelines (10-14).

WORDMARKS:
Abbreviated

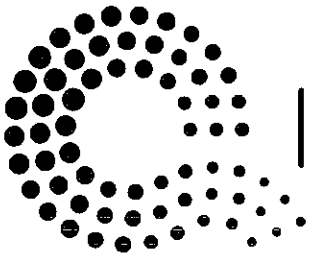
The abbreviated wordmark (above) is to be used only when the brand's primary and secondary wordmarks are unable to be used successfully. The **abbreviated wordmark is for singular use only** and should be used independently, without the brand's primary symbol. All wordmarks follow the same application guidelines (10-14).

LOCKUPS:
Primary

The primary lockup (above) is to be used on the majority of branded materials. The primary lockup is the brand's default lockup and should be used most frequently. The primary lockup consists of the brand's primary symbol (1) and primary wordmark (2). All lockups follow the same application guidelines (10–14).



Innovation
Quarter



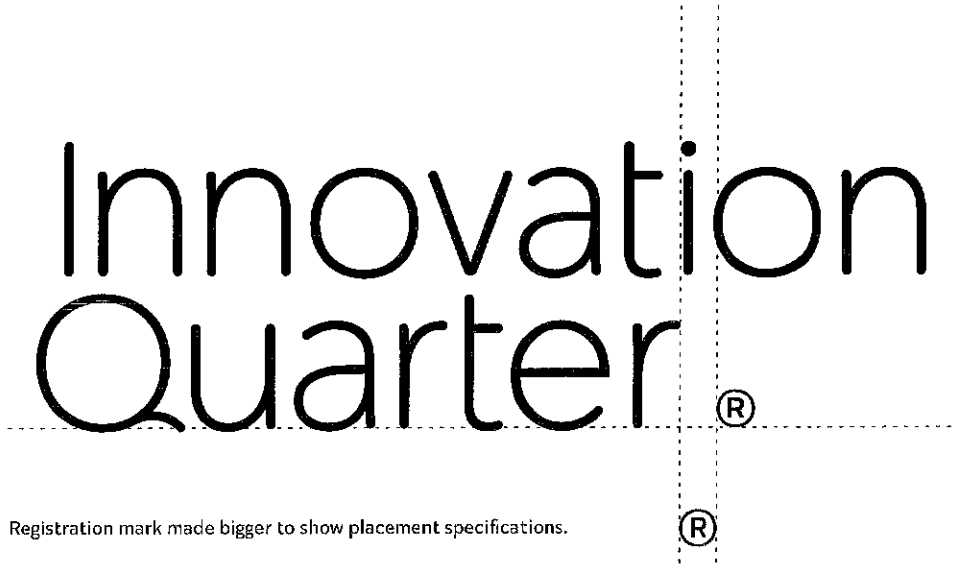
Innovation Quarter

LOCKUPS:
Secondary

The secondary lockups (above) are to be used only when the brand's primary lockup is unable to be used successfully. The secondary lockups consist of the brand's primary symbol (1) and secondary wordmarks (3). All lockups follow the same application guidelines (10-14).

LOCKUPS:
Locational

The **locational lockups are for specialty use**, when the brand's location must be communicated (out-of-state advertising). The primary lockup (top) is the brand's default locational lockup and should be used most frequently. The secondary lockups (below) are to be used subsequently. All lockups follow the same application guidelines (10-14).



Registration mark made bigger to show placement specifications.

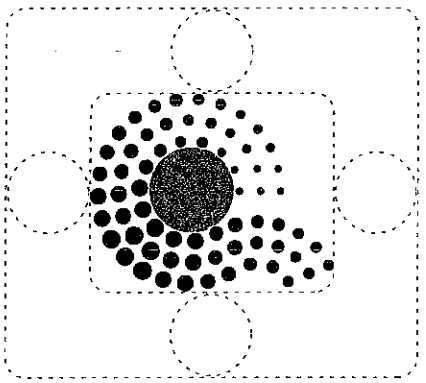
REGISTRATION:
Placement

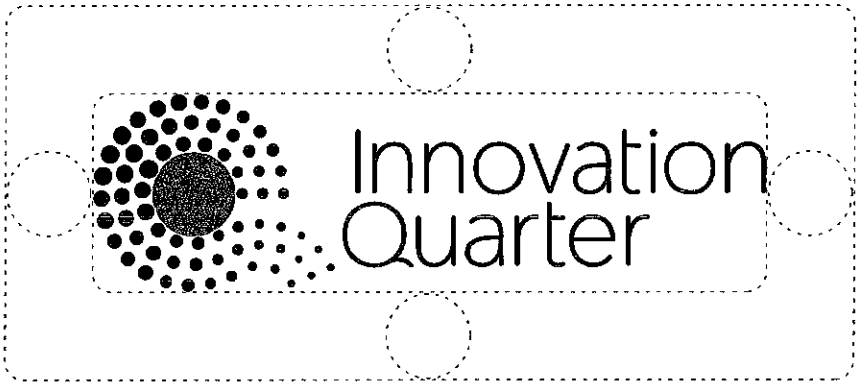
When applying the registration mark to the wordmarks and lockups:
- The ® should always be placed to the right of 'Quarter' and aligned to the baseline.
- There should be a clear-space equal in width to the ® between the ® and 'Quarter.'
- The ® scales separately and should be kept as small as possible, while remaining legible.

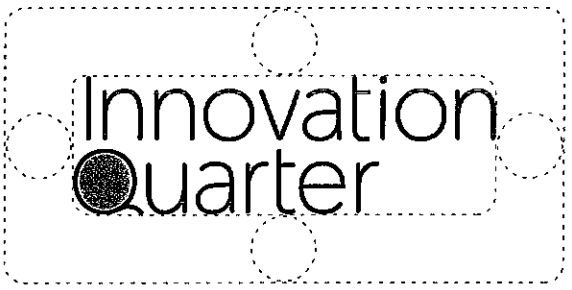
REGISTRATION:
Examples

When applying the registration mark to the wordmarks and lockups:

- The ® should always be placed to the right of 'Quarter' and aligned to the baseline.
- There should be a clear-space equal in width to the ® between the ® and 'Quarter.'
- The ® scales separately and should be kept as small as possible, while remaining legible.







APPLICATION:
Clear-space

When applying the brand:

- **No surrounding elements should broach the indicated clear-space (above).**
- All symbols and lockups should have a clear-space equal in width to the symbol's center.
- All wordmarks should have a clear-space equal in width to the 'Q' in 'Quarter.'

Innovation Quarter 12pt

Innovation Quarter 12pt

Innovation Quarter 12pt

iQ 12pt

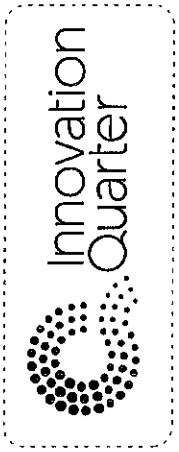
APPLICATION:
Scale

When applying the brand:

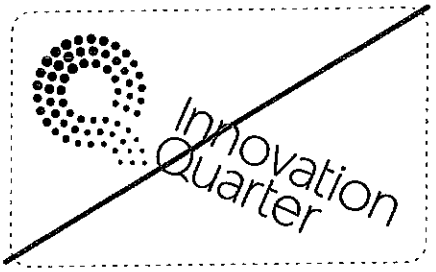
- **All symbols, wordmarks and lockups should never be scaled smaller than indicated (above).**
- All wordmarks have a minimum scale equivalent to a 12pt font / 0.16in cap height.
- There is **no maximum scale** as long as quality is maintained.

0°

90°



270°



NO rotation other than 0°, 90° and 270°

0°

90°

270°

NO rotation other than 0°, 90° and 270°

APPLICATION:
Rotation

When applying the brand:

- **Only primary and secondary wordmarks and lockups can be rotated** – 0°, 90° and 270° only.
- The secondary symbol, locational lockups and abbreviated wordmark are never to be rotated – 0° only.

Innovation
Quarter

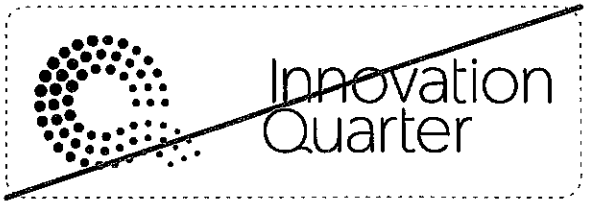
NO alteration of wordmark kerning (letter spacing)

Innovation
Quarter

NO alteration of wordmark configuration

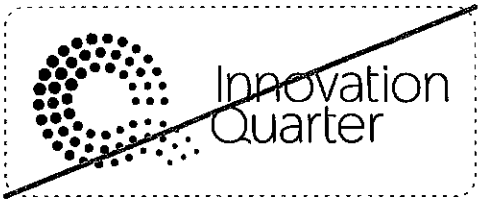
Innovation
Quarter

NO alteration of wordmark scale



NO alteration of lockup spacing

NO alteration of lockup configuration



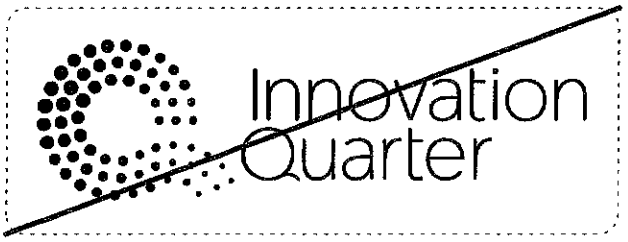
NO alteration of lockup scale

APPLICATION:
Incorrect Usage

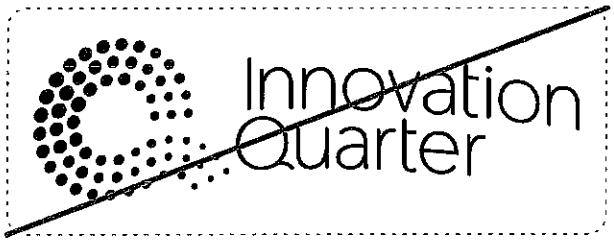
When applying the brand:

- **Only the symbols, wordmarks and lockups provided (1-7) should be used.**
- There is to be **no alteration** of the provided brand identities, either of space, configuration, or scale as indicated (above).

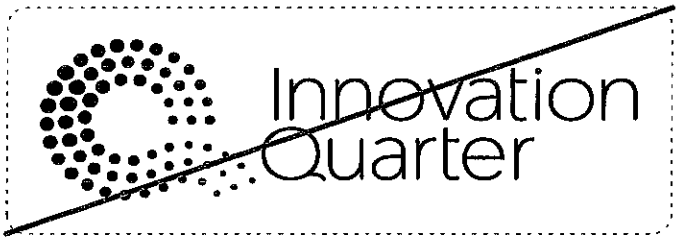
NO drop-shadows



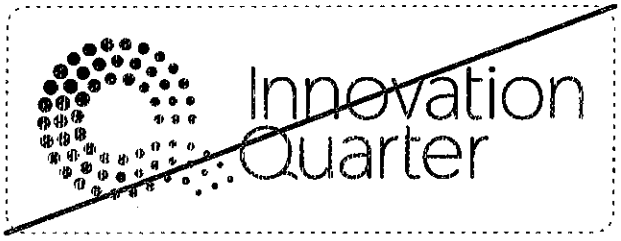
NO transparency



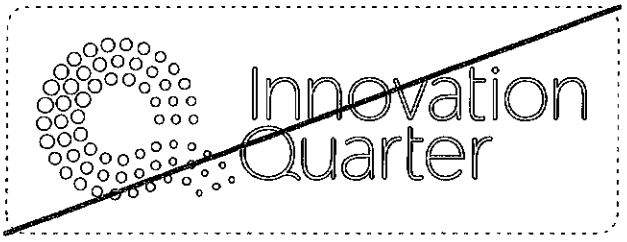
NO warping (arc, fish-eye, twist, etc.)



NO stretching or compressing



NO textures



NO outlining

APPLICATION:
Incorrect Usage

When applying the brand:

- **Only the symbols, wordmarks and lockups provided (1-7) should be used.**
- There are to be **no effects or stylizations** applied to the provided brand identities, such as drop-shadows, transparency or textures, as indicated (above).

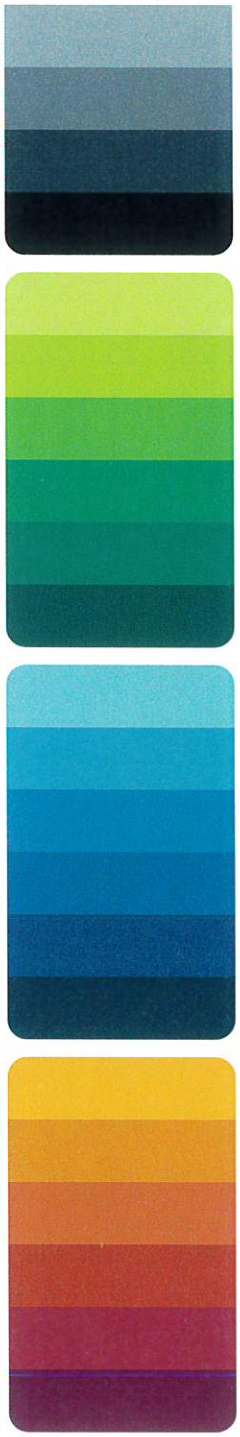
CO-BRANDING:
Location

The brand's @ **lockups are for specialty use** and should be used only when co-branding to indicate location. When horizontal, the space between the brands should be equal to half the width of the @ symbol. When stacked, the space between the brands should be equal to the full width of the @ symbol. The symbol should be the co-brand's main color.

CO-BRANDING:
Sponsorship

The brand's + **lockups are for specialty use** and should be used only when co-branding to indicate sponsorship. When horizontal, the space between the brands should be equal to half the width of the + symbol. When stacked, the space between the brands should be equal to the full width of the + symbol. The symbol should be the co-brand's main color.

WHITE	C0 M0 Y0 K0 #ffffff	
SLATE	PMS 5395 C89 M73 Y56 K67 #08lf2d	
GREEN	PMS 375 C47 M0 Y100 K0 #93d500	
EMERALD	PMS 3292 C100 M42 Y67 K33 #005850	
BLUE	PMS 7703 C82 M2l Yl7 K0 #009abf	
STEEL	PMS 3035 C100 M67 Y48 K38 #003e52	
RUST	PMS 7564 Cl2 M5l Yl00 Kl #dd8a03	
ORCHARD	PMS 229 C48 M94 Y47 K37 #682l45	



Primary Colors

Color Ranges

COLOR PALETTE:

The brand's primary colors (left) consists of eight colors, broken down into four color pairings: white-slate, green-emerald, blue-steel and rust-orchard. The primary colors and color ranges (right), derived from the color pairings, are to be used on the majority of branded materials. Colors outside of the palette can be used, but must appear with at least one primary color.

Green-Emerald

Blue-Steel

Rust-Orchard

COLOR PALETTE:
Six-Color Identities

When applying color to the brand:

- **Six-color identities should only appear on the brand's white**, never on the brand's green, blue, rust, emerald, steel, orchard or slate, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.

One-Color

Two-Color White

Two-Color Slate

COLOR PALETTE:
Green Identities

When applying color to the brand:

- **Green identities should only appear on the brand's white, emerald, steel and slate**, never on the brand's blue, rust or orchard, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.

One-Color

Two-Color White

Two-Color Slate

COLOR PALETTE:
Blue Identities

When applying color to the brand:

- **Blue identities should only appear on the brand's white, steel, orchard and slate**, never on the brand's green, rust or emerald, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.

One-Color

Two-Color White

Two-Color Slate

COLOR PALETTE:
Rust Identities

When applying color to the brand:

- **Rust identities should only appear on the brand's white, emerald, steel, orchard and slate,** never on the brand's green or blue, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library.**

Two-Color White

One-Color

COLOR PALETTE:
Emerald Identities

When applying color to the brand:

- **Emerald identities should only appear on the brand's white and green**, never on the brand's blue, rust, steel, orchard or slate, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.

Two-Color White

One-Color

COLOR PALETTE:
Steel Identities

When applying color to the brand:

- **Steel identities should only appear on the brand's white and blue**, never on the brand's green, rust, emerald, orchard or slate, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.

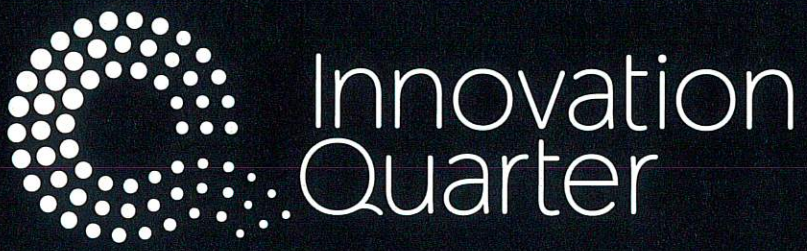
Two-Color White

One-Color

COLOR PALETTE:
Orchard Identities

When applying color to the brand:

- **Orchard identities should only appear on the brand's white and rust**, never on the brand's green, blue, emerald, steel or slate, nor image, or color outside of the brand's primary colors.
- **Only the color combinations above are approved** and can be found in the **Identity Library**.



One-Color

COLOR PALETTE:
White Identities

When applying color to the brand:

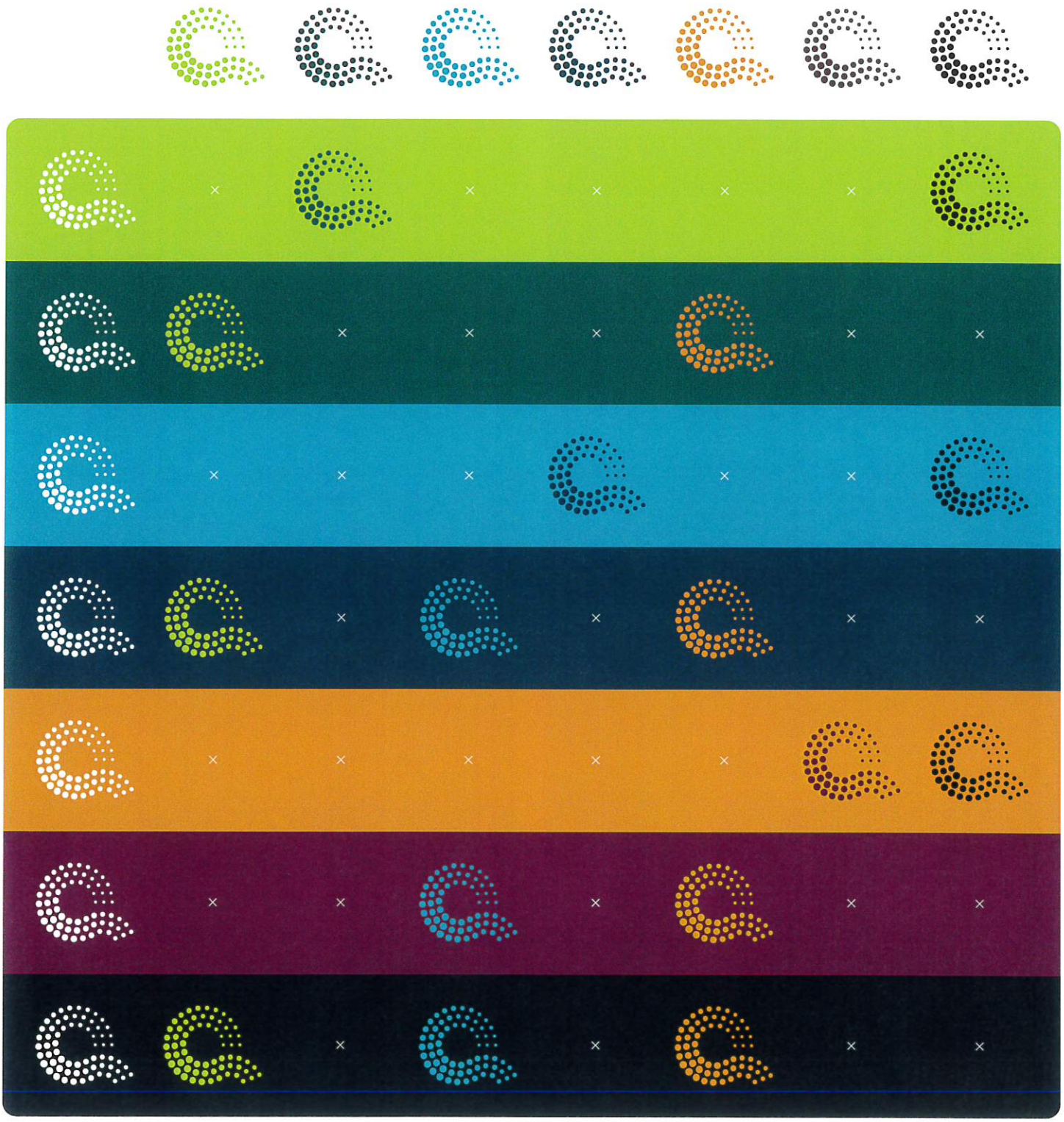
- **White identities can appear on the brand's green, blue, rust, emerald, steel, orchard and slate, as well as on contrasting imagery and non-brand colors.** All white identities can be found in the **Identity Library.**

One-Color

COLOR PALETTE:
Slate Identities

When applying color to the brand:

- **Slate identities can appear on the brand's white, green, blue and rust, as well as on contrasting imagery and non-brand colors.** Slate identities should never appear on the brand's emerald, steel or orchard. All slate identities can be found in the **Identity Library.**



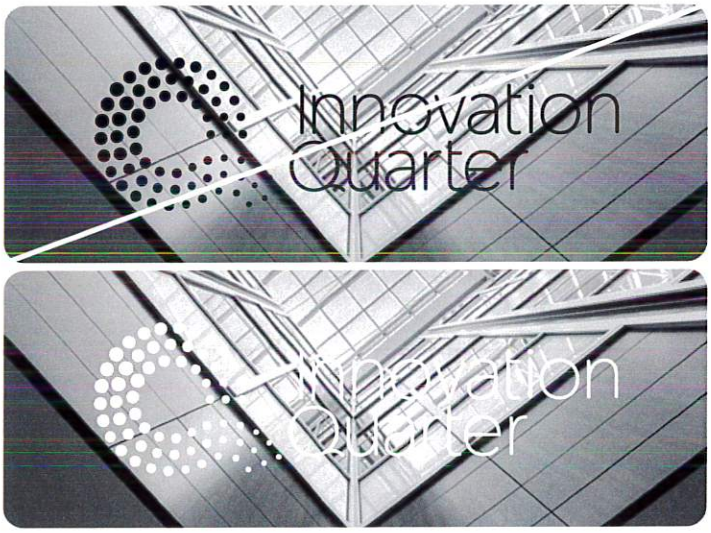
COLOR PALETTE:
Cheat Sheet

When utilizing the brand's one-color and two-color identities (19-26), the cheat sheet (above) should always be consulted to ensure correct color usage. Not shown above, the brand's six-color identities (18) can only appear on white. White and slate identities can also appear on contrasting imagery and non-brand colors. **All approved color identities can be found in the Identity Library.**

Identities should **only** appear in approved color combinations (18-26)

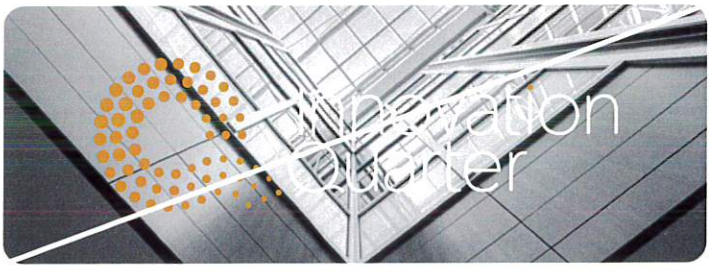
Identities should **only** appear on the approved colors (27)

Black and white identities should **always** appear on contrasting colors



Black and white identities should **always** appear on contrasting imagery

Six-color identities should **never** appear on a color – white only



Color identities should **never** appear on imagery

COLOR PALETTE:
Incorrect Usage

When utilizing color identities, as well as white and slate identities, the usage guidelines (above) should always be followed to maintain consistency and quality across all iQ deliverables.
Only the presented six-color, two-color and one-color combinations are approved (18-26).
All identities can be found in the **Identity Library.**

BOUCHERIE BLOCK
for Artistic Usage

AA Bold

AA Outlined

FOXTRAIL
for Artistic Usage

Aa Script

KARU
for General Usage

Aa Regular

Aa Medium

GEORGIA
for General & Digital Usage

Aa Regular

Aa Italic

Aa Bold

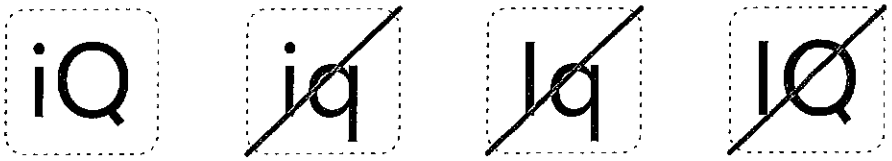
KARLA
for Digital Usage

Aa Regular

Aa Bold

TYPOGRAPHY:

The brand's typefaces (above) are to be used on the majority of branded materials.
The typefaces labeled for **artistic usage** should be used/treated as graphic elements.
The typefaces labeled for **general usage** should be used for all general/printed materials.
Only the typefaces labeled for **digital usage** should be used on the brand's website.



NO lowercase NO title case NO uppercase

NO sentence case

NO lowercase

TYPOGRAPHY:
Case Usage

The brand name should be written uniformly across all branded materials, emails, etc. When Innovation Quarter is abbreviated, it should always appear as iQ – written with a lowercase i and uppercase Q. When the full brand name is written, it should always appear as Innovation Quarter -- written with an uppercase I and uppercase Q, or in all caps.

Scaling Icons

- **All icons have a minimum scale of 0.25in (30px for website)**
- There is no maximum scale, as long as quality is maintained
- When used as a set, icons should be the same scale

0.25" x 0.25" | 0.20" x 0.25" | 0.25" x 0.22" | 0.20" x 0.25"

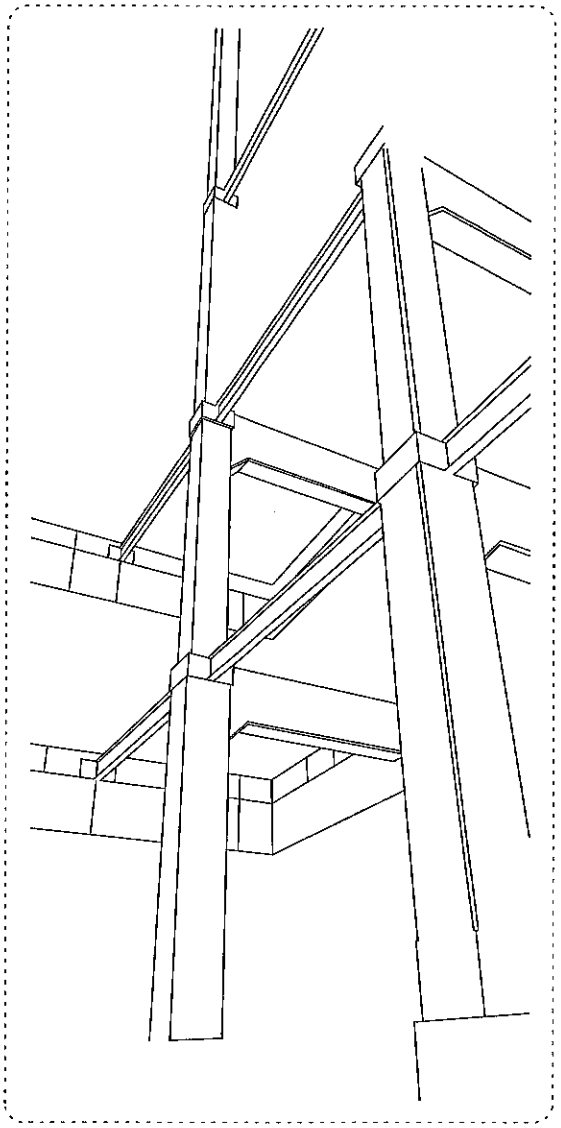
ICONOGRAPHY:
Application

When using the brand's iconography, the scaling guidelines (above) should always be followed to maintain quality. All **icons have the same limitations as the brand identities (14) and should never be rotated** – 0° only. Only the pre-approved color combinations (32) should be used. The brand's full icon set can be found in the **Asset Library.**

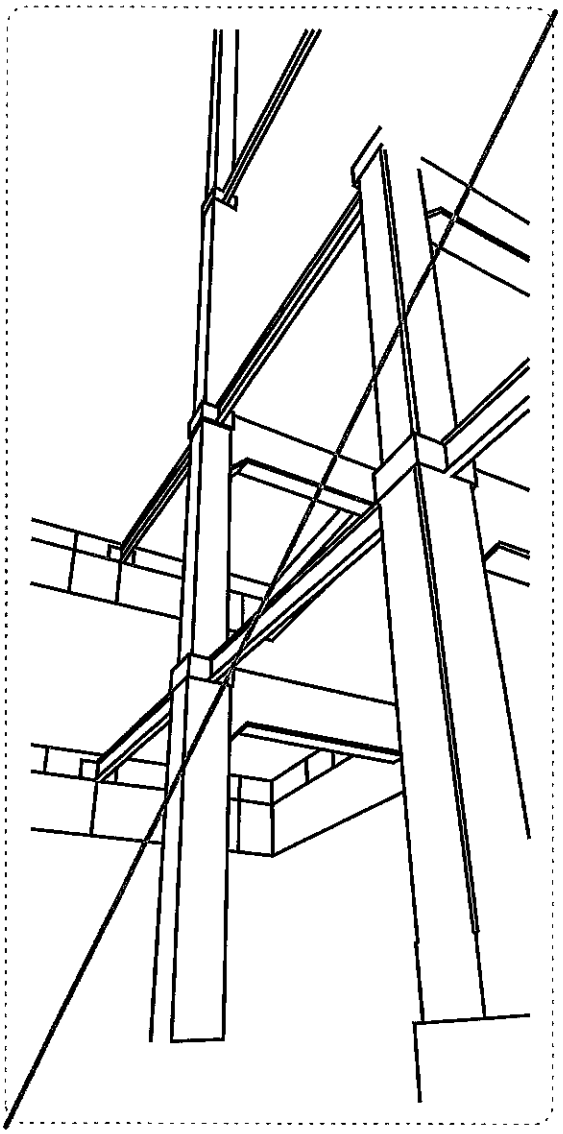
Hyperlink/Button Color

ICONOGRAPHY:
Color

When applying color to the brand's iconography, **only the color combinations above are approved.** Iconography should only appear as one-color in the brand's white, 40% slate, or rust. Rust icons are to be used only when the icon is being used as a button. All icons are never to be filled with color – outline only. Approved icon sets can be found in the **Asset Library.**

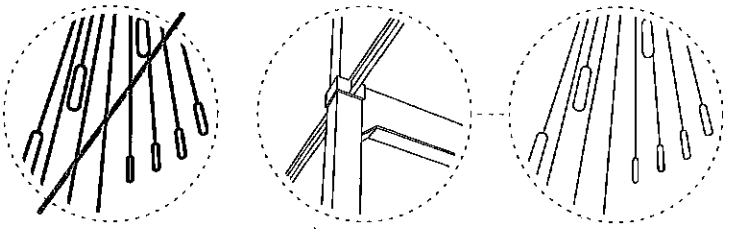


Illustrations should only have light/medium line weights applied. Details should always be distinguishable.



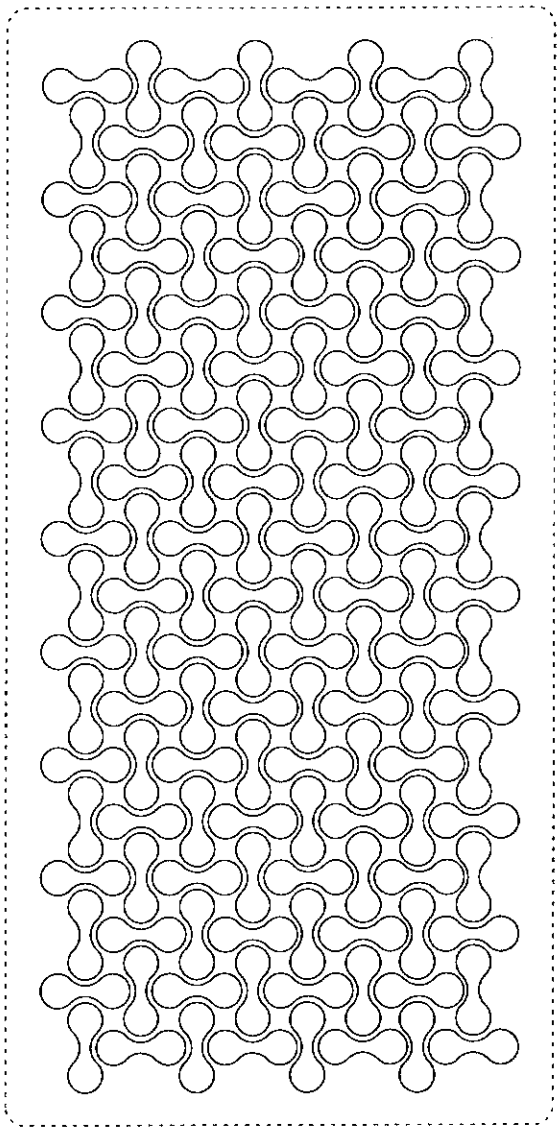
Illustrations should **never** have heavy line weights applied. Details should never be lost or merge.

Pairing Illustrations
If two or more illustrations are being used together, the illustrations should be the same line weight.

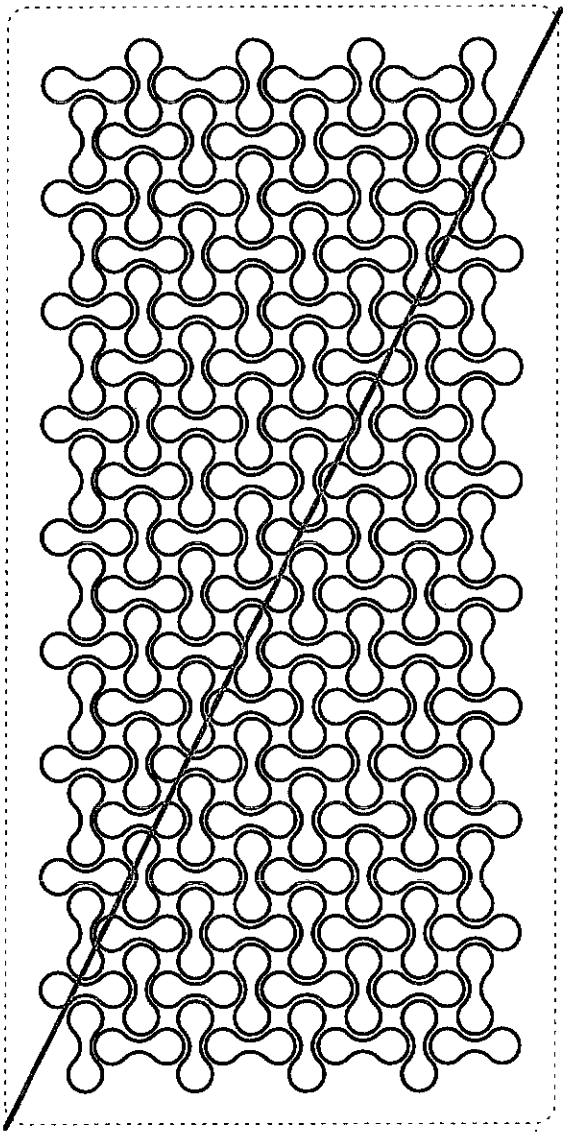


LINE ART:
Illustrations

When using the brand's illustrations, found in the **Asset Library**, the guidelines (above) should always be followed to maintain quality. Illustrations can be scaled, rotated and cropped. The **illustrations have the same limitations as the brand identities (14) and should never be filled with color** – outline only. Illustrations are one-color only and can appear in any brand colors (17).

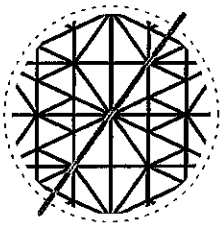


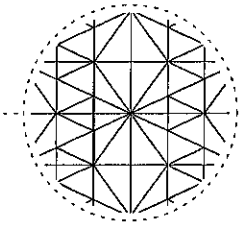
Patterns should only have light/medium line weights applied. Details should always be distinguishable.



Patterns should **never** have heavy line weights applied. Details should never be lost or merge.

Pairing Patterns
If two or more patterns are being used together, the patterns should be the same line weight.





LINE ART:
Patterns

When applying the brand's patterns, found in the **Asset Library**, the guidelines (above) should always be followed to maintain quality. Patterns can be scaled, rotated, cropped and repeated. The **brand pattens have the same limitations as the brand identity (I4) and should never be filled with color** – outline only. Patterns are one-color only and can appear in any brand colors (I7).

PHOTOGRAPHY:
Application

When taking or directing photography for the brand, the **Photography Guide** should always be consulted to ensure the consistency of brand imagery. When applying the brand's photography, found in the **DAM**, overlays can be used to effect the imagery. Only the brand colors (17) can be used as overlays. There are no application limitations.

BRAND VISION

Individually we are powerful. Together we can be transformative. The convergence of like-minded companies, people, and organizations creates an ecosystem where ideas can grow, collaborations can emerge, and everyone can thrive.

INNOVATION QUARTER

The brand is named for **INNOVATION** – a catalyst for growth and change.

PATHWAY

The brand symbol represents a **PATHWAY** – the pathway to innovation.

Why a pathway? A pathway is symbolic of Innovation Quarter's forward-thinking momentum. Like a pathway, iQ is looking to and moving towards the future, while staying connected to the past.

SPOTS

The brand symbol is made up of **SPOTS** – not dots.

Why spots? A spot is a specific place - usually of importance and uniquely different from surroundings. Innovation Quarter is made up of multiple spots (hot-spots) that, together, make a dynamic community.

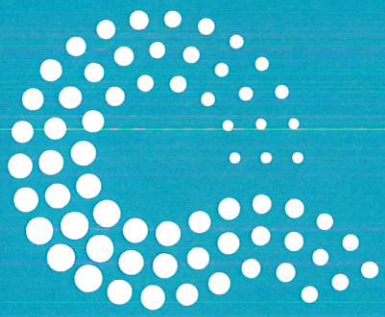
KEY WORDS:

The terminology list (above) was created to ensure the consistency and clarity of all written and/or verbal descriptions of the brand. The key words (36-37) should be staples in the brand's vocabulary and used whenever describing Innovation Quarter and the brand identity.

Q	The brand symbol is shaped like a **Q** – Q for Quarter. **Why a Q, not an I?** Because you are the 'I' in Innovation. It is the residents/tenants of iQ that make it innovative. The brand symbol is shaped like the 'Q' because it identifies the location – the Quarter.
COMMUNITY	The brand is characterized by **COMMUNITY** – collaboration.
OPPORTUNITY	The brand is characterized by **OPPORTUNITY** -- openness and diversity.
CREATIVITY	The brand is characterized by **CREATIVITY** – play.
ENERGY	The brand is characterized by **ENERGY** -- grit.

KEY WORDS:

The terminology list (above) was created to ensure the consistency and clarity of all written and/or verbal descriptions of the brand. The key words (36-37) should be staples in the brand's vocabulary and used whenever describing Innovation Quarter and the brand identity.



wfdd

Visual Brand Guidelines

V1

WFDD is the only public radio station of its kind located in the Piedmont Triad.

We broadcast news, information, and public affairs programming covering the arts, people, and institutions in the area. We are the state's charter NPR® member and the longest continuously broadcasting public radio station in North Carolina. WFDD is a member of the North Carolina Public Radio Association. It is a broadcast service of Wake Forest University and has a listening area covering 32 counties in North Carolina and Virginia.

Our Mission

Inform. Connect. Educate. Inspire.

Our Vision

WFDD will be the most respected source of news and information in the Piedmont Triad, Northwest North Carolina, and Southern Virginia communities. We will be an indispensable community asset–working collaboratively with regional groups and organizations to further a deeper engagement with the community and supporting arts and culture throughout our region in ever-growing and more significant ways. We will build a strong and competitive education program to engage the regional student population. We will commit ourselves to maintaining relevance in a changing environment.

Statement of Integrity from Wake Forest University

WFDD is a unit of Wake Forest University, which, like many other institutions of higher education nationally, views broadcasting as participatory in the mission and work of the University through provision of services to the public, which are educational in the best and broadest sense. Wake Forest has nurtured and supported WFDD from its inauguration, and WFDD is an integral part of University planning for the future. Public broadcasting is rooted in the constitutional guarantees of a free press and free speech. The Radio Act of 1927 articulates the basic policy that broadcasters operate in "the public interest, convenience and necessity." Thus, Wake Forest University holds a federal broadcast license for the purpose of providing services for the public.

Public broadcast stations are qualified by the Corporation for Public Broadcasting and are subject to a variety of federal and state statutory and regulatory requirements. Wake Forest University and WFDD are jointly committed to respect and follow the business and legal frameworks within which our station operates.

In providing its public service, WFDD produces and broadcasts a wide range of programming of the highest professionalism and quality. The University is committed to maintaining the full confidence of the public in the editorial integrity of out news and programming and to assuring all citizens that station management has the freedom necessary to provide WFDD's services effectively. Editorial integrity in this context is defined as the responsible application by professional practitioners of a free and independent decision-making process ultimately accountable to the needs and interests of all citizens.

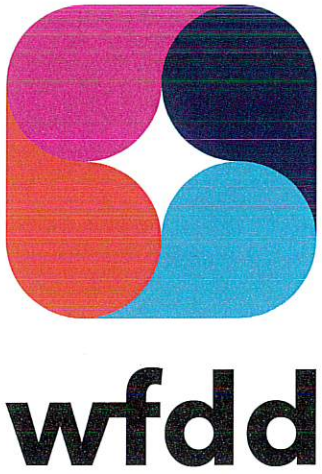
We recognize that as surely as programming is WFDD's purpose and the product by which our audiences judge the value of the station, that judgment continues to depend upon their confidence that our programming is free from undue or improper influence. We underline the importance of this issue and reaffirm University support and assistance to WFDD so that the station continues to meet this criterion in a responsible and efficient way.

In keeping with our responsibilities, the University will:

Continue to create the culture and sense of direction which assure that WFDD's mission of providing high quality programming remains paramount.

Enable professional management to operate in a way which assures full public confidence in WFDD's financial and editorial integrity.

Support WFDD's management in its responsible exercise of activities necessary to achieve the full WFDD mission effectively.

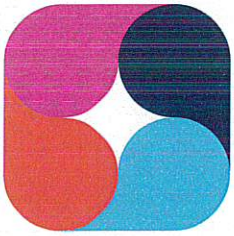


This is the Primary WFDD Logo.

It is a combination of the WFDD Word Mark and the WFDD Brand Icon.

This is the WFDD Word Mark.

It may be used alone or in combination with the Brand Icon.



This is the WFDD Brand Icon.

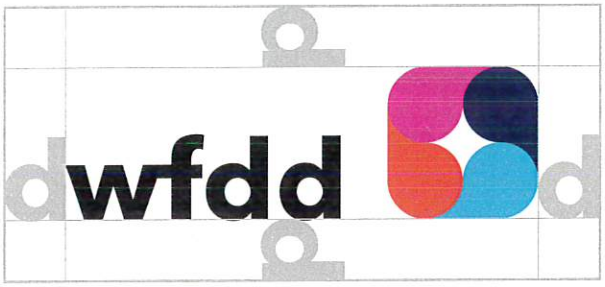
It may be used alone or in combination with the Word Mark.

Vertical

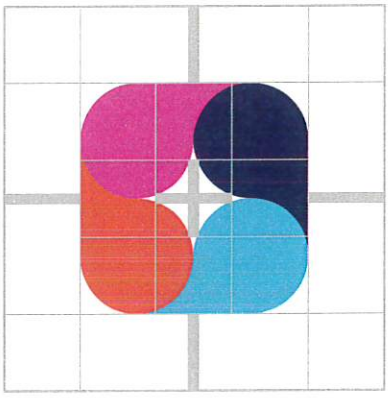
Horizontal

The above are the only approved lock-ups for use of the Brand Icon in conjunction with the Word Mark.

At times it may be desirable to pair the logo with WFDD's dial position.
The above lock-up is the only approved usage of the dial position in conjunction with the logo.



When using the approved lock-ups or Word Mark alone, maintain a clear space around the entire mark equal to or greater than the width of the "d" in "WFDD".



When using the Brand Icon alone, maintain a clear space around the entire mark equal to or greater than 1/3 the width of the entire mark.

wfdd

The above is the preferred coloration of the logo. Other acceptable instances are shown below.
When the logo is shown on a field of one of its component colors, replace that color inside the mark with white.

wfdd

The above is the approved one-color version of the mark. It should be used in instances where full color printing is not feasible or in instances where photography may interfere with the legibility of the logo.

The colors shown below, along with white, are the only approved colors for use in the WFDD Identity System. Values for each are listed.

PMS
225C

C 10
M 90
Y
K

R 216
G 62
B 150

WEB
#d83e96

PMS
2757C

C 100
M 100
Y 25
K 25

R 38
G 34
B 98

WEB
#262262

PMS
1655C

C
M 80
Y 95
K

R 241
G 90
B 41

WEB
#f15a29

PMS
2995C

C 70
M 15
Y
K

R 39
G 170
B 225

WEB
#27aae1

PMS
Black

C
M
Y
K 100

R 35
G 31
B 32

WEB
#231f20

Avenir Next Bold Avenir Next Medium Avenir Next Ultra Light

Available at:
https://www.linotype.com

Avenir Next is the primary typeface for WFDD. It has many different weights and styles. A few examples are shown above. Care should be taken to combine these faces in aesthetically pleasing ways that compliment the content of a given piece.

Weekly Extra Bold Weekly **Medium** Weekly Ultra Light

Available at:
https://latinotype.com

Weekly is the secondary typeface for WFDD. It has many different weights and styles. A few examples are shown above. Care should be taken to combine these faces in aesthetically pleasing ways that compliment the content of a given piece.

Below are examples of how the primary and secondary typefaces can be used together. Care should be taken to achieve visual balance when using different weights and styles together.

wfdd — Brand Word Mark

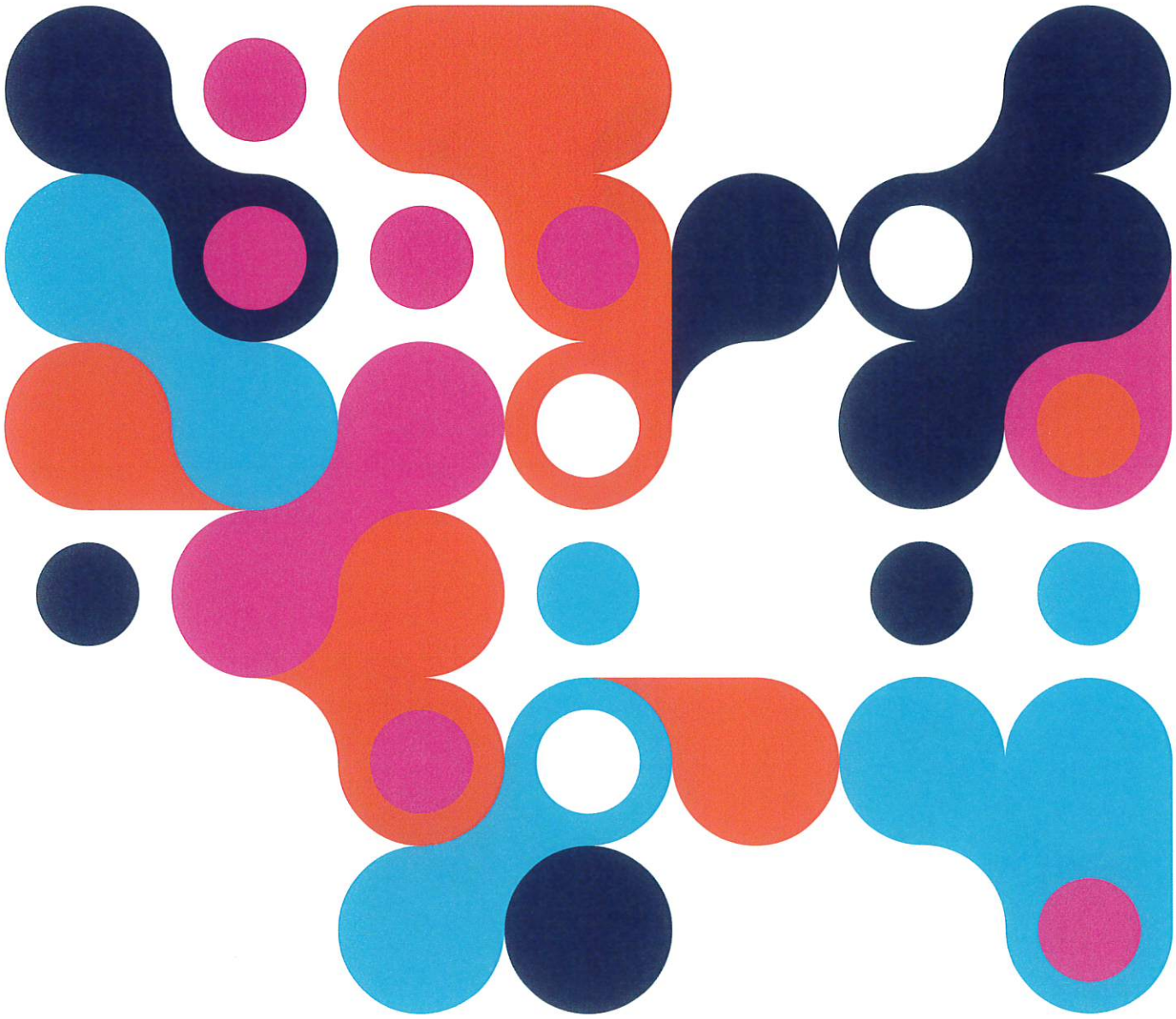
Monthly Insider — Weekly Medium

September — Avenir Regular

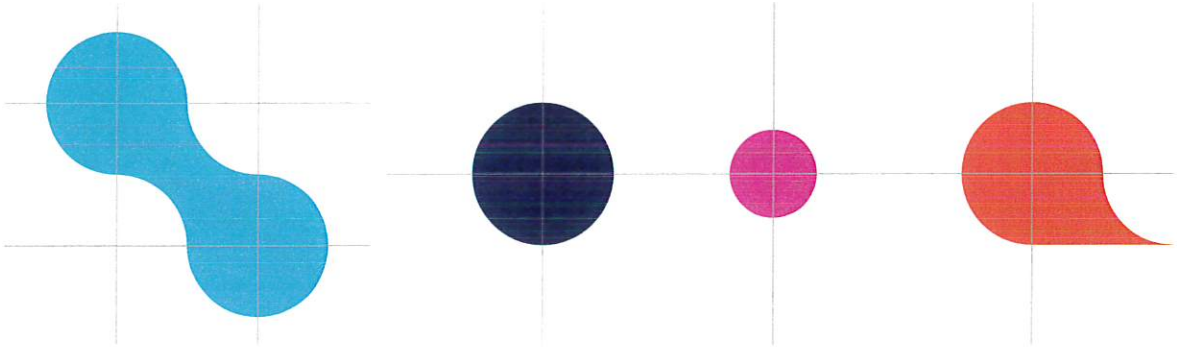
Headline Article — Avenir Bold

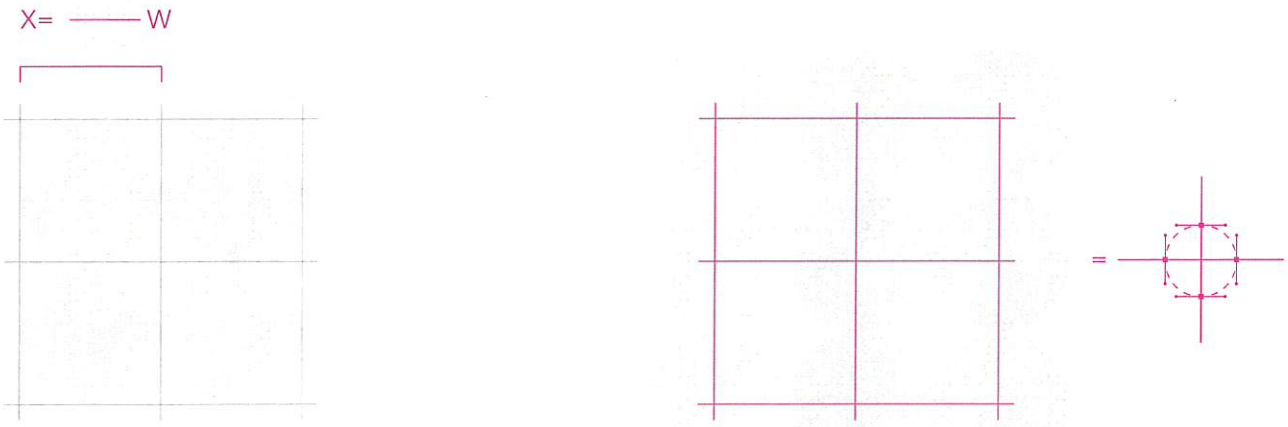
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. — Weekly Medium

Read More — Weekly Bold



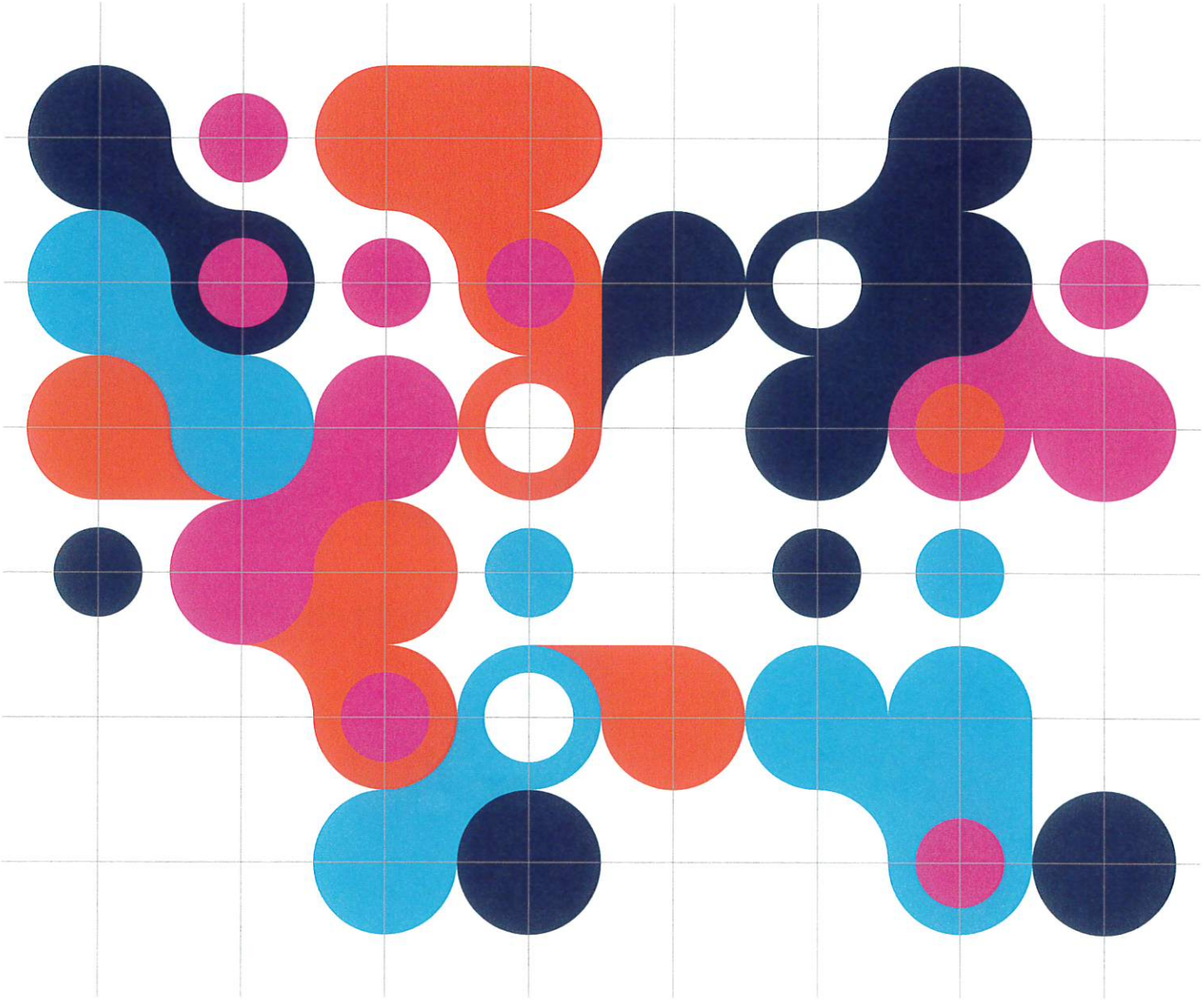
A pattern has been developed based on and inspired by the WFDD Brand Icon. Its use should compliment the logo and stand in as a replacement.





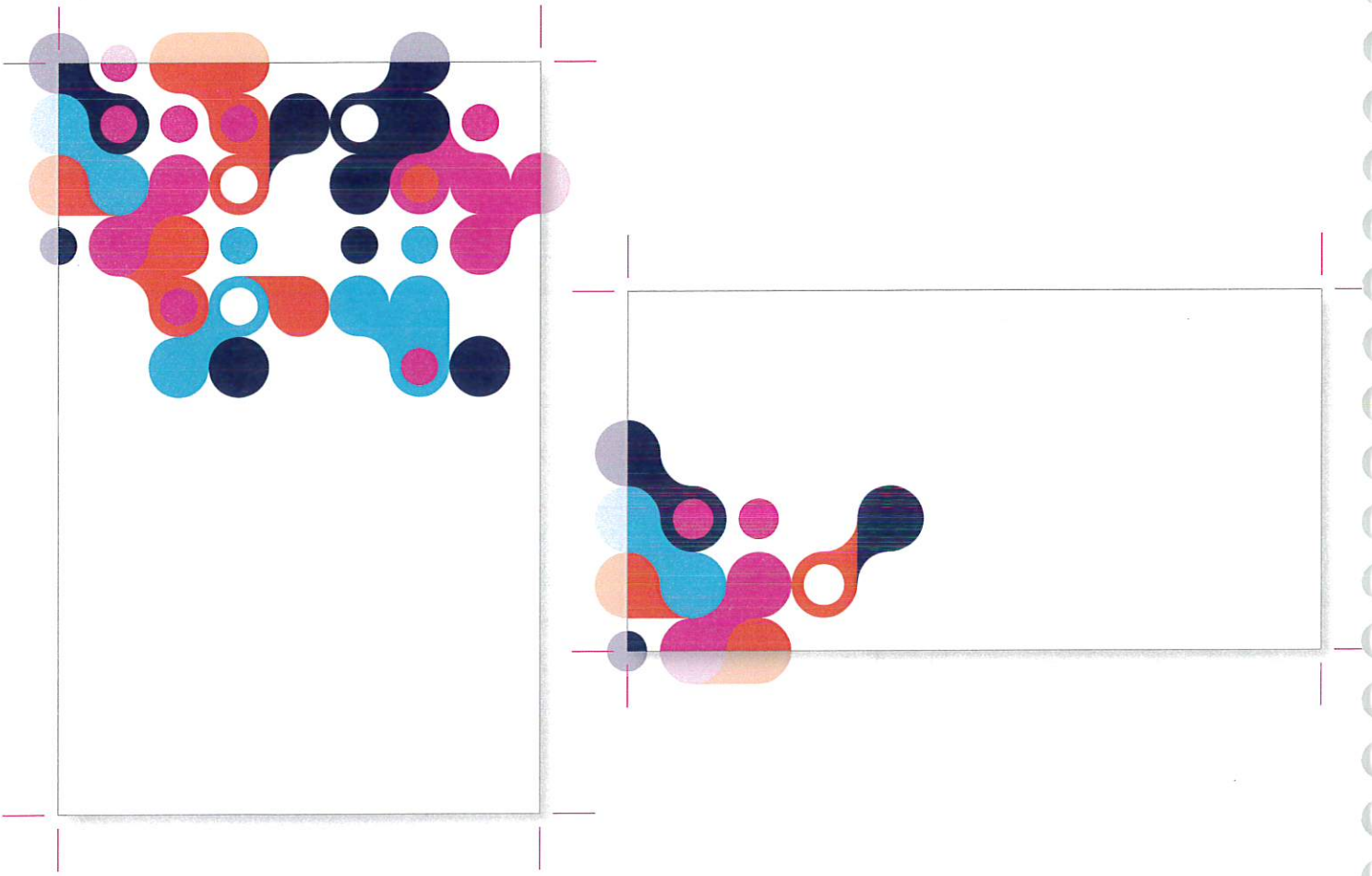
The above shows the pattern's individual elements along with their respective center points.

Usage of the pattern is based on a grid equal to the larger circular element's width. Elements are then placed along their central axes so that the center points intersect with the cross points of the grid.



The above illustrates how the patten elements can be used in the grid outlined on the previous page.

Usage should create interest with varying shapes/color while still leaving plenty of negative space so that instances don't feel overcrowded.

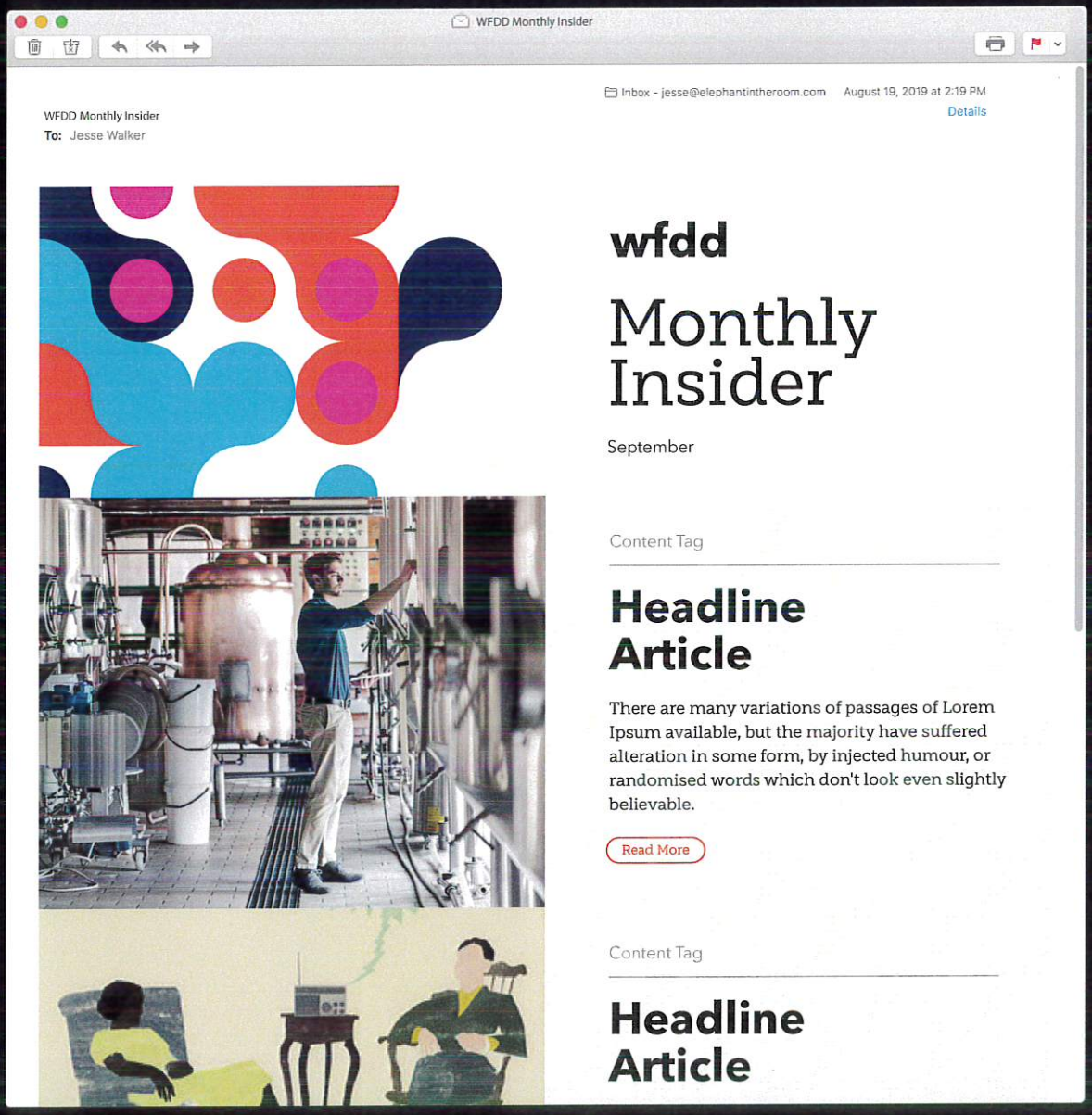


The above illustrates how the patten may be bled off a page or cropped.

Ideally cropping should happen along the same central axis used to create the pattern.

The following pages show examples of how this guide can be used to create pieces inside the WFDD Visual Identity.

These examples are not exhaustive and do not necessarily represent final art. They are for illustrative purposes only and should be used as inspiration.

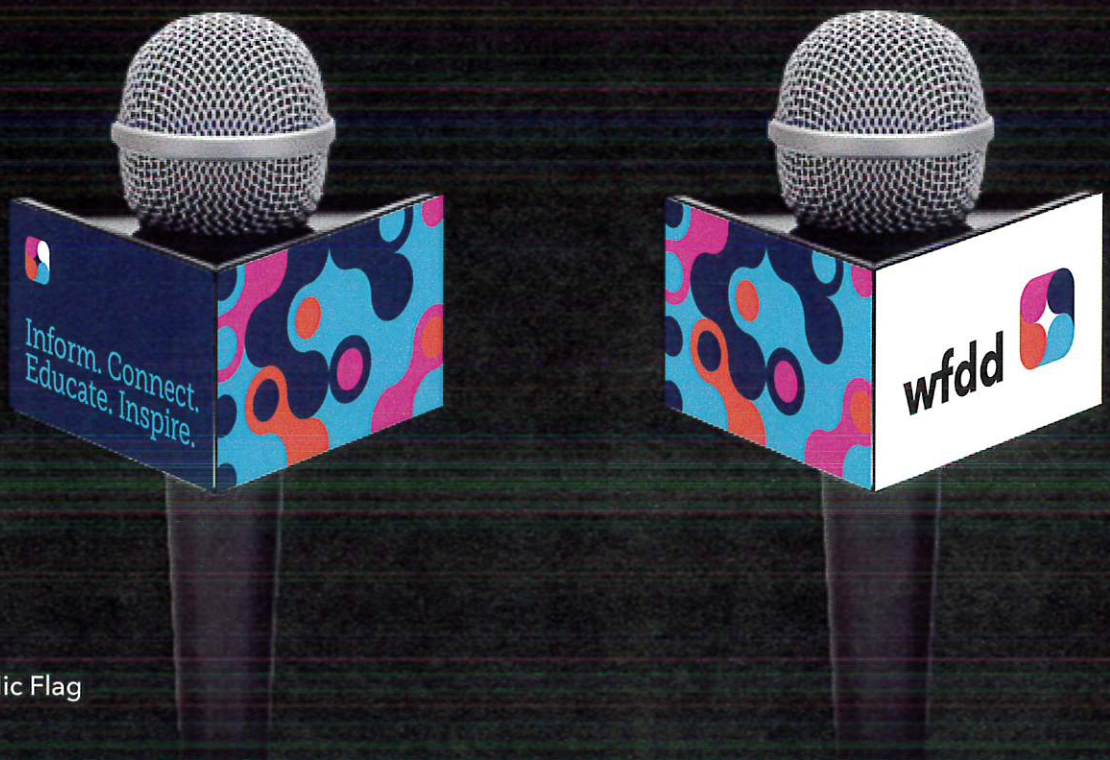


Email Header

Bumper Sticker

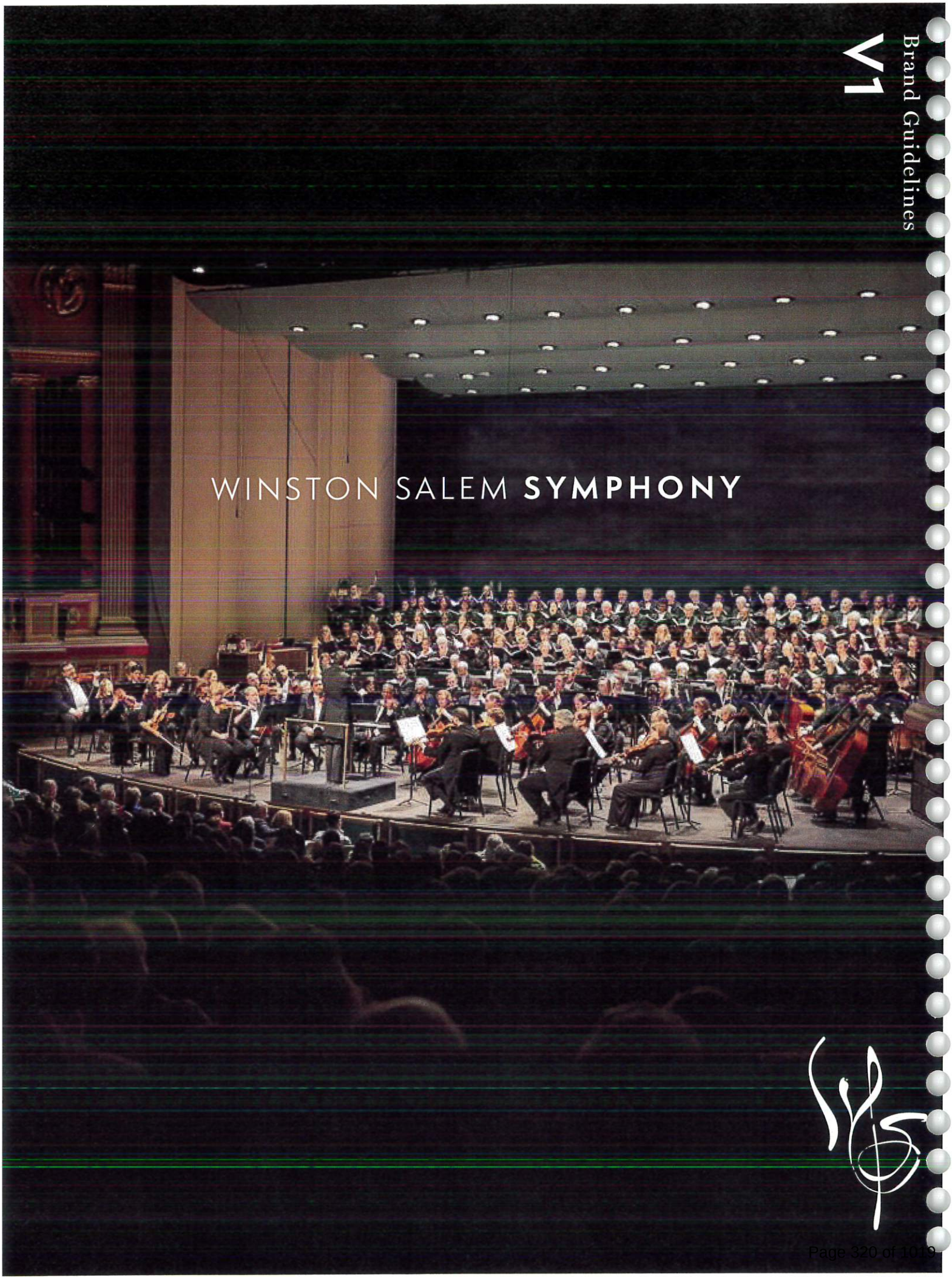
Vehicle Wrap

Business Cards



Mic Flag

Tote Bag


Brand Guidelines
V1
WINSTON SALEM SYMPHONY

HISTORY

Established in 1946 originally as a civic orchestra on the campus of Salem College, the Winston-Salem Symphony incorporated in 1952 and hired its first full-time conductor in 1955. Four permanent music directors have led the WSS since its inception: Maestro James Lerch (1946-1949), Maestro John Luele (1952-1978), Maestro Peter Perret (1979-2004) and Maestro Robert Moody (2005-2018).

Over the years the WSS has offered a wide range of repertoires including classical orchestral and choral concert music; opera, oratorio, and ballet; and popular music. Education and community engagement performances have represented another core component of the Symphony's offerings, along with partnerships with other area arts, educational, and social services organizations.

ABOUT

The Winston-Salem Symphony Association, Inc. (the "Symphony") is one of oldest and most respected professional arts organizations in North Carolina's Piedmont Triad. Started in 1946 on the campus of Salem College as a Civic Orchestra, the Symphony incorporated as a non-profit North Carolina corporation in 1952 and hired its first full-time conductor in 1955.

During the past 70 years, we have grown into a nationally recognized regional orchestra employing 75 professional musicians on a per service basis. Currently, the full orchestra performs 35-40 concerts per year. The Symphony also boasts a 120-voice volunteer Chorus and an inspiring music education program including in-school ensemble programs, young people's concerts, an Academy for young students, and a Youth Orchestras program consisting of three youth orchestras. Education programs produce over 28,000 student encounters annually.

The Symphony is governed by a volunteer Board of Directors comprised of 40 elected and 6 ex-officio Directors. The administrative team is currently led by Merritt Vale, who has served as President and CEO for 19 years. several advisory councils and an engaged volunteer corps provide additional support to the organization.

In comparison to other professional orchestras across the country, the Winston-Salem Symphony is in a solid position. The orchestra is recognized as an artistic leader in the region and is lauded for its high quality performances. We enjoy a loyal patron base, but also continue to expand our audiences and increase ticket sales.

VISION

The vision of the Symphony
is to touch everyone with music.

MISSION

We strongly believe in the value and power of music to inspire community, build connections and serve as a catalyst for the growth and development of people in many ways. To that end, while our primary focus is musical performance, just as important is our desire to provide diverse educational experiences for children and adults that build and support the appreciation of music with all generations. Of course, we value fiscal integrity as well, so we strive to create a balance between our passion for reaching everyone n an innovative and thoughtful way and our stewardship of resources. Therefore:

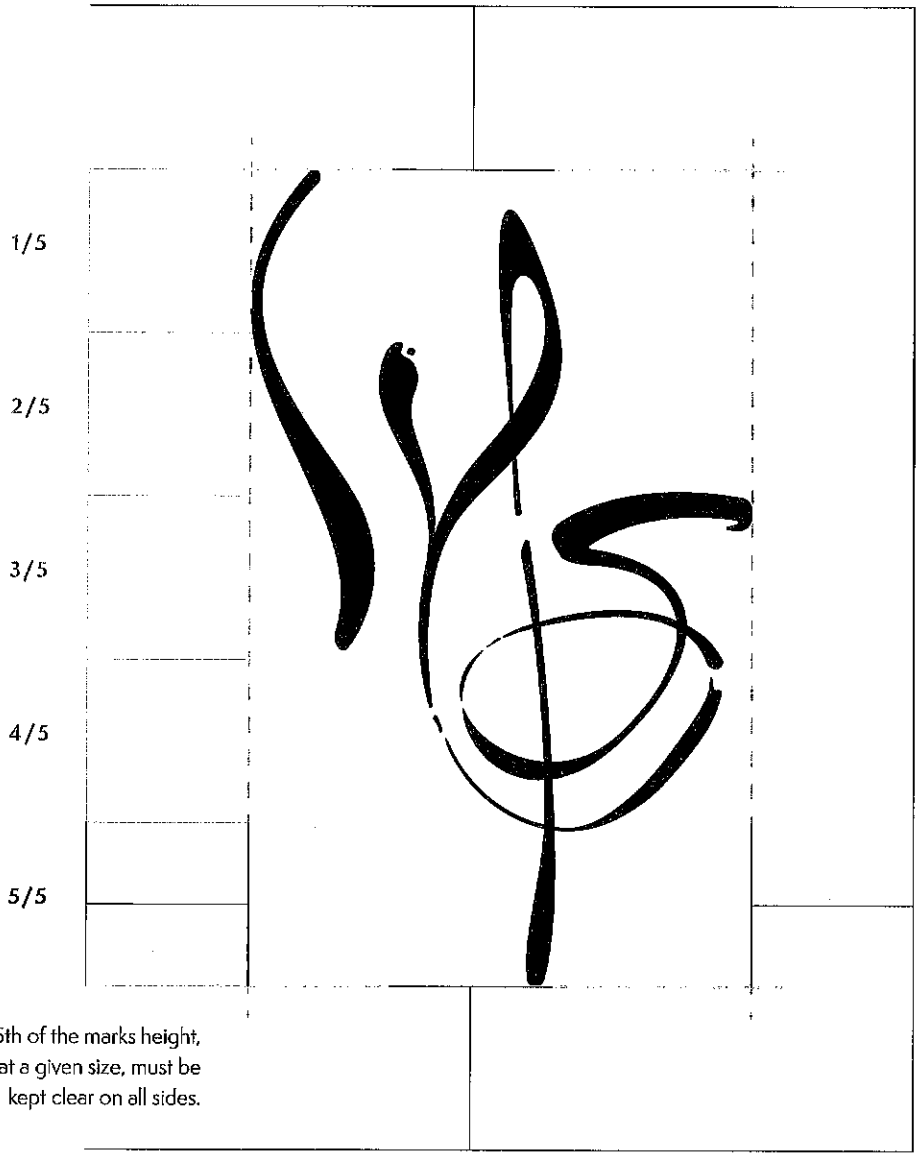
Our mission is to be a catalyst
for an inspired community through
live and innovative musical performances
of the highest quality.

LOGO

This is the Winston Salem Symphony's brand mark. It exist as a stylized representation of the brand expressed in motion and fluidity.

It may be used alone or in combination with the brand word-marks.

When present, the mark must be used in its entirety. Its individual pieces may not be used independently of one another.



1/5th of the marks height, at a given size, must be kept clear on all sides.

CLEAR SPACE

Care must be teken to ensure adequate space is clear around the mark. The above diagram explains the minimum clear-space allowance and how to measure it.

WINSTON SALEM **SYMPHONY**

HORIZONTAL

WINSTON SALEM
SYMPHONY

CENTERED

WINSTON
SALEM
SYMPHONY

STACKED

WORD-MARK

The above are the approved appearances for the Winston Salem Symphony's word-mark.

CENTERED

HORIZONTAL

LOCK-UPS

The above are the approved lock-ups for using the work mark combined with the logo-mark.

More lock-ups may be developed/approved in the future as needs are further assessed.

Semplicita Pro Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

123
456
789
0

Semplicita Pro Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

123
456
789
0

Milelr Display Roman

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

123
456
789
0

Miller Display Italic

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

123
456
789
0

The above are the only approved typefaces for use within the brand.

Gershwin Reimagined

23 November

The 67th Season

2019 —— 20

E. Merritt

Vale

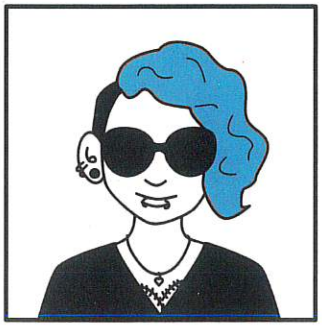
President &
Chief Executive Officer

The above are examples of how to use the approved brand typefaces to compliment one another.

Branding Services

City of Neosho, Missouri

250128 - proposal shall be binding for one hundred twenty (120) calendar days following the opening



Proposal Prepared By Gravity Switch

Authorized Representative & Primary Contact

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Scope of Services

In order to align all forms of communication and strengthen the City of Neosho, Missouri's identity across all public-facing and internal materials, you're seeking an experienced branding services partner to create a unified logo, official seal, and set of easy-to-understand use guidelines.

Our approach is simple–we continuously ask questions and **REALLY listen** to the answers. We've honed our process to specifically address the top reasons why projects fail: lack of executive support, lack of user involvement, poor project management, unclear business objectives, and/or an overly broad scope.

We bring teams together by making everyone feel heard—and respected. Stakeholders are never "protected," "coddled," or "shielded" from the hard questions and the difficult discussions, because we need their understanding and buy-in at each stage of the project. Our policy of honesty, directness, and complete refusal to mince words allows us to address elephants in rooms, point out when we're getting off track, and say so when something *isn't in your best interest*. This clear, open, collaborative communication ensures alignment between our teams and ensures we truly understand your needs.

Research & Discovery

Workshops

Workshop: Project Orientation & Kickoff. We'll start with our Project Orientation & Kickoff Workshop which includes a brief orientation to the project overall, covering expectations for both of our teams, the project roadmap (highlighting key deliverables and dates), and what stakeholders can expect from each project phase.

Workshop: GAPS. We'll follow up our **Project Orientation & Kickoff** session with a **GAPS Assessment Activity** with your core branding team; this is the intensive session where we work with your internal stakeholders to set **true north** for the project by establishing the **Goals, Audiences, Problems, and Solutions** we'll reference through the project. We'll also conduct mini-GAPS sessions with city departments and offices.

Workshop: Design Inspiration. Then we'll move to our **Design Inspiration Session** where we meet with your **core branding team** (having too many people in the room **at this stage** will actually generate a muddled idea of who and what is important.) to discuss and review: designs or *vibes* you love, the existing City Farmington Hills branding (if you've got some), and explore your key brand emotions. Together, we'll also examine the websites, social media, and (available) materials of other cities), highlighting what you **do** and **don't** feel like works best about them, in order to help identify the visual methods *you feel work best* to communicate your brand emotions. Anything that *speaks to you* is valid. **Inspiration** should never be *limited*–it's our job to synthesize everything and turn what we hear into *actionable tactics*.

Stakeholder Surveys or Interviews. We'll also conduct some stakeholder surveys or interviews. Together we'll decide **who we're reaching out to**, **how**, and **what questions we're asking**. One point in favor of surveys (instead of interviews) is that we tend to find web-based surveys allow people the **perceived anonymity necessary** for them to be **genuinely open and honest**. Once all sessions and surveys are completed, we'll provide a detailed report of what we heard, which pieces we should focus on, and recommendations for building that feedback into the brand theme.

Due Diligence

We believe in doing our research. Our collaborative, intensive, hands-on approach means that we leave no stone unturned in our discovery process, positioning us to develop a meaningful and authentic visual identity for the City of Neosho. You need a partner who knows *more than what they can read in a headline* about your city.

One benefit to bringing in an experienced partner from *outside your city* is that you're bringing *fresh perspective* to the table–and a team like that (a team like *our's*) can learn everything they need through interviews and through meticulous online research.

Brand Assessment. Any audit/assessment/review begins by assembling the items to be reviewed. In the context of a brand review, it's important not only to gather *physical elements* (like samples of business cards or printed brochures) but also digital elements **and** to review the feelings (in your messaging) and the impressions (in your images, colors, etc.) your audiences get from them.

User Personas & Journeys. We'll create these personas by building off of what we learn in our discovery sessions, creating characters and stories which form the foundation of all our brand development work. Our audience segmentation starts with the largest umbrella (e.g. Residents) and then tapers down into specifics which allows us to really reach for the stars while still keeping ourselves in check and grounded in reality.

Community Research. We'll conduct some baseline research using online surveys and/or focus groups to capture and understand resident, business owner, etc. perception of the BID's brand (services, uniqueness, values, etc.). Once all feedback is collected, we'll provide a detailed report of what we heard, which pieces we should focus on, and recommendations for building that feedback into the logo.

Visual Identity Work

Our award-winning design philosophy is *simple*: great design is **design with intent.** You must know *why* each design element exists, *how* it impacts your audiences' experience, and most importantly, understand how it helps them meet their goals in their interactions with you.

We are deeply dedicated to an inclusive design approach (https://inclusive.microsoft.design), driven by our genuine commitment to crafting products and experiences that authentically resonate with individuals from all walks of life, backgrounds, and abilities, and that aligns with our CSR and DEI strategic goals. By embracing inclusive design, we are ensuring that our digital products serve the needs of all individuals with earnestness and sincerity. Our commitment to inclusive design goes beyond compliance, driving us to create user-first experiences that leave no one behind.

Inclusive design encompasses a mindset that challenges preconceived notions of "typical" users. It encourages our designers to step away from assumptions and biases and embrace a comprehensive perspective that considers the needs, experiences, and abilities of all individuals. By actively involving people from diverse backgrounds in the design process, we ensure that our solutions are genuinely inclusive and cater to a wide range of users.

Over the past year, Andrew (our lead designer) has been working with a team of designers from around the world to create realistic, intuitive *inclusive design* standards that can be rolled out to the web design industry establishing a baseline metric to achieve inclusivity in a way that also facilitates mass-adoption–much the same way we rely on w3c (https://www.w3.org/)for ADA compliance standards.

Colors. The pen is mightier than the sword and images, we know, are worth 1000 or so words–but what importance does color play? One of the most powerful (yet subtle) ways to invoke emotion is through color. Each color has the power to strike a cord on its own. Our brand color palette brings a collection of colors together in order to reinforce our brand story.

How many colors do I need? There's nothing in this world stopping you from having a color palette with 100 colors in it–*except for practicality*. A color palette that **is too large** tells **no clear brand story** and is fairly impossible to actually apply to anything. That said, if your palette **is too small** you won't have enough flexibility/options to meet all of your design needs. **We start with 5 colors:**

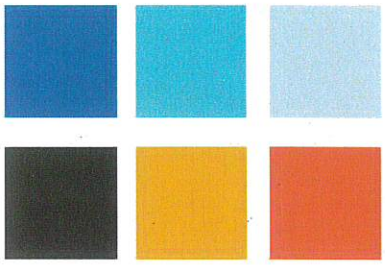
1. Dark neutral
2. Medium neutral
3. Light neutral
4. Main/Focus color
5. Accent color

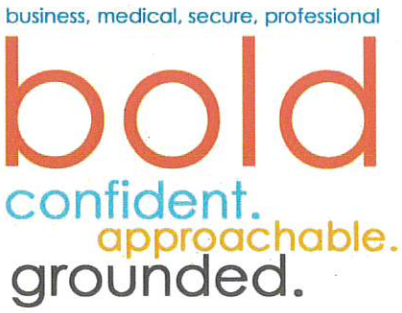
Above is an example we created for Fannie Mae (in partnership with another agency). You'll see that the palette is made up of 5 colors and you'll see how those colors are applied to various website elements.

How do you pick the colors? The simplest place to start is with some basic color psychology (e.g. Red represents/evokes excitement, strength, energy, love, urgency, etc.) and then we align those emotions with your brand emotions.

Then we incorporate the industry you're in and decide if your "brand personality" is the type that goes with what is expected for their industry (https://www.socialmediatoday.com/social-business/color-psychology-branding-industry-colors-explained-infographic) OR if they are more likely to "try and break the mold" and do something unexpected.

Below is an example of a color pallet (and logo) we created for a medical innovation center in Springfield MA. You'll see that the palette is made up of 6 colors and you'll see the brand emotions we captured with those colors.





Typography is the arranging of letters and text in ways that ensure the copy is legible, clear, and visually appealing to the reader. That process involves weaving together font style, appearance, and structure, in order to elicit certain emotions and convey specific messages. Typography is the art of bringing text to life.

What are the types of fonts and how do you know which to use?

- **Serif fonts.** These fonts are often considered traditional, professional, or classic.
  - Old-style serif fonts
  - Transitional serif fonts
  - Didone serif fonts

    - Slab serif fonts
- **Sans serif fonts.** These fonts are often considered modern, youthful, or fun.
    - Grotesque sans serif fonts
    - Neo-grotesque sans serif fonts
    - Geometric sans serif fonts
    - Humanist sans serif fonts
- **Script fonts.** These fonts are often considered classy, sophisticated, or special–but can be HARD to read so aren't great for anything except VERY special/specific instances.
- **Display fonts.** These fonts are often considered UNIQUE, bold, or non-traditional.

In making selections we look first at readability–this is **the most important factor**. Then we align our choices with your brand emotions. Typically we pick 2 fonts, 3 at the VERY most. This usually means:

- 1 for headings;
- 1 for body copy;
- and if you have a third it's for VERY SPECIAL/unique content like pull quotes.

If you're wondering what a GREAT font looks like, here's the deal: **Many things** can be good. **Fewer things** are very good. **Fewer still** are great. This (https://www.gt-super.com) is a great font.

Logo Concepts. Weaving together the insights gained from our research, insight from your team, and our unique creativity, we'll create logo concepts that are grounded in strengths of your current branding but also aspirational and representative of the vibrancy of your mission. This foundation will support the creation of future visual elements (e.g., marketing collateral, etc.).

We'll work in tight cycles of *review of concepts* & *rounds of revisions* with your team until the final design is approved. We'll also take time to user test the top/strongest directions to ensure that our teams aren't *missing something obvious* by being *too close to the project*.

Once you've approved the direction for the logo we'll provide color treatment options–and refine those based on your feedback. The number of color options aren't set in stone BUT typically you want *about 5 colors* to work with. There's nothing in this world stopping us from creating a color palette with 100 colors in it–except for *practicality*. A color palette that is **too large** tells no clear brand story and is fairly impossible to *actually apply to anything*. That said, if your palette is **too small** you won't have enough flexibility or options to meet all of your branding needs–particularly on the web.

Once the iconographic, typographic, and color elements are aligned and finalized, we'll create a simplified logo for use as the favicon, etc. as well as putting together our final deliverable which will include multiple electronic formats suitable for use across all media for marketing purposes including ads, posters, flyers, website, social media, and for municipal uses such as letterhead, business cards, uniforms, shirts, hats, vehicles, and signage.

Asset Development

Collateral & Documentation

Brand Style Guide. We approach style guide creation with the same tactics in mind as those of the overall project–be clear, be honest, be *intentional*, and **be flexible**. As you know, the number one best way to ensure team alignment is to *communicate with your team*. Having a style guide is the standard way to document organizational messaging and design decisions ensuring the entire team is on the same page as you continue to grow over time.

It's impossible for a style guide to cover EVERY situation so it's important for communicators to **not only** know *the answers* ("Our color is #code"), but also *the reason behind them* ("We've got a deep, rich history").

Our best advice is to have a set of brand guidelines—but keep it short and sweet. Focus it on the "why" over the "what." These guidelines are flexible. They have to be. How much has your organization changed in the past 10 years? And how much faster will it change in the next 10? Back in 1997, could your team have *usefully and accurately* outlined specific rules around how to communicate the college's brand on TikTok? **Probably not**.

Then understand that even smart, well-meaning people will make mistakes. Trust that everyone can work together to fix those mistakes and make your overall brand **stronger** because of it. We'll use data and facts to back all of our decisions, which makes it easier to get everyone onboard: this isn't about "feelings" or what people "like"—it's about **what works** to meet business goals. We'll be logical and firm (but flexible) while helping you define, document, and disseminate your policies, strategies, and methodologies.

Templates & Assets. Together we'll develop a list of items that need to be updated or replaced to reflect the new brand and then prioritize that list; we suggest starting from the biggest impact areas (like your website and your social platforms), the easiest areas (like email footers), **and then** start tackling the BIG TICKET items as you can afford to. To help your rollout be as smooth and well-received as possible, we'll put together a phased rollout approach Including general timelines and strategies for replacing legacy brand materials city-wide.

Our process for assets (like a wayfinding sign or your annual report) has a handful of steps - we start with ideas, we review and iterate, we test, we finalize:

1. Sketching/brainstorming where we *literally put pens and pencils to paper*;
2. Then we digitize the strongest concepts for our delivery to you. We **always** start with simple black and white, colors get added once the typographical, iconographic elements and overall layout are defined;
3. Add color (if applicable);
4. User testing (if applicable);
5. **Finalize** high resolution files to hand off to your team.

Cost Proposal

For every task, we research solutions, identify the team required to implement the changes, and estimate the time required to complete the work successfully. We align our estimates directly to your requests to ensure as much accuracy as possible.

The fees set forth in this quote are a good-faith estimate of the services needed to be performed based on the requirements outlined in your RFP. We reserve the right to inform you if an amendment to the actual services, deliverables, timelines, and related fees needs to occur, once the final scope of this project is defined.

Gravity Switch uses a blended hourly rate of **$150/hour** for all members of our team, regardless of role or seniority. Estimated Project Cost: **$112,295.** Total amount **not to exceed $113,000.**

We typically follow a monthly billing payment schedule for work like that in your RFP:

- Work to be billed monthly after services rendered, for actual amount of time used, rounded to the nearest 15m increment when applicable;
- Any requested changes to an invoice must be made **within 5 days of issuance**;
- Payment is **due net 30 days**. Invoices remaining unpaid *will make both parties sad* and may result in us refusing to complete or deliver future work for your team—and neither of our teams want that.;
- Payment method shall be your preference (mailed check, Bill.com, Stripe, ACH, etc.).

We ask that you agree to pay all of our **pre-approved** expenses in connection with this Engagement such as:

- Stock photography;
- Typefaces;
- Etc.

Included, but not itemized, in all our project SOWs are Project Management tasks such as:

- Overhead (required administrative work, contracts, logins, etc.);
- Weekly internal and client-facing meetings;
- Hours and budget reporting;
- Client communications via email, Zoom/virtual meetings, as needed.

Research & Discovery - $28,896.33

- Development of User Personas
- Engage with stakeholders, including city leadership, staff, residents, businesses, and community groups, for input.
    - Workshop: Project Kickoff
    - Workshops: GAPS Activity (one per department + core branding team)
    - Workshop: Design Inspiration
- Analyze the City's current brand identity
    - Review of relevant data and materials
    - Stakeholder Survey
    - Community Survey

Asset Development - $83,474.67

- Creation of all assets and visual identity elements outlined in your RFP:
    - Official City Seal design: **$9,960.62**
    - Branding Style Guide including: **$30,047.71**
        - Logo design
        - Color palette/fonts
        - Brand characteristics with proper spacing/sizing
        - Unacceptable uses
        - Use to complement the official Seal of the City
        - Department identifier
        - Board & commissions identifiers.
        - Use along with department brands (those with a marketing mission).
- Templates (presentations, letterhead, envelopes, etc.): **$8,426.24**
- Digital media uses/applications: **$5,305.62**
- Business cards: **$5,210.62**
- Ad specialty items (merch) - items TBD but could include: **$9,017.81**
    - Mugs or cups
    - Stickers or magnets
    - Tote or reusable shopping bags
    - Pens
- Email signature/correspondence: **$2,930.62**
- Vehicle decals: **$4,165.62**
- Apparel - items TBD but could include: **$9,017.81**
    - Hats
    - Tee shirts or tank tops
    - Sweatshirts or hoodies
- Final Files Made Available to the City of Neosho Team

Additional Asset & Collateral Development

Estimated costs for developing the following materials:

- Department and Volunteer Badges - **$8,850**
- Event Invitation - **$12,300**
- Folder & One Pager/Info Packet - **$12,300**
- Electronic Newsletter Template - **$14,250**
- News Release/MEMO/Flyer/ANY Single Page Piece of Content/Poster - **$3,450**
- Annual Report - **$25,500**
- Rack Card or Postcard - **$12,300**
- Custom Map (NOT interactive) - **$11, 250**
- Print Advertisements
    - ⅙ Page Ad 2.25"W x 4.75"H - **$1,250**
    - ⅓ Page Ad 2.25"W x 9.75"H - **$1,500**
    - ⅓ Square Ad 4.75"W x 4.75"H - **$1,500**
    - ½ Page Ad 7.24"W x 4.75"H - **$1,875**
    - Full Page Ad 8.25"WE x 10.75"H - **$2,500**
- Branding - **$49,200**
    - Mission & Vision
    - Brand Message
    - UVP (Unique Value Proposition)/USP (Unique Selling Proposition)
    - Tagline(s) and/or Slogan
    - Brand Pillars
    - Brand Promise
    - Tone & Voice
    - Message Maps
    - Brand Presentation & Brand Book

Experience and Qualifications

Founded by 4 friends fresh out of college **in 1996**, Gravity Switch is an **award-winning creative agency** with deep tech roots. We've been making marketing a more inclusive universe through the thoughtful application of design and technology for **nearly 30 years**.

We help our clients tell powerful stories and create meaningful digital experiences with branding, illustration, website design & development, UI/UX, print collateral, ADA compliance–and we even write the occasional radio ad. In the past, we've designed and programmed CD-ROMs, created iPhone apps, developed interactive toy prototypes, and we're even responsible for the first iPad "kiosk" on the market. We've managed AdWords campaigns, given advice on SEO best practices, and created trade show booths.

We are platform and system agnostic, data and detail obsessed big-picture thinkers who look at **outcomes** and then work backwards into the best solutions for each of our clients on each of their projects. Some people "think outside the box"–we've broken down the box and put it out with our recycling.

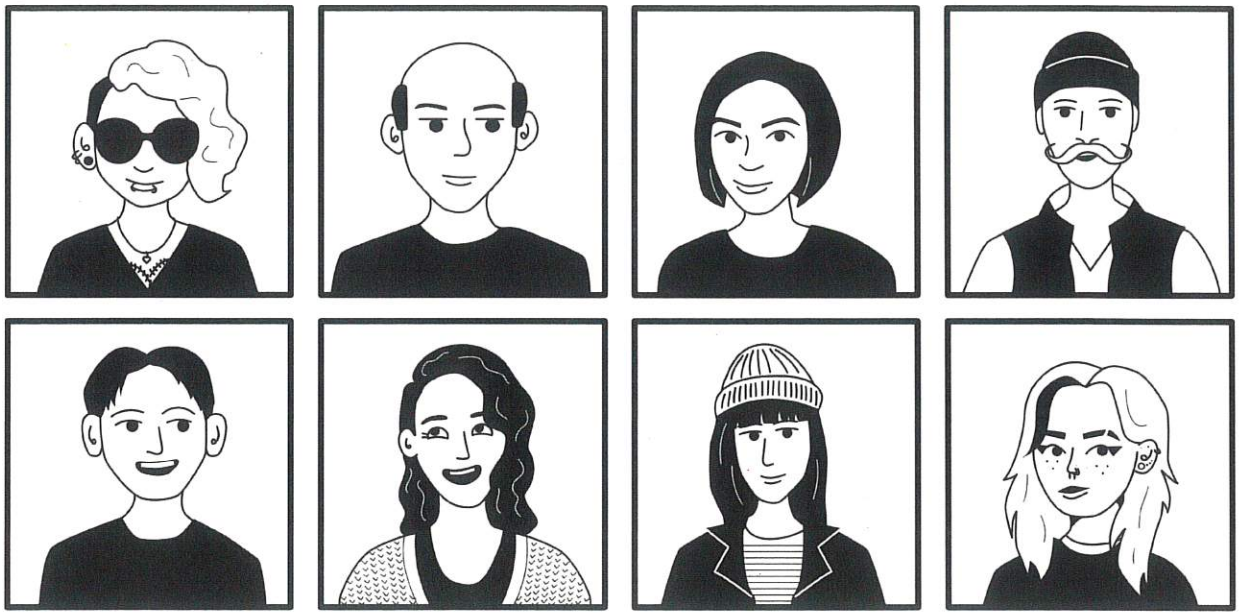
We have extensive experience working with non-profit organizations as well as working with some city/municipal clients; typically, about ⅓ of our clients are non-profits, ⅓ are in education (primarily higher education), and the remaining ⅓ are businesses of all shapes and sizes ranging from big names like Honda and Disney to local charter schools, municipal & town offices, restaurants, craftspeople, artists, and authors.

Our past municipal/city clients have included: The City of Northampton, Franklin County Deeds Registry, Western Mass EDC, West Mass, ISO New England, FutureWorks/MassHire, Franklin Hampshire Employment & Training Consortium.

Team Overview

We're a small by design company with a current complement of 7 exceptional humans. Our team is built on a flat structure **where everyone on our team** is empowered to make improvements to processes, is cross-trained to jump into projects and tasks (as needed) to balance workloads or meet deadlines, and has access to all project documentation, communications, and decisions.

We're a tight knit group whose core values are centered around hard work, clear communication, absolute honesty, and genuine respect. Our commitment to diversity, equity, and inclusion (DEI) is deeply ingrained in our organizational DNA. We embrace a Values/Principles Model (VPM) that serves as our roadmap towards fostering an inclusive and equitable environment. This model revolves around four core values—representation, participation, application, and appreciation—which collectively define our destination on this transformative journey.



Steve Renner: Project Manager/*Primary* Point of Contact & Creative Lead

After having been on our radar for a handful of years, Steve finally agreed to officially join our team in the Fall of 2023. Steve will act as your primary contact for the duration of this project.

With a background in technical theater production and a deep love for all things Lego, Steve's creative eye is backed by a keen understanding of how humans interact with their world. Starting each new project and task by asking: "Why? What problem are we solving?" allows Steve to guide teams in making informed, actionable decisions. His deeply empathetic nature and laser focus allow him to easily spot *the unspoken* and help bring it to the surface, ensuring all questions and concerns are always addressed and resolved, making teams feel heard and respected.

In addition to that, Steve brings to the table a unique troubleshooting insight forged from a previous career in aviation safety testing. Couple that with his keen ability to set clear expectations and you can feel confident he'll thoroughly support your project from start to finish.

Steve studied at Fresno City College, has previously been certified as an EMT, taught bartending, and is the only member of the Gravity Switch team to have held military clearance.

Rachael Frank: CSO & Creative Director

Rachael, who has been at the helm of all our projects for the past 21 years, is responsible for running Gravity Switch. Her unwavering honesty sets the tone for all our client relationships creating a safe and open environment for genuine collaboration.

Rachael's creative vision is fueled by her deep love of asking questions, a seemingly encyclopedic knowledge of pop culture, and a fearlessness in combining things no one else thought could work together. She'll encourage your team to take risks and step outside your comfort zones, making sure that no one compromises on "good enough" when "great" is within our reach.

She'll also ensure that all our creative output aligns with clear business goals in a sustainably manageable way so that once the project completes, you're left with something your team understands, embraces, and feels empowered to apply and evolve on your own, as needed.

Outside the office, Rachael occasionally flips houses, frequently cooks foods, regularly rescues stray neighborhood animals, and still finds time to read and write about movies.

She graduated with honors from Marlboro College with a BA in Film Theory & Criticism—her focus on genre theory means she *understands how people understand things*.

Andrew Sabourin: Graphic Designer, Illustrator, & ADA Compliance Officer

Andrew has been instrumental in creating brands, websites, ads, and print collateral for our clients over the past 10 years. Genuine and thoughtful, Andrew's creativity is matched only by his kindness. With a perpetual smile and cheerful attitude, Andrew makes his primary role seem simple by *just* turning scribbly wireframes and a jumble of words into award winning designs and digital experiences.

But don't let his talent fool you, his work is anything but simple; all great designers must strike a pitch-perfect balance between innovative and expected, between unique and usable, between on-brand and never-been-seen-before. And he does it. **Every. Time.**

And he'll continue to do it because he is exceptionally well-versed in usability best practices and meticulous by nature. Much like Rachael, he **refuses to settle for anything but the best.** Andrew's obsession with creating gorgeous digital interactions is supported by his humble nature. His ego-less creativity makes him an ideal partner for transforming business needs into delightful works of art that guide and support users in their journeys.

He's also a very good website programmer, which allows him to make deeply informed choices about the implementation of his designs and keeps all our web projects 100% ADA compliant AND inclusive—without sacrificing on design.

When not working in the web world, Andrew is a children's book illustrator and classic rock aficionado which basically makes him a super amazing, completely wholesome unicorn that **everyone loves working with.** Really. We frequently have partner organizations ask to bring him onto their projects.

He earned an associate's degree in Visual Art from Holyoke Community College and a BFA in Illustration from the University of Hartford.

Portfolio

A PDF version of some design and illustration work we've done over the years is available for download from our Google Drive account. (https://drive.google.com/file/d/1MgIYDqwxSIhp_XPU9QCfNMr-3qjWo0kA/view?usp=share_link) These examples **also** include content we've created for our clients.

Gravity Switch Sales & Marketing Materials

Gravity Switch: Holiday Cards. With a bit of luck and some free time, we are able to design our own holiday cards–it doesn't always happen, but we're thrilled when it does.

Gravity Switch: Design Philosophy Merch. To accompany some of our thought-leadership pieces, we designed a series of tee shirts and stickers.

Hoop & Bee, Branding & On-going Creative Services

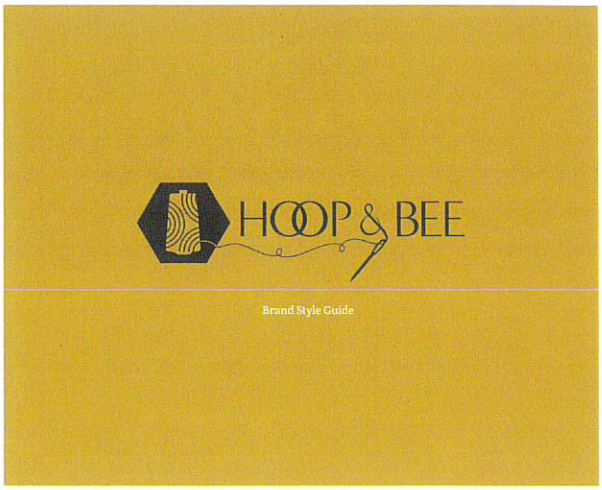
Officially founded in 2023, Hoop & Bee has been a dream of founder Jessa Tower for as long as she can remember. As a lifelong learner who has sewn and quilted for over 30 years, her vision for Hoop & Bee was to create a space where she could bring the beauty of quilting as an heirloom craft and form of artistic expression into the Western Mass community in an easy to learn way free of barriers to access. Working collaboratively in her beautiful Eastworks sewing studio, Hoop & Bee strives to create a welcoming and inclusive environment for all members of (or newcomers to) the quilting and fiber arts community.

Our work together began with branding work focusing on creating a visual identity that embraced and articulated Hoop & Bee's passion and skill. We've continued working together on various marketing projects, graphic design tasks, and even dropping by the studio to help with interior design aspects.

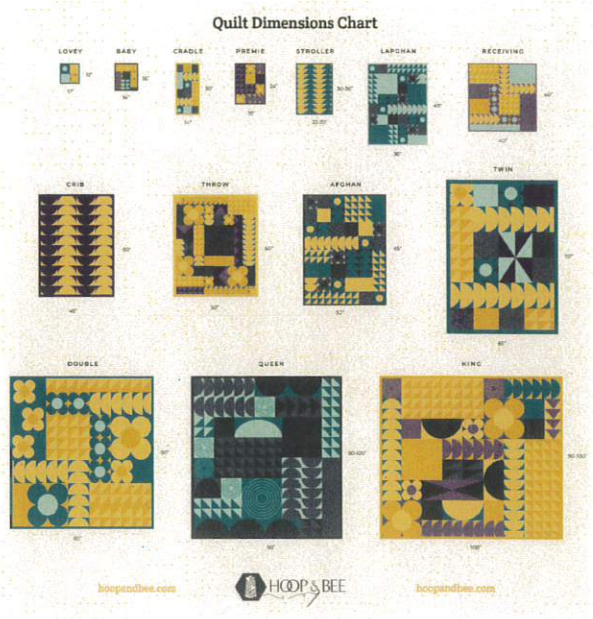
Branding: Logo

Logo Guidelines

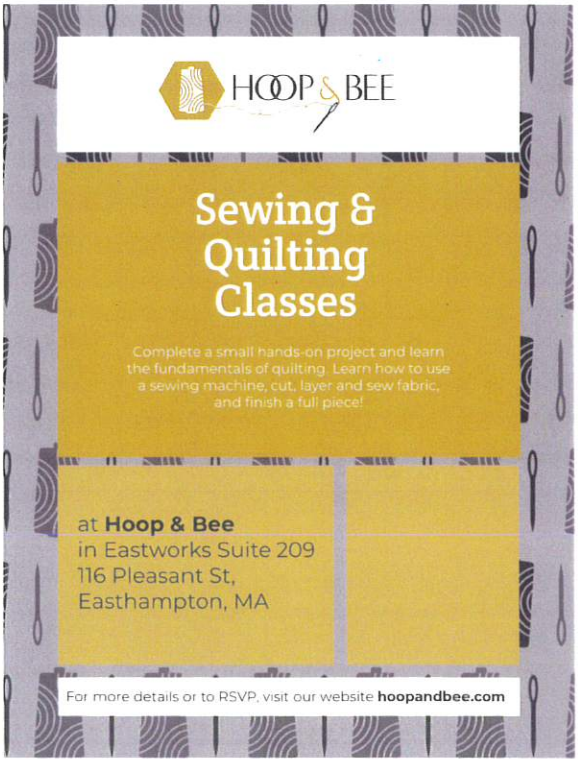
Hoop & Bee: Logo Guide.



Hoop & Bee: Quilt Dimensions. As you can imagine, a question you hear a lot in a custom quilting studio is: “what are the dimensions of a bed-size quilt?”



Hoop & Bee: Printable Signs - These are PDF versions of Adobe Illustrator files we created and provided to the client so that they could easily make quick/simple signs on their own without having to seek our help.



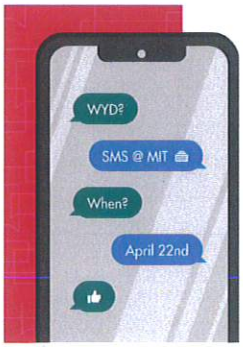
MIT IDE Marketing & Branding Support

Our frequent clients and collaborators at MIT's IDE (Initiative on the Digital Economy) is a team of visionary, internationally recognized thought leaders and researchers examining how people and businesses work, interact, and will ultimately prosper in a time of rapid digital transformation.

Having worked together on a variety of marketing projects including: creating multiple special reports, templating for their PPT presentations and their digital newsletters, producing some podcast art, and creative leadership during their website redesign project; they also occasionally tapped us to create logos for their annual conferences & events.

Pictured below: Front cover and final page of the IDE informational brochure we designed.

In 2021, we created a logo for the SMS (Social Media Summit) and accompanying graphics for multiple platforms (including the website, social media accounts, and email communications.) **Here are a few of them:**



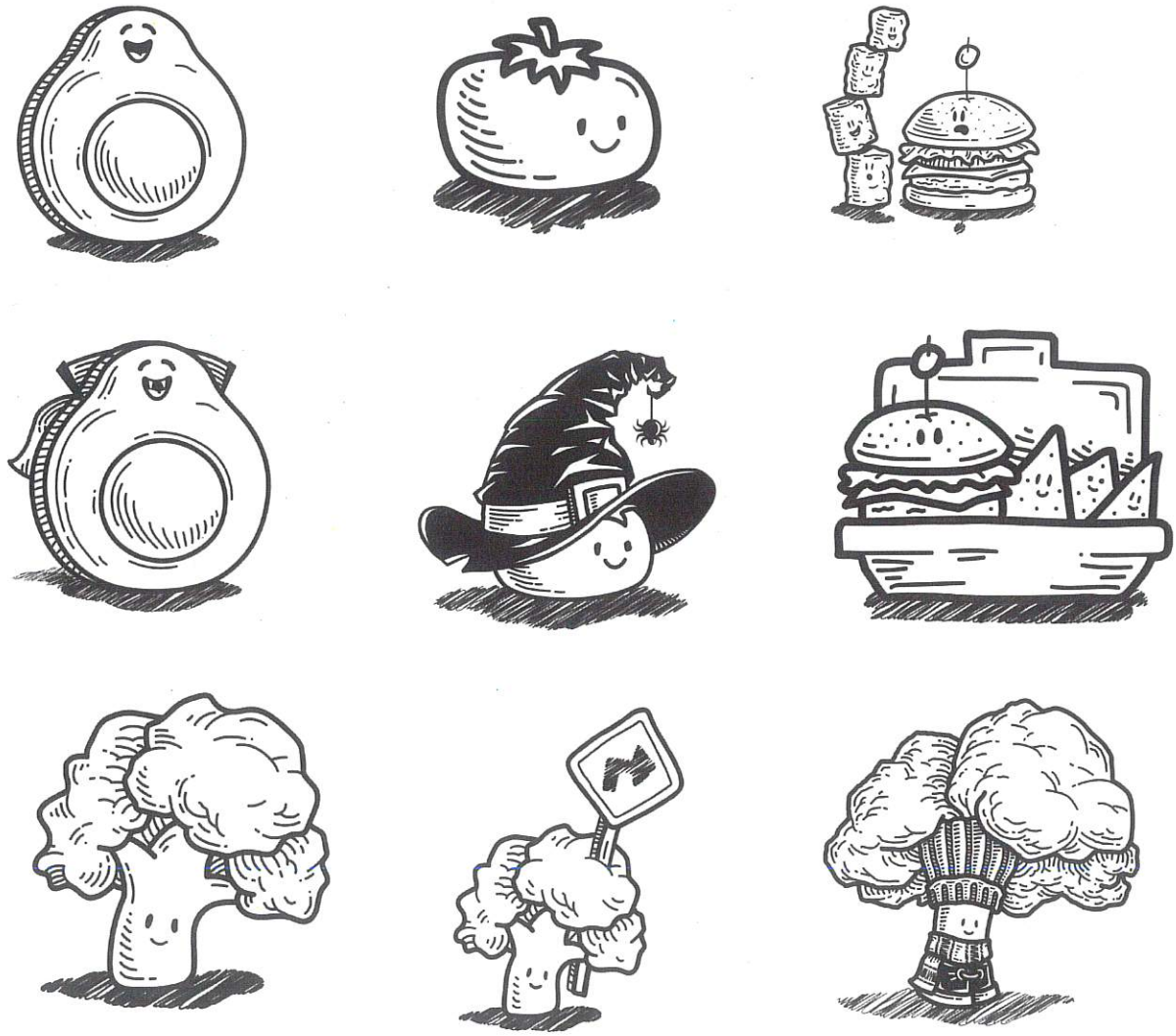
In 2022, the CMO Summit logo came together over the course of a few days! And was later fleshed out to guide the visual tone of the award-winning conference report (https://www.yumpu.com/en/document/read/67038911/the-2022-mit-cmo-summit-report) we produced for them.

At the end of 2022/beginning of 2023 we put together an award-winning 2022 annual report (https://www.yumpu.com/en/document/read/67549920/2022-mit-ide-annual-report).

Leo's Table, Branding, Physical Space Design, On-going Marketing

After years of working in other kitchens and a stint as a personal chef, Jen found herself ready to fulfill her childhood dream of owning her own small cafe. Both the physical space and the brand had to feel cozy, local, and like the family operation that it is.

After creating a logo concept and color pallet that leveraged the warmth of earth tones to imbue their materials with a vintage, farm table feeling, we illustrated a number of "food friends" that can be used on signage, cups & glasses, table numbers, t-shirts, an award-winning menu and anything else that needs a little extra character. We also created a number of mailers and coupons. In 2022 our characters and printed materials **won 8 awards**.

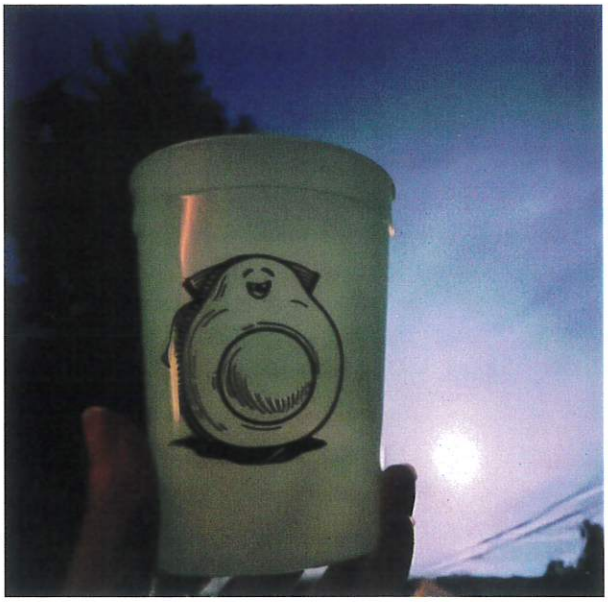


Pictured below: some applications of the Leo's Table logo and food characters.

Leo's
English Muffins
Leo's
TABLE

SHORT SLEEVE -$18
LONG SLEEVE -$20
Iced Is Nice
Make a Toast

Leo's



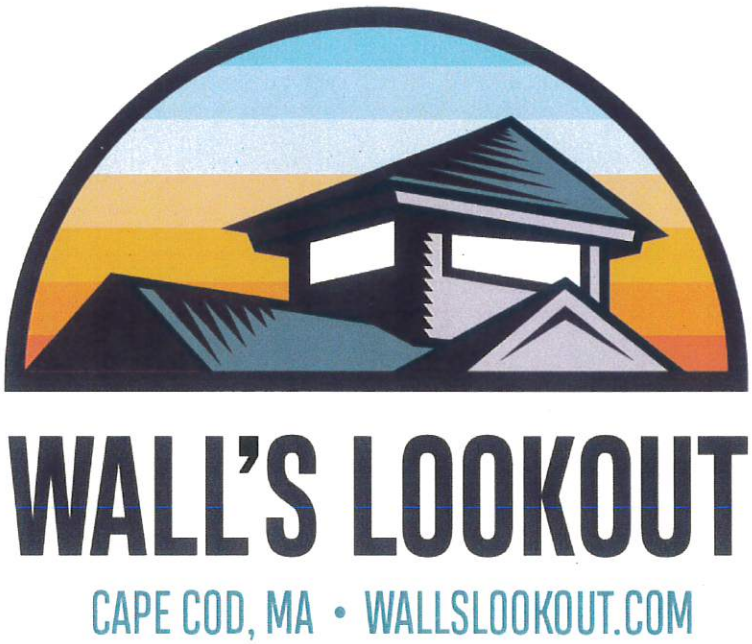
Wall's Lookout, Branding & Logo Development

George and Mark purchased and renovated a historic property in Provincetown that they wanted to offer up as a vacation rental. In addition to boasting a stunning ocean view, the property also claims a fascinating history as the previous residence of New England's only female pirate, Rachel Wall.

Their brand needed to embody the high-end sophistication of the home and the amenities it offers while also capturing the soothing joy and contentment of having a romantic, beach-side vacation. George told us: "Our vision is *'come to paradise and find your treasures in the dunes.'*"

We explored a number of different concepts that pulled inspiration from a variety of areas like 70's travel Americana, traditional New England coastal style, Victorian woodblock prints, and explored ways to communicate their deep connection with the area's queer community *without just making the logo rainbow-colored*. At the end of the day, George and Mark decided that they would tell their personal story (about how they met, working on the space, etc.) on their website to position themselves and their rental as LGBTQIA+ friendly, keeping the logo as visually simple as possible.

When it came time to pick the final color options for the logo George very kindly told us: "*...you guys hit it out of the park. We loved all of them.*" The final logo won a **NYX Marcom, gold level award in 2022.**



Greenfield Savings Bank, Branding, Marketing, and Website Design

Picture yourself as a small, local bank. There are at least a dozen other local banks in your area, in addition to the big name players (like Bank of America).

If you're being honest, your services **are not the primary thing you want to compete on**; all banks offer what most customers see as "the same" services. That means in order to stand out from your competitors you must do something truly different:

- Solve a real problem your customers have (e.g., offer extended weeknight hours or make tedious processes seamless)
- Support your community (e.g., make local charitable donations, host activities)
- Create and embody a bold, unique personality (like Progressive Insurance or Coca-Cola)

When Greenfield Savings Bank approached us, they were already working with a well-known branding agency in the area. Up until that point the GSB marketing team felt this agency had done an *okay job* representing them and didn't have any *complaints about the work*... but they were looking for someone to do an **INCREDIBLE** job that they were proud of and felt could "take them to the next level." **So we did**.

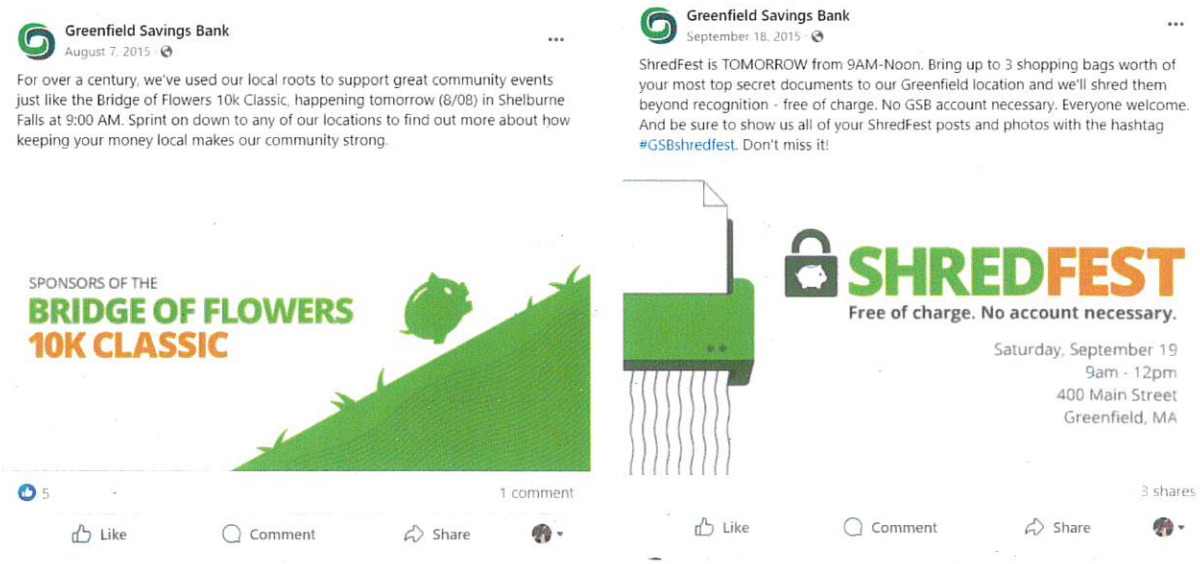
To help GSB meet their business goals of becoming an even greater supporter of the community (from supporting the arts to growing small businesses to charitable activities), attracting a younger customer base, and bringing in additional money to the bank (which all banks **must do**), we collaborated with their core team of stakeholders to:

- Uncover the things that truly make GSB unique.
- Document the emotions that define their brand and used those to craft a brand story.
- Combine storytelling with "story showing," bringing a new color palette, fonts, custom iconography, professional photos of real bank staff, actual photos of local towns, and multi-pronged campaigns creating consistency & reinforcing brand image.
- Develop a training program and materials to help all bank employees know, embrace, and embody the GSB brand.
- Develop two distinct public faces for the bank: the staff and a cartoon mascot
- Redesign their website, creating fresh, concise content in a brand-appropriate voice.
- Launch multiple campaigns (through web, social media, direct mail, radio, and printed materials in bank branches).

Our Marketing Approach For Greenfield Savings Bank

For every outreach idea, we created multi-channel elements that helped reinforce whatever the specific message was (new product, new service, etc.) while also continuing to tell our core GSB brand story: local, community oriented, friendly, etc..

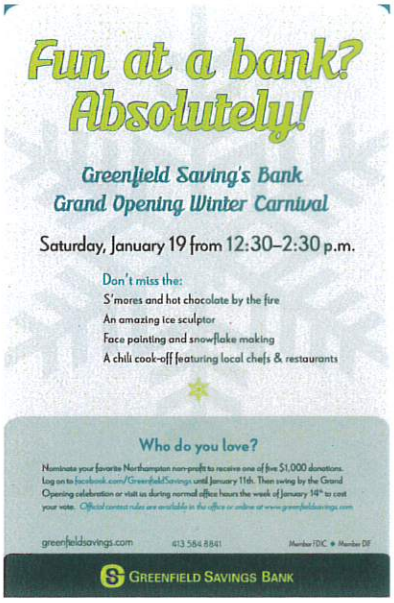
The typical package for each set included print (for local papers), in-branch signage, social media (primarily FB), website copy and/or a graphic, and a radio ad. Messaging for each was established and then adapted as makes sense for various platforms e.g. is the radio spot 30 second long? Is the print ad a ¼ page? A ½ page? etc. Below are a couple examples of Facebook posts:



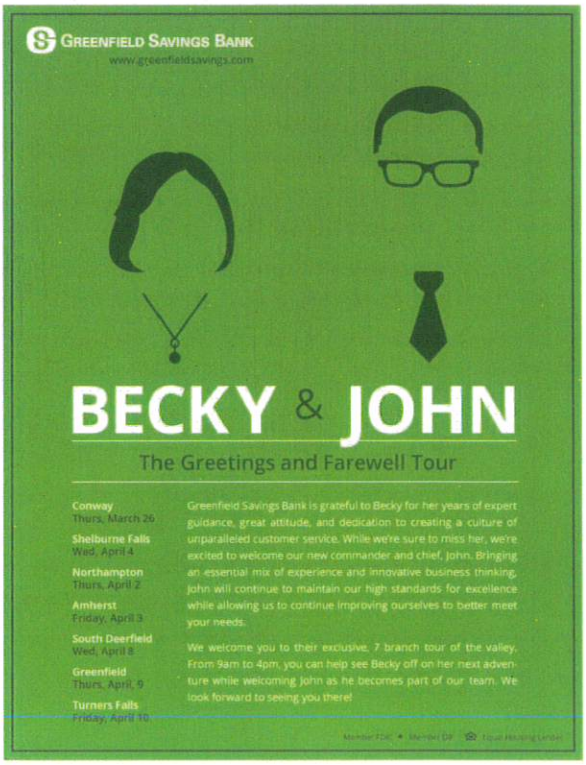
Greenfield Savings Bank "generic ads" - These are PDF versions of Adobe Illustrator files we created and provided to the client so that they could easily make quick/simple ads on their own without having to seek our help.

- With Mr. Pig (the mascot we created) in white
- All the other options

Greenfield Savings Bank: Winter Carnival - newspaper ad, online ad, & promotional poster



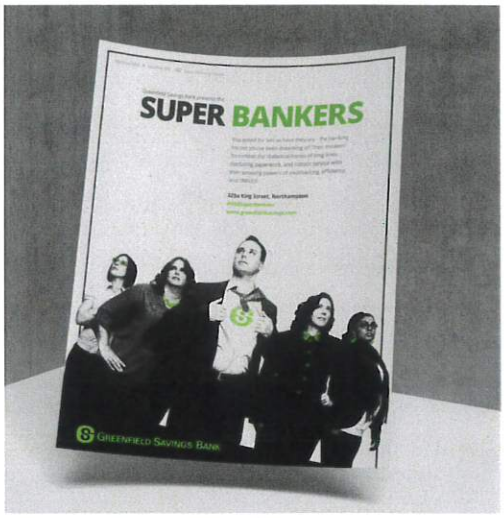
Greenfield Savings Bank: President Transition. With the old president leaving and a new one coming in, they decided to go on a whirl-wind meet & greet/see you later tour where together they met with employees and customers alike to discuss any concerns that the transition was creating.



Pictured on the following 2 pages: some printed implementations of the Super Bankers campaign and multi-channel usage of Mr Pig for various events and services.

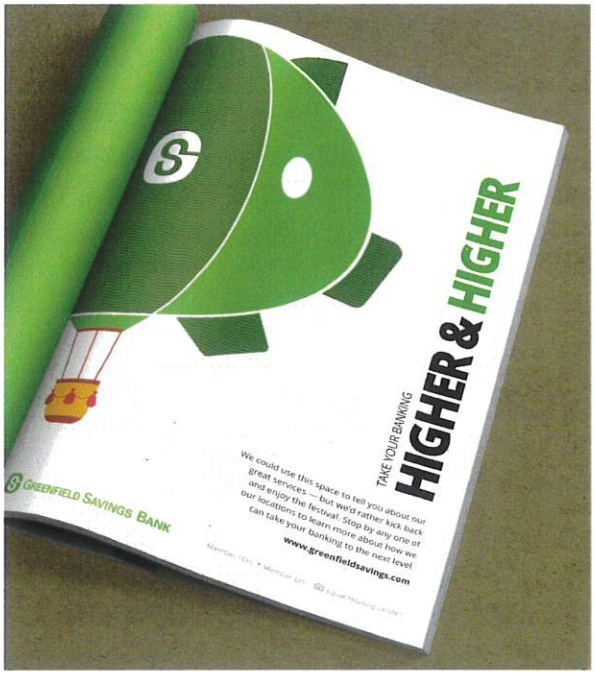
SUPER
BANKERS
GREENFIELD SAVINGS BANK
325a King Street, Northampton

Greenfield Savings Bank

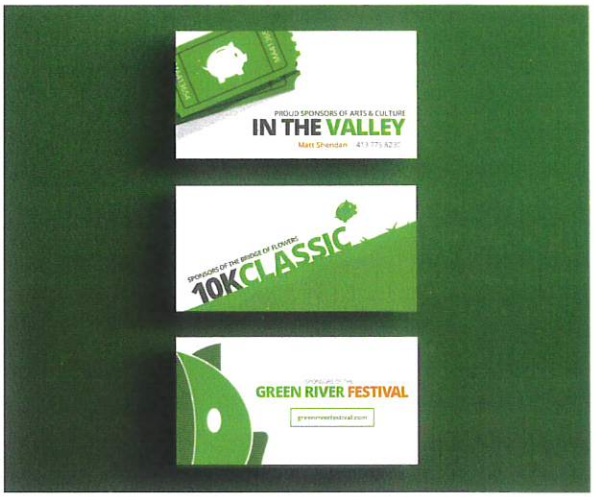

SUPER BANKERS
GREENFIELD SAVINGS BANK

SUPER
BANKERS
turns heads
behind 'they all look alike'
Defending her record as boss

SUPERBAN
325a King Street, Northampton


TAKE YOUR BANKING
HIGHER & HIGHER
GREENFIELD SAVINGS BANK
We could use this space to tell you about our great services — but we'd rather kick back and enjoy the festival. Stop by any one of our locations to learn more about how we can take your banking to the next level
www.greenfieldsavings.com

Would you like a reply to your feedback?
How would you like to be contacted?
GREENFIELD SAVINGS BANK


PROUD SPONSORS OF ARTS & CULTURE
IN THE VALLEY
SPONSORS OF THE BRIDGE OF FLOWERS
10KCLASSIC
GREEN RIVER FESTIVAL

YOUR GUIDE TO BANKING ON THE GO
ONLINE BANKING
MOBILE BANKING

DON'T DRESS LIKE A RENEGADE PIGGY BANK.
GREENFIELD SAVINGS BANK

YOUR PIGGY BANK. ON THE GO.
RUN HILLS
SECURITY
PLEASE DON'T WEAR
DO BRING

Oak Meadow, Rebrand & Website Design

Based in lovely, progressive Southern VT, Oak Meadow provides secular homeschooling curriculums primarily to homeschoolers, but also to traditional schools looking to offer a different type of learning opportunity for their enrolled students—at the same time, Oak Meadow also offers distance learning from their own school in Brattleboro.

With these multiple hats, the Oak Meadow team felt spread thin and was concerned that their brand lacked cohesion across channels. They were also struggling with an image and messaging problem: they are a completely unique organization with no direct competitors, yet weren't sure how to show or tell that story.

Although their initial ask was *just* for a new logo, we helped them see the value in more robust branding work up front, followed by a user-centric redesign of their website shortly thereafter.

As with all our projects, this work started with asking questions–to better understand Oak Meadow and to set the True North for our branding, we put their core team (of 8 stakeholders) through a 5 hour intensive working session where we clarified & prioritized their G.A.P.S:

- Goals of the organization
- Audiences we're targeting
- Problems we're facing
- Solutions & suggestions for improvement

We also explored their differentiators, their brand emotions, their mission, their values, their competitors, and any websites or brands that they love or were inspired by.

This process created the foundation on which we built our user personas (for user testing brand elements including logo concepts and taglines). It also informed our website designs making clear the pathways and journeys we needed to highlight and allowed us to develop a set of brand guidelines that Oak Meadow can refer back to as they work on future content development, marketing campaigns, and material for trade shows.

Meet Muriel

Muriel is 16 years old and attends her local highschool. She's above-average smart, but too shy to speak up (because she feels anxious in a classroom with lots of other students) so she loses "points for participation."

Honestly, she would rather plan and build a weasel sanctuary than JUST read about why weasels need saving (and then be tested on memorizing those reasons). Muriel is interested in "some other option" for finishing high school, she's just not sure ***what*** *that other option is yet.*

Muriel is a persona we developed for Oak Meadow. One of their target audiences is "High school students who want to take a different education path." Their qualities include:

- Self-directed

- Discerning
- Inquisitive
- Enrolled students who are high-performers in extra-curriculars & need flexibility in scheduling

Muriel (along with Sophia, Joy, and Paul) helped us “sanity check” our assumptions about high school students.

Our other persona types (RE: target audiences) included:

- Parents or guardians who want to homeschool
- Teachers who don't want to teach "within the system" anymore and want to be part of Oak Meadow
- Teachers who want to use Oak Meadow curriculum in their classrooms
- Parents who want to start a homeschool cooperative

But user personas alone obviously can’t answer all our questions: we also spoke with actual high school students, parents, and teachers who fit the user criteria to ensure our work truly resonated with the audience as intended.

Once we knew who we were speaking to, we dug into the really fun stuff: fonts and colors, taglines, and the logo.

Fonts and Colors and Feelings, Oh My!

There are (approximately) a billiondy fonts to choose from in this world–many can be good. Fewer are **very good**. Fewer still are **great**. A **great font**:

- Grabs and holds attention
- Is readable at (most) sizes
- Establishes information hierarchy
- Aids in creating visual harmony
- Creates and reinforces brand recognition

Oak Meadow was previously using Lato. Lato was conceived as a set of corporate fonts for a large client of its designer. His intent was to create something sleek, transparent, and elegant–which he did–but this wasn't **at all** the right font for Oak Meadow.

We chose a combination of two complimentary typefaces for the rebrand: **Alegreya Sans** & **Branding** because of their fun, playful characters.

Alegreya Sans is said to have a *dynamic rhythm* which helps propel the reader through content in a delightful way. Part of its visual and emotional appeal is the subtle hand-writing-esque shape of the lowercase glyphs that create this sense of reading a letter a friend mailed to you while away at summer camp.

Branding is said to be a *friendly, readable font* and is basically the typographical equivalent of a hug. The glyphs are round and soft like fluffy clouds or cuddly bunnies. You can almost imagine chomping down on one and having it taste like a pink, frosted cupcake. Branding has a way of *just making you smile when you see it*.

A very smart human once said: *color harmony is a dynamic equilibrium*. This is a fancy way of saying that human brains seek out and are soothed by *order* and that we *reject* that which we cannot make sense of. If you want your brand palette to **work**, it must:

- Be pleasing to the eye
- Engage the viewer
- Create an inner sense of order and balance in the visual experience
- Create visual interest
- Convey a sense of order

We also needed to make sure our colors struck the right *emotional* notes–fun, funky, joyful, "Earthy", helpful, approachable, etc..

While we initially explored a variety of different directions, we ultimately ended up going with a palette that was an *evolution* of the existing color palette, bringing strength and depth to the brand.

Tagline & Logo

The tagline and logo development happened in tandem on the Oak Meadow rebranding project. We did do a small bit of groundwork on the tagline first because we knew that ultimately we'd want to test the strongest tagline we came up with **in conjunction with the logo**.

Tagline

Like any creative writing exercise, developing a tagline starts with a stream-of-consciousness concept dump (into the mightiest of all tools, the spreadsheet) where everyone involved just writes down anything and everything that comes to mind–once it's all down on paper, then the list can be reviewed (and sorted) into different (actionable) categories.

In the case of Oak Meadow, our categories were:

- **To review** (meaning it wasn't awful but wasn't great and the group should discuss).
- **To test with users** (meaning it was *pretty darn solid* and we should see how it resonated with their target audiences).
- **Good concept** (meaning the *idea/subtext/feeling* was captured but the words weren't quite right and needed refinement before it could be tested or eliminated).
- **Rejected** (meaning it just didn't work and should be tossed out of the list).

Once we established our "to test with users" list, we ran a number of tests using the usertesting.com platform in conjunction with a survey on surveymonkey; the former allowed us a larger reach/larger pool of test subjects while the latter was sent to consenting Oak Meadow parents and other contacts who agreed to participate in our process.

As the "winners" floated to the top of each round of testing we were able to March Madness our way to the ultimate victor: *"Your Trusted Partner In Joyful Learning."*

Logo

A logo must immediately connect with the audience, silently furthering the brand story. It must also **be functional** and be flexible enough to appear in a variety of media, at many different sizes.

The existing Oak Meadow logo was uncomfortable to look at–with sharp, pointy edges it failed to embody the warmth and compassion of the organization. It also lacked the polish or fineness of a professional work, feeling instead *homegrown* or possibly even *created by a student*.

We knew that the Oak Meadow team didn't want to completely abandon the tree, instead they hoped we could reimagine the tree in a warmer, more inviting way that would help make people feel *warm and fuzzy* when they saw it.

With Andrew's background in children's book illustration, we knew this was the perfect gig for him.

There are 5 stages to our logo design process:

- Sketching & brainstorming (Andrew and I legitimately sketch by hand for this round.)
- Digitize the strong concepts we'll deliver to the client. (We ALWAYS start with simple black and white. Colors get added once the typographical and iconographic elements are defined.)
- Add color (if applicable)
- User testing (if applicable)
- FINAL high resolution files to hand off to the client.

The logo ended up going through multiple rounds of user testing–the first round helped us narrow down the direction for the tree icon, the second helped us align brand perception when we showed the icon + the organization name, and a third helped us decide if our tagline options **worked to tell the brand story** when combined with the logo.

Each test set up a scenario and then presented a series of images and a series of questions like:

You've got school-aged children. You aren't satisfied with the school options in your town so you've decided to homeschool. The following examples are logos for homeschool options that you are looking at.

Which logo(s) are for the school(s):

- With the best teachers?
- Are the oldest/have been around the longest?
- Offer accredited education?
- Are secular?
- Are religious?
- Have the best customer service?

- Will help your child get into college?
- Will help your child get a job?
- Are the most flexible?
- Are the most fun?
- Have the resources for parents?
- Are the most progressive?
- Are the most empowering?
- Are the most expensive?

All of this testing got us to a final product that was well loved by both the internal and external audiences alike.

Brand Rollout

During the Oak Meadow discovery process, we captured a list of "places/items we needed to update the branding" and places (or items) where they *would like to brand or apply the Oak Meadow brand in the future*.

Every client team works differently–but **the successful ones** all work from a defined, yet flexible, schedule that is well communicated to all stakeholders with a clear and available manager to voice concerns and clarify expectations with.

We suggest to everyone starting from the **biggest impact areas** (like your website), then the **easiest areas** (like email footers), and then start tackling the **BIG TICKET items** as you have the available resources (time and/or money). Some clients choose to do it all in one fell swoop–one of our long-time clients Vermont Technical College completed branding work and then immediately changed all campus signage, redesigned their website, reprinted all their brochures, etc.

In this particular instance, Oak Meadow's list was long and their funds did not match their needs–so we helped them prioritize the list, selecting some items that they felt were of the highest importance to start with, including:

- Their website (https://www.oakmeadow.com)
- Team member business cards
- Curriculum covers
- E-commerce site (separate platform from their website)
- FB Ads

The Website

Much of our discovery work that we would do for website redesign projects had already been done with the Oak Meadow team during our branding phase–we had talked about GAPS, we already selected our fonts and color palette, we knew the goals for the website and how that played into the bigger picture of Oak Meadow and their mission.

Building off what we already knew about Oak Meadow, we created the following goals for the website:

- Be navigable & user friendly
- Clean, streamlined information, thorough but succinct
- Visual appeal to all audiences — elementary, middle, high school, parents
- Push the success both inside AND outside of the classroom

To meet those goals we created a clear, simple menu layout for the primary navigation (including a mega menu) and paired that with jump offs for each of the key age groups that Oak Meadow provides curriculum for.

We then brought in large format photos of real Oak Meadow families, focusing our imagery on the students–as they each have a *completely unique experience* with their learning and their use of the Oak Meadow curriculum. We wanted to show that as Oak Meadow sees it, *no matter how YOU learn, you're learning the RIGHT WAY.*

The finished website is bold and striking and feels fully immersive–just like the Oak Meadow experience.

Client Testimonial

"Phenomenal! Absolutely fantastic. I have no idea how much we are paying Gravity Switch but they are worth every penny. This is amazing work, and I love all the explanations and descriptions in the style guide. Well done! I'm so excited to see this new style come to life."

References

Food For Strength & Leo's Table

- **Contact:** Jen Howard, Owner - Operator - jen@foodforstrength.biz
- **Address:** 11 Park Road Sunderland MA 01375
- **Project Dates:** 2017-present
- **Scope of Work:** branding, illustration, signage, menus, packaging, website support, ad creation, merchandise design, mural creation, and design of physical space.
- **Awards:**
    - **2022 WINNER** 4 Nyx Marcom Awards for illustration & print collateral
    - **2022 WINNER** 4 Davey Awards for art illustration, design & print collateral, corporate identity, and consumer: direct mail
- **Client Testimonial:** *"HOLY CRAP THIS THING IS FUCKING BEAUTIFUL! Seriously floored, why the hell have I been using that other thing for so long."*

Hoop & Bee

- **Contact:** Jessa Tower, Owner - jessa@hoopandbee.com
- **Address:** 116 Pleasant Street, Suite 209, Easthampton MA, 01027
- **Project Dates:** 2023-present
- **Scope of Work:** branding, illustration, signage, and design of physical space.
- **Client Testimonial:** *"After some poor experiences with previous designers that severely lowered my expectations, I found myself in a frustrating cycle of solo attempts at branding and web design that left me feeling stuck. Rachael and Jen rescued me from the pits of design despair and turned it into an exhilarating journey! Their intuitive ability to grasp my vision and translate it into real tangible assets was truly remarkable. With astonishing ease, they spun my ideas into digital gold, surpassing all my expectations. Gravity Switch didn't just turn the tide on my frustration; they transformed it into pure joy. Every interaction with them was a testament to their unwavering dedication to helping me meet my goals."*

MIT Initiative on the Digital Economy

- **Contact:** Devin Cook, Associate Director - devinc@mit.edu
- **Address:** PO Box 9169 Cambridge, MA 02139-9169
- **Project Dates:** 2020-2023
- **Scope of work:** conference logo and report creation, PPT template design, hubspot support & email templates, website redesign support, annual report creation, and podcast art.
- **Client Testimonial:** *"Amazing! Super fantastic amazing work!"*

Wall's Lookout

- **Contact:** George Waldmann, Owner - gwaldmpa@gmail.com
- **Address:** 968 Commercial St, Unit #3, Provincetown, MA 02657
- **Project Date:** 2021
- **Scope of Work**: Logo & Logo guidelines
- **Awards:**
    - **2022 WINNER** Nyx Marcom Award

BaytechIT

- **Contact:** Steve Shaw, Executive Vice President- sshaw@baytechIT.com
- **Address:** 4 Open Square Way, Suite 421 Holyoke, MA 01040
- **Project Dates:** 2018-2019
- **Scope of Work:** Logo & Logo guidelines

WALL'S LOOKOUT

CAPE COD, MA • WALLSLOOKOUT.COM

LOGO GUIDELINES

WALL'S LOOKOUT

PREPARED BY GRAVITY SWITCH

V1.0 | FEBRUARY 2021

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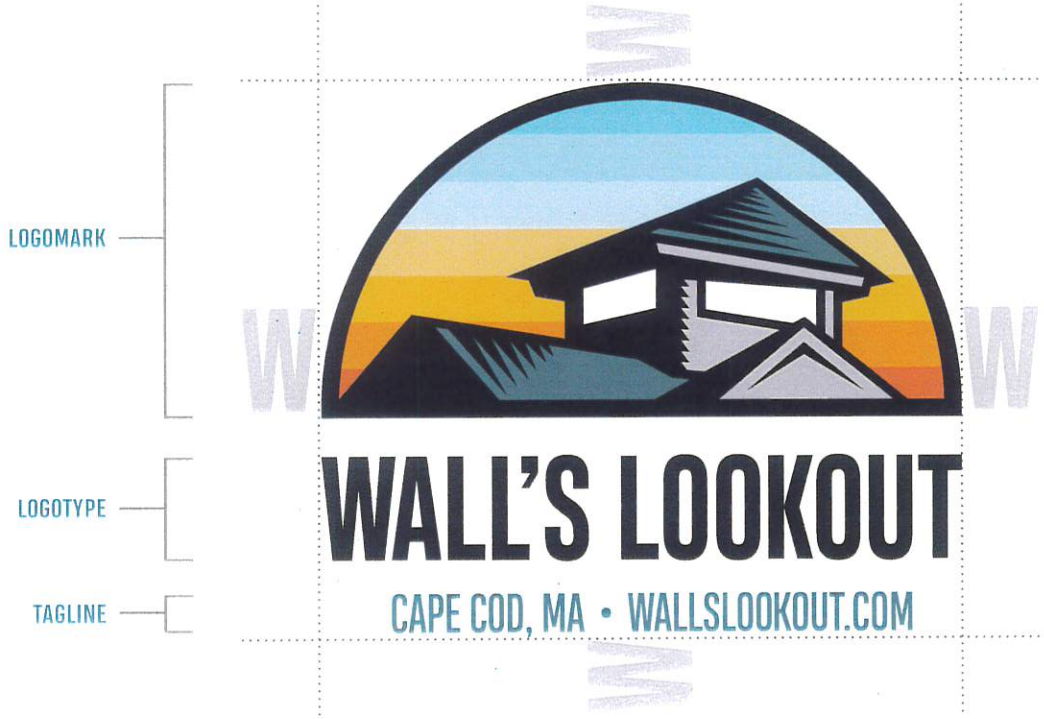
MEET THE LOGO

LOGO OVERVIEW

Our logo is composed of three parts: the logomark, the logotype, and the tagline. The logomark is a graphical, stylized representation of our rental property. It is paired with a modified version of the Heading Pro Compressed typeface for the logotype and tagline.

Please keep a minimum distance equal to the width of the letter "W" in the logotype from all elements.



LOGO COLORS

PRINT		WEB	
PMS	630	RGB	136/214/245
CMYK	42/0/1/0	HEX	#88D6F5
RGB	162/213/243		
HEX	#A2D5F3		

PRINT		WEB	
PMS	636	RGB	176/227/250
CMYK	42/0/1/0	HEX	#B0E3FA
RGB	191/226/249		
HEX	#BFE2F9		

PRINT		WEB	
PMS	290 (coated) 7457 (uncoated)	RGB	210/238/252
CMYK	42/0/1/0	HEX	#D2EEFC
RGB	217/237/251		
HEX	#D9EDFB		

PRINT		WEB	
PMS	7507 (coated) 1345 (uncoated)	RGB	254/210/150
CMYK	0/19/45/0	HEX	#FED296
RGB	162/213/243		
HEX	#F2D198		

PRINT		WEB	
PMS	1365 (coated) 141 (uncoated)	RGB	252/184/86
CMYK	0/31/76/0	HEX	#FCB856
RGB	235/183/93		
HEX	#EBB75D		

PRINT		WEB	
PMS	157 (coated) 143 (uncoated)	RGB	248/155/65
CMYK	0/46/84/0	HEX	#F89B41
RGB	226/154/73		
HEX	#E29A49		

PRINT		WEB	
PMS	7416 (coated) 7579 (uncoated)	RGB	244/120/85
CMYK	0/66/70/0	HEX	#F47855
RGB	217/119/87		
HEX	#D97757		

PRINT		WEB	
PMS	2695	RGB	51/32/63
CMYK	79/88/45/50	HEX	#33203F
RGB	50/37/64		
HEX	#322540		

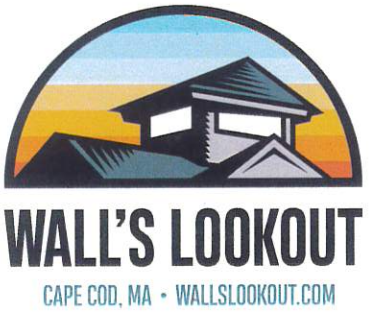
PRINT		WEB	
PMS	664	RGB	220/209/221
CMYK	12/16/5/0	HEX	#DCD1DD
RGB	216/208/220		
HEX	#D8D0DC		

PRINT		WEB	
PMS	5415 (coated) 7698 (uncoated)	RGB	101/133/155
CMYK	65/40/29/2	HEX	#65859B
RGB	111/132/153		
HEX	#6F8499		

LOGO LOCKUPS

STACKED LOCKUP

The stacked lockup should be the treatment of the logo that's used for all branded materials, including web and print.

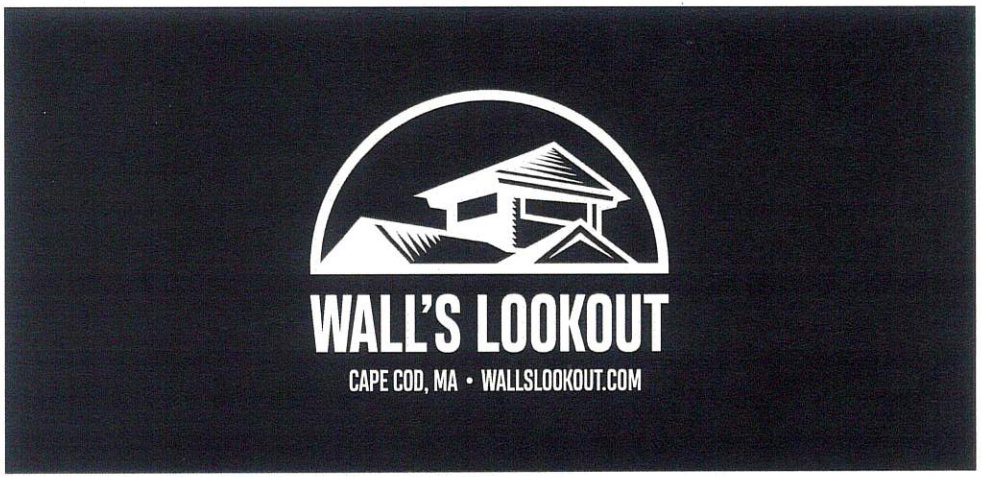


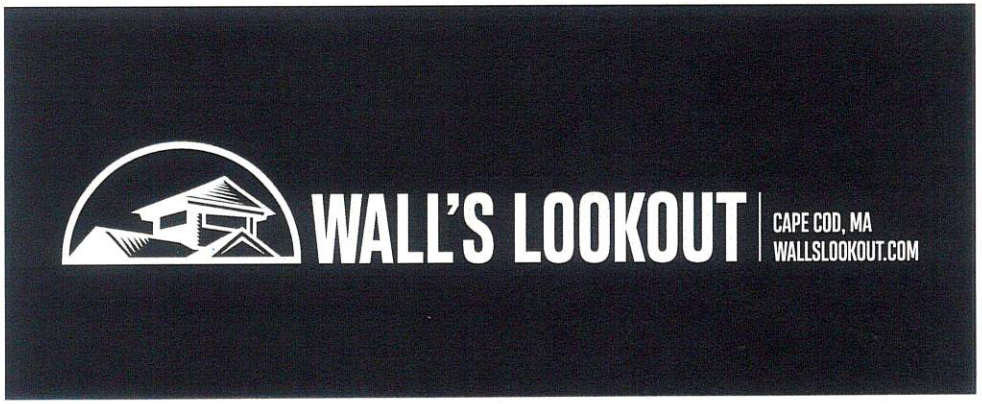
HORIZONTAL LOCKUP

In situations where the height of the stacked lockup may be too tall to work well, such as in the navigation area on a website, the horizontal lockup can be used instead.

REVERSE TREATMENTS

In situations where the logo will appear against a dark color or overlaying an image, the reverse treatment of the logo can be used. The bars representing the different shades of the sky have been removed to enhance the logo's readability.



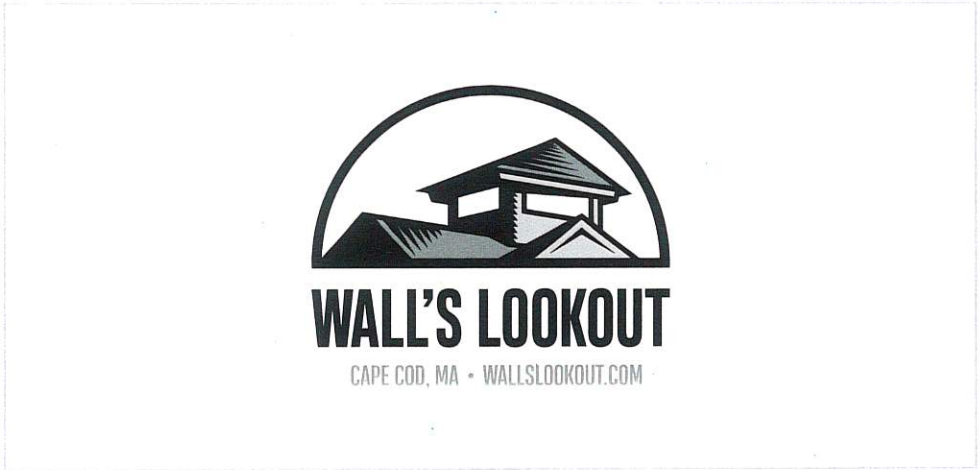


BLACK & WHITE TREATMENTS

When neither the full-color or reverse versions of the logo can be used, the black and white treatments can be called upon. As with the reverse logo lockups, the bars representing the different shades of the sky have been removed to enhance the logo's readability.

GRAYSCALE TREATMENTS

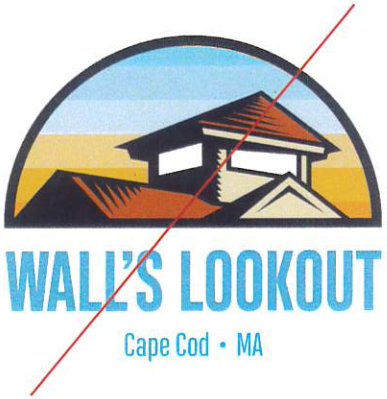
The grayscale treatments can be used as alternatives to the black and white treatments in instances where that is an option.



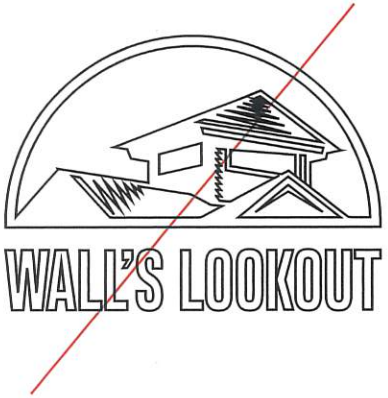
INCORRECT TREATMENTS

The quick and short—the logo should not be altered in any way beyond what's described in the previous pages and what's supplied in the logo assets. The only exception is that **the logo can appear without the tagline**. Any other alterations are unacceptable. Some examples of incorrect uses are provided to the right.

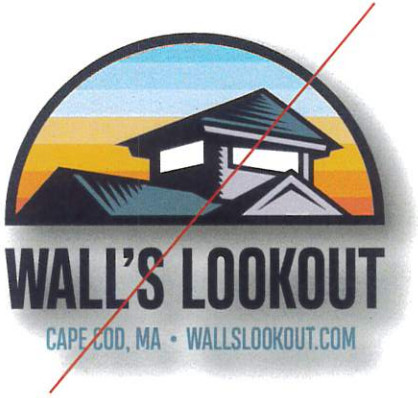
DON'T RECOLOR LOGO



DON'T OUTLINE LOGO



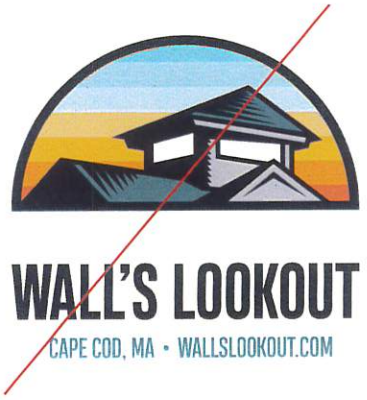
DON'T ADD ANY EFFECTS



DON'T CHANGE SIZE OF ELEMENTS

DON'T USE THE WORDMARK ALONE

DON'T CHANGE SPACING



THE PURPOSE OF THIS DOCUMENT

Our identity is a powerful asset. By consistently applying all the elements of the Franklin Community Co-op visual identity, we create and maintain a strong brand voice that reinforces who we are, what we stand for, and the value we provide to our customers, members, and staff.

Provide a creative framework.

Clarify the elements of our organization that do not change. Explain the rationale for decisions we've made– what we stand for, the key attributes that define us, and a snapshot of our audience.

Provide instruction & inspiration.

Explain how to use the logo, color, typography, and imagery so they can be consistently applied to all of our branded materials - including advertising, print, collateral, signage, and digital media.

Remember, this document is a starting point.

We will continue to evolve as an organization. This document must be supplemented, revised, and adapted as new discoveries are made.

WHAT WE STAND FOR

Franklin Community Co-op exists to be an innovator and collaborator in the process of creating a regenerative and sustainable local community, economy, and food system.

Our mission shapes every interaction with our customers.

Customers arrive at Franklin Community Co-op as shoppers but should leave as Members. While many come with a notion of what the co-op offers, few come knowing the depth of products, services, and support we truly have available. Many of us were there once, too. That's why we're here now. At one time in our lives, someone else took a hands-on approach in pointing us to a better path.

KEY ATTRIBUTES

To be authentically Franklin Community Co-op, these 5 defining attributes must be woven into everything we do and every experience we create.

These words do not need to be used directly in written copy.

In fact, in most cases they shouldn't!

In a press release we don't have to say that we're ***active***. We would demonstrate the positive changes we've made within the community - detailing those stories of transformation.

On the website, we don't say we're ***supportive***. We demonstrate it with the helpful information, intuitive navigation, and friendly tone.

Find ways to show, don't just tell!

SUPPORTIVE

We see the unique value in people and help them feel supported, some for the first time in their lives.

ACTIVE

We believe in making things happen, not just talking about them. We don't back down from getting our hands dirty and doing the hard work.

STRONG

We are firmly planted. We're connected to our history, our community, our state, and our region. We are grounded in our approach to life.

ENTHUSIASTIC

We are excited. We're delighted by the future because we know we're prepared to get out there **and succeed**.

GENUINE

We value personal relationships that other institutions simply can't offer. We believe our small scale is a unique strength.

ADDITIONAL EMOTIONS WE INSPIRE

Positive	Excited	Warm	Desire To Return
Fulfilled	Pride	Satisfaction	Humor & Laughter
Content	Interested	Trusting	Engaged
Educational	Relaxed	Comfortable	

OUR AUDIENCE

These profiles, or "personas," represent a cross section of the audience our communication must connect with.

For an organization as diverse as Franklin Community Co-op, not everyone is represented here, but it gives us a rough framework for evaluation.

In crafting our message, we must lead with what we stand for and what we believe, then tailor our message to communicate with our audience in a relatable way.

HARMONY

- 65 years old with one adult child
- Graduated from Hampshire, stayed in the area
- Grows her own vegetables in her back yard, comes to the co-op for vitamins and conversation
- Co-op member for 20+ years

BRANT

- 22 years old
- From NYC, relocated to the area to attend UMass
- Has never shopped at a co-op before but his girlfriend says they should

SARAH

- 35 years old, married but no kids
- From Vermont, relocated to the area to attend Smith
- Shops at the co-op because she wants to be environmentally aware & personally healthy
- Not a member because she doesn't KNOW the value, would join if someone asked her

MATTHEW

* 45 years old
* Works in Greenfield
* Doesn't care much about eating well or the benefits of organic farming
* Eats lunch at the co-op because it's convenient & tastes good
* Doesn't care about becoming a member

WINSTON

* 70 years old
* Born and raised on a local farm
* Is passionate about changing the food system and making clean food available to everyone
* Uses the co-op meeting space to host workshops and other educational events
* Co-op member since the doors first opened

DENISE

* 18 years old
* Loves the co-op because she just started reading about social change and she's ready to make a difference. The co-op represents her idealism, it's less about it being a marketplace for her.
* Isn't a member because she can't afford it

HOW TO REFER TO FRANKLIN COMMUNITY CO-OP

When writing about or referring to the co-op, please adhere to the following rules:

* The official name of the organization is "Franklin Community Co-op," and should be used for nearly all contexts and applications.
* When referring to the individual stores, use their names, "Green Fields Market" and "McCusker's Market" but contextualize them as "Franklin Community Co-op locations."
* As an acronym, it is acceptable to use "FCC" for internal audiences, but not for external or marketing purposes. Feel free to use it as an abbreviation in emails, file naming and inward facing materials."

OUR VOICE

When writing about or referring to the co-op, please keep the tone casual but professional. We have a distinct personality. That character should shine through in our signage, newsletters, press releases, etc.

We are knowledgable. We passionately share our expertise in our communications, to whatever degree appropriate. We aren't on a soapbox, but we do have opinions to share.

We are open and honest. If we do not know the answer to something, we find out. Our customers can teach us things that will make us better workers, better people, and a stronger part of the community.

We never use vulgarity or discriminatory language.

THE BUILDING BLOCKS

COLORS

This palette captures aspects of nature & agriculture while moving away from **just** the "standard" green that has become associated with co-ops. These colors convey a sense of promise & potential while embracing the warmth and humanity of community and "doing good".

Color Palettes

Headings - low saturation

Dark Blue
RGB Hex #338eb4
RGB 51 / 142 / 180
CMYK 93.44% / 25.55% / 19.05% / 0.14%

Medium Blue
RGB Hex # 65a1c6
RGB 101 / 161 / 198
CMYK 71.8% / 19.38% / 11.8% / 0%

Dark Orange
RGB Hex # d6583e
RGB 214 / 88 / 62
CMYK 0% / 80.79% / 82.67% / 0%

Medium Orange
RGB Hex # f26c4b
RGB 242 / 108 / 75
CMYK 0% / 72.39% / 70.95% / 0%

Dark Green
RGB Hex # 4c7c5a
RGB 76 / 124 / 90
CMYK 84.17% / 28.36% / 77.84% / 13.71%

Medium Green
RGB Hex # 6b947b
RGB 107 / 148 / 123
CMYK 70.09% / 23.04% / 60.11% / 3.88%

Color Palettes (cont.)

Body Text

Dark Black
RGB Hex # 363a38
RGB 54 / 58 / 56
CMYK 71.85% / 59.91% / 63.51% / 56.13%

Dark Grey
RGB Hex # 5a625c
RGB 90 / 98 / 92
CMYK 65.61% / 48.37% / 57.57% / 25.35%

Tiles & Graphics - high saturation

Dark Red
RGB Hex #c63c32
RGB 198 / 60 / 50
CMYK 3.98% / 92.31% / 92.14% / 0.02%

Dark Green
RGB Hex #3c7d51
RGB 60 / 125 / 81
CMYK 94.14% / 25.23% / 88.26% / 12.22%

Yellow
RGB Hex #f89431
RGB 248 / 148 / 49
CMYK 0% / 51.31% / 90.03% / 0%

Dark Blue
RGB Hex #176790
RGB 23 / 103 / 144
CMYK 100% / 52.6% / 25.56% / 5.16%

COLORS (CONT.)

Color Palettes (cont.)

Wordmark

Dark Green (Co-op Name)
RGB Hex #3c7d51
RGB 60 / 125 / 81
CMYK 94.14% / 25.23% / 88.26% / 12.22%

Dark Blue (market names)
RGB Hex #488aa2
RGB 72 / 138 / 162
CMYK 86.4% / 29.65% / 29.03% / 0.96%

FONTS

Avenir Next is our primary typeface, for documents and collateral produced by professional designers. It is friendly, versatile, and expresses just the right amount of personality while still maintaining a sense of history, tradition, and professionalism. This will be our day-to-day typeface for corporate communications, ideal for setting large amounts of text.

Paytone One is a cheerful typeface intended for headlines and areas where impact and strength are needed. It express warmth and comfort. **Paytone One** plays a supporting role to **Avenir Next** and **Optima** (the font used by the NCGA in their materials.). It should be used sparingly, for headings, pull quotes, and short bursts of text.

HEADING EXAMPLES

The following are examples of how to treat headings. These treatments should be consistently applied across all materials. The only time these rules should be "bent" is in converting them to black & white.

GREEN PRIMARY HEADING

GREEN PRIMARY HEADING ALTERNATIVE

BLACK PRIMARY HEADING

ORANGE SECONDARY HEADING

ORANGE SECONDARY HEADING ALTERNATIVE

BLACK SECONDARY HEADING

Blue Heading

Blue Heading Alternative

Black Heading

LOGO

Our logo is the visual heart of our organization. It creates an anchor for all of our materials (tote bags, mugs, name tags, business cards, signage, etc.)

FRANKLIN COMMUNITY CO-OP

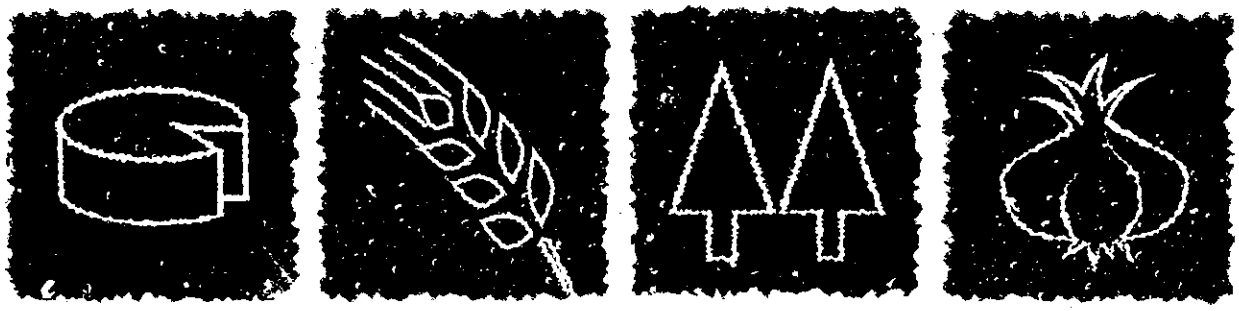
Green Fields Market ◆ McCusker's Market

Locations OR Tag Line

ADDITIONAL ICONS

BLACK & WHITE LOGO TREATMENT

When necessary, the logo can be converted to black & white.



FRANKLIN COMMUNITY CO-OP

Green Fields Market ◆ McCusker's Market

OTHER APPLICATIONS

EMAIL SIGNATURES

An email signature is an opportunity to reinforce our brand. It is also important that we include all of our contact information so that people can easily contact us - even if they were not the original recipient of the email.

Julia Ellingboe | HR Manager

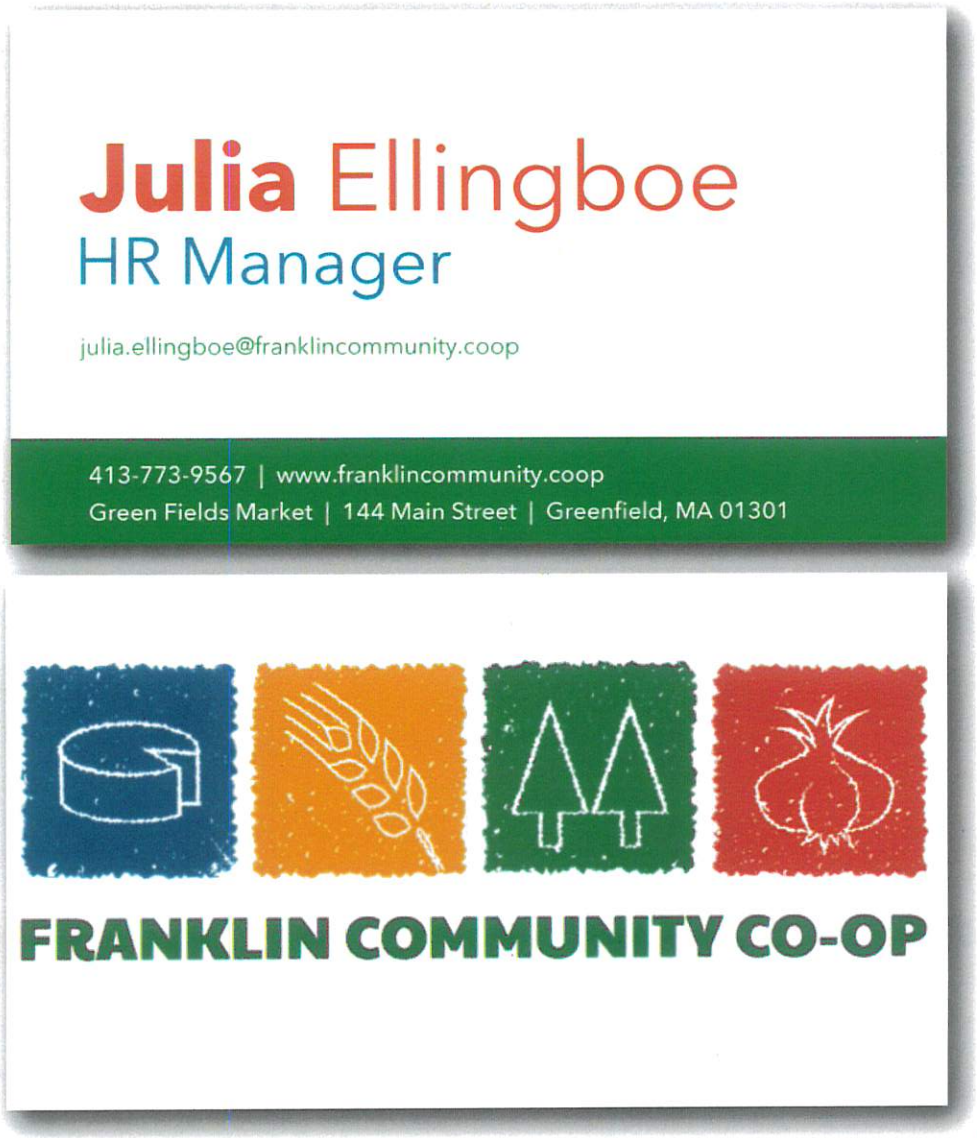
413.773.9567 | **www.franklincommunity.coop**

Green Fields Market | 144 Main Street | Greenfield, MA 01301

FRANKLIN COMMUNITY CO-OP

Green Fields Market | McCusker's Market

BUSINESS CARDS



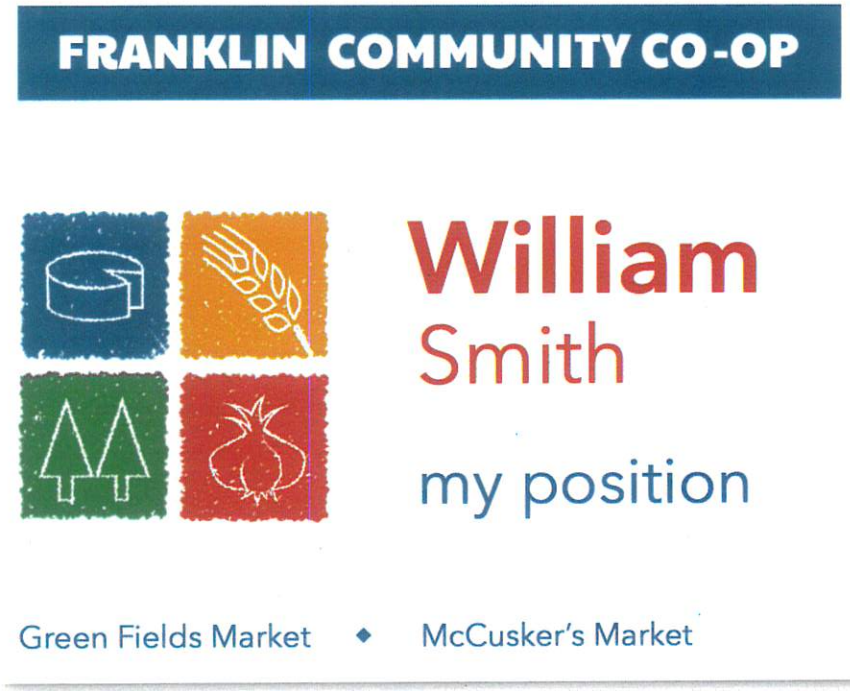
CARD FRONT

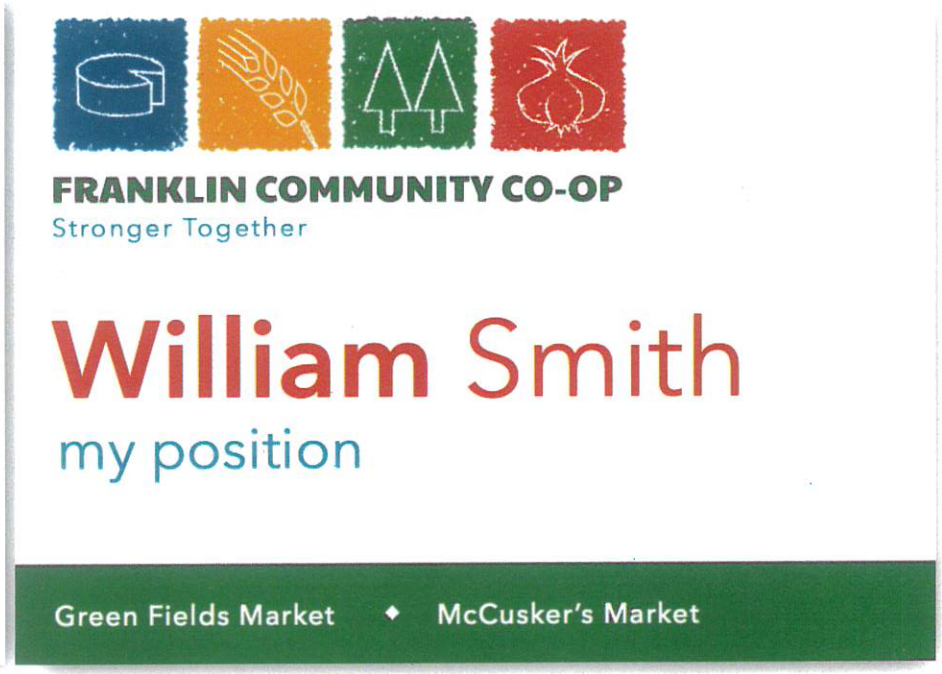
CARD BACK

NAME TAGS

Our name tags are an opportunity to reinforce our brand. They are also essential to building relationships with our customers; when we allow them to know our names, they feel comfortable sharing theirs and thus a conversation can begin.

Our name tags are bright and colorful, visually communicating our joy and passion for our work and creating a cheerful environment in our stores.





COST ESTIMATE

Project Budget

With a longstanding history of working with clients ranging from small start-ups and nonprofit organizations to large corporations, we pride ourselves in our ability to tailor our engagement model to work with all budgets, timelines, and teams.

OUR FIXED COST: BRAND DEVELOPMENT

01 Research and Stakeholder Engagement	$15,500
02 Brand Development	$22,000
03 Guidelines, Templates, Assets	$16,500

TOTAL

$54,000

REIMBURSABLE EXPENSES

Travel, shipping, etc.	not to exceed $6,500

Phase 03: Brand Guidelines

This is our opportunity to be a good partner. We package all your brand assets into easily usable files and create a comprehensive brand guidelines that details the why and how of the brand. This guidelines can live digitally and in print for use by all brand ambassadors.

Guidelines include overarching brand principles, logo lockup treatments, font usage, patterns and illustrations, tagline lockups, and asset application examples, among other necessary sections that may be defined for this specific brand as it is designed.

DELIVERABLES:
- Final collateral and template files
- Final brand assets
- Final brand guidelines

TIMELINE:
5-6 weeks

GUIDELINES

Provide a top level brand guideline that outlines how to use the new brand components.

The guidelines shall include logo/seal usage, color palette, typography, messaging recommendations, and department-specific lockups. It will also outline how the new brand should pair with other departmental branding or with other municipal brands when collaborations require equal representation.

TEMPLATES

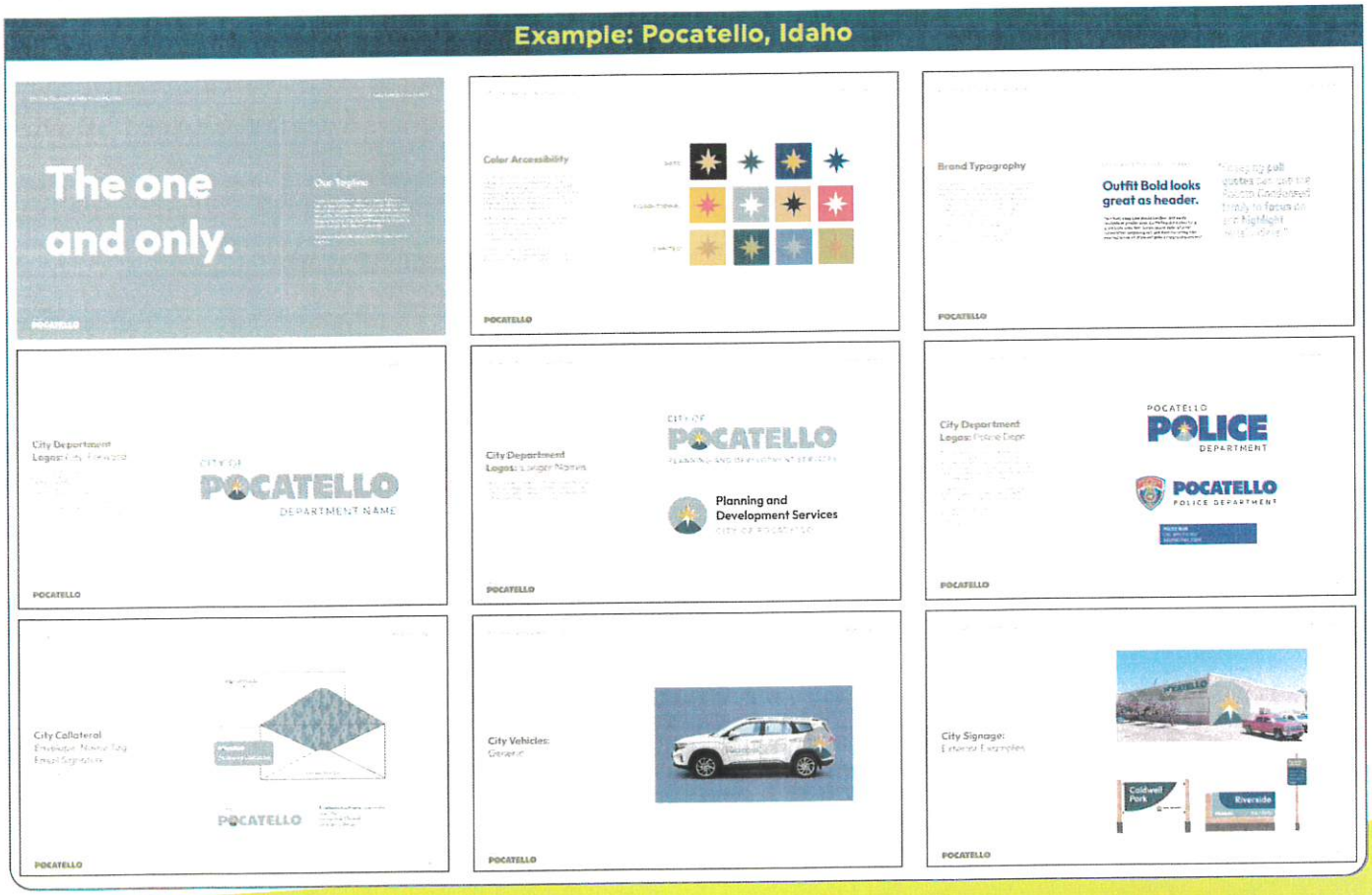
Provide two rounds of design for the following pieces to be included in the style guide:

- business cards
- #10 envelopes
- letterhead and envelope
- email signature
- presentation deck (5 slides)
- social media design files (profile, banner, and elements for the creation of other images)
- board/commission identifiers
- vehicle design mockups
- apparel mockups
- merchandise mockups

RECOMMENDATIONS

Identify and prioritize ways to integrate and roll out the new brand across city assets - including physical and environmental, print pieces, and other digital presences.

Example: Pocatello, Idaho



Phase 02: Development of Visual Brand

HUB presents different design directions and iterations to give you opportunities to give us feedback that informs our team.
The visual identity we develop should originate from our understanding of the city's brand essence defined in our first steps. We create brands that represent places authentically (we don't want to promise something the city can't deliver in actuality).

DELIVERABLES:
- Iterative design rounds of logo and visual identity explorations
- Brand application studies

TIMELINE:
6-8 weeks

IDENTITY
To start, we present visual identity explorations that illustrate the different directions that we could take the brand.

Feedback and a selection will lead to a revision and whittling down of the potential directions that are exciting to our team. We refine further, iteratively, until we get to one or two directions that can be shared with a larger stakeholder group for final selection, if preferred.

These explorations will include logo and seal pairings to understand the best solution for both mark types.

From this direction, the brand evolves, and our team dives into further explorations of design elements such as illustrations, colors, fonts, hierarchy, and tones. This will also include defining how department representation works within the system.

BRAND ELEMENTS AND APPLICATION
Fine-tune design elements such as illustrations, colors, fonts, hierarchy, and composition.

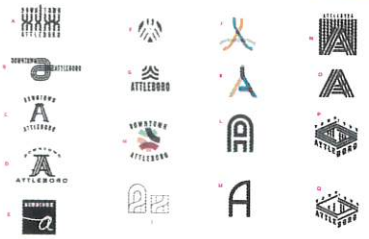
Explore application of the brand elements to collateral pieces, such as a website landing page, brochure, clothing, vehicles, etc.

Present suggestions for future prioritized collateral and recommendations for what to focus on updating first.

Example: Downtown Attleboro

STARTING DESIGN ITERATIONS

Option 1: Mosaic

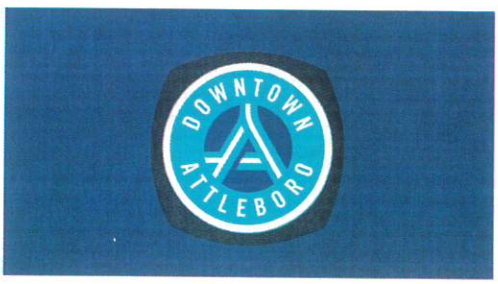


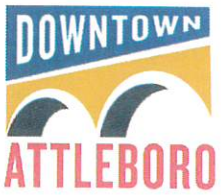
Option 2: Intersection & Connection

Option 3: Modern Industrial

Option 4: Storytelling Windows

FINAL TWO DESIGNS CHOICES





Phase 01: Research and Stakeholder Engagement

First, we listen and learn. We'll have a formal kick-off, with all the core decision makers present, where we discuss the project with the goal of reviewing the scope, refining details and timelines, and finalizing the execution strategy. Paired with working sessions, we will learn and analyze the context of your goals.

Based on research, assessment, and feedback from stakeholders, HUB works to distill our learnings into a strategy from which we craft your voice and visual identity. Our creative team kicks into overdrive, creating prioritized lists out of what were previously ideas and opportunities.

ANTICIPATED MEETINGS:

- Bi-weekly Core Team Meetings (1 hr)
- 2-3 Days on location Meetings with Stakeholders, Communities Members, etc.

DELIVERABLES:

- Brand Development Strategy
- Plan of Accomplishment

TIMELINE:

4-6 weeks

LEARN YOUR STORY

We lead stakeholders and key audiences in a series of exercises and interviews to bring to life the community's core principles and characteristics.

Our team then reviews and synthesizes the feedback while simultaneously evaluating the existing branding and messaging, as well as any other studies, products, surveys and audits that might provide additional insight.

We will visit in-person to engage stakeholders in fun exercises that will further reveal the brand essence of the county, as well as desires and goals for the project.

Next we work to understand your current brand perception. What do people see as the major strengths and challenges associated with what you have. This helps us create a new brand, that has a robust application system that unifies the different applications and requirements while also reaching and engaging the desired audiences.

DEFINE GOALS

Prioritize goals and objectives and outline a plan of accomplishment.

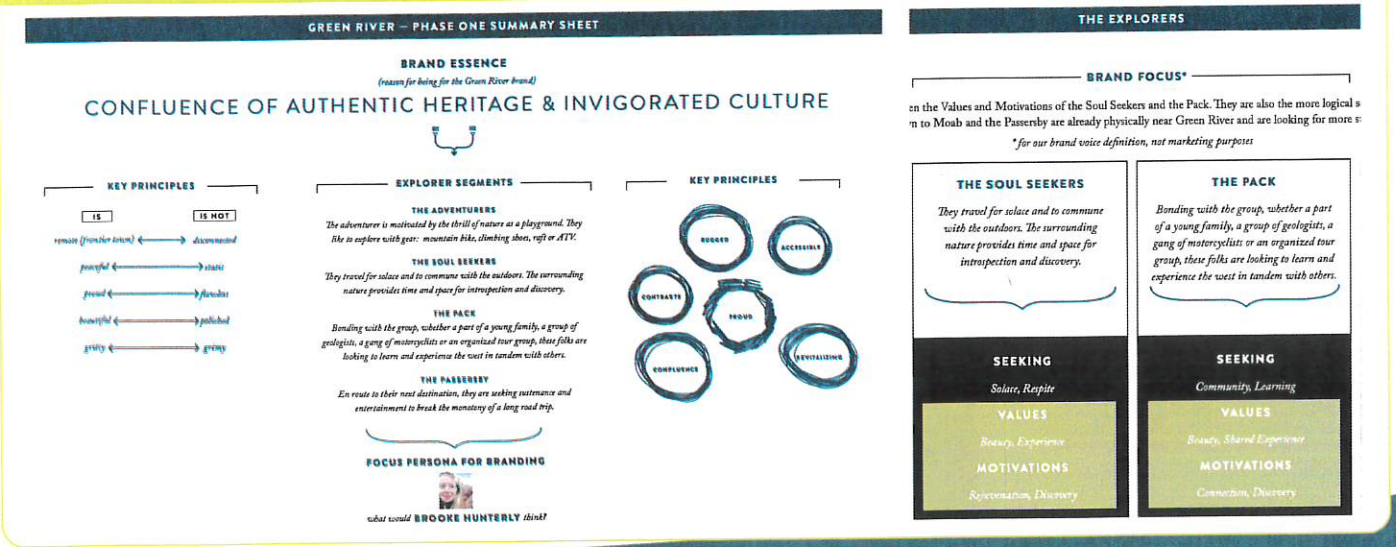
Create a refined deliverable schedule for the project based on current understanding of goals and objectives.

EXPLORE MARKET LANDSCAPE

Map out audience segmentation, defining and describing your target audiences.

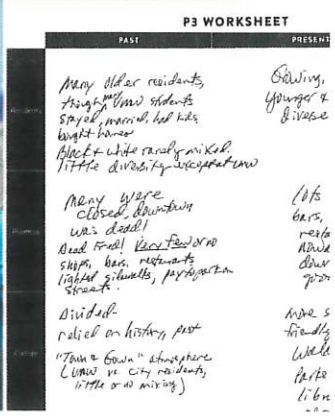
Compile a series of branding case studies of similar cities from which we can draw inspiration and understand ways Neosho can capitalize upon its unique qualities.

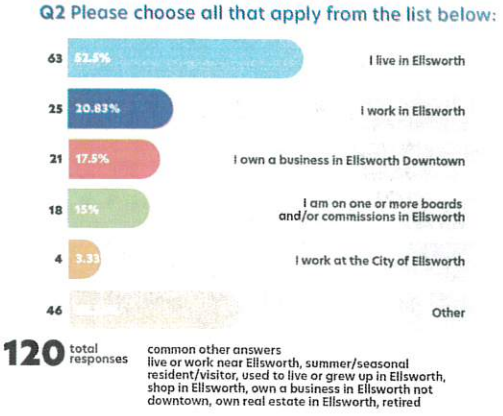
Example: Green River, Utah



OUR EXPERIENCE

Outreach & Engagement





Gathering community input

Planning projects involve many stakeholders with lots of opinions, and we want to hear them all! Whether we are crafting a strategic vision or complex master plan, we need to hear everyone's side of the story and understand what they value and what concerns need addressing. And not everyone wants to engage the same way. That's why we use a variety of methods to ensure a depth and breadth of responses that will be truly valuable.

These include public workshops with hands-on and off-the-wall activities that charm the skeptics and get the introverts talking, broad surveys for those who need to participate on their own time, focus groups of three to five for intimate discussions, one-on-one interviews with key stakeholders whose buy-in is essential, plus more on-the-fly approaches like an in-person polling popup at a local coffee shop.

Hearing from everybody

Good public engagement means we hear from a lot of people, sure, but that we also hear from a diverse representation of people. When we start planning our engagement process, we talk with our clients about the hard-to-reach stakeholders - those who may not attend a City-sponsored workshop or take a survey - and discuss the best ways to reach them. This approach often leads us to visiting high school classes to get the opinion of young people, attending breakfast meetups for seniors who don't get out much, or coordinating with community groups so that we can host a workshop or activity at an established location where an underrepresented group might feel safer or be more likely to visit.

Unifying diverse voices

We distill all the feedback and research into a cohesive findings statement that drives the development of the overarching vision and messaging. If our findings point out that we're still missing an important voice, or if it raises more questions we need answers to, we'll work with the client to figure out the best way to get that information before moving on.

Ready. Set. *Go.*

The Opportunity

To become a well-known and sought-after destination to live, work, and play, Neosho needs a brand to get everyone's attention. But recognition isn't just about a smart logo - it's also about consistent, cohesive adoption and application. You need a brand that's smart, reflects the city's essence, and can be easily and enthusiastically used by all departments and staff - no small challenge.

We've got you!

As your partner on all things strategy and design, we foster collaboration. The right idea can come from anywhere; therefore our process is informal and conversational, and our workshops are activity-based and designed to spark discourse.

We meet with clients on a biweekly basis to ensure everyone remains excited and informed about the design direction. You also have a dedicated point of contact to keep you informed between meetings.

System Rules

A cohesive, strategic system is key. At HUB we work with our clients to define strategic initiatives that cultivate a unique point of view across campaigns, online, and the built environment, all while prioritizing limited budgets to maximum impact.

When you pair this know-how with our impeccable design skills, you get something special: a unique ability to define the big picture and then make it a reality, down to the last detail.

Working from Afar

Though we may be 1,900 miles away, our regular work with out-of-state clients gives us the confidence, experience, and know-how to get the job done no matter where we are. Our work strategy balances phone calls and video conferencing for client check-ins and working sessions. We would ensure that in-person trips maximize orientation to the city and key stakeholders.

OUR PLAN FOR NEOSHO:

- Listen to your stakeholders. What's important to them in this process? How can we meaningfully work together every step of the way?
- Embrace universal truths about community branding and marketing while capitalizing on the history and essence of Neosho.
- Understand your audiences. Craft a brand that speaks to them and embodies Neosho's core essence.

References

City of Pocatello

Pocatello, Idaho

Primary Contact:

Marlise Irby-Facer
Public Information Officer

(208) 234.6281
mirby@pocatello.gov

Summary Statement:

For the City of Pocatello, HUB completed a complete rebrand including logo and visual system, tagline and messaging framework, and collateral, templates, and mockups.

The brand incorporated elements from the city's newly redesigned flag and involved extensive public and city staff engagement.

Downtown Attleboro

Attleboro, MA

Primary Contact:

Kaylyn Lockyer
Community Engagement Manager

(508) 223-2222 x3208
kaylynlockyer@cityofattleboro.us

Summary Statement:

Downtown Attleboro—just 20 minutes north of Providence—has seen better days. The jewelery capital of the world, the city's center hosted major gold and silver operations that anchored a bustling district of industry, shopping, and entertainment. As the jewelry facilities moved out of the center, so did much of the life and vibrancy. But recently, investment in infrastructure, arts, and new business is starting to change that. To reflect the bright future the downtown is headed for, HUB worked with the City to create a brand that would communicate all the qualities that make downtown great already and a central focus for the city's future.

City of Fredericksburg

Fredericksburg, Virginia

Primary Contact:

Sonja Cantu
Public Information Officer

(540) 372-1010
spcantu@fredericksburgva.gov

Summary Statement:

Fredericksburg boasts a rich and lengthy history reflected in the built environment of its downtown. With a surprisingly young and highly educated population and a strong local and artisan business environment, the city offers plenty for those looking to escape the expense of larger cities and the monotony of suburbia.

HUB worked with the city to develop a comprehensive municipal brand that would make all residents proud and excited about the city's future.

Snohomish County Parks, Recreation & Tourism

Snohomish County, Washington's Department of Parks, Recreation and Tourism (Parks) completed an update of the vision and mission of the Department and the creation a new brand which will help convey that vision/mission to park users.

We visited the County in February 2020 to become acquainted with Parks sites, meet staff and stakeholders, and understand the geographic, demographic, and economic environment of the county.

A public survey hosted on Park's website was published and promoted through email and social media channels and received over 600 responses throughout the month of April. To adapt to the COVID-19 crisis, we hosted virtual public forums via Zoom to provide the public the opportunity to voice their ideas, concerns, and hopes for the future of Snohomish County Parks. 17 members of the public participated.

An internal survey to gain feedback and insight from Parks staff was answered by over 65% of all staff. We hosted virtual forums via Zoom to provide staff the opportunity to voice their ideas, concerns, and hopes for the future of Snohomish County Parks. About 40% of all staff participated. We generated a summary of information and discussion points garnered from public and staff engagement. then we held a half-day working session held virtually with the Department leadership team to discuss the insight report and develop ideas for a new mission and vision.

Over a three-month iterative process laying a brand foundation, defining messaging, and creating a look and feel for the department, HUB worked closely with Sharon Swan and Rose Smith during the process, and gathered feedback from the Department leadership and County Communications Director at important decision points.

Snohomish County

Current county logo

SNOHOMISH COUNTY
Parks, Recreation & Tourism

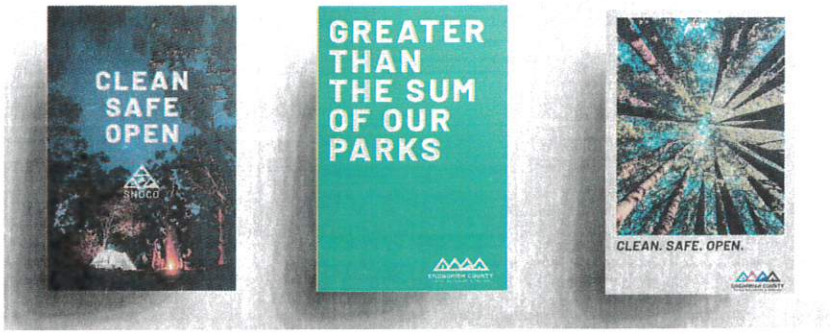
New department logo

Mission

To conserve natural and recreational resources for current and future generations, contribute to regional economic sustainability, and enhance the wellbeing of all Snohomish County residents and visitors through accessible and inclusive parks, facilities, and educational programs.

Vision

A sustainable, innovative, and accessible parks system that creates strong, connected communities through the experience and stewardship of parks and the natural and cultural environment of Snohomish County.



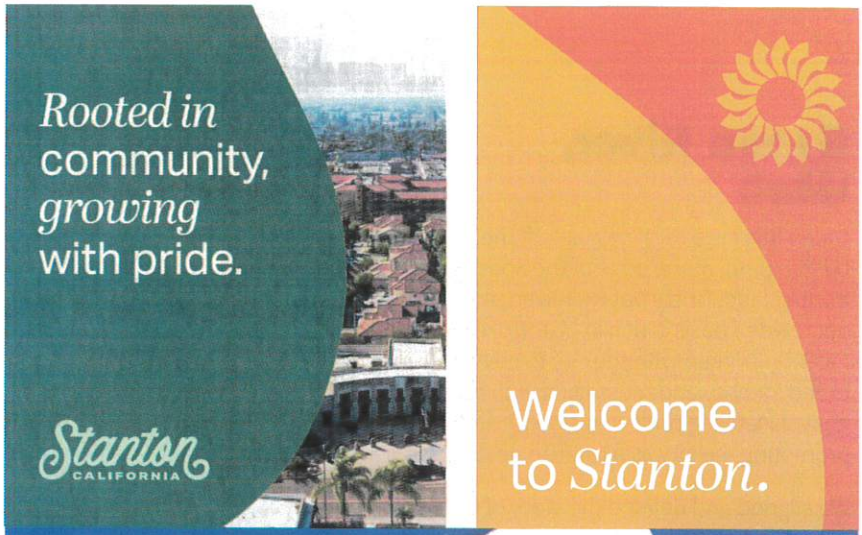
City of Stanton, CA

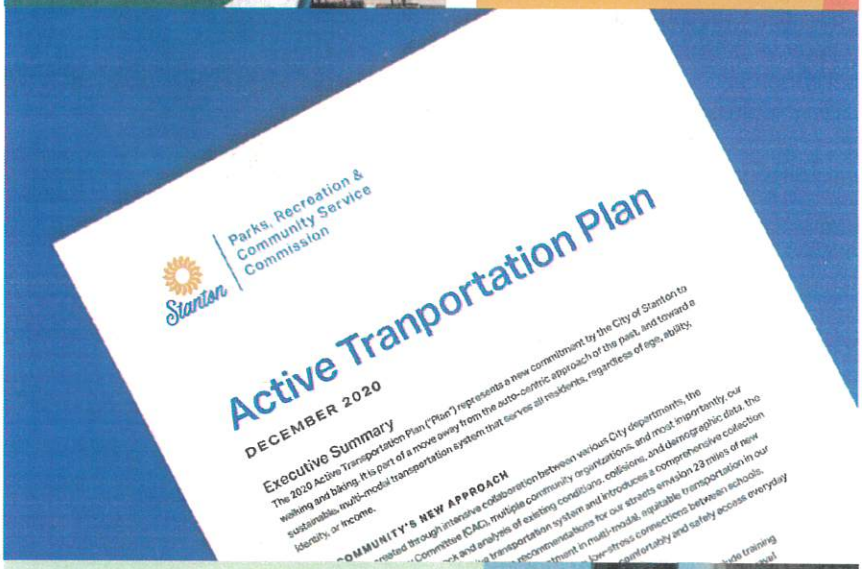
Located in the heart of Orange County, Stanton is a dense city that is growing rapidly. Major investments in the last years are starting to change the perception of Stanton as an affordable and convenient place to live and work. But the City's brand was outdated, confusing, and inconsistently applied. HUB worked with the City to develop a brand evolution that reflected the history and progressive spirit of the City.

To start, we engaged community and stakeholder voices to understand the essence of the City and gauge which brand elements resonated already. Based on key attributes and emotions, the HUB team explored several visual directions the brand could take. We considered how existing brand elements might evolve or be included to maintain a sense of continuity, including some of the shapes and font style from the old logo, as well as color references that came from the city flower, the Bird of Paradise.

The final brand references some of the classic elements of the old brand while reflecting the bright and optimistic spirit that currently fills the city.

With the brand concept complete, we developed a systematized toolkit that ensured easy rollout and use across all City departments. We paid particular attention to developing communications guidelines and a wayfinding signage design that would be ready for easy implementation.





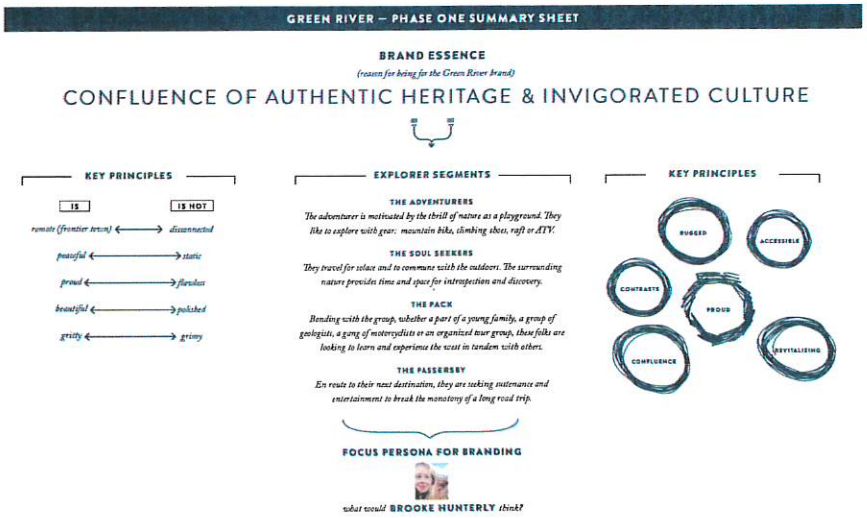
Green River, Utah

Green River is a rural city just off the beaten path, at the edge of the Southwest frontier land. Gritty but well-lived, the uncrowded oasis is rich in history. HUB recently worked with the city to create a brand identity and messaging with the goal of instilling pride in residents and promoting the city as a tourism destination.

We aligned and defined the story of Green River to lay the foundation that highlights the character of the region and celebrates the city of Green River as a tourist destination. Who should Green River focus on attracting? First we created a subtle shift in how we identify the Green River tourist.

We looked for the intersection of the Green River persona and the brand essence to build visual design mood boards, to craft a new written voice, and to create a marketing plan. Supported by the narrative distilled in our previous steps, we defined a look and feel: "artful, modern, industrial." This language and voice communicates the values of the persona and lays the foundation for the city-wide identity system. Green River's identity system is integrated into a wide array of content and media. We worked closely with Green River to ensure each touchpoint is true to the city's vision of sharing its land, culture, and history.

HUB worked with Green River to foster sustainable economic growth in the tourism sector while preserving the character and small city feel. We created a plan for rolling out the brand across marketing activities.



Truckee, California

The town of Truckee, California, near Lake Tahoe, has been using the same, complex, outdated logo since its incorporation in 1993. Town staff found the logo hard to use, plus, they had not brand style guide to go along with it, which led to a proliferation of material styles that left community members confused about what programs and actions were coming from the town versus other regional providers.

Even so, many stakeholders had fond feelings for the old logo, so we helped the town find the right way to refresh it and then expand it into a complete system.

The solution simplified the logo form and detail, breaking it out of the existing frame, and moving certain elements like the train to secondary usage as alternative brand elements. The result more accurately reflects the authentic attributes of the town itself and is a far more flexible and scalable brand system.

Original logo:

ILLUSTRATION

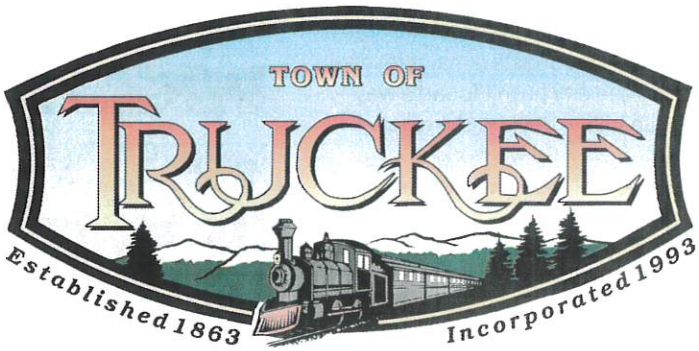
KEEP
a reference to our alpine landscape

MODIFY
add the Truckee River

TYPE

KEEP
an all-caps, swooping type

MODIFY
simplify so it's easier to read



SHAPE

KEEP
a nod to the current container shape

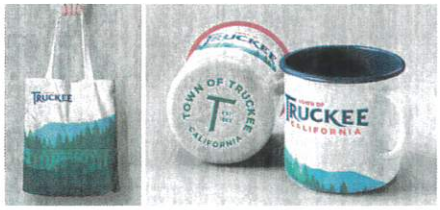
MODIFY
break the logo out of a container so it's easier to use

TRAIN

MODIFY
find ways to include the train in the larger brand system, but remove from the logo to simplify it

DATES

MODIFY
find ways to include the est. and inc. dates in the larger brand system, but remove from the logo to simplify it



TOWN OF TRUCKEE
ADMINISTRATIVE SERVICES DEPARTMENT

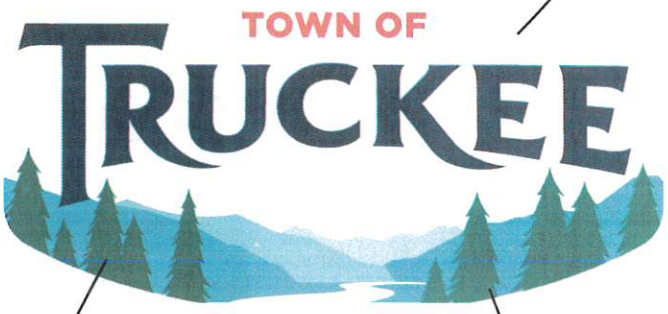
TOWN OF TRUCKEE
COMMUNITY DEVELOPMENT DEPARTMENT

TOWN OF TRUCKEE
HOUSING DIVISION

Refined:

logo breaks from a container

Type design stems from original but is simplified



alpine landscape adds river

curved shape references original container

City of Pocatello Idaho

Founded as a railway gateway to the Northwest, Pocatello lost its identity when the rail industry dramatically scaled back. Though it's the sixth largest city in Idaho and boasts a major research university, the city hasn't found a way to build an image beyond the railway and the gateway. So we worked with the City to develop a new brand system that would be a crucial tool in changing perception and building pride in place.

Our research and public engagement revealed that people like the city fine, but few moved here or find attachment to the city itself. Instead, people love the valley setting, outdoor activities, or the job or family-friendly environment. That led to a conceptual framework that revolved around the space between, or the gap left for someone to find their own way into Pocatello. This play with graphical negative space was the foundation for a brand system. We also needed to incorporate a newly redesigned city flag that includes mountains and stars. The visual brand nods to elements from the flag while remaining flexible in many different use cases.

For a tagline, we leaned into the truly unique name - there is no other city named "Pocatello" in the entire world. And that uniqueness sums up how locals feel - they don't quite fit into the ideas or stereotypes of an Idaho community, so being the one and only feels right.

We finished up work by creating a robust kit of brand elements, templates, and collateral, including unique logo treatments for key city departments like police, fire, and regional transit.

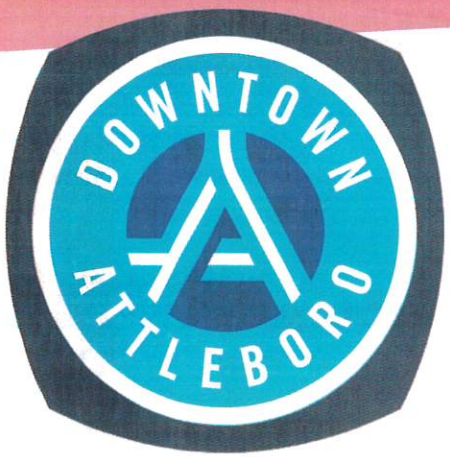
Downtown Attleboro, MA

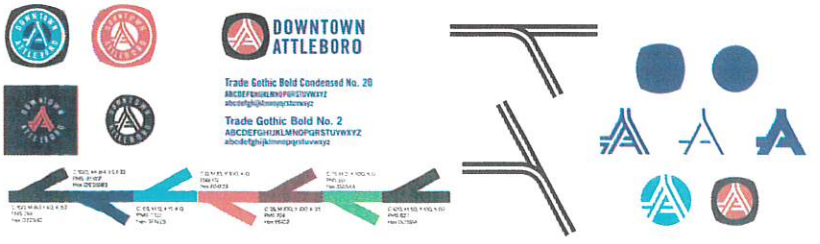
Downtown Attleboro—just 20 minutes north of Providence—has seen better days. The jewelery capital of the world, the city's center hosted major gold and silver operations that anchored a bustling district of industry, shopping, and entertainment. As the jewelry facilities moved out of the center, so did much of the life and vibrancy. But recently, investment in infrastructure, arts, and new business is starting to change that. To reflect the bright future the downtown is headed for, HUB worked with the City to create a brand that would communicate all the qualities that make downtown great already and a central focus for the city's future.

To start, HUB visited downtown to understand the experience of being there. It's not your typical central business district: most either unfold along a single Main St or focus around several regularly spaced blocks. Attleboro's downtown is more of a spider web of crossings, intersections, and surprising alleyways that conceal the extent of its boundary and can trick visitors into thinking there's less to do than there really is.

We also hosted extensive interviews and workshops with the public, city officials, developers, and community leaders to better understand what downtown means to each group and what people aspire to see happening there.

We then sorted through everything we saw and heard to discover what a brand really needed to convey about Downtown. Two things became paramount: honor the city's jewelry heritage without getting stuck in the past, and celebrate the districts web-like layout as an asset rather than a detriment. From here, we explored several visual concepts, including the mosaic, intersection, industrial heritage, and the concept of windows to stories. We developed numerous logo sketches based on these ideas before narrowing down to a handful of logo ideas to explore further. Two of these concepts went before a public meeting where a final logo was selected.





City of Fredericksburg, VA

Fredericksburg boasts a rich and lengthy history reflected in the built environment of its downtown. The town's opportune location halfway between Richmond and D.C. (with I-95 providing direct access to both) make it a prime commuter community. It is one of the fastest growing cities in Virginia. With a surprisingly young and highly educated population and a strong local and artisan business environment, the city offers plenty for those looking to escape the expense of larger cities and the monotony of suburbia.

For its municipal rebrand, the City wanted to engage the widest possible swath of community members in the branding process, so we hosted eight different working sessions over the course of four days, gathering the opinions and feedback of over 200 community members.

We then distilled that feedback, our observations, and research into important findings that shaped the foundation of the brand exploration. These foundational components included a conceptual framework that Fredericksburg is a point of confluence where many things, places, and histories come together.

With the foundation in place, we began brand exploration. Several rounds of logo designs found the committee at consensus on a single direction. The abbreviation "FXBG" continues to gain popularity and appear in common dialogue throughout the city and region, so we embraced it as the primary logo mark—a method of shortening a very long name. Brand messaging embraces the concept of confluence. The primary tagline, "where it all comes together," loudly echoes this theme.

Where community comes together.

FXBG

Where ideas come together.

FXBG

Where friends come together.

FXBG

FXBG Where community comes together.

FXBG Where ideas come together.

FXBG Where friends come together.

FXBG Where the public comes together.

FXBG Where small businesses come together.

Makenna Sullivan

Senior Designer
Tenure at HUB: 6 years

Makenna takes pride in her ability to approach each project as its own unique challenge, seeing all sides of a problem before implementing the most logical and beautiful solution through brand identity, type, illustration, packaging, web design, user experience, or something completely new.

Key Projects: Stanton CA, Carbon County UT, Beaver County UT, Fredericksburg VA

Expertise: brand development, illustration, user experience design, infographics

Education: BFA, Design & Digital Media Laguna College of Art & Design

Colleen Fulford

Senior Designer
Tenure at HUB: 10 years

Colleen believes that extraordinary ideas come to people who aren't afraid to takes chances. Her specialties span brand identities, collateral, publications, typography, packaging, installations, motion design, and pre-press preparation.

Key Projects: Morgan County UT, Emery County UT, Fredericksburg VA

Expertise: logo design, advertising, marketing, brand management, mood boards

Education: BFA, Applied Visual Arts & Graphic Design Oregon State University

Ruvini Wijesekera

Designer
Tenure at HUB: 2 years

Ruvini chose design to address challenges through a visual media. She specializes in brand identity, packaging and illustration and enjoys creating simple, thoughtful and holistic brand systems. She brings a love of nuance and refinement to each of her projects.

Key Projects: Stanton Ca, Millard County UT, Pocatello ID, Truckee CA

Expertise: Brand & Identity Design, Graphic Design, Animation & Video Production, Typography, Iconography, Art Direction

Education: BA, Graphic Design Loyola University, New Neosho

Our team wears many hats. Most sit squarely in **strategy, creative, and project management** and many fall outside those lines. We share project loads depending on the work required putting the most well suited at the helm. Projects are assigned one point of contact to help things run smoothly through the duration of a project.

Lindsey Charlet

CEO & Creative Director

Tenure at HUB: 20 years

As the executive leader for all studio engagements, Lindsey makes sure that everything's on brand and executed at a premium level. For her, there's nothing better than bringing a great idea to life and then watching it resonate with the audience.

Key Projects: Pleasant Hill, Fredericksburg, National Crittenton, Child Aid, Linfield University

Client Work: Lead discovery, drive connection and creative, executive oversight

Expertise: advertising, marketing, brand management, executive oversight

Education: BFA, Graphic Design Pacific Northwest College of Art

Work Experience: Freelance Designer, Nike; Second Story

Jen Guibord

Director of Creative Development (Management Contact)

Tenure at HUB: 8 years

Jen provides strategy, vision and leadership for the studio's projects. Well-versed in creating powerful content-rich experiences, Jen seeks out opportunities to engage audiences in new and compelling ways.

Key Projects: Stanton, Truckee, Pocatello, Greeley, Prosser, Ellsworth, Snohomish County, Utah Counties, Fredericksburg

Client Work: Discovery workshops, concept development, messaging, content development

Expertise: strategic planning, brand frameworks, copy writing, digital services, web development, messaging & copywriting

Education: BA, Anthropology St. Lawrence University

Work Experience: Studio Director & Producer, Second Story; Research Assistant, Smithsonian Museum of Natural History

Bryan Buenacosa-Brooks

Strategy & Management (Project Manager)

Tenure at HUB: 7 years

As a creative strategist, Bryan Buenacosa-Brooks regularly helps clients solve long-term strategy and vision challenges. A skilled wrangler of people, deadlines, and details, he balances big-picture thinking with finely calibrated management so jobs run smoothly from concept to completion.

Key Projects: Stanton, Truckee, Pocatello, Greeley, Prosser, Ellsworth, Snohomish County, Utah Counties, Fredericksburg

Role: Lead strategy, drive data and systems, challenge creative

Expertise: Concept development, brand strategy, copy writing, project management

Education: Master of Architecture, University of Washington

Work Experience: Americorps VISTA, Epicenter (nonprofit rural design center in Green River, UT); Studio Instructor, University of Washington

We help with...

strategy + design

comprehensive brand strategy
Your brand is more than a logo and a tagline. Having a strategy that combines visual look-and-feel, tone-of-voice, organization goals, marketing, and communications planning makes your brand a powerful tool and you an expert in how to use it.

marketing
Who's seeing your brand message? How? Where? Why? We'll craft a strategy that sparks excitement and action from your audience.

communications
What's the plan for getting the word out? How often are you emailing, sending out mailers, using social media? We'll lay the plan out with easy steps.

campaigns
Not just for politicians; meaningful connection requires the right timing and delivery.

research
Analyze the competition, research relevant trends and futures, understand your target audience.

content development
Before you work on how to say it, you need to know what it is. Define the right messages and subjects.

copywriting and editing
Communicate in the right tone of voice. Keep the essential words and nix the fluff.

destination assessment
Want to attract tourists or new business? We can help define your biggest assets and challenges.

project management
Lots of moving parts? Tight budgets and deadlines? We've got managers who make spreadsheets for fun.

branding and identity
Not just logos, but entire visual systems to cohesively and beautifully represent your brand.

package design
Why would they buy it if the container is ugly?

print design
Brochures, postcards, billboards, letterhead, magazines, books—anything ink plus paper.

web design
As much time as we spend online you better have a beautiful, informative, experiential presence.

environmental design
Any sort of space a body inhabits. Could be a trade show booth, building wayfinding, interior design.

exhibition design
Tell a story about history or science, or display art. We make sure it looks its best and create an awesome experience.

presentation design
Need to impress the big wigs? Wow them with a kick-ass presentation.

custom objects and items
Sometimes you just need a weird box, or a trophy, or a bandanna, or a burrito costume. We wont judge.

illustration and infographics
Say something really important and dense and complicated in a simple, visual way.

production design
Got a design already? Just need a new document to look like something else? We can do that too.

We're on it!

We partner with our clients to find and capture the big idea, bring it to life, define success, and provide the roadmap to get there. We get our clients in ways big agencies don't. We don't show up and tell you our big idea. We listen, learn, and discover it together.

Some call this comprehensive brand strategy...

We like to think of it as getting to the heart of the matter.

both and

Approachable

We aren't going to impress you with all the three-letter acronyms we know. Design is for everyone!

What's New

We look out for trends and future insights so you're ahead of the curve.

Formally Beautiful

Smart thinking comes to life when beautifully designed.

Doing it Differently

Sometimes the road less traveled pays off. We are unafraid of trying something new if it leads to a better process and result.

Hard Work

Skill and creativity are essential, but good stuff comes out of making and researching and thinking and writing and talking...

Straight-Talk

We'll tell you (tactfully!) if your idea is way off.

What's Best

Some things have stood the test of time because they're the best. We won't sacrifice them for something else simply because it's shiny and new.

Conceptually Smart

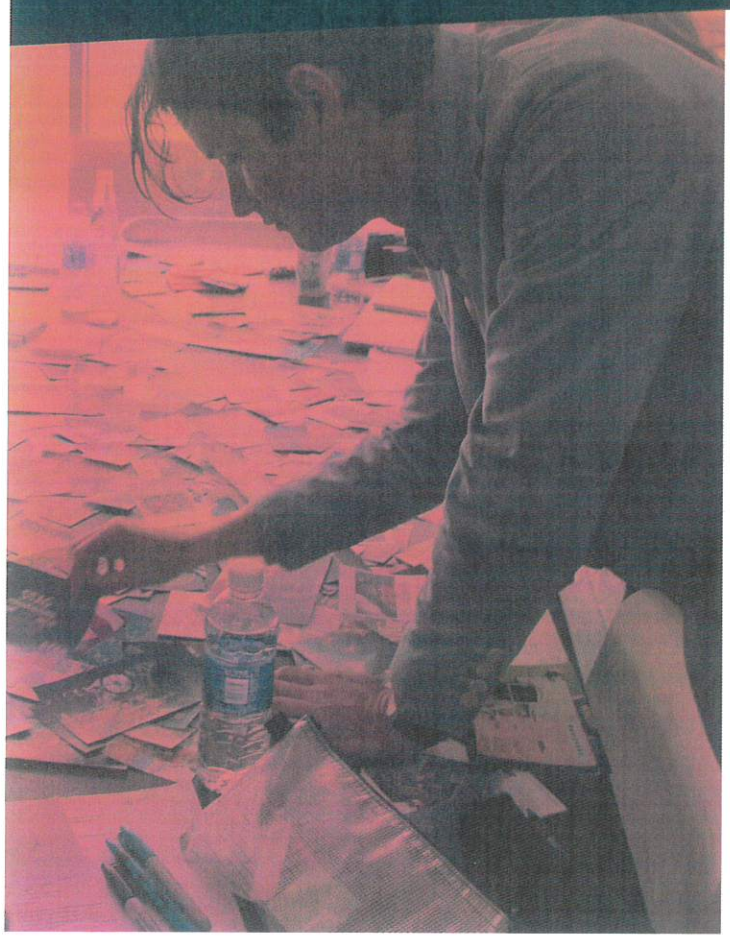
Empty beauty is useless. We make sure our designs have meaning behind them.

Doing it Efficiently

We know how to make a lot from a little. Big or small, we are personally invested in the outcome of every project we tackle.

Fun

We're serious about what we do. And we guarantee you'll smile, laugh, and maybe squirt water out of your nose along the way.



Hi, we're HUB.

We can help with **culture and identity:** who you are, what you do, and why somebody (the right somebody!) should care.

Some people call this comprehensive brand strategy.

We like to think of it as **getting to the heart of the matter.**

Great work for 20 years

We are planners and strategists. We will help you define success and develop a roadmap to reach it. We know how to make a lot from a little or how to distill the essence from an ocean of content. And we have the design chops. You name it, we've designed it. From identities to exhibits to websites, we make it beautiful and engaging.

Six employees

Our team is nimble and accessible. And there's no B-team. You get only the best.

Portland, Oregon

We're one office with an international reach. We love working with local organizations and communities and companies far away (like Switzerland or Rwanda).

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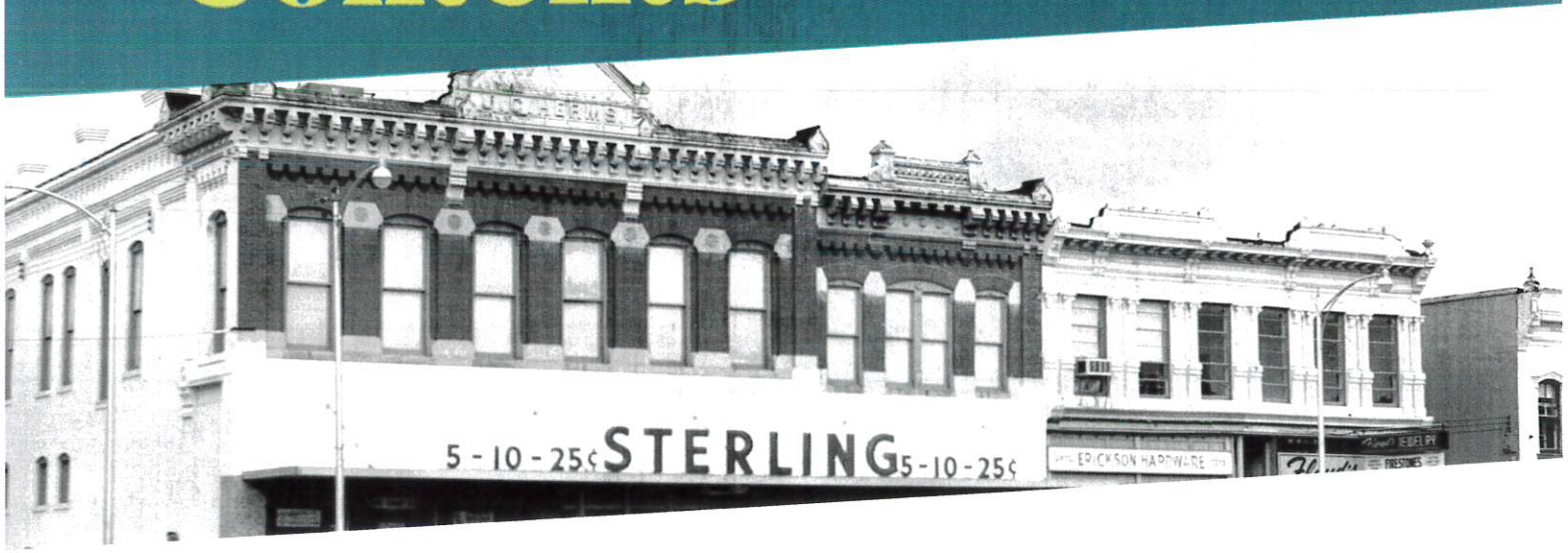

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Cover Letter

Dear Jessica and Cheyenne,

From a couple of time zones over, HUB Collective enthusiastically submits for your review our branding qualifications for Neosho. Though we're proud Oregonians, we love when our job introduces us to new, exciting parts of the country. Recently, we've been working with governments across the country, and we relish the opportunity to train our discerning design eye on your corner of Missouri.

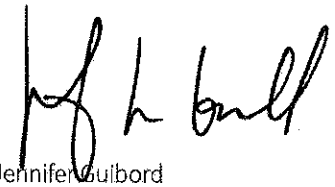
Founded in 2004, HUB is a woman-owned agency of creative strategists and designers. With a diverse client base that spans retail, tourism, higher education, government agencies, and nonprofits, we work with each partner to carefully craft branding, messaging, and strategy that expands their reach. We tackle tough challenges with enthusiasm and think outside the box to discover and create the most effective design, strategy, and messaging for your audiences.

In the following proposal we have provided you some background on our studio, relevant work for other clients, and references.

We hope you see the potential of collaborating with HUB and entrusting in us your story and your confidence. While I believe in our team, it is through true collaboration and respect that we create design solutions that authentically engage, inspire and inform.

If this approach to creative development works for you then we look forward to getting started!

Sincerely,



Jennifer Bulbord

Director of Creative Development
jen@hubltd.com
503-222-0165

Compliance
HUB complies with all terms and conditions outlined in this RFP.

Prepared For

City of Neosho

Branding

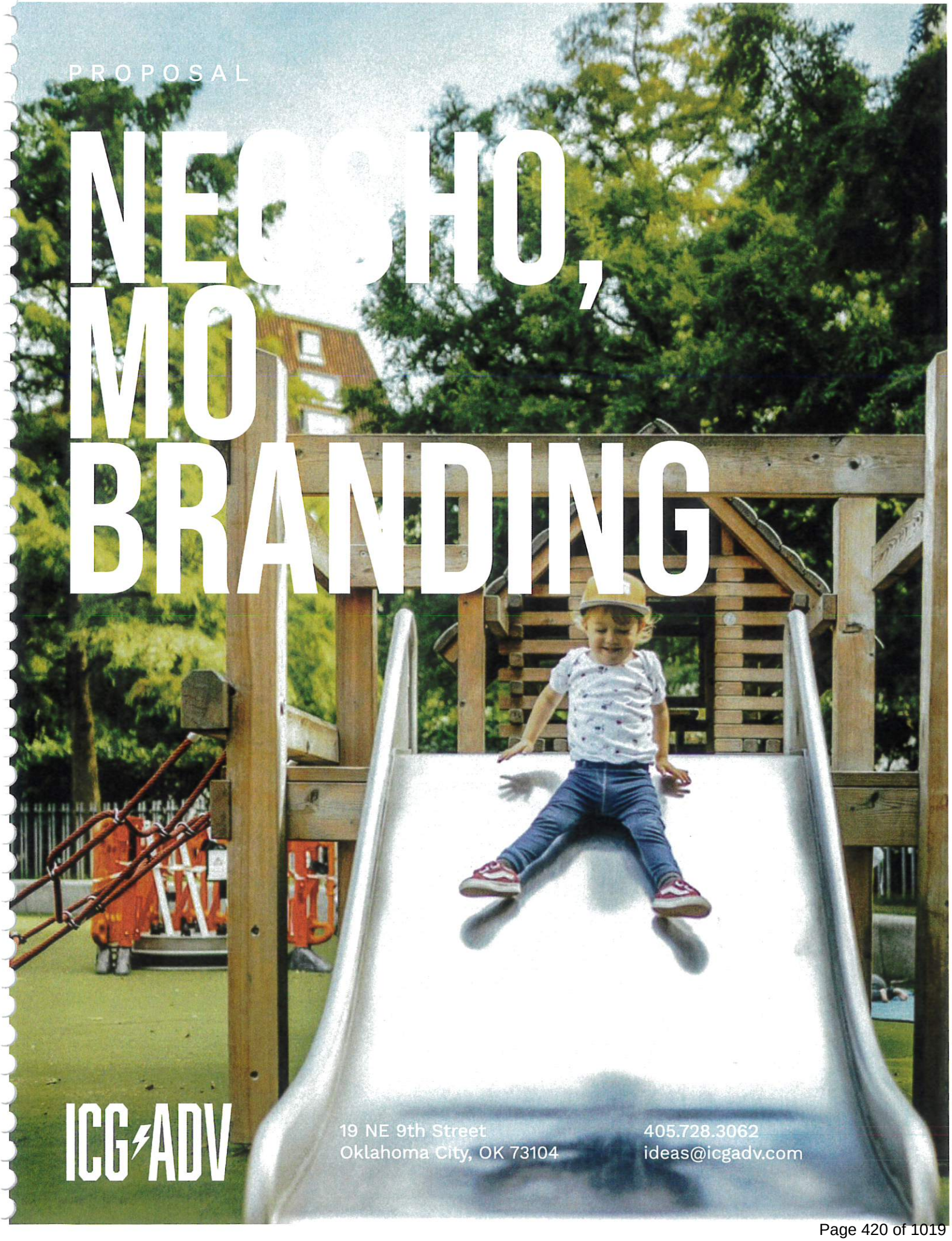
HUB

Right-sized, collaborative, experienced, woman-owned, industrious, fun, curious.

January 28, 2025

PROPOSAL

NEOSHO, MO BRANDING



ICG/ADV

19 NE 9th Street
Oklahoma City, OK 73104

405.728.3062
ideas@icgadv.com

City of Neosho, MO

We're thrilled about the opportunity to partner with Neosho, MO, the historic City of Springs, on your branding initiative. As admirers of vibrant small towns and having guided similar communities through identity projects, we understand how to create authentic community branding that honors local heritage while looking toward the future.

Our team excels in turning community stories into powerful brands that resonate with both stakeholders and residents. We're particularly drawn to Neosho's natural beauty, from its scenic springs to its historic downtown – elements that deserve to be celebrated in your visual identity. We've developed a collaborative process that brings community leaders together and delivers results that become woven into the fabric of daily life.

We'd love to help write Neosho's next chapter, creating something worthy of being included in your rich history for generations. In this proposal, you'll find our detailed approach to walking you through our process, step by step, and how we can provide continued support to ensure you're equipped for the future while staying true to your small-town values.

Matt Farley
Associate VP, Accounts
Insight Creative Group

INSIGHT CREATIVE GROUP

But most people just call us ICG. We're a full-service creative agency based in Automobile Alley, Oklahoma City. We partner with brands ready to swing for the fences with **big work** that makes a **big impact**.

IN-HOUSE SERVICES

- Campaign Development
- Branding & Identity
- Graphic Design
- Copywriting
- Video Production
- Photography
- Web Design
- Research
- Social Media
- Media Planning
- Media Buying

A LITTLE ON US.

Attention is our business, and our bank is flush with funds. Since 2006, we've done whatever necessary to get eyeballs on our partners' stories. We call it "Big Work. Big Impact."

Here's what makes us tick.

WE'RE BIG ON BIG IDEAS

Our business is the attention business. We'll jump up and down with our hands in the air if it gets your brand noticed. Kind of like those inflatable men, but with a whole lot more heart (and strategy). We chase the squirrely ideas and let the most unexpected "what-if" win.

WE'RE BIG ON GIVING BACK

We don't take our community for granted. On top of our annual Giving Day, our team regularly volunteers across our city and contributes to local nonprofits. Kindness, generosity, and selflessness are our jam. If they're yours too, we'll get along just fine.

WE'RE BIG ON GOING FOR IT

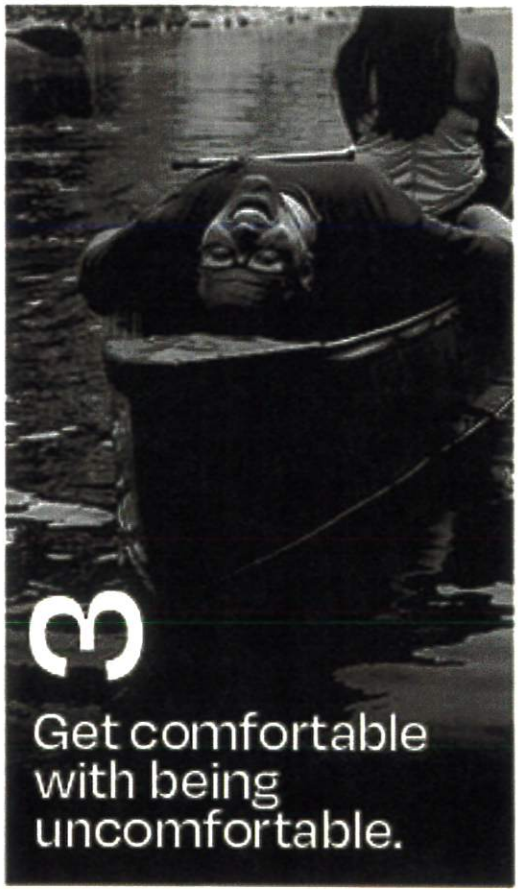
"Resist the middle at all costs" is one of core values for a reason. ICG was founded to get around the middleground all the other guys were living on. We've got the guts to go big, and we work with partners who have the same get-up-and-go.

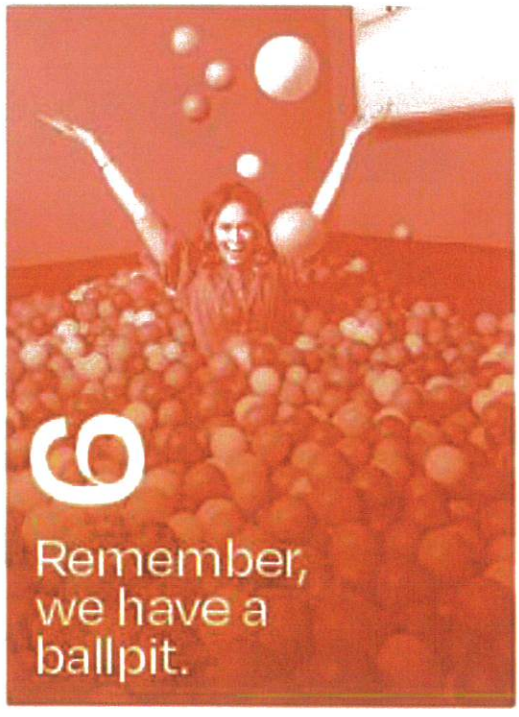
WE'RE BIG ON RELATIONSHIPS

Clients are more than just clients. They're our partners. We want to know your Q2 goals as much as the score of your kid's soccer game. We pledge to listen, learn, and love your brand as much as you do. Because making big work happen isn't a solo job.

OUR REQUIREMENTS

We expect them of our people and our partners. We may or may not chant them into the mirror each morning.





THE AGENCY FOR BRANDS WITH BIG APPETITES

ICG's partners are giants in their own right. If they're not saving lives, they're reshaping entire industries and communities. Here are just a few powerplayers on our roster.

SSM Health St. Anthony
SIMPLE MODERN
Beavers Bend Cabin Country
OKLAHOMA Commerce
Mattress King
BREWER CARPET ONE FLOOR & HOME
OU | ONLINE
KIOWA CASINO
ABOVE + BEYOND SERVICE COMPANY HVAC • PLUMBING • ELECTRICAL
ARTS COUNCIL OKLAHOMA CITY
Carter CHEVROLET
oem TRUCK EQUIPMENT
THE FLOOR TRADER OUTLET
JIMMY B's CULINARY • CRAFTED
MissionKids
988 MENTAL HEALTH LIFELINE
angels foster family network
care center EDUCATE & ADVOCATE
HEFNER Grill
NEIGHBORHOOD JAM
The WINSTON PLATES & SPIRITS
TOBY KEITH'S I LOVE THIS BAR & GRILL
REDROCK Canyon GRILL
Mama Roja MEXICAN KITCHEN
Mahogany PRIME STEAKHOUSE
CHARLESTON'S RESTAURANT
Louie's grill & bar
SMITTY'S GARAGE burgers & beer

MEET THE TEAM

These people are your people. We're the faces behind the phone calls and emails. Our diverse talents, perspectives, and obsessions make us one powerful punch. Ka-pow.

MATT FARLEY

MBA, Entrepreneurship,
University of Oklahoma 2016

Masters, Innovation and Strategy,
University of Oxford 2025

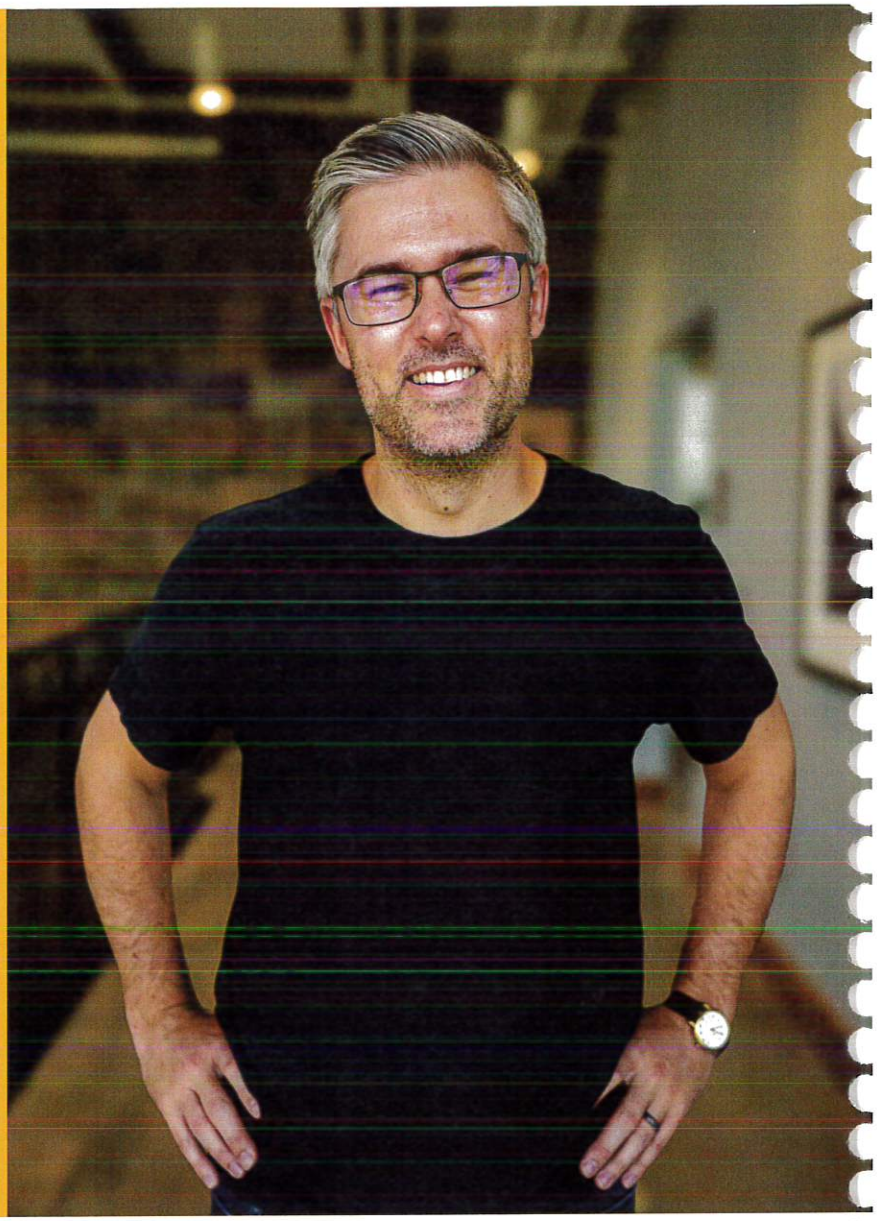
Young Advertising Professional of the Year, AAF OKC

Young Professional of the Year, AMAOKC

Honoree, Oklahoma Gazette 40 Under 40

Honoree, Journal Record Achievers Under 40

Associate VP of Accounts



Matt is a human Swiss Army knife. Since joining in 2018, he has served a variety of roles at ICG. Along with leading new business development, helping make strategic connections, and helming our account team, Matt isn't afraid to get his hands dirty in the creative process. He's also an undrafted free-agent if you happen to know Sam Presti.

Matt founded MARCON, Oklahoma City's leading marketing conference, attracting top national brands like Avocados from Mexico, Simple Modern, and Verizon. Matt also finds time to teach at Oklahoma City University's Meinders College of Business. He previously served as president of AMAOKC and is an alum of Leadership OKC LOYAL Class XII.

This guy's highly caffeinated and always ready to grab another cup. Just shoot him a text. When he *does* shed the tie, he's either hanging with the fam or screaming for the OKC Thunder. Preferably at the same time. Matt lives in Edmond with his wife (Samantha) and their two toddlers (Finn and Hattie).

ERIN ACUFF

BA, Advertising and Marketing, Marquette University 2005

AMAOKC Marketer of the Year, 2022
2024 Judge, Shorty Awards
Member, The Real Time Academy of Short Form Arts & Sciences

VP of Client Strategy

As VP of Client Strategy, Erin helps our partners identify problems and guides ICG in delivering the most creative solutions possible. She brings over 18 years of agency experience, with a background in media buying and planning. In her spare time, she can usually be found sinking her teeth into consumer behavior data. She's very bad at driving electric scooters though.

Erin started out in Chicago, buying and planning for international brands like MillerCoors, Applebee's, Suzuki, Vera Bradley, and BMO Bank. She is passionate about meaningful, dialogue-driving work.

When Erin's not at ICG she's curled up with a glass of wine and a book or coaching soccer. Erin lives in Choctaw with her husband (Ryan) and their three kids (Connor, Nora, and Cullen).

MACY MUIRHEAD

BA, Creative Media Production,
University of Oklahoma 2017

2022 Honoree, NextGen Under 30

Finalist, AMAOKC Young Professional Marketer of the Year

Creative Director

Macy has a way with words. Whether it's coming up with award-winning campaigns or writing headlines, she's a pro at punching up big work. Her background in copywriting and content creation make her a creative force for our partners, and if you need a random Oklahoma fact, she's your girl.

Macy started her career in NYC managing the brand of an impact investing startup. While in the Big Apple, she studied comedy sketch writing with the Upright Citizens Brigade. She is an alum of the Citizen Potawatomi Nation's Mdamen Leadership Program.

If it's Saturday, it's a safe bet that Macy is digging through an antique store or estate sale. That, or she's knuckle deep in the garden. She lives in Oklahoma City with her two chihuahuas (Chuck and Bug).

MEET THE TEAM

LEADERSHIP

ERIC JOINER — CEO, Partner

DOUG FARTHING — CCO, Partner

RUSTY DUNCAN — CMO, Partner

ERIN ACUFF — VP of Client Strategy

MATT FARLEY — Associate VP of Accounts

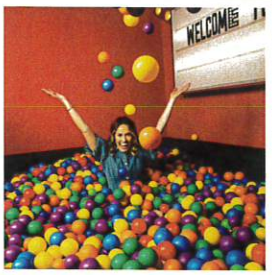
ACCOUNTS

LAYNI CARNEY — Office Manager

ANDY LOPEZ KAMPF — Director of Account Services

EMILY BARTUSCH — Senior Account Manager

REAGAN MORIN — Account Manager



ISABEL BRAZIL — Account Coordinator

STRATEGY

MADISON STOUT — Account Strategist

JENNIFER BESHIRES — Media Director

SYDNEY SCHWARZ — Media Coordinator

ASHLEIGH BULSON — Social Media Director

ANNALEE SEIGEL — Social Media Specialist

CREATIVE

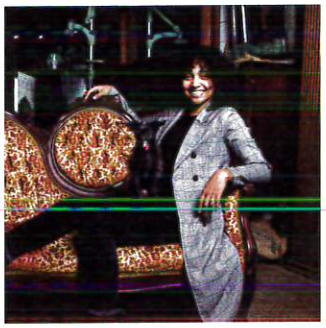
STEVE LOFTIS — Creative Director

MACY MUIRHEAD — Creative Director

KEVIN MURRAY — Creative Director

PAIGE SHEAD — Art Director

BRANDON ANDERSON — Creative Design Lead



NICHOLE BURROUGHS — Creative Specialist

VIDEO

ROB WHITLOW — Director of Post Production

TROY HUDDLESTON — Senior Video Specialist

THOMAS STEELE — Senior Video Editor

ALLY CALLAHAN — Video Specialist

SINCE '06
AWARDS

SMALL AGENCY OF THE YEAR

At the 2023 Shorty Impact Awards, ICG went toe-to-toe with UNICEF, Dove, and MTV — and came out on top.

The Shorty Impact Awards honor the most purposeful digital and social media work around the globe.

At the international award show, ICG took home the top prize for agencies of less than 1,500 employees and multiple awards for its work with the Oklahoma Department of Mental Health and Substance Abuse Services' (ODMHSAS) 988 Mental Health Lifeline.

Since ICG partnered with the 988 Lifeline, over 50,000 Oklahomans have reached out to the life-saving service.

Best Mental Health Campaign

Best Use of Instagram

Silver PSA

Small Agency of the Year

IT'S NOT ABOUT THE AWARDS

But a few never hurt anybody. ICG's work is continually respected by our partners and peers. Here's a taste of what's in our trophy case.

334 ADDYS

6 SHORTY AWARDS

25 DISTRICT ADDYS

3 METRO 50 AWARDS

17 AMAOKC MARKETING EXCELLENCE AWARDS

1 HEARTLAND EMMY

2024
Small Agency of the Year
SHORTY IMPACT

IT'S REALLY ABOUT...

BIG WORK. BIG IMPACT.

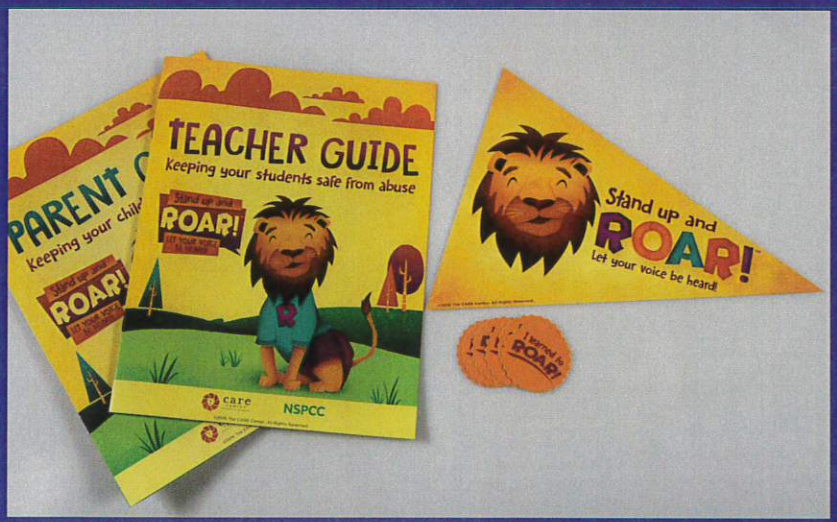
The four words we live and die by. Essentially, they mean we come at everything with big intentions — including the work we put back into our community. We say it a lot because we mean it, and we're looking for partners who wake up everyday with the same fire.

NONPROFIT PARTNERSHIP | VOLUNTEERING | ANNUAL GIVING DAY | COMMUNITY INVOLVEMENT | STUDENT MENTORSHIP

HOW WE GIVE BACK

NONPROFIT PARTNERSHIP

Since day one, nonprofits have been core to ICG's DNA. We regularly partner with good causes to help amplify their missions.

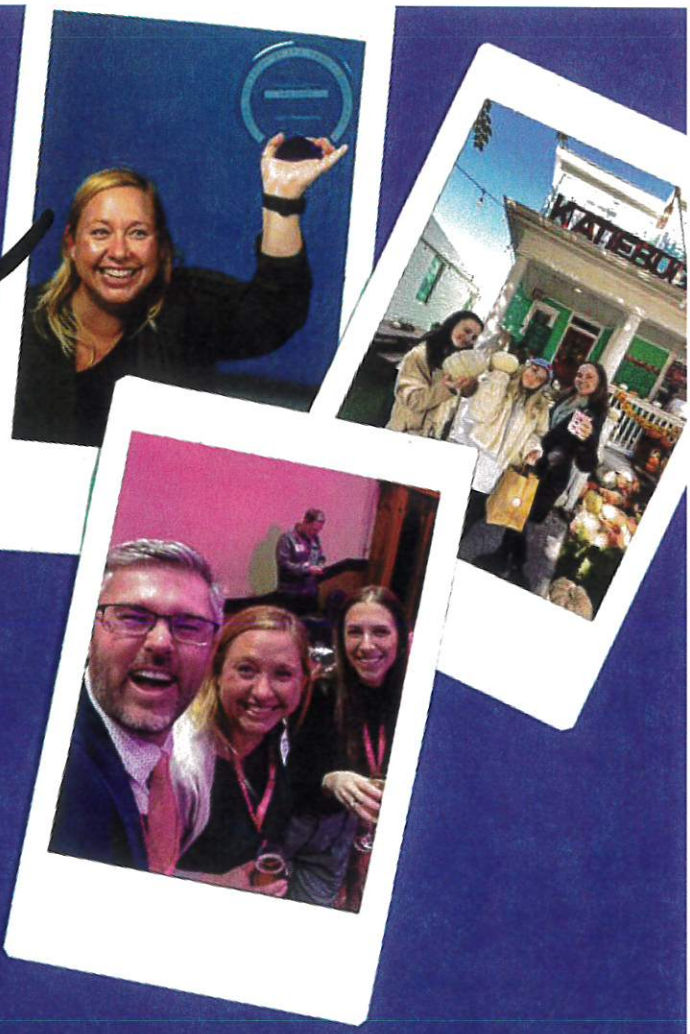


VOLUNTEERING

Giving back is the ICG culture. Our team volunteers as a team several times a year with organizations like the Oklahoma City Zoo, the Regional Food Bank of Oklahoma, and more.

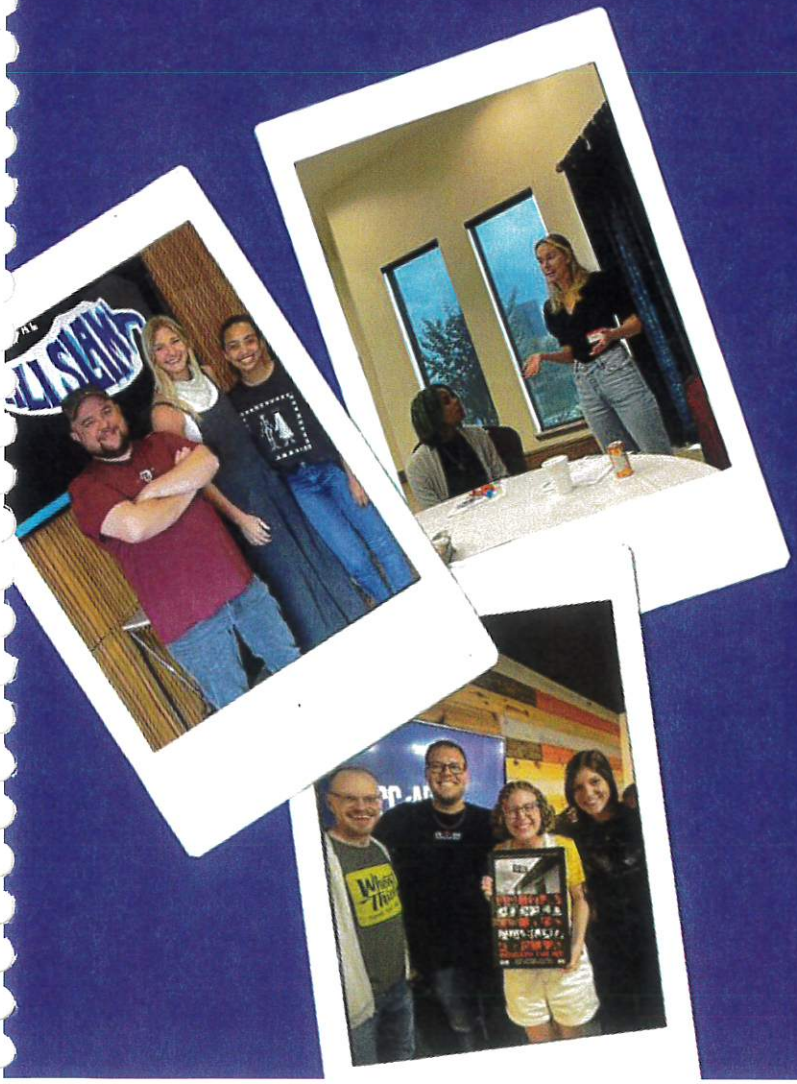
ANNUAL GIVING DAY

Every holiday season, we close our office fora full day of service. Along with playing Santa for kids in need, we volunteer and bless strangers with random acts of kindness.



COMMUNITY INVOLVEMENT

That ICG spirit goes far beyond these four walls. From board membership to conferences and chili cook-offs, our team is ingrained in OKC.



STUDENT MENTORSHIP

Paid internships, shadowing opportunities, and college speaking events are just a few ways ICG helps students kick in the door of the advertising industry.

REFERENCES

BUSINESS REFERENCES

Becky Samples
Director of Marketing and Communications
Oklahoma Department of Commerce
- Phone: 405-596-6402
- Email: becky.samples@okcommerce.gov

SANDRA PAYNE
Regional Director, Marketing & Communication
SSM Health Care Oklahoma
- Phone: 405.272.6359
- Email: sandra_payne@ssmhc.com

COURTNEY MORTON
Director of Communications
Oklahoma City Public Schools
- Phone: (405) 587-0232
- Email: crmorton@okcps.org

CHARITY O'DONNELL
Executive Director
McCurtain County Tourism Authority
- Phone: 580-584-3393
- Email: bchamber@pine-net.com

Kaity Andrey
Communications, Marketing & Outreach Manager
Mission Kids
- Phone: 484-687-2990 ext.1034
- Email: kandrey@missionkidscac.org

After meeting with several creative / public relations firms, ICG was the clear choice. Their experience with brand identity was far superior to the other agencies we interviewed. ICG has worked with non-profits and understands the OKC climate, both of which were important to OKCPS as we embarked on the journey to rebrand our district. We love the final product, but we were also very impressed with the diligence ICG displayed during the discovery phase of this process. If we had it to do all over again, I know that we would hands down select ICG again to guide us through the rebranding process.

COURTNEY MORTON
Director of Communications,
Oklahoma City Public Schools

When it comes to building lasting relationships, ICG is among the best. From the beginning they became actively engaged with members of our marketing and senior leadership teams to really get to know us—our mission, goals, and long-term strategy. And they didn't stop there. They became an integral member of our marketing team, working closely with our staff, physicians and even patients. Now into our nine-year engagement with ICG, it is not unusual for them to walk through the halls of our facilities and encounter many people they know, ranging from members of the housekeeping staff to nurses to physicians.

One of the many benefits of our strong relationship with ICG is the keen business sense and strategic ability they apply to develop innovative solutions. One such solution was the development of a website to support our marketing campaigns within our growing regional network. Although websites existed for each individual entity, we wanted a way to communicate the depth of our regional presence. After a thorough assessment of our need and applying the latest web advancements and best practices within and outside of healthcare, ICG proposed a concept that above all enhanced the user experience. The concept was precisely executed and supported the achievement of our marketing priorities by bridging the gap that existed between entity and regional messaging. The implemented site places us at the forefront of web presence in our competitive market and is effectively aligned with our business strategy and marketing priorities.

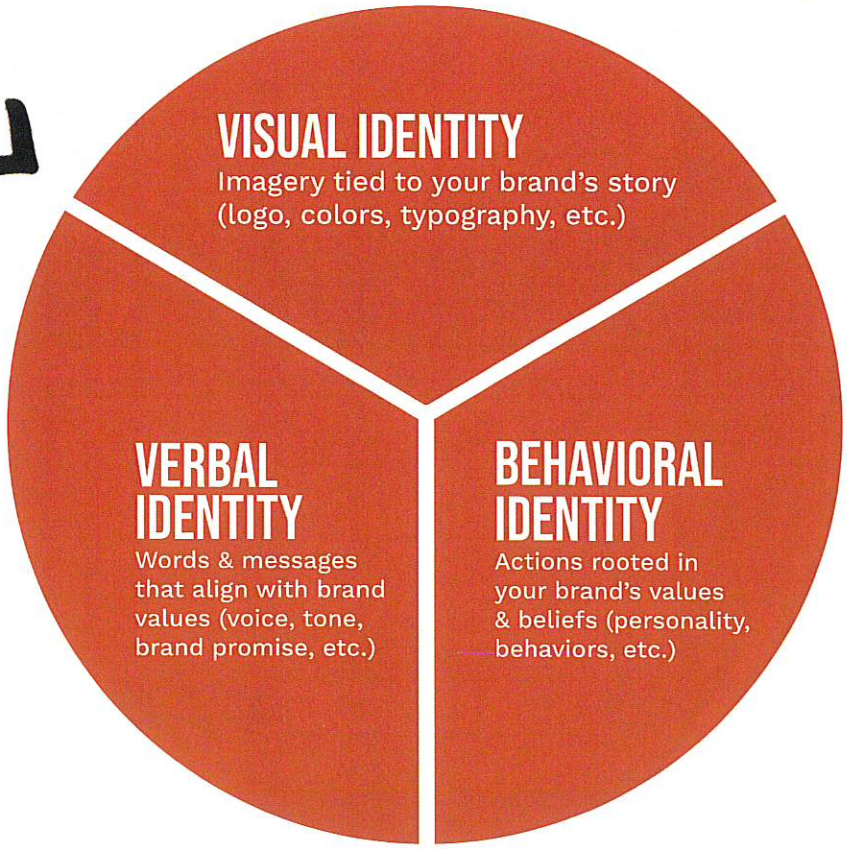
SANDRA PAYNE
Regional Director, Marketing & Communication,
SSM Health Care Oklahoma

OUR PROCESS

YOUR BRAND IS WHAT PEOPLE SAY ABOUT YOU WHEN YOU'RE NOT IN THE ROOM.

AKA your brand is waaaay more than a logo.

*YOUR BRAND



SOUNDS GREAT. NOW WHAT?

Time to get to know your organization and figure out what's working...and what's not.

STEP 1

Collateral Review

You'll be asked to send any and all materials that represent your brand. This includes your business' strategic plan, as well as any current marketing materials.

STEP 2

Interviews & Online Surveys

To get a broad view of your brand's current perceptions, we'll talk with key members of your leadership team and send surveys to customers, partners, and more.

MILESTONE

STEP 3

Brand Audit

We'll pore over what we've learned and recommend actionable next steps through SWOT analysis, takeaways, positioning targets, and more. Think of this as the benchmark for decisions going forward.

MILESTONE DELIVERABLE

HOW WE BUILD BRANDS

STEP 1

Creative Kickoff

This is where the fun starts. Your creative team will be briefed on your strategic goals and what we've learned through our brand audit.

MILESTONE

STEP 2

Verbal Identity

We'll hone how your brand speaks and acts through messaging. This includes your mission, vision, values, and tagline.

STEP 3

Visual Identity

Taking cues from the verbal identity, we'll develop how your brand looks, including logos and mockups.

STEP 4

Client Review

You'll select the direction you'd like to take forward, and we'll work together to determine specific brand deliverables that need to be created.

MILESTONE CLIENT REVIEW

STEP 5

Execution

Our team will make any needed adjustments and apply your new brand to approved deliverables. We'll also meet again to talk brand rollout and future organizational support.

STEP 6

Final Deliverables

Once everything is finalized, you'll receive:

Final logo pack

Brand standards guide
Containing the brand audit, verbal identity visual identity guidelines

Brand deliverables
Print & digital files

DELIVERABLE

CITY OF NEOSHO, MO BRANDING PROJECT

Scope of Work & Cost Proposal

PROJECT OVERVIEW

Development of a comprehensive branding system for the City of Neosho, including a unified logo, official seal, and complete style guide to ensure consistent brand implementation across all city communications and materials.

AGENCY SERVICES

Strategic Direction

Hours: 16 | Cost: $2,880

- Brand strategy development
- Creative brief development

Project Management

Hours: 24 | Cost: $4,320

- Timeline management
- Client communications
- Quality control

Creative Direction

Hours: 20 | Cost: $3,600

- Design oversight
- Concept development

Art Direction and Design

Hours: 30 | Cost: $5,400

- Visual design development
- Asset creation

Copywriting

Hours: 16 | Cost: $2,880

- Brand voice development
- Style guide content
- Application examples

CORE DELIVERABLES

Official City Seal Design

- Research and concept development
- 3x design options
- Refinements and finalization

Unified Logo Design System

- Strategic discovery and planning
- Multiple concept directions
- Design development in full color, single-color, and black & white
- Refinements and finalization

Comprehensive Brand Style Guide

- Brand characteristics documentation
- Color palette development
- Typography system
- Spacing and sizing guidelines
- Usage rules and restrictions
- File format specifications

Applications and Templates

- Business cards
- Letterhead and envelopes
- Email signatures
- PowerPoint/presentation templates
- Department identifiers (needs to specify)
- Vehicle decals
- 5x apparel designs mockups
- 5x Ad specialty items mockups
- Social media applications

MEETINGS & PRESENTATIONS

Initial Discovery Meeting

Meeting Cost: $4,320

Travel Costs: $850

- Team of 3 people
- Full day on-site
- Mileage and per diem included

Mid-Project Review

Meeting Cost: $4,320

Travel Costs: $850

- Team of 3 people
- Full day on-site
- Mileage and per diem included

Final Presentation

Meeting Cost: $4,320

Travel Costs: $850

- Team of 3 people
- Full day on-site
- Mileage and per diem included

Post-Project Retainer Services

Monthly Cost: $2,160

3-Month Retainer Total: $6,480

- 12 hours per month of dedicated graphic design support
- Available for brand implementation and new materials
- Monthly check-in calls
- Priority response time

COST SUMMARY

Professional Services: $45,000

Travel and Expenses: $2,550

3-Month Retainer: $6,480

Total Project Cost: $54,030

PROJECT TIMELINE

- Project Start: February 25, 2025
- Department Representatives Meetings: First Week of March 2025
- Draft Seal and Style Guide: Last Week of April 2025
- Final Presentation to Council: June 3, 2025

TERMS & CONDITIONS

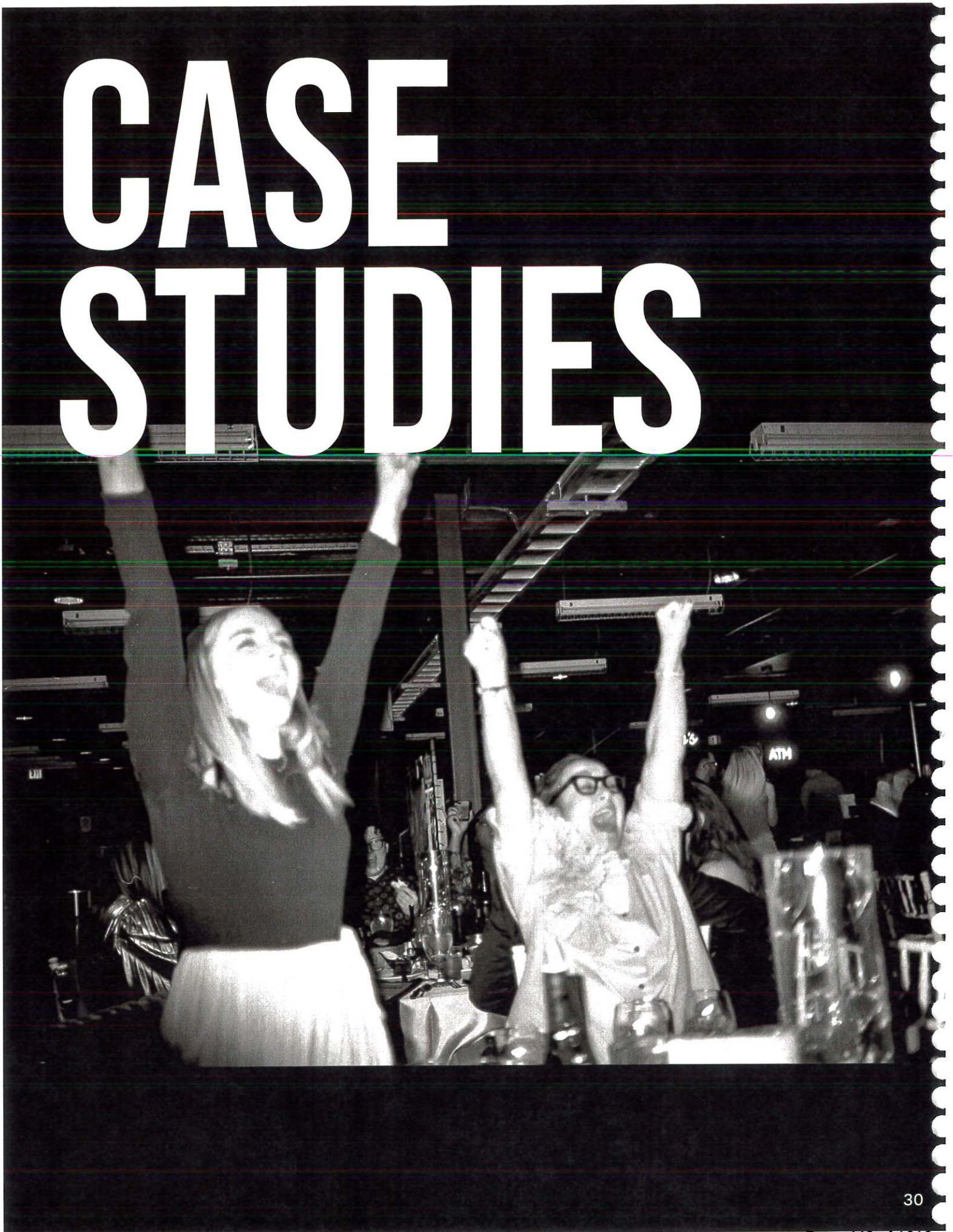
- Payment terms: 40% upon project initiation, 30% upon first draft delivery, 30% upon project completion
- Travel expenses include mileage at standard federal rate and per diem for meals and incidentals
- Additional meetings or revisions beyond those specified will be billed at the hourly rate of $180
- Project timeline assumes timely client feedback and approvals

DELIVERABLE FORMATS

All final deliverables will be provided in the following formats:

- EPS files (layered, minimum 600 dpi)
- JPEG files (high resolution)
- PNG files (with transparency)
- PDF files (print-ready)
- Native design files (Adobe Creative Suite)

CASE STUDIES



OKLAHOMA CITY PUBLIC SCHOOLS

Brand Identity

A Fresh Look

Oklahoma City has relished in a civic renaissance over the past decade, but its public schools — the largest district in the state — have struggled to ride the wave.

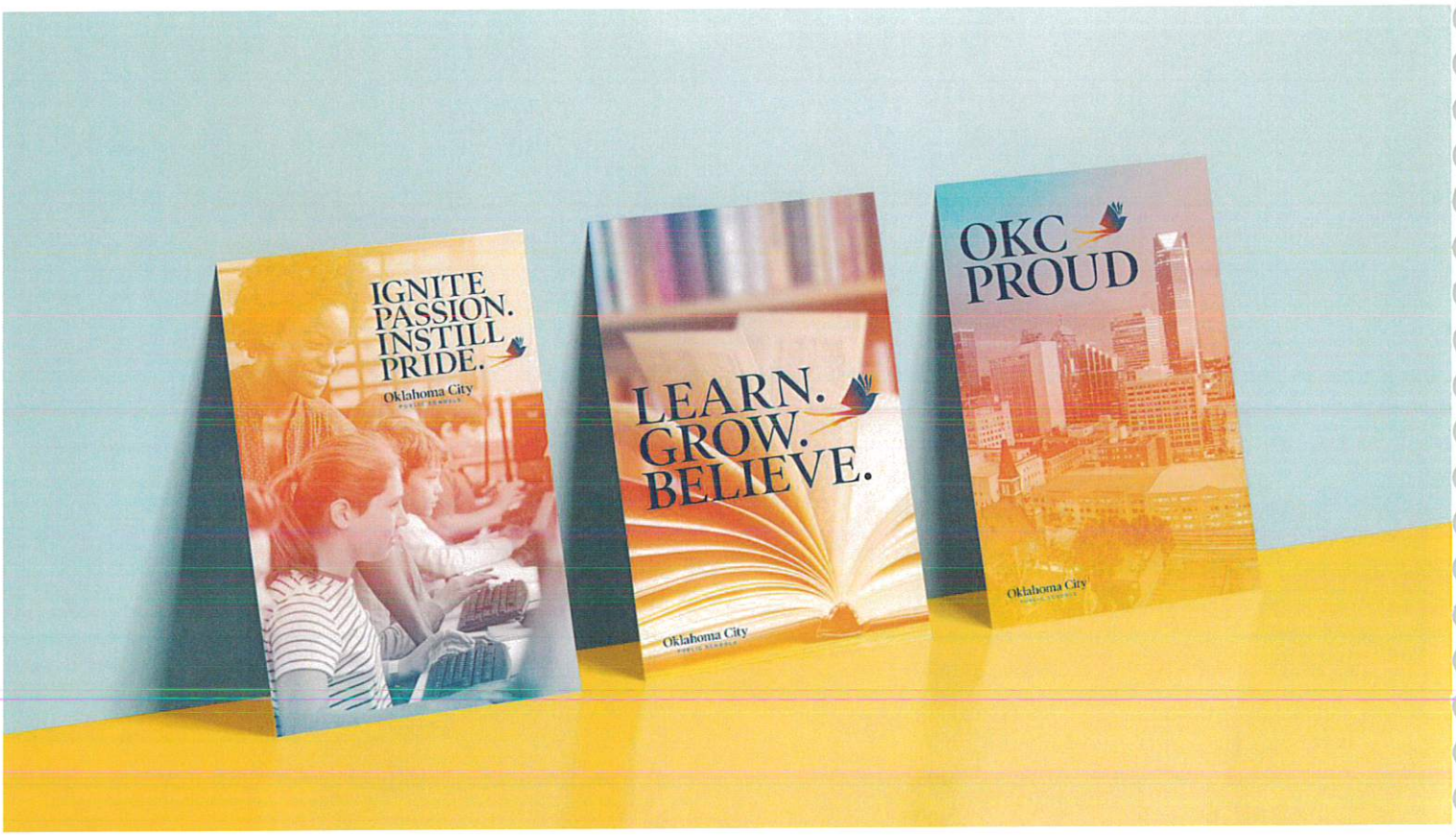
After years of challenges and changing leadership, a bold new vision had finally stepped into the picture. ICG partnered with Oklahoma City Public Schools to rebrand the district and help turn the page on negative notions.

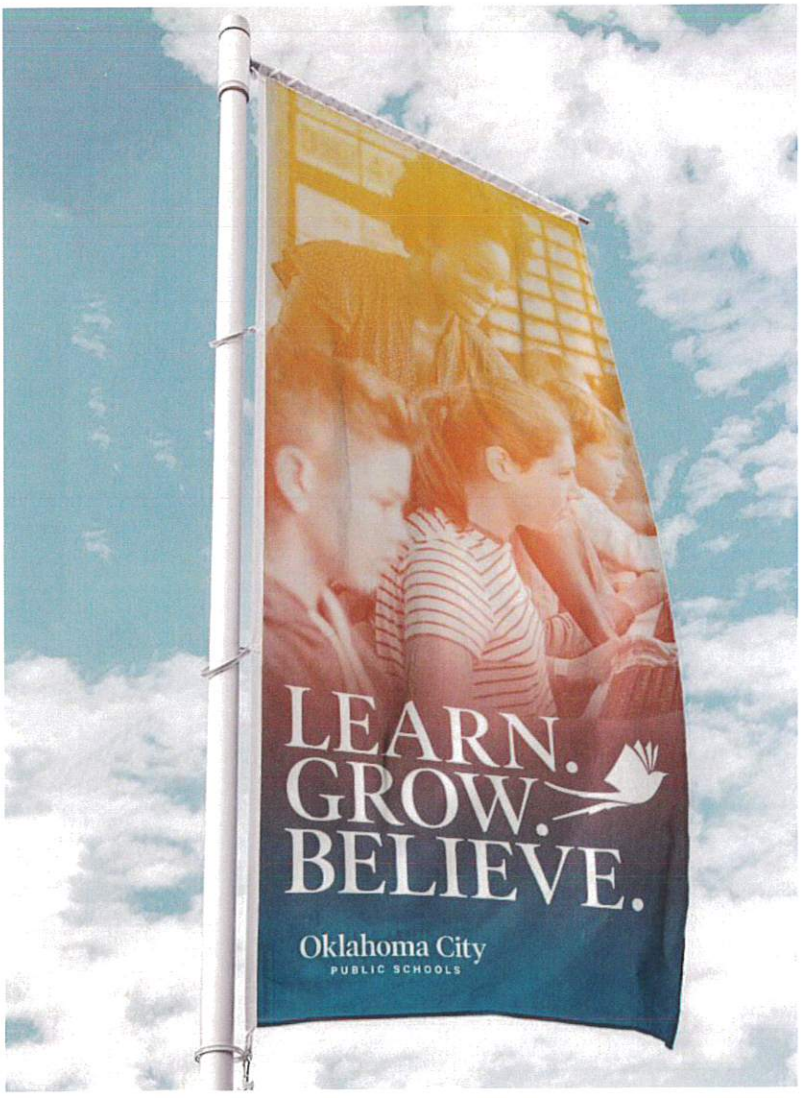
Oklahoma City
PUBLIC SCHOOLS

Oklahoma City
PUBLIC SCHOOLS

To the Skies with Pride

Warm, colorful, and modern, the new brand celebrated the district's diversity and set the stage for years of excellence to come. At the heart of it all was the logo — a combination of a book and Oklahoma's state bird, the scissortail flycatcher — symbolizing OKCPS's dedication to soaring high for its students and city.


IGNITE PASSION. INSTILL PRIDE.
Oklahoma City
LEARN. GROW. BELIEVE.
Oklahoma City
OKC PROUD
Oklahoma City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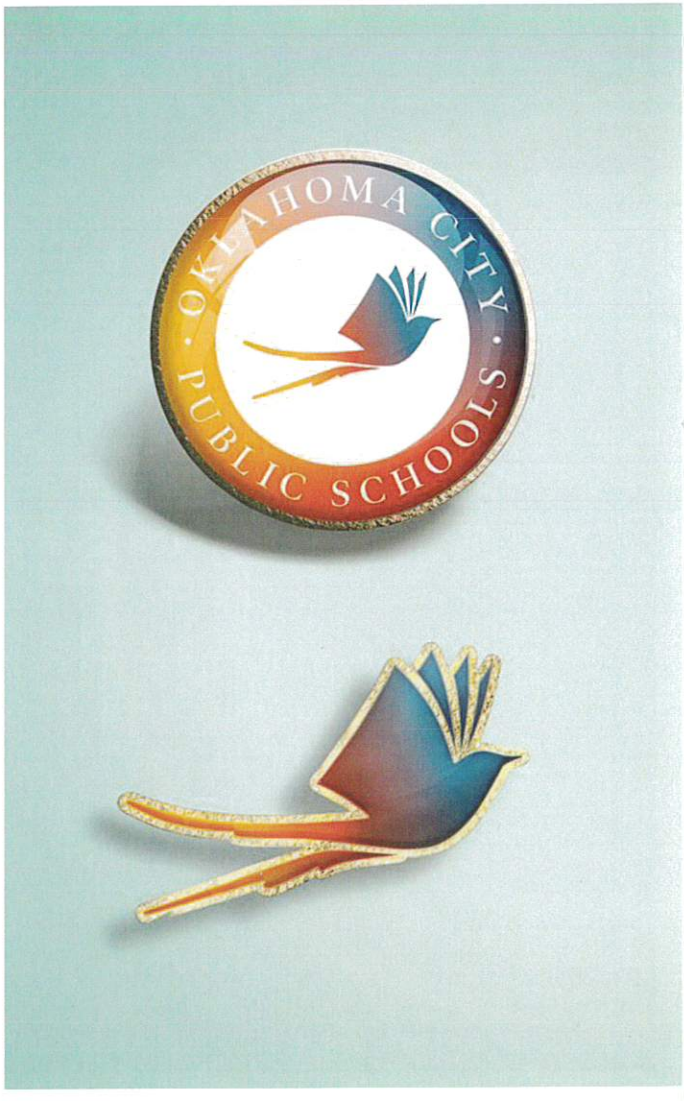

OKLAHOMA CITY · PUBLIC SCHOOLS ·

OKLAHOMA DEPARTMENT OF COMMERCE

Campaign

AMERICAN ADVERTISING AWARDS **WINNER**

Come Live The Flyover Life

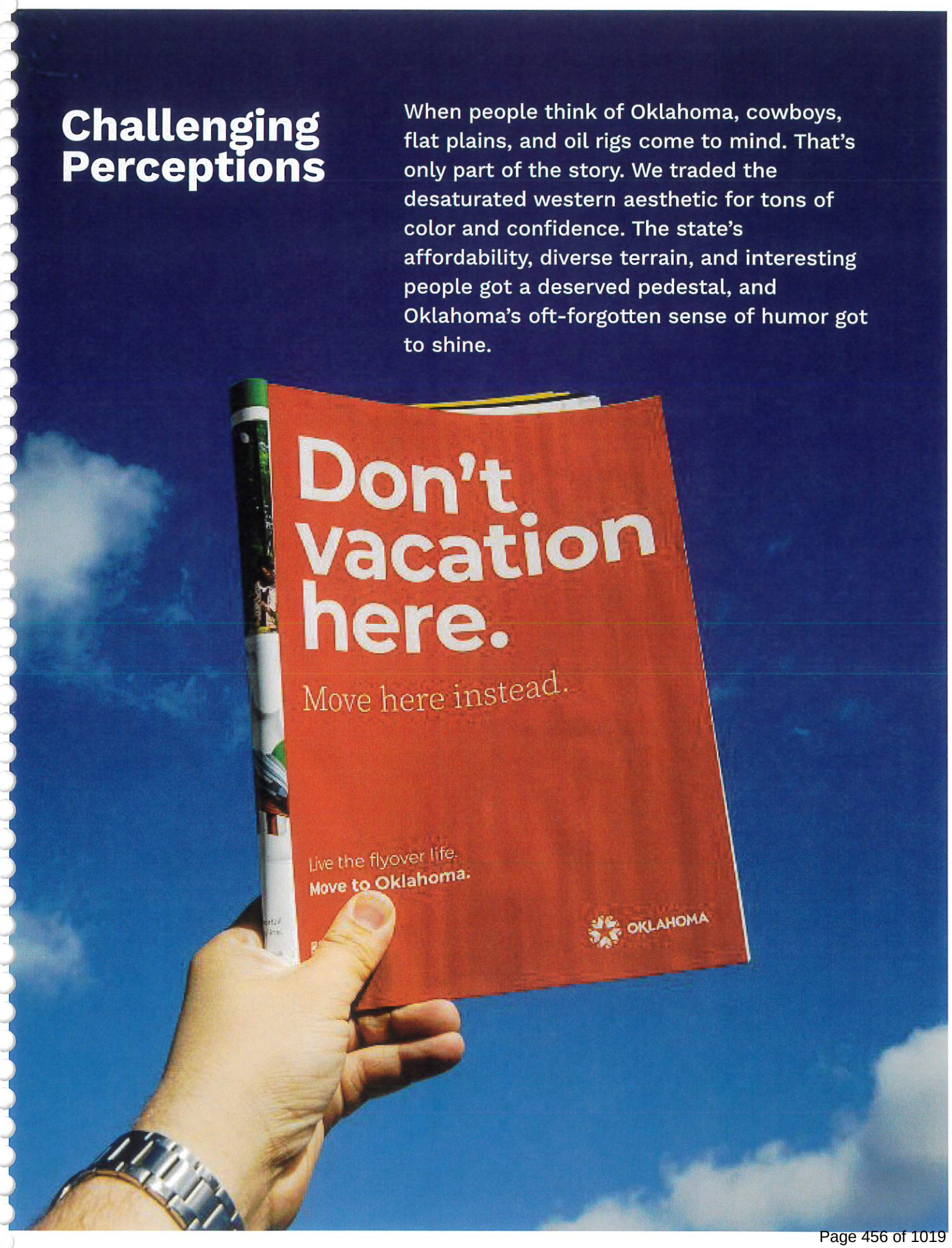
Oklahoma is changing. Fast. With one of America's lowest costs of doing business, large companies are moving in and new developments are popping up around the state. What's left is a glut of open jobs.

The state's economy needed to attract highly-skilled talent, but there was one problem: Oklahoma has a perception problem.

To buck the dust, ICG teamed up with the Oklahoma Department of Commerce on a new campaign that pulled back the curtain on a "flyover state" worth touching down.

Challenging Perceptions

When people think of Oklahoma, cowboys, flat plains, and oil rigs come to mind. That's only part of the story. We traded the desaturated western aesthetic for tons of color and confidence. The state's affordability, diverse terrain, and interesting people got a deserved pedestal, and Oklahoma's oft-forgotten sense of humor got to shine.

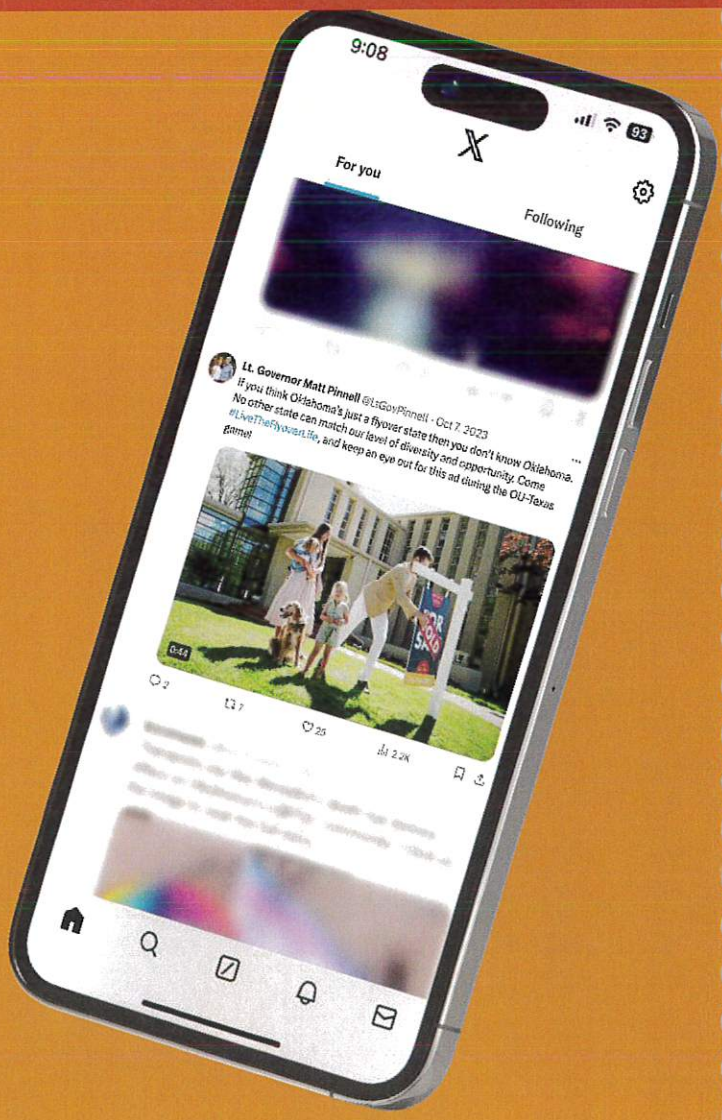


Why You Should Move to Oklahoma

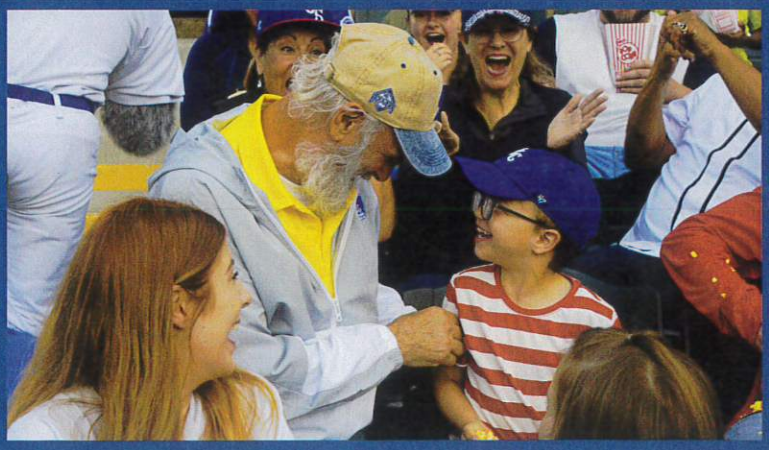
Scan to watch

The Right Kickoff

In 2022, nearly 118,000 people made Oklahoma their new home. Around 25% of those came from Texas. We knew there was no better place to launch the campaign than during the Red River Rivalry. As football fans headed to the Cotton Bowl, we made our debut with the help of Oklahoma Lieutenant Governor Matt Pinnell.



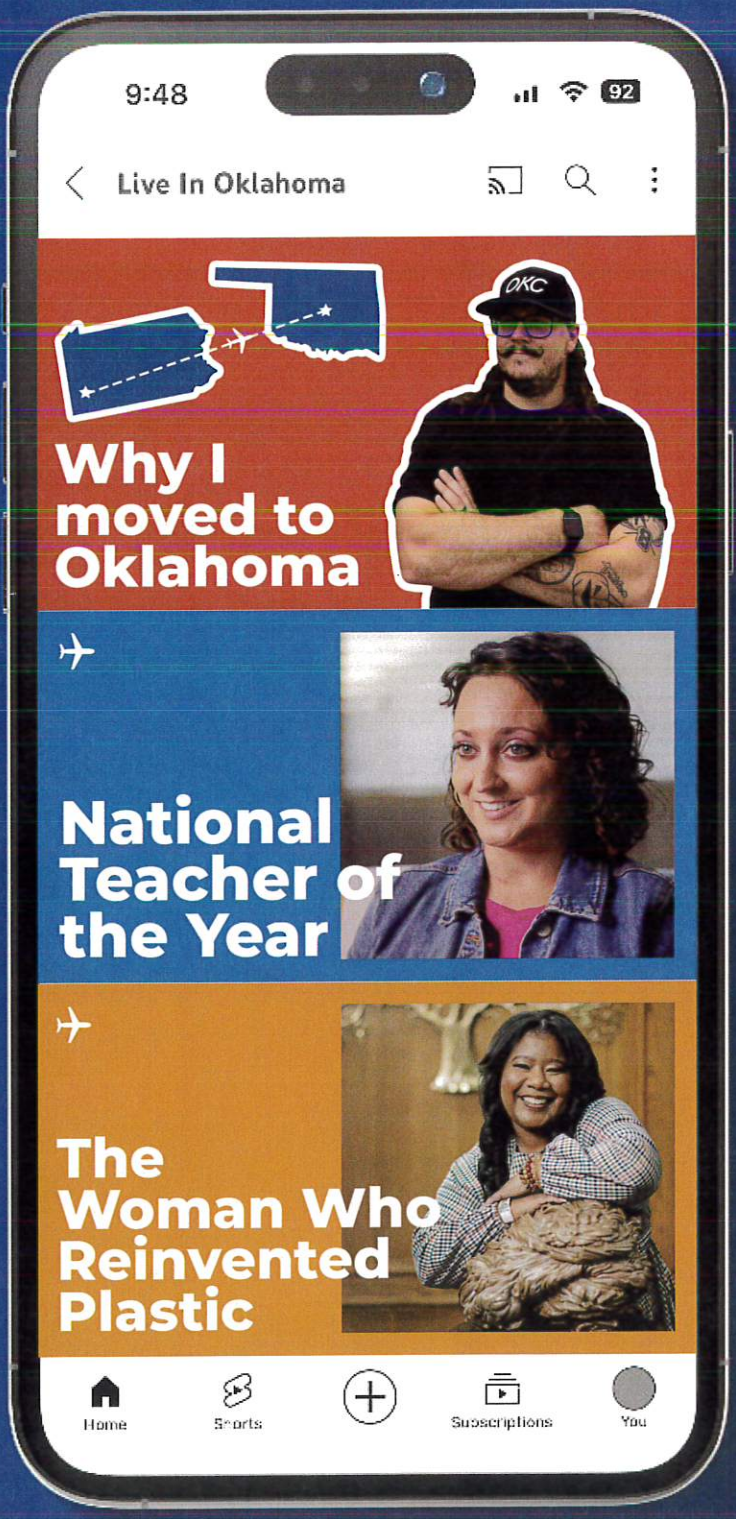
SOLD
OKLAHOMA



EGGS
VEGGIES

Clickable Content

ICG produced two longform content series to catch people in their “should I move?” searches on YouTube and Google. Each series showcased reasons interesting people chose to build their lives in Oklahoma.



Scan to watch

Scan to watch

Scan to watch

Liven Up the Lifestyle

From our work with government clients, we knew people were less likely to respond to content that felt governmental. Instead, we took an editorial approach Sleek design, interactive elements, and quality of life Q&As showed an Oklahoma only for those in the know on the website. Typical brochures felt more like a lifestyle magazine.

Scan to see full site

DAILY LIFE
Welcome to white picket living
$198,398
average home value
$1,398
average monthly rent
21.5 minutes
average commute
120+
Blue Ribbon schools
#1
cost of living in the U.S.*
The lap of luxury lives where you never thought to look. Oklahoma boasts one of the U.S.'s most affordable costs of living, and wallet-pleasing home prices mean the American dream is still alive and well. When your dollar stretches that much further, you can afford to have your steak and eat it too — in a backyard the size of a house, no less.
Whether you put down roots in a small town, suburb or city, you'll find Oklahomans are still the kind of neighbors willing to share a cup of sugar. Communities are tight knit and friendly to families and young adults alike. Plus, less traffic and a focus on work-life balance leave room for block parties, Friday night lights and picnics in award-winning parks.
FEATURED COMMUNITIES
Edmond
Top ranked public schools in the state
Population: 94,428
Average Home Value: $236,621
Muskogee
Most affordable city in the U.S.**
Population: 36,878
Avg Home Value: $122,951
* Council for Community & Economic Research **According to Budget Hotels
So much more than the musical.
Rodgers and Hammerstein may have gotten the waving wheat right, but if that's all you know about Oklahoma, you've only seen the first act.
+ Backyards the size of a house.
+ 200-acre public parks.
+ For Sale signs that won't break the bank.
+ One of the NBA's most exciting franchises.
+ James Beard award-winning cuisine.
+ Some of the PGA's favorite pit stops.
+ Frank Lloyd Wright's only skyscraper.
+ Family friendly cities and small towns.
+ Oscar-worthy landscapes.
+ The nation's top public school teacher.
+ Hidden gem museums.
+ College football royalty.
+ America's most diverse terrain per mile.
+ More shoreline than the Atlantic Coast.
What can we say? Life's pretty large here in Oklahoma. Come live the flyover life.
See for yourself.
Culture & Entertainment 8
Oklahoma Outdoors 12
Job Prospects 16
3
the
ver Li
e to Life in Okla

Make It Shareable

Oklahomans are funny, but the state rarely gets to show its silly side. On social media, ICG leaned into social trends and inside jokes to encourage shares among Oklahomans and potential movers too.

Traffic, Taxes & Truth

Dallas residents move to Oklahoma more than any other city in the U.S. We placed a series of digital billboards around the DFW metroplex with messaging that hit them where it hurt most.

BEAVERS BEND CABIN COUNTRY

Campaign

Beavers Bend
Cabin Country

Get Here Already

Luxury cabins. Fly fishing. Campfire s'mores. Lake days. World-class BBQ. State park hikes. Horseback rides. It's all in Beavers Bend Cabin Country — and some.

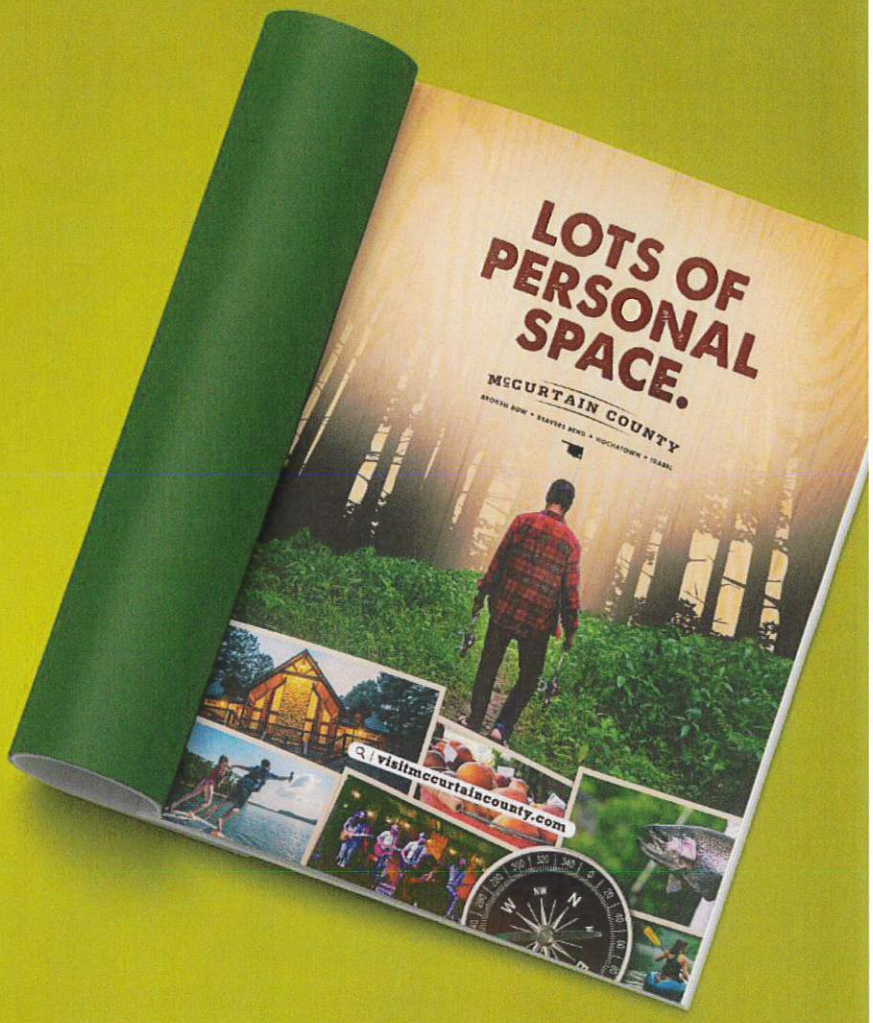
Since 2019, ICG has been the agency of record for McCurtain County Tourism Authority. Our small but mighty agency handles campaign development, video production, content creation, media strategy/placement, social media management, web development, analytics, reporting, and more.

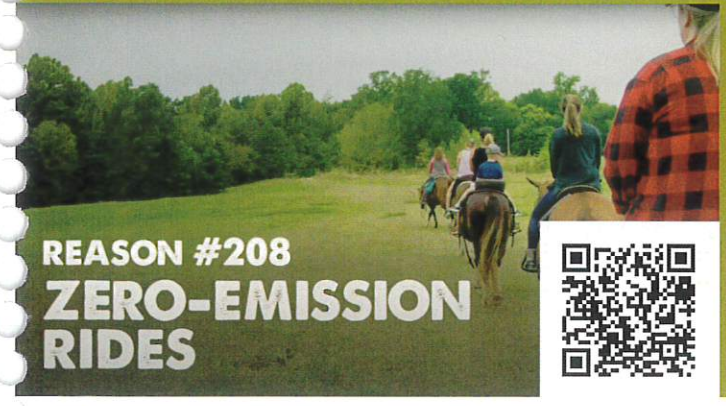
27x Addy Winner

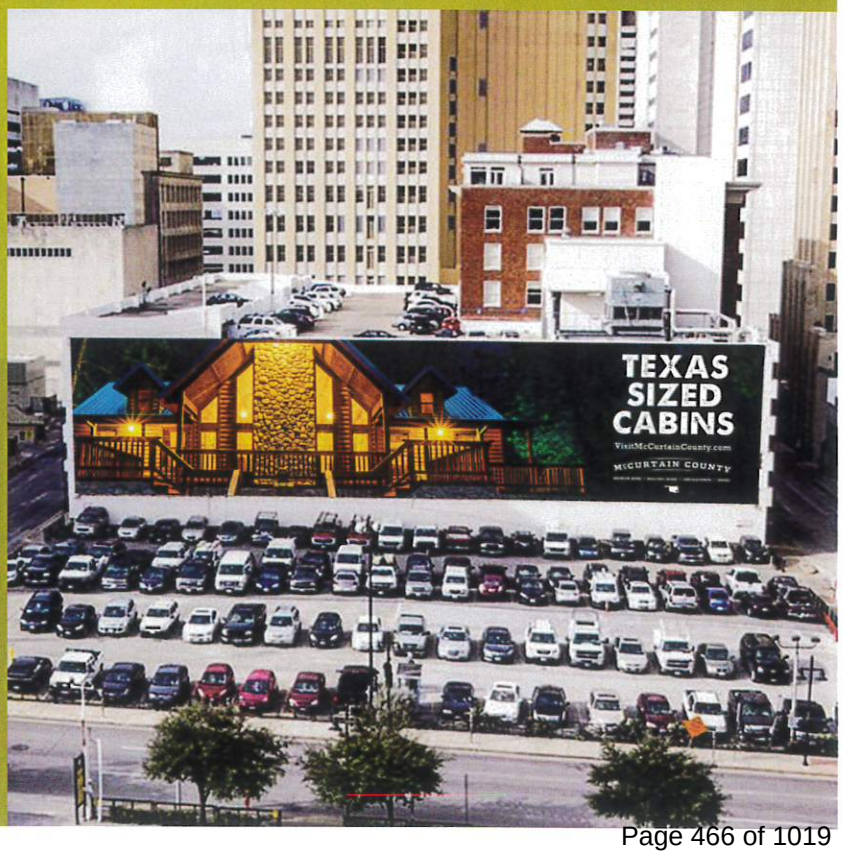
AMERICAN ADVERTISING AWARDS

A Million Reasons to Visit

Our relationship spans back to 2019, when ICG swapped the laidback creative approach of the past for activities, energy, and countless possibilities for fun. To get it right, we started with extensive research on the county's key market — Dallas — which informed in-depth creative and media strategies.

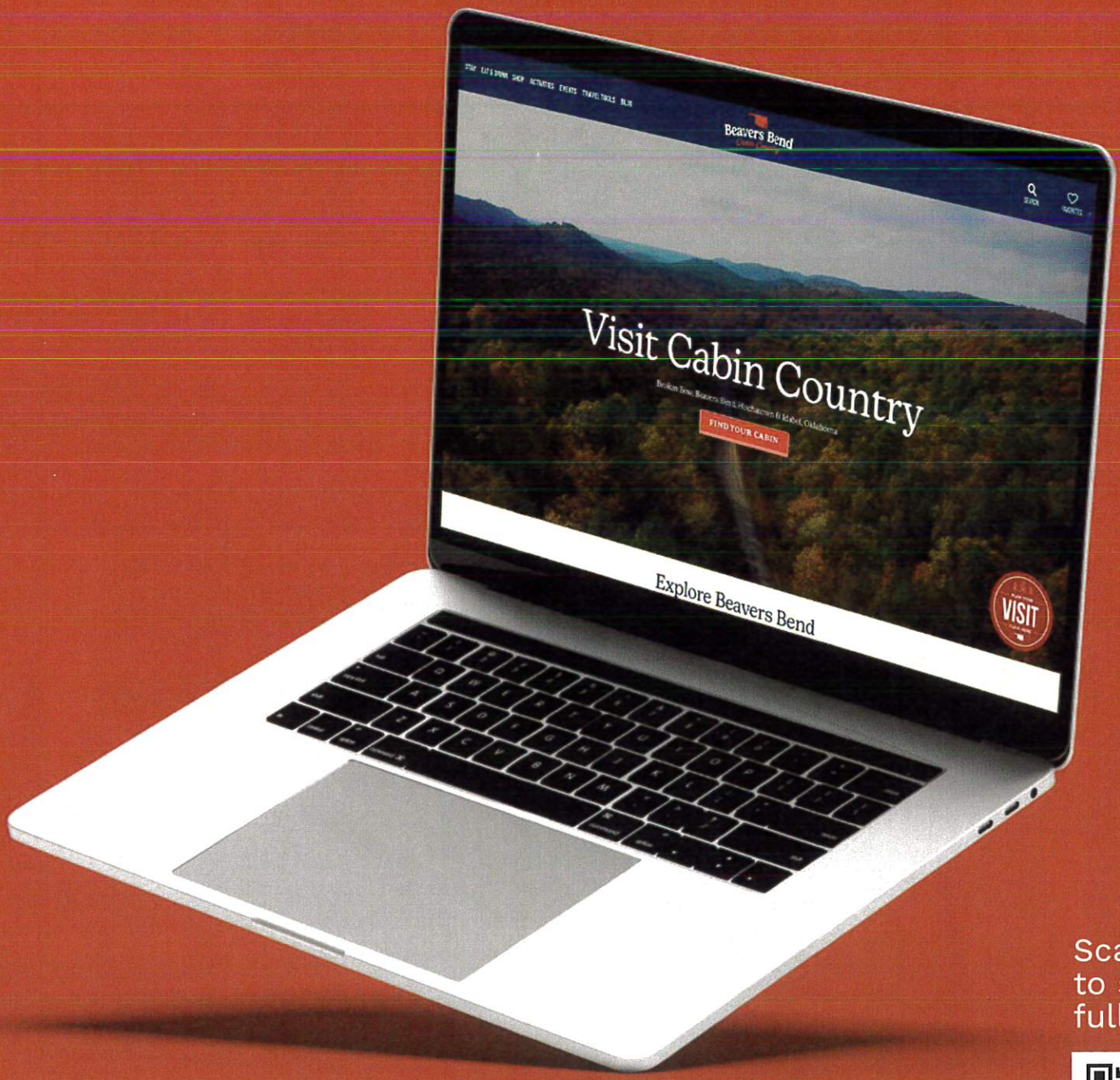






Dream Cabins, Just a Click Away

The tourism's main goal post is lodging tax revenue, so we needed to make it easier for guests to find cabins to book. ICG revamped the county's website, complete with easily browsible cabin listings that are posted in collaboration with hundreds of cabin owners. Visitors can also check out activity ideas, restaurants, and local shops.



Scan to see full site

No Off Seasons

Like many tourist destinations, winter is typically the slowest season for Cabin Country. We saw opportunity. Instead of focusing on sunny lake life, we shifted strategy to play up cozy cabin time that's anything but sleepy. And it worked. Winter looked like peak season.

Revenue

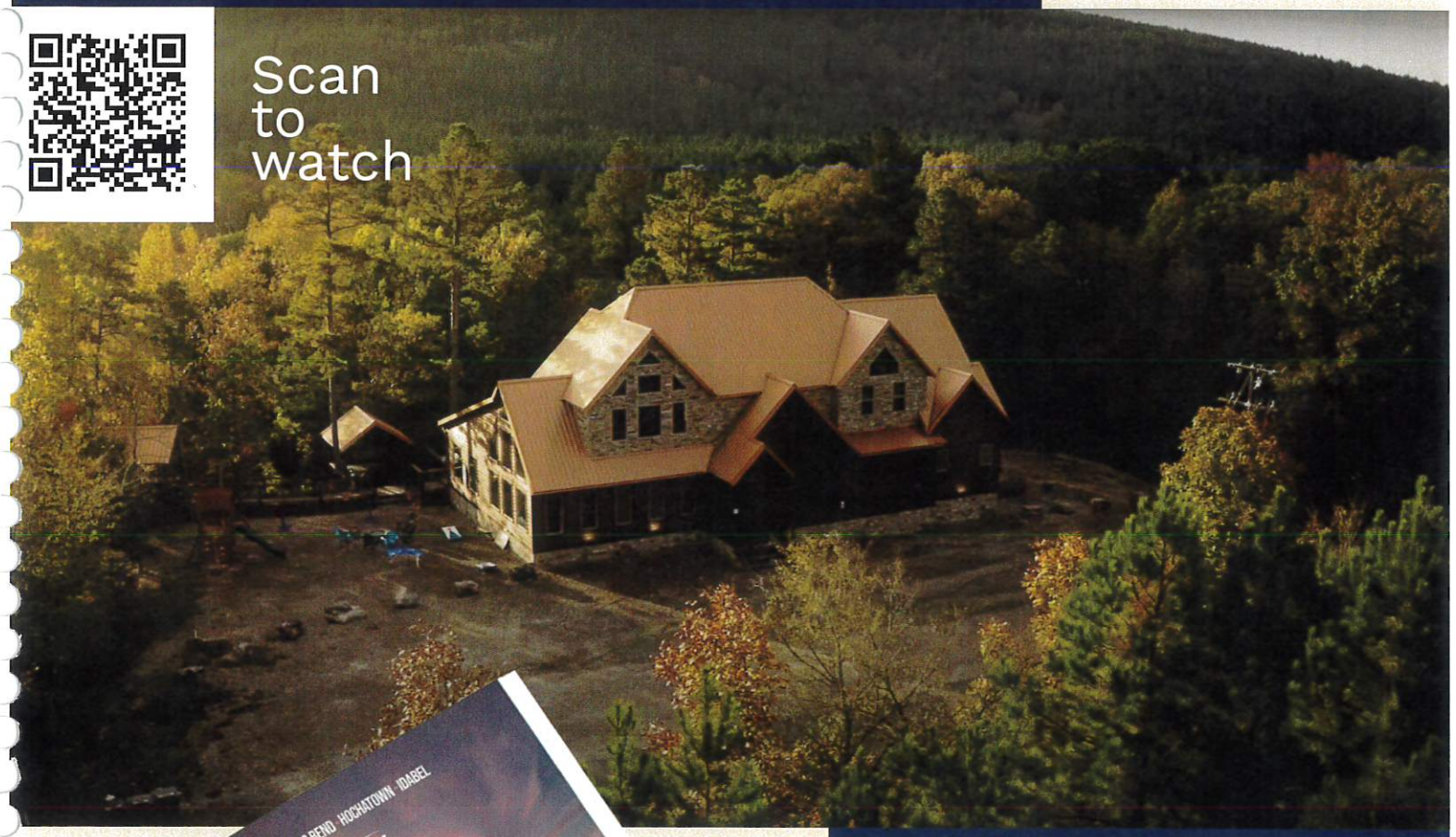
SUMMER 2019

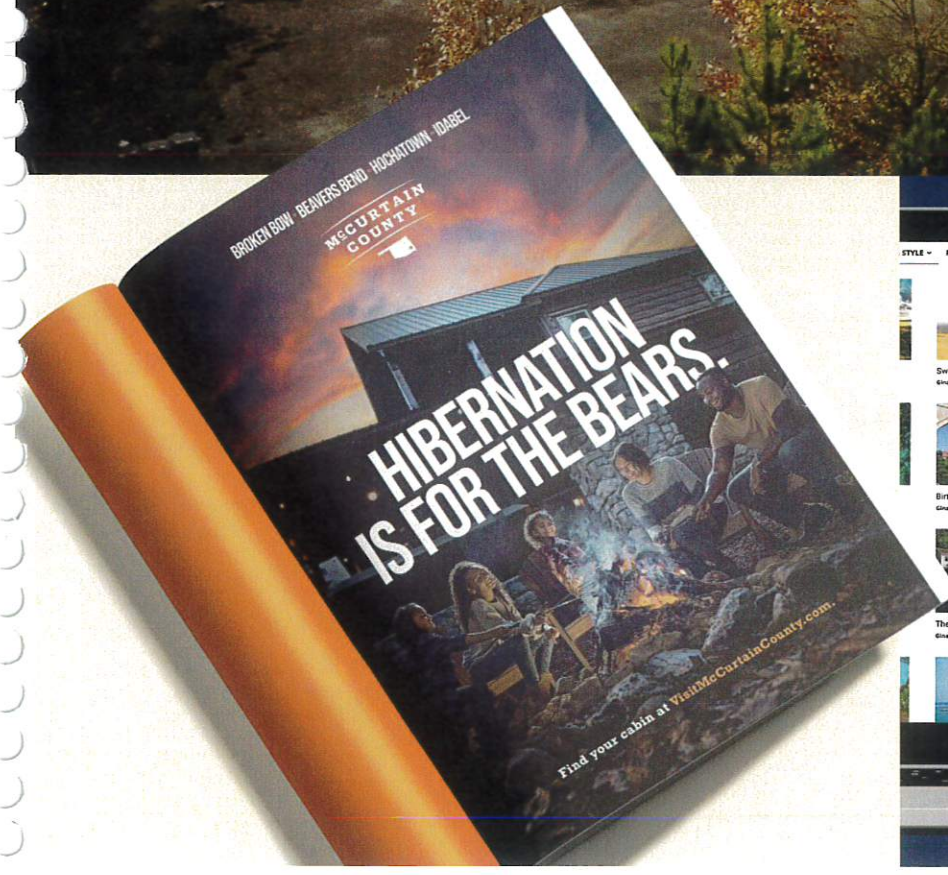
$568K

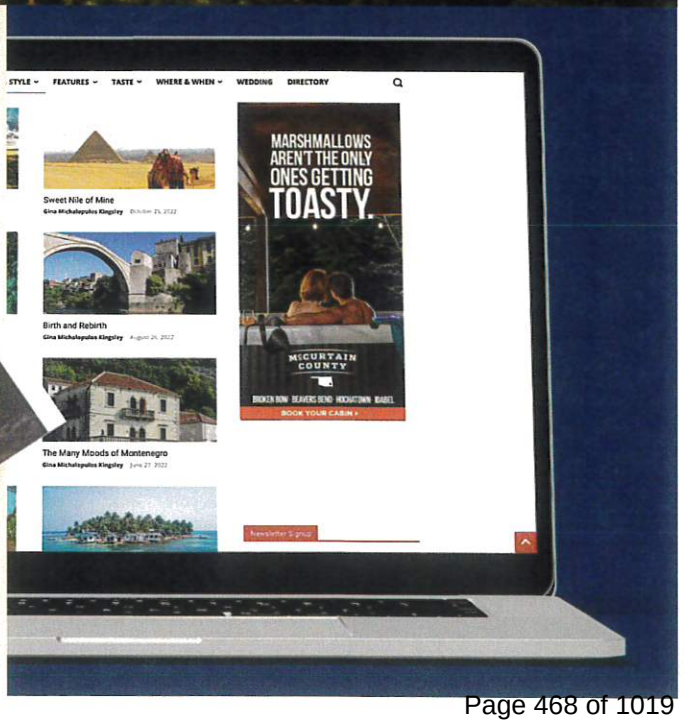
WINTER 2024

$1.6M

Scan to watch







Pandemic Pivot

As the first wave of COVID-19 swept the globe, we found inspiration in limitation. Private cabins in remote Oklahoma were the perfect way to get out of the house without running into others. Our efforts paid off. In the height of the pandemic, Cabin Country saw record web traffic, and the area experienced record occupancy.

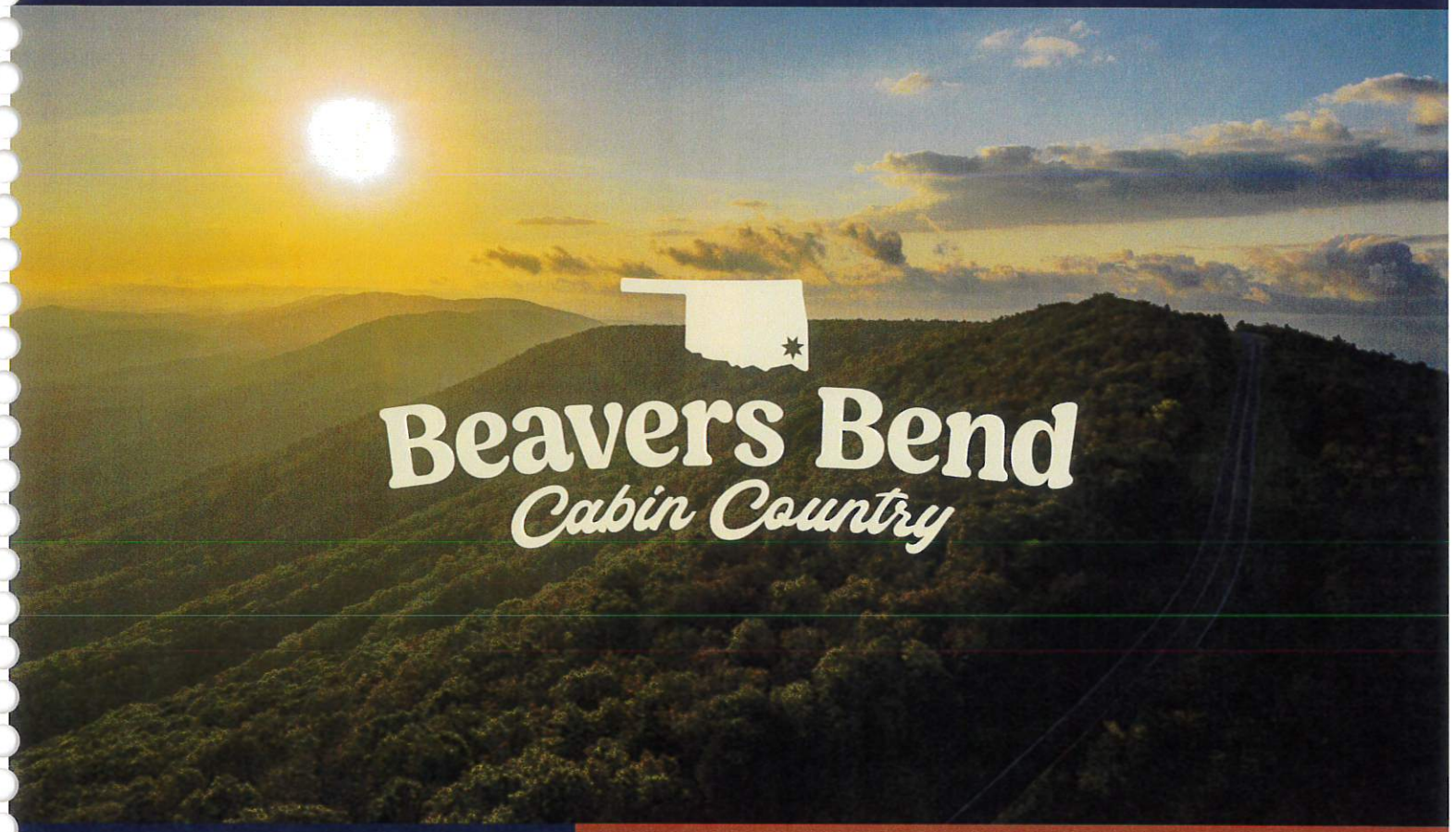
107% ⬆
LODGING TAX REVENUE

86.1% ⬆
WEB TRAFFIC

101% ⬆
TOTAL ENGAGEMENT

What a Trip

After a sudden perception shift, the area needed to separate itself from the "McCurtain County" name. Leaning into summer camp-esque colors and fonts, quippy messaging, and extensive consumer research, ICG rebranded the area to "Beavers Bend Cabin Country": where every trip is just a getaway away.



Content Fills the Cabins

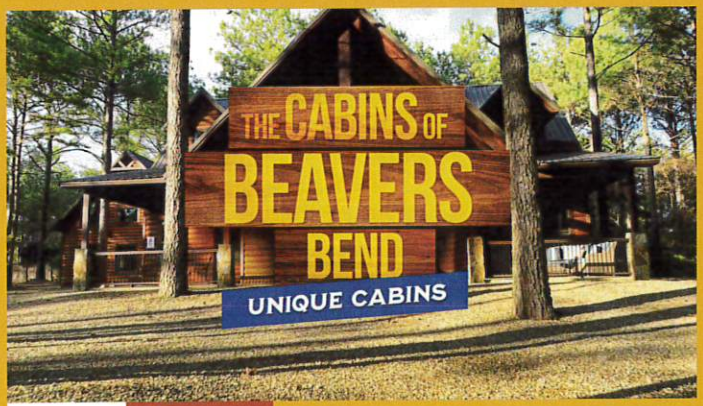
Tourism marketing used to live in glossy print ads and highway-lining billboards. Now, people are more likely to plan a trip from a TikTok than a travel agent. From YouTube original series to scroll-stopping social, ICG went all in on Cabin Country content.

Scan to watch

MYTHS, LEGENDS & GHOST STORIES

Scan to watch

MEET THE LOCALS



Scan to watch

THE CABINS OF BEAVERS BEND

Scan to watch

TOP THINGS

Cabin Country Characters

Progressive has Flo. Hotels.com has Captain Obvious. Beavers Bend Cabin Country has Teddy Owens and Park Ranger Pam.

TEDDY OWENS

He's a rustic Anthony Bourdain-type who eats, shops, and plays his way across Cabin Country. His content has made him a bit of local celebrity. Whenever we're shooting a new episode, people often come up and say hello.

PARK RANGER PAM

When Cabin Country needed to set some rules, Pam was born. This quirky rule-following renegade runs a public access style show, where she reminds viewers of the ground rules like campfire safety and how to legally cast a line.

Media Highlights

High impact ad placements have kept Cabin Country's KPIs well above industry averages. Take a look.

PRINT

ICG has secured partnerships with Texas and Oklahoma's top travel magazines, including a 12-month back cover run in Oklahoma Today.

WALLSCAPES

To tempt Texans, we've went big with attention-grabbing wallscapes across downtown Dallas. Often, they are coupled with digital billboards too.

LOCAL LIFESTYLE SERIES

Thanks to our extensive media relationships, we've secured coverage from multiple lifestyle series, including an eight-episode run with DFW NBC affiliate, *Texas Today.*

AUDIO

In addition to Spotify and Pandora music ads, ICG introduced podcast ads to the mix. The campaign saw over 3.3 million impressions.

Total Eclipse of the Park

In April 2024, McCurtain County sat smack dab in the path of totality. Thousands of amateur astronomers were expected for the event, and county officials needed to get safety precautions to the masses. To help, ICG created infotainment-style content, including a partnership with the U.S. Forest Service's Smokey Bear and branded content for cabin owners to share.

Results to Date

111.7% ⬆
LODGING TAX REVENUE

131.3% ⬆
DURING OFF SEASON

30.2% ⬆
WEB TRAFFIC

2,599.7% ⬆
TOTAL FOLLOWERS

1,695.7% ⬆
TOTAL ENGAGEMENT

27
ADDY AWARDS

THANKS FOR YOUR INTEREST IN ICG!

If you have any questions or comments (or just want to shoot the breeze), don't hesitate to drop us a line. We can't wait to hear from you.

REACH US
Matt Farley
matt@icgadv.com
405-919-2774

VISIT US
19 NE 9th Street
Oklahoma City, OK 73104

FOLLOW US
icgadv.com
@ICGADV

City of Neosho
203 E. Main Street
Neosho, MO 64850
(417) 451-8050
www.neoshomo.gov

NOTICE OF REQUEST FOR PROPOSAL

CITY OF NEOSHO BRANDING

RFP Due Date: 10:00 AM, January 28, 2025

Location:
City of Neosho
City Hall
Attn. Cheyenne Wright
203 E. Main Street
Neosho, MO 64850

Staff: Cheyenne Wright, City Clerk
Jessica Johnson, Public Information Officer
Email: jjohnson@neoshomo.gov
Phone: 417-451-8050 ext 117

Proposals will be received by the City of Neosho at the specified location until the time and date cited above. Only proposals received by the correct time and date will be recorded. Proposals must be submitted in a sealed envelope.

Purpose

The City of Neosho, Missouri is seeking branding services to develop a unified logo, official seal and use guidelines. The goal is to align all forms of communication and promotion, both internal and external, under a consistent, actionable, and manageable program. This includes correspondence, documentation, imagery, signage, and overall visual representation. A cohesive brand will strengthen the City's identity and consistency across all public-facing and internal materials.

Background

The City of Neosho currently utilizes a variety of branding elements, none of which are governed by a unified style guide. This has resulted in a lack of consistency and cohesion throughout the City.

Scope of Services

Complete a branding style guide for the City of Neosho to include the following items as a minimum:

A. Official city seal design

B. Produce a comprehensive Branding Style Guide (branding only, no tagline), including:

- Unified logo design
    i. Created in full color, single-color and black & white.
- Brand characteristics with proper spacing/sizing
- Color palette/fonts
- Unacceptable uses
- Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg, png and pdf formats of the final approved logo and City seal.

C. Provide graphic design as needed for logo and seal integration.

D. Templates (presentations, letterhead, envelopes, etc.).

E. Use as department identifier.

F. Use along with department brands (those with a marketing mission).

G. Use to complement the official Seal of the City.

H. Board & commissions identifiers.

I. Digital media uses/applications.

J. Business cards.

K. Ad specialty items (merch).

L. Email signature/correspondence.

M. Vehicle decals.

N. Apparel.

Optional Services

The City encourages consultants to propose additional creative solutions or enhancements that align with the project goals. These optional services should be clearly outlined as separate line items in the proposal.

Content Requirements

Each Proposal shall include the following:

The Proposal must detail how the Consultant will provide the Scope of Services required by this RFP and the cost of providing those services. Price guarantees should be included if applicable. Consultants are encouraged to present in their Proposals any alternate or creative means of providing any item

- **Experience and Qualifications**
  Set forth your experience and qualifications as they relate to the proposed project in terms of technical scope, experience with municipal or corporate style guides.
- **References**
  Each Consultant must furnish a minimum of two (2) references. References should be listed for similar type work as requested in this RFP. Each reference must identify and describe the project worked on and specify the originating and final project manager for the party providing the reference. References may or may not be reviewed or contacted, at the sole discretion of the City.

RFP Schedule

The following timetable will apply to this RFP, the dates following the RFP Due Date are subject to change.

Activity	Date
RFP Issued	January 6, 2025
Final Question Date	January 15, 2025
RFP Due Date at 10:00 AM	January 28, 2025
Finalist Interviews (if required)	February 10-12, 2025
Vendor Selection	February 13, 2025
Present Contract to City Council for Approval	February 18, 2025
Consultant Commence Work	February 25, 2025
Meet with City of Neosho Department Reps	First Week of March 2025
Draft Seal and Style Guide to Committee	Last Week of April 2025
Finalized Project Presented to Council	June 3, 2025

Proposal Review and Evaluation Process

The steps and activities in the proposal process will include the following:

1. The City will review and evaluate all proposals submitted in response to this Request for Proposals (RFP). The City shall conduct a preliminary evaluation of all proposals based on the information provided and other evaluation criteria as set forth in this Request for Proposals or as reasonably determined by the City.
2. The City will first review each proposal for compliance with the minimum qualifications and mandatory requirements of the RFP. Failure to comply with any mandatory requirements may disqualify a proposal.
3. Proposals will then be evaluated and rated in accordance with the evaluation criteria.
4. The City reserves the right to conduct pre-award discussions and/or pre-contract negotiations with any or all responsive and responsible proposers who submit proposals determined to be reasonably acceptable of being selected for award. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals and such revisions may be permitted after submission of proposals and prior to award of a contract.
5. The City reserves the right to reject any and all proposals and to waive minor irregularities. The City further reserves the right to seek new proposals when such a procedure is reasonable and in the best interests of the City to do so.

Proposal Evaluation Criteria

Proposals, which the City determines in its sole discretion, that are deemed responsive to this RFP, will be reviewed and evaluated by the City. The City reserves the right to request Consultants to make one or more presentations to the City at the City's offices at the Consultant's sole cost and expense, addressing Consultants' ability to achieve the scope of work of this RFP. Proposals will be evaluated, in part, according to whether the Consultant meets the minimum qualifications and submits a proposal complying with all the requirements of this RFP.

Proposals will be reviewed for compliance with the requirements and evaluated using the following criteria (50-point scale):

- **Cost (25 points):** Includes cost-effectiveness and alignment with the City's budget.
- **Experience (15 points):** Demonstrated expertise in creating branding style guides, particularly for municipal or corporate clients.
- **References (10 points):** Quality and relevance of past projects, as verified by client references.

The City reserves the right to request presentations from top-scoring consultants. Proposals will be evaluated by a selection committee composed of City staff.

Responsibility for Costs

The Consultant shall be fully responsible for all costs associated with the development, preparation, transmittal, and submission of any Proposal or material submitted in response to this RFP. The City assumes no contractual or other obligations as a result of the issuance of this RFP, the preparation or submission of a Proposal by a Consultant, the evaluation of Proposals, or the selection of any Consultant for further negotiations.

Format and Content of Proposal

- **Request for Additional Information**
  The proposer shall furnish such additional information as the City of Neosho may reasonably require. The City reserves the right to conduct investigations of the qualifications of the proposer as it deems appropriate.
- **Acceptance/Rejection/Modification to Proposals**
  The City reserves the right to negotiate modifications to proposals that it deems acceptable, reject all proposals, and to waive minor irregularities in the procedures.
- **Proposals Binding**
  All proposals submitted shall be binding for one hundred twenty (120) calendar days following the opening.
- **Proposer's Certification**
  By submitting a proposal, the proposer certifies that the proposal has been fully read and understood. The proposer has full knowledge of the scope and nature and quality of work to be performed. The proposer further certifies that no employee of the City has any direct or indirect financial interest in any resultant contract, and that no gratuities will be offered or provided to the City of Neosho employees or their family members.
- **Non-exclusive Contract**
  The agreement resulting from this RFP shall be a non-exclusive contract, and the City reserves the right to purchase same or like services from other sources the City deems necessary and appropriate.

- **Late proposals**
  Proposals received by the City after the time specified for receipt will not be considered. Proposers shall assume full responsibility for timely delivery of the proposals to the location designated for receipt of proposals. The City of Neosho is not responsible for the U.S. Mail or private couriers regarding mail being delivered by the specified time so that a proposal can be considered. All proposals will be received at the time and place specified and made available for public inspection when an award decision is made.
- **Completeness**
  All information required by the Request for Proposal must be supplied to constitute a legitimate proposal. The City of Neosho reserves the right to use all information presented in any response to the Request for Proposal. Acceptance or rejection of the RFP does not affect this right.
- **Submission of Proposals**
  For the City to adequately compare proposals and evaluate them uniformly and objectively, all proposals shall be submitted in accordance with this format. The proposal should be prepared simply and economically, providing straight-forward and concise information as requested.

Submission Checklist
Before submitting your proposal, ensure that you have included all the required materials and completed the following items:

1. Proposal Document:
   - Detailed response addressing the Scope of Services.
   - Clear and itemized cost proposal with a "not to exceed" amount.
2. Experience and Qualifications:
   - Overview of relevant experience and qualifications.
3. References:
   - Minimum of two (2) references for similar work, including project details and contact information.
4. Required Formats:
   - One (1) original and three (3) complete copies of the proposal.
5. Compliance:
   - Signed certification of compliance with all terms and conditions outlined in the RFP.
6. Submission Envelope:
   - Clearly marked: "REQUEST FOR PROPOSAL – CITY OF NEOSHO BRANDING."

Proposals must be received by the City of Neosho no later than **10:00 AM,** January 28, 2025 at the address specified in the RFP. Late submissions will not be accepted.

Intellectual Property
All designs, deliverables, and related materials created under this agreement shall become the exclusive property of the City of Neosho upon completion and payment. The City retains full rights to use, reproduce, and modify the branding materials as needed without additional compensation to the consultant.

Non-Discrimination Policy
The selected consultant shall comply with all federal, state, and local non-discrimination laws, including those prohibiting discrimination based on race, color, religion, gender, national origin, age, disability, or any other protected characteristic.

Amendments
If it becomes necessary to revise or amend any part of this Request for Proposal, the City will furnish the revision by written Amendment to all prospective proposers who received an original Request for Proposal.

Term of Contract
The contract with the successful vendor shall be for a period of one year from the date of award and is automatically renewable annually by the City subject to mutual agreement and compensation review. This contract may be canceled by either party upon a written notice of ninety (90) days. If discontinued by the City, the consultant is entitled to compensation on any project in progress at the time of termination. If discontinued by the consultant, consultant is required to complete any project in progress at the time of termination.

Execution of Agreement
The successful proposer shall enter a contract with the City for the performance of work awarded shall simultaneously provide any required bonds, indemnities and insurance certificates prior to the commencement of work. Failure to comply within the established deadline for submittal of required documents may be grounds for cancellation of the award.

Proposal Due Date
Sealed proposals with one (1) original and three (3) complete copies will be received at the City of Neosho no later than 10:00 AM, January 28, 2025. Proposals will not be accepted after this time. Proposals shall be addressed as follows:

For Mail or Hand Delivery
City of Neosho
Attn. Cheyenne Wright
203 E. Main Street
Neosho, MO 64850

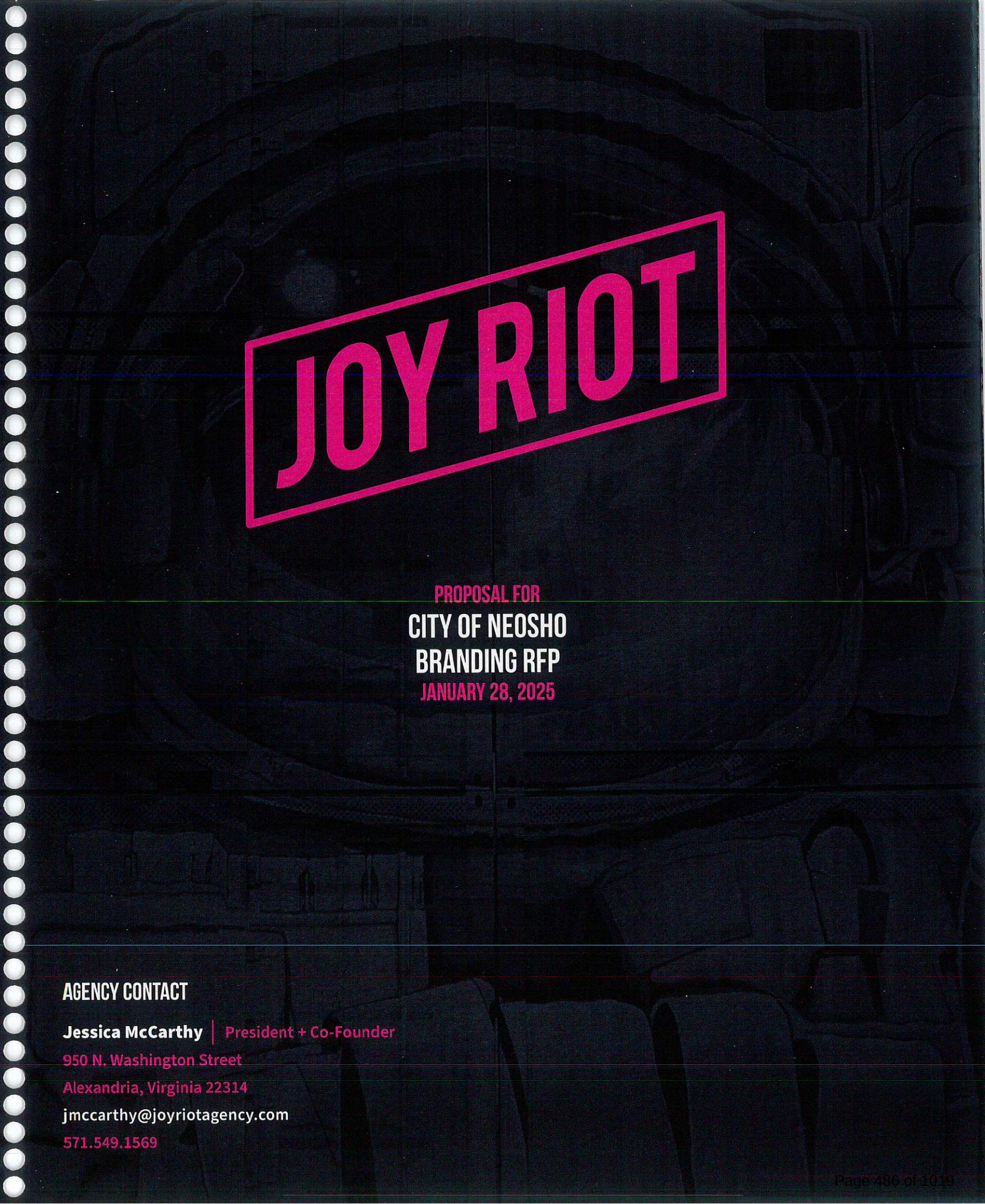
Submitted envelopes should be marked: **"REQUEST FOR PROPOSAL CITY of NEOSHO BRANDING"**

Contact

The contact person for this proposal is Jessica Johnson, Public Information Officer, at (417) 451-8050 Ext 117 or jjohnson@neoshomo.gov. Any oral communications will be considered unofficial.

Signed: _____

Dated: Jan 16, 2025



JOY RIOT

PROPOSAL FOR

CITY OF NEOSHO BRANDING RFP

JANUARY 28, 2025

AGENCY CONTACT

Jessica McCarthy | President + Co-Founder

950 N. Washington Street

Alexandria, Virginia 22314

jmccarthy@joyriotagency.com

571.549.1569

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COVER LETTER

Cheyenne Wright
The City of Neosho
203 E. Main Street
Neosho, MO 64850
Re: Branding RFP

January 28, 2025

Cheyenne,

Neosho is enjoying a renaissance. And we're excited to join it. So why should you be excited for us to join?

Because of our **extensive experience creating and executing strategic place brand identities for a variety of destinations and municipalities**, including Westchester County, NY; Washington, DC; Tacoma, WA; East Orange, NJ; Old Saybrook, CT; Libertyville, IL; and more.

We believe creating captivating branding means understanding the brand, as well as the psychology and daily lives of your audiences. That's why our approach includes extensive research and community engagement to uncover the key insights to help us identify where that emotional connection is built. These insights will inform the strategic plan for how your branding will look and sound, as well as key messages for all of your different audiences.

We work with municipalities all over the world. In fact, **City Nation Place has recognized us as one of their worldwide experts in destination branding and marketing**.

We have the capabilities to address all of your needs and understand the nuances that destination branding requires. The rest of this proposal provides more information about our experience, capabilities, and approach. We comply with all terms and conditions outlined in the RFP.

Sincerely,

JMcCarthy

Jessica McCarthy
President & Co-Founder
Joy Riot

JOY RIOT

EXPERIENCE & QUALIFICATIONS

ABOUT US

We create pleasant interruptions.

To us, the term "joy riot" is more than a clever juxtaposition of words. It's the pure essence of what an ad should be: something that gets your attention—but for all the right reasons.

We work with clients to create content that makes their parents, children, and spouses think they have cool jobs. More importantly, we deliver for our clients by surpassing revenue goals and making mincemeat of KPIs. How? By cutting through the clutter and connecting on an emotional level with target audiences.

Our work isn't defined by one particular category or region. The one thing our clients have in common? They're unafraid to start a joy riot.

Joy Riot is an advertising agency with extensive experience in research and strategy development to build brands, through branding, websites and fully integrated marketing campaigns in all media. We work with small and large clients across a variety of industries, but our speciality is destinations, tourism, economic development, and government entities.

PHILOSOPHY

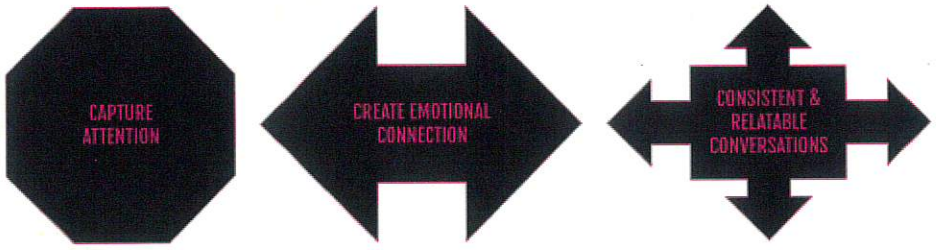
When thinking about your audience, we need to be aware of everything that is competing for their attention. On average, they're bombarded with 5,000 advertising messages per day. On top of that, their attention is constantly being pulled in different directions. As they binge-watch TV while scrolling on their tablet, their phone rings, their email dings, their family is yelling from the other room, and suddenly there's a breaking news update.

That is your competition. You are fighting for the finite attention span of your audience. You offer a respite from all this freneticism.

Additionally, you're competing with the brain's limited storage capacity. Your audience can't remember everything they see or hear because the brain is constantly purging information it deems unnecessary. Therefore, we need to create a stickiness factor—an emotional connection that convinces the brain's purging center, "This is something valuable I should save!"

We pull off this feat by creating branding, integrated marketing campaigns, and websites that are surprising, fresh, and emotionally and intellectually genuine. The first step is capturing attention. Then we establish a connection. And we repeat the process throughout our campaign.

WE CREATE PLEASANT INTERRUPTIONS



CAPABILITIES

Strategy Development

- Market Research
  - Qualitative
  - Quantitative
  - Secondary
- Brand Strategy
- Marketing Strategy
- Positioning
- Persona Development
- Social Media Strategy
- Media Planning

Brand Identity

- Brand Architecture
- Identity Systems
- Naming
- Logo
- Look/Feel/Voice
- Key Messaging
- Taglines
- Brand Guidelines

Websites

- Discovery
- Customer Journey
- Content Assessment
- User Experience (UX)
- Site Planning
- Website Design
- SEO
- Content Development
- Technical Development
- WordPress

Integrated Campaigns

- Video
- Digital
- Print
- Radio/Audio
- Out-of-Home
- Digital Out-of-Home
- Social Media
- Email
- Direct Mail
- Dimensional Mail
- Collateral
- Signage
- Non-Traditional
- Guerilla
- Swag & Apparel
- Print Production
- Video Production
- Photo Shoots
- Search Engine Marketing (SEM)/PPC
- Media Buying

Content

- Editorial Calendars
- Video
- Static
- Asset Libraries
- Social Media Campaigns
- Social Media Management
- Blog Posts

WASHINGTON, DC

RESEARCH | BRAND IDENTITY | MARKETING | WEBSITE

Covid-19. Didn't see that one coming. It impacted all of us. It even impacted municipalities.

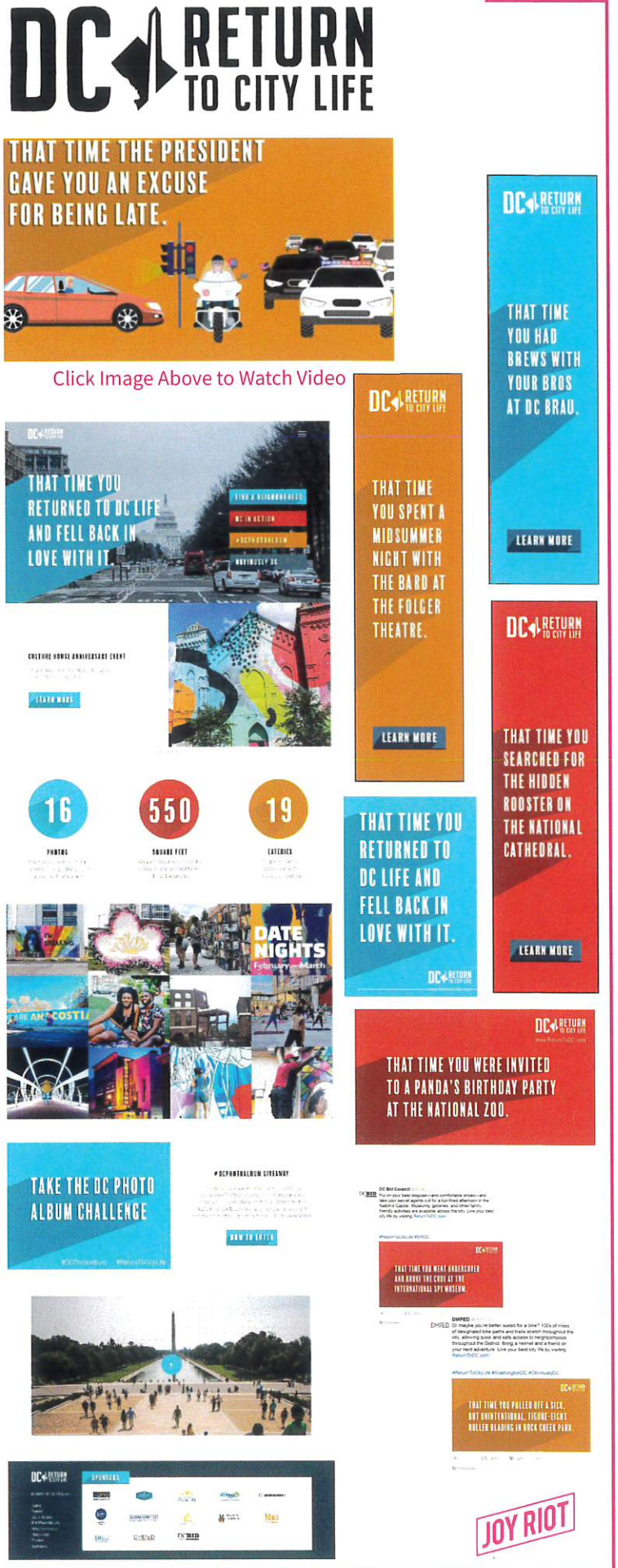
Washington, DC was not immune. There were times when it had some of the country's highest rates. Therefore, DC instituted strict safety mandates. Eventually, those mandates compromised area businesses—coffee shops, restaurants, bars, dry cleaners, clothiers, museums, stadiums, and other landmarks where commuters spend money.

To entice them back once rates subsided, we launched the Return to DC campaign, working with the Deputy Mayor's office and 11 DC Business Improvement Districts (BIDs).

Qualitative and quantitative research told us that people react most strongly to FOMO: Fear of Missing Out. So we reminded them of "That Time…" all the funny, crazy, romantic, and otherwise memorable moments occurred to them in DC.

The campaign launched in digital banners, digital out of home, traditional out of home, social, and emails that all pointed back to a microsite where residents took part in challenges that encouraged them to return, post evidence on Instagram, and tag the BIDs.

Overall campaign performance was exceedingly high. In addition to people engaging with the BIDs online—social media alone earned 20x the typical CTR—there was a 42.5% increase in commuters returning to their DC office, according to Kastle Systems' access control system data reports.



LIBERTYVILLE FOUNDATION

BRAND IDENTITY

Residents of Libertyville, Illinois are proud of their village. So proud, they sought for years to contribute to its future in ways that go beyond the services supported by their tax dollars—to beautify and enhance their village.

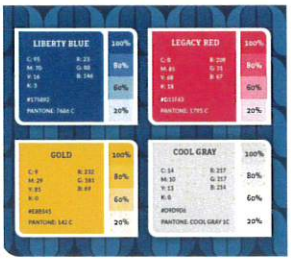
The Mayor and Board of Trustees established the Libertyville Foundation as a charitable arm toward that end.

And while at first the Foundation was largely known for planting trees and installing benches, they've become a community investment machine.

They asked us to update their logo accordingly. Make it simpler yet bolder. Focused and strong.

So we eliminated the image of downtown from their current logo, straightened the type, chose a more modern font which we tweaked for uniqueness, and placed the two letterforms from their initials into a stylized and ownable lockup.

We also rewrote their entire identity—mission, vision, tagline. And provided a brand guidelines document providing use cases so they're ready to present themselves as the formidable organization they've grown to become.



JOY RIOT

EAST ORANGE, NJ

BRAND IDENTITY

East Orange, New Jersey has a fascinating history. Its Central Avenue was once considered The Fifth Avenue of the Oranges. Shopping there was a "hats and gloves" affair. And it was voted America's tidiest city.

Since that time, multiple factors contributed to its demographic and economic shifting. The suburbs grew, the 1960s erupted into riots, and massive roadways cut through its downtown.

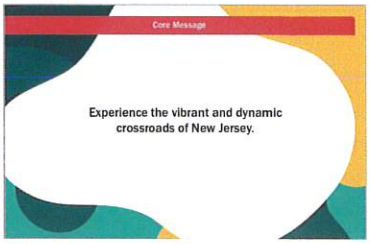
Recently, East Orange decided to lean into their new reality in order to inspire a renaissance, as occurred next door in Newark.

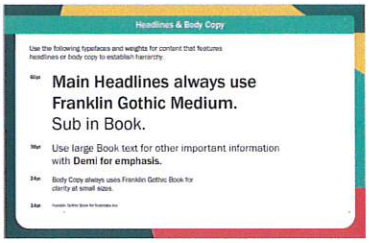
We started with qualitative and quantitative research within their entire community—lifelong residents, recent transplants, businesses, developers, and even students—to better understand who they think East Orange is and what it could become.

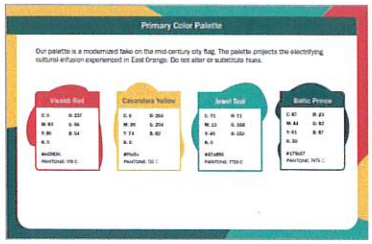
The logo we created embraces their cultural diversity as well as their location as the Crossroads of New Jersey. Its layers overlap the same way East Orange's populations overlap with each other to create new and unique identities, and its major highways, rail, and nearby air travel options overlap to bring people into the city to live, work, and play.

Through this initiative, East Orange is attracting new businesses and residents who will be part of the next phase of the city's rebirth.

east orange







JOY RIOT

NAPERVILLE PUBLIC LIBRARY

BRAND IDENTITY | COLLATERAL

The Naperville Public Library has been rated the #1 public library system in the United States. Locals love it.

However, as a bedroom community of Chicago, there was a significant population of newcomers who didn't appreciate the draw of the library upon arrival. They especially weren't impressed by the outmoded and confusing former logo.

So we redid it entirely.

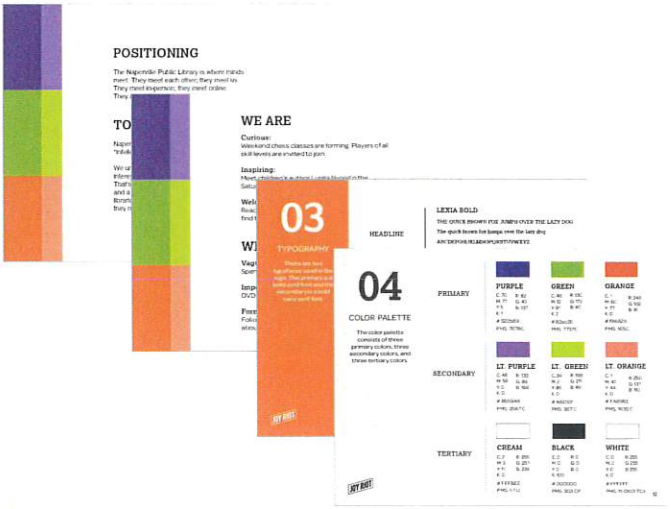
We studied the locations of the three branches. They form almost an exact triangulation of the town layout. And while each is unique, they all boast superior technology, including 3D printers, and other offerings you don't expect in your common public library.

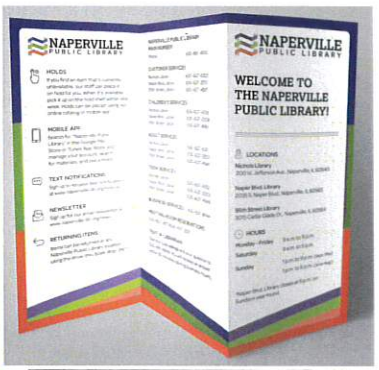
The primary type we chose is a contemporary rendering of a classic serif, blending the traditional idea of a library with their modern amenities. The mark is three distinct elements that are the same shape but different, vibrant colors, and each wraps on the end to show a three-tiered back that is reminiscent of both library stacks as well as a computer chip.

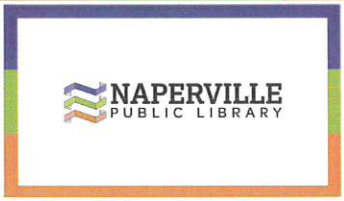
As you can see, we developed their brand guidelines, including look, feel, voice—who we are, who we are not—and applied that to their collateral.

The new brand has had an overwhelmingly positive response from employees and the Naperville community.

NAPERVILLE PUBLIC LIBRARY







JOY RIOT

GAY MEN'S CHORUS OF WASHINGTON, DC

BRAND IDENTITY | WEBSITE

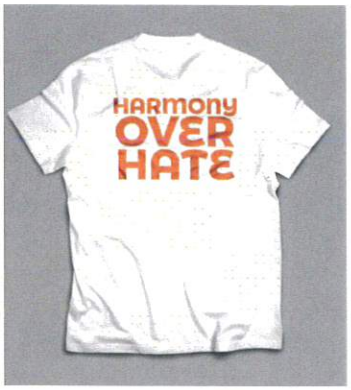
During its forty years in existence, the Gay Men's Chorus of Washington, DC has gone from having to hide who they are to performing at a presidential inauguration. Their standing in society, and how they view themselves, has changed remarkably during this period.

With that change has come some disunity as a result of differing perspectives. Are they primarily an arts, social, or cause-driven organization? With the chorus membership expanding beyond just gay men, what does that do to the culture, sound, and impact of the chorus? And depending on the answers, is their name appropriate and what should their logo be?

We undertook a research project to uncover the answers. They gave us license to view their treasure trove of archives, stored at the George Washington University. We interviewed and surveyed members, leadership, staff, and the public, both in-person and online. And we presented our findings to an eighteen-person Discovery Committee.

We determined the name is still appropriate and valuable; the logo and accompanying identity pieces were updated, including their subbrands and ensemble groups; and the website was relaunched to kick off their 40th anniversary year. The response to the new look and feel was overwhelmingly positive.

GAY MEN'S CHORUS
GMCW
OF WASHINGTON, DC



POTOMAC FEVER
OF THE GAY MEN'S CHORUS OF WASHINGTON, DC

ROCK CREEK SINGERS
OF THE GAY MEN'S CHORUS OF WASHINGTON, DC

Custom Typeface
GMCW BLOCK BOLD

ABCDEF
GHIJKLM
NOPQRST
UVWXYZ

SEASONS OF LOVE
OF THE GAY MEN'S CHORUS OF WASHINGTON, DC

17TH STREET DANCE
OF THE GAY MEN'S CHORUS OF WASHINGTON, DC

JOY RIOT

REFERENCES

CHRIS BRUNO

CEO
Fairfax City Economic Development Authority
christopher.bruno@fairfaxcityecondev.org
703-385-7851
Services: Branding, Community Engagement, Restaurant Week Management, Shop Local Initiative Management, Marketing, PR, Website, Collateral, Signage

TARA MATTINA

Marketing and Digital Media Manager
Parks Tacoma
tara.mattina@tacomaparks.com
253-792-1314
Services: Brand Architecture, Brand Identity, Collateral

APPROACH

Neosho's renaissance, beginning in the historic downtown and emanating outward, means now is the perfect time to put on an attention-grabbing new face. We know it's a great place to live and do business. Now we're going to give Neosho a logo that lives up to that reputation. We'll engage with the community during the process, and develop a parent brand that can include any existing and future subbrands for various departments, events, and initiatives. Once we're set with the new identity, we'll put together an implementation plan for the big announcement.

INFORMATION IMMERSION, RESEARCH & STRATEGY DEVELOPMENT

We'll start with a kick-off meeting with the core team. We'll immerse ourselves in Neosho and gain a comprehensive understanding of your audience.

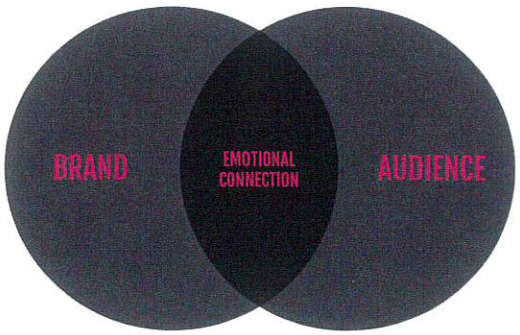
Then, we ask questions. We're trying to gain a deep understanding of not just what we're trying to do, but why? Why is Neosho so special? Why do people live, work, and play here? Why should people want to be a part of the Neosho experience? The good news is, we already have an idea. But we want to dig even deeper.

On the audience side, we know you have many different audiences. We need to not only understand what you are to each of them from your perspective, but also gain a deeper understanding of their psychographics: how they think, the rhythms of their daily lives, and most importantly, why they should care about what Neosho has to offer.

We do this in a few different ways. We first look internally: **talking to key stakeholders** and reviewing past research, plans, and strategy documents. From there, we'll complete some secondary research, looking at **competitors**, and determining how we need to differentiate Neosho.

Then, we **engage with the community through primary research**. We typically recommend starting with some qualitative research in the form of focus groups with key audience groups—such as residents and businesses—and a quantitative survey with the broader community to obtain input on what Neosho means to them to influence the new brand identity.

By gaining a deep understanding of the brand, and a deep understanding of the psychographics of the audience, we can find the overlap where that emotional connection is built.



We want to reveal these truths and insights so we can develop the new brand for Neosho that creates an emotional connection with your target audiences. All of this will inform the **brand strategy** and strategic recommendations for how we bring this new brand to life.

Our brand strategy development focuses on identifying what is the key message we're trying to exude in this new brand, and the look, feel, and voice that brings that key message to life. It's about identifying the common thread that connects all of your audiences, offerings, and experiences and separating you from similar cities. The research, strategy and initial statement will be presented to the City for feedback and approval, prior to moving into the creative development phase.

BRAND IDENTITY DEVELOPMENT

Once the strategy is approved, all of our research and strategic planning will be distilled down to the creative brief—a *brief* document that is used as a blueprint for the brand identity development. Based upon the approved strategy and creative brief, we will begin creative concepting of the new **logo and City seal**. We'll present multiple options for you to choose from.

Once we have an approved logo and City seal, we move into the other key **look, feel, and voice** elements: colors, fonts, design elements (e.g. photography style), tagline, tone, key messaging, etc.

Then, we'll provide examples of how the new City branding can be applied to various **departments and other subbrand adaptations**, such as events or other key City initiatives, so there are rules that can be applied when future subbrands need a logo.

We'll create **initial brand assets and templates**, including signage, PowerPoint templates, letterhead, business cards, envelopes, etc.

All of this will be put together in a **brand guidelines** document that not only shows the elements for the brand, but also explains the usage, so anyone who needs to create anything for the brand will all be working from the same playbook, creating a halo effect.

SCOPE OF WORK

Agency services include account & project management, strategy, creative development, art direction, and overall account administration for the following scope of work. This scope of work is based on recommendations and assumptions of your needs based on the RFP. If additional or different scope is needed, we can adjust the proposal accordingly.

INFORMATION IMMERSION, RESEARCH, COMMUNITY ENGAGEMENT & STRATEGY DEVELOPMENT

- Kick-off with core team for information immersion, review of current brand, considerations, audience download, etc.
- One (1) exploratory trip to Neosho for Joy Riot team
- Review of current research, strategy documents, historical information, etc.
- Competitive audit for up to five (5) competitors
- Community Engagement; Qualitative:
    - Up to three (3) virtual focus groups; up to 90-minutes each; up to eight (8) people each
        - Single discussion guide development
        - Warming email copywriting
        - Screener survey development
        - The City to recruit participants
    - Analysis, presentation and full report to include:
        - Detailed findings
        - Implications
        - Recommendations for the community quantitative survey
- Community Engagement; Quantitative:
    - Development of up to one (1) online survey, up to twenty (20) closed-ended questions, up to two (2) open-ended questions
        - Survey email and social post development
        - Survey to be dispersed by City
    - Data Collection
- Analysis, presentation and full report to include:
    - Graphical data
    - Actionable implications
    - Recommendations
- Brand strategy development to include:
    - Key Messaging
    - Look, Feel & Voice Direction
    - Creative brief development

BRAND IDENTITY DEVELOPMENT & IMPLEMENTATION

- Concepting and presentation of up to five (5) city seals (if required to be different than logo), to net one (1)
- Concepting and presentation of up to five (5) logos, to net one (1)
    - Approved logo variations to include full color, black and white, knock-out (white), and grayscale
- Exploration of look, feel, and voice to include:
    - Color palette
    - Fonts
    - Design elements (e.g. photography guidelines)
    - Tone
    - Key messaging
- Application of new brand identity to up to five (5) subbrands (e.g. Department Identifiers, Boards & Commission Identifiers, Events, Initiatives, etc.), if needed, which can be used as templates for other current or future subbrands
- Application of new brand identity to initial assets and templates, including up to:
    - One (1) business card
    - One (1) letterhead
    - One (1) envelope
    - One (1) email signature
    - Five (5) signs
    - Social media profile elements, including:
        - Profile image
        - Header image
        - "About" copy
    - Ten (10) promotional items, apparel, or other merchandise
        - Production and procurement of items to be estimated separately
    - Five (5) vehicle decals
        - Production and installation of vehicle decals to be estimated separately
- Creation of brand guidelines document outlining all of the above

All work must be completed within two (2) rounds of revision.

NOTE ON SCOPE SWAPS

We recognize that in various strategy development phases, it may be determined that certain assets aren't needed or additional assets need to be added. For any work that has not yet been completed in the current scope is available to scope swap and will be documented in a Change of Scope (COS) document after contract signature, if needed. Non-fee costs such as production and media costs are not included in scope-swaps and will be estimated separately.

OUT OF SCOPE

The following is a list of some of the services and hard expenses that are not included in the SOW and not covered by the Joy Riot fee. If any of these may be required, Joy Riot will provide an estimate for approval in advance of work beginning.

- Research costs, including but not limited to: participant incentives, participant recruitment, list-buying, etc.
- Photo or video production, including but not limited to: photography shoot production, video shoot production, stock photo research and purchase, photo or video editing, talent and usage fees, location fees, wardrobe, props, hard drives, etc.
- Marketing campaign development
- Roll-out plan development and/or execution
- Website fees and costs, including but not limited to: website discovery, UX, website design, website technical development, content migration, hosting, plugins, ongoing maintenance, content creation, etc.
- Newsletter HTML development
- Swag or promotional item purchase
- Sign fabrication and installation
- Vehicle wrap production and installation
- Purchase of brand fonts or brand elements needed to complete the work
- Print production
- Public Relations
- Legal review
- Marketing Campaign Development
- Media planning, negotiating, purchase, trafficking, analysis
- Shipping

PRICING

The following fees are based on our current understanding of your needs, as outlined in the scope of work. Please note, if any additional or different work is required, we can revise the proposal and provide updated scope of work and pricing.

COST BREAKDOWN	TOTAL FEE
Research, Strategy & Planning: Information Immersion, Community Engagement, Research & Strategy Development	$34,800
OPTIONAL Additional Research Costs *Estimated additional cost if the City requires Joy Riot conduct the recruitment for focus groups, random sampling for the survey, or data collection based on census data segmentation of the sample*	$21,700
Brand Identity Development & Creation of Assets Brand Creative Development: Logo, Look, Feel, Voice; Initial Assets; Brand Guidelines	$28,485
Production (e.g. merchandise purchase, vehicle decal installation, photo or video shoots, video production, print production, postage, stock photography purchase, font purchase, illustration, website development, etc.)	TBD
Media (e.g. media placements, paid social, etc.)	TBD

CITY OF NEOSHO BRANDING

JANUARY 28, 2025

LUNDMARK
ADVERTISING + DESIGN

LUNDMARKADVERTISING.COM | KANSAS CITY, MISSOURI | 816.842.5236

COVER LETTER

Members of the Evaluation Team,

We are thrilled to submit our proposal for branding services to develop a unified logo, official seal, and branding style guide for the City of Neosho. At Lundmark, we specialize in creating cohesive, impactful branding solutions that align with the unique character of communities and organizations.

With over 75 years of experience and a proven track record of delivering comprehensive branding projects for municipalities and corporations alike, we are confident in our ability to bring your vision to life.

Our approach is rooted in collaboration, creativity, and accountability. We are committed to delivering a branding system that reflects Neosho's identity, fosters consistency across all platforms, and serves as a source of pride for your community.

We are excited about the opportunity to partner with the City of Neosho to create a unified and impactful branding system. We look forward to contributing to a project that reflects the pride and vibrancy of your community.

Please feel free to contact me with any questions or to schedule further discussions.

Best regards,

Russell Sypowicz
Partner | Lundmark Advertising + Design
2345 Grand Blvd., Suite 200
Kansas City, MO 64108
816-842-5236 | Russell@lundmarkadv.com

AUTHENTICALLY DIFFERENT

LUNDMARK
- ESTD. 1947 -

With over 75 years of experience building brands, we believe in pushing the boundaries, harnessing creativity, and exploring innovative solutions to elevate our clients into becoming authentically different. We differentiate ourselves through these three pillars:

TRANSPARENCY

- Cost-effective and competitive solutions
- Void of agency bureaucracy and red tape

ACCOUNTABILITY

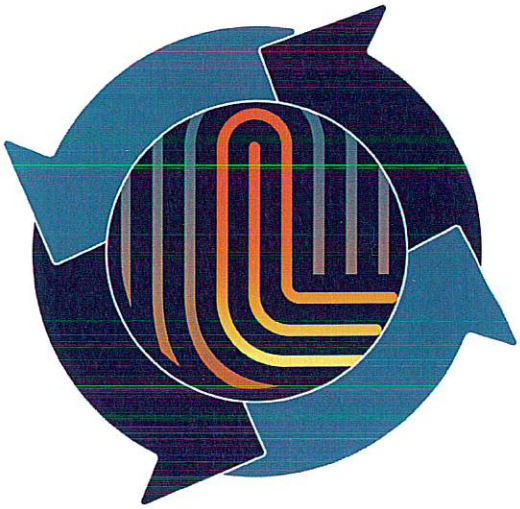
- Accountable on all timelines, execution and budgets
- Flexible to meet deadlines and projects on tight schedules

COLLABORATION

- Hands-on approach, extension of your team
- Multiple client relationships spanning 10+ years

FULL-SERVICE SOLUTIONS

As a full-service marketing agency, we provide integrated marketing solutions that drive results. Since day one, our vision has been to develop great work, build lasting relationships and deliver strong results. We're relentlessly independent, void of big egos and layers of bureaucracy. We believe in fostering collaborative relationships with our clients and making their lives easier.



360° SOLUTIONS

MARKETING

Brand Positioning
Marketing Strategy
Media Planning & Buying
Campaign Management
Experiential Marketing
Product Launch
Retail Sell-In

CREATIVE

Brand Identity
Packaging
Merchandising
Sales Support
Photography
Video Production
Copywriting

DIGITAL

Web Design
Web Development
SEO/SEM
Digital Advertising
Asset Management
Email Marketing
Social Media

LUNDMARK

LEADERSHIP

At Lundmark, our leadership team is actively involved with every client. We're not a big agency that will pass you off to a junior-level employee. The team below works intimately on all accounts to ensure the highest quality of strategy and execution.

BRANDON MYERS

President

Brandon has over 20 years of account management experience working for a variety of clients in varying categories. His expertise in the hospitality, travel, and consumer industry has provided key insight to large iconic brands as well as small startups. In his role as President, he oversees client management, marketing strategy and vision for the agency. However, his primary focus is on building strong, collaborative relationships that build brands and drive growth.

linkedin.com/in/brandonrmyers/

RUSSELL SYPOWICZ

Director, Brand Strategy

Russell brings a variety of experience to the Lundmark team. His career includes extensive work within the sports industry and marketing roles with professional associations and government agencies. Russell has a knack for understanding what will resonate with an audience and ensures the brand strategy positions our clients for success.

linkedin.com/in/russellsypowicz/

KIA HUNT

Creative Director

Kia is the right side of the respective Lundmark brain. She has the unique ability to transform business objectives into relevant brand communications that build equity and relationships with customers. A passionate and gifted brand storyteller, Kia's medium is limitless, from print to packaging, collateral to corporate identity and everything in between.

linkedin.com/in/kiaahunt/

NICK OGDEN

Digital Director

Nick logically processes thoughts into pixels and bytes. On the leading edge of graphic design, he's responsible for innovation in design and digital at Lundmark. In addition, Nick is also a skilled photographer and retouch artist.

linkedin.com/in/nickogden/

TEAM

BRANDON
President

Account Management
Strategy
Media Planning

RUSSELL
Director, Brand Strategy

Account Management
Strategy
Media Planning

KIA
Creative Director

Creative Direction
Copywriting
Graphic Design

NICK
Digital Director

Web Design/Development
Search Engine Optimization
Digital Media
Video Production

SARAH
Social Media Manager

Content Creation
Paid Media Strategy
Influencer Management

LAURA
Production Manager

Production
Graphic Design

FAITH
Graphic Designer

Branding
Creative Design
Photography/Photo Retouching

IAN
Senior Graphic Designer

Web Design/Development
Motion Graphic Design
Photography & Video Production

LINDSEY
Account Coordinator

Account Management
Social Media
Strategy

JUNIOR
Graphic Designer

Creative Design
Branding
Photography

COLIN
Graphic Designer

Production
Graphic Design
Branding

AMY
Graphic Designer

Production
Graphic Design
Branding

TAYLOR
Graphic Designer

Creative Design
Branding
Photography

CLIENT SERVICE METHODOLOGY

PARTNERSHIP

We view our clients as partners – caring deeply about not just the success of the projects we're assigned to but the success of the organization as a whole. It's why we've had effective relationships with many clients for more than a decade. These include publicly traded companies, start-ups, educational institutions, not-for-profit organizations, and governmental agencies.

COMMUNICATION

The start of our client-focused approach begins with communication. By having the leadership team of Lundmark as your direct point of contact, you can ensure that an experienced individual is managing your account. We pride ourselves on being extremely responsive to inbound requests, and our clients laud our proactive approach to project management.

FLEXIBILITY

Our clients love our flexibility. They can attest that we always meet our deadlines while providing quality work. As an independently owned firm, we are void of the traditional agency bureaucracy and can be more nimble on our feet. By having a full creative team that is up-to-speed on your brand, we are not dependent on just one team member to execute projects. Our new client onboarding process involves getting our entire team up-to-speed on client goals, objectives, growth strategy, and key initiatives on the horizon. By having a diverse team at your fingertips, we can pull in the staff required for any type of project and hit the ground running.

ACCOUNTABILITY

We hold our team to the highest standard of accountability. We have weekly internal meetings to ensure projects are on track with the timeline specified for each project. It's not enough that we deliver results. We believe we must do so in a way that is on time, transparent, and fair to the budget. Team members are personally accountable for their involvement in each project, and our staff thrives on delivering results.

EXPERIENCE & QUALIFICATIONS

Lundmark Advertising + Design has extensive experience working with municipalities, public organizations, and private corporations to develop branding systems that stand out and drive engagement. Some of our experience includes:

CITY OF SANTA CLARITA

Conducted in-depth research to understand the profile of the Santa Clarita visitor and developed a brand identity to differentiate the city as a "Gateway to L.A." The branding included a new logo with horizontal and vertical orientations, a distinct color palette, and comprehensive guidelines for application. This cohesive branding system highlighted Santa Clarita's proximity to Los Angeles while emphasizing its unique attractions. A detailed style guide ensured that the brand's elements were consistently applied across all platforms, reinforcing Santa Clarita's positioning as an essential part of any Los Angeles vacation.

CITY OF SPRINGFIELD-SANGAMON COUNTY TRANSPORTATION HUB

Developed a unified brand identity and comprehensive style guide for a regional transportation hub. Our work incorporated feedback from community leaders and project architects to create a logo symbolizing connectivity and inclusivity. The design featured clustered dots attracted to the letter "U," representing the hub as a unifier. The accompanying style guide ensured consistent usage across multiple platforms, enhancing the hub's role as a vital community resource.

GOLF COURSE BUILDERS ASSOCIATION OF AMERICA (GCBAA)

Delivered a refreshed logo and branding system, aligning with the organization's mission and 50th anniversary. The stair-stepped design of the logo highlighted foundational strength and upward momentum, symbolizing the collective effort of GCBAA members. Integrated into a comprehensive style guide, the rebrand received widespread praise from members and industry partners, strengthening GCBAA's identity and legacy.

COLBY COMMUNITY COLLEGE

Created a branding style guide to ensure consistency across internal departments and external communications. By emphasizing Colby's high graduation rates and academic success, we developed a brand identity that resonated with stakeholders and reinforced the college's tagline: "Challenge, Create, and Connect." This branding effort streamlined marketing efforts and elevated Colby's reputation across Kansas.

Our team brings expertise in graphic design, branding strategy, and digital media applications, ensuring a comprehensive approach to your project. The following case studies demonstrate our ability to adapt to diverse client needs while maintaining a focus on cohesive, high-impact branding solutions.

VISIT Santa Clarita GATEWAY TO L.A.

CASE STUDY: BRANDING

THE CHALLENGE

It had been a number of years since Visit Santa Clarita, the destination marketing organization for the Santa Clarita Valley, revisited their brand identity. Lundmark was engaged to evaluate Visit Santa Clarita's brand positioning, develop a new identity to differentiate the destination from area competitors, and execute a digital marketing campaign to showcase the new-and-improved brand.

THE SOLUTION

A variety of research was conducted to develop the profile of the current Santa Clarita visitor. Given the close proximity of Santa Clarita to the most popular Los Angeles attractions, the intent was to position Santa Clarita as a springboard for their entire Los Angeles vacation. Data collected from discussions with tourism partners and traveler surveys helped drive the new positioning strategy for Visit Santa Clarita, "The Gateway to L.A."

THE RESULT

The new brand was launched through an integrated, comprehensive digital marketing campaign that targeted visitors based on geographic location, demographic preferences and propensity to travel. Creative elements featured the variety of unique attractions that travelers can only find in Santa Clarita. The first month of the advertising campaign resulted in 105 room nights and generated just over $19,000 in direct revenue for hotel partners. More than 4,000 sweepstakes entries were received and corresponding email addresses were added to the client's database for future marketing efforts. Finally, page 'likes' on Facebook, where the contest was hosted, jumped 242% in one month.

LUNDMARK

CASE STUDY: BRANDING

THE CHALLENGE

The Golf Course Builders Association of America (GCBAA), established in 1971, was in need of a brand refresh to better reflect its identity amongst current and prospective members, allied golf associations, and the general public. With the GCBAA celebrating its 50th anniversary in 2021, the new logo needed to be easily integrated into a special 50th anniversary logo.

THE SOLUTION

Lundmark evaluated GCBAA's core brand tenets in collaboration with the GCBAA team. A new primary logo and color palette was developed to better represent the association's mission. Inspired by the layers that go into building a golf course, the stair-stepped blocks show foundational strength with upward momentum. The variety of earthy colors symbolize the comradery between the various members that represent GCBAA. Together the GCBAA builds not only golf courses but a community that is stronger in collaboration.

THE RESULT

The new brand was integrated into a 50th anniversary logo, various membership category logos, and outlined in a comprehensive style guide. Staff was thrilled with the result and received numerous compliments from members and industry partners.

BUY FROM WITHIN
BUY GCBAA

50 YEARS
GCBAA

GCBAA
CERTIFIED BUILDER

LUNDMARK

FIRST ACT
THEATRE ARTS

CASE STUDY: BRANDING

THE CHALLENGE

The Kansas City chapter of Christian Youth Theater (CYTKC) was looking to rebrand and reposition itself as an independent entity. CYTKC approached Lundmark to aid in the creation and support of a new organization name, logo, color palette, language, and overall positioning.

THE SOLUTION

Lundmark conducted market research and competitor analysis, identifying commonly used themes, colors, and messaging to avoid. The creative team then developed several options for the organization's new name, backed by supporting language and religious context.

When the organization had settled on a new name (First Act Theatre Arts), Lundmark then developed several logo variations, offering supporting language as well as visual examples of horizontal, vertical, and one-color logo designs for each. Once the client had selected a name and logo, Lundmark created a brand style guide to aid the organization in future partnerships. This document outlined typography, color palette, logo usage and limitations, as well as information about the organization and its mission.

THE RESULT

The client was overwhelmed by the professionalism and expediency of the final product. Lundmark was able to be flexible in working with the client's unique timeframe and offer expertise and guidance throughout their rebranding process. A key point in the client's original request was for a name and logo that was timeless and appealing to all age ranges, and the final product certainly delivered on that key ask. The transition is still in progress, but early feedback of the rebrand has been wholly positive.

TESTIMONIAL

"I cannot thank you all enough for all you've done. It has lifted such a huge burden off our plates and allowed us to focus on the other areas of importance in making this change. Again,thank you SO MUCH for your expertise, your flexibility and your guidance."

LEANN CURE

MARKETING COMMITTEE MEMBER, FIRST ACT THEATRE ARTS

LUNDMARK

COLBY
COMMUNITY COLLEGE

CASE STUDY: BRANDING

THE CHALLENGE

With minimal standards in place, Colby Community College (CCC) needed a style guide that would provide brand consistency for their institution amongst internal departments and external vendors. Lundmark was tasked with conducting a thorough brand evaluation, consolidating and refining logos and developing a comprehensive brand style guide.

THE SOLUTION

Lundmark went through a detailed research process to develop the brand style guide. We discovered that CCC has the highest graduation amongst all Kansas community colleges. As a result, we believed it was important to highlight their academic success throughout the entirety of their brand, emphasizing their tagline: Challenge, Create, and Connect.

THE RESULT

The refreshed brand rolled out campus wide. The brand style guide provided clear guidance to internal departments, external vendors and ensured brand consistency.

LUNDMARK

GCSAA

CASE STUDY: BRANDING

THE CHALLENGE

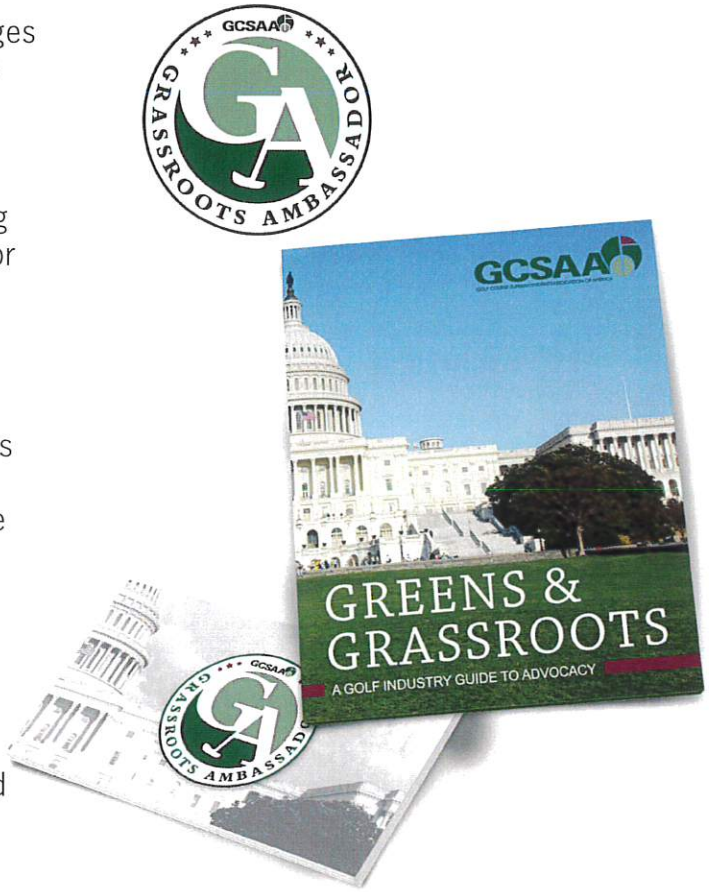
Golf's regulation and public policy challenges continue to greatly impact the golf course management profession. Advocacy is one of the most powerful ways to affect change. GCSAA's Government Affairs department needed assistance in branding and promoting the Grassroots Ambassador program to members.

THE SOLUTION

A new logo was designed to brand the program and provide current Ambassadors with something they felt was special and unique. All information and resources were consolidated into one toolkit for ease of recruitment and training.

THE RESULT

The new brand logo and various materials have helped grow the grassroots ambassador program, and in turn assisted members in lobbying for their most important asset – the golf course.



LUNDMARK

South Carolina Aquarium

CASE STUDY: BRANDING

THE CHALLENGE

Lundmark partnered with the South Carolina Aquarium to develop an ocean conservancy education program for children. Specifically, the Aquarium wanted to inspire and build upon the magic of an in-person Aquarium visit for children through the creation of a Kids Club.

The primary goals for the Kids Club were to keep kids engaged with the Aquarium with fun activities they could do at home, build on children's connections with water, wildlife and wild places, and create an additional source of revenue for the Aquarium.

THE SOLUTION

To develop the Kids Club program, Lundmark did a deep dive (no pun intended) to understand the Aquarium and what sets it apart from its competitors. It was important to keep the primary target market – children – in mind, as well as the secondary target of parents and grandparents.

In order to connect with children, Lundmark designed a colorful logo with a bubbly font as a nod to the sea. In addition, they created a fun and approachable character named Mylo. Short for the aquatic animal family name Myliobatidae, Mylo was conceived as a way to make oceanography more accessible to children. Mylo was then used throughout the program's assets and deliverables to tie everything together.

Understanding that sustainability plays a core role in the South Carolina Aquarium's mission, Lundmark created a box that kids could reuse as a toy by untucking the side panels to "flap" Mylo's wings, or as a coloring activity. Attention was also paid to create an inviting online experience to maximize digital-only learning opportunities. The stamp book, which was requested by the Aquarium, is a brand asset that can be reused repeatedly by club members.

THE RESULT

The South Carolina Aquarium team was thrilled with the results. "Lundmark nailed it when it came to connecting to our target market in terms of the age range," says Amie Yam-Babinchak, director of marketing, sales and strategic communications, South Carolina Aquarium. "We appreciate how they paid attention to that and created approachable characters like Mylo."

LUNDMARK

The PARK
SPRINGFIELD-GREENE COUNTY PARK BOARD

CASE STUDY: BRANDING

THE CHALLENGE

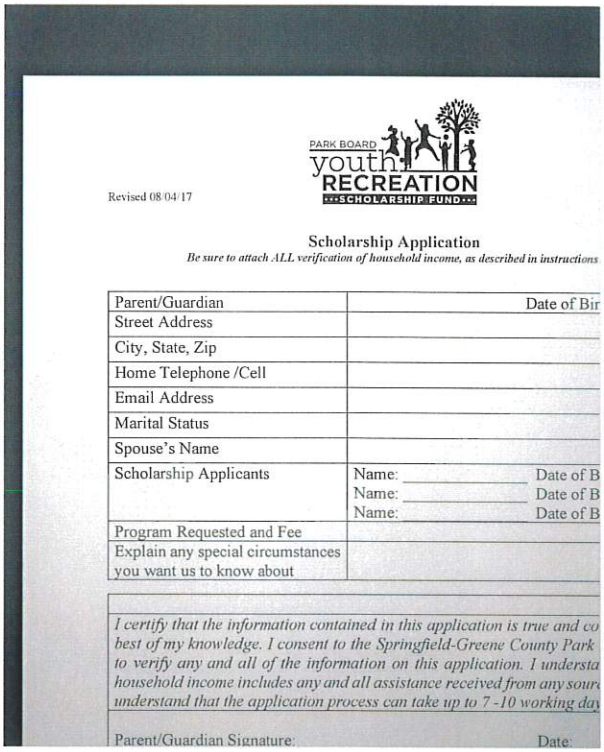
The Springfield-Greene County Park Board was looking to raise awareness of its Scholarship Fund, a fee assistance program for low-income youth in the area. The program helps to offset the cost of participating in recreational programming offered by the Park Board, but was severely underfunded each year. The Park Board engaged Lundmark to create a new brand identity, inclusive of name, logo, and brand colors.

THE SOLUTION

The logo drew from the color palette of the existing Springfield-Greene County Park Board identity and featured children participating in youthful, lively activities. Research showed that the organization name "Park Board" resonated better with Springfield residents (the official website is ParkBoard.org) than the full name, and therefore was selected to be integrated into the design. The inclusion of a tree represented the vast amount of park space under control of the Park Board, and allowed the brand to stay within a similar theme/family to the official organization logo.

THE RESULT

Staff was thrilled with the process that we embarked upon as well as the final design. They are excited to launch the new brand in 2018.



Revised 08/04/17

PARK BOARD youth RECREATION ···SCHOLARSHIP FUND···

Scholarship Application

Be sure to attach ALL verification of household income, as described in instructions

Parent/Guardian	Date of Bir
Street Address	
City, State, Zip	
Home Telephone /Cell	
Email Address	
Marital Status	
Spouse's Name	
Scholarship Applicants	Name: Date of B Name: Date of B Name: Date of B
Program Requested and Fee	
Explain any special circumstances you want us to know about	

I certify that the information contained in this application is true and co best of my knowledge. I consent to the Springfield-Greene County Park to verify any and all of the information on this application. I understa household income includes any and all assistance received from any sour understand that the application process can take up to 7-10 working day

Parent/Guardian Signature: Date:

PARK BOARD youth RECREATION ···SCHOLARSHIP FUND···

PARK BOARD youth RECREATION ···SCHOLARSHIP FUND···

LUNDMARK

REFERENCES

We invite you to contact any of the below references as they can attest to our capabilities and level of service:

City of Santa Clarita

Evan Thomason

City of Santa Clarita
ethomason@santa-clarita.com
(661) 255-4347

Project: Logo redesign and marketing campaign to attract leisure travelers.

Sara Jimenez

City of Springfield-Sangamon County
Transportation Hub
sara@kindconsulting.org

Project: Comprehensive branding and style guide for regional transportation hub.

GCBAA®

Justin Apel

Golf Course Builders Association of America
justin_apel@gcbaa.org
(402) 476-4444

Project: Logo redesign and branding system for 50th anniversary.

PROJECT APPROACH

We approach each project with a structured yet flexible process tailored to meet the unique needs of our clients. For the City of Neosho, our project approach would include the following phases:

DISCOVERY & RESEARCH

- Conduct in-depth stakeholder interviews with City leadership, staff, and community representatives to understand the vision and goals for Neosho's branding.
- Review existing branding materials to assess strengths, weaknesses, and inconsistencies.
- Analyze competitive municipalities and their branding to identify opportunities for differentiation.
- Gather input on key cultural, historical, and visual elements that define Neosho's identity.

CONCEPT DEVELOPMENT

- Develop multiple initial concepts for the official City logo and seal, incorporating feedback from the Discovery phase.
- Explore variations in color palettes, typography, and layout for adaptability across platforms.
- Present 3-5 logo and seal options with rationales for each design, ensuring alignment with project goals.

REFINEMENT & FEEDBACK

- Facilitate review sessions with City representatives to gather feedback on initial concepts.
- Refine selected designs through iterative rounds, incorporating stakeholder input to achieve a final design.

STYLE GUIDE CREATION

- Develop a comprehensive Branding Style Guide, including guidelines for logo usage, color palette, typography, spacing, and unacceptable uses.
- Include templates for correspondence, presentations, and signage to ensure consistent implementation across all departments.
- Provide high-resolution and web-friendly files for all branding assets.

IMPLEMENTATION AND SUPPORT

- Assist with integrating the new branding into digital platforms, signage, stationery, and other materials.
- Provide training sessions or workshops for City staff to ensure proper use of the branding assets.
- Remain available for additional support during the roll-out phase.

This collaborative and methodical approach ensures that Neosho's branding is not only visually compelling but also practical and reflective of the community's unique identity.

SCOPE OF SERVICES & PRICING

Our comprehensive scope of services ensures a tailored approach to meet the City of Neosho's specific needs, providing all the necessary elements for a cohesive and impactful branding system. Our pricing structure reflects a commitment to transparency and cost-effectiveness, ensuring the delivery of high-quality services within your budgetary parameters.

LOGO DEVELOPMENT - $3,000

- Stakeholder engagement and discovery
- Creation of a distinctive, professional seal aligned with Neosho's identity
- Unified logo design (full color, single-color, black & white)
- High-resolution deliverables in EPS, JPEG, PNG, and PDF formats

BRANDING STYLE GUIDE DEVELOPMENT - $1,500

- Comprehensive brand characteristics, including spacing, sizing, and color palette
- Guidelines for unacceptable uses
- Creation of identifiers for City departments, boards, and commissions

GRAPHIC DESIGN / BRAND ROLLOUT - $3,000

- Integration of the logo and seal into various brand materials, including:
    - Letterhead
    - Envelopes
    - Business cards
    - PowerPoint presentations
    - Email signatures
    - Digital media applications
    - Vehicle decals, apparel, and other specialty items

ADDITIONAL SERVICES - INCLUDED AT NO COST

- Development of a marketing strategy to promote the new brand
- Additional creative solutions for community engagement

TOTAL NOT-TO-EXCEED AMOUNT: $7,500

COMPLIANCE CERTIFICATION

By submitting this proposal, Lundmark Advertising + Design, Inc. certifies full compliance with the terms and conditions outlined in the City of Neosho's Request for Proposal. We affirm our understanding of the project's scope and timeline and commit to delivering all required services in alignment with the City's expectations.

Ronald Lippoy

SIGNATURE

1/16/2025

DATE

LUNDMARK

THANK YOU

RUSSELL SYPOWICZ
816-842-5236
Russell@lundmarkadv.com

(matter)
a leap group co.

Proposal Response

Company:

City of Neosho

Date of Submission: January 28, 2025, 10:00 am CT

Description:

RFP for City of Neosho Branding

Submitted to: City of Neosho

Address: 203 E. Main Street, Neosho, MO 64850

Attn: Cheyenne Wright, City Clerk

Jessica Johnson, Public Information Officer

Email: jjohnson@neoshomo.gov

Prepared by: LEAP FIVE, LLC dba (matter)

Name/Title of Technical Point of Contact:

Ira Minor

Address: 214 E. 8th St., Floor 2, Cincinnati, OH 45202

Direct: (562) 896-9412

Email: GovRFPManager@leapgroupnetwork.com

"This proposal includes data that shall not be disclosed outside the Government and shall not be duplicated, used, or disclosed in whole or in part for any purpose other than to evaluate this proposal. If, however, a Contract is awarded to this Offeror as a result of or in connection with the submission of this data, the Government shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting Contract. This restriction does not limit the Government's right to use information contained in this data if it is obtained from another source without restriction. The data subject to the restriction is contained in all sheets of this proposal."

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Cover Letter

City of Neosho
City Hall
Cheyenne Wright
203 E. Main Street
Neosho, MO 64850

Dear Cheyenne Wright & Jessica Johnson,

I am pleased to submit this proposal on behalf of (matter) for the City of Neosho's branding project. With over 25 years of experience in branding and creative services, we are excited about the opportunity to collaborate with your team in developing a unified logo, official seal, and comprehensive branding style guide that will strengthen Neosho's identity and create consistency across all public-facing and internal communications.

At (matter), we specialize in creating cohesive, enduring brand identities that reflect the essence of our clients. Our expertise includes logo design, typography, and the development of branding style guides that govern everything from city seals to digital applications. We believe this alignment will enhance Neosho's visual representation and create a unified program across signage, correspondence, imagery, and beyond.

Our team is well-equipped to deliver all elements outlined in the RFP, from logo and seal creation to design templates for correspondence and signage, as well as optional services to enhance the City's goals. We are also experienced in creating brand systems that incorporate department identifiers and other visual assets to maintain consistency while allowing flexibility for future applications.

Thank you for considering (matter) for this important initiative. We are excited about the opportunity to partner with the City of Neosho to bring its vision to life.

Sincerely,

Michael Noble
Government Business Development Manager
mnoble@leapgroupnetwork.com | 502.648.5149

(matter)

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1. Proposal Document

• ***Detailed response addressing the Scope of Services.***

Client Project Plan

Project Name: City of Neosho Branding Initiative
Project Description: Development of a unified logo, official city seal, and comprehensive branding style guide to strengthen the City of Neosho's identity, consistency, and visual communication across all internal and external materials.
Project Manager: Jacquie Marroquin
Start Date: February 18, 2025
End Date: June 3, 2025

(matter)

1. Project Objectives

- **Objective 1:** Develop a cohesive and consistent branding style guide that includes a unified logo and city seal.
- **Objective 2:** Engage stakeholders and gather feedback to ensure alignment with the City's vision and values.
- **Objective 3:** Deliver final assets and templates optimized for various applications, including digital, print, and merchandise.

2. Project Scope

Inclusions:

- Creation of a unified logo in multiple formats.
- Design of an official city seal.
- Development of a branding style guide (colors, typography, use guidelines).
- Creation of templates (e.g., letterhead, business cards, envelopes).
- Vehicle decals, apparel design, and ad specialty items.
- Digital applications (e.g., email signatures, social media).

Exclusions:

- Website development or implementation.
- Management of printing or merchandise production.

3. Project Timeline (Detailed)

Phase	Start Date	End Date	Key Activities and Deliverables
Phase 1: Project Kickoff	February 18, 2025	February 25, 2025	- Initial kickoff meeting with City representatives to confirm objectives, scope, and timeline. - Deliverables: Meeting agenda, summary notes, and confirmed project scope and timeline.
Phase 2: Discovery & Research	February 26, 2025	March 3, 2025	- Conduct stakeholder interviews to gather insights about the City's identity, vision, and values. - Research competitor branding and best practices for municipal branding. - Deliverables: Discovery report summarizing research findings,

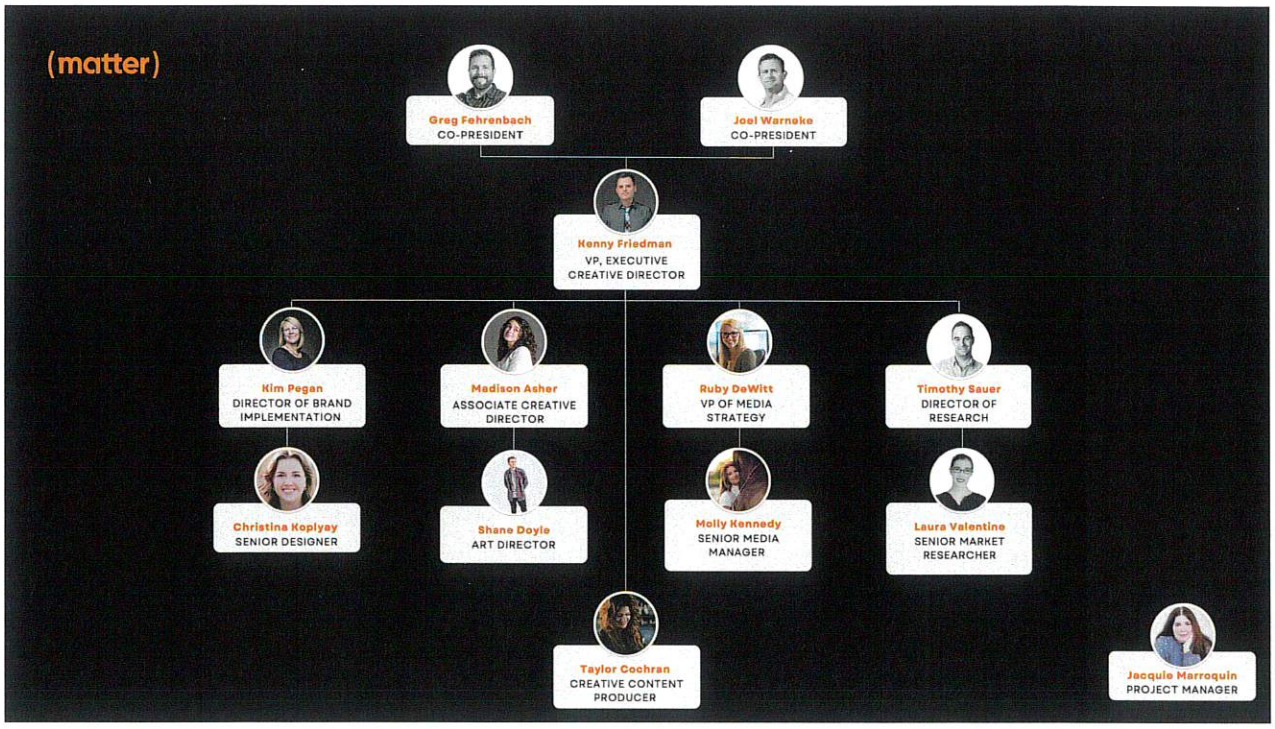
			branding goals, and creative direction.
Phase 3: Logo & Seal Design	March 4, 2025	March 20, 2025	- Develop 3-4 logo concepts and 3-4 city seal concepts based on insights from the discovery phase. - Host feedback sessions with stakeholders to refine concepts. - Deliverables: Initial drafts of logos and seals (in PDF format), stakeholder feedback summary.
Phase 4: Logo & Seal Finalization	March 21, 2025	April 3, 2025	- Revise logo and seal based on stakeholder input. - Finalize design files and prepare for multi-format use (vector, PNG, JPG, CMYK/RGB versions). - Deliverables: Finalized logo and seal files, presented with explanations for use cases (e.g.,

			print, digital, merchandise).
Phase 5: Branding Style Guide Creation	April 4, 2025	April 30, 2025	- Develop a comprehensive branding style guide, including: - Logo usage guidelines (color, size, spacing, and placement). - Typography specifications (primary and secondary fonts). - Color palette (CMYK, RGB, HEX codes). - Iconography and visual assets. - Deliverables: Draft and final version of the branding style guide (PDF format).
Phase 6: Templates Development	May 1, 2025	May 15, 2025	- Create practical templates for City use, including: - Letterhead (Word format). - Business cards (print-ready). - Envelopes (print-

			ready). - Social media profile images and banners. - Email signature template. - Deliverables: Finalized, ready-to-use template files with implementation guidelines.
Phase 7: Specialty Designs	May 16, 2025	May 24, 2025	- Design additional materials, including: - Vehicle decals for city vehicles. - Apparel designs (e.g., staff uniforms, promotional T-shirts). - Ad specialty items (e.g., branded pens, mugs). - Deliverables: Mockups and print-ready files for all specialty designs.
Phase 8: Final Presentation & Approval	May 25, 2025	June 3, 2025	- Present the final logo, seal, branding style guide, templates, and specialty designs to

			the City Council. - Address feedback or final revisions. - Deliverables: Live presentation materials (PowerPoint), all finalized assets (packaged files), and project completion report.

4. Team Members



5. Milestones

6. Risk Management

Risk	Impact	Mitigation Strategy
Delayed feedback from stakeholders	Timeline may slip	Establish regular check-ins and deadlines for feedback.
Misalignment on branding vision	Rework or dissatisfaction	Conduct early workshops and interim reviews to ensure alignment.
Resource constraints	Reduced quality or delays	Assign backup personnel and pre-schedule QA reviews to maintain quality.

7. Communication Plan

- **Weekly progress updates:** Email updates summarizing key progress and next steps.
- **Bi-weekly meetings:** Stakeholder review sessions to gather input and provide status updates.
- **Final presentation:** A live presentation to City Council to showcase deliverables and finalize approval.

8. Quality Assurance

- **Design Peer Reviews:** Internal reviews of logo, seal, and style guide drafts to ensure quality and consistency.
- **Stakeholder Feedback:** Incorporate input at key milestones to align with City expectations.
- **Final Approval:** Thorough review before submission to ensure all deliverables meet the City's requirements.

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• ***Clear and itemized cost proposal with a "not to exceed" amount.***

We are committed to providing transparent and competitive pricing for the City of Neosho Branding Initiative. Below is a detailed breakdown of costs for each phase of the project, ensuring clarity and alignment with the project scope.

Budget Proposal for City of Neosho Branding Services

Category	Deliverable	Cost
Discovery & Research	Stakeholder Interviews, Brand Audit, and Analysis	$1,000
Logo & Seal Development	Official City Seal Design	$1,500
	Unified Logo Design (Full Color, Single-Color, B/W)	$1,500
	Brand Characteristics (spacing, sizing, etc.)	$500
Branding Style Guide	Comprehensive Style Guide (Color Palette, Fonts, Use Cases, Unacceptable Uses)	$1,000
Templates & Assets	Presentation, Letterhead, Envelopes, Business Cards	$750
	Email Signature Template	$250
Digital Media & Applications	Graphics for Digital Media, Ad Specialty Items (e.g., merch mockups, social media)	$750
Vehicle & Apparel Design	Vehicle Decals and Apparel Mockups	$500
Project Management	Coordination, Feedback Integration, Revisions	$750

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Total		**$8,500**

Optional Services (Not Included in Base Budget)

Category	Deliverable	Cost
Advanced Design Services	Additional Branding Applications (e.g., signage mockups)	$750
Community Engagement	Public Workshops for Branding Input	$1,000

Total Cost (Not-to-Exceed)

$10,250

2. Experience and Qualifications

• ***Overview of relevant experience and qualifications. Set forth your experience and qualifications as they relate to the proposed project in terms of technical scope, experience with municipal or corporate style guides.***

1.The City of Mason

Project Scope:

The City of Mason is a rapidly growing community located just outside of Cincinnati, Ohio. With over 30,000 residents, major attractions, and innovative businesses, the City sought to update its brand to better reflect its vibrant community. Mason needed a brand identity that could unify its various departments, enhance its public image, and create a cohesive experience for residents, businesses, and visitors. The initiative was carried out within a $110,000 budget. The project was delivered on time and within budget, thanks to a collaborative approach and efficient project management.

Research & Strategy: (March - May 2007):

Our team worked closely with Mason's city council and the city manager to gather input from key stakeholders. Through focus groups, surveys, and interviews, we engaged with local residents, business owners, and government officials to understand their vision for the City's future. These insights allowed us to identify the key values of the community—family-friendliness, innovation, and growth—while considering the City's goals of economic

development and tourism. We also conducted an audit of Mason's existing communications to identify gaps and opportunities in their branding.

Brand Development: (June - August 2007):

Based on our research, we created a new logo and visual identity that encapsulated Mason's essence as a dynamic, welcoming community. The design reflected the City's vision of being an ideal place to live, work, and play, with elements that were adaptable across various platforms. We developed a comprehensive Brand Manual to ensure that the new identity could be consistently applied across all City departments and public services.

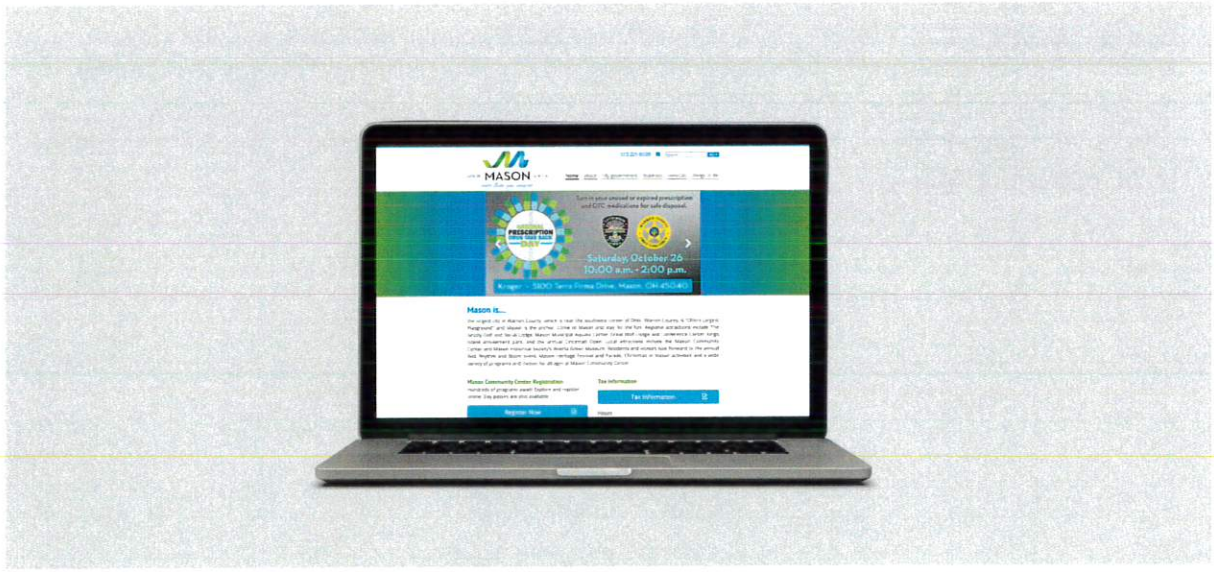
Website Redesign- Strategy, Design, Development, Testing & Launch (September 2007 - July 2008):
Created a visually appealing and user-friendly website design that reflected the new brand identity. Focused on improving navigation, mobile responsiveness, and integrating essential features such as an event calendar, news updates, and interactive city maps. The development phase involved building the site using a robust content management system (CMS) to allow city staff easy updates.

Implementation & Impact: (August - October 2008)

The new brand was implemented across all communication channels, including street signs, wayfinding, promotional materials, brochures, newsletters, vehicle decals, and the City's website. The cohesive branding helped increase the City's visibility and appeal to potential residents and businesses, while also unifying the community under a shared identity.
This project successfully enhanced the City's public image and fostered a sense of community pride, positioning Mason for future growth and development.

City of Mason / Logo & Tagline

City of Mason / Identity & Stationery System



City of Mason / Website

City of Mason / Brand Guidelines

City of Mason / Truck Graphics

City of Mason / Outdoor Advertising & Signage

2. The Belle of Louisville

Project Scope:

The Belle of Louisville Website Redesign project sought to enhance user experience, simplify the ticket booking process, and increase online donations. The project included a comprehensive website audit, user journey mapping, redesign of the website's structure and aesthetics, and integration of a secure, user-friendly payment system. The project was completed within a budget of $180,000. Cost-effective strategies, such as leveraging existing assets and streamlining development processes, ensured value for money.

Research & User Experience Audit (April - May 2022):

Our first step was to conduct an audit of Belle of Louisville's existing website and ticketing system. We identified several areas where the user experience could be improved, particularly in the ease of booking tickets and making donations. Through stakeholder interviews and customer feedback, we gathered insights that informed our redesign strategy.

Sitemap & Wireframe Development (June - October 2022):

We rebuilt the website's sitemap with the organization's goals in mind, ensuring that the design would be intuitive for users while supporting Belle of Louisville's operational needs. Our UX designers created wireframes and mockups that aligned with the nonprofit's brand, making sure the website was both functional and visually appealing. We prioritized improving the navigation experience, making it easier for users to book tickets, learn about the riverboats, and donate.

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Integration & Results (November - December 2022)

The new website included integrated platforms for ticket booking and donations, which were designed to streamline the user experience. The ticketing and donation systems were user-friendly, significantly reducing the number of customer service inquiries and improving the overall efficiency of the organization's operations. The project was completed on time, and the redesigned site not only enhanced customer satisfaction but also strengthened Belle of Louisville's connection with its audience. As a result, the organization has seen an increase in ticket sales and donations, with a more seamless online experience contributing to their operational success.

Post-Launch Support (January - February 2023):
Provided ongoing support, monitoring the website's performance, gathering user feedback, and making iterative improvements to optimize the user experience.

Belle of Louisville / Desktop & Mobile Mockups

3.Louisville Water Company

Project Overview: Louisville Water Company, a long-standing utility provider, sought a comprehensive rebrand to modernize its identity while maintaining its legacy as a trusted source of clean water. In addition to the rebrand, the company aimed to launch a new product called PureSpout, designed to provide filtration solutions for drinking fountains. The challenge was to create a brand that honored the company's heritage while positioning it as an innovative, customer-focused organization.

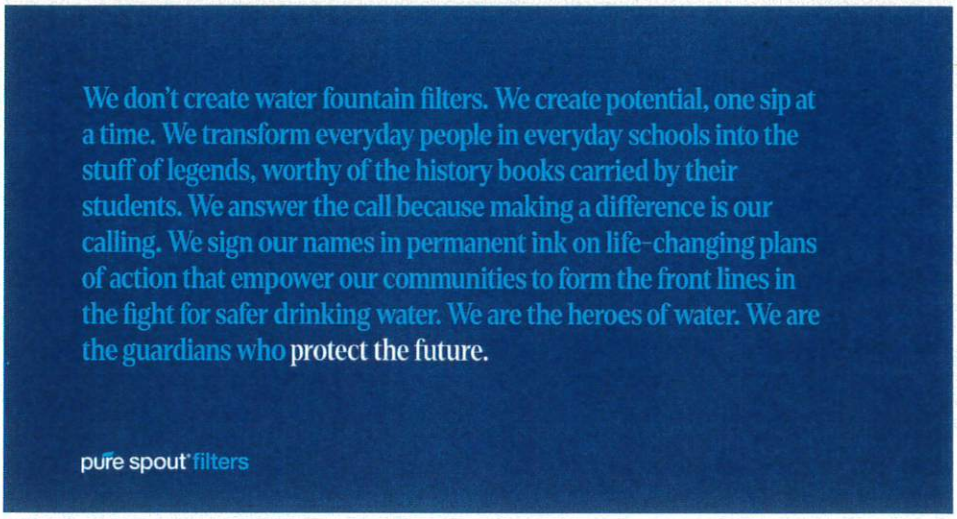
Research & Insights: We began by conducting extensive research to gather insights from Louisville Water's internal stakeholders, industry experts, and customers. This research allowed us to synthesize client and industry feedback, highlighting the need for a brand that reflected both innovation and tradition. We also identified key opportunities for growth in the water filtration market, setting the stage for the successful launch of PureSpout.

Brand Strategy & Development: With the key findings in place, we crafted a brand strategy that included the development of a brand purpose, values, and positioning. We defined the company's brand archetype as "The Caregiver," emphasizing its role in ensuring clean and safe water for the community. We then developed new logos, typography, color palettes, and creative samples that represented the company's long-term vision. This identity was both flexible and robust, allowing for future growth while maintaining the company's strong reputation.

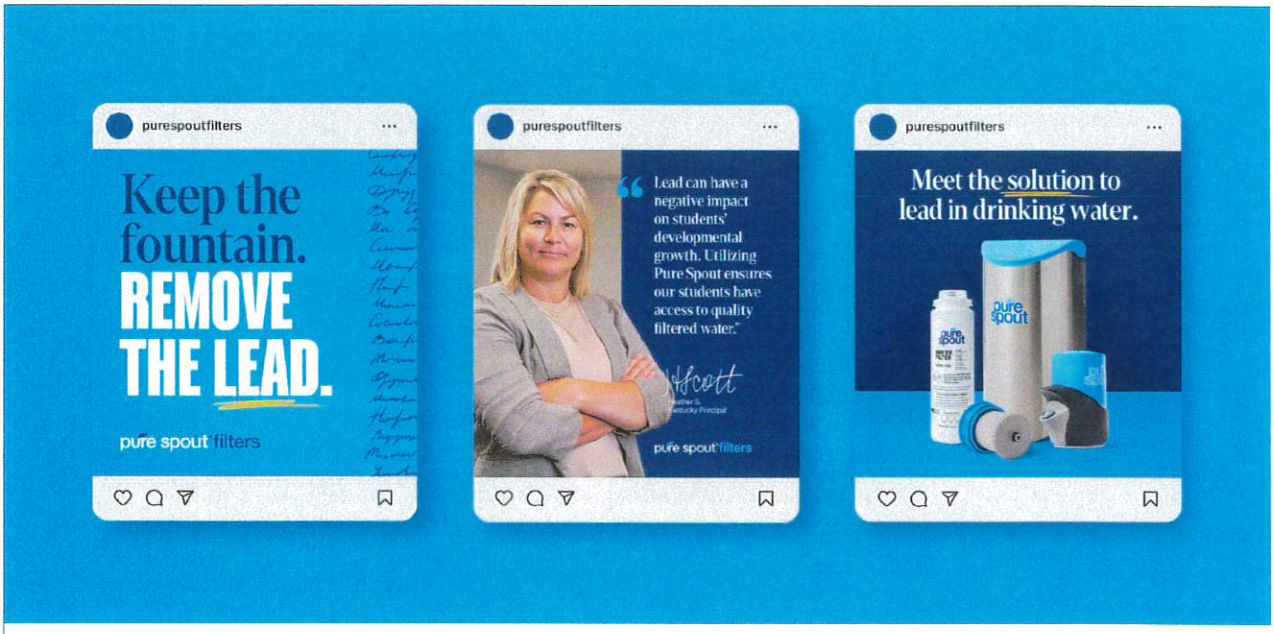
PureSpout Launch: A significant part of the project was the launch of PureSpout, a filtration product aimed at reducing lead in drinking fountain water. We developed a sub-brand that aligned with the parent company's values, ensuring that the product launch resonated with both commercial clients and public institutions. The product branding and marketing materials were designed to clearly communicate the benefits of PureSpout, positioning it as a proactive, cost-effective solution for clean water.

Results: The rebrand revitalized Louisville Water Company, positioning it as an innovative and reliable provider of water services. The launch of PureSpout was well-received, further solidifying the company's commitment to water quality and safety. The brand identity we developed allowed the company to seamlessly integrate new products while maintaining a cohesive public image. The project resulted in increased brand recognition and customer trust, reinforcing Louisville Water's role as a leader in the industry.

Pure Spout / Campaign Theme



Pure Spout / Campaign Narrative



Pure Spout / Social Creative

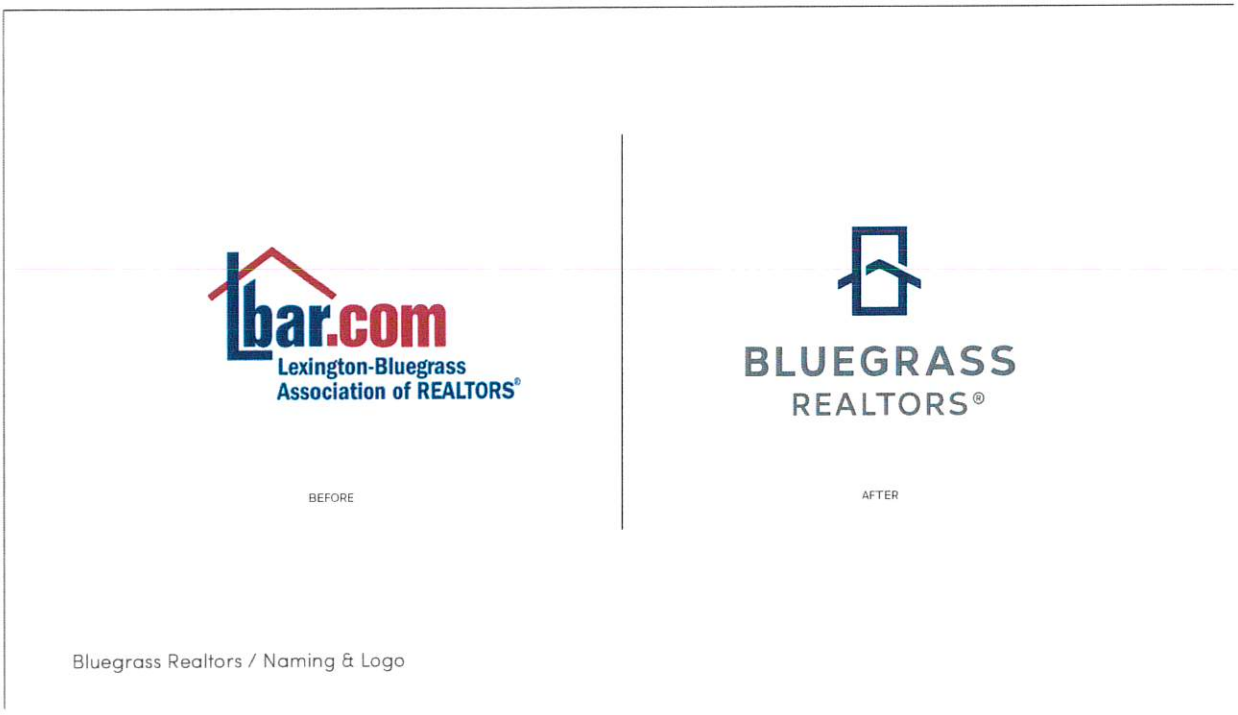
During this phase, our design team worked on creating a visual identity that resonated with the association's values and ambitions. Multiple logo concepts were presented and refined through feedback sessions, resulting in a final logo that combined modernity with a nod to the region's rich heritage. The tagline "Connecting Communities, Creating Opportunities" was developed to succinctly convey the association's mission to foster relationships and drive growth within the real estate sector.

Brand Standards and Marketing Collateral (September - October 2023)

To ensure consistent application of the new brand identity, we developed a comprehensive set of brand guidelines. These guidelines covered logo usage, color schemes, typography, and tone of voice. Alongside this, we produced a suite of marketing collateral, including business cards, brochures, and out-of-home advertising materials, to support the brand's visibility and outreach efforts.

Results and Impact (Nov 2023 - Feb 2024)

The rebranding led to a 37% increase in member engagement and a 24% growth in new membership inquiries. The refreshed identity positioned Bluegrass REALTORS® as a leader in the region, fostering greater community recognition and enhanced member pride.



Bluegrass Realtors / Naming & Logo

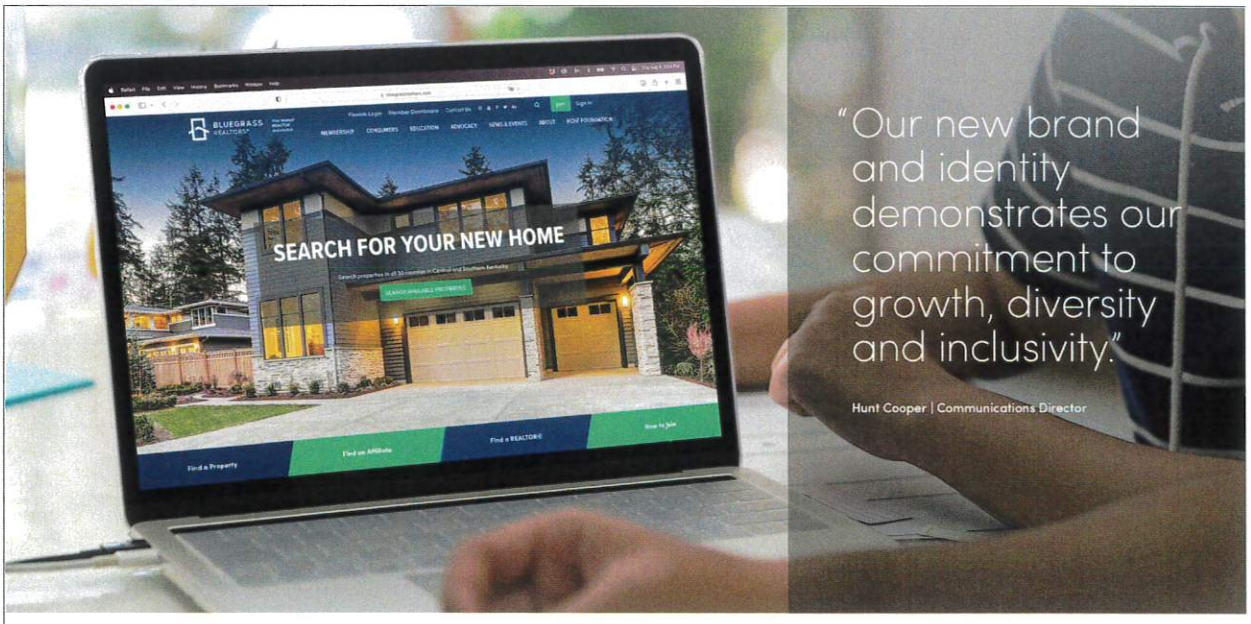
Bluegrass Realtors / Brand Guidelines

Bluegrass Realtors / Brand Guidelines

Bluegrass Realtors / Business Cards

Bluegrass Realtors / Marketing Collateral

Bluegrass Realtors / Sub-brand Logos



Bluegrass Realtors / Website Design

Bluegrass Realtors / Advertising

3. References

• Minimum of two (2) references for similar work, including project details and contact information. References should be listed for similar type work as requested in this RFP. Each reference must identify and describe the project worked on and specify the originating and final project manager for the party providing the reference.

City of Mason, Ohio

- **Project Description**: Our team collaborated with the City of Mason to develop a cohesive brand identity, including a new logo and brand guidelines, and redesigned their website. The project involved creating a unified visual identity that represented the city's vision and values, extending across various assets, including wayfinding signage, brochures, newsletters, and merchandise.
- **Originating Project Manager**: Greg Fehrenbach
- **Final Project Manager**: Greg Fehrenbach
- **Client Contact Information**:
- **Name**: Victor Kidd
- **Title**: Former Mayor
- **Phone**: n/a
- **Email**: victorlanekidd@gmail.com

Louisville Water Company

- **Project Description**: We provided comprehensive rebranding services for Louisville Water Company, creating brand guidelines, typography, and creative assets. The project included developing a new product, PureSpout, and launching marketing materials for filtration solutions. Deliverables included creative samples and a defined audience strategy to strengthen the company's visual presence.
- **Originating Project Manager**: Greg Fehrenbach
- **Final Project Manager**: Greg Fehrenbach
- **Client Contact Information**:
- **Name**: Matthew Griffith
- **Title**: Strategic Business Manager
- **Phone**: 502.489.4981
- **Email**: mgriffith@louisvillewater.com

Compliance

• Signed certification of compliance with all terms and conditions outlined in the RFP.

LEAP FIVE LLC dba (matter) certifies to be in compliance with all terms and conditions outlined in the RFP.

Michael Noble
Government Business Development Manager

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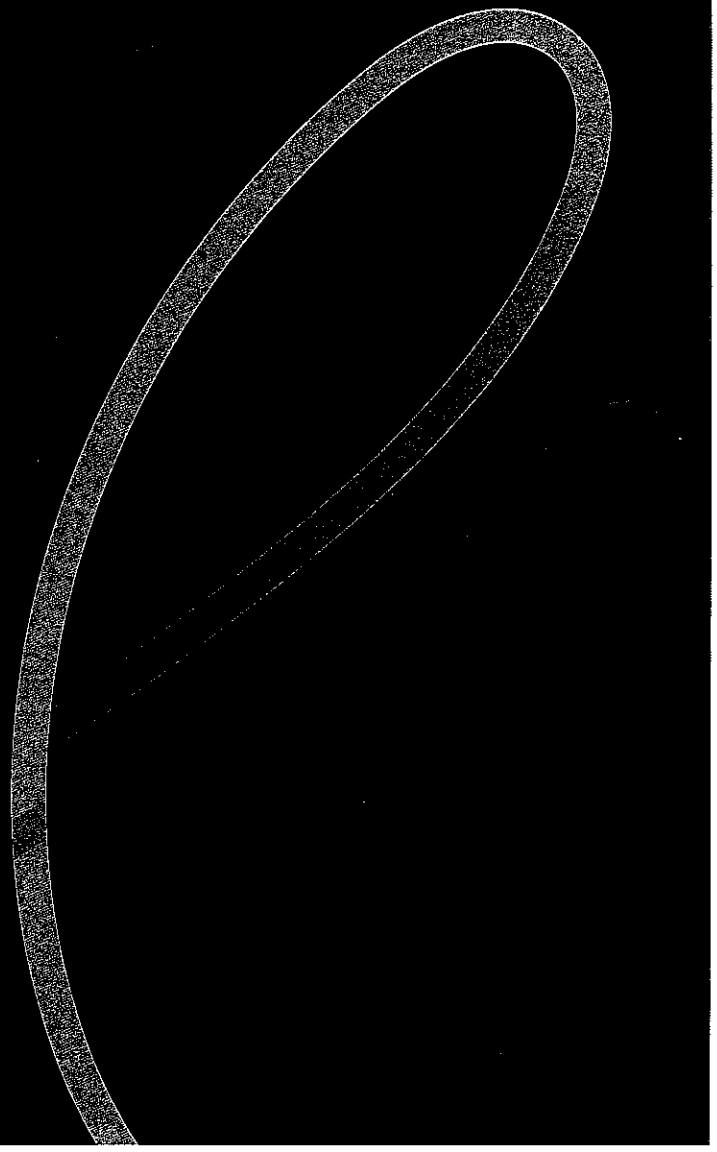
City of Neosho

BRANDING INITIATIVE

RFP Response Submited by Nagarro



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Section 01

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A Note From Nagarro

First, our company extends our gratitude for the opportunity to participate in the City of Neosho Branding RFP. Through our preliminary research, we have come to appreciate the unique character of Neosho — a city defined by its natural beauty, rich heritage, and close-knit community.

We understand that Neosho's identity is deeply rooted in its strong community values. From the serene springs that give the City its name to the bustling local events that bring people together, there's a distinct character that sets Neosho apart. This branding initiative is an opportunity to honor that uniqueness while creating a visual identity that reflects both its rich history and its aspirations for the future. Our goal is to craft a brand that not only resonates with residents but also welcomes visitors and fosters a sense of pride across the community.

While our primary focus is delivering a cohesive and impactful branding experience, we are also pleased to bring additional value to our collaboration, which we have outlined in our proposal. The core project components coupled with these value-added services aim to elevate Neosho's identity and create deeper engagement with the community.

CONTINUES...

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A Note From Nagarro

At Nagarro, we believe design has the power to inspire, connect, and transform. Even today, after working with diverse clients across industries, we remain deeply committed to human-centered design and the values of craftsmanship and collaboration. Our nimble, creative team excels at delivering branding solutions that engage communities and reflect their authentic identities. We take pride in our ability to create thoughtful, imaginative, and practical designs that bring stories to life.

Our process is built on collaboration and community engagement. We're excited at the prospect of working closely with Neosho's leadership, residents, and stakeholders to deliver brand experiences that truly reflect the spirit of the City. By combining strategic insights with creative ingenuity, we aim to deliver a cohesive visual identity that serves as a source of pride for all who call Neosho home.

Again, we sincerely thank you for considering Nagarro as your brand design partner. We look forward to the opportunity to collaborate with you and contribute to Neosho's ongoing story.

Best,

Aparna, Jorge, Nitya, Noel, Yogi – and your future friends at Nagarro.

Primary Point of Contact:
Yogi Misir, Head of Partnerships
Nagarro | Design Studio
yogi.misir@nagarro.com
1737 N. First Street Suite 590
San Jose, CA 95112
USA

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Project Understanding

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What We Know

Planting the Seeds of Identity
Discovering Insights to Celebrate The City of Neosho

Under this proposal, the City of Neosho will partner with the Nagarro Design Studio to address two key priorities: emphasizing Neosho's identity and streamlining the branding inconsistencies we've uncovered across the City. Our goal is to create a cohesive and memorable brand identity that will:

- Establish a consistent visual language across all departments and applications;
- Showcase Neosho's rich heritage and welcoming community;
- Foster civic pride and engagement through an authentic and unified identity;
- Position the City as a future-ready place full of opportunity;
- Support the City's overall economic and community development goals.

Our Studio aims to create a visual identity that is boldly focused on progress, without sacrificing the authentic character and spirit of the City. The rollout of a thoughtfully crafted brand experience is pivotal to that success.

Excited about the prospect of partnering with Neosho — and as a show of enthusiasm — our team initiated some early research activities to gain insights directly from residents.

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Neosho Speaks

Our team collected insights from social media and online forums to understand the community's perceptions of Neosho. Through our initial research efforts, we learned more about life in Neosho — including some of the image challenges facing specific areas of the City.

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Uniquely Neosho

It became evident to us that Neosho is beloved by its residents. It's charm is a combination of numerous distinctive qualities.

With further research and deeper engagement, we are confident that we'll uncover even more unique characteristics about Neosho that will allow us to craft an identity that is just as unique.

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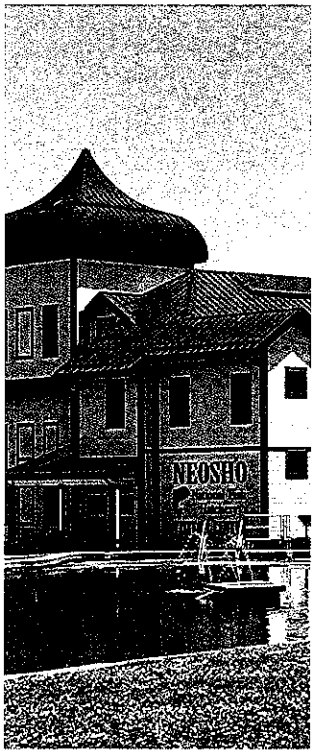

Location, Location, Location!

Nestled in the scenic Ozarks, Neosho offers a small-town atmosphere while being just a short drive from larger cities, providing the perfect balance of peace and accessibility.

A Community That Cares

Neosho is celebrated for its friendly and welcoming residents who prioritize family and connection, fostering a supportive and close-knit environment.

Charming Local Flavor

Neosho blends small-town charm with a growing economy, featuring locally-owned businesses and cultural landmarks like the Neosho National Fish Hatchery.

Quality of Life

Neosho boasts affordable living, strong schools, and a peaceful atmosphere, making it an excellent choice for those seeking a safe, family-friendly place to call home.

Rooted in Green

With its scenic parks, hiking trails, and fishing spots, Neosho is a haven for outdoor lovers, providing countless opportunities to enjoy the natural beauty of the area.

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Project Approach

PHASE I

1

Listen + Understand

Research and discovery workshops to gain insights into the City of Neosho and its uniqueness in order to distill a new brand strategy

PHASE II

2

Create + Validate

Creative concept iterations, testing and selection of a brand direction

PHASE III

3

Implement + Support

Finalize logo/seal, brand guidelines and support rollout as needed

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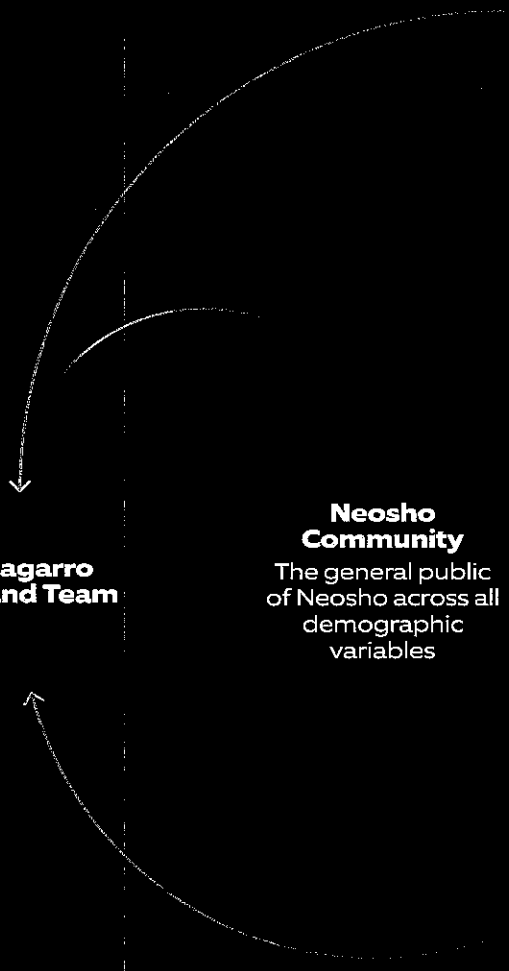
City Engagement

This process begins and ends with you – **the people of Neosho.**

Through a continuous feedback system and engagement plan across the 3 phases, this process aims to empower the community with involvement and ownership, helping to create an identity that accurately represents the charming City of Neosho, while making every resident proud.

These are some of the key entities involved in the public engagement effort.



Nagarro Brand Team

Neosho Community
The general public of Neosho across all demographic variables

Advisory Committee
A well-represented cross-section of the community and the Council

City Council/ Committee

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PHASE I

Listen + Understand

Nagarro will kick off the project with collaborative sessions involving stakeholders, staff, and leaders to gather insights and ensure a unified approach.

Key Deliverables

1 → **Brand Audit & Analysis**

A brand audit and analysis reviews existing materials to identify inconsistencies and opportunities, ensuring a cohesive brand foundation.

2 → **Community Survey**

Survey results compiled and summarized to reflect stakeholder input, preferences, and priorities relevant to the project.

CONTINUES...

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PHASE I

Listen + Understand

Key Deliverables

3 → Insights Report

Analysis of feedback, trends, and behaviors within a specific community, offering data-driven insights to inform decisions and strategies.

4 → Creative Brief

A concise document outlining the project's objectives, target audience, key messages, design direction, and deliverables to guide the brand design process.

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PHASE II

Create + Validate

Nagarro will develop 2 to 3 creative concepts to explore potential directions for the visual identity refresh, aligning with core values and resonating with the target audience. The evaluation phase for the selected brand candidates will include key Neosho stakeholders and result in insights that will narrow down the optimal brand contender for the City.

Key Deliverables

1 → Moodboards

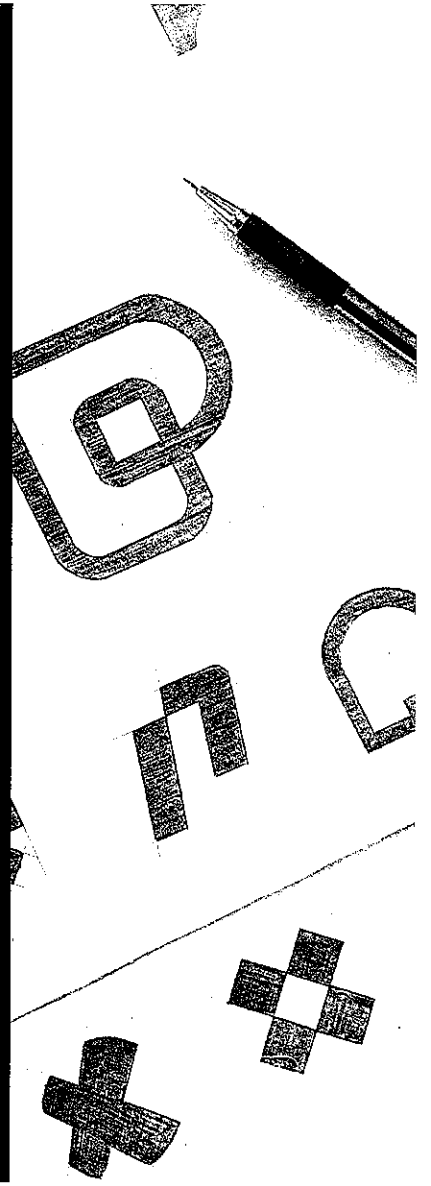
Multiple moodboards will be created to explore different visual styles, color schemes, and design elements, providing a range of creative directions.

2 → Creative Concepts

Multiple creative concepts will be developed to explore various design directions, each reflecting different visual approaches and themes for the logo and seal design.

3 → Finalized Creative Concept

The finalized creative concept will be refined based on feedback and selected as the final direction for the logo and seal design, ensuring alignment with Neosho's brand identity and goals.



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PHASE III

Implement + Support

Nagarro will finalize the seal and logo based on the selected creative concept and feedback from the City Council and provide final logo and brand guideline files ready for implementation, ensuring sufficient assets and templates are provided for the brand rollout and presentation to the public.

Key Deliverables

1 → **Seal & Logo Files**

Seal and logo files will be provided in various formats (e.g., PNG, SVG, AI) for versatile use across print, digital, and promotional materials.

2 → **Brand Architecture Variations**

Logo variation files that are directly derived from the parent Neosho logo, adapting the design for sub-brand purposes - Departments, Commissions and Boards identifiers.

3 → **Comprehensive Style Guide**

A comprehensive style guide will be delivered, outlining logo (plus variations) and seal usage, color palettes, typography, imagery, and other visual elements to ensure consistent application of the brand identity across all platforms.

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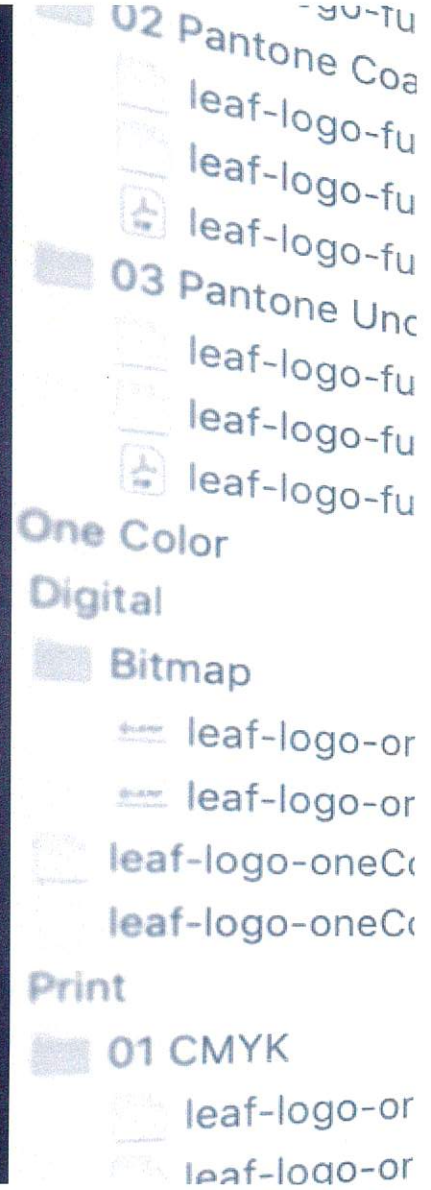

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PHASE III

Implement + Support

... CONTINUED

Key Deliverables

4 → Templates For Print & Digital

Templates for print and digital collateral will be provided, offering customizable layouts for various materials such as brochures, flyers, and social media graphics, ensuring brand consistency.

5 → Merchandise & Product Design

Merchandise and product design concepts will be developed, incorporating the logo and brand identity to create branded items and products that align with the City's visual style.

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ABOVE + BEYOND

Optional Value-Added Services

At Nagarro, we strive to build meaningful partnerships. As a show of good faith, we're pleased to offer these additional services at no additional cost to Neosho. These value-added services aim to enhance the impact of Neosho's new branding and strengthen its connection with the community.

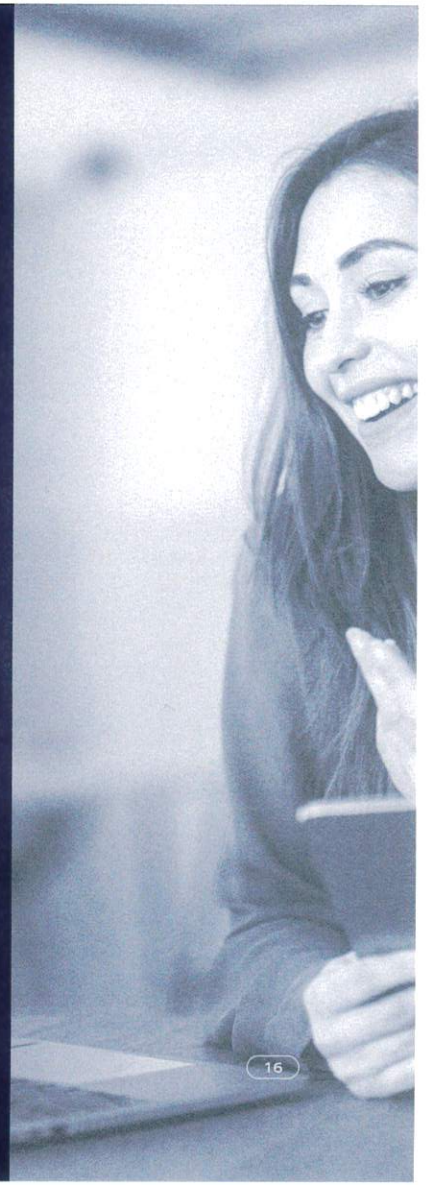
Optional Deliverables

1 → Imagery Style Guide

The imagery style guide will define the preferred photography styles and visual elements to maintain a cohesive brand identity across all materials.

2 → Website Audit

High-level website audit and initial UX recommendations will assess the current website's overall user experience, providing actionable insights and improvements for enhanced usability and engagement.



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ABOVE + BEYOND

Optional Support

We understand that successful branding goes beyond design. We are pleased to offer Neosho these optional/as-needed services to ensure a seamless and strong brand implementation.

Optional Deliverables

1 → **Brand Health Assessment**

A session conducted by the Brand Mentorship team to evaluate the Brand's status 6 to 12 months after its deployment, followed by documentation addressing any issues that have been identified.

2 → **Brand Id. Guidelines (Updated)**

A revised and eventually expanded version of the Brand Identity Guidelines document, if the Brand Health Assessment finds it necessary.

3 → **Extension of Brand**

We offer brand extension services, including environmental logo graphics, wayfinding and visitor guide brochures, ensuring a cohesive brand presence across all touchpoints.

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Project Timeline + Cost

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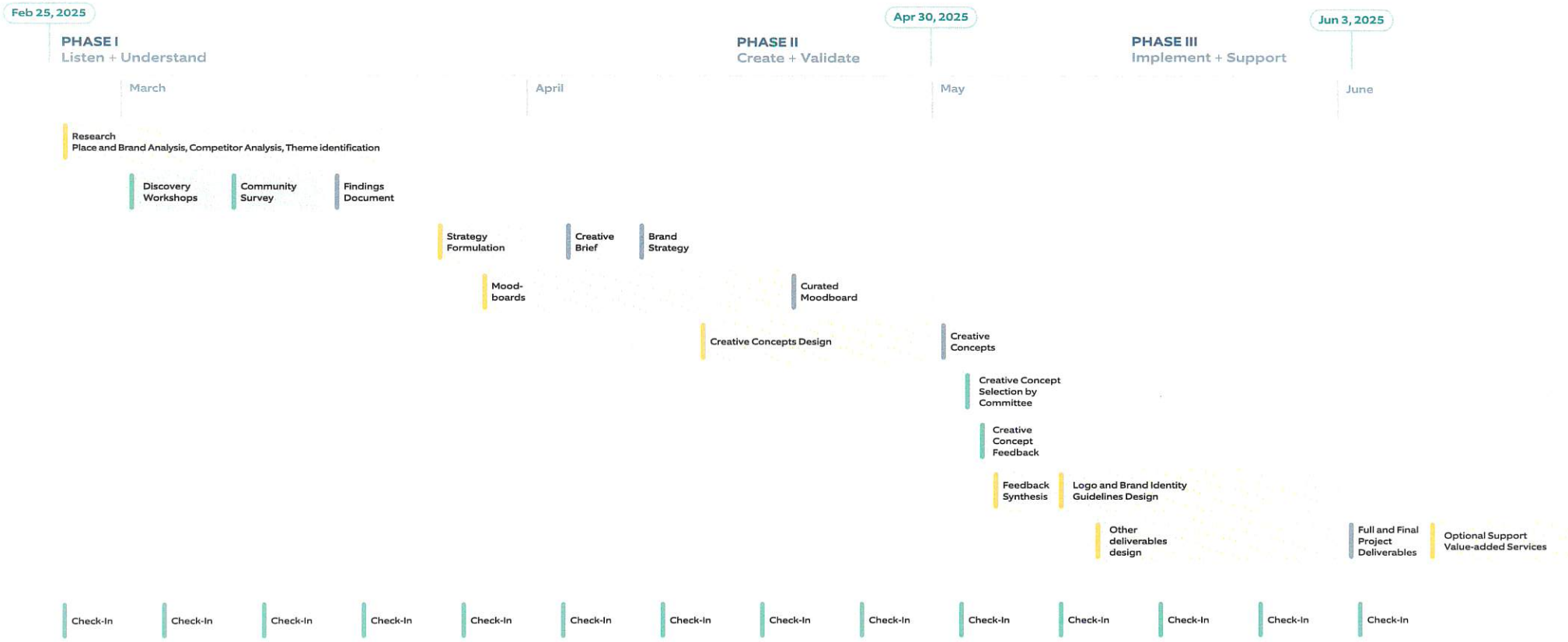

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Timeline + Cost Estimate

Estimate

As a show of good faith in our new partnership and as part of our commitment to collaborating with clients in the public sector, Nagarro has reduced our fixed fee for this engagement.

We estimate that the branding project for the City of Neosho will take approximately 14 work weeks. Please find below the cost estimate for this engagement:

Project Component	Estimated Time to Complete	Total Cost
Phase I: Research	4 Weeks	$16,800
Phase II: At least 2 draft concepts of logo & seal	7 Weeks	$29,400
Phase III: Final logo, seal, brand guidelines and other design deliverables	3 Weeks	$12,600
Total Estimated Fees Not to Exceed:		$58,800 USD

(1)
This Engagement Duration estimate can vary upon any modifications and/or further detailing that might be necessary for each aspect of the branding project.

(2)
Expenses for travel and accommodation are excluded from the estimates above since the project will be conducted remotely. If in-person interaction is necessary, client shall reimburse Nagarro for reasonable, pre-approved travel expenses.

(3)
The Estimated Time to Complete should not be considered a continuous timeline, as some activities (Work Items) will run in parallel.

(4)
As-needed, optional services (exclusive of value-add services) will be provided on an agreed upon time and materials rate, or fixed-fee project basis.

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Project Team

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Key Team Members

We have provided a preliminary list of some of the key Studio team members we expect to assign to the City of Neosho project team.

Please note that while these team members are currently available for City of Neosho branding project, their availability may change based on project scheduling.

Advisory Leadership

Noel Cunningham
MANAGING DIRECTOR - DESIGN

Yogi Misir
HEAD OF PARTNERSHIPS

Creative Team

Jorge Olino
BRAND DESIGN LEAD

Aparna Badgandi
VISUAL & BRAND DESIGNER

Nitya Sompuram
EXPERIENCE DESIGNER

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Jorge Olino

BRAND DESIGN LEAD

Jorge is a highly seasoned designer, boasting an impressive track record of over two decades in diverse realms of design, with a particular emphasis on brand design as one of his core strengths.

Throughout his career, Jorge has successfully crafted numerous company identities, spanning both commercial and governmental sectors. His versatility in taking on distinct design roles has been instrumental in shaping well-rounded and comprehensive brand identities.

Outside the realm of design, Jorge has been involved in community building through an association dedicated to the betterment of his neighbourhood. Most recently, Jorge has also become involved in youth futsal (indoor soccer), serving as vice-president of a local sports club.

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Aparna Badgandi

VISUAL AND BRAND DESIGNER

A visual designer with a knack for storytelling, a keen eye for detail, and a proven track record of delivering thoughtful, delightful user-centered experiences. Aparna loves solving problems, as long as they aren't her own.

Aparna has 10 years of experience driving brand success and user engagement through empathy and strategic thinking. Aparna is passionate about multi-disciplinary projects involving branding, UI/UX design, creative strategy, illustration, and motion design. Most recently, Aparna has worked with the Georgia Department of Economic Development and the City of Atlanta on an immersive tourism initiative to revitalize and improve community involvement in key neighbourhoods in Atlanta.

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Nitya Sompuram

EXPERIENCE DESIGNER

Nitya is a product designer based in Boston, Massachusetts. She has an educational background in business, specifically marketing analytics, which has aided her ability to look at design from a business lens.

Nitya enjoys creating simple experiences that solve real-world problems for people. Her focus is on UX/UI design for web and mobile platforms.

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Noel Cunningham

MANAGING DIRECTOR — DESIGN

Noel is an influential executive who leads all Global Design efforts at Nagarro. She is considered a champion of human-centered design with 18+ years of experience building products, services, and experiences that have positively impacted business and the world. Noel and team have successfully delivered bold brands, campaigns, and digital experiences for clients ranging from Fortune 500 clients like BMW, Sony, and X (formerly Twitter) to nonprofits and mission-driven organizations like Columbia College Chicago, the Chicago Food Depository, and the City of Baltimore.

Noel is also committed to mentoring the next generation of design leaders. She has also been a Lecturer and Professor at several of the world's top design institutions, including the School of the Art Institute of Chicago (SAIC) and the Maryland Institute College of Art (MICA).

Yogi Misir

HEAD OF PARTNERSHIPS

Yogi is an entrepreneurial and collaborative senior leader with 25+ years of experience in the tech and integrated marketing communication space, shipping valuable and memorable experiences for global brands as well as several public sector and non-profit clients. Yogi has over 10 years of higher education experience.

He has a passion for thoughtfully crafted brand and customer experiences and is a champion of inclusive design. Yogi leads partnerships in Nagarro's Design Studio and is a true customer advocate focused on client success.

Before Nagarro, Yogi was VP of Product and Head of Creative/Digital Media at a NY-based company working with top-3 global airlines. He also ran a boutique marketing communications, branding and creative agency in NY, where he worked with clients in the State University System of Florida (Board of Governors, College of Law, College of Medicine, College of Arts & Sciences), the University of Texas System, and several nonprofits.

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Section 02

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Company + Studio Overview

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Nagarro Overview

Nagarro is a global digital design and engineering leader with roots in Silicon Valley. Our entrepreneurial, agile, CARING mindset and approach to thinking breakthroughs distinguish us.

We are a strategic partner to diverse global brands, industry leaders, and many public sector, nonprofit, and education clients — including the Connecticut Housing Finance Authority, New York State, NYC Health, NYC Education, among many others.

Nagarro has offices in the following cities in North America: Atlanta, Boston, Chicago, Indianapolis, Jacksonville, Monterrey, New York, San Jose, and Toronto.

Nagarro's Design Studio is all about putting people first. Our friendly design agency focuses on creating amazing brand experiences that shine across different channels, platforms, and devices. Our goal? To make information clear, inclusive, and unforgettable, enhancing brand experiences along the way.

As a diverse and remote team, we bring together talented individuals from all over the world. We take pride in our craft and that millions engage with the experiences we create.

We are pleased to provide a very brief overview of our Design Studio.

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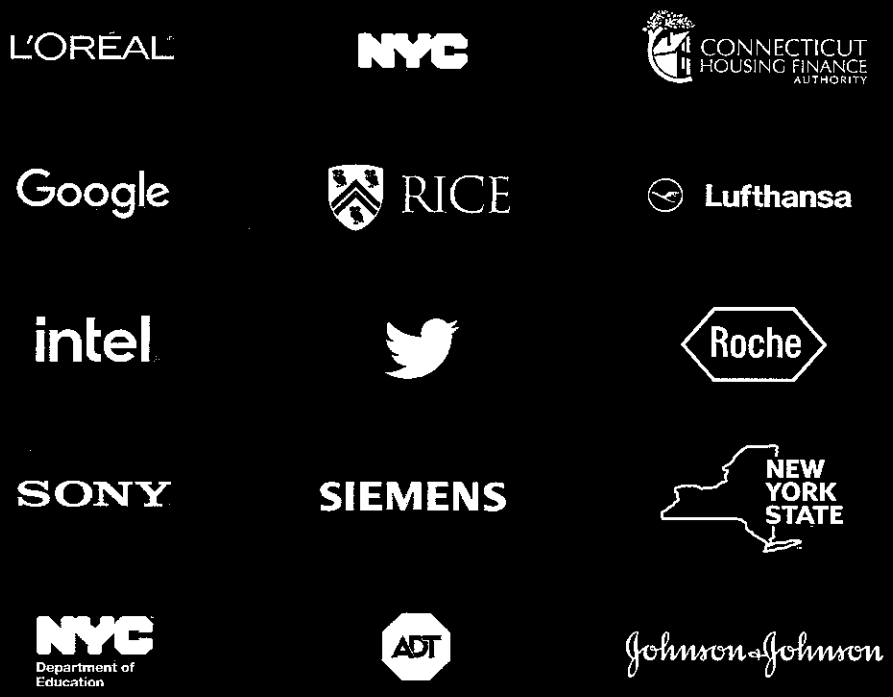
Trusted by global brands

We help our partners transform innovative ideas into inspiring brands, and valuable, impactful experiences that touch millions.



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Partnering with the bold for...
Design-led
Breakthroughs.

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OUR TEAM

WE ARE A

Full-service Design Studio

We combine human-centered methodologies and creativity to craft valuable and impactful products, services, and experiences that people love.

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OUR TEAM

We are...

A diverse team of researchers, designers, strategists, technologists and storytellers.

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OUR TEAM

Passion led us here...

To create meaningful experiences that matter, that impact people's lives — where they ...

Live

Work

Play

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OUR DRIVE

Human centered. Data-driven. Results focused.

Our passion for human empathy drives all our workflows — positioning our partners to ship valuable, impactful experiences that scale to millions.

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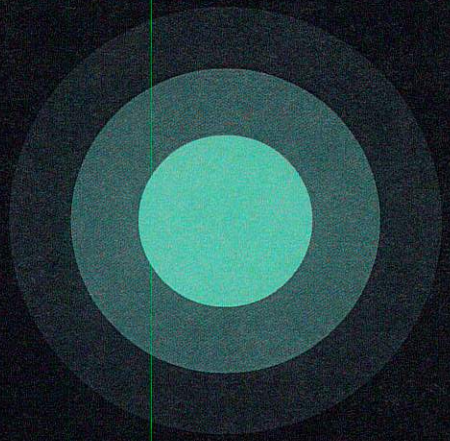
People at the Center.

We approach brand experience, user experience, and interactive design in a holistic way — following a human-centered approach where people and empathy are key to how we create.



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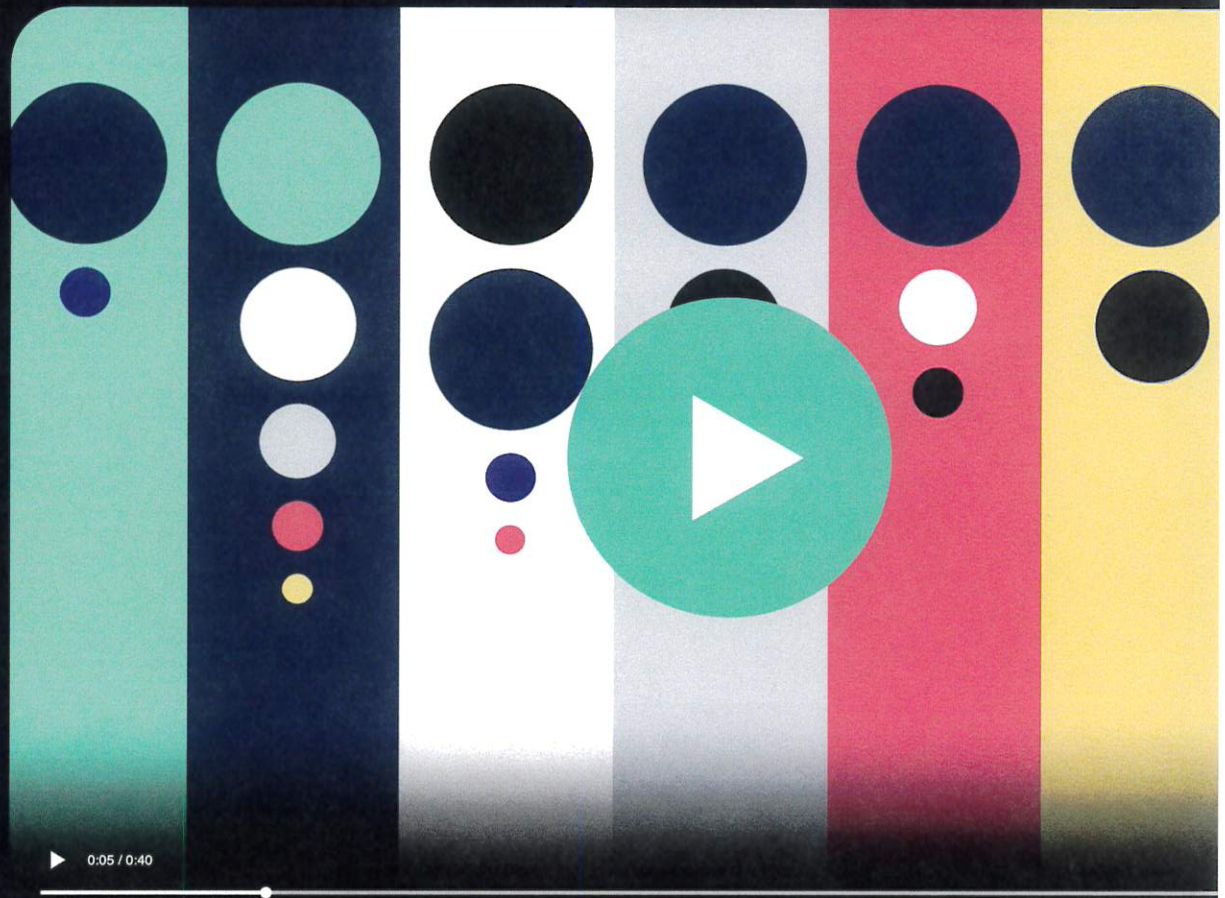
Demo Reel

We invite you to view our demo reel at the link below:

go.nagarro.com/reel



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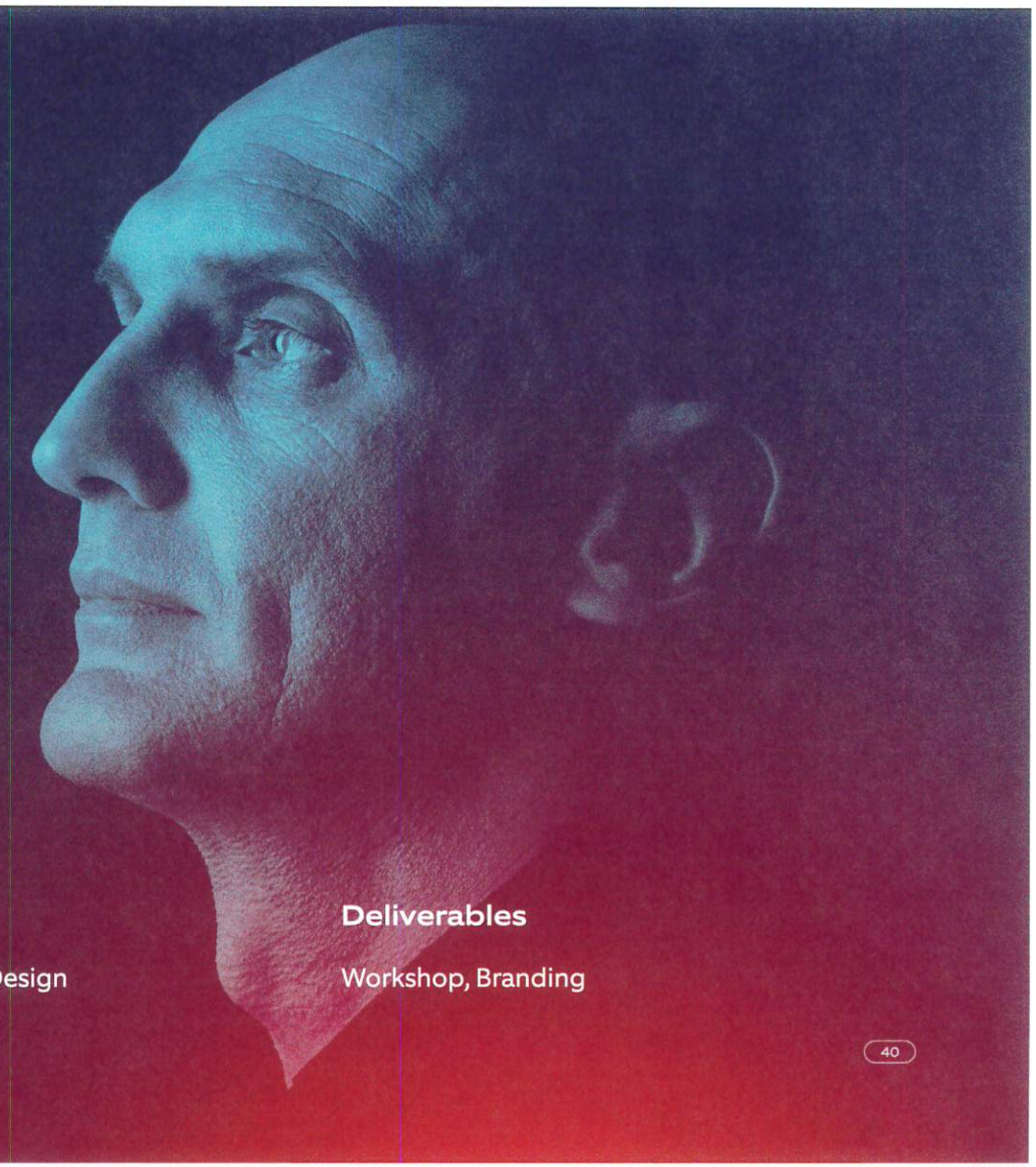
Select Case Studies

Ideologi

Bulding a Brainstorming Platform from the ground up



Industry

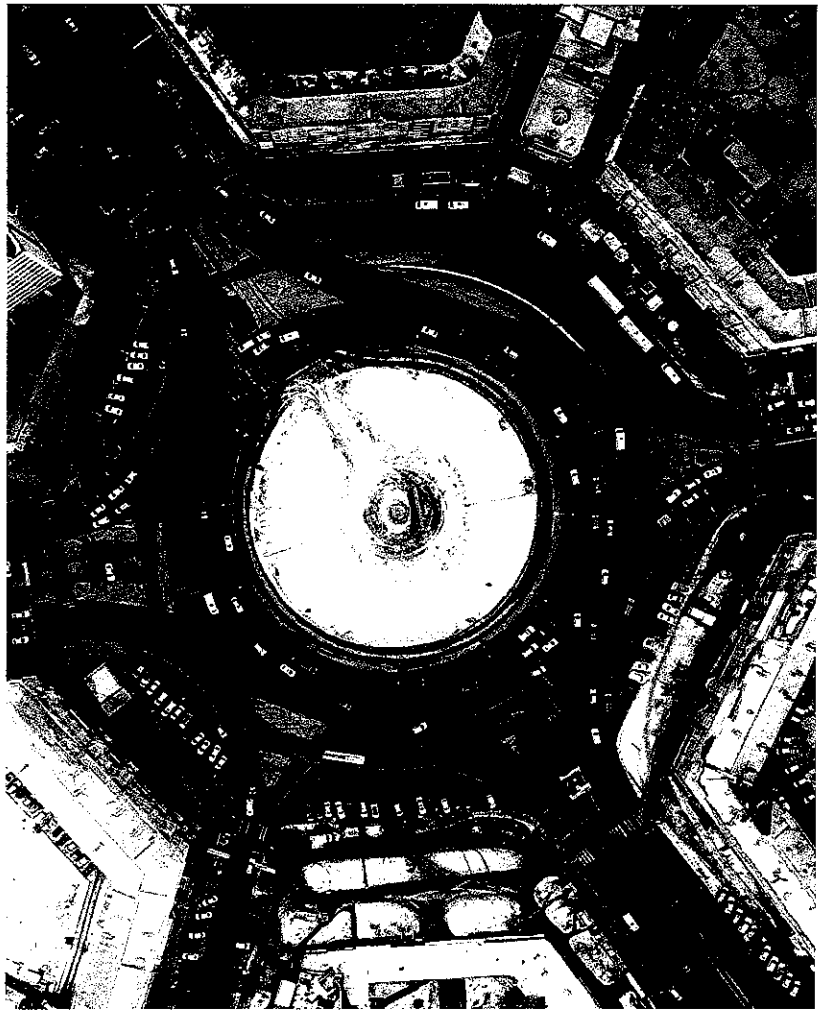
Banking & Financial Services, Social Media

Expertise

Strategy, Brand Design

Deliverables

Workshop, Branding



Introducing ideologi

The Next Leading Site for Online Collaboration

At its core, ideologi is an ad hoc group brainstorming platform. The platform was conceived to unlock the potential of ideas generated through large-scale online collaboration (hyperlogues) among qualified users.

Ideologi has a vision to identify and fund the next generation of hyperlogues. The overarching goal of ideologi is to promote and support the creation of integral dialogical methods for facilitating the exchange of ideas. The platform will be monetized through grant provision and via the platform's own cryptocurrency.

The challenge

Ideologi joined forces with Nagarro to build their brand so that it speaks to their prospective investors, their startup team, and the company's primary and secondary target users.

To understand the challenge, we needed to deconstruct the concept and the idea behind ideologi and identify the brand core, positioning and persona. With that in mind we conducted a series of workshop sessions where we gained a comprehensive and extensive understanding of the ideologi brand.

Scope of Work

Discovery

Brand Strategy Workshop
Research
Creative brief

Design

Visual Moodboards
Brand Design
Illustration
Iconography

Deliverables

Voice and Tone Guidelines
Visual Identity Guidelines
Visual Identity Assets

Discover + Definition

The discovery phase started with a two session brand workshop: kick-off session aimed at understanding ideologi and gathering crucial information about its cultural, market, business, and motivational context. Then, a subsequent session, in which we ran a set of 10 exercises to build the strategy behind the ideologi business based on a sprint branding workshop framework.

The idea was to extract data so we could brainstorm and frame the client's feedback and, above all, discover the key metrics for the project's success. All this information led to a discovery document, the creative brief, in which we delineated all the information that surfaced and collected during the sessions. It also set the scope and the next steps of the project.

Based on the information collected, we held follow-up sessions and prepared visual references such as moodboards to analyze the market and showcase competitor brands.

Creation + Validation

The second part of this engagement was dedicated to creating the concept and design. Based on the data and visual references, we defined various themes and storylines for the brand. The initial output was a set of more than 10 different paths designed to meet ideologi's objectives. After a series of additional sessions and discussions, one creative direction was chosen. The final concept was developed further and the visuals polished.

We assembled the entire brand story into a source of truth document that included the brand identity guidelines. It outlines how the brand behaves, unfolds and works on different supports and materials with reference to the usage of the tone and voice, the brandmark including sizing, security margins, colors (CMYK, RGB, pantone), typography and also branding application's explorations on the digital and real environments.

Brand Guidelines.

Welcome.

Brand guidelines are clearly defined rules and standards that ensure consistency across all of ideologi's manifestations.

This set of instructions help all people dealing with communication inside our organization sound like one single entity – the ideologi persona.

Brand Guidelines.

Why is this important?

Proprietary logos, approved typefaces, the visuals we choose and the words we use – every way ideologi expresses itself is an impression part of our whole brand. That's why it's extremely important that we use each very carefully.

Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

Brand Guidelines.

Table of Contents.

Brand Story
Voice & Tone
Logotype
DEI
Typography
Color Palette
Graphic Elements
Photography
Iconography
Brand Exploration

Brand Guidelines.

Something to be proud of?

Brand Guidelines.

Something impactful?

Brand Guidelines.

Yes.

A meeting place. A neuron. A cog wheel. A s
And the Medal for winning it. A spark from in

ideologi is a place to meet intelligent people, to think, b
A field to share, create, argument, persist, get valued, be
be decisive.

A podium for those who can be significant.

Brand Guidelines.

ideologi's Tone.

Brand Guidelines.

ideologi's Tone.

Brand Guidelines.

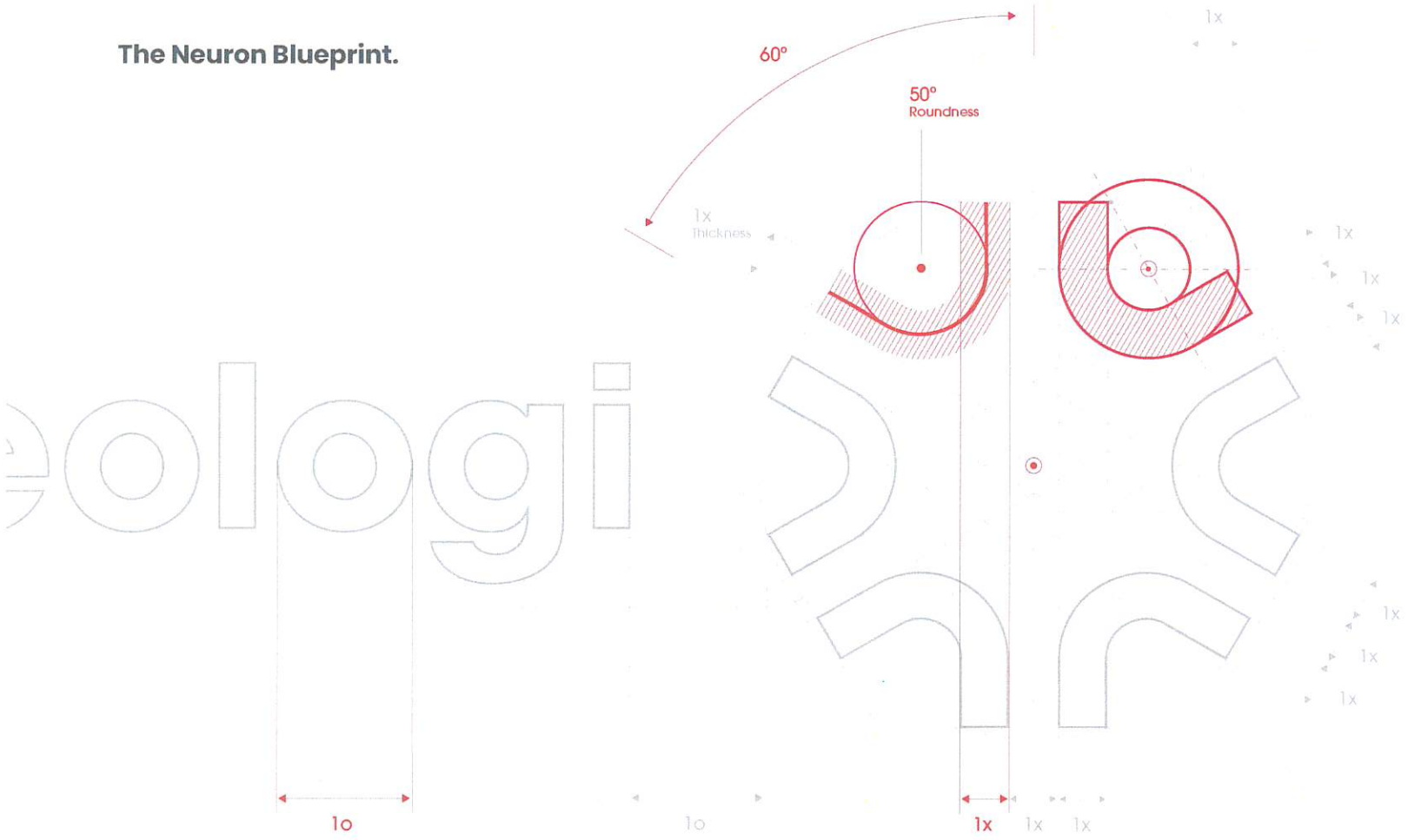
Summary:

Brand Guidelines.

Logo-type.

Yes.
ideologi
Something impactful?
Logo-type.
Typo-graphy.
Aa
Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9
Summary:
ideologi's Tone.

The Neuron Blueprint.



Notification
Announcement
Archive
Home
People
Arrow
User
Discussion

ideologi
Michael Johnson
Master Initiator
m@ideologi.org
ideologi.org/i/m
+1 516-361-8563
123 Main St., Building
New York, NY 10001
ideologi

deologi

White 100.	#FFFFFF	CMYK: 0.0.0.0	
Space Grey 5.	#FCFCFC	CMYK:	PANTONE 5305 C 5%
Space Grey 15.	#F6F7F8	CMYK: 2.1.1.0	PANTONE 5305 C 15%
Space Grey 25.	#F0F0F3	CMYK: 4.3.2.0	PANTONE 5305 C 25%
Space Grey 50.	#E1E2E6	CMYK: 10.7.6.0	PANTONE 5305 C 50%
Space Grey 75.	#D3D4DC	CMYK: 16.12.7.0	PANTONE 5305 C 75%
Space Grey 100.	#C4C6D0	CMYK: 23.18.11.0	PANTONE 5305 C
Black 50.	#65656F	CMYK: 66.60.47.26	PANTONE COOL GRAY 11 C
Black 75.	#393840	CMYK: 72.67.55.49	PANTONE 4133 C
Black 100.	#000000	CMYK: 75.68.67.90	PANTONE BLACK C
Purple 150.	#221D2F	CMYK: 80.80.52.64	PANTONE 276 C
Purple 125.	#332C48	CMYK: 82.82.44.44	PANTONE 3524 C
Purple 100.	#443A60	CMYK: 80.82.36.25	PANTONE 5265 C
Purple 75.	#736C88	CMYK: 60.58.30.6	PANTONE 5265 C 75%
Orange 100.	#FF322D	CMYK: 0.92.87.0	PANTONE WARM RED C
Orange 75.	#FF6C66	CMYK: 0.73.53.0	PANTONE WARM RED C 75%
Orange 50.	#FF9E99	CMYK: 0.48.29.0	PANTONE WARM RED C 50%
Orange 25.	#FFCFCD	CMYK: 0.23.11.0	PANTONE WARM RED C 25%
Ice Blue 100.	#00F3FF	CMYK: 53.0.10.0	PANTONE 310 C
Ice Blue 50.	#A3F8FF	CMYK: 29.0.5.0	PANTONE 310 C 50%
Ice Blue 25.	#D3FCFF	CMYK: 14.0.2.0	PANTONE 310 C 25%

54

Upcoming hypertogues
The smell of atmospheric air subconsciously affects our mood
Montmar P.
20, 1hr, 52m
+647.32
A device That Monitors Your Sleep and Wakes You After X hours of Sleep
Montoro K.
20, 2hr, 23m
+126.11
Build a better online collaborative whiteboard system
Sun Y.
20, 7hr, 3m
+228.03
Solar panel shading structures covering highways and roads
Ortner C.
20, 1hr, 45m
+228.03
An app that lets people discover interesting locations in an area
Isabella C.
10, 23hr, 32m
+12.09
A device that takes care of your parking fees by geolocation
Jules W.
10, 23hr, 32m
+98.09
How can neurotypical people understand what having autism is like?
Tesco V.
10, 23hr, 32m
+12.09
A platform for single or multiple journalistic articles sales
Montmar P.
2hr, 57m
+647.32
Archived hypertogue
Knowledge from different disciplines
People from different skillset have registered to Brainstorm on itdeology
Explore
Join Cooperatives of your interest
People from different skillset have registered to Brainstorm on itdeology
Find Now
Create Hypertogue
56

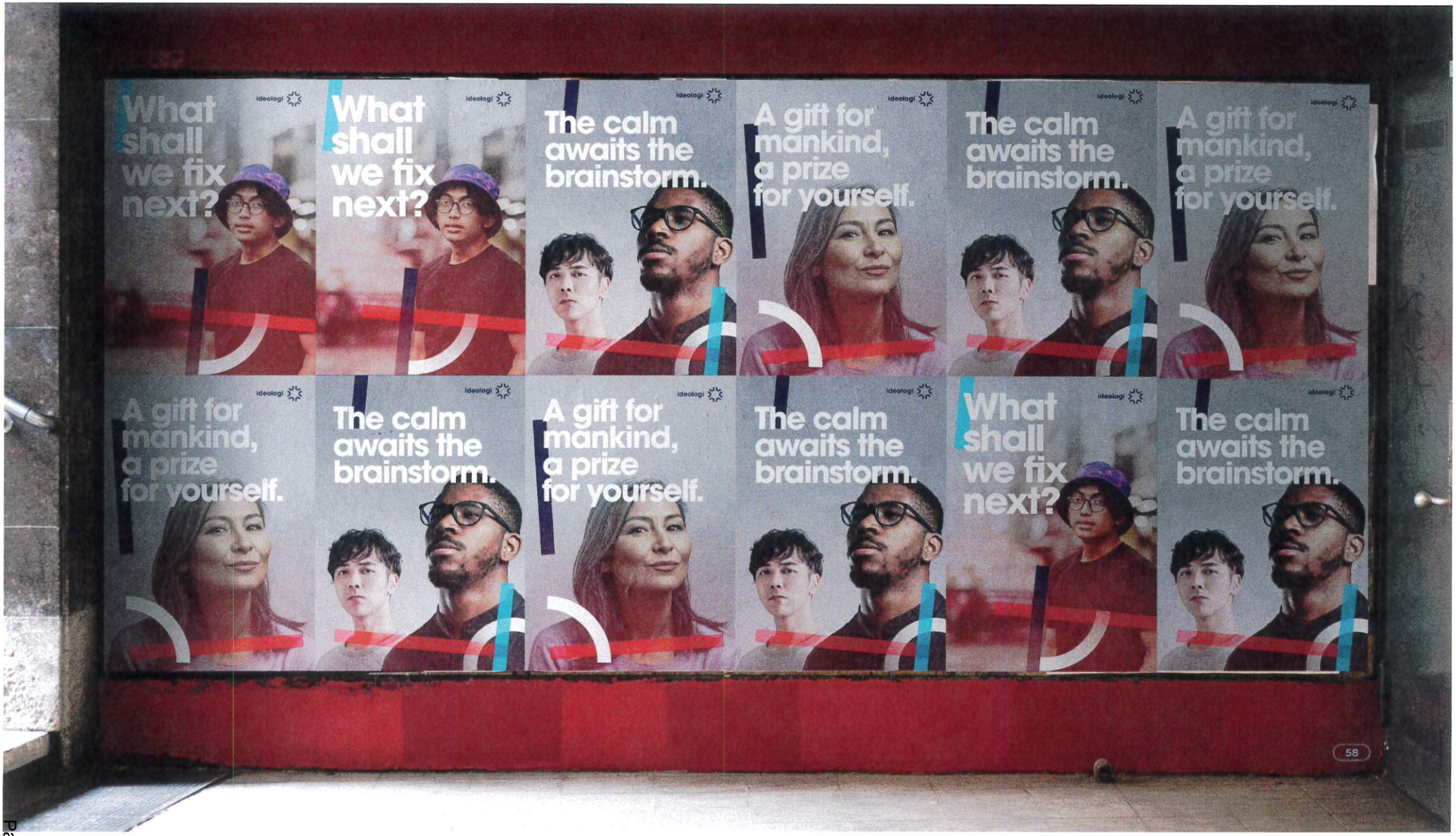
The Game Field Markings

The ideologi brand is infused with the idea of a highly competitive sport.

Following that metaphor, ideologi takes hints from game fields' markings and uses their overlay, geometric lines and overall dynamic flows as decorative visual elements.

Usage

These graphic elements are used as supplements to create an "extra oomph". If used too often, they defeat the purpose, but if used too sparingly, raise the question of whether they are needed in the first place.


What shall we fix next?
ideologi
What shall we fix next?
ideologi
The calm awaits the brainstorm.
ideologi
A gift for mankind, a prize for yourself.
ideologi
The calm awaits the brainstorm.
ideologi
A gift for mankind, a prize for yourself.
ideologi
A gift for mankind, a prize for yourself.
ideologi
The calm awaits the brainstorm.
ideologi
A gift for mankind, a prize for yourself.
ideologi
The calm awaits the brainstorm.
ideologi
What shall we fix next?
ideologi
The calm awaits the brainstorm.
ideologi
58

Results

Deliberate but enthusiastic. Idealistic but grounded. Objective but joyful.

We constructed a brand persona that is true to ideologi's core, making its elementary value easily perceivable to its target audience. Because there is an earnest character ingrained into ideologi, we made this sense of purpose apparent as a vehicle of differentiation among the competition landscape.

We are very pleased with the final product — a robust visual identity that clearly conveys the ideologi brand persona. Highlighting that ideologi is far more than a service platform, differentiates it from its competitors. Ideologi stands out as a far superior product.

Now go ideologi the world.

Brand Guidelines.

The End.

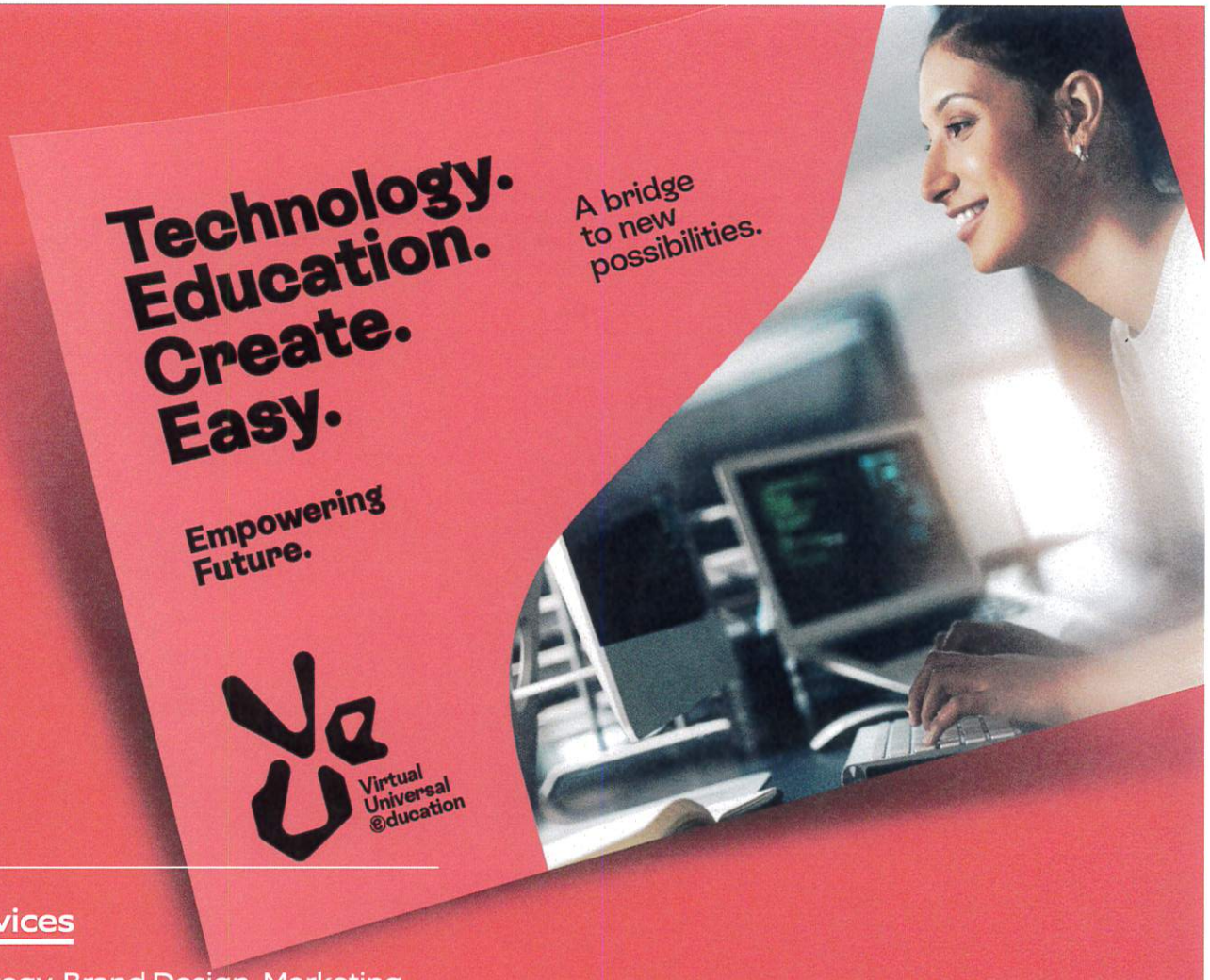
ideologi

nagarro

1

VUe

A Powerful Brand for an Empowering Promise



Industry

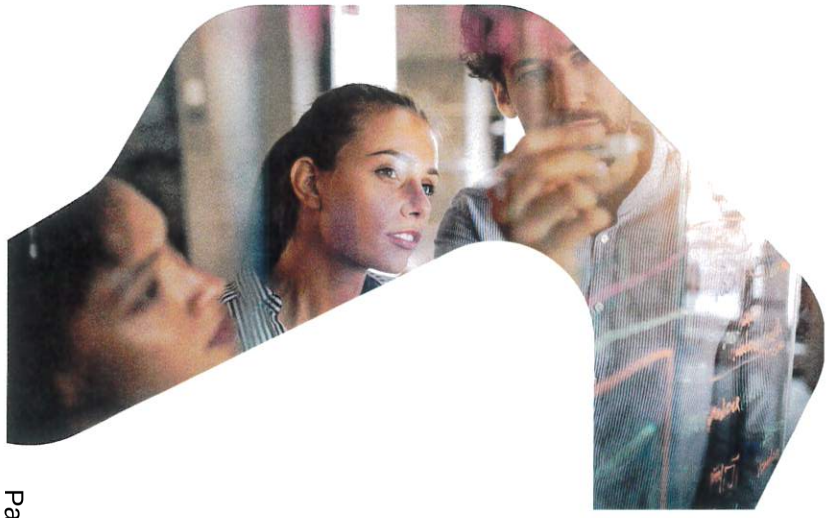
Education

Services

Strategy, Brand Design, Marketing

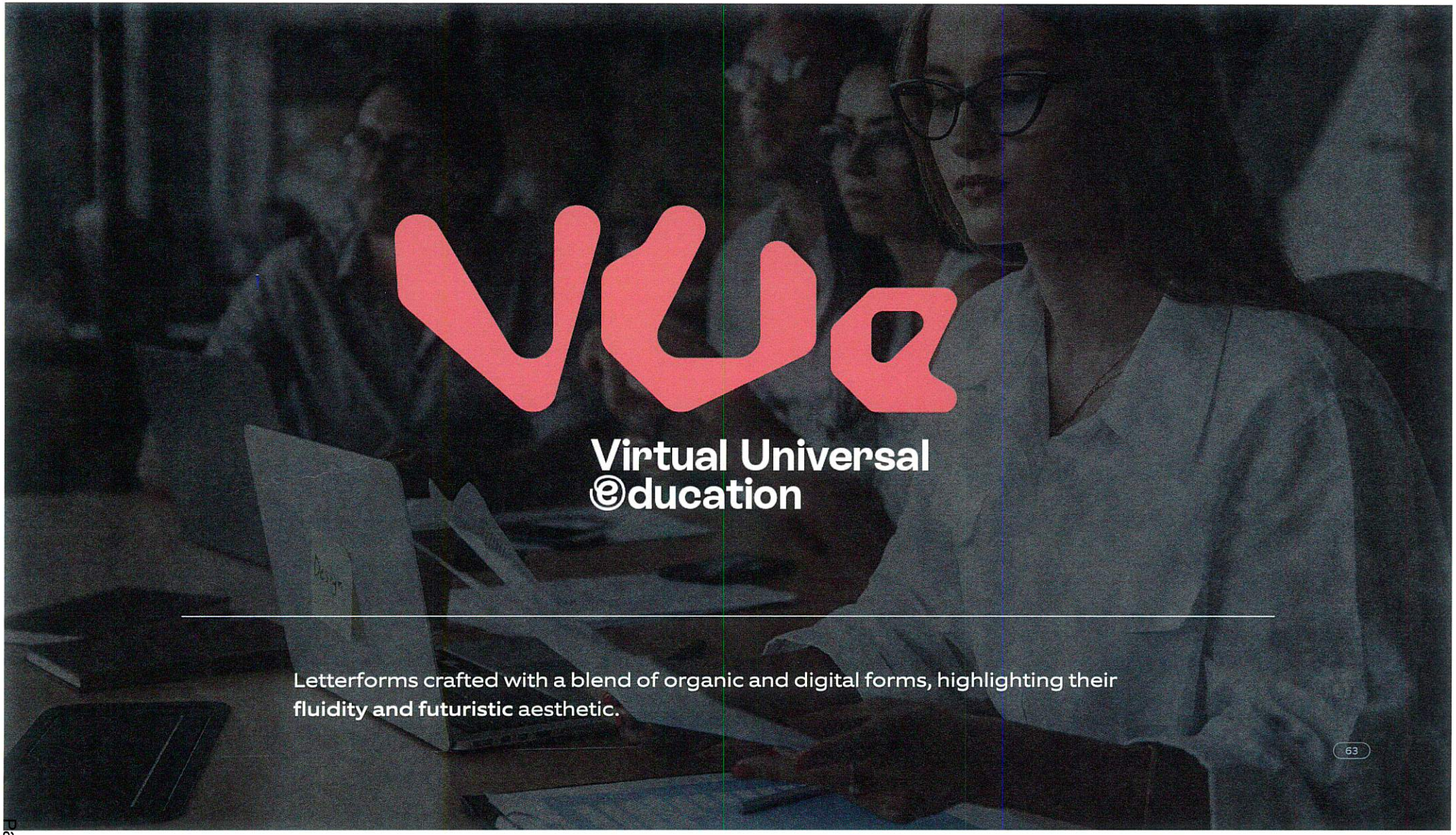
The challenge

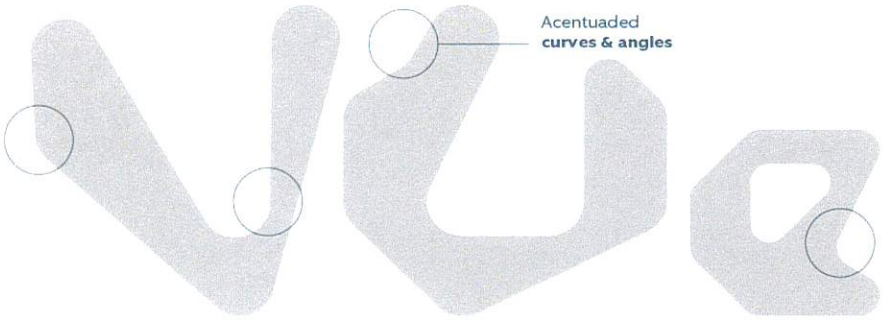
Our challenge was to create a brand identity for VUe (Virtual Universal Education), a non-profit, that embodies its mission to empower underserved communities, especially women, through transformative tech education. We were tasked with designing visuals that convey hope, inclusivity, and progress, capturing VUe's commitment to bridging communities and fostering societal growth through technology. The brand needed to be culturally sensitive, resonate across diverse backgrounds, and symbolize education and innovation as cornerstones for a sustainable future.



The approach

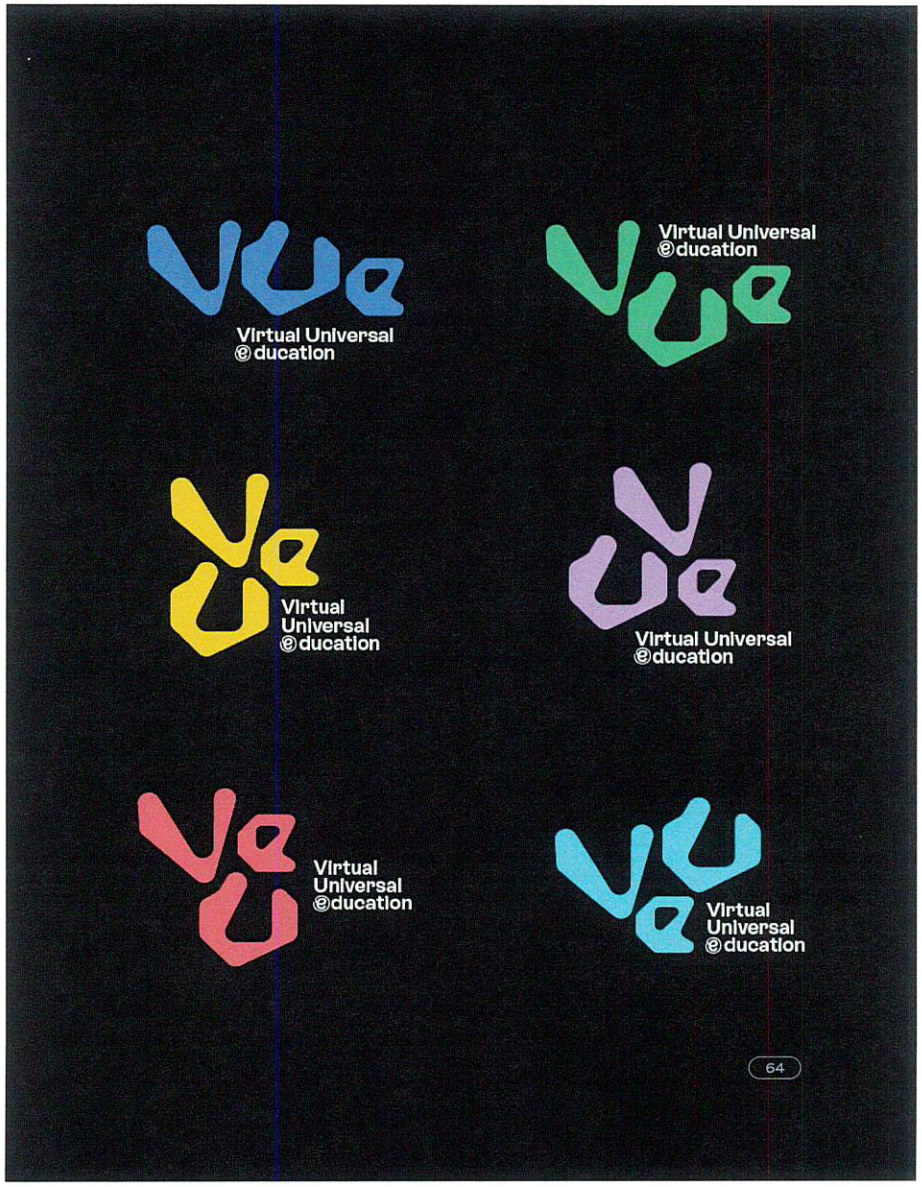
We wanted to craft a brand that fostered a sense of community among our students, connecting them across continents and time zones to learn, collaborate, and grow together in a vibrant virtual environment. Creatively, this meant combining technological and humanistic elements to derive a friendly, yet academic identity.

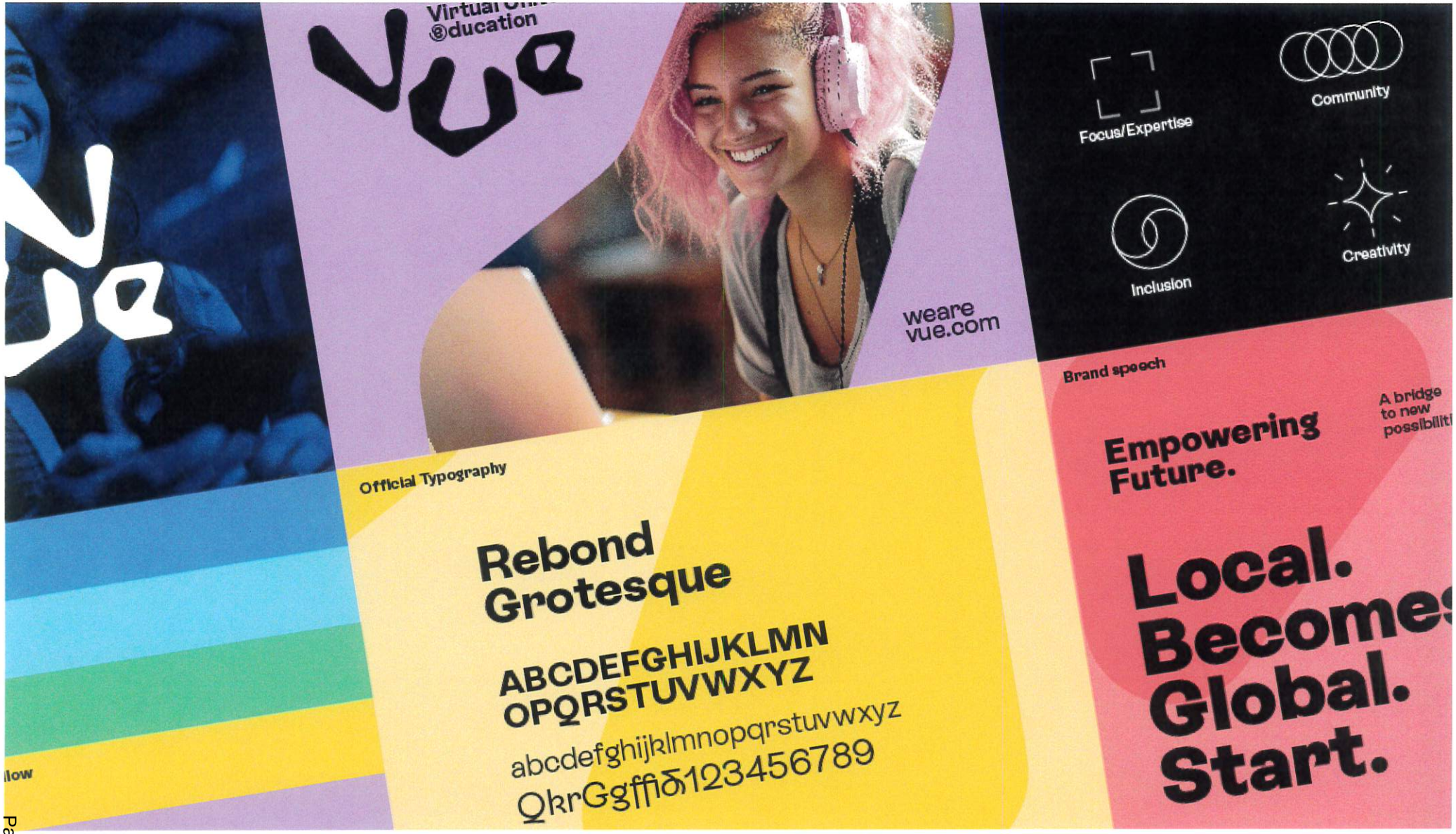

VUe
Virtual Universal
Education
Letterforms crafted with a blend of organic and digital forms, highlighting their fluidity and futuristic aesthetic.



Virtual Universal
@ducation

Typography using **Rebond Grotesque**, a **friendly human positive font, inspired in India calligraphy**, with the addition of the **"inverted ampersand" on the "e"** of the word **"Education"**




Virtual
Education
vue
weare
vue.com
Focus/Expertise
Community
Inclusion
Creativity
Official Typography
Rebond
Grotesque
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
QkrGgffiδ123456789
Brand speech
Empowering
Future.
A bridge
to new
Local.
Becomes
Global.
Start.

Empowering
Future.

Shortening.
Challenges.
Everyday.
Thrive.

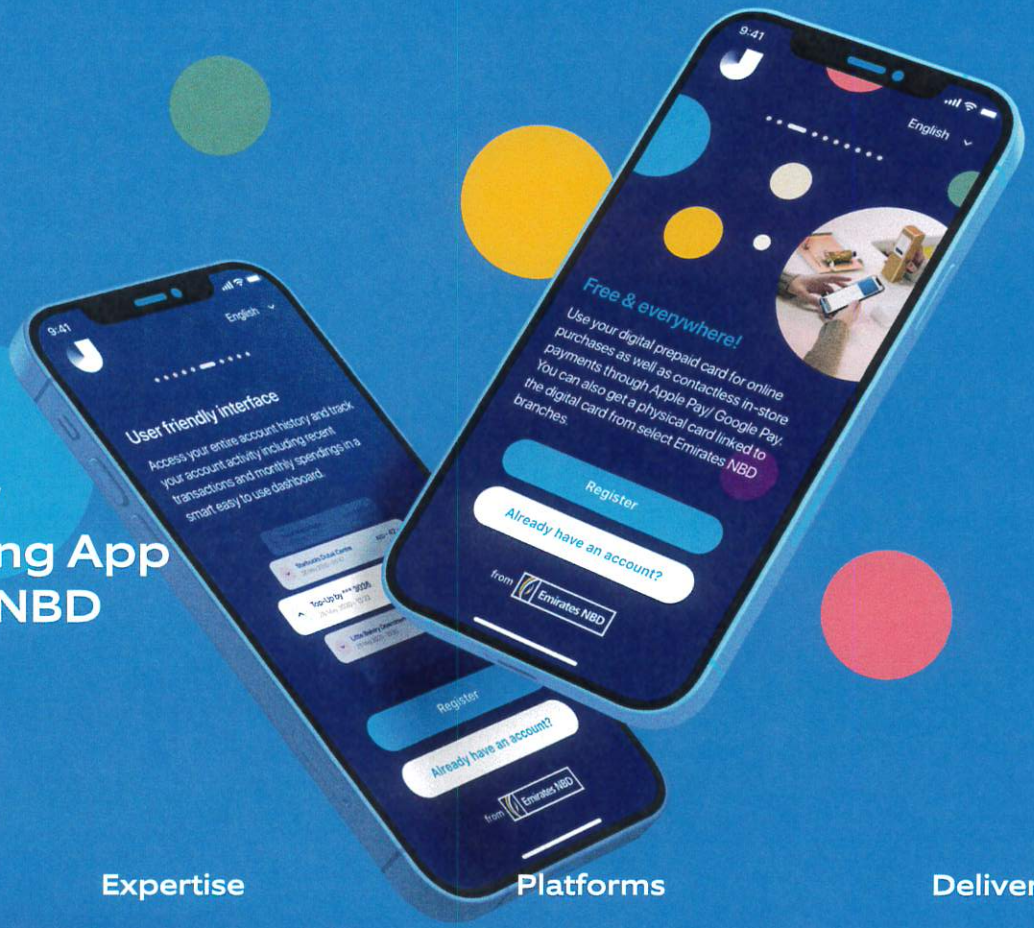
Virtual
Universal
Education

A bridge to
new possibilities.

Empower.
Women.
Learn.
Grow.
Empowering
Future.
A bridge
to new
possibilities.
VUe
Virtual Universal
Education
67

Joyn

A Brand New Digital Banking App for Emirates NBD



Industry

Banking & Financial Services

Expertise

Strategy, Brand Design, Product Design, Development, QA

Platforms

iOS, Android

Deliverables

Workshop, Strategy, Branding, UX, UI

The challenge

Simpler and more Meaningful Banking

Emirates NBD is the leading bank in the MENAT region and the primary banking partner of the international Expo 2020 host in Dubai.

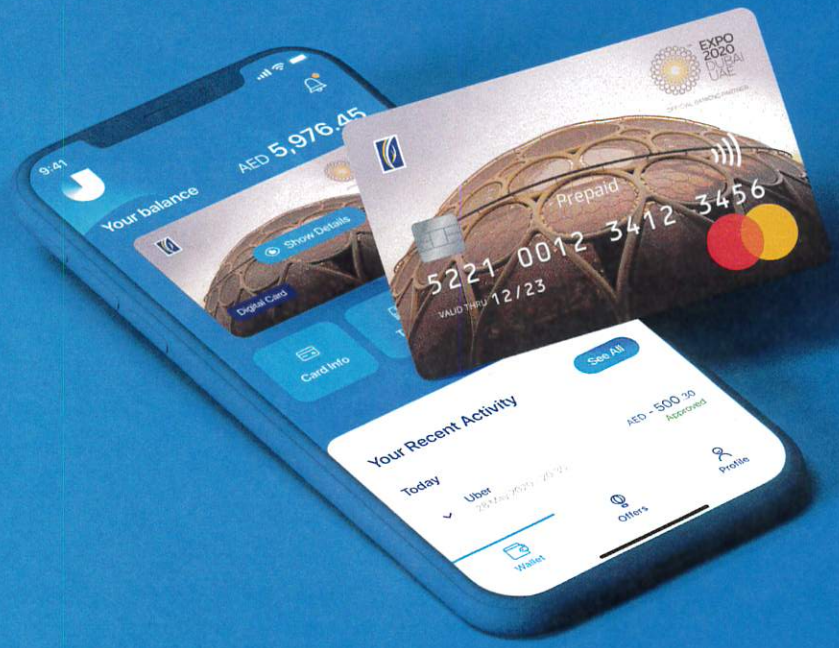
Nagarro partnered with Emirates NBD to build Joyn, an app for a new suite of banking products; the first of which was an Expo 2020-themed prepaid card.
Joyn allows users to create an account and issues a virtual card. The transaction is completed fully in-app, without the need to visit a physical bank location (a first in the UAE). It also offers a vast range of services & discounts to enhance users' experiences at Expo 2020, and enjoy all that the city of Dubai has to offer.

A 360° Project

Nagarro delivered a 360° project that included Strategy, Design, and Engineering. It included everything from Discovery & Strategy workshops to Naming, Branding, Card Design and Development as well as App Design.

We worked on Microsoft Azure hosting & management & integration and with 3rd parties like MasterCard, Signzy for eKYC, Network International Payment Gateway, Twilio, SendGrid and Google Firebase.

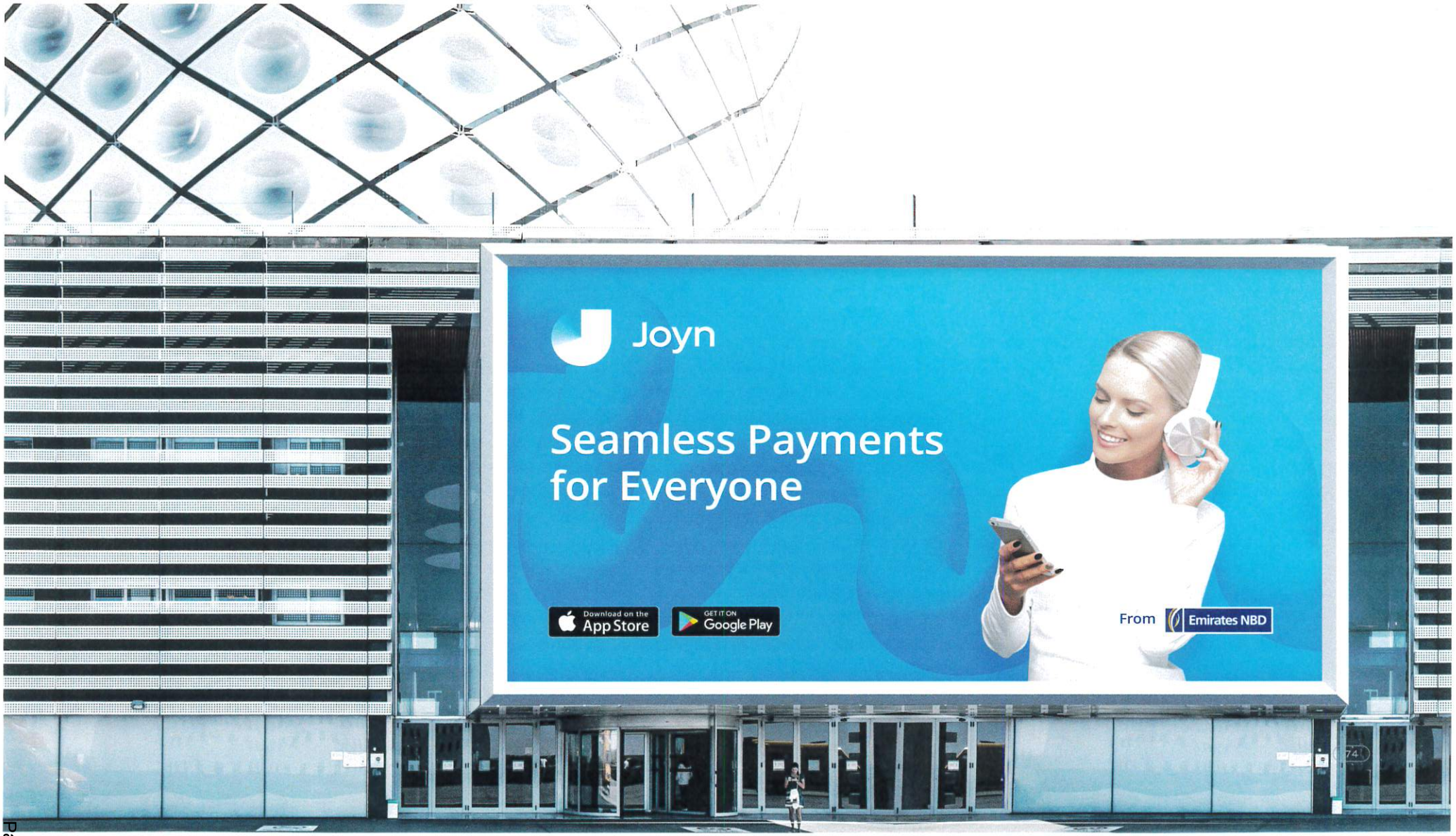
We proved that Nagarro can be a great partner for the future; a one-stop shop that works across different disciplines and delivers premium experiences and products to our partners.



Collaborative approach

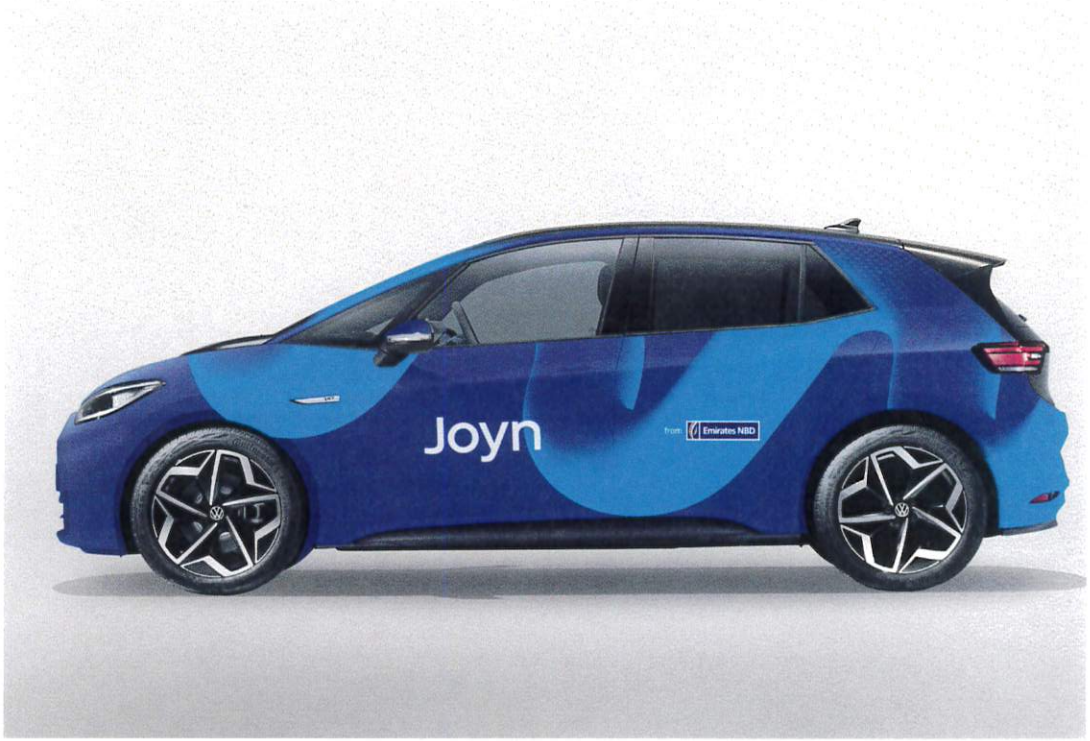
At Nagarro, we love including our clients as collaborative partners in the design process — sharing our work frequently throughout the project and inviting stakeholders to participate in vital creative decisions.
We don't have a specific recipe or a set of tools for all of our projects. Instead, we take an agile approach, adapting to the client's unique needs and procedures.

Joyn
There may be some extreme occasions in which the brandmark may have to be applied in black and white in the online and/or online environment.
Joyn
Joyn
by Emirates NBD
by Emirates NBD
Visual Language
The inspiration for the brand Joyn is to reimagine and to simplify the market of the pre-paid cards in the UAE. The brand moodboard is clean, minimal, and modern, and the patterns and color palette make it feel fresh, dynamic and inviting.
ors
gral part of brand
stent use of the color
t only reinforce the
of the brand, but
ves a psychological
communicating a
ng for audience.
is relaxing, and often
onvey the importance of
ful relationships and
es trust and loyalty
om the dark gray (#666666),
colors are derived form the
tes NBD brand guidelines
Index
1. Intro
2. Logo
3. Typography
4. Colors
5. Visual Language
6. Applications
Joyn Brandbook
by Emirates NBD
Illustrations
Some examples of the illustrations used on the app. These illustrations comply with the Emirates NBD illustrations' guidelines
Index
1. Intro
2. Logo
3. Typography
4. Colors
5. Visual Language
6. Applications
73
Meet Jo


Joyn
Seamless Payments
for Everyone
Download on the App Store
GET IT ON Google Play
From Emirates NBD

Joyn
Enjoy our
Astonishing Offers!
Get your Emirates NBD Expo2020
digital prepaid card.
From Emirates NBD
9:41
Your balance
AED 5,976.45
EXPO 2020 DUBAI UAE
Card Info
Top-up
Card Settings
Download on the App Store
GET IT ON Google Play
75

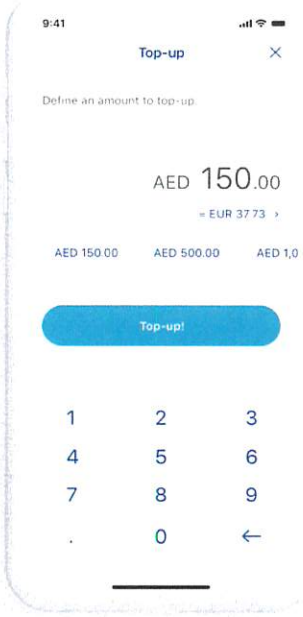
Joyn
Seamless payments
for Everyone

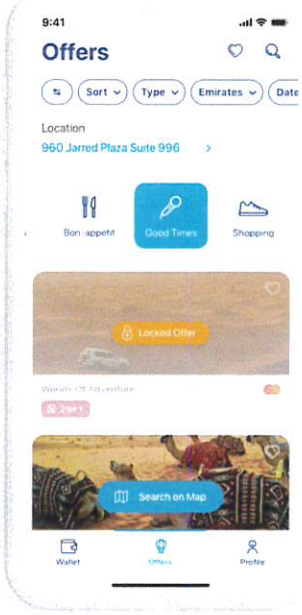

Joyn
from
Emirates NBD

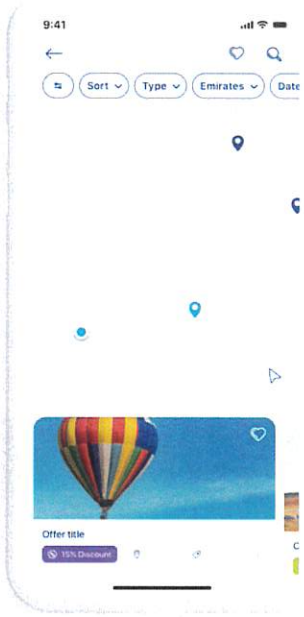
77
Joyn
Viktron

9:41
We value your privacy and security!
We're going to quickly verify your identity.
This will ensure that our services are not misused and that you are protected.
Please make sure to have your I.D. available for the next step.
Got it

9:41
Your balance
AED 5,976.45
Card Info
Top-up
Card Settings
Expo 2020 Calendar
A jam-packed programme of live performances including world-famous stars, comedy greats, local talents and touring attractions.
Your Recent Activity
See All
Wallet
Offers
Profile


9:41
Top-up
Define an amount to top-up
AED 150.00
≈ EUR 37.73
AED 150.00
AED 500.00
AED 1,0
Top-up!
1 2 3
4 5 6
7 8 9
. 0 ←


9:41
Offers
Sort
Type
Emirates
Location
960 Jarred Plaza Suite 996
Bon appétit
Good Times
Shopping
Locked Offer
Search on Map
Wallet
Offers
Profile


9:41
Sort
Type
Emirates
Offer title
15% Discount

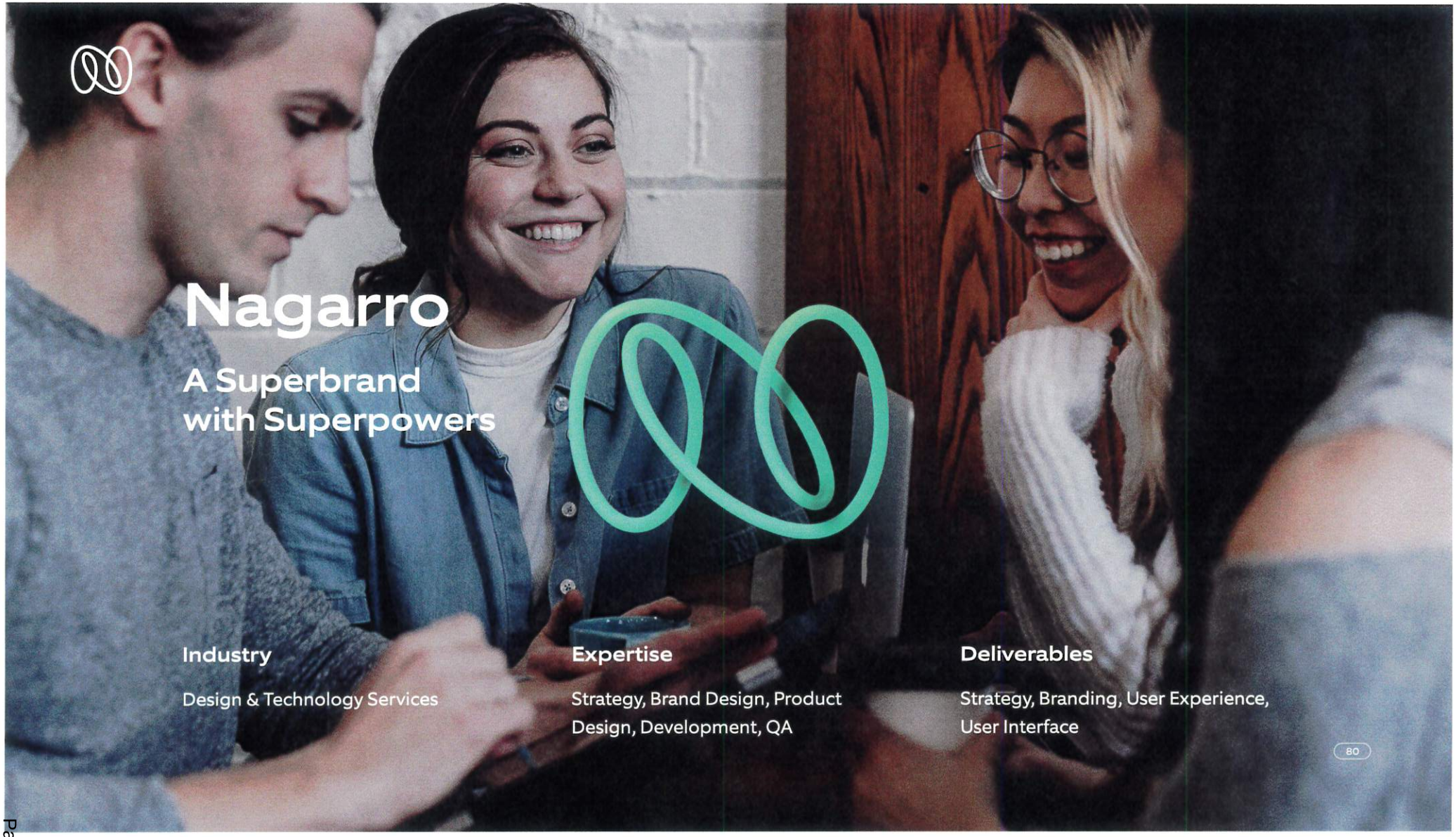
Product process

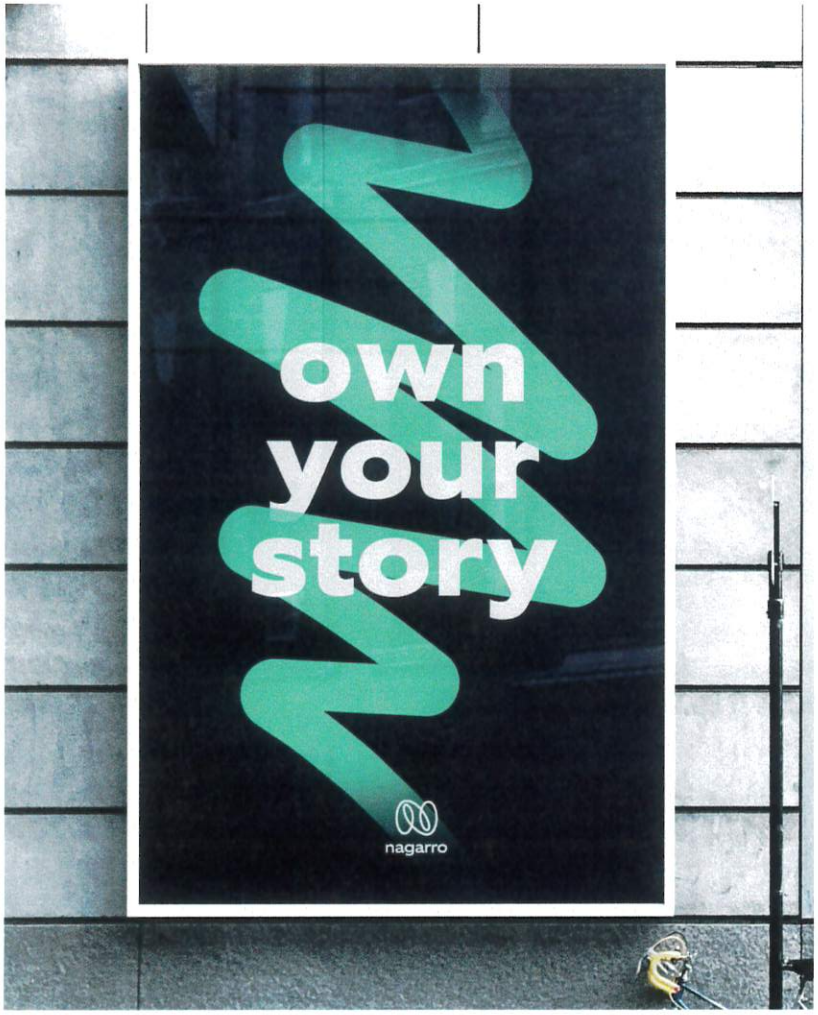
One Combined Effort Worldwide

The global collaborative capabilities that Nagarro demonstrated in this project are remarkable. With geographically remote teams working closely together across countries and continents, the ability to collaborate remotely in an agile manner proves that Nagarro is ready to face and even shape the future.

What started as a simple idea, has grown into an amazingly successful product. It is now available globally on the Apple App Store & Google Play Store.

84	18	5	40+
Features	Months	Countries	People


Nagarro
A Superbrand
with Superpowers
Industry
Design & Technology Services
Expertise
Strategy, Brand Design, Product
Design, Development, QA
Deliverables
Strategy, Branding, User Experience,
User Interface
80



The Challenge

Our internal values were CARING which is the acronym for Customer-centric, Agile, Responsible, Intelligent and Global. We found this could be our value proposition and communicate these values to our customers and our audience.

CARING is at the heart of our values, it drives us, drives us to deliver the best results, drives us to be the best colleagues, pushes us to go beyond the needs to deliver the solution — Caring elevates us, between us and for you. This is our super-power.

Our super-N represents our core values; our mantra; our line of thoughts. Or N is elastic like a "living thing"; a symbol that metamorphoses itself into different images and meanings. It provides a sense of power, energy, agility, dynamics, movement and flexibility. It represents a continuous effort to evolve, improve and fortify the relationship with our dear partners. It's also a vehicle to share our thinking, our attitude and our principles with the entire World.

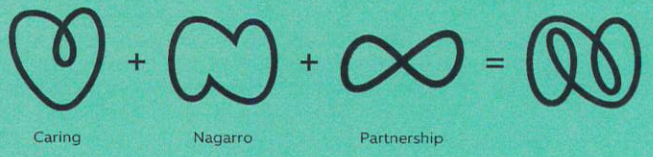
In 2020, we were about to enter a new era in which we would be on the stock market. An important mark to the company that carried a series of internal changes but also brought a general excitement for what was going to happen. Nagarro aspired to reveal itself to the world as the industry standard. Leading by example, showing how large scale technology companies should function through its core values.

We would like to tell our story and convey the confidence we have in our people and company in an incredibly compelling way. And who better than us to tell this story? Who better than us to create the narrative? This was a great opportunity to show our branding skills to the entire corporation and to the World.

We care, caring is our Super Power.

Caring is at the heart of our values, it drives us, drives us to deliver the best results, drives us to be the best colleagues, pushes us to go beyond the needs to deliver the solution. Caring elevates us, between us and for you.

— Symbol Meaning



— Colors

The color palette meets the same look & feel ma of the brandmark and aims to be energetic and bold.

On another hand, the palette is flexible and has 6 different colors and tints, that offers a wide variety on colors and tones for the different graphic assets and applications.

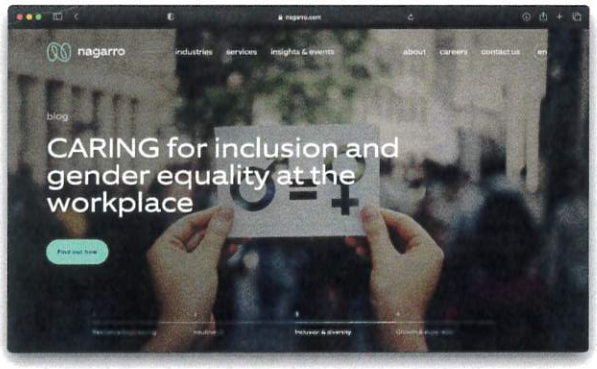
Primary Colors

Secondary Colors

Horizontal logo version on different color backgrounds

nagarro
whitepaper
Why API-enabled business transformation is the future for financial players
Preparing for tech-first future & best practices in financial services
Get the whitepaper

We have news!
nagarro

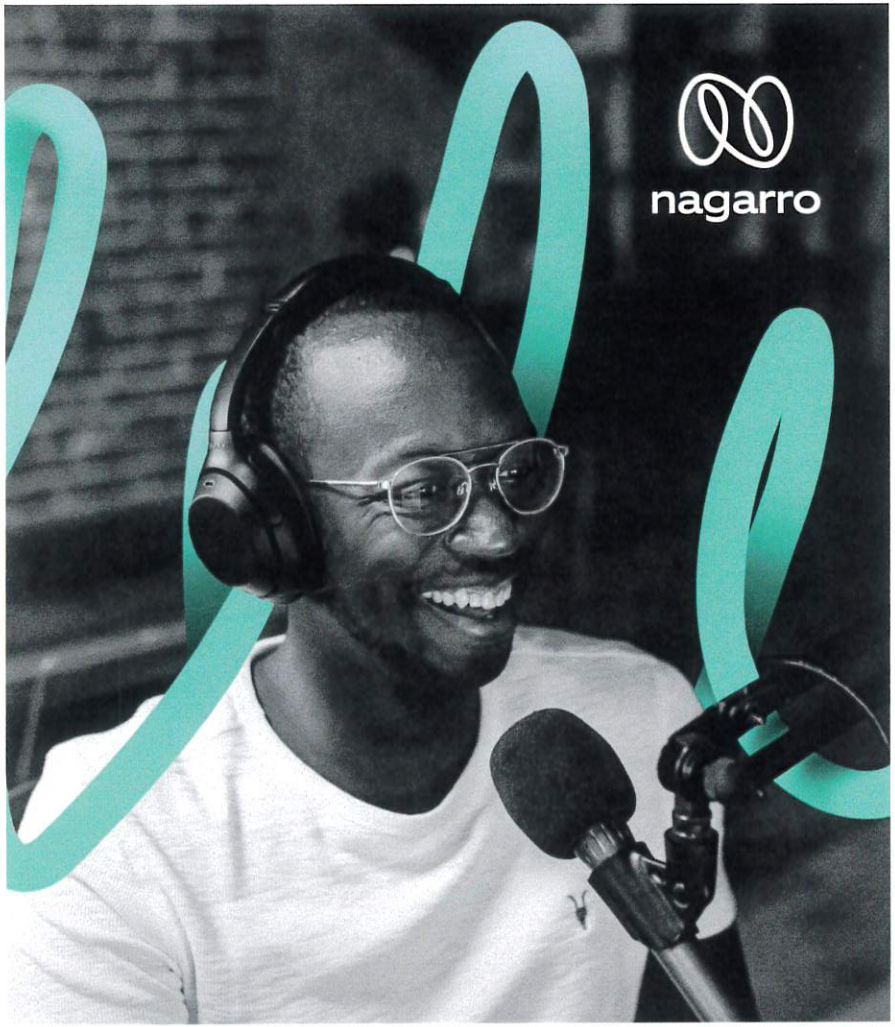

nagarro
industries
services
insights & events
about
careers
contact us
blog
CARING for inclusion and gender equality at the workplace

Merry Christmas
from
nagarro

Happy New Year 2021
With hope, happiness and good health!

nagarro

nagarro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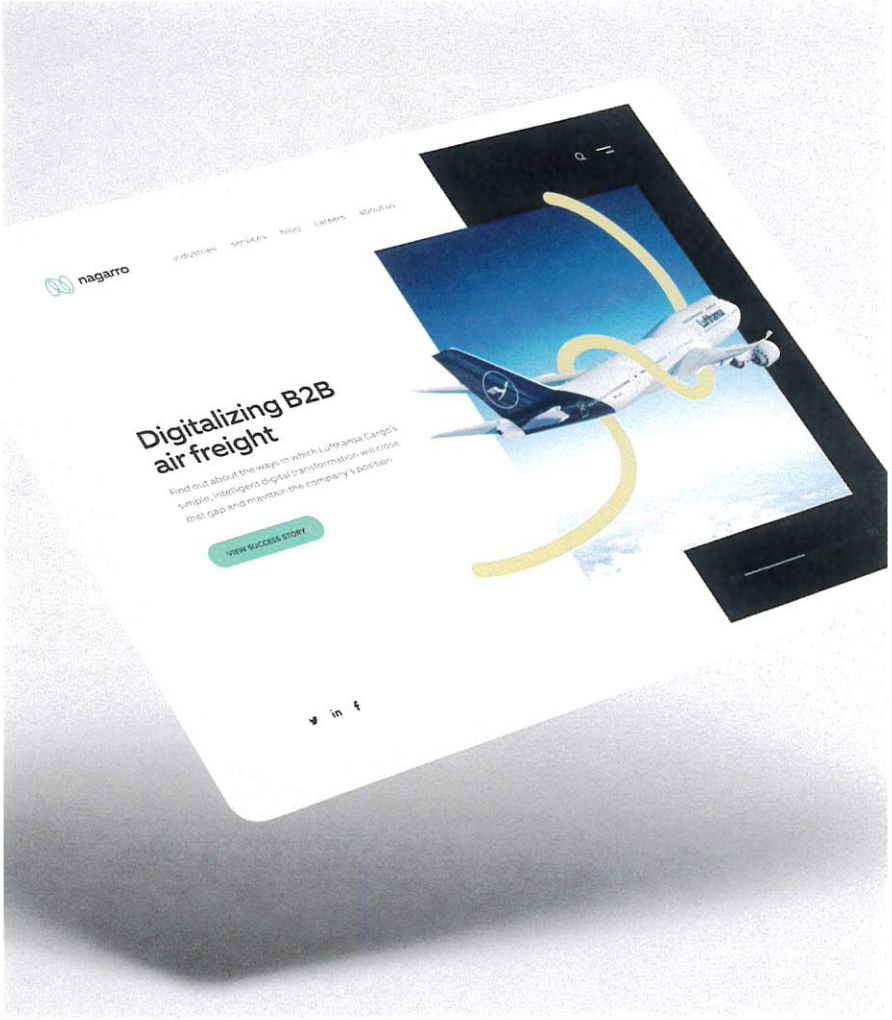
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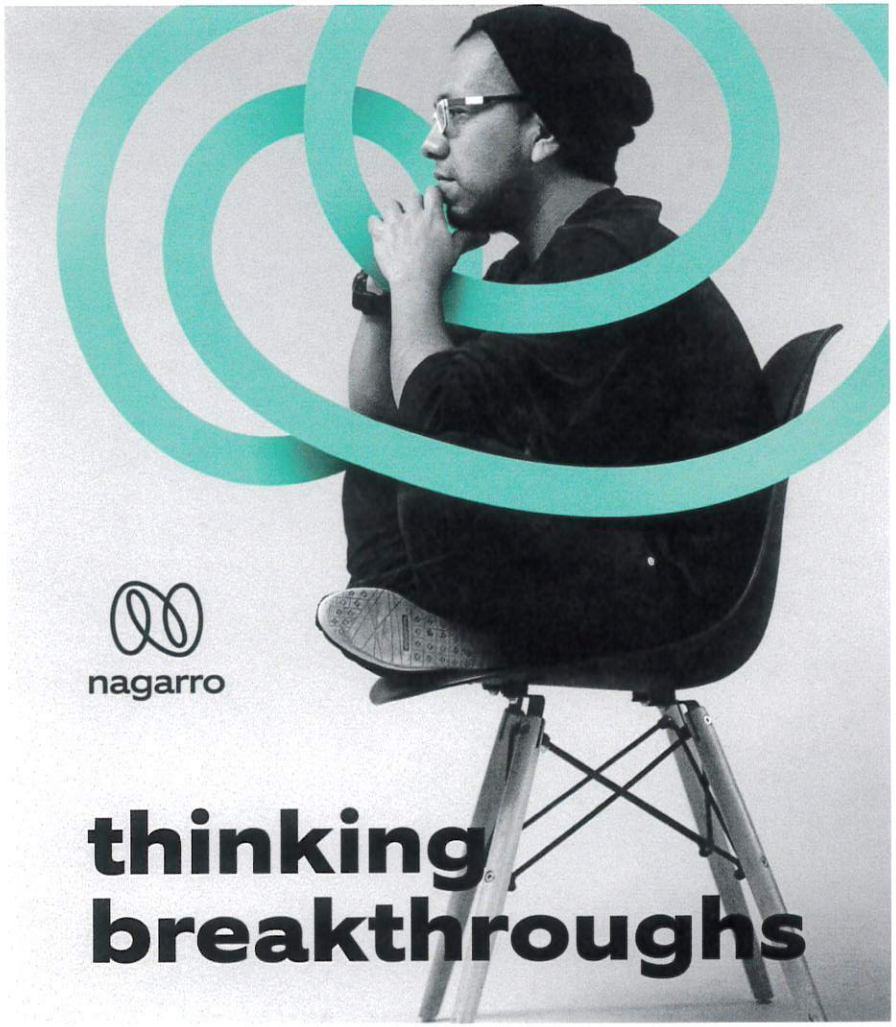
Digitalizing B2B air freight
VIEW SUCCESS STORY


nagarro
thinking
breakthroughs

nagarro

nagarro
A New Day...
Annual Report 2020

A New Brand
A New Reality

Bonk Motorsport
HOFOR RACING
CHOPARD
nagarro
PIRELLI
RAVENOL
HAKRO
zabel
PARKWAY
H&R
DEKRA
3
ADAC
HOFOR RACING by BONK MOTORSPORT

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Section 03

Page 641 of 1019

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Final Note

Thanks for reviewing our proposal!

We are sincerely excited about the opportunity to partner with the City of Neosho. Our goal is to help you deliver a brand experience that is engaging, inspiring, that connects in a meaningful way with Neosho's changing and growing communities – and that truly represents the spirit of the City. To that end, we look forward to our collaboration and to getting started.

nagarro

Reference List

nagarro

References

Maria Colespring

ABOUT

Director, Product Go-To-Market, New Business

ADT

Boca Raton, Florida

mariacolespring@adt.com

PROJECT DESCRIPTION / SERVICES SCOPE

RESEARCH | USER INTERFACE | ICONOGRAPHY | PRODUCT DESIGN | USABILITY TESTING | PRODUCT STRATEGY | USER EXPERIENCE

Olga Convey

ABOUT

Senior Director, Product Management

Crux Informatics

San Francisco, California

olga.convey@cruxinformatics.com

PROJECT DESCRIPTION / SERVICES SCOPE

UX/UI | USER INTERFACE | PRODUCT DESIGN | USER EXPERIENCE | MOBILE | AI | DESIGN SYSTEM

Bettina Hemper

ABOUT

Product and Marketing Manager

Rent A Ride, BMW Motorrad

München, Germany

bettina.hemper@bmw-motorrad.com

PROJECT DESCRIPTION / SERVICES SCOPE

RESEARCH | USER INTERFACE | PRODUCT DESIGN | USER EXPERIENCE | UX/UI | MOBILE

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nagarro

Terms

nagarro

Certification of Compliance

This serves to certify compliance with all terms and conditions outlined in the City of Neosho Branding RFP.

Yes

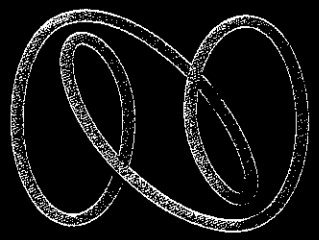
Electronic signature enclosed.

Authorized Signatory:

Kapil Nagpal, Managing Director, US Public Sector
kapil@nagarro.com
(408) 402-2182
30 Vesey St 10th Floor
New York, NY 10007
USA

Kapil Nagpal
Kapil Nagpal (Jan 23, 2025 14:35 EST)

Thank you.
Let's work together!



Novella®
BRANDHOUSE

Request for Proposal
City of Neosho Branding

01.28.2025

Cheyenne and Team,

Thank you for the opportunity to submit a proposal. Based on the information provided in the RFP, we are confident we will exceed your goals.

We have a wealth of experience in working with municipalities. As you will read in our Jefferson City, MO, Brookside and Waldo case studies, we have a proven track record of positioning a community using visual branding to increase economic development while maintaining the tradition and history that people have come to love.

We are thrilled to have the opportunity to collaborate with your team to develop a unified logo system that visually tells the story of the "City of Springs."

In summary:

We create award-winning brands that make an impact. Our client roster consists of several companies and organizations across multiple products and services, who have seen their businesses, brands and missions soar because of the care we've taken in developing their brand. We treat your brand like it's our brand--because it is.

Organizations across the country trust us with their brand. While we are rooted in Kansas City, our experience goes beyond the Show-Me State, working in markets across the U.S. such as Kansas, Iowa, New York, California, Hawaii and Louisiana.

Thank you for your consideration,

Elizabeth Cooper McFadden, CEO

Novella Brandhouse is a boutique, WBE-certified branding-focused, full-service ad agency developing brand architecture, creative marketing campaigns and content for organizations that are scaling or rebranding.

We design and implement campaigns and strategies across all platforms. We have been recognized by our industry for outstanding work, winning awards from:

American Institute of Graphic Arts (AIGA)

Business Marketers Association (BMA)

International Association of Business Communicators (IABC)

KC Press Club

Nonprofit Connect Philly Awards

PRINT Magazine Regional Design Annual

Public Relations Association of Louisiana

Public Relations Society of America (PRSA)

Social Media Club of Kansas City

Additionally, Novella Brandhouse is certified by the State of Missouri and the City of Kansas City, Missouri as a Women Business Enterprise (WBE) & Small Local Business Enterprise (SLBE). Our services include: Brand Development, Naming, Logo + Identity Design, Marketing Strategy, Advertising Campaigns, Website Design + Build, Social Media + Content Strategy, Marketing Collateral, Public Relations, Radio/Video Production and Photography.

Partial Client List

MUNICIPALITIES / COMMUNITY IMPROVEMENT DISTRICTS

Brookside Business Association/CID

City of Cedar Rapids, IA/Dept. Of Tourism

City Market/CID

City of Jefferson (Jefferson City, MO)

City of Kansas City, MO

City of Kansas City, MO Health Department

Greater Kansas City Chamber of Commerce

Jackson County, Missouri

Troost Community Improvement District

City of Ulysses, KS

Waldo Business Association/CID

OTHER NOTABLE PROJECTS

East Tennessee State University

Fairway Villas at City Center

Kenneth Estates

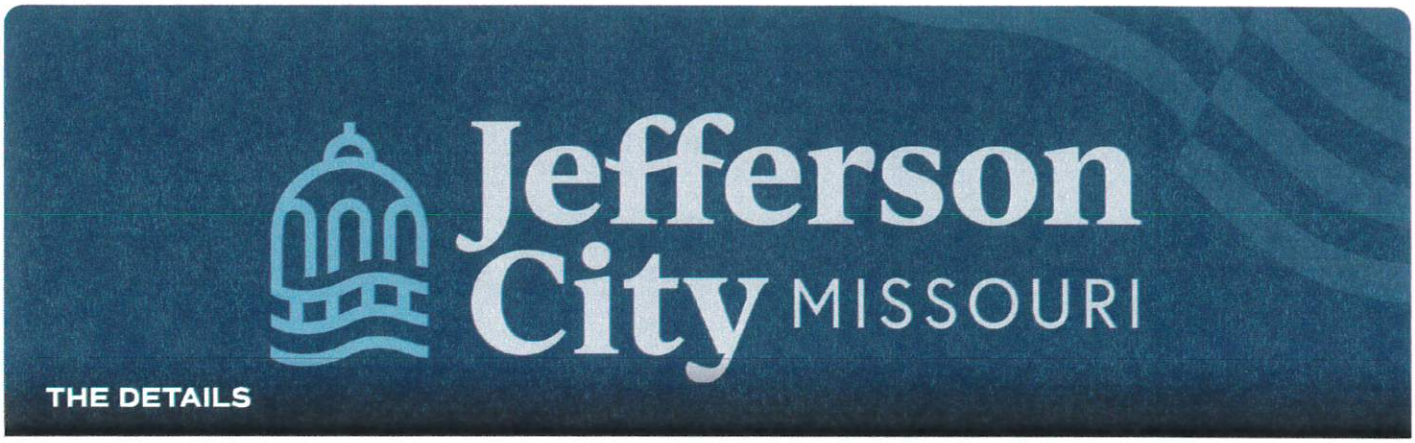
Legends Outlets

Case Studies

In addition to the partial client list noted above, the following case studies highlight our experience and results. Your brand drives everything - For these projects and ones like yours, we follow a proven process.

City of Jefferson

MISSOURI CAPITAL CITY VISUAL REBRAND SYSTEM



CHALLENGE

The City of Jefferson is the Missouri State capitol, serving as the seat of state government since 1821. Located along the Missouri River in a central part of Missouri, it is a common place for tourists to travel through and learn about the city's rich history. The city is known for its unique and historic architecture, famous for the Missouri State Capitol known for its impressive dome and classic architectural style. While the government is a major employer due to its status as the state capital, the city also has diverse economic sectors including healthcare, education, and manufacturing.

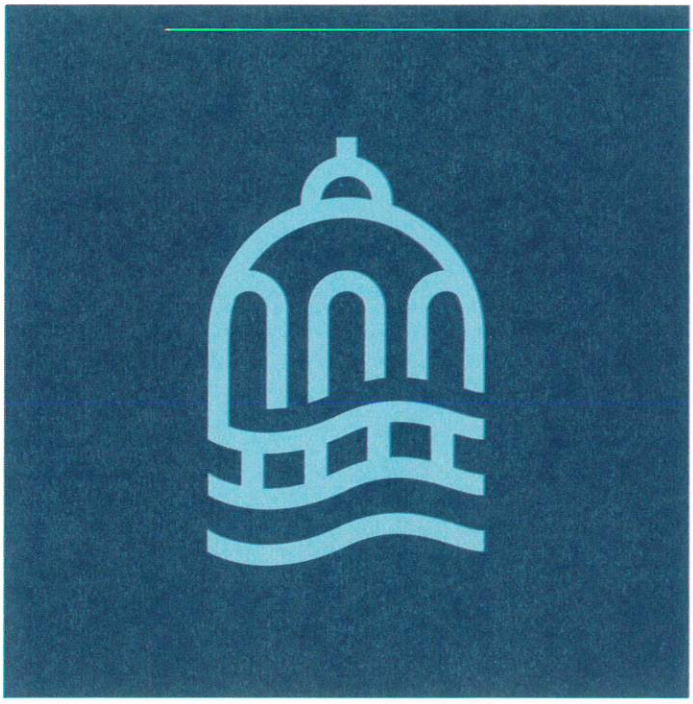
The municipal government office in Jefferson City came to Novella Brandhouse looking to improve the city's logo, as they didn't have a visual presence that was unique to the city. They needed the visual brand to not only tailor to the modern, forward-thinking values of the city, but incorporate its rich history.

SOLUTION

Our designers and strategists took a trip to Jefferson City to witness firsthand the unique architecture and historical essence that the city has to offer. Leaving inspired, the Novella Brandhouse team conceptualized a new logo that incorporated the dome silhouette of the Capitol building and elements that nod to the railroads, bridges, and Missouri River, effectively capturing their past, present, and future.

In addition, our designers created a complete visual brand system including fonts, colors, and a custom pattern that the city could use to not only serve as the face of the city, but for digital and printed materials to keep their new visual identity consistent.

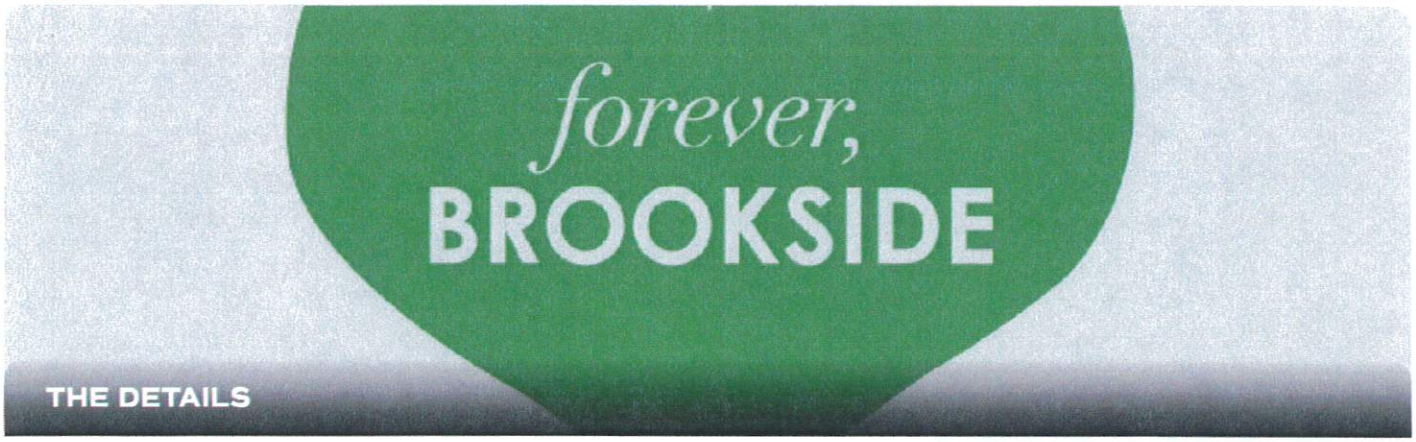
Jefferson City MISSOURI



Jefferson City MISSOURI
Patricia Dumond

Brookside

COMMUNITY IMPROVEMENT DISTRICT FULL BRAND REDESIGN



AWARD WINNER

- Amps KC Silver
- IABC Kansas City, Kansas City Quills

CHALLENGE

The Brookside Shopping District was built in 1918 and has been a popular neighborhood shopping, dining, and services center ever since. The existing brand was failing to engage or inspire consumers. The client determined that the brand was dated, past its prime, and ineffective.

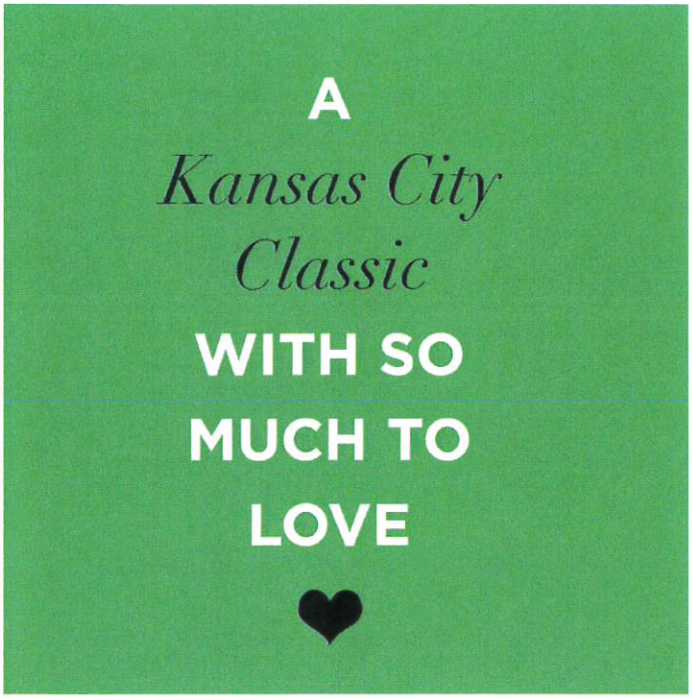
The Brookside businesses were needing a refreshed brand that they could adopt as part of their marketing promotions. Many area shopping areas have major anchors that they utilize and depend on to pull in traffic. Brookside does not have any major anchors; therefore, the 80 businesses are stronger as one group. This made it essential that the internal stakeholders felt the new brand reflected their business as well as the one next door or upstairs.

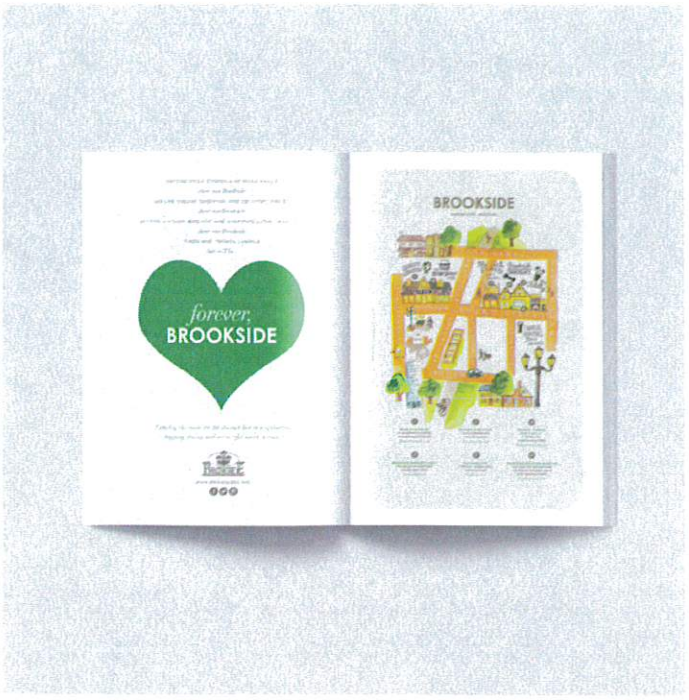
SOLUTION

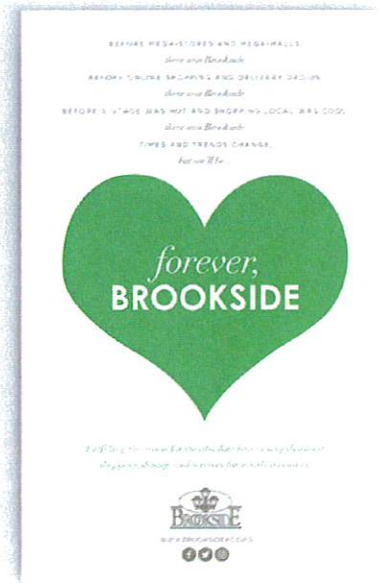
When it was conceived by the developer in 1917, it was designed so that patrons could walk, bike or take a short drive to the restaurants and shops. Through interviews with the target audience, we found that not only were people using it in much the same way that people were almost 100 years ago, but people felt a connection to the history, neighborhood, and being a part of something greater than themselves.

Seeing the emotional connection people had to Brookside, a refreshed brand image and campaign were created to give credit to how the primary audience feels about their beloved Brookside, but also to inspire others to be part of what's happening in one of Kansas City's favorite neighborhoods.

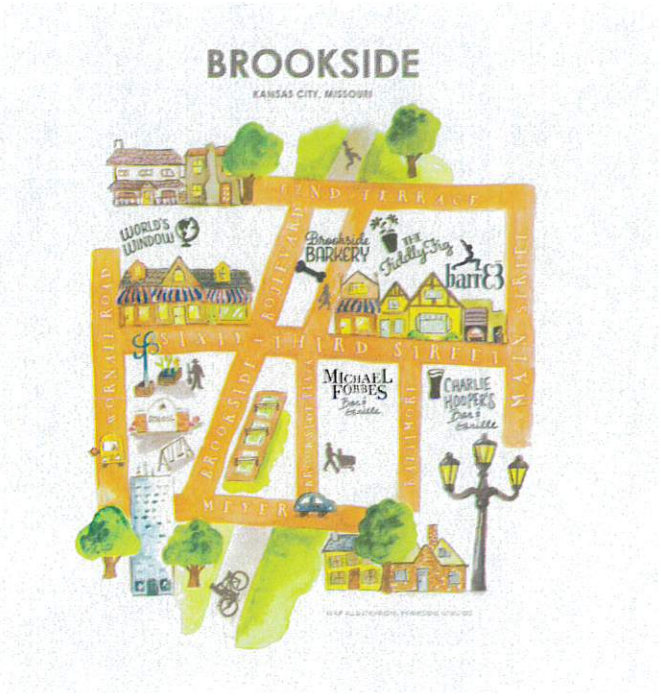
Novella Brandhouse created a green heart with the tagline, forever, Brookside, to give a visual component to the new campaign, and all other marketing efforts by the district.


A
Kansas City
Classic
WITH SO
MUCH TO
LOVE


forever,
BROOKSIDE
BROOKSIDE


forever,
BROOKSIDE

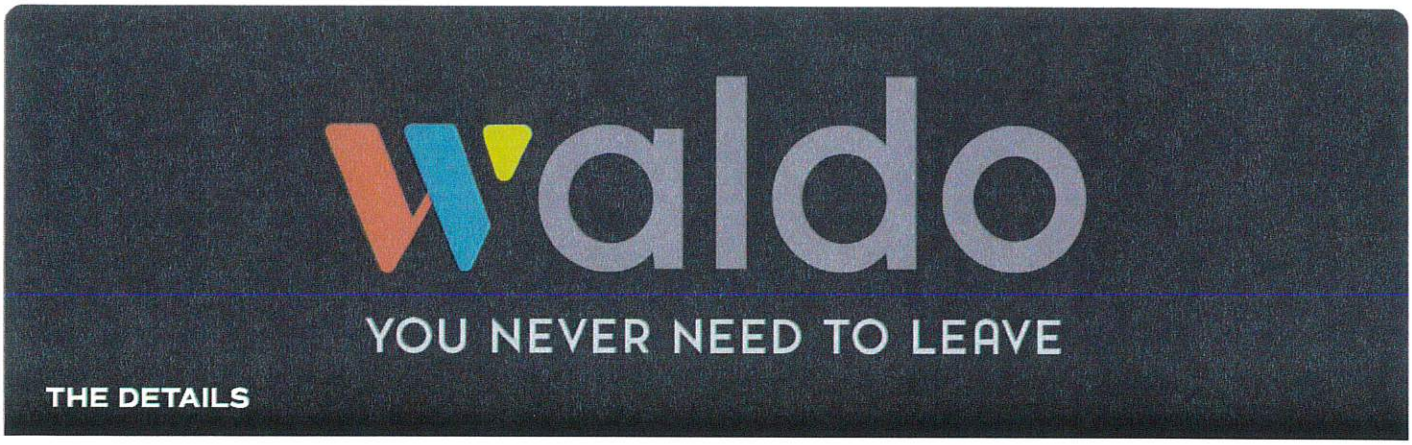
BKS



forever,
BROOKSIDE

Waldo

COMMUNITY IMPROVEMENT DISTRICT FULL BRAND REDESIGN



CHALLENGE

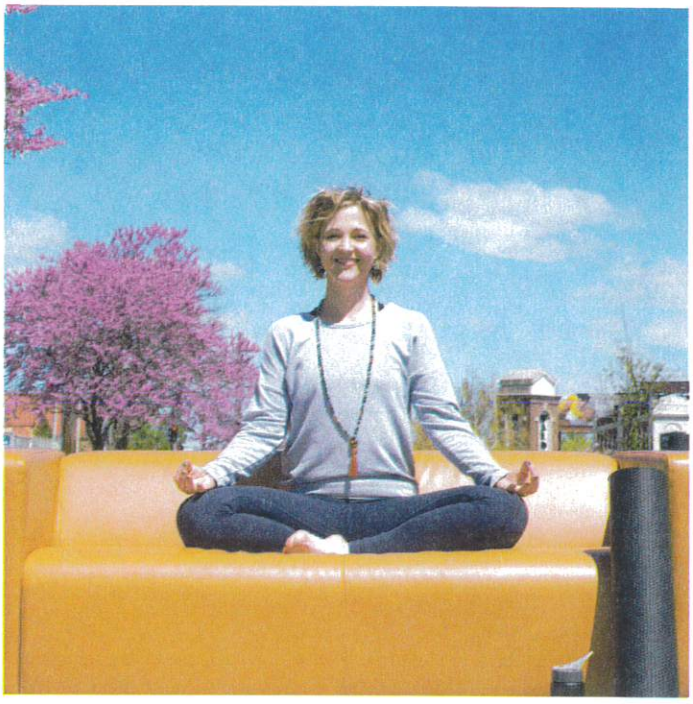
Waldo is a vibrant neighborhood and business district located in the heart of Kansas City. We were tasked with creating a bold new visual brand for the Waldo Business District. The goal was to bring people to Waldo and encourage them to stay and shop at area small businesses, dine at the restaurants and find their new favorite salon, yoga studio, and more.

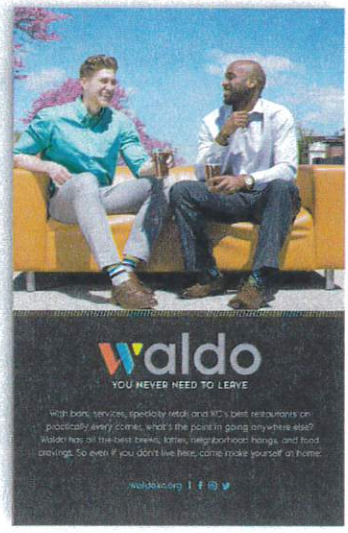
SOLUTION

After working with the local stakeholders and talking with the community, we created a visual brand that truly reflected why Waldo is a beloved community. The new visual brand direction was used to design and build a new website, business campaign and more.

Waldo

YOU NEVER NEED TO LEAVE





With bars, services, specialty retail and KC's best restaurants on practically every corner, what's the point in going anywhere else? Waldo has all the best brews, lattes, neighborhood hangs, and food cravings. So even if you don't live here, come make yourself at home.

waldo
YOU NEVER NEED TO LEAVE
KC
NEEDLEPOINT

Kenneth Estates

VISUAL BRAND DESIGN FOR NEW COMMUNITY IN ESTABLISHED TOWN

CHALLENGE

Kenneth Estates is a community located on the rolling terrain of the historic Kenneth Smith Golf Club facility in Shawnee, Kansas.We worked with The Alpert Companies to develop a visual brand that would show the prestigious legacy of the Kenneth Smith estate.

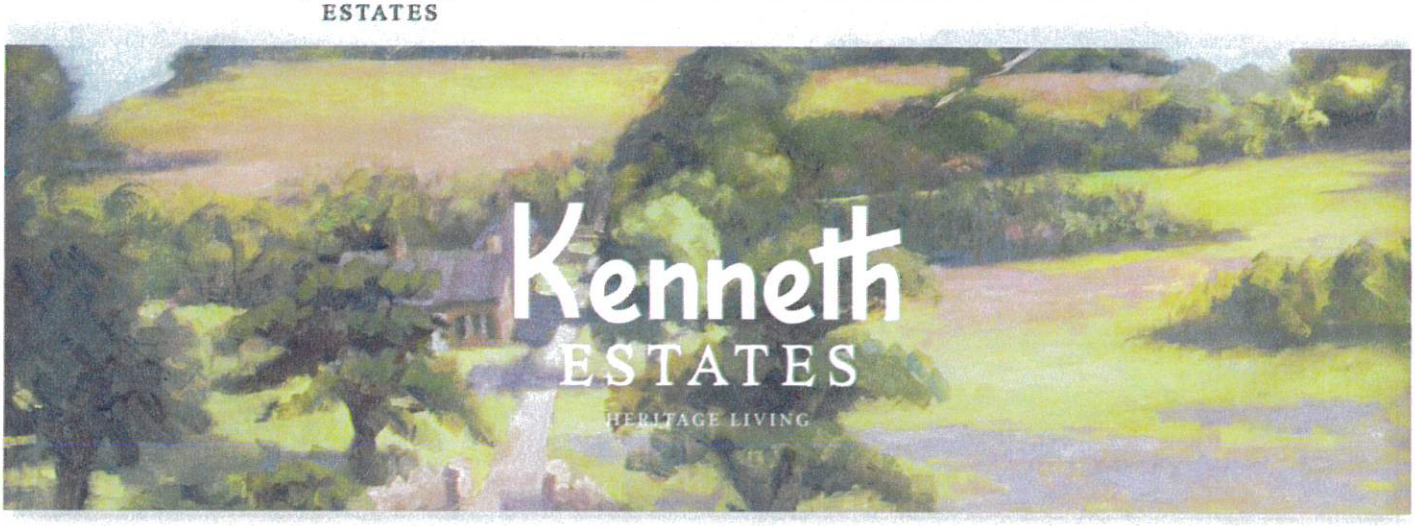
SOLUTION

We created a logo, color palette and website for Kenneth Estates full of rich greens, elegant reds that speak to historic countryside living located conveniently in the middle of the City of Shawnee.

Now Taking Lot Reservations Call 913.340.3992

Kenneth ESTATES

Home Our Story Builder Team Community Map Contact Available Homes

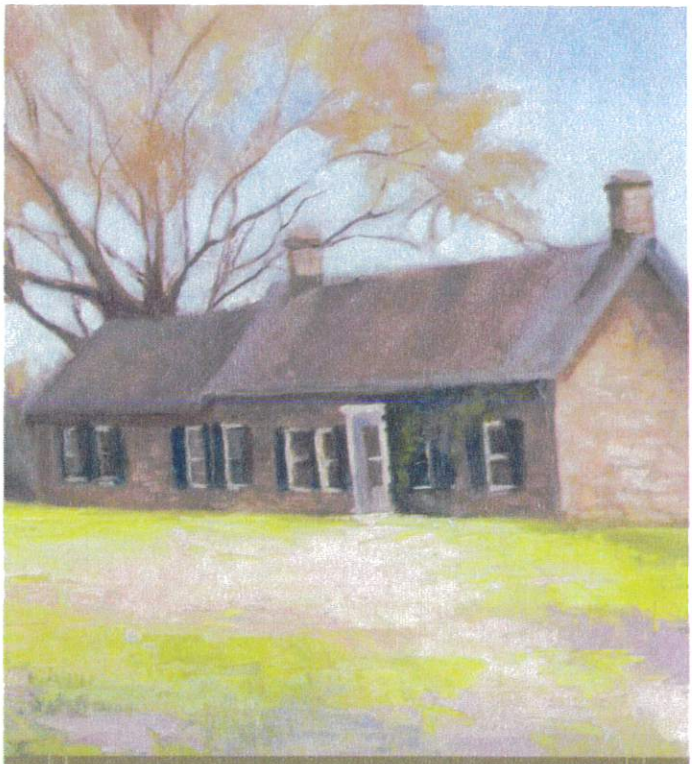


Cottages, Manors, and Residences

The residential architecture will reflect styles typically found in newer Johnson County residential community developments, including expressions of country English, country French, and the more native prairie styles. Neighborhoods within The Kenneth Estates will connect with winding trail paths for nature viewing. Lots will range from $100,000 to $225,000.

Kenneth
ESTATES

HERITAGE
LIVING IN
Shawnee, Kansas



www.kennethestates.com

12925 W. 71ST STREET
SHAWNEE, KS 66216
913.340.3962

The Fairways at City Center

VISUAL BRAND DESIGN FOR NEW COMMUNITY NEAR CITY CENTER

CHALLENGE

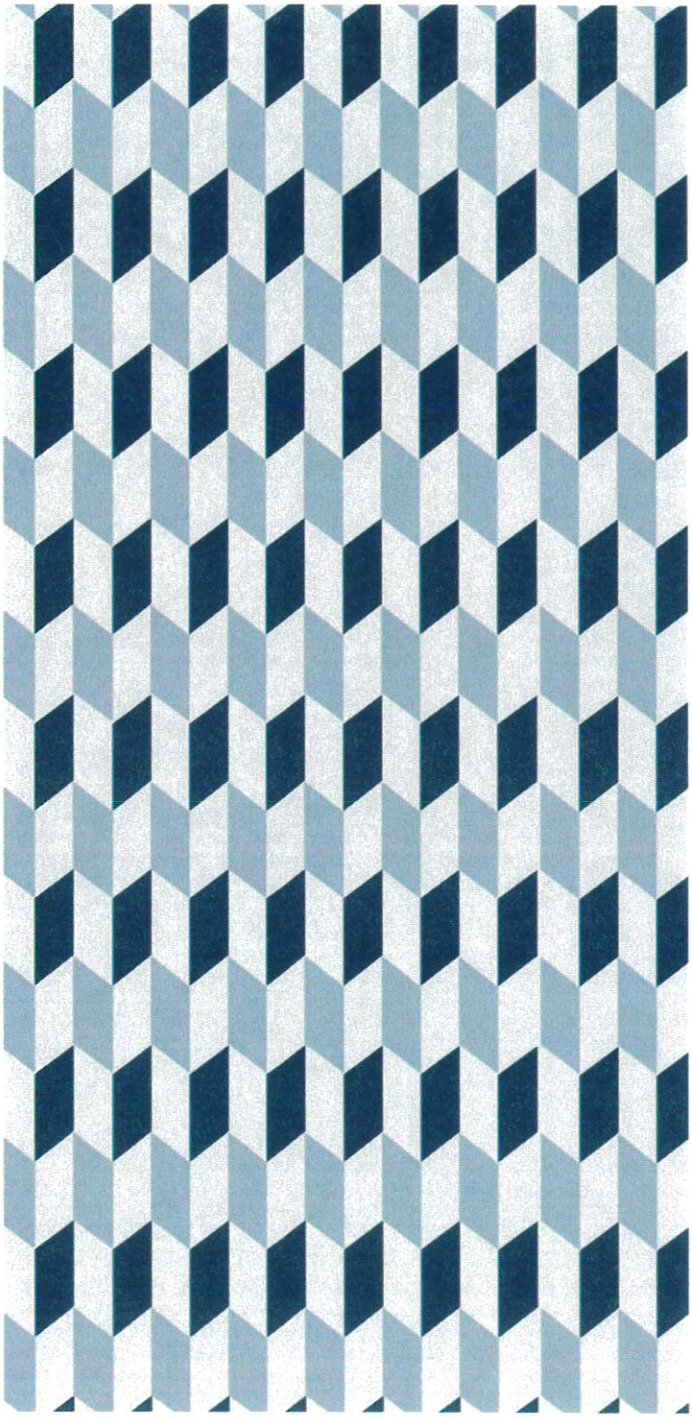
The Fairways at City Center is a for-lease luxury villa community in Lenexa, KS. Residents enjoy all the comfort of nature views, within walking distance of urban life in Johnson County.

The Fairways at City Center was a new development but also a new-to-market concept - luxury villas for lease. The client came to Novella in need of full brand architecture, name, visual identity, website, signage, marketing materials, strategy, and a social media plan to bring this exciting first-to-market concept to life.

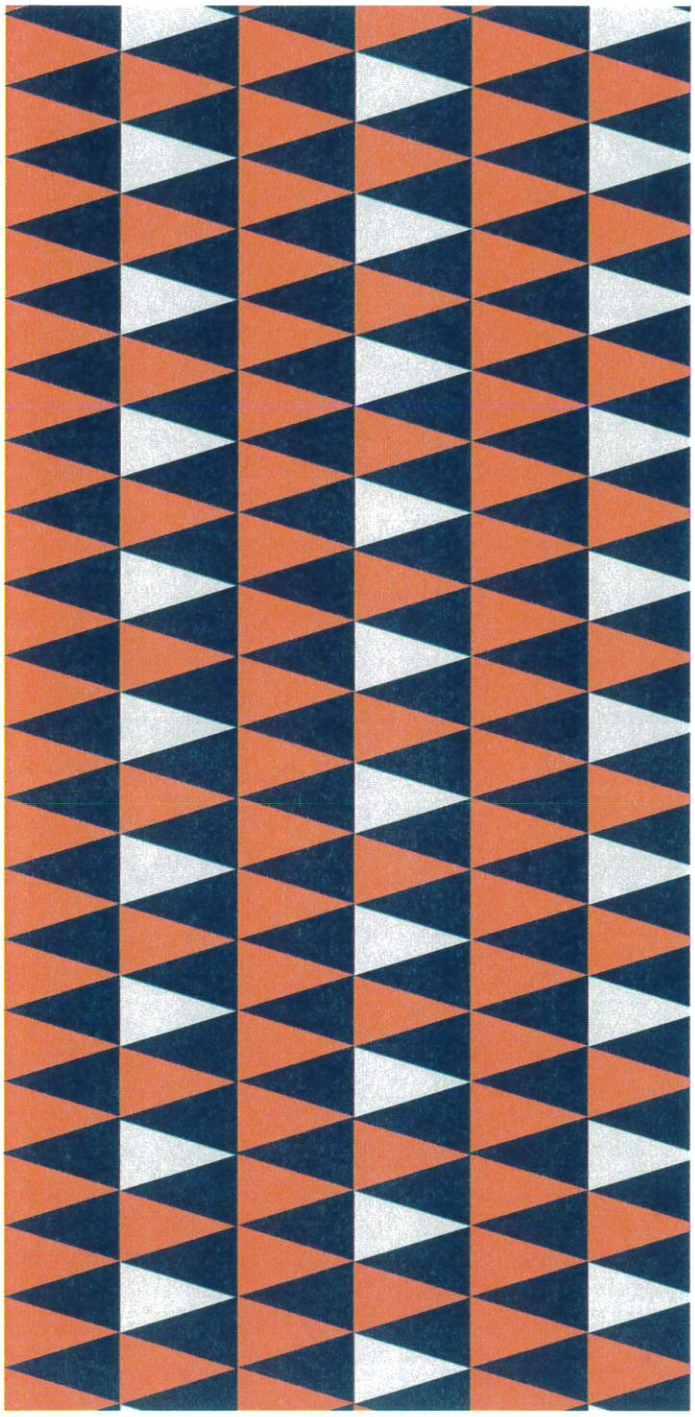
SOLUTION

We created a fresh brand experience to reflect the new idea of luxury villa living. The tagline, color palette and bold patterns portrayed the golf course setting while appealing to Millenials and Baby Boomers, alike.

The Fairways
AT CITY CENTER



The Fairways
VILLA LIVING
WITH A VIEW



VILLA LIVING
NO STRINGS ATTACHED

The Fairways

The Fairways
AT CITY CENTER
VILLA LIVING WITH A
913.283.9058

The Fairways
AT CITY CENTER

The Team

Collectively, our team has over 100 years of experience in branding and marketing. We're a group of branding nerds, marketing gurus, digital experts, content creators, designers and writers working together to help you create a brand you're proud of and build awareness.

Abbie Duggan
Creative Director

Throughout her career, Abbie has worn many hats, working as a graphic designer, marketing manager, UI/UX designer, business owner, art director, and photographer. As creative director, she draws on these experiences bringing brand strategy to life through cohesive visuals and influential design.

Abbie's background spans nationally recognized brands like **U.S. Bank, Water.org, and Dairy Farmers of America** plus others including the **Kansas City Chamber, Brookside, and Jefferson City, MO**. Abbie holds a Bachelor of Fine Arts in Graphic Design from Kansas State University.

Lily Booth
Designer

Lily holds a Bachelor of Fine Arts from The University of Kansas in Design and Visual Communications. She has been a part of the successful design team at Novella Brandhouse on such projects as **Brookside, Legends Outlets, City of Ulysses, KS, Kansas City Chamber of Commerce and Jefferson City, MO.**

Elizabeth Cooper McFadden
CEO + Director of Brand Strategy

Elizabeth delivers the expertise, creativity and award-winning strategy of a big-time ad agency to small and scaling businesses. During her career, she has successfully positioned small to mid-size businesses in the marketplace by developing brand strategies, engaging copy, and executing marketing and media plans. Over the last 25 years, she's worked with clients such as the **City of Cedar Rapids, Kansas City, Missouri, Health Department**, in addition to beloved brands such as **Brookside and Waldo**.

Elizabeth consults with b2b and business-to-consumer clients in industries ranging from commercial development and non-profits to food & beverage and lifestyle brands. At Novella, her role involves leading the branding strategy side of the house in addition to managing the day-to-day operations. She holds a Bachelor of Science in Communications and Journalism from Missouri State University and a Certificate in Entrepreneurship from Babson College.

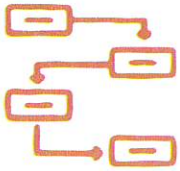
She has been featured in T*he New York Times, The Boston Globe, Chicago Tribune, Kansas City Business Journal, Startland News*, and others. Elizabeth is a published author, co-writing two business books with April Beach in 2008 and 2010. In 2022, she was named one of the *Enterprising Women of the Year* and in 2023, one of the *100 Women to KNOW in America.*

The Objective

The objective for this engagement is to develop a unified logo, official seal and use guidelines. The goal is to align all forms of communication and promotion, both internal and external, under a consistent, actionable, and manageable program. This includes correspondence, documentation, imagery, signage, and overall visual representation. A cohesive brand will strengthen the City's identity and consistency across all public-facing and internal materials.

The Approach and Scope

We believe an engaging brand communicates the why, how, and heart of a city's brand story and, most importantly, how that meets the needs of current and potential residents and businesses. We start with researching your audience, marketplace and competition to uncover any insights, points of differentiation, or strategies.



VISUAL BRAND PROCESS

As we begin an assignment, we listen carefully to understand what you are striving to accomplish before strategizing a unique approach. Our team will host a deep dive workshop with your group to discuss your desired brand and goals moving forward.

DISCOVERY

- Assess relevant trends on a regional and national level
- Explore direct or indirect competitors
- Request relevant client data, research, plans, strategy, etc. for review

DEEP DIVE MEETING

Based on the Discovery exercise, Novella invites client team and applicable stakeholders to sit for a 2-hour, in-person Q&A session. Alongside an engaging and entertaining worksheet for you or your whole team, the Novella team asks informed and intentional questions to test and uncover possible brand components and positioning. We recommend that you enter into this deep dive willing to partner with us in the transparency of your capabilities and expectations so that we can create a solution that will best fit your needs.

CREATIVE IDEATION

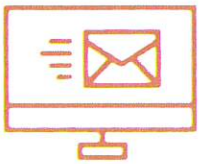
We bring together your city's name, positioning, values, personality, identity, colors, typography, logo and seal into a single coherent visual system that amplifies your value. This is where the process gets colorful! A visual system includes one-color and full-color versions of your logo; social media logo; seal; primary and secondary fonts and colors plus any applicable mark, illustrations, icons, patterns or graphics that we may develop as part of the overall brand.

Our team will create visual "mood" boards where we see your brand visually. Mood boards will contain colors, photos, font selections, all to get the idea juices flowing for both us, and you, and lead us to a clearer direction when designing your brand

PRESENTATION

Our designers will present 2-3 thematic directions for the new visual brand identity. At this preliminary presentation, all parties involved discuss and choose a strategic direction that best suits the brand in multiple formats to accommodate mixed uses with and without text, horizontal, vertical, etc.

Upon approval of the design direction, Novella proceeds with finalizing the logo and official seal design. Revisions are made according to client input and not to exceed three rounds*, ending with the final artwork release.



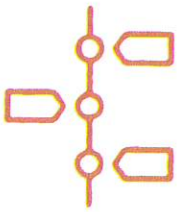
DELIVERABLES

- Logo/Seal
  - Final logo in one color versions (PMS, RGB, CMYK color formats)
  - Final logo in full color versions (PMS, RGB, CMYK color formats)
  - Final logo in B/W versions (PMS, RGB, CMYK color formats)
  - Final logo released in all necessary formats (.png .jpg .eps, SVG). Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as

well as flattened jpeg, png and pdf formats of the final approved logo and City seal.

- Final artwork released for any mark, illustrations, patterns, icons or graphic elements as part of the approved brand identity.

- Style guide including color palette, typography selection, usage guidelines, brand characteristics with proper spacing/sizing
- Brand Manual - Based on the approved logo, Novella will produce a brand manual. The Brand Manual will be released in a PDF format and will include guidelines for the following:
  - Primary logo + minimum size
  - Primary logo information
  - Color usage + info
  - Clear space guidelines
  - Logo Do's + Don'ts
  - Logo usage for/with photos
  - Typography + color palette rules
  - Image/illustration style suggestions
  - Use as department identifier
  - Use along with department brands (those with marketing mission)
  - Use to complement the official Seal of the City
  - Board & Commissions identifiers
  - Digital media uses/applications
  - Recommended business card design
  - Recommended ad specialty/merch items
  - Recommended email signature/correspondence
  - Recommended vehicle decal design
  - Recommended apparel design



PROJECT TIMELINE

12 weeks

- **PreDiscovery, Deep Dive** - 2 weeks
- **Creative Ideation, Brand Identity Presentation** - 4 weeks
- **Feedback/Approval** - 3 weeks
- **Brand Manual/Final Delivery of Assets** - 3 weeks

We build our timelines to allow our clients to have 48 hours to provide feedback when required. Should the client need more time, the timeframe will shift accordingly. If the client delays feedback by more than 5 days, Novella reserves the right to delay your project further, should it prove complications for our other valued clients.

References

CITY OF JEFFERSON (JEFFERSON CITY, MO)

MOLLY BRYAN

Public Information Coordinator
573-634-6321 Cell: 573-338-0440
mbryan@jeffersoncitymo.gov

Visual Brand System/2024-present

BROOKSIDE

SEAN ACKERSON

Executive Director
601 E. 63rd St. #350
Kansas City, MO 64131
816-523-5553
Sean@southtown.org

Brand Strategy & Identity, Marketing Strategy, Social Media/Content Strategy, Full-Service Marketing, Ad Campaign, Photography, Video, PR/ 2014-present

CITY OF CEDAR RAPIDS

PHILLIP PLATZ

Communications Division Manager

City Manager's Office
101 First Street SE
City of Cedar Rapids, Iowa
319-286-5162
p.platz@cedar-rapids.org

Brand Messaging, Logo + Identity Design, Photography, Video / Print Campaign (Welcome is our Language)/2021-present

Estimated Fees & Expenses

ESTIMATED PROJECT FEE: $21,500

MONTH 1	MONTH 2	MONTH 3
Visual Brand	Visual Brand	Visual Brand Brand Manual
$7,167	$7,167	$7,166

Once the proposal/estimate is approved, Month 1 will be invoiced to the client. Invoices will be sent every 30 days according to the billing schedule noted above regardless if the client has stalled the project due to feedback and/or approval delays.

FEES BROKEN DOWN BY CATEGORY

Visual Brand System including logo/seal - $15,000

Brand Manual - $6,500

Hourly rates for other work not described in this document: additional hourly work outside of the scope will be billed at $165/hour.

The above estimated project fees will be honored by Novella Brandhouse Studio LLC. for up to 90 days from the proposal date. The Estimated Project Fee of $21,500 is a "not to exceed" amount **UNLESS** the client requests work outside of the scope of work detailed in this proposal.

Additional Details

COMPENSATION

Once the project scope has been approved the fees will be billed on a monthly basis based on estimated length of completion. Novella Brandhouse accepts payment via credit card, ACH or by check. The final invoice must be paid IN FULL in order for the final artwork released to client or outside vendor.

NAME OF COMPANY: Novella Brandhouse Studio, LLC

AGENT & TITLE: Elizabeth McFadden, CEO

SIGNATURE -

Elizabeth McFadden

DATE: 1/28/25

Novella®
BRANDHOUSE

PHONE
816.226.6958

EMAIL
elizabeth@novellabrandhouse.com

WEB
novellabrandhouse.com

Oak Meadow
YOUR TRUSTED PARTNER IN JOYFUL LEARNING
V1.0 | JUNE 2018
Brand Guidelines

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Introduction

Purpose of this Document

Branding isn't about reinventing who you are. It's about revealing who you are.

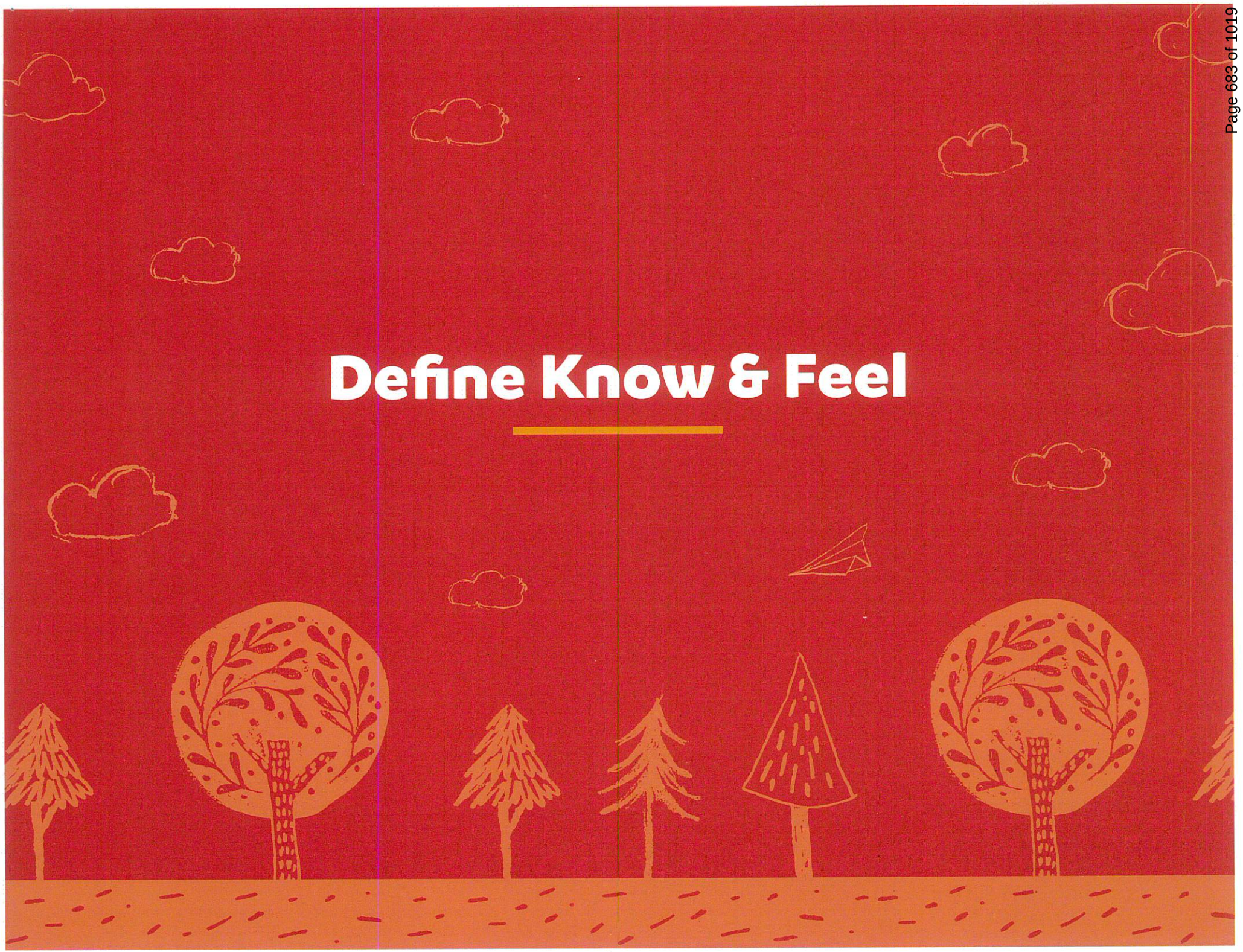
This guide will serve as a reference for how we communicate our messaging to all prospective and current students. It reinforces who we are, what we stand for, and the value we provide to our students, families, and staff. With that in mind, the purpose of this document is to:

Provide a creative framework.
Clarify the elements of our organization that do not change. Explain the rationale for decisions we've made—what we stand for, the key attributes that define us, and a snapshot of our audience.

Offer instruction & inspiration.
Explain how to use the logo, color, typography, and imagery so they can be consistently applied to all of our branded materials—including advertising, print, collateral, signage, and digital media.

Remember, this document is a starting point.
We will continue to evolve as an organization. This document must be supplemented, revised, and adapted as new discoveries are made.

Define Know & Feel



Our Mission

Distance learning programs are based on trust. Trust is based on first impressions. Our brand is our first impression.

Our identity is a powerful asset and it's the very first thing that will greet prospective students and their families. They should feel welcomed, comfortable, and well cared for. Through the use of our visual identity and brand voice we will establish ourselves as a leader in progressive, child-centered experiential homeschooling for K-12 students and parents.

Recognize and honor the unique capacities of each individual by creating a meaningful education that develops skillful, thoughtful, joyful, and ethical lifelong learners.

Empower agency in students, families, and employees by providing an inspired and authentic approach and environment to work and learning that nourishes an enhanced quality of life.

Cultivate wonder and connection to the natural world to inspire purposeful, innovative, and wise action in addressing humanity's most pressing problems.

Feelings We Want to Convey

Studies have shown that within seven seconds of meeting someone, you've made at least *twelve* judgement calls about them. The same thing happens when someone visits our website or views our materials. If we're not clear about what story we're telling, then our audience will make up their own story and it definitely won't be the one we intend.

- Progressive
- Empowering
- Experiential
- Nurturing
- Funky
- Warm
- Caring
- Happiness
- Integrity
- Joyful
- Humanity
- Relationships
- Wholesomeness
- Freedom / Freeing
- Responsive
- Real
- Authentic
- "Earthy"
- Grounded
- Ethical
- Possibilities
- Purposeful
- Innovative
- Student-centered
- Family-centered
- You can do it!
- Enjoyable
- Anti-establishment
- Quality
- Intentional
- Friendly
- Approachable
- Helpful
- Attentive
- Sophisticated

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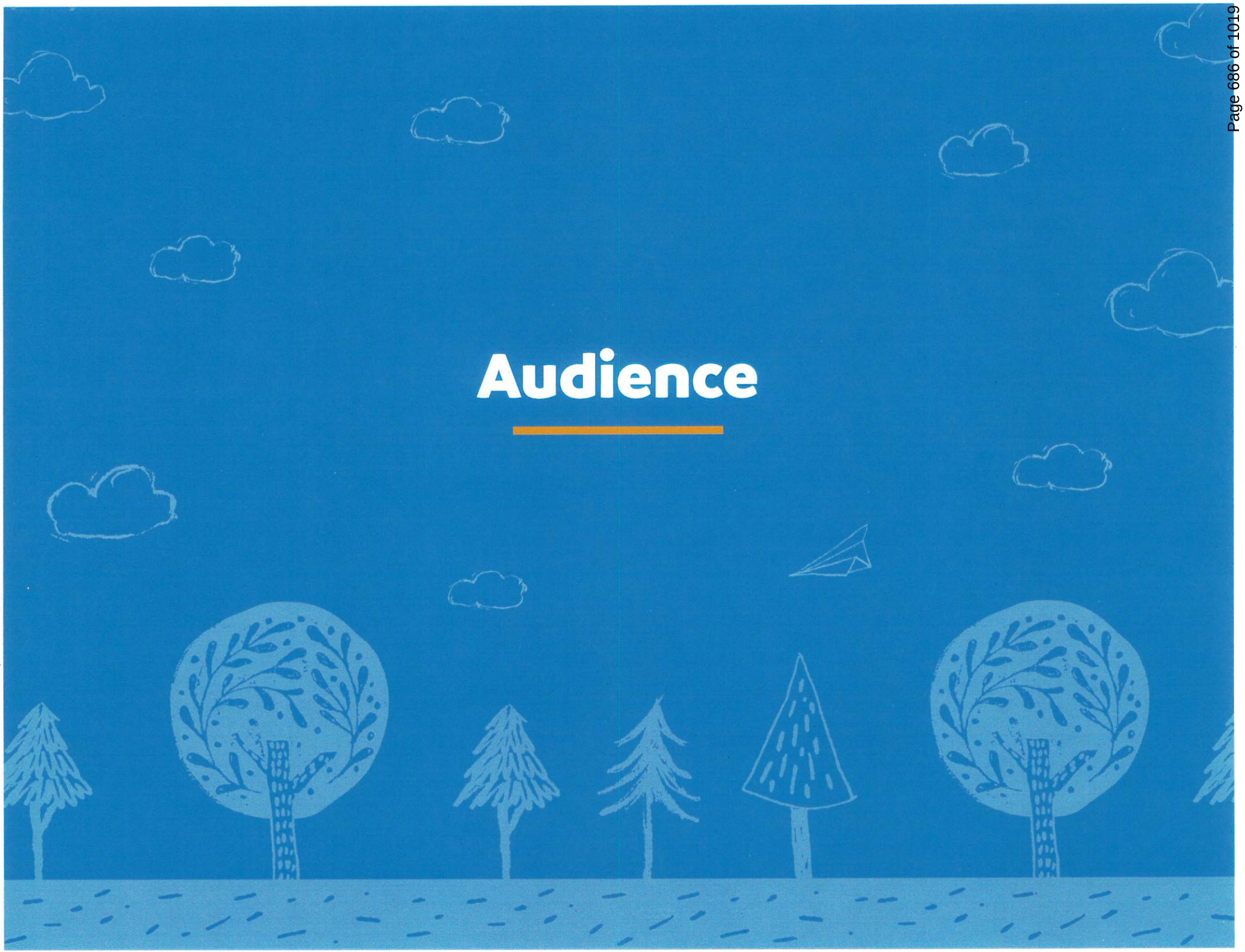
Audience



Our Audience

Audiences must be prioritized by those who help us meet our big-picture organizational goals—everyone else comes after.

1. **Parents or guardians** who want to homeschool.
2. **High school students** who want to take a different education path.
3. **Advising teachers / instructors / consultants** who can recommend Oak Meadow curriculum to students / families.
4. **Teachers who don't want to teach "within the system"** anymore and want to be part of Oak Meadow.

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User Personas

Donna

MOTHER

- Went to public schools herself.
- Graduated from a major university.
- Doesn't homeschool for political or religious reasons.
- Wants to spend quality time with her kids, feels like sending them to school reduces that.
- Feels like homeschooling is a natural step in the parenting and child-development process.

Muriel

STUDENT

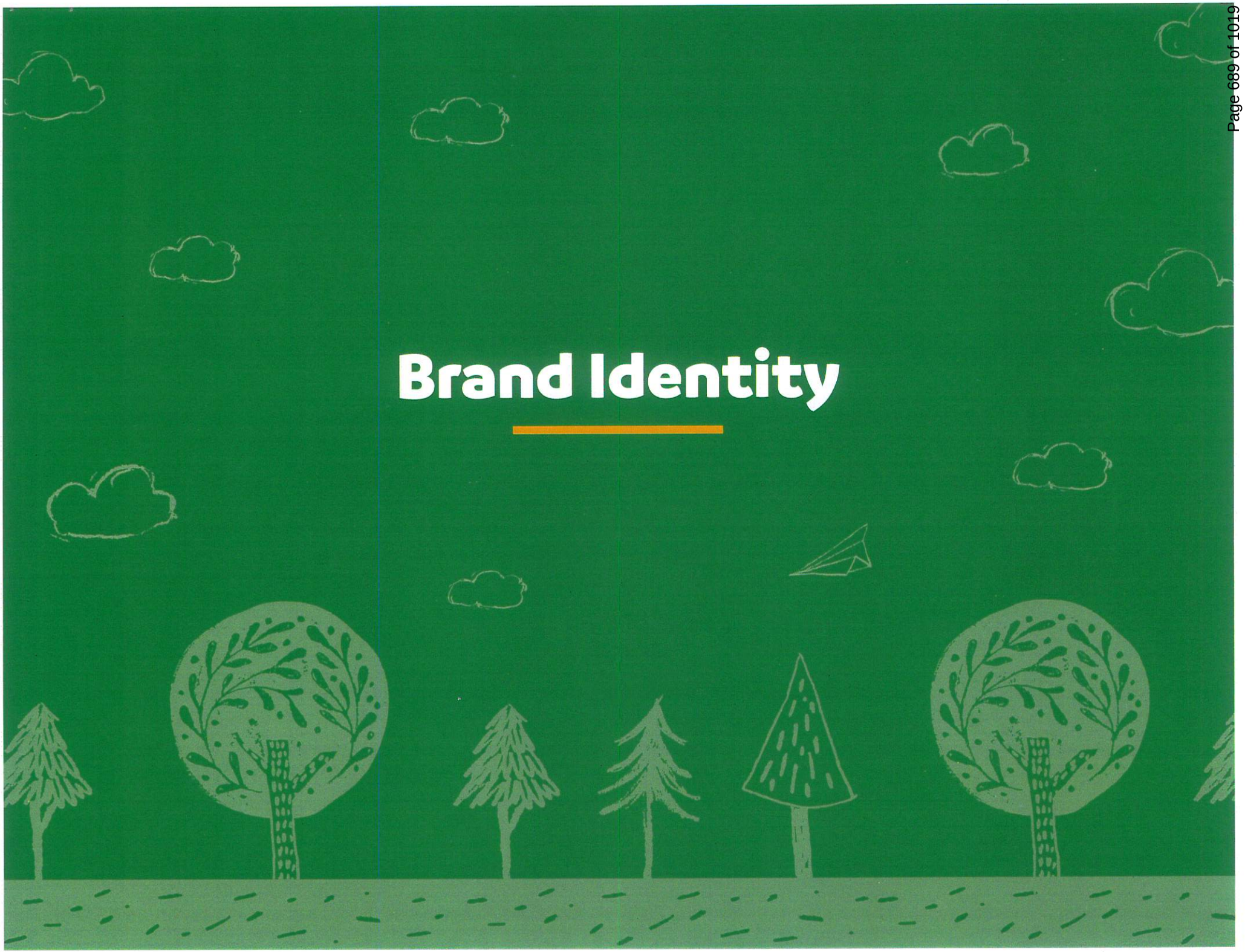
- Self-directed, discerning, and inquisitive.
- Above-average smart, but too shy to speak up so loses "points for participation" at her traditional school.
- Anxious in a classroom with lots of other students.
- Prefers to plan and build a weasel sanctuary instead of just reading about why weasels need saving—and then being tested on memorizing those reasons.

Dominick

TEACHER

- Wants to make a difference in the world by "teaching our children well".
- Feels like we're moving too far away from nature and *that* is making what students are learning shallow and soul-less.
- Finds traditional education system repressive and needlessly formal.

Brand Identity



Tagline

Our tagline is the Tweet version of our mission statement; a great tagline builds upon the brand emotions to further communicate who we are, succinctly. Our tagline has one job: to grab the attention of our target users, piquing their interest enough to learn more about us.

PRIMARY TAGLINE

Your trusted partner in joyful learning

SECONDARY TAGLINE

Experiential education for curious & creative life-long learners

Colors

Color harmony is a dynamic equilibrium.

The pen is mightier than the sword and images, we know, are worth 1000 or so words–but what importance does color play? One of the most powerful (yet subtle) ways to invoke emotion is through color. Each color has the power to strike a cord on it's own. Our brand color palette brings a collection of colors together in order to reinforce our brand story.

Green

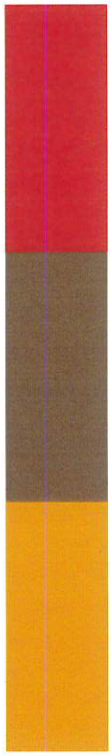
PMS 356
CMYK 100/19/100/7
RGB 51/134/77
HEX #33864D

Teal

PMS Green
CMYK 100/0/60/0
RGB 37/167/141
HEX #25A78D

Dark Teal

PMS 3288
CMYK 100/20/67/6
RGB 44/136/116
HEX #2C8874



Red

PMS 2347
CMYK 0/96/95/0
RGB 205/46/44
HEX #CD2E2C

Brown

PMS 1685
CMYK 35/61/67/18
RGB 135/98/82
HEX #876252

Yellow

PMS 7408
CMYK 3/43/98/0
RGB 221/156/49
HEX #DD9C31

Blue

PMS 299
CMYK 97/16/6/0
RGB 10/153/208
HEX #0A99D0

Dark Blue

PMS Process Blue
CMYK 100/38/8/0
RGB 27/126/183
HEX #1B7EB7

Charcoal

PMS Black 6
CMYK 85/62/59/57
RGB 40/54/58
HEX #28363A

Light Charcoal

PMS 5463
CMYK 80/63/58/54
RGB 48/57/61
HEX #30393D

Typography

Alegreya Sans

PRIMARY TYPEFACE | PARAGRAPHS & LONG TEXT

Alegreya Sans acts as the primary typeface, to be used for setting large amounts of text. It's calligraphic, humanist forms are ideal for long-form reading. It's available for use on desktop and web here:
fonts.google.com/specimen/Alegreya+Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?$&@*)0123456789

Branding

DISPLAY TYPEFACE | PULL QUOTES | SHORT BURSTS OF TEXT

Branding's rounded forms and terminals give it a youthful, friendly feel. Its modern, rounded characters are complemented by the humanist, calligraphic forms of Alegreya Sans. Branding is to be used in a supporting role for elements such as headings, pull quotes, and short bursts of text. It can be licensed here for web and desktop use:
myfonts.com/fonts/latinotype/branding

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?$&@*)0123456789

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Logo

Meet the Logo

Logo Overview

Our logo is composed of two parts, the symbol and wordmark. The symbol is a more graphical, stylized iteration of the previous heart-within-tree symbol. It is paired with the Branding typeface for the wordmark and tagline. Both the symbol and wordmark leverage the new color palette to create a fun, approachable feel.

Logo Colors

PMS	2322	**PMS**	175	**PMS**	2459
CMYK	47/66/75/50	**CMYK**	37/65/80/30	**CMYK**	70/11/62/0
RGB	81/62/49	**RGB**	116/82/58	**RGB**	113/168/132
HEX	#513e31	**HEX**	#74523a	**HEX**	#71a884

SYMBOL

WORDMARK
Branding Black

Oak Meadow

TAGLINE
Branding Semibold

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Primary Logo Lockup

The primary lockup should be the go-to treatment of the logo when using it for all branded materials, including web and print. There will be situations, however, where the height of the primary lockup will be too tall to work well, such as in the navigation area on the website. In that case, the secondary options can be used. A logo needs to be versatile. While the primary lockup is the preferred treatment to use, the secondary options on the following page are just as appropriate.

Oak Meadow

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Secondary Logo Lockups

Secondary Stacked Lockup

In situations where the primary lockup is too tall or doesn't work well with other elements, the secondary stacked lockup can be used.

Horizontal Lockup

When neither of the stacked treatments of the logo work, the horizontal lockup can be used instead.

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Monochromatic Treatment

In situations where the full color version of the logo can't be used, the logo can placed against one of the branded colors or black. The leaves and tagline are white with 75% opacity, while the rest of the logo appears at 100% opacity. This allows the leaves and tagline to recede just enough so that they don't compete with other elements of the logo.

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Black & White Treatment

When neither the color or monochromatic versions of the logo can be used, the black and white treatment can be called upon. As with the monochromatic logo lockups, the leaves and tagline are keyed down a bit with an opacity of 50% (k:62% for CMYK) while the rest of the logo is black

Oak Meadow

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Incorrect Treatments

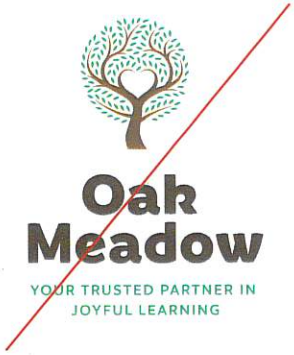
The quick and short—the logo should not be altered in any way beyond what's described in the previous pages. The only exception is that **the tagline can be removed when needed**. Any other alterations are unacceptable. Some examples of incorrect uses are provided to the right.

DON'T RECOLOR LOGO

DON'T OUTLINE LOGO

DON'T ADD ANY EFFECTS

DON'T CHANGE SIZE OF ELEMENTS



DON'T USE THE WORDMARK ALONE

DON'T CHANGE SPACING

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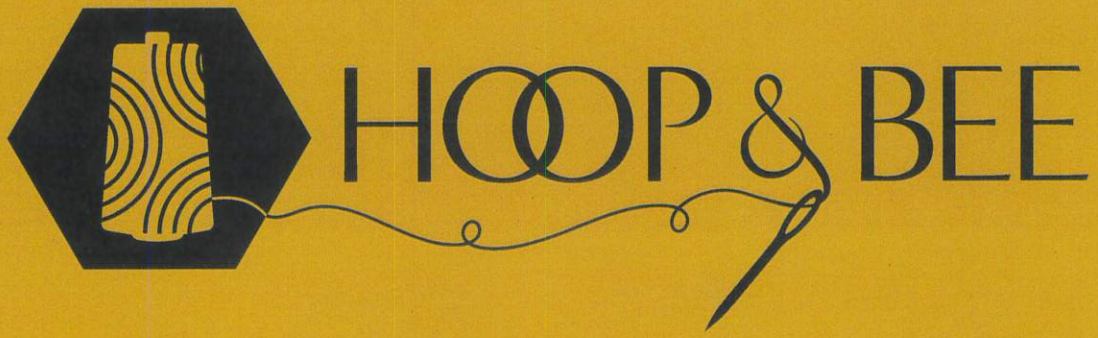

Brand Style Guide

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Logo

PRIMARY LOGO

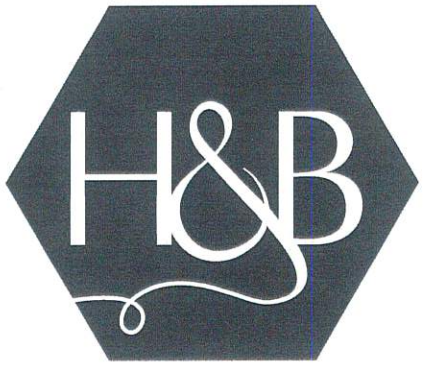
The logo should be used in its full form as often as possible. The primary logo should only be used in the primary colors from the brand palette, or black and white as needed.

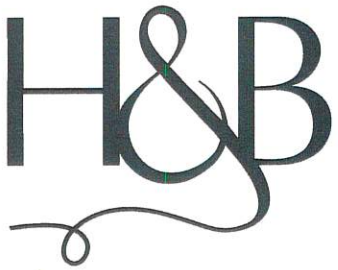
Logo

SECONDARY LOGO

When there is not enough space for the primary logo, the secondary logo should be used. The secondary logo can be shown using any color from the brand palette.

Logo





ICONS

The icons can be implemented in social media and other supplementary materials to encourage brand recognition. The icons may be used with any color from the brand palette.

Logo

SPACE REQUIREMENTS

The Hoop & Bee logo has a clear space around it to separate it from any other elements on the page. The space is equal to the cap height of the logo type, as shown.

Logo

INCORRECT LOGO USE

These are examples of how the Hoop & Bee logo should **not** be used.

1. The logo type should never be used without the icon.
2. Do not warp the logo by stretching it vertically or horizontally. The logo should be scaled up or down in its exact proportions.
3. Do not rotate, flip, or alter the layout of the primary or secondary logos. If the primary logo does not fit a space, then the secondary logo can be used. If neither format fits, then the icons may be used separately.

Color Palette

PRIMARY COLORS

Golden Ochre

CMYK	15	35	80	0
RGB	218	167	81	
HEX	#daa751			

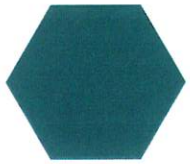
Charcoal Gray

CMYK	75	65	60	55
RGB	47	52	55	
HEX	#2f3437			

SECONDARY COLORS

Seafoam Green

CMYK	35	10	30	0
RGB	168	199	183	
HEX	#a8c7b7			

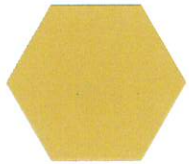


Deep Teal

CMYK	100	60	60	0
RGB	0	101	110	
HEX	#00656e			

Slate Gray

CMYK	70	60	50	25
RGB	81	86	95	
HEX	#51565f			



Light Gold

CMYK	10	25	60	0
RGB	229	189	121	
HEX	#e5bd79			

Twilight Purple

CMYK	65	75	45	0
RGB	118	90	116	
HEX	#765a74			

Perfect Plum

CMYK	90	100	70	20
RGB	62	39	67	
HEX	#3e2743			

Typography

HEADER - CRETE ROUND

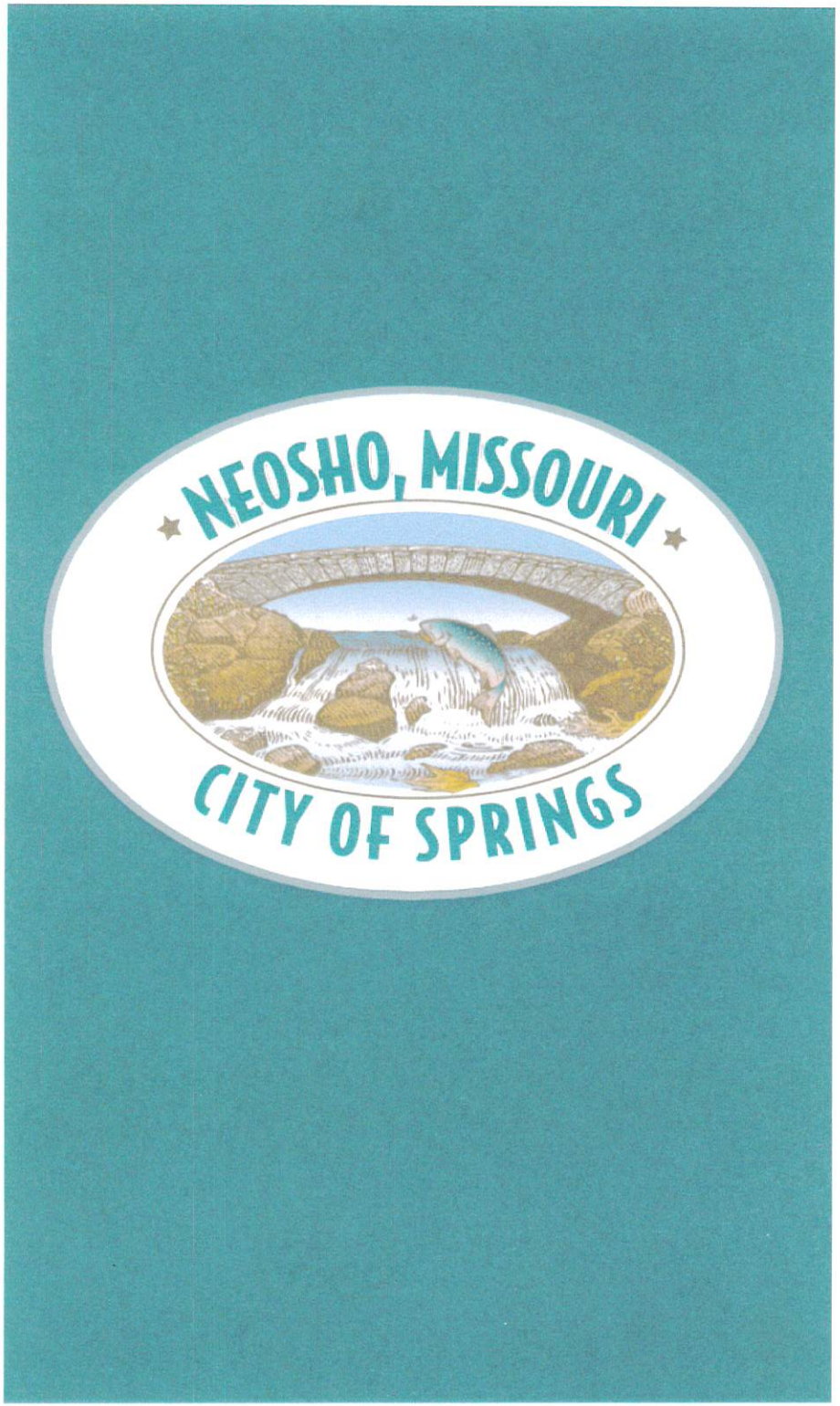
How vexingly quick daft zebras jump!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY - MONTSERRAT

How vexingly quick daft zebras jump!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



BRANDING & STYLE GUIDELINES PROPOSAL

January 28, 2025

SCOPE OF SERVICES

SCOPE OF SERVICES

PROJECT UNDERSTANDING

A city logo serves as more than a decorative emblem—it's a statement of identity. A well-designed city logo and branding system becomes a badge of pride for locals and a memorable touchpoint for tourists.

The process of creating a city logo involves blending artistry with strategy. Our designers bring extensive experience in crafting identity packages and guidelines for cities, parks, community blueprints, products and events. We want your city logo to foster civic pride and create a sense of belonging. We want residents to feel represented by the visual identity, and visitors to find themselves drawn to the narrative it conveys. For the City of Neosho, we will explore its history, geography, cultural symbols, and future aspirations to create a compelling identity.

Thank you for considering our proposal. We look forward to the possibility of contributing to Neosho's bright future.

Mindy Alvarez
Studio & Market Leader
Experiential Graphic Design

PROJECT APPROACH AND SCOPE

Brand Identity:

- **Brand Assessment.** RDG will work with up to three user groups or three unique times to discern and develop criteria the logo and seal will be based upon. In order to reach a vision that will ascertain a unique and aspirational brand, assessment will include answering questions such as:
  - What is the city culture?
  - What do the people who reside here, love?
  - What do people who come here, love?
  - What is the city's history?
  - What is success?

  At this stage, trust becomes paramount. Without trust, your logo cannot achieve its full potential—it won't inspire, elicit emotion or spark conversation. We ask for your confidence in our ability to distill complex ideas and information into a visual identity that resonates with people on a meaningful level. A well-crafted brand has the power to captivate, evoke admiration, and even transform perceptions. This kind of impact underscores the importance of a strong and collaborative working relationship, one built on trust and shared vision.
- **Brand Development.** Create up to three conceptual designs and color families in which the seal and logo have parallel appeal.
- **Brand Selection.** Select one design concept and move forward with minor revisions.

Brand Guidelines:

A document that states how the City of Neosho's logo and seal will be utilized congruently and alone. Consistent use, as outlined in the document, will ensure the vision of brand is expressed. The Brand Guidelines will define the following:

- **Official City Logo and Seal.** Full-color, single-color, and black-and-white versions of logo and seal. These will also be shown as lockups (how the two compliment each other) in the following formats: Illustrator .ai, Illustrator .eps, jpg. png. and pdf will be provided.
- **Usage.** Ways in which the logo and seal should and should not be utilized (proper spacing around the branding image and sizing) and acceptable and unacceptable uses.
- **Alternative Solutions.** How the logo and seal can be integrated with other department brands as well as the visual presentation of department, board and commission identifiers.

SCOPE OF SERVICES

- **Typography.** Fonts that compliment the style of your logo and seal and can be used in marketing material.
- **Colors.** A palette of primary colors—often used within the logo(s) as well as secondary and possibly even tertiary colors to complement the logo. These colors will allow the definition and consistency that is important to brand recognition.
- **Digital.** Recommended colors, logo formats and sizes for specific use in email, on the Internet and on social media platforms.
- **Print.** Recommended colors, logo formats and sizes for specific types of printed materials including:
  - Presentations
  - Stationary Package (Letterhead, Business Cards and Envelope)
- **Advertisements.** Developing both digital and print advertisements that align with your brand and outwardly communicate a cohesive message is important as you think about your advertising strategy. We'll create up to five advertisements for a website, a social media channel and a print platform of your choice.
- **Premium Items.** Promotional items the logo and/or seal could be imprinted on:
  - Apparel (up to five types)
  - Merchandise (up to five types)
- **Vehicle Decals.** How the logo(s) will appear on the City fleet. Up to three designs. For example, Parks and Recreation may be slightly different than Utilities.

Meetings:

- **In-Person or conducted via Zoom.** A total of six in-person or Zoom meetings will be held. Communication outside of these meetings will occur on an on-going basis, as needed, between the decision maker(s) and the designers. Topics for these meeting will be determined once the scope of work has been decided.
  1. **Kick-Off Meeting (In-Person)**
  2. **Assessment Review Meeting**
  3. **Design Review Meeting**
  4. **Design Review Meeting**
  5. **Design Review Meeting**
  6. **Final Design Review Meeting**

OPTIONAL ADDITIONAL SERVICES

- **Advertising Strategy.** We will collaborate with you to strategize where you could place ads to maximum product return. Ad placement does not have to mean high dollars, it could be on social media, websites or flyers.
- **VIDEO.** We will establish guidelines for the use of your logo(s) and existing or future tagline(s). This would include the proper resolution and what formats of the logo and taglines can be placed on photography or a solid colored screen. Part of the brand guidelines, this documentation would include both visual and written standards.
- **Videography.** Video can be an incredible tool to help promote your city. Used on television spots, your city website, or on social media channel— videos get a high return! RDG offers professional videography and FAA-licensed drone pilots to help with your outreach. Our packages are fully customizable, ranging from simple sit-down interviews featuring images you provide, to a full range of services including scriptwriting, aerial photography, and graphics. Our rates are very competitive, and depend on the level of service required. A simple video could run as low as $15,000, and a full package may have a budget of $80,000 or higher.

RDG
PLANNING • DESIGN
Building Contrast
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EXPERIENCE & QUALIFICATIONS

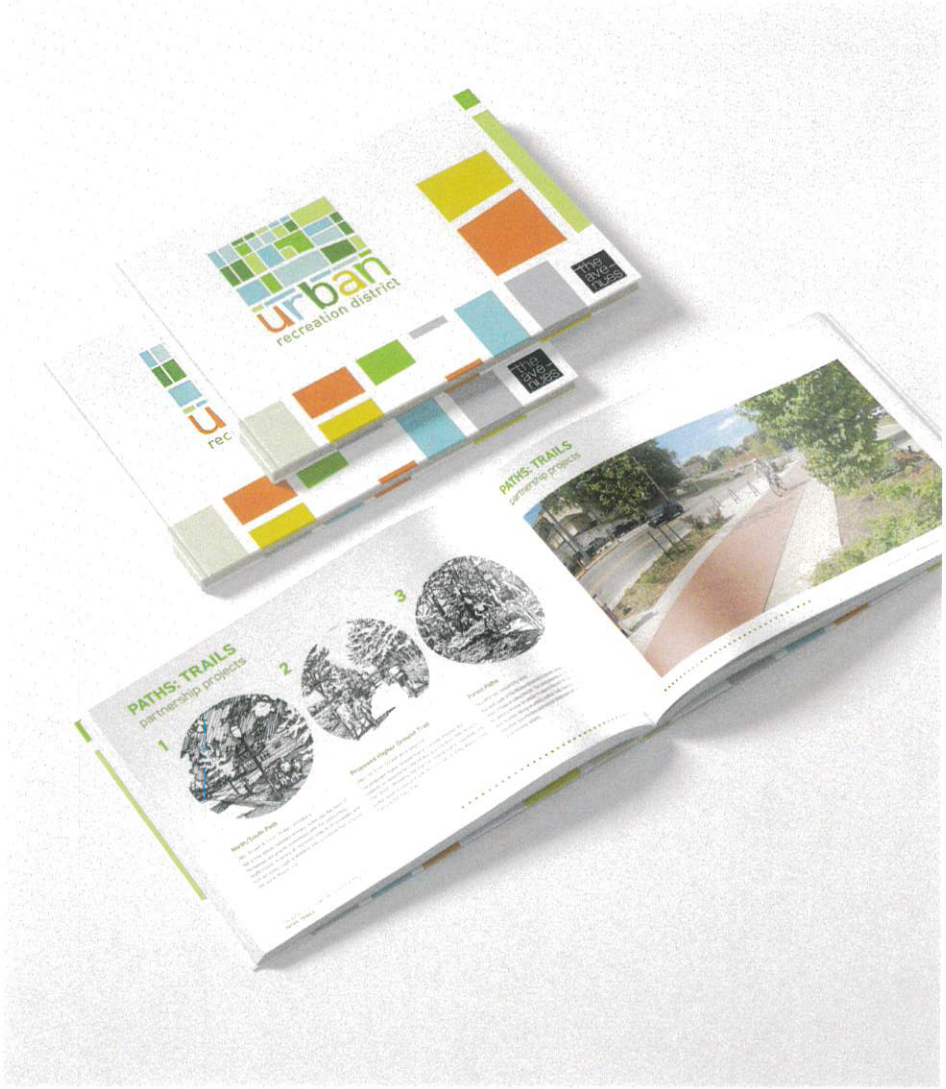
CITY OF DE SOTO, IOWA

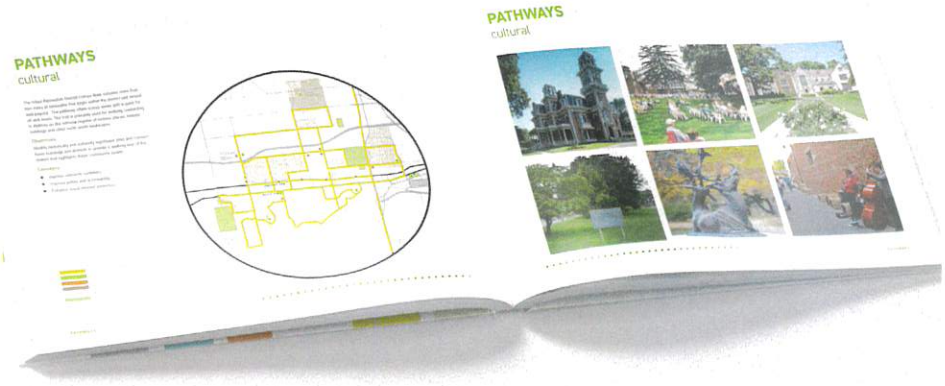
EXPERIENCE & QUALIFICATIONS

CITY OF LOGAN, IOWA

EXPERIENCE & QUALIFICATIONS

URBAN RECREATION DISTRICT, IOWA



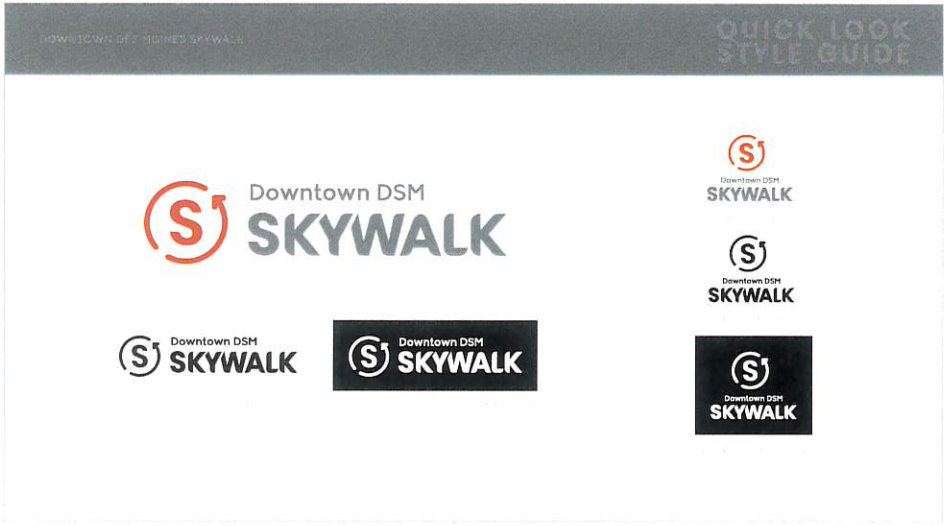


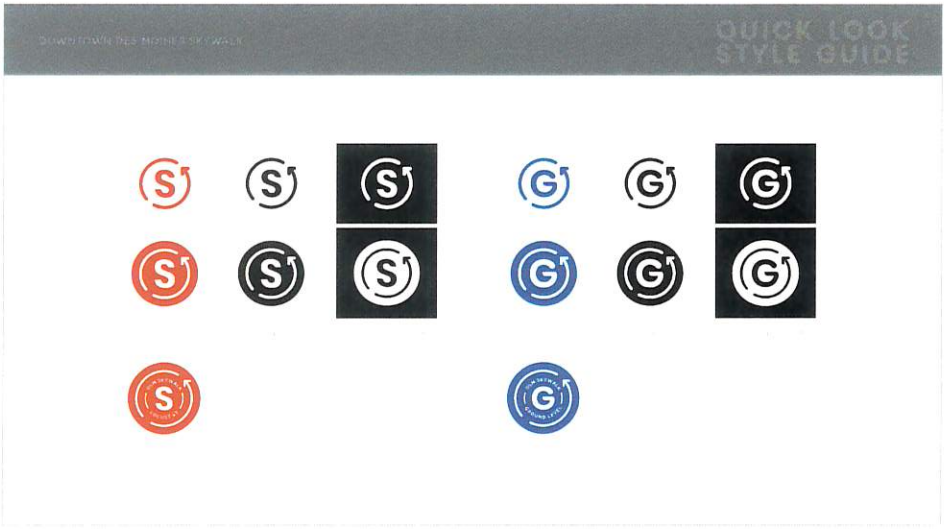
EXPERIENCE & QUALIFICATIONS

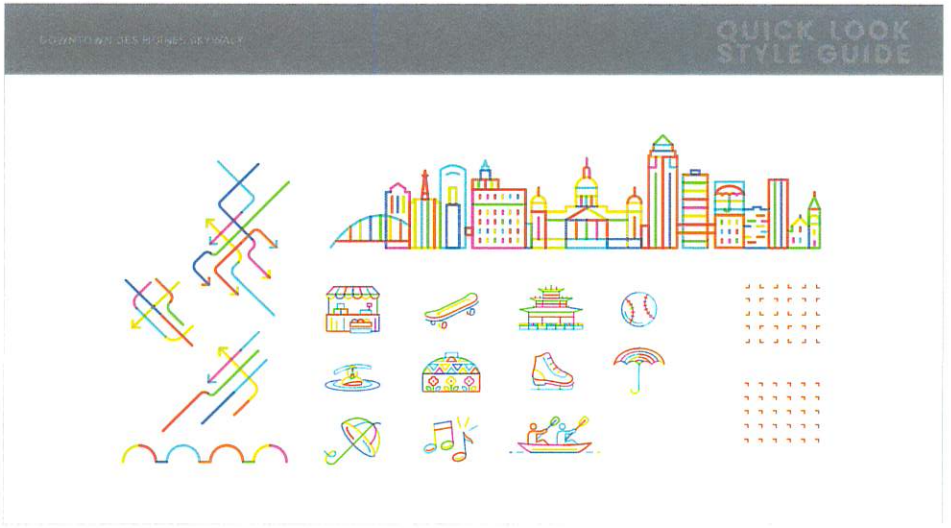
GRETNA CROSSING PARK, NEBRASKA

EXPERIENCE & QUALIFICATIONS

DES MOINES SKYWALK, IOWA







EXPERIENCE & QUALIFICATIONS

ITALIAN AMERICAN CULTURAL CENTER, IOWA

EXPERIENCE & QUALIFICATIONS

CITY OF DE SOTO, IOWA

Community input played a key role in redefining De Soto's identity. Designers used survey feedback to focus on exceptional schools, a thriving business district, strong family ties, a prime location, and growth potential. The new logo and tagline enhance De Soto's image, while the brand's colors—reflecting farmland and the "Crossroads" of I-80 and Hwy 169—symbolize the blend of city conveniences and countryside tranquility. "Possibilities" reflects a welcoming, safe community with top schools, affordable homes, and thriving businesses. A timeless sans serif font suggests strength, while blue and green represent serenity, loyalty, and growth, highlighting De Soto's balance of urban and rural living.

GRETNA CROSSING PARK, NEBRASKA

The logo for Gretna Crossing Park had a lot of responsibility. It needed to establish a connection with the community, complement the City of Gretna's logo, and incorporate elements that resonate with the YMCA logo. Given the contrast between the two logos—the design needed to balance both influences. Drawing from the City's identity while the graphic marks reflects a micro version of the tree used in the City logo. Bold colors were chosen for the park to align it with the YMCA, which manages the recreation and aquatic centers. This also ties into the fun, active elements of the park, such as sports, recreational activities, fishing, and the dog park.

CITY OF LOGAN, IOWA

The city of Logan, Iowa's new logo reflects its unique identity and future aspirations. Drawing inspiration from the scenic Loess Hills of western Iowa, the logo captures the natural beauty and charm of the area. The logo adopts a contemporary style, blending simplicity and modernity to appeal to younger generations while honoring the town's heritage. This fresh, updated mark represents Logan's commitment to progress and growth and celebrates Logan's friendly, approachable nature. It positions the town as a place where tradition meets innovation.

DES MOINES SKYWALK, IOWA

During the programming phase, we identified the need to refresh the Skywalk identity. Simple updates—like changing the font and nomenclature—gave the Downtown DSM Skywalk a modern look while establishing consistent standards. Multiple logo formats were created to serve various needs, from signage to promotional materials, fostering a trustworthy system. A vibrant color palette adds excitement and highlights placemaking opportunities within the Skywalk. The supporting iconography uses the full color palette, with red and blue kept minimal as the primary identity colors. Single colors are used solely as identifiers, maintaining clarity throughout the design.

URBAN RECREATION DISTRICT, IOWA

The decision to utilize a segment of The Avenues as the foundation for the Urban Recreation District (URD) was unanimous. While URD will be implemented in multiple cities, the logo will always honor where it was launched. Created with foresight, URD was crafted with intentionality when placed next to a dominant logo. The streets symbolizes a link between people and locations, cultivating a sense of community. The colors represent the diverse offerings of URD—micro parks, agrihoods, dog parks, pop-up activation centers, and art and performance spaces—capturing the energy and enjoyment these areas will bring. The font chosen for "Urban" offers a more whimsical representation of the fun to be had in these areas.

ITALIAN AMERICAN CULTURAL CENTER, IOWA

The Italian-American Cultural Center of Iowa's new branding unveils a seamless fusion of Italian and Iowan elements, resonating with themes of hospitality and home presented in an exquisite, elevated manner. Drawing inspiration from the timeless allure of Art Deco, the style pays homage to the architectural marvel of the building that now serves as the heart of IACC. Meticulous attention to detail, cohesive graphic elements, enchanting Art-Deco-inspired patterns, and a bespoke typeface are artfully integrated into the brand's identity.

EXPERIENCE & QUALIFICATIONS

ORGANIZATIONAL CHART

NEOSHO, MISSOURI
CITY OF SPRINGS

MINDY ALVAREZ

Project Manager
Client Contact

MEGAN QUALLEY

Experiential Graphic Designer

EXPERIENCE & QUALIFICATIONS

MINDY ALVAREZ, EXPERIENTIAL DESIGNER, PARTNER AND STUDIO LEADER

As the Project Manager, Mindy will coordinate and facilitate with the team to ensure deliverables are on-task, on-time and on-goal. Mindy brings twenty years of award-winning professional experience in graphic design, with a large majority of her time developing brands for businesses, corporations, and cities. She accomplishes this through brand assessments, analysis, engagement and consumer testing. Utilizing feedback from your target audience(s) and her abilities to relate with the social, cultural, and emotional importance of your brand uniquely positions Mindy to relate to the users. She will provide art direction to the design team and be your main point of contact throughout the design process.

Project Responsibilities
Project Manager/Art Director

Education:
Grand View University, Bachelor of Graphic Design and Fine Arts

Affiliations/Awards:
- 2015-2025 Member – SEGD
- 2014-2020 Member – ADAI
- 2022 Member – Rotary
- 2022 Best of Category – ADAI
- 2023 Excellence Award – ADAI
- 2023-2025 Change Course Ally
- Society of Experiential Graphic Design (SEGD)
- Art Directors Association of Iowa (ADAI)

City of Clear Lake – Clear Lake, IA
- North Shore: Art Direction, Illustration, Donor Signage
- Surf District: Art Direction, Brand Creation, Planning/Strategy

City of De Soto – De Soto, Iowa
Brand Assessment Creation/Guidelines, Engagement

City of Des Moines – Des Moines, IA
- Center Street Skywalk: Environmental Graphics
- Skywalk: Art Direction, Wayfinding Assessment/Planning Strategy/Engagement

City of Marion – Marion, IA
- Uptown Plaza: Art Direction, Donor Signage/Wall
- Wayfinding: Art Direction, Assessment/Planning/Strategy/Engagement/Guidelines

Drake University, Women's Basketball – Des Moines, IA
Experiential Graphics

Field of Dreams Movie-Site (Iowa Ballpark) – Dyersville, IA
Art Direction, Brand Creation, Donor/Interior/Site Wayfinding Assessment/Design/Guidelines

Forest County Pottawatomie Recreation Center – Crandon, WI
Experiential Graphics, Wayfinding Design/Guidelines

Greater Des Moines Partnership – Des Moines, IA
- Downtown Farmers' Market: Illustration, Collaborative
- World Food & Music Festival: Illustration, Collaborative

Gretna Crossing Park – Gretna, NE
Art Direction, Brand Creation/Guidelines, Donor/Interior/Site Wayfinding Assessment/Planning/Design/Engagement

Hilton Des Moines Downtown – Des Moines, IA
Experiential Graphics, Interior/Site Wayfinding Assessment/Design

Iowa-Des Moines Supply – Des Moines, IA
Experiential Graphics, History Wall, Signage

Iowa State University – Ames, IA
- Bergstrom Football Facility: Experiential Graphics
- Sukup Practice Facility: Experiential Graphics Signage
- Parks Library: Interior Wayfinding Assessment/Planning/Design

Montana State University – Billings, MO
Experiential Graphics, Wayfinding Design/Guidelines

Pracht Wetlands – Wichita, KS
Art Direction, Experiential Graphics

Troy University Recreation Center – Troy AL
Experiential Graphics, Wayfinding Assessment/Design

University of Connecticut Athletic District – Storrs, CO
Experiential Graphics, Donor/Interior/Stadium Wayfinding, UI/UX

Wake Forest University, Reynolds Gym – Winston-Salem, NC
Experiential Graphics, Wayfinding Assessment/Design

EXPERIENCE & QUALIFICATIONS

MEGAN QUALLEY, EXPERIENTIAL DESIGNER

As the Experiential Designer, Megan will execute the deliverables with ingenuity, spirit and unmatched quality. Megan is a recent graduate of Iowa State University. At commencement, her devotion to design was honored when she was named the College of Design's student marshal. With a strong blend of creativity and technical skills, she excels in translating ideas into compelling and immersive visuals. Eager to contribute a passion for storytelling through graphics, she brings a fresh perspective to the field. With a proven track record of academic excellence and design awards, Megan is a strong member of RDG's experiential design team, delivering compelling and memorable graphics.

Project Responsibilities
Experiential Designer

Education
Iowa State University, Bachelor of Graphic Design, Minor Design Studies

Affiliations/Awards
- 2024 Board Member – ADAI
- 2023-2025 Member – SEGD
- 2023-2025 Member – ADAI
- 2023 Excellence Award – ADAI*
- Society of Experiential Graphic Design (SEGD)
- Art Directors Association of Iowa (ADAI)

City of Blue Springs – Master Plan – Blue Springs, MO
Documentation

City of Brookings – Master Plan – Brookings, SD
Brand Creation, Documentation

City of Clear Lake – Surf District – Clear Lake, IA
Experiential Graphics, Sculpture, Typeface Creation

City of Logan – Logan, IA
Brand Creation, Wayfinding

City of Marion, Uptown Plaza – Marion IA
Donor Wall Ideation

City of Merrillville – Merrillville, IN
Documentation

City of Neenah – Neenah, WI
- Arrowhead District: Collateral
- Waterfront Plan: Brand Creation, Documentation

City of Papillion – Master Plan – Papillion, NE
Brand Creation, Documentation

Des Moines Marathon – Des Moines, IA
Illustration

Field of Dreams Movie-Site (Iowa Ballpark) – Dyersville, IA
Brand Creation, Donor Signage/Wall, Experiential Graphics

Fusion Medical Staffing – Omaha, NE
Experiential Graphics, Signage

Hawkeye Community College – Waterloo, IA
Experiential Graphics

Iowa-Des Moines Supply – Des Moines, IA
Experiential Graphics, History Wall

Italian-American Cultural Center of Iowa – Des Moines, IA
Brand Creation/Guidelines, Illustration

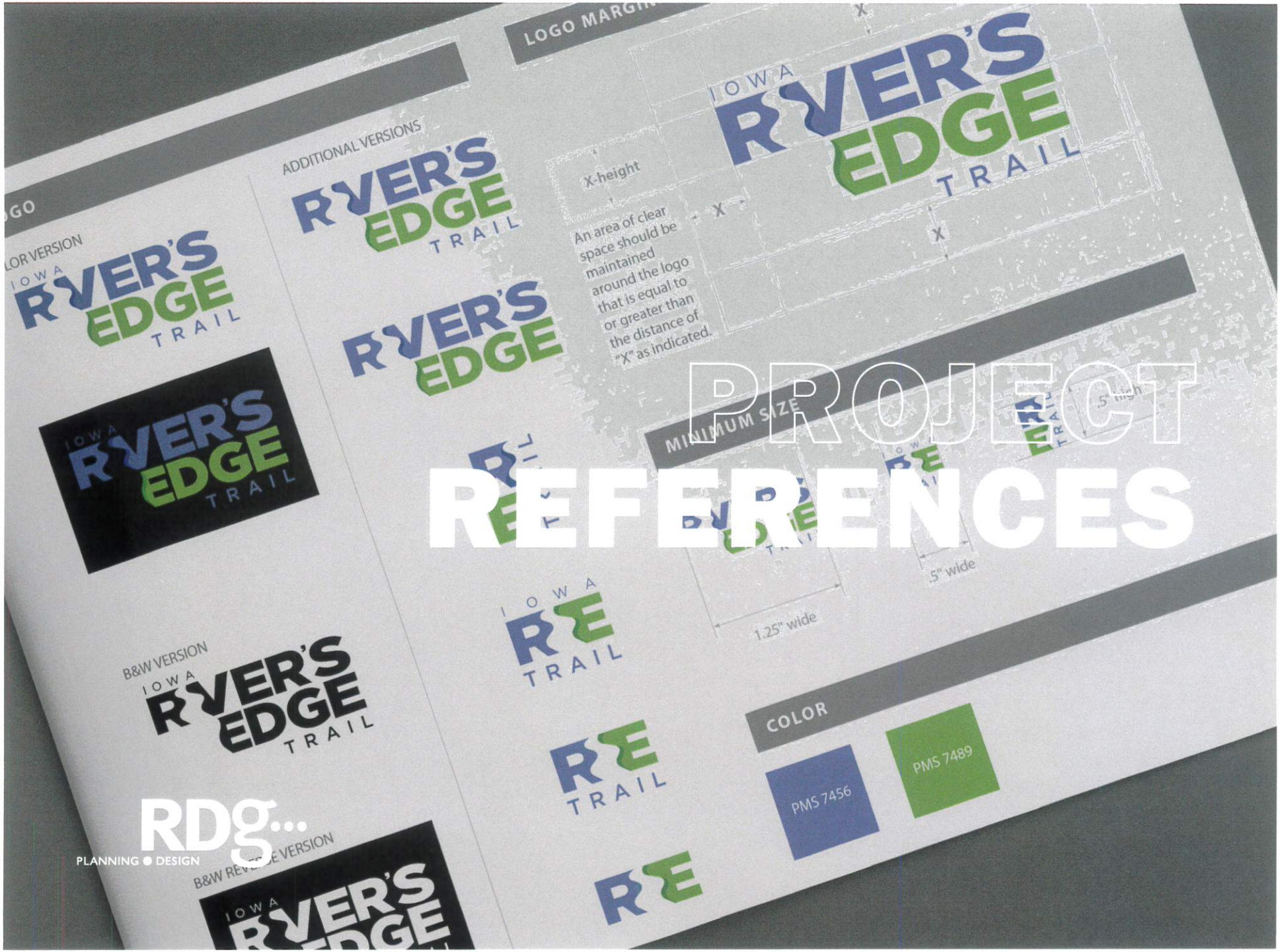
Nebraska Early Childhood Collaborative – Omaha, NE
Interactive Donor Wall

Pracht Wetland – Wichita, KS
Experiential Graphics

University of Michigan, College of Pharmacy – Ann Arbor, MI
Experiential Graphics

University of Nebraska Kearney – Kearney, NE
Experiential Graphics

* Work completed prior to joining RDG



PROJECT REFERENCES

RDg...
PLANNING ● DESIGN

PROJECT REFERENCES

PROJECT: CITY OF LOGAN

Angela Winther, City Administrator
City of Logan
108 W 4th St.
Logan, IA 51546
712-644-2425
awlogan@iowatelecom.net

PROJECT: GRETNA CROSSING PARK

Paula Dennison, City Administrator
City of Grenta
204 N McKenna Avenue
Grenta, NE 68028
402-332-3336 ext. 1204
paula@cityofgretna.com

COLOR
PRIMARY COLORS
SECONDARY COLORS
AXILLARY COLORS
WHITE
PANTONE BLUE 660
PANTONE YELLOW 457
PANTONE NAVY 7693
PANTONE GREEN 371
TYPOGRAPHY
WAYFINDING SIGNAGE
FONT: FHWA Series D2000EX
FHWA Series D2000EX
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Z
0 1 2 3 4 5 6 7 8 9 & \
Wyoming
Wayfinding Master Plan
April 2020
32
34
WYO
PLANNING

COMPLIANCE

COMPLIANCE

RDG affirms full compliance with all terms and conditions specified in the City of Neosho Branding RFP.

Mindy Alvarez
Studio & Market Leader
Experiential Graphic Design

Downtown Winter
FARMERS' MARKET
CAPITAL SQUARE
and
KALEIDOSCOPE AT THE HUB
DOWNTOWN DES MOINES
NOV. 21-22
and
DEC. 12-13
9AM-1PM
RDg...
PLANNING ● DESIGN
DESMOINES FARMERS MARKET.COM
#DTFM
DOWNTOWN
FARMERS' MARKET

PROJECT FEE

PROJECT FEE

The fees below are broken into type of service. You can select what makes the best sense for you. Please note there is a one time reimbursable fee that will be included with any selection you make. This fee is $2000.00 and is for photography, travel, typography purchases, samples, printing, etc. Fees

BRAND IDENTITY $11,200

- Brand Assessment
- Brand Development
- Brand Selection

BRAND GUIDELINES $14,950

- Official City Logo and Seal
- Usage
- Alternative Solutions
- Typography
- Colors
- Digital
- Print
- Advertisements
- Premium Items
- Vehicle Decals

TOTAL FEE NOT TO EXCEED.....$26,150

OPTIONAL ADDITIONAL SERVICES

- Advertising Strategy $4,800
- Video $1,500
- Videography.....$15,000-80,000

CITY OF NEOSHO

BRANDING SERVICES

AGENCY PROPOSAL

01.21.25

REVEL

LIFT

WHY PARTNER WITH REVEL?

FULL-SERVICE AGENCY

We understand the nuances of brand development, and can provide added value by thinking holistically about your brand and its long-term brand strategy.

INDUSTRY KNOWLEDGE

Our experience working with the City of Springfield, Republic, and Battlefield gives us added insight into your industry considerations.

SEAMLESS COLLABORATION

We understand the importance of creating plans that maximize internal resources to provide the best possible return on investment.

AWARD WINNING CREATIVE

Over 100+ Addy Awards including a Best in Show, and 3 national Telly awards for work done for similar organizations.

REGIONAL COMPANY

We are based in Southwest Missouri, just like you. Located right up the road in Springfield, Missouri, we have a team full of lived experiences on what makes this area truly unique.

PLACE BRANDING EXPERIENCE

We have valuable experience working with a number of organizations whose success is dependent on effective place branding. They include: Missouri Partnership, Springfield Regional Economic Partnership, and the Springfield Chamber of Commerce.

REAL RESULTS

We've produced two highly successful brand campaigns positioning Springfield as a unique travel destination, leading to record setting occupancy numbers.

WE WANT YOU TO REVEL IN THE RESULTS

Our mission is to apply the talents of each team member to generate creative and forward-thinking solutions that help grow the companies and organizations we work with. We believe that holistic collaboration leads to the best ideas, and that honest, candid collaboration requires trust. We look forward to earning yours.

4X SPRINGFIELD AREA CHAMBER OF COMMERCE SMALL BUSINESS AWARD FINALIST

14 TELLY AWARDS

100+ AMERICAN ADVERTISING FEDERATION ADDY AWARDS

2X ADDY "BEST OF SHOW" AWARD WINNER

The Telly Awards · aaf · Springfield Area Chamber of Commerce · CA · Clarion Awards

NOW GET TO KNOW THE TEAM...

THAT WILL BE REVELING IN ALL THINGS THE CITY OF NEOSHO

KEY STAFF

A FEW KEY MEMBERS OF THE REVEL TEAM

KATIE JONES

ACCOUNT DIRECTOR

Katie's attention to detail is second-to-none. With categorized lists and daily check-ins she keeps Revel on task, on time, and on budget. Katie works closely with every member of our team to manage their priorities and will communicate with your team each win throughout the entire process. If you want to know where your project stands, Katie's already made sure you're up-to-date. She's also Revel's resident plant lady, if you need advice Katie should be your first call.

NICOLE JARRATT

CEO | STRATEGY DIRECTOR | PARTNER

With 15+ years of marketing experience, Nicole is in tune with traditional and new media tactics to bring to your strategy. Working across a wide range of industries has given Nicole an eye for unique strategic opportunities for any target audience. Whenever there is a question about your marketing initiatives, Nicole should be your first call. Nicole is also always down for a Starbucks run, don't worry you can sell it as a strategy meeting.

CHRIS JARRATT

CHIEF CREATIVE OFFICER | PARTNER

At Revel, Chris is known as the "idea man." He will work with you at the beginning stages of your projects, supporting the design team with overall creative concepts and the marketing team with strategic initiatives. You'll be hearing from Chris when he wants to tell you about a breakthrough idea he's had for your brand. Those ideas are typically fueled by the 6-7 Coke Zeros Chris drinks in a day.

CAMERON DUNEMAN

DESIGN DIRECTOR

Cameron is Revel's final say when it comes to creative projects. Nothing goes out the door without a seal of approval from him first. No detail goes unnoticed on his watch. He is involved in the development of each creative project and works closely with the team on every phase in the process. If you have creative questions, Cam is who you need to call. Cam is also really into fish. We mean like three aquariums level into fish. It's honestly really cool, you should ask him about it.

MATT PRICE

DIGITAL MARKETING DIRECTOR

A 10 year veteran of digital marketing, Matt knows how to get the right people to your website and convert them. Whether through Google Ads, Facebook, SEO, or E-commerce, his data driven approach ensures your digital ads are profitably working. Matt also somehow always has the perfect reaction gif for every scenario. Seriously, every scenario.

MELINDA BRINKER

SENIOR DIGITAL DESIGNER

Melinda is our Senior Graphic Designer at Revel. Melinda's design talents lie in web design, UI/UX, branding, logo development, as well as digital and print advertising. She has quickly become an asset to Revel through her expertise in web design and creates eye-catching, functional, and user-friendly websites for our clients. When she's not designing, Melinda can be found playing board games, losing at trivia, or taking care of her excessive amount of houseplants.

SARAH JENKINS

COPYWRITER | EXTERNAL PARTNER

Although Sarah is not a full-time Reveler, she has become a true extension of the team. Her ability to write highly creative and strategic copy takes our projects to the next level. When's she's not creating your next hit messaging strategy she performing improve for the local Mystery Hour.

CHARLIE ROSENBURY

LEAD DEVELOPER | EXTERNAL PARTNER

If you can click it, swipe it, pinch it, or push it - Charlie can build it. From simple websites for local businesses to custom applications for coastal startups to virtual reality experiences, Charlie is immersed in digital tech and will bring that wealth of expertise to all his websites. Not to mention his insane beard-growing ability.

REVEL IN THE PARTNERSHIP

We don't expect our clients to be experts in brand strategies or design specs. They bring goals and we bring strategies to reach those goals. Because there is no marketing formula that works for every brand, we engage the right services for the unique needs of each client. But don't just take our word for it, see what some of our clients have to say.

TESTIMONIALS

OLLIS/AKERS/ARNEY

"Rebranding our organization was important to us because we wanted to demonstrate the positive changes that were occurring by combining two long established agencies. We each had a legacy name in our community so it was important to both capture the legacy, plus the combined organization. Revel spent significant time with us and provided several options. Frankly the options were so good, it was hard to select one. We loved the new look, mark and brand. Many of our clients and people in the community have commented how good and noticeable it is. The experience was good and the outcome was great.

- RICHARD OLLIS | CHIEF EXECUTIVE OFFICER

WHATABURGER

"It's very rare to find a partner who can take your vision, create a strategy and execute beyond your expectations. Revel did that. You were the perfect combination of getting the work done and finding time to build in culture and fun. You are all such wonderful human beings, who also happen to be talented, creative, super organized, energetic, buttoned up and efficient.

- DONNA TUTTLE | GROUP DIRECTOR, BRAND COMMUNICATION & CULTURE

HAMMONS PRODUCTS COMPANY

"We've been extremely happy ever since we brought Revel on board to help create and implement our overall marketing strategy. Revel's creative ideas and unique approach have brought a new, fresh perspective to our brand. After rolling out the new package designs that Revel created and having two of our best years in retail package sales, the numbers speak for themselves. It may be difficult to measure the ROI in marketing and advertising, but we can say with certainty that every dollar we have invested with Revel has paid great dividends.

- JACOB BASECKE | VICE PRESIDENT OF SALES & MARKETING

ERLEN GROUP

"The Revel team are exceptional listeners! They helped us with an internal messaging strategy; they took hours of conversation and boiled it down into a concise, engaging plan to help us better communicate our culture and values.

- CHRISTINA ANGLE | CHIEF FINANCIAL OFFICER

OZARK GREENWAYS

CASE STUDY // BRANDING AND MARKETING SERVICES

Ozark Greenways is a Springfield, MO non-profit, dedicated to building and growing our system of trails and parks to connect our communities. After more than 30 years of connecting communities, they were in need for a brand refresh that would demonstrate their mission and values which focus on moving the community forward. The design was driven by Ozark Greenways' commitment to moving forward, in both the literal and figurative sense. From the logo, we expanded into collateral and video assets, establishing a basis for how the brand would look moving forward.

Ozark Greenways INCORPORATED

OZARK GREENWAYS

THE NETWORK

CASE STUDY // BRANDING AND WEB DESIGN & DEVELOPMENT

In an effort to grow membership and sponsorships The Network engaged with Revel to redevelop their brand from the ground up. After researching their target market we developed a cohesive messaging strategy, brand guidelines, new logo, and website that engages and resonates with young professionals in Springfield, MO.

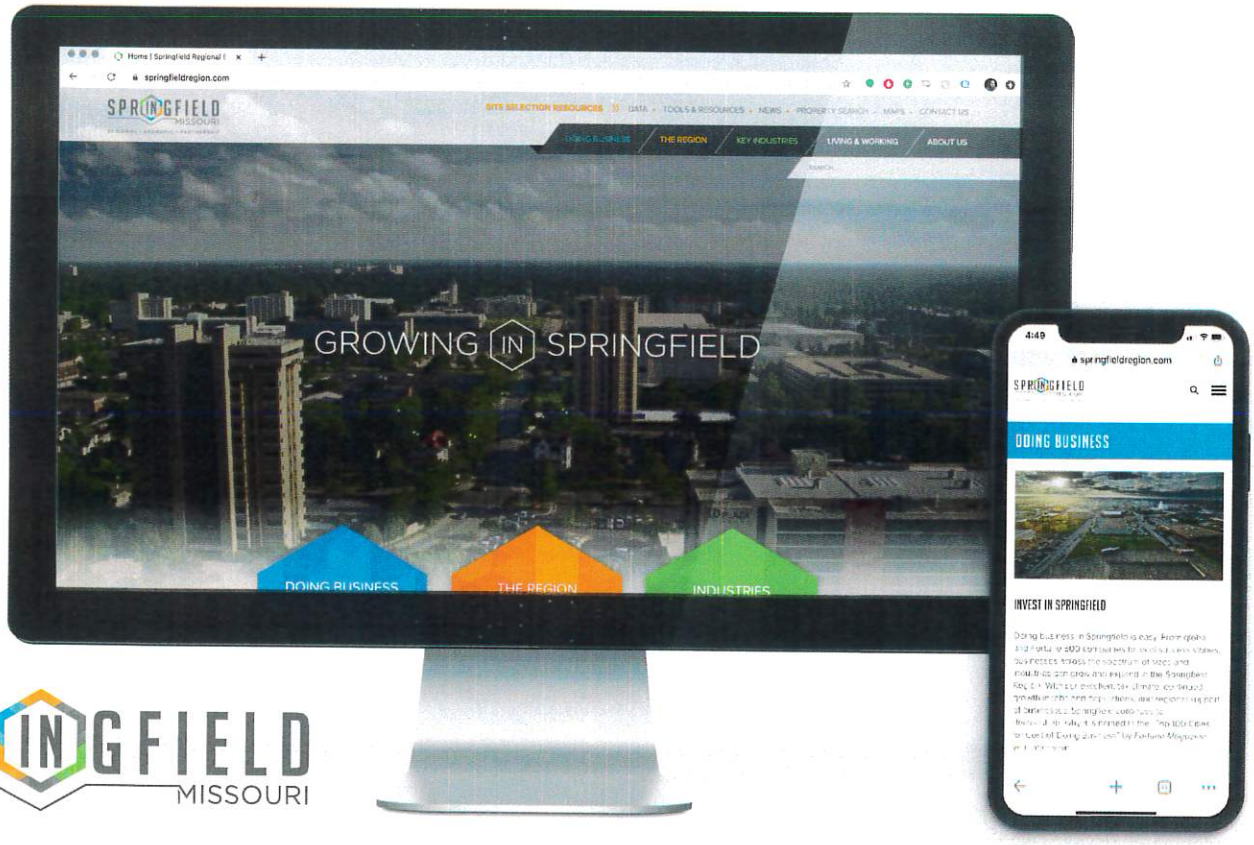
SPRINGFIELD REGIONAL ECONOMIC PARTNERSHIP

CASE STUDY // BRAND DEVELOPMENT AND WEB DESIGN & DEVELOPMENT

Springfield Regional Economic Partnership (SREP) needed a new brand and website that showcased the region and provided the necessary resource to site selection consultants across the country. After refreshing the brand and developing a cohesive messaging strategy, we redesigned the website from the ground up. We conveniently located the site selection resource in the navigation bar for quick and easy access. We also made the site more engaging (utilizing video, animation, etc.). This helped differentiate SREP from their competitors, as most had very basic sites that were not as engaging.

"THE PRODUCT DELIVERED TO US IS MORE THAN A BRAND, OR A WEBSITE."

—Rachael Mhire
MARKETING & EVENTS MANAGER



SPRINGFIELD MISSOURI

SPRINGFIELD CVB

CASE STUDY // ASK A LOCAL AD CAMPAIGN

The Springfield, Missouri Convention & Visitors Bureau came to us wanting to highlight the unique experiences that Springfield has to offer. When traveling, the locals are the ones who know the city best and are in the know of all the best restaurants, outdoor activities, shops, and bars in town. In a friendly city like Springfield, Missouri, all you have to do is ask the locals to guide you from place to place. That is how we created the "Ask a Local" campaign with a unique and clever spin on how we told this story.

SPRINGFIELD CVB

CASE STUDY // ASK A LOCAL AD CAMPAIGN

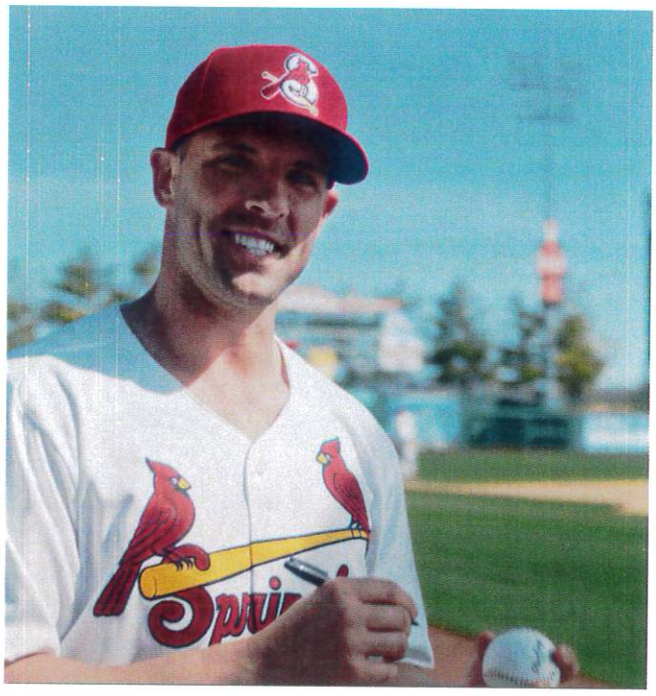
> It was an easy decision to hire Revel to help us create a new campaign for inspiring people to visit the region. They took our vision and developed a campaign theme that really captured the essence of the Springfield area and was true to who we are as a community. It's a tall order to create a campaign that highlights multiple points of interest while targeting multiple demographics, but they did and they did it very well. On top of their unmatched creativity, the Revel team embodied the word partner and became a true extension of our team. With this campaign as the driving message behind our strategy, **Springfield saw record-breaking numbers in occupancy in 2021 and incredible engagement across all digital platforms.** I look forward to continuing our partnership and growing this message with future campaigns.
>
> **– MEGAN BUCHBINDER**
> DIRECTOR OF MARKETING

SERVICES

- Ad Campaign Development & Design
- Art Direction/Photography
- Video Production

2021

RECORD-BREAKING OCCUPANCY FOR SPRINGFIELD



ACTION PLAN

Thank you for the opportunity to be a part of this proposal and to share why we believe partnering with Revel is your best step forward.

As a holistic agency, we'll consider the whole brand throughout our process, and we'll work together with you to ensure your brand stays true to its values and voice everywhere it's used. We take branding seriously, and we understand that a new brand has an impact both on the City of Neosho's immediate future, as well as ten years down the road.

While we love to talk data and measure return on investment, you won't catch us chasing trends or vanity metrics. We'll establish the goals that matter most to the City of Neosho and then craft a brand that is positioned to achieve those goals.

Every brand has a unique story to tell. Our experience working with municipalities and our expertise in place-branding is just what the City of Neosho needs to tell the next chapter of yours.

Let's revel in this journey together.

BRAND DEVELOPMENT PROCESS

Our creative process consistently follows a similar format no matter the project. This approach allows us to collaborate with you at every step, reviewing progress and ensuring that we consistently meet your goals. Simultaneously, it empowers us to create the most effective and impactful creative solutions.

1. RESEARCH

We start with client discovery, gathering background on your organization, your needs, and scope of work. Our team uses this knowledge to research best practices and creative options for the goals of the campaign.

2. CONCEPTING

After the discovery and research, we explore a variety of creative directions, Taking into account the various media needs of the campaign. We filter and refine the best options to prepare for our client review process.

3. REVISIONS

Revisions are the next phase in our process. We iterate and refine the best concepts based on our conversations with your team. The goal is to hone in on a solution that will produce the desired results of the campaign and be able to stand up to the test of time.

4. EXECUTION

After the final concepts have been approved. We execute all of the video, print, and digital assets based on the chosen campaign concepts. With our new assets in hand we execute the plan and continue to optimize for maximum results.

ACTION PLAN

ADDITIONAL BRAND DEVELOPMENT SERVICES

Brand Workshop - Typically, will engage 10-15 key stakeholders/community leaders in a half-day or full-day brand workshop. This workshop will allow us the opportunity to dig deeper into our insights and lay the ground work in the development of your new brand. Our brand workshops are customized to each client and are an interactive way for us to gain a better understanding of who you are, who you are not, and who you want to be. During the workshop, we'll take inventory of your current brand and assess the strengths and weaknesses of the different elements in comparison to your competitors and the your desired outcomes. In addition to the in-person workshop we also offer the ability to conduct additional research through focus groups or surveys to bring added value to the workshop session. This service is great for organizations that are looking to make a major shift in their brand or lack clarity in the direction they would like the new brand to go.

Cohesive Messaging Strategy - We will develop a messaging strategy that serves as a consistent framework for your brand moving forward. The messaging strategy will define the following:

Brand Vision Statement - This statement should be used internally as a way to remain focused on your primary objective. It also serves the purpose of spelling out your promises to your target audience and gaining confidence in your brand.

Unique Value Proposition - A simple promise to those you are targeting your message to. This should be a promise that can undeniably be kept.

Brand Values - These values aid in establishing your purpose and should act as guideposts that assist in making decisions about your brand.

Voice/Tone - Your voice is an expression of your brand through words. It can establish your tone and personality through written communication.

Target Audience/Personas - Through secondary research, we will outline your target audience and develop corresponding personas for different audience segments.

Tagline and Brand Messaging Points - Clear, brief takeaways about your organization/product that would appeal specifically to each of your key target audiences.

ACTION PLAN

ADDITIONAL BRAND DEVELOPMENT SERVICES

Brand Rollout Strategy - A successful brand rollout strategy is a carefully orchestrated plan designed to ensure a seamless and impactful introduction of a brand to the market. We begin with secondary research to identify the target audience, understand market dynamics, and pinpoint key differentiators. The strategy integrates consistent messaging across all channels, leverage digital platforms, traditional media, and experiential marketing to create a cohesive brand narrative. A phased approach is often employed, starting with pre-launch teasers to build anticipation, followed by a high-impact launch event and sustained post-launch activities to maintain momentum. Collaboration with key stakeholders, influencers, and media outlets is vital to amplify the brand's reach and credibility. Continuous monitoring and analysis of performance metrics ensure that the strategy remains agile and aligned with business objectives. This comprehensive approach not only establishes the brand's presence but also fosters long-term loyalty and engagement. The level at which we can engage in this strategy can vary greatly depending on your overall needs, and can be customized to fit within any predetermined budgets.

REFERENCES

Please feel free to contact any of our references,
all of which have used our brand development services.

MEGAN BUCHBINDER

Marketing Director, Visit Springfield (formerly *Springfield CVB)*
Email: mbuchbinder@springfieldmo.org
Phone: 417-881-5300 ext. 104

MATT MORROW

President, *Springfield Area Chamber of Commerce*
Email: matt@springfieldchamber.com
Phone: 417-862-5567

MISSY HANDYSIDE

General Manager, *Oasis Hotel & Convention Center*
Email: mhandyside@springfieldoasis.com
Phone: 417-522-7710

FULL SERVICE OFFERINGS

MARKETING & STRATEGY SERVICES

Strategic Services

- Brand Strategy
- Growth Strategy
- Content Strategy
- Customer Experience Strategy
- Digital Strategy
- Influencer Strategy
- Direct Marketing Strategy
- Marketing Strategy

Market Research Services

- Surveys
- Focus Groups
- Qualitative & Quantitative Research

Brand Services

- Brand Audit
- Brand Workshop
- Strategic Positioning Strategy
- Messaging Strategy

Media Planning and Placement

- Traditional (TV, Print, Radio, etc.)
- Direct Mail
- Digital Media

Digital Marketing

- SEO
- Search Advertising
- Display Advertising
- Social Media Advertising
- Email Marketing
- Cohesive Digital Campaigns

Social Media Management

Public Relations

Analytics and Reporting

FULL SERVICE OFFERINGS

CREATIVE & PRODUCTION SERVICES

Brand Development
- Identity & Logo Design
- Naming
- Brand Architecture
- Brand Guidelines

Ad Campaign Development

Experience Design
- Exhibition
- Activation

Design Services
- Marketing Collateral Design
- Editorial & Annual Report Design
- Promotional Design
- Environmental Design
- Package Design
- Content Production
- Motion Graphics

Photo Services
- Art Direction
- Photography
- Post-Production

Video Services
- Direction
- Production
- Editing & Post-Production
- Animation

Web Design Services
- UX Design
- UI Design
- Responsive Web Design

Web & Development Services
- Website Audit
- Full Stack Development

THANK YOU

LOCATION

Revel Advertising
637 W. College St. | Suite A
Springfield, MO 65806

PHONE

417-368-6966

EMAIL

cjarratt@reveladvertising.com

WEBSITE

reveladvertising.com

Stealth

January 24, 2025

Jessica Johnson, Public Information Officer
City of Neosho
City Hall
203 E. Main Street
Neosho, MO 64850

Dear Jessica,

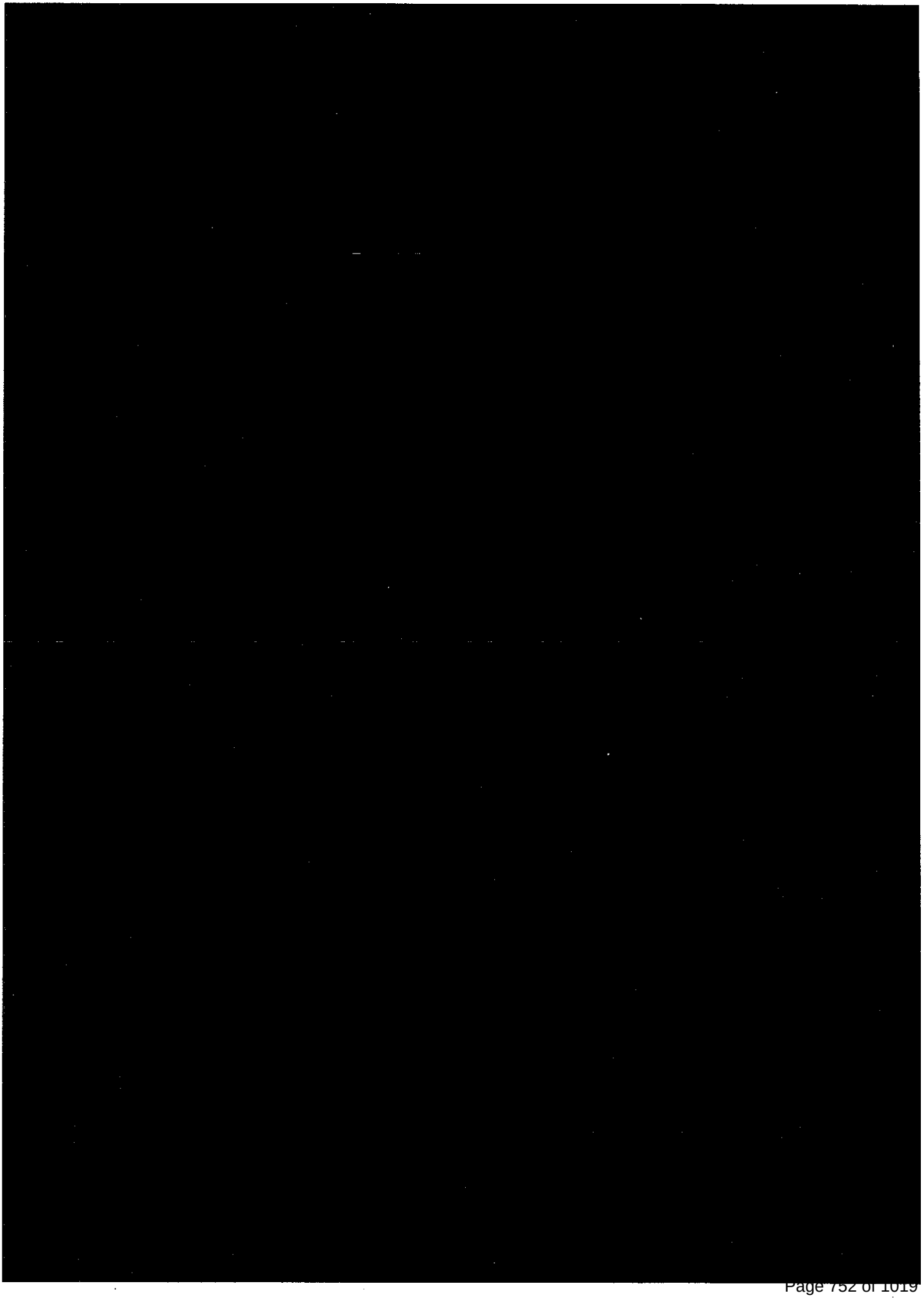
I am pleased to submit our proposal for the City of Neosho Branding project. Our team is eager to partner with you to craft a cohesive and compelling brand identity that captures the essence of Neosho while charting a path for its future growth.

Stealth has worked in a variety of ways with local municipalities and organizations such as the City of Joplin, Joplin Area Chamber of Commerce, Joplin Convention & Visitors Bureau, Visit Lebanon MO, One Joplin and Wildcat Glades. With more than 15 years of experience in branding and strategic communications, Stealth specializes in helping businesses and organizations amplify their unique stories.

We recognize that a successful brand is more than just a logo, it is a reflection of the community's values, history and aspirations. Our approach will integrate in-depth research, stakeholder collaboration, and innovative design to deliver a brand identity that resonates with residents, attracts visitors, and supports economic development.

We look forward to the opportunity to contribute to the City of Neosho's vision and growth. Please feel free to contact me with any questions or to schedule a discussion. I look forward to working with you!

Cameo R. Harrington
Sr. Account Executive, Joplin Office Manager
charrington@stealthcreative.com
417.626.0101
1027 S. Main, Suite 501
Joplin, MO 64801



CITY OF NEOSHO BRANDING

RFP RESPONSE

January 24, 2025

Who We Are

- Stealth Creative has been in business since 2008.
- Stealth Creative has 2 offices in Missouri - one in Joplin, and our headquarters in St. Louis.
- Stealth Creative has a strong background in working with Southwest Missouri municipalities and civic organizations.

SCOPE OF SERVICES

A Branding Style Guide will be produced for the City of Neosho that includes:

A. Official City seal design

B. Produce a comprehensive Branding Style Guide (branding only, no tagline), including:

- Unified logo design
    - Created in full color, single-color and black & white
- Brand characteristics with proper spacing/sizing
- Color palette/fonts
- Unacceptable uses
- High resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg, png and pdf formats of the final approved logo and City seal

C. Graphic design as needed for logo and seal integration

D. Templates for basic office stationery (letterhead, envelopes, etc.) as well as PowerPoint presentation template

E. Use as department identifier

F. Use along with department brands (those with a marketing mission)

G. Use to complement the official Seal of the City

H. Board & commissions identifiers

I. Digital media uses/applications

J. Business cards

K. Ad specialty items (merch)

L. Email signature/correspondence

M. Vehicle decals

N. Apparel

Total Cost (not to exceed): $4,375

In addition, Stealth recommends development of the following tactics if/when budget allows:

A. Video animation of logo - $1,000

B. Video intro and outro screens - $1,250

Total Cost: $2,250

EXPERIENCE & QUALIFICATIONS

EXPERIENCE & QUALIFICATIONS: Joplin Area Chamber of Commerce

The Joplin Area Chamber of Commerce wanted a refreshed logo to better represent the forward motion that the Chamber shows their members.

- Logo needed to work well in many applications, including digital, print, signage, multi-media, etc.
- Needed to be able to incorporate the names of different boards and groups within the Chamber
- Wanted to use the "J" in Joplin as part of a graphic element that could be easily identifiable if used on its own
- Requested a full branding style guide to show proper use of logo in multiple applications

Client Comments on Original Logo:

- Current logo feels dated and has no specific meaning behind the icon or colors
- Font is challenging to work with in digital tactics
- Both City of Joplin and Downtown Joplin Alliance, strong community partners to JACC, had recently updated their logos and the JACC logo needed to be more cohesive with their branding
- Words JACC used to summarize their organization: fun, professional, innovative, connection, community

Updated Logo:

- Colors were updated to better coordinate with community partners
- Font was updated to a more modern style that works well in all applications, including digital and social
- The "J" of Joplin was used as a graphical element, also incorporating two "C"s to stand for Chamber of Commerce (as well as Connection and Community)
- Logo looks fresh, energetic, progressive

ORIGINAL LOGO:

JOPLIN
AREA CHAMBER OF COMMERCE
FOUNDATION

NEW LOGO:

JOPLIN
Area Chamber of Commerce

REFERENCES

References

Erin Slifka

Director of Marketing & Communications
Joplin Area Chamber of Commerce
Phone: 417.624.4150
Email: erin@joplincc.com
Projects:

- Redesign of the Joplin Area Chamber of Commerce logo
- Brand Style Guide for logo usage
- Design of Healthy Joplin website
- Redesign of Membership Card

Nicole Brown, EdD

Executive Director
One Joplin
Phone: 417.726.9123
Email: director@OneJoplin.com
Projects:

- Redesign of the One Joplin logo
- Redesign of One Joplin website, onejoplin.com
- Pathways to Prosperity Community Spotlight
- Tri-fold brochure

CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS

This serves as a formal certification by Stealth Creative that, in response to the Request for Proposal (RFP) for City of Neosho Branding issued by City of Neosho, MO, we have reviewed and fully understand the terms and conditions outlined in the RFP.

By submitting this proposal, we hereby confirm the following:

Compliance with Requirements: We have carefully reviewed all the specifications, requirements, and conditions outlined in the RFP and confirm that we will comply with all applicable terms and conditions if awarded the contract.

Adherence to Timelines: We acknowledge and agree to the timelines set forth in the RFP for submission, delivery, and other key milestones. We are committed to adhering to these deadlines.

Qualifications and Experience: We certify that we possess the necessary qualifications, experience, and resources to perform the required services as outlined in the RFP.

Pricing and Payment Terms: We certify that our pricing proposal aligns with the terms provided in the RFP and we agree to the payment terms as specified.

No Conflicts of Interest: We confirm that there are no conflicts of interest related to this proposal, and we will notify the City of Neosho immediately if any such conflicts arise during the course of the bidding process.

Legal Compliance: We confirm that our proposal complies with all applicable laws, regulations, and standards, including those related to labor, safety, and environmental protections.

No Exceptions or Deviations: We have not made any exceptions or deviations from the terms and conditions set forth in the RFP. We understand that failure to comply with these terms and conditions may result in disqualification from consideration for the contract. Please feel free to contact me if any additional information or clarification is required.

Thank you!

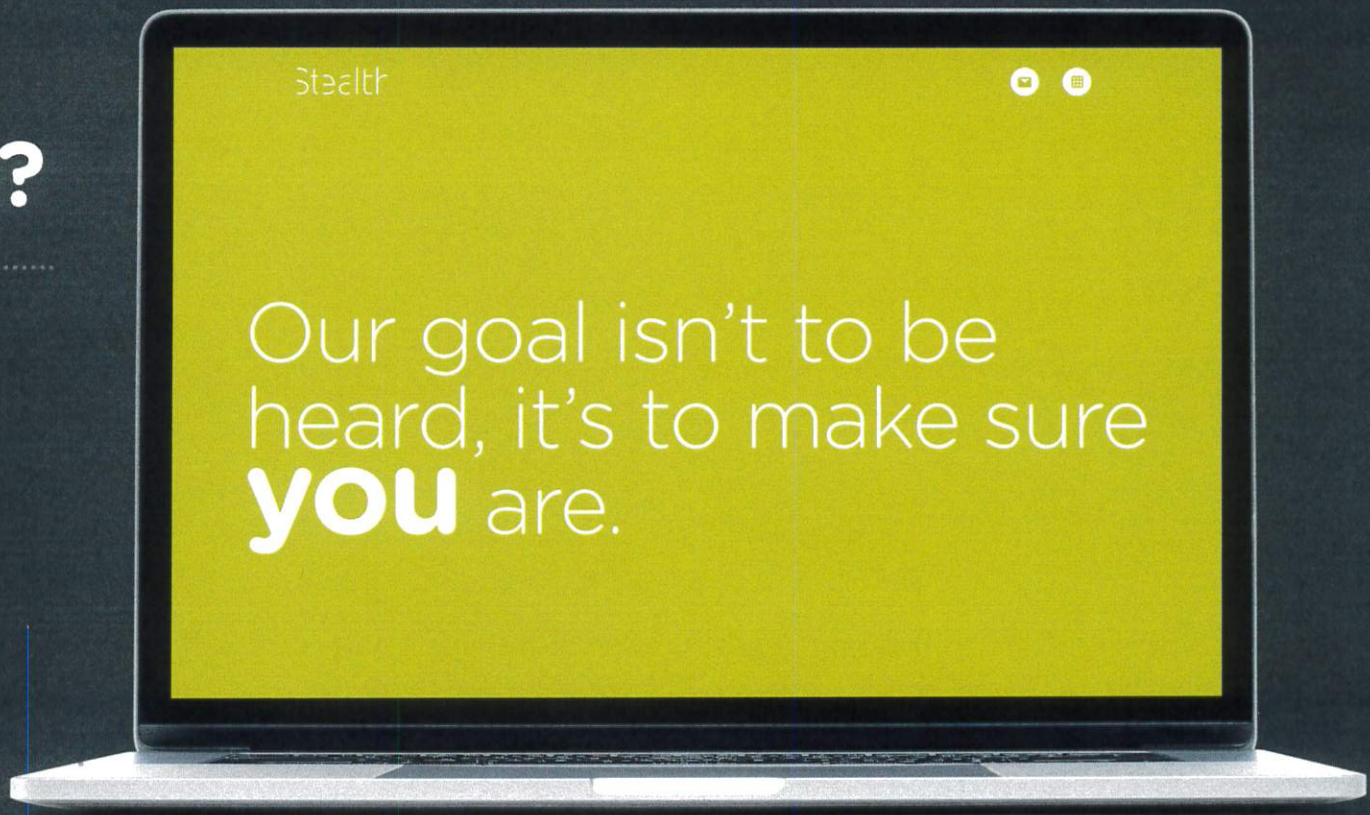
Cameo R. Harrington, Senior Account Executive & Manager, Joplin Office
Phone: 417.626.0101 Email: charrington@stealthcreative.com

Want to **Learn More?**

Joplin, MO
1027 S. Main Street, Ste 501,
Joplin, MO 64801
(417) 626-0101

St. Louis, MO
1617 Locust Street,
Saint Louis, MO 63103
(314) 480-3606

STEALTHCREATIVE.COM
info@stealthcreative.com

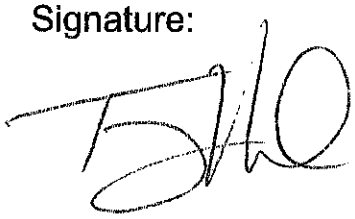


Storm Cloud Marketing
526 S Virginia Avenue
Joplin, Missouri 64801

Statement of Compliance

This statement certifies that Storm Cloud Marketing, to the best of our knowledge and belief, is currently in compliance with all applicable laws, regulations, and standards related to the City of Neosho as outlined in RFP - City of Neosho Branding.

Signature:



Printed Name:

Tony Hulfeld - Experience Coordinator, Storm Cloud Marketing

Date:

1/27/25

This services proposal has been *SPECIALLY* prepared for you.

City of Neosho

PROJECT EXPERTISE

We are excited to provide our bid for the City of Neosho Branding project!

Storm Cloud Marketing | 526 S Virginia Avenue, Joplin Missouri
(417) 623-7811 | stormcloud.marketing |
Experience Coordinator, Tony Hulfeld tony@stormcloud.marketing

Storm Cloud Marketing has helped dozens of businesses create their brand over the years. Whether the project entails creating a logo and brand guide, or creating assets to accompany the new brand, our team of designers have experience bringing brands to life across a variety of businesses and organizations.

You can find examples of our brand guides by scanning the QR code provided in this proposal under the references section.

STORM
CLOUD MARKETING

Let's talk about solutions.

REFERENCES & WORK EXAMPLES

Client - Erin Slifka - Vice President - Joplin Area Chamber of Commerce
Project - Storm Cloud marketing was approached to create a new logo and brand for a Joplin Chamber program Launched in SWMO. We also worked with the chamber to create a logo for Choose Joplin. Erin and the Chamber team worked with our Creative Director Jessi Whitehead throughout the project.
Contact Info - erin@joplincc.com

Client - Josh Schmutz - Owner/Dealer Principle - Mid America RV
Project - Storm Cloud marketing worked with Mid America RV to create a rebrand for their business. This included a new logo and brand guide. Josh worked with our Creative Director Jessi Whitehead throughout the project.
Contact Info - josh@midamericarv.com

LOGO & BRAND GUIDE EXAMPLES

You can find examples of the Launched in SWMO & Mid America RV brand guides (as well as several other examples), by scanning the QR code.

ADDITIONAL PROJECT DETAILS

Throughout this project, you will work mainly with 2 members of our team:

Tony Hulfeld will be your primary contact for project management, billing, and general communication.

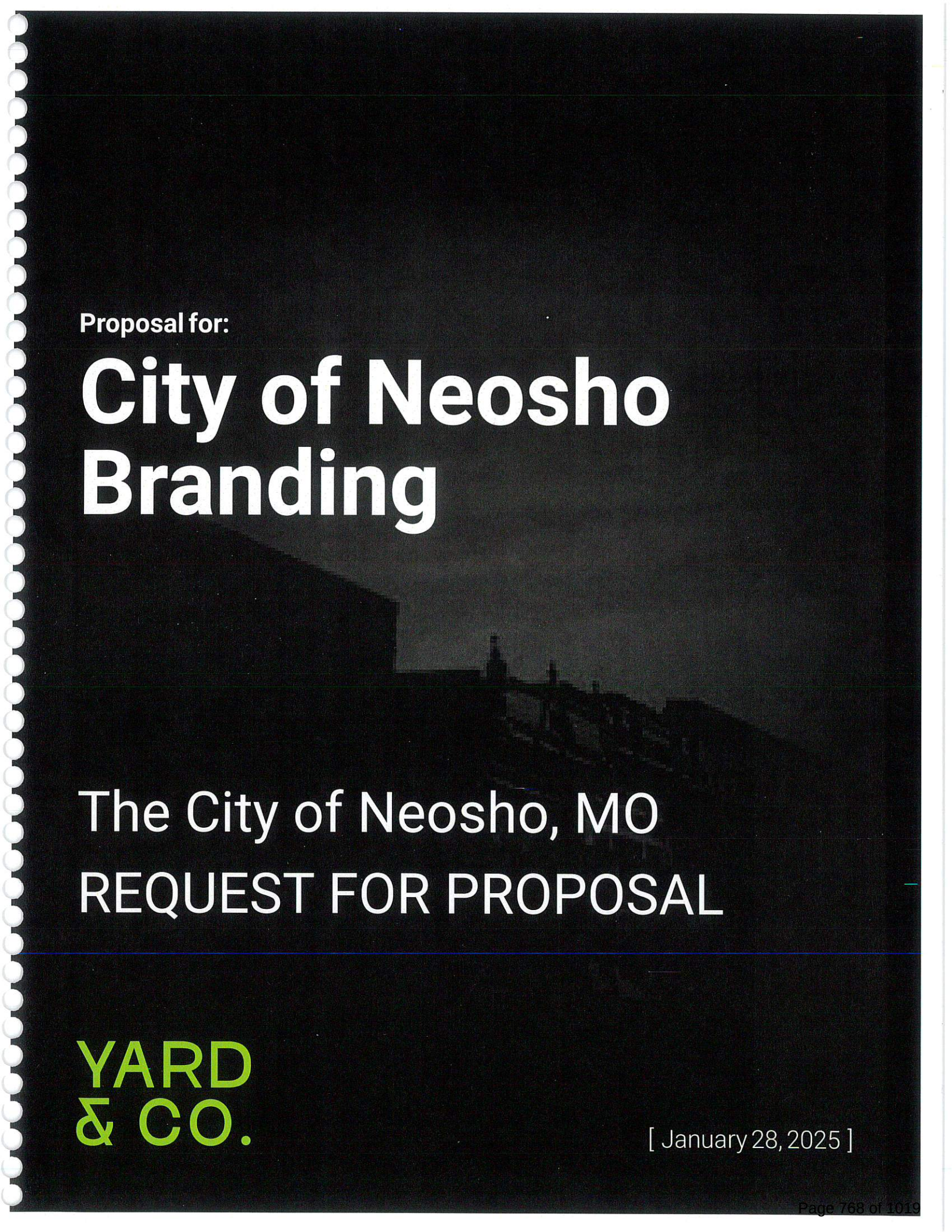
Jessi Whitehead will be your contact for creative discussion and handle the coordination between our designers and you. She will be the lead on the creative side of this project.

You can learn more about our team here. If you have any questions related to this proposal, please contact Tony Hulfeld at **tony@stormcloud.marketing.**

STORM
CLOUD MARKETING

Proposal for:

City of Neosho Branding



The City of Neosho, MO
REQUEST FOR PROPOSAL

YARD & CO.

[January 28, 2025]

Why Build With Yard?

Community-Focused: We're passionate about collaborating with communities to create brands that reflect their unique stories and aspirations.

Strategic Creativity: Our team blends strategic thinking with inspired design to deliver brands that are both meaningful and memorable.

Proven Municipal Experience: We have a successful track record of developing impactful marketing and promotion for districts and municipalities, fostering community pride and economic growth.

Collaborative Approach: We believe in open communication and active engagement, ensuring that the brand we build truly represents the voice of the community.

Results-Oriented: Our focus is on delivering measurable results that support the City's goals for increased competitiveness, tourism, and community well-being.

YARD
& CO.

OHIO OFFICE
1542 Pleasant St
Cincinnati, Ohio 45202

OKLAHOMA OFFICE
PO BOX 54620
Oklahoma City, OK 73154

w: buildwithyard.com
e: kevin@buildwithyard.com
c: 513.813.8266

YARD
& CO.

513.813.8266
buildwithyard.com
1542 Pleasant St, Cincinnati, Ohio 45202

City of Neosho,

The Yard & Co. team is thrilled to submit our proposal to the City of Neosho, MO. After carefully reviewing your request, we are confident that our expertise makes Yard & Co. the ideal partner for this important brand initiative. With several years of experience exclusively focused on community branding and placemaking, we have honed a process rooted in stakeholder engagement, user testing, and market research. This approach delivers authentic brands that attract talent, tourism, and investment—starting with the people who call the community home.

We know that Neosho already has a lot going for it. From a beautiful natural landscape, a historic downtown, proximity to urban amenities, kind and caring residents and a growing business community, Neosho has all the ingredients to thrive as a standout community in the region. The City of Neosho is perfectly poised to embrace its unique story, and we're eager to partner with you to bring that story to life.

What sets Yard & Co. apart for this project:

Proven Expertise: Since our founding in 2018, we've specialized in place-based branding and strategy for communities of all sizes.

Civic-Specific Approach: Unlike traditional design firms, we bring deep experience and understanding of the unique challenges and opportunities within the civic space.

Community-Driven Process: Stakeholder engagement is the foundation of our methodology. We build brands and strategies that resonate with the community, foster pride, and center local voices.

At Yard & Co., our goal is not just to create a logo or tagline but to deliver a comprehensive brand and messaging platform that inspires and engages the entire community and is easily implented both internall and externally. Our work has been recognized nationally, and our proven approach has helped numerous communities realize their potential.

Being based in the Midwest, we're already familiar with the unique dynamics of cities like Neosho. We're readily available to attend meetings, engagement events, and other in-person activities to ensure a successful partnership.

We're excited to share more about our approach in the following pages and look forward to the opportunity to work with you to shape and celebrate the future of the City of Neosho. Thank you for considering our team as your partner for this meaningful project!

J. Kiet

Kevin Wright Principal | Co-Founder

Firm Overview & Credentials

YARD & CO.

PLAN DEVELOP BRAND ACTIVATE OPERATE

We bring brands and places to life.

Yard & Company is a design-build firm that works nationally to **plan**, **design**, **brand**, **activate** and **operate** great places. We are a boutique 12-person team of designers, architects, marketing strategists, developers and planners who double as people connectors, activators, and storytellers.

We thrive at the intersection of community and commerce. Sometimes complicated, sometimes tense, and sometimes downright messy, that energy is the same space where growth begins.

We believe growth shouldn't develop-out the community, and the best way to get there is through a collaborative process for building places that people connect to emotionally and economically. Our portfolio of work includes master plans, reinvestment strategies, community-wide and district planning, and the activation of mixed-use places around the country.

We work best when we bring all our talents and services under one umbrella. With Yard, you won't just get a marketing firm that will increase your social engagement or make cool designs, you'll get planners to ensure storefronts increase people's curiousity. You'll get urban designers who want to strategize and build activations that make people reimagine their place for the better. To us, a place's promotion and marketing has to also serve its built environment and have an understanding of how people interact with it.

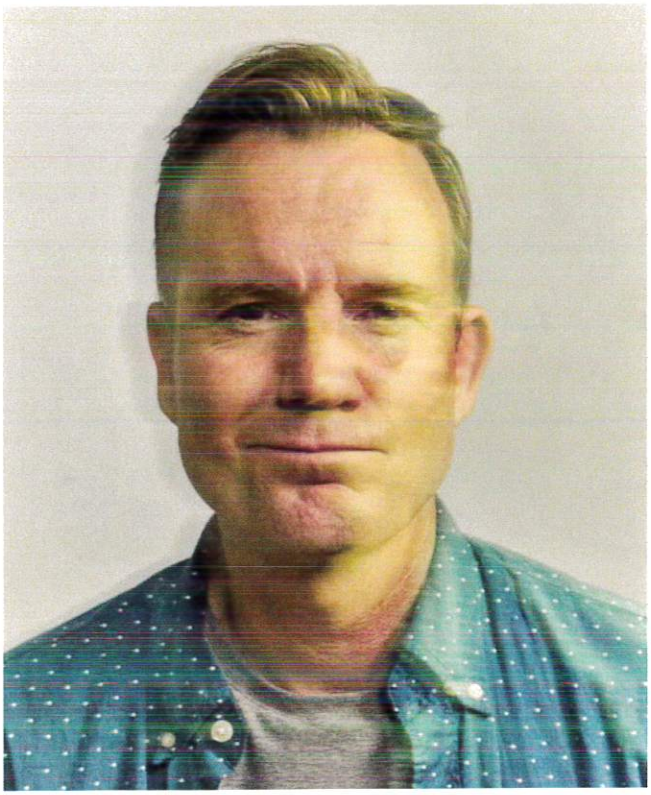
We know there are many great local designers and firms across Missouri and NW Arkansas, but our firm has a saying: You can't see your label from inside the jar. Sometimes it takes an outsider to see things for how they are and what they can be, then work with the insiders to champion it. We believe a brand should be authentic to a place, and the best way to find that story is through a collaborative process for understanding what already exists in a community and how we can build on that. We have completed numerous branding, marketing and storyelling projects for cities and places across the U.S.

Our process will be centered around not just creating a flashy brand that makes you look good, but something that is **timeless, consistent,** and can **serve the many roles** of the City of Neosho.

As the the City continues to grow, the brand should inspire civic pride and showcase Neosho as a destination in the region.

BUILDWITHYARD.COM

PROJECT TEAM



KEVIN WRIGHT

CO-FOUNDER & PRINCIPAL,
OPERATIONS TEAM LEAD

PRINCIPAL -IN-CHARGE

Studied at **University of Cincinnati, Masters of Community Planning** and **Missouri State University, Bachelor of Arts, Journalism**

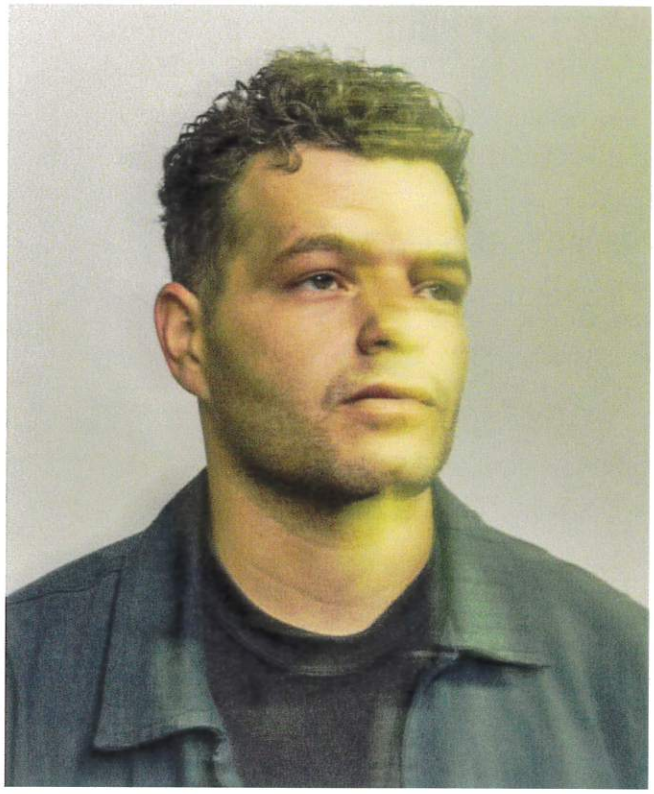
PROJECT EXPERIENCE

- Junction 36 at Electric Works - Fort Wayne, IN
- MLK-i - Cincinnati, OH
- West End - St. Louis, MO
- Railroad District Strategic Plan, Norfolk, VA

Kevin is a leader in community development, economic and real estate development finance, planning, and placemaking.

Kevin grew up in southern Missouri and graduated with a degree in journalism from Missouri State University. His work in broadcast journalism took him around the Midwest and ultimately brought him to Cincinnati. It was in Cincinnati where he bridged his two passions of storytelling and community development. His work as Executive Director of the Walnut Hills Redevelopment Foundation (WHRF) from 2011-2018 was where he first began utilizing his diverse background in storytelling and community planning to help a struggling organization grow and eventually spearhead over $60 million in mixed-use development between the University of Cincinnati and Downtown. These projects included several public and private partners and a diverse set of public financing tools such as Tax Increment Financing, public loans/grants, and Historic Tax Credits. Since co-founding Yard & Company, Kevin has led teams in the creation and implementation of dozens of projects ranging from small and large-scale placemaking projects to downtown master plans.

Kevin received a Master's Degree in Community Planning from the University of Cincinnati with a specialization in urban real estate and neighborhood development.



LANDON FERGUSON

BRAND TEAM LEAD

PROJECT DIRECTOR

Studied at **University of Oklahoma, Bachelor of Journalism and Mass Communication, Advertising**

PROJECT EXPERIENCE

- GO Ottawa Project & Municipal Brand Package, Main Street Activation Strategies - Ottawa, OH
- Indianapolis City Market - Indianapolis, IN
- 757 Market - Norfolk, VA
- Railroad District Brand, Norfolk, VA
- Bellevue, KY City Brand

Landon is a versatile brand strategist & designer with experience working with brands and places across the country.

Landon has eight years experience in serving both product brands and place brands through various marketing and advertising campaigns and brand launches. With a background in advertising, Landon worked with brands such as Under Armor, the Oklahoma City Thunder, Orange Leaf and Snickers.

In more recent years, Landon has shifted his focus on branding cities and places and building strategies around how places serve as a brand to their residents and visitors. Landon has had the opportunity to work with cities across the country through building city, district and neighborhood brands.

In addition to working with place brands, Landon has several years of experience in entrepreneurship through founding two ice cream shops and a coffee cafe and roasting company in Oklahoma City, Landon is passionate about small business and believes urban design and place branding have major impacts in intersections in how people interact with local businesses.

PROJECT TEAM

CHRIS ASHWELL

SENIOR STORYTELLING PRODUCER

From **Mason, OH**

Lives in **Cincinnati, OH**

PROJECT EXPERIENCE

- Railroad District Brand and Activation, Norfolk, VA
- Downtown Restoration - Millersburg, Kentucky
- Yard & Company Project Videos & Creative Content
- Co-founder/Creative Director, Cincy Stories - Cincinnati, OH
- Director of Photography, Amazon Inside Out Series - Chicago, IL

Chris is a multi-Emmy winning filmmaker, community storyteller, television/radio producer and restorer of antique harmonicas. He has always felt that stories allow for walls to come down and empathy and understanding to be built in their place.

Chris joined the Yard team in 2022 to better tell project stories - not only their impact in communities but also as a means to connect community members to important efforts. In his previous role as co-founder and creative director of the non-profit *Cincy Stories*, Chris took his passion for the stories of his community and worked to leverage those stories to help bridge divides and build community. He did this through creating and executing large scale media projects, live events and community engagement. Through their *Street Stories* interactive web series, *Cincy Stories* helped neighborhoods share the unique stories their community is built from. Through this work he produced and co-hosted the WVXU radio program *Cincy Stories* and is currently worked as a director and producer on the PBS series *Long Story Short*.

Additionally, Chris has applied his creative approach to storytelling to commercial projects for clients such as Amazon, Target, U.S. Bank Haile Foundation, Cincinnati Works, Community Matters and the U.S. State Department. He currently is acting as an Advisor for the Sundance Institute's Collab program for young filmmakers. He's been honored by the Academy of Television Arts and Sciences with 13 Emmy awards for his work including awards for best director, cinematographer and editor.

AUDRA FRIEDEN, BFA

GRAPHIC DESIGNER

From **Colorado Springs, CO**

Lives in **Denver, CO**

Studied at **Indiana Wesleyan University, Visual Communication Design, BFA**

PROJECT EXPERIENCE

- Downtown Marion Bike Path Concept - Marion, IN
- Indiana Arts Commission On Ramp Workshop Brand & Collateral - Marion, IN
- Magnolia Spring at the Silos Collateral - Waco, TX
- Mission Waco Race One 5k Rebrand - Waco, TX
- MyDenver Summer Campaign - Denver, CO
- Skyline Beer Garden Rebrand - Denver, CO
- Downtown Denver Partnership Travel Survey Report - Denver, CO

Audra is a multidisciplinary creative who is passionate about the ways design can connect people to each other and to resources and opportunities that promote their flourishing.

After studying Visual Communication Design and Design for Social Impact at Indiana Wesleyan University, Audra has been a designer with companies around the country like Downtown Denver Partnership, Marion Design Co, and Magnolia to push brands, experiences, and ideas forward through visual storytelling. Her process is rooted in creative problem-solving and design thinking, meaning starting from a place of empathy— seeking to move from assumptions and intuitions to a robust understanding of the core needs of the project and people involved.

Audra believes creativity can flourish into the most innovative solutions when it is rooted in the needs of those she's designing for. Each design problem is unique, therefore each design solution is unique as well. The tools she most often uses to create these solutions are graphic design, illustration, photography, and experiential + environmental design.

A few ways Audra stays inspired are through mountain biking, skating, taking in historic architecture, and getting involved in her community.

BROOKE KLEJNOT

DISTRICT EXPERIENCE OPERATOR

Studied at **Ball State University, Master of Urban and Regional Planning and Bachelor of Science Marketing**

PROJECT EXPERIENCE

- Junction 36 at Electric Works - Fort Wayne, IN
- Downtown Kalamazoo Plan, Kalamazoo, MI
- Tulsa Global District Plan, Tulsa, OK
- Indianapolis City Market Plan, Indianapolis, IN
- Connect Elkhart County, Elkhart, IN
- Executive Director, Broad Ripple Village, Indianapolis

Brooke has over 15 years of community development and arts experience. She is passionate about improving neighborhoods, small business support and celebrating culture and community.

When she's not working on projects that enrich the community, you'll find Brooke listening to live music at the local dive bar, strolling through the modern art gallery, or smothering her dog, Kahiki, with too much attention.

Brooke specializes in leadership and management of community-based projects and initiatives and works collaboratively with communities to develop meaningful and impactful programs. Her professional experience has intentionally blurred the lines between community development and the arts. She has been a part of several catalytic projects in northern Indiana, including the Clyde Theatre and The Landing in Fort Wayne. While living in Indianapolis, Brooke served as the Executive Director of the Broad Ripple Village Association for six years working on behalf of businesses, residents, and visitors in the city's "original" Cultural District. She also served at the Fort Ben Reuse Authority, Indianapolis Art Center, Broad Ripple Art Fair, Mapleton-Fall Creek Development Corporation, and Live Nation. Additionally, she has participated on boards for several arts organizations and festivals, including Fountain Square Music Festival, Taste of Broad Ripple, Harrison Center for the Arts, WITT Community Radio, and Orange Arts and Music Festival.

Brooke has a master's degree in Urban and Regional Planning from Ball State University in Muncie, Indiana. She has a bachelor's degree in Marketing from Ball State and certificates in Comprehensive Community Economic Development and Community Organizing from Prosperity Indiana and the Indianapolis Neighborhood Resource Center, respectively.

LAYNE FERGUSON

EXPERIENCE TEAM LEAD

Studied at **University of Oklahoma, Master of Science in Architecture and Bachelors of Arts in Public Affairs and Administration**

PROJECT EXPERIENCE

- Railroad District Brand and Activation, Norfolk, VA
- GO Ottawa Project & Municipal Brand Package, Main Street Activation Strategies - Ottawa, OH
- City of Bellevue, Kentucky Brand - Bellevue, KY
- Indianapolis City Market Brand - Indianapolis, IN

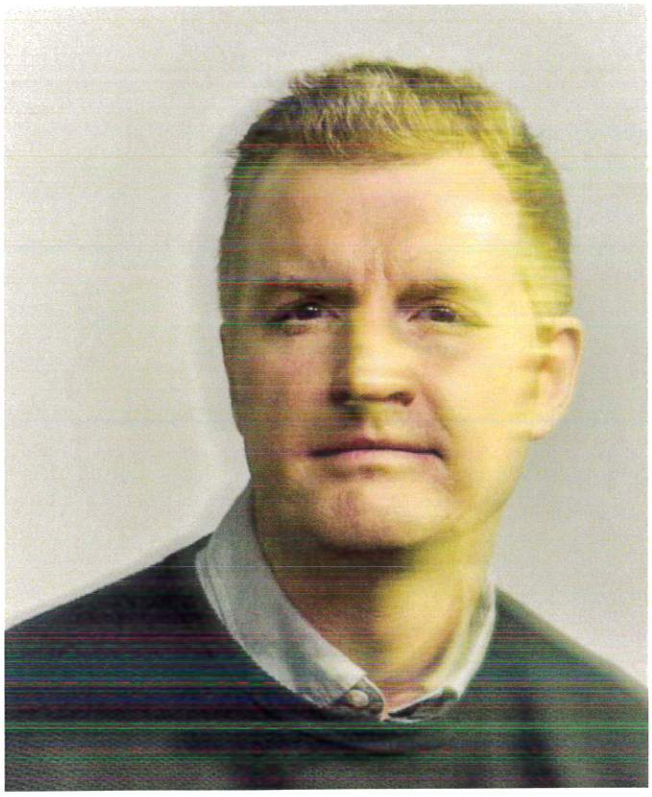
Layne is an urban designer, tactical urbanist and serial small business entrepreneur .

Layne has 10 years of professional experience where he has performed a variety of roles including urban planner, project manager and designer. He is skilled in public space and multi-modal street design. He has extensive experience working with Cities and Districts on placemaking and place-branding initiatives. Prior to Yard & Company, Layne served as the Director of Design for Team Better Block, where he worked with cities across the country on engaging the community through pop-up urbanism projects. Most notably, he wrote the award winning 'Pop-Up Placemaking Toolkit' in coordination with AARP Livable Communities that has been used as an accessible tool to implement placemaking demonstrations across the United States.

Layne also understands the role of small business in communities as a co-owner of two ice cream shops and a coffee shop in the Oklahoma City area.

Layne serves on the Board of Directors for Oklahoma City's Midtown Association and as Chair of Oklahoma's Urban Land Institute Young Leaders Group. He is an alumnus of the University of Oklahoma where he earned a Bachelor of Arts degree in Public Affairs and Administration. In 2016, he completed the Master of Science of Architecture degree at the University of Oklahoma. In that year, Layne published his thesis research on Reclaiming Infrastructure to build a Signature Bicycle Network in Oklahoma City.

PROJECT TEAM



JOE NICKOL, LEED AP

CO-FOUNDER & PRINCIPAL,
URBAN DESIGN TEAM LEAD

Studied at **University of Notre Dame, B-ARCH**

PROJECT EXPERIENCE

- Railroad District Strategic Plan - Norfolk, VA
- GO Ottawa Strategic Plan - Ottawa, OH
- Indianapolis City Market - Indianapolis, IN
- Downtown Kalamazoo Plan, Kalamazoo, MI
- Carmel Comprehensive Plan - Carmel, IN

Joe has 20 years of experience in urban design, architecture, and development. He has directed projects for public and private clients in over 25 states and 7 countries, ranging from targeted pop-up initiatives to billion-dollar developments of city districts.

Joe grew up in a small, western resort town. The first city he lived in was not until after high school in Rome, Italy, where he learned the power of walkable neighborhoods, active streets and public spaces, and smartly adapted buildings and neighborhoods. He later settled with his wife in Pittsburgh, Pennsylvania, for ten years, experiencing first-hand how a deindustrializing city went from down and out to up and coming through bottom-up resourcefulness, smart leadership, technology, and an unshakable commitment to neighborhood livability. During that time he led the urban design studio as a Principal for Urban Design Associates, designing districts, neighborhoods, and cities in North America and beyond. He co-authored with Kevin Wright the Neighborhood Playbook in 2016 based on their collective experiences before launching together Yard & Company in 2018. He has led the master planning and development strategy for several downtowns and districts in North America.

Joe graduated summa cum laude from the University of Notre Dame in 2005 with a Bachelor's degree in Architecture. He is a former Main Street Board Member, a co-founder of CNU-Midwest and a frequent contributor to Planning Magazine, Better! Cities and Towns, Planetizen, Smart Cities Dive, and the Congress for New Urbanism. He is a regular lecturer on urban development, placemaking, and the impact of technology on cities.

OLGA HANDAL

URBAN DESIGNER

Studied at **University of Notre Dame, B-ARCH**

Speaks English and Spanish

PROJECT EXPERIENCE

- Tulsa Global District Plan - Tulsa, OK
- Ward 3 Revitalization Plan - University City, MO
- The Regenerator - Chicago, IL
- Chicago Torture Justice Memorial - Chicago, IL
- Pienza Flats - Las Catalinas, CR
- 5,6 Paseo Miraflores - Las Catalinas, CR

Olga is an architectural and urban designer with experience in the United States and Latin America. She is passionate about creating public spaces and buildings that will be cherished by the community.

Olga's professional experience has focused on architectural and neighborhood design. She has been involved in community-based projects in the Chicago area including civic and residential work. Prior to her work in Chicago, Olga worked as Town Architect for a new urbanist development in Latin America. During her time as town architect, Olga worked on an expanse of design projects, from involvement in neighborhood-scale urban design to the design of homes and project management of interior renovations. Her experience working on-site and dealing with the day-to-day design issues of a growing new urbanist development has given her a unique design perspective. In her role, Olga also served as a member of the Architectural Review Committee, thoughtfully and collaboratively reviewing all proposed designs with other members.

Olga graduated with a bachelor of architecture from the University of Notre Dame, where she led the chapter of the Students for the New Urbanism. She currently serves as a co-lead for the Emerging New Urbanists, a group of emerging professionals within New Urbanism. In her free time, you can find her painting some of her favorite travel memories.

PROJECT TEAM

ANDRE JOHNSON, CNU-A

URBAN DESIGNER

Studied at **University of Cincinnati, Bachelor of Urban Planning**

PROJECT EXPERIENCE

- weCollab Resident-Led Reinvestment Plan, St. Louis, MO
- The New West Lou Economy, West Louisville, KY
- Downtown Kalamazoo Plan, Kalamazoo, MI
- GO Ottawa Strategic Investment Plan, Ottawa, OH
- Railroad District Strategic Plan, Norfolk, VA

Andre is motivated by building and engaging places that foster community, encourage equity, and are conducive to beautiful human experiences.

Andre joined Yard & Company in July of 2022. As an urban designer responsible for conceptualizing and creating project content and devising engagement and implementation strategies, Andre is involved in a wide range of project types from short-term, tactical interventions to long-range comprehensive plans. Additional project types include corridor and district development planning, multi-modal infrastructure improvements, streetscape design guidelines, and site design work. Prior to Yard, Andre spent 3 years as a designer with an urban design and architecture firm, Michael Watkins Architect, during which time earned his Bachelor's degree. He also worked with the McBride Dale Clarion and the Cincinnati Recreation Commission.

In and out of the office, Andre practices photography, cinematography, and graphic design to entertain his keen eye and passion for the beautiful. Additionally, he is a member of the Congress for New Urbanism, the Emerging New Urbanists, and the National Town Builders Association. Andre earned a B.S. in Urban Planning from the University of Cincinnati.

DANIELLA BELTRAN, AICP

PLANNING TEAM LEAD

From **Cleveland, OH**

Lives in **Cincinnati, OH**

Studied at **University of Cincinnati, Master of Community Planning** and **The Ohio State University, Bachelor of Science and Architecture**

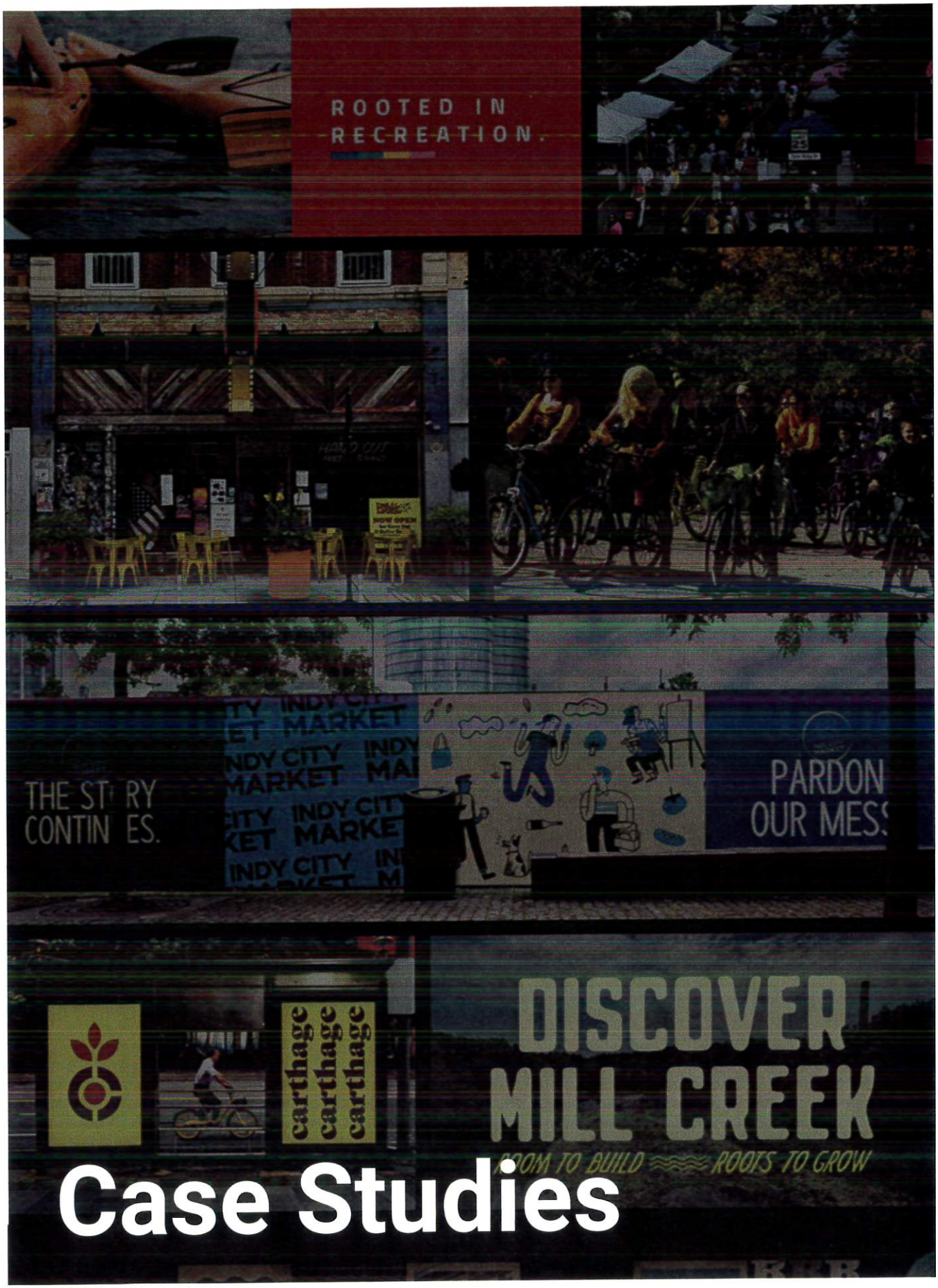
PROJECT EXPERIENCE

- weCollab Resident-Led Master Plan - St. Louis, MO
- West Lou Master Plan - Louisville, KY
- GO Ottawa Strategic Investment Plan - Ottawa, OH
- Montgomery Comprehensive Plan - Montgomery, OH
- Carmel Comprehensive Plan - Carmel, IN
- Huber Heights Comprehensive Plan - Huber Heights, OH

Daniella is passionate about working with communities on growth strategies that foster physical and social connectivity, equity and joy for all who live in and care for those places.

For ten years, Daniella has utilized planning and design tools paired with community engagement to discover and implement policy, development, transportation and infrastructure solutions with communities. As an urban planner with Yard & Company responsible for place-based data analysis, idea testing and communication, and planning and design recommendations, she is involved in a wide range of project types from short-term, tactical interventions to long-range comprehensive plans. Project experience also includes corridor and district development planning, multi-modal and streetscape infrastructure improvements, zoning code updates, and site design work.

Daniella is active in her community as a recent addition to the City of Cincinnati Planning Commission, along with roles including Secretary/Treasurer for the Cincinnati American Planning Association (APA) board, Management Committee member with the Urban Land Institute (ULI) Cincinnati chapter, and as Board Vice Chair for the Over-the-Rhine Museum. Daniella earned a B.S. in Architecture from The Ohio State University and a Master of Community Planning degree from the University of Cincinnati. In 2017, Daniella published her thesis research on the Commercial Evolution in Over-the-Rhine, Cincinnati, OH.



Case Studies

We're not your typical branding firm.

Our team of storytellers, designers, place managers, and planners approaches places with multidimensional thinking. Places are complex, and we've built a team to match. We create brands and marketing strategies that build and promote place.

In our work, we specialize in place branding and placemaking—two disciplines that, when done well, overlap and inform each other. For branding projects, we encourage clients to consider how the brand impacts the built environment. In placemaking projects, we ensure public spaces reflect the community's brand. However, branding and placemaking are often reduced to their most basic forms—like an ad agency calling a district name and logo on a street banner "placemaking," or a design firm defining "branding" as a tagline and website. While these are useful assets, they barely scratch the surface of what place branding and placemaking can achieve.

Place branding goes beyond logos, websites, and messaging, which naturally evolve over time. Instead, a place brand is its constitution—the authentic values and principles a community aspires to uphold. When viewed this way, a brand becomes a filter for decision-making, directing not just communications and tourism strategies, but more importantly, policies and the built environment. This is where placemaking comes in. Placemaking is not about branded banners or murals; it's about fostering creative patterns of use that honor the physical, cultural, and social identities of a place while supporting its evolution.

At the start of any project, we audit a place by analyzing its digital presence—social media, websites, and online conversations—because that's how people form assumptions before they visit. Too often, we see a disconnect: a place described as "vibrant" or "historic" online doesn't deliver on that promise in person, and a branded banner won't fix that experience. Placemaking does. If a city's brand values "welcoming," then its public spaces should feel inviting and safe. If it's a "music city," the streets should be alive with music and provide spaces for musicians to gather and collaborate. Placemaking proves the brand's values.

Ultimately, branding isn't placemaking, but placemaking is branding. Your brand won't create a great place on its own, but your brand values should drive change in the built environment. Whether intentional or not, your places reveal your brand—and what you truly value.

Ottawa, OH 2022

POST-DISASTER ACTIVATION AND RECOVERY FOR VIBRANCY, CONNECTIVITY, AND IDENTITY

The Village of Ottawa, Ohio, engaged Yard & Company to help shape its next generation of growth, centered around a vibrant and walkable downtown core. Over an 8-month period, Yard took time to hear and share stories of residents and business owners across the community about their impression of Ottawa and its future. Through sharing these stories and creating an authentic brand that embraced shared values of the community, we were able to: 1) engage village residents, employers and leaders about a vision for Ottawa's growth; 2) identify opportunities to attract hospitality, street-level retail and housing to Downtown and nearby locations; 3) develop and implement an expanded event calendar and storytelling platform; and 4) elevate a new or refined level of organization wholly dedicated to the vitality of Downtown Ottawa.

PROBLEM

How can Ottawa breathe new life into its downtown core to attract residents and businesses?

SOLUTION

Develop a marketing plan and community brand that ignites civic pride to revitalize the village.

ACTION

Developed a commuity brand. Revitalized the downtown core with a semi-permanent street activation that empowers residents and businesses to experience the potential of their community, test development ideas, and generate momentum for the Strategic Growth Plan.

REFERENCE

Amy Sealts, Director of Economic Development,
Putnam County Community Improvement Corporation (PCCIC)
pccic@bright.net | 419.523.5595

WATCH THE VIDEO

ottawa

ottawa
ROOTED IN EVERYDAY LIVING
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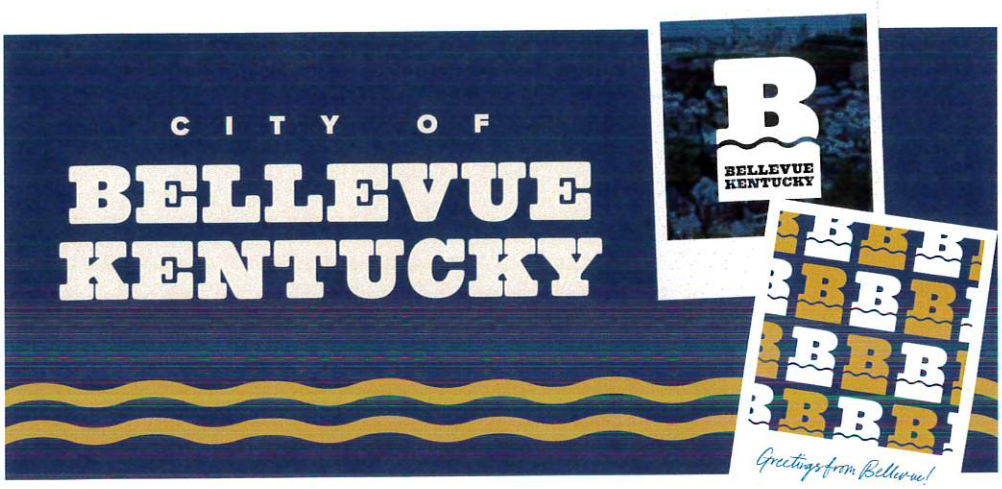
Bellevue, KY 2024

A COMMUNITY BRAND DEVELOPMENT FOR A THRIVING RIVER TOWN IN KENTUCKY



Nestled on the Ohio River just across downtown Cincinnati, Bellevue, Kentucky is rich in history and culture. The river town boasts a vibrant downtown and serves as a home to a variety of locals and guests. The city partnered with YARD to refresh their city seal and build a brand identity that both residents and visitors could identify with. By focusing on the city's unique past and its relationship to the river, we created a community brand that promotes civic pride amongst Bellevuie residents while also offering a timeless approach to the brand of the city.

"This was a very positive direction for us to take. We are still trying to connect more to the Ohio River and this is a good start. The city is thrilled at the fantastic job Yard & Company did for us."

- Charlie Cleves, City of Bellevue Mayor

PROBLEM

The previous brand was outdated and only able to be used by the city government.

SOLUTION

Refresh the city seal and develpo the brand identity and architecture to include a community brand that build civic pride.

ACTION

A brand package that includes a refreshed city sea and new community logo.

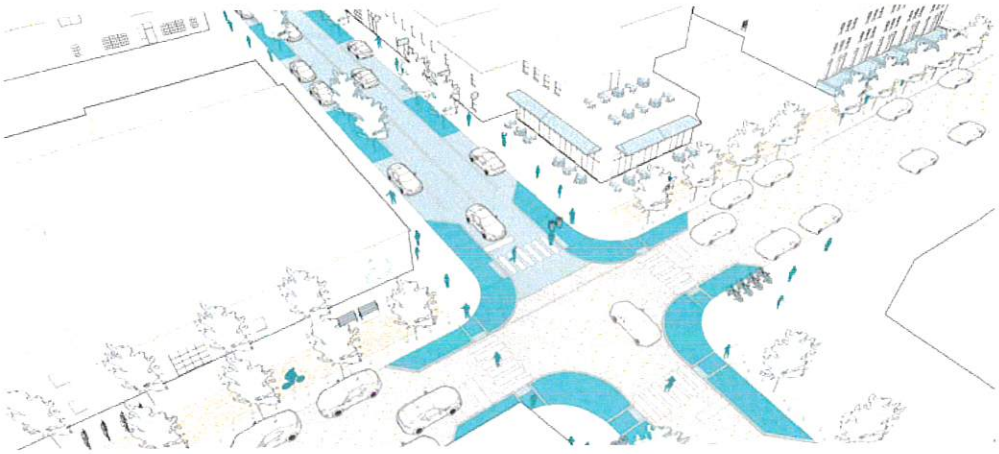
REFERENCE

Melissa Morandi, Director of Marketing and Communications, City of Bellevue
melissa.morandi@bellevueky.org

CITY OF
BELLEVUE
KENTUCKY
1870
BELLEVUE
KENTUCKY
Quite possibly one of the best towns in the Midwest.
Just across the river.
BellevueKY.org
BELLEVUE
KENTUCKY
B
CITY OF
BELLEVUE
PARKS & RECREATION
CITY OF BELLEVUE
1870
KENTUCKY
CITY OF
BELLEVUE
KENTUCKY

Railroad District - Norfolk, VA 2023

A STRATEGIC INVESTMENT PLAN FOR ADAPTIVE REUSE, CREATIVE MARKETING, PLACEMAKING, AND SUSTAINABLE GROWTH



The Railroad District in Park Place, Norfolk, Virginia, is undergoing a transformation from its industrial roots to a vibrant, mixed-use neighborhood. They needed to get the word out about the district's transformation and form a new perception of the area. Yard & Co., in collaboration with Work Program Architects, was engaged to guide this evolution by creating a strategic investment plan that reflects the community's aspirations. The team immersed themselves in the district, hosting a week-long design charrette that included lively events at the Pool Club—a temporary hub where residents enjoyed music, food, and drinks while sharing their insights on the district's future. This collaborative process, fueled by community storytelling and hands-on workshops, shaped a vision for a revitalized Railroad District that builds on its unique character while fostering a dynamic live-work-play environment.

PROBLEM

How can the Railroad District in Norfolk's Park Place neighborhood revitalize its reputation while preserving its unique industrial character and fostering a vibrant live-work-play lifestyle?

SOLUTION

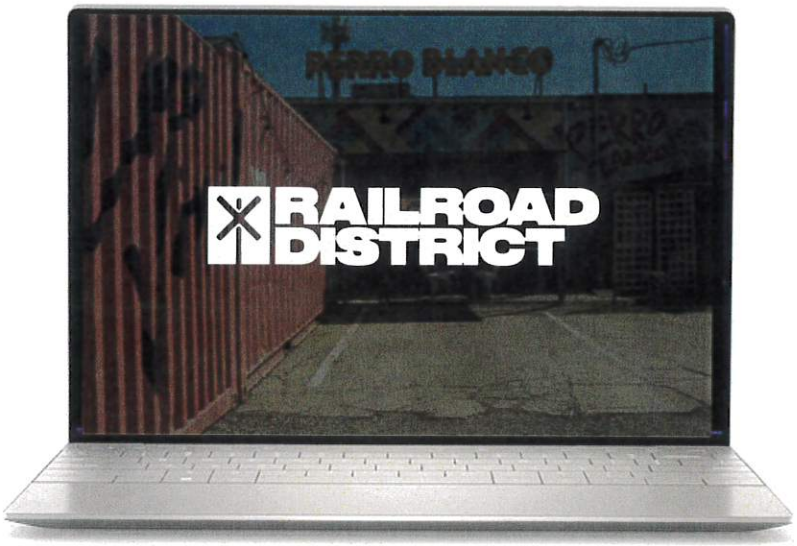
Create a marketing plan, developed with input from residents, business owners, and visitors, outlining guiding principles and targeted initiatives to attract people to the district.

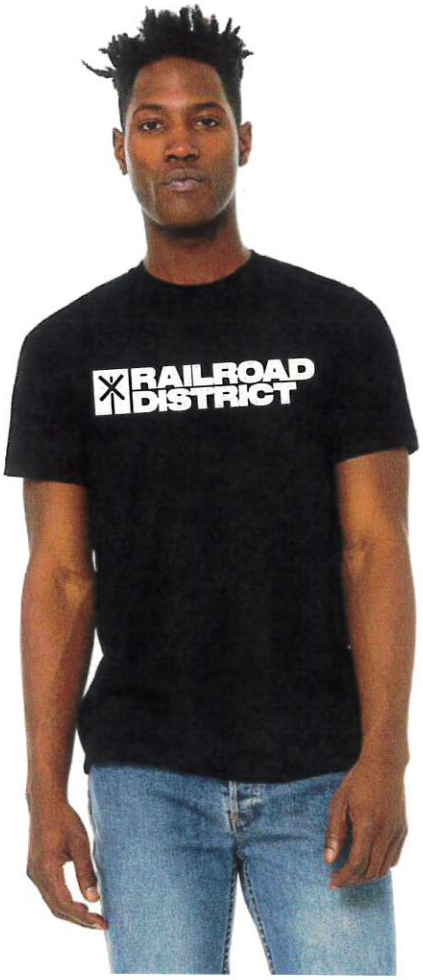
ACTION

Establish marketing and beautification efforts, and advocating for the development of a mixed-use project.

REFERENCE

Chris Whitney, Chief Planner, City of Norfolk Comprehensive Planning
chris.whitney@norfolk.gov | 757.335.3494


RAILROAD
DISTRICT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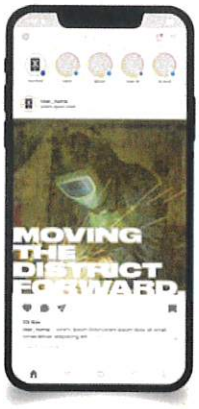
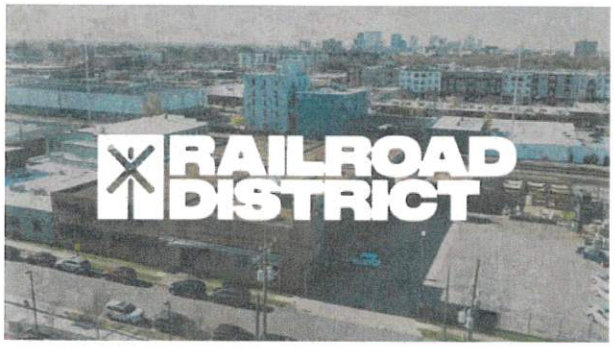

MOVING
THE
DISTRICT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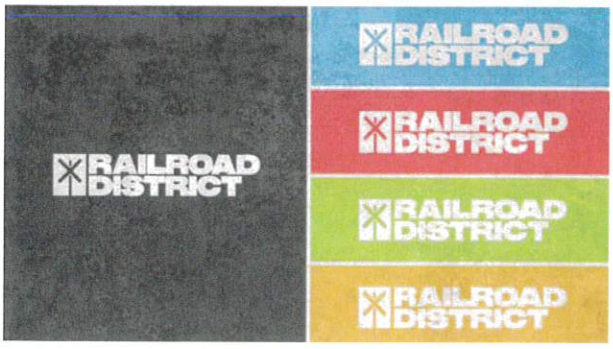
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Project Understanding & Approach

Trust the Process

We propose to work alongside you in a four month process, divided into three stages, to co-create a branding plan that truly embodies the spirit and aspirations of Neosho. Each stage will be punctuated with opportunities for meaningful engagement and review, ensuring that the brand aligns with the community's vision.

The first stage, **Explore**, will focus on learning as much as possible about the history, current events, and the future of Neosho. This will include identifying goals and priorities, demographics and audiences we are trying to reach, talking to business owners, economic development, and more as well as learning current ways the city is currently utilizing their brand. As gaps are identified we will work to fill them and connect everything together to build a consensus for the plan. Our engagement and research will culminate into stage two.

After the explore stage, the second phase of work, **Test**, will include developing a strategy that will serve as the 'why' behind the overall brand and marketing suggested. We'll ensure our brand strategy is authentic to the community and stakeholders. We'll also take the opportunity to compare the plan with the built environment and integrate the personality of the place into the marketing.

The final stage, **Build**, brings everything together to complete all assets in the scope and identify other implementation opportunities. We want to ensure our brand ideas don't just live on paper, but to come to life throughout Neosho and inspire pride, as well as attract tourism and investment.

JOB-TO-BE-DONE

Complete a branding style guide for the City of Neosho to include the following items as a minimum:

- Official city seal design
- Produce a comprehensive Branding Style Guide (branding only, no tagline), including:
  - Unified logo design
    - Created in full color, single-color and black & white.
  - Brand characteristics with proper spacing/ sizing
  - Color palette/fonts
  - Unacceptable uses
  - Provide high resolution (600 dpi min) EPS file format layered images of the final approved
  - Logos as well as flattened jpeg, png and pdf formats of the final approved logo and City seal.
- Provide graphic design as needed for logo and seal integration
- Templates (presentations, letterhead, envelopes, etc.)
- Use as department identifier
- Use along with department brands (those with a marketing mission)
- Use to complement the official Seal of the City
- Board & commissions identifiers
- Digital media uses/applications
- Business cards
- Ad specialty items (merch)
- Email signature/correspondence
- Vehicle decals
- Apparel

Stage 1: Explore

Research, Discovery & Engagement | 1-2 Months

1.1 | PROJECT KICKOFF

We start things off with a virtual meeting, where the project team gets together to talk about our goals, processes, and timelines. We would like to either join forces with an existing committee or help create one with important stakeholders in the town. This meeting will also allow us to understand the latest aspirations and challenges within the town, both from a local government perspective and from the viewpoint of local businesses.

Yard will request vital background info from the project team, covering everything from past branding efforts, surveys and engagement data to current brand assets. It's essential for these efforts to tie into and build upon previous plans and engagements to avoid burnout, leverage existing work, and ensure we're not operating in isolation.

1.2 | COLLABORATION WITH COMMITTEE & STAFF CHECK-INS

Throughout the project, we'll be in constant collaboration with the staff team, and will loop in the committee at key points. We understand that Neosho has a strong sense of community, and we want to ensure that everyone feels heard and involved in the branding process. Most committee meetings will be virtual, except for when we are physically on-site. To keep everything on track, we will work closely with the staff project team to set up regular check-in meetings. The frequency of these meetings will adjust as we progress through different stages of the project.

1.3 | OPENING WORKSHOP

After conducting initial research and virtual meetings, we'll travel to Neosho to immerse ourselves in the community. This visit will include a walking tour with city leadership and partners, allowing us to experience Neosho's unique charm firsthand. We'll also host a two-hour retreat with the committee to dive deeper into the Village's identity and aspirations. Additionally, we'll organize a happy hour or meetup to engage a wider range of stakeholders, gathering valuable insights and fostering a sense of shared ownership in the branding process.

1.4 | ENGAGEMENT

After our initial visit, Yard will begin a public engagement process designed to ensure broad participation and input. This may include one-on-one interviews, focus groups with key stakeholders, open house events and community surveys. In parallel, we'll analyze competing regional and national destinations to understand what works, what doesn't, and what sets Neosho's brand and identity apart. Our engagement strategy prioritizes inclusivity—branding only resonates when it reflects something the Neosho community truly believes in.

To gain a comprehensive understanding of Neosho, we'll conduct SWOT analyses and combine quantitative and qualitative research to assess current perceptions, attitudes, opportunities, and challenges. At this stage, we'll dive deep into market research and analysis, auditing existing reports, city assets, and current branding materials and standards to build a clear picture of Neosho's identity and its potential.

Stage 2: Test

Brand Strategy | 1 Month

FAIRFAX CITY
ECONOMIC DEVELOPMENT

FAIRFAX CITY
ECONOMIC DEVELOPMENT

2.1 | BRAND AUDIT

Coming back from our initial in-person visit in the previous stage and throughout our engagement process, we will begin build our Brand Audit. It's a summary of all the digging we did—research, talks, and analysis of strengths, weaknesses, opportunities, and threats in different areas of the city, as well as how ongoing revitalization efforts are shaping the city's trajectory. This audit is a big deal as it's gets us ready for the next step in creating the brand strategy that will help determine what identity and messaging reflects Neosho the most. We're covering everything from what the city is known for, its competition, how it's designed, how people get around, and even diving deep into community and regional demographics. This information lays the foundation for an authentic brand strategy that feels real and exciting, all while considering the practical challenges we might face. The audit will develop draft strategic recommendations and will be presented virtually to staff and the committee.

2.2 | DEVELOPMENT OF BRAND NARRATIVE & STRATEGY

Backed by research conducted from our audit and driven by community engagement, we will develop a brand narrative that encompasses findings and represents what is best about Neosho as a place to live, visit and work. Branding is never about just a logo and design is not about personal taste. Therefore we will use all of the information and data we collect to develop brand principles that become the cornerstone of the brand. These brand principles become the guide for all design work and messaging and is what all deliverables will be measured against. This allows us to create a true brand platform built on shared values and brand principles. These principles and narrative will consider the numerous stakeholders of Neosho and identify audiences to which the branding will be most influential. We will then outline a strategy that will lay the groundwork to our design phase and outline the purpose and intent of the brand.

2.3 | DEVELOP DESIGN CONCEPT

Using the brand stategy as our guide, Yard will create a design concept and present those to the project team and steering committee. The design concepts made will be measured against the Brand Research Audit and Brand Strategy and will ensure the brand's effectiveness in marketability, placemaking, and economic development. The brand design will create a distinctive, memorable, flexible logo and identity that reflects the brand strategy and appeals to a broad audience. As part of the brand, a versatile color palette will be determined that complements the brand and can be used across various mediums and applications. In addition, the strategy will include a comprehensive brand architecture that builds relationships to and clarity for how the brand should be implemented within Neosho departments, tourism efforts and other community efforts.

Stage 3: Build

Brand Deliverables | 1 Month

3.1 | BRAND GUIDELINES

Yard will develop a comprehensive brand guidelines document that details the proper use of all brand assets, including a city seal, logo variations, color palette, typography, imagery, and key messaging. This document will serve as a clear and practical guide for effectively communicating the brand across all platforms and materials. It will ensure consistency in how the brand is presented, helping to build recognition, trust, and a cohesive identity for the community.

3.2 | IMPLEMENTATION STRATEGY

A brand is only as strong as its implementation. That's why we see an implementation plan and campaign strategy as crucial to the brand that is developed. The Implementation Strategy and Style Guide will include templates for items like signage, business cards, presentation templates, vehicle wraps, social media and other assets. We will ensure this guide provides consistency and cohesion amongst the various brand elements. Beyond that, Yard will develop an implementation plan that the city can adopt to implement the brand strategy. Implementation will include collaboration strategies with local businesses and partners. Brand assets for implementation will include print and digital promotional materials. Further, the implementation strategy will include short-, medium-, and long-term action items for how to implement the brand over time in the public realm. We believe when a place lives out its brand, it doesn't live just digitally, but in the built environment. Our plan will include ways in which the brand strategy is lived every day for the people living in and visiting Neosho.

Municipal Branding should should fit a Range of Needs

When it comes to design elements of a brand, we think beyond just a logo. It varies from project to project, depending on the stakeholders directly involved, but at the end of the day, a city's identity is comprised from multiple entities. There is the physical place, the city government, and the many different departments of the city. There is often a chamber of commerce, sometimes a CVB, DMO or other tourism entity, many different businesses, and of course the residents. All of things make up the identity of the city.

Therefore when we develop a brand strategy we look to coordinate as many stakeholders from these various groups together to understand their needs and goals as well as the different channels these brand assets may be used. We then develop a brand platform that they can all buy into and brand assets that they can all utilize. This way we are more effectively working together and creating a more consistent brand image for the city.

Budget

BUDGET

PHASE 1 | EXPLORE — $6,000

FEB

INITIAL MEETINGS & KICK-OFF

SITE VISIT & TOUR

ENGAGEMENT SESSION

MAR

PHASE 2 | TEST — $4,000

MAR

BRAND RESEARCH AUDIT

BRAND STRATEGY & MESSAGING

PLACE BRAND STRATEGY

APR

PHASE 3 | BUILD — $5,000

APR

BRAND CONCEPT DESIGN & DEVELOPMENT

Including but not limited to logo, tagline, and visual assets

BRAND GUIDELINES

IMPLEMENTATION PLAN & STYLE GUIDE

Integrated marketing and communications plan to promote the brand through both print and digital media.

Assist in the identification and execution of strategic partnerships and collaborations to further enhance the brand's reach and impact.

JUN

PROJECT TOTAL — $15,000

+ Marketing Materials and Travel Expenses Not to Exceed $1,500.00

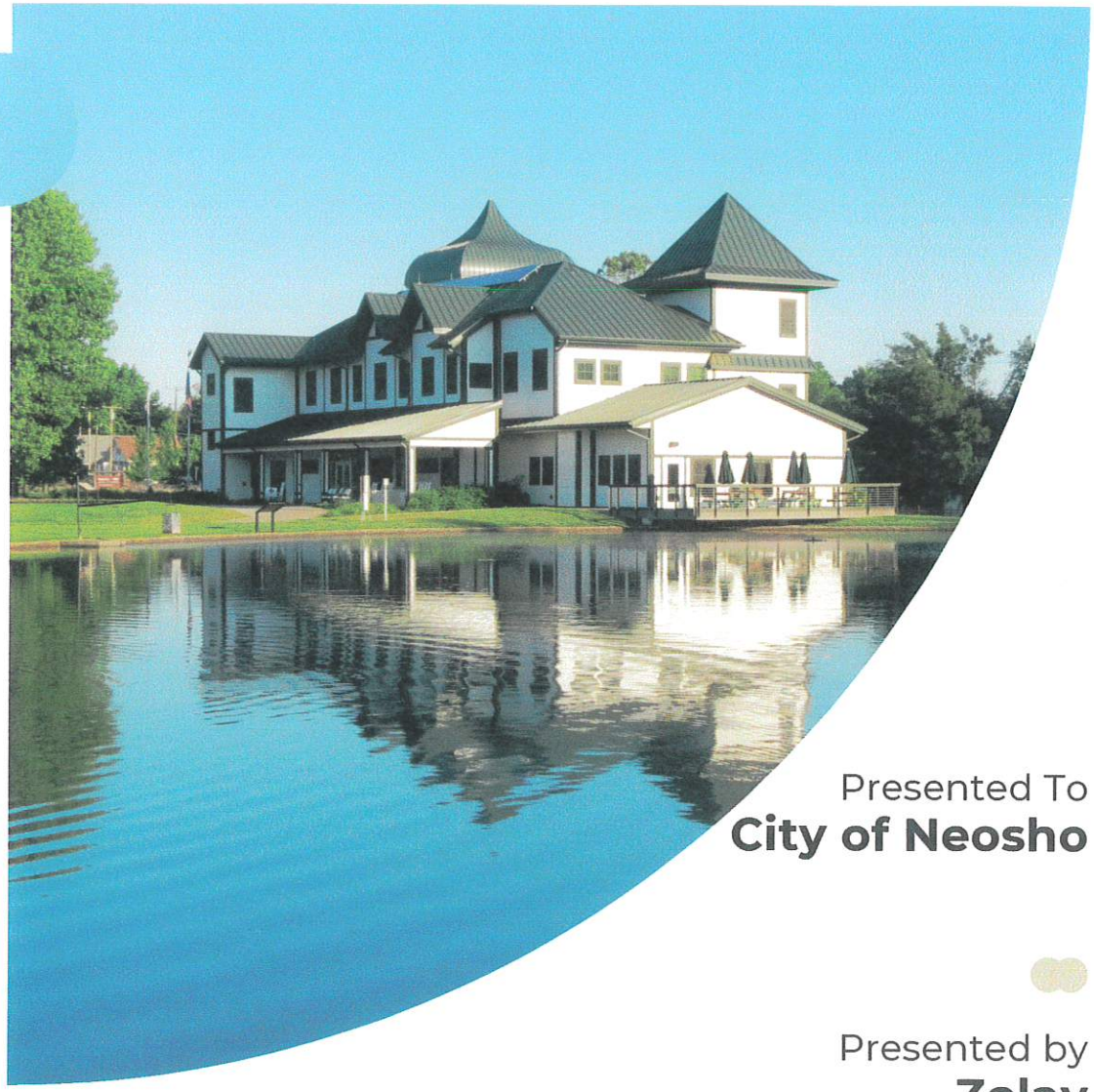
YARD
& CO.

Change the way places change.

BUILDWITHYARD.COM

JANUARY 2025

Branding Services Proposal



Presented To
City of Neosho

Presented by
Zolay

INTRODUCTION

Thank you for the opportunity to submit our proposal for the City of Neosho's branding initiative. At Zolay, we are passionate about creating branding solutions that reflect the unique character of communities while preparing them for growth and recognition.

We understand that Neosho is seeking a unified logo, city seal, and comprehensive style guide to bring consistency and professionalism to all communications. At Zolay, we specialize in delivering custom branding strategies that blend creativity with practicality. Through our collaborative intake process, we'll engage with your team to craft a Brand Guidebook that not only includes your new logo and seal but also provides clear guidelines for every application—from signage and correspondence to digital media and department branding.

Our team is committed to honoring the heart of Neosho, celebrating its rich identity while creating tools that ensure consistency across platforms. With years of experience and a proven process, we're confident in our ability to deliver a brand that reflects your vision and sets a strong foundation for the future.

We would be honored to partner with the City of Neosho for this important project and are excited about the opportunity to bring your vision to life. Thank you for considering Zolay, and we look forward to the possibility of working together.

Mandy Hoskinson
Owner, Principal

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Executive Summary

- **Introduction:** Zolay is a mission-driven, bilingual digital marketing agency dedicated to crafting impactful narratives that inspire and engage. With a proven track record of working with high value organizations, we specialize in connecting communities and amplifying meaningful brands. Our approach is where data-driven strategic decision-making and creative storytelling meet.
- **Purpose of the Proposal:** This proposal outlines a comprehensive branding strategy to support Neosho's goals of elevating its visual identity, creating cohesive design elements, and enhancing community engagement. Through detailed recommendations, curated work samples, and innovative strategies, the proposal aims to empower Neosho with the tools to build a strong, recognizable, and impactful brand presence.

Why Zolay?

We learn your audience. We resist "go fever" to first ensure we understand, live, and breathe your audience. This foundational knowledge is overlooked by some agencies that are too quick to move – a costly mistake paid for in time. Zolay's first step is always to become experts on your audience in order to confidently and accurately act on behalf of your brand.

We're nimble. Social media is a fast-moving industry. Our clients love that we know how to catch industry trends to keep brands fresh, relevant, and aligned with platform best practices.

We're creative. From supporting non-profits, to the Olympics, to venture capital firms, the University of Southern California, to education technology, science innovation, and more – we *love* creating regardless of the vertical. We're hungry to stretch our brains and creative muscles. Our background allows us to bring unique approaches from perspectives you may not have entertained before!

We get results. When we have a diverse, agile, creative team who happens to love data – *you* get results! Social media, like all of marketing, is an ongoing experiment. Right when you think you've created the perfect strategy, something changes (the world, the tech, the trend). Being willing to learn, adapt, and brainstorm new work is key.

Our Approach

Insight-Driven Creativity

At Zolay, we believe exceptional branding is the perfect harmony of data-driven insights and innovative creativity. We conduct thorough research to understand your audience, competitors, and industry trends, ensuring every design decision is rooted in strategy. However, we also know that standing out requires bold originality. That's why we infuse every project with unique, customized design elements that reflect your brand's distinct personality and vision. By balancing research and creativity, we craft branding solutions that not only resonate with your audience but also set you apart in a crowded marketplace.

Content Versatility

A strong and memorable brand presence relies on versatile and strategically planned content. We craft a robust content mix that aligns with your brand's goals. This includes evergreen materials, campaign-specific creative, curated branded assets, and value-driven content. Additionally, we incorporate timely materials such as trend-focused content and user-generated assets to keep your brand dynamic and relevant.

Audience Awareness

Understanding your audience is critical to building a resilient brand. With cultural communications at the forefront of marketing, we specialize in crafting messages that resonate deeply with your brand's demographics. Our expertise allows us to lead every touchpoint with an informed and strategic approach, ensuring your messaging aligns with your audience's values and expectations.

Relationship Focused

As your branding partner, we are committed to fostering a strong and lasting relationship with you. Tools may evolve, campaigns may require adjustments, and market trends will shift—but our dedication to collaboration remains constant. We invest time and energy into clear and frequent communication tailored to your preferences and needs. No two partnerships are alike, so you can count on us to craft a customized approach that ensures a seamless working relationship.

Qualifications

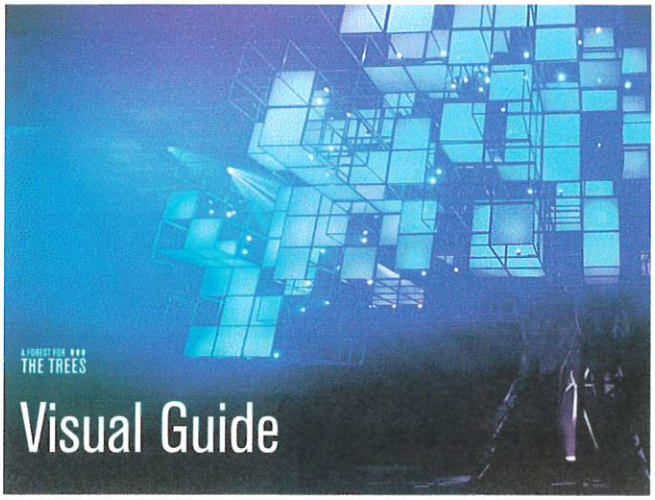
Zolay has strong experience partnering with public institutions and government agencies. For the Los Angeles Business Improvement District Zolay conducted a full marketing audit, social media consultation, and provided photography services. The project implemented by Zolay yielded a high impact social media strategy that boosted local community interaction.

Zolay created and managed TechOhio's social media strategy enhancing their presence across multiple channels leading to an increase in web traffic and social engagement; expanding reach for this state government publication. Zolay team members have also been the driving force behind UCLA and USC's web presence via marketing strategies and web development: Driving engagement and modernizing their digital campaigns.

Zolay's expertise in delivering comprehensive branding solutions is exemplified by our recent collaboration with Pacific Sewer, where we modernized their visual identity through a structured and scalable approach. This project highlights our ability to create thoughtful branding strategies tailored to each client's unique goals and challenges.

Sample

A Forest for the Trees (Atlantic Magazine) Brand Deck



A FOREST FOR THE TREES VISUAL GUIDE

COLOR

PRIMARY COLORS

The primary color palette is derived from the brighter tones of the experience visuals and is a representation of our voice and tone characteristics.

BLUE is tranquil and eternal, enduring and calming like water, with the optimistic and hopeful quality of the sky.

CMYK 58 0 3 0
RGB 22 218 255
#16daff

ORANGE is an energetic color with warmth, representing the provocative flow of a fiery essence.

CMYK 0 66 100 0
RGB 255 120 0
#ff7800

PURPLE is a magical and intriguing color, with mystical and healing properties.

CMYK 58 100 0 0
RGB 135 23 154
#87179a

YELLOW expresses the essense of energy, light, imagination, curiosity, and enlightenment.

CMYK 0 36 100 0
RGB 255 174 0
#ffae00

1

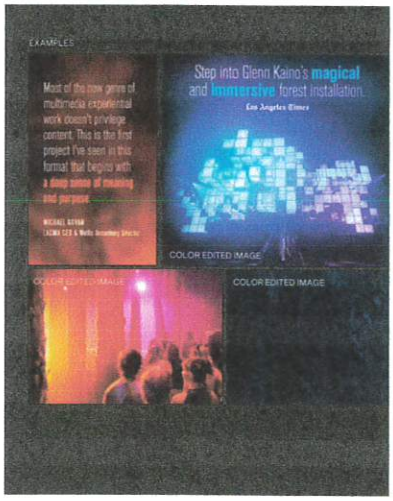
A FOREST FOR THE TREES VISUAL GUIDE

COLOR

USAGE

The primary color palette can be used for type to highlight key **words or used as an overlay on top of photographs* to create** new, abstract colors and enhance the visual experience.

*Color edited PSD files can be found at the link.



A FOREST FOR THE TREES VISUAL GUIDE

IDENTITY

LOGO ON BACKGROUNDS

Always place the logo directly on photographs, videos, and color backgrounds when possible. Choose photographs and color backgrounds that have suffcient contrast to the logo colors to preserve the logo's integrity.

When it is not possible to place the logo directly on a visual background or color background, a 70% black drop shadow on the logo and atleast 15% black overlay on the image/video is acceptable to ensure the logo's accessibility.

DROP SHADOW + BLACK OVERLAY

2

A FOREST FOR THE TREES VISUAL GUIDE

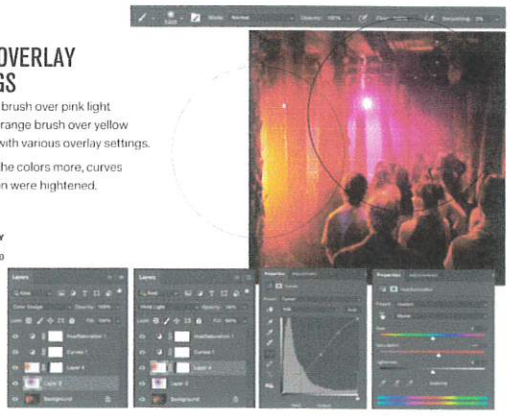
COLOR

COLOR OVERLAY SETTINGS

Large purple brush over pink light source and orange brush over yellow light source with various overlay settings.

To enhance the colors more, curves and saturation were hightened.

BRUSH OVERLAY COLORS USED:
#87179A #FF7800
#000000

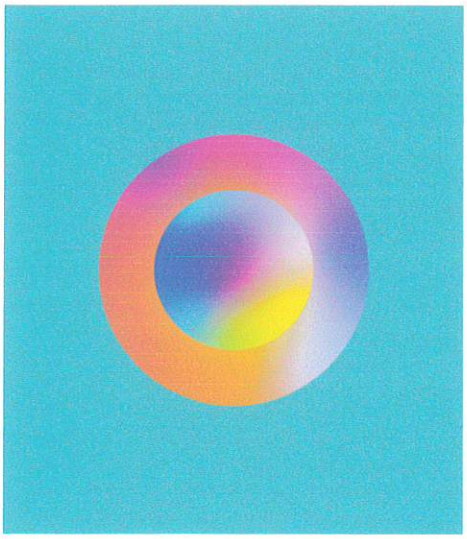


1

Sample
Business Improvement District
Brand Visuals

Sample
Alife Brand Deck

ALIFE



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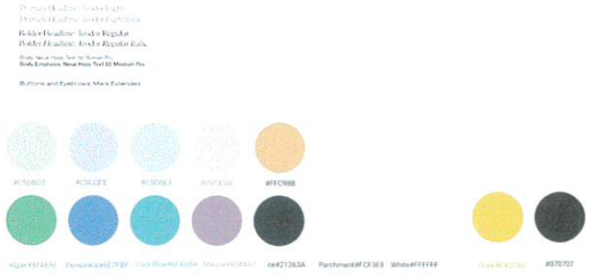
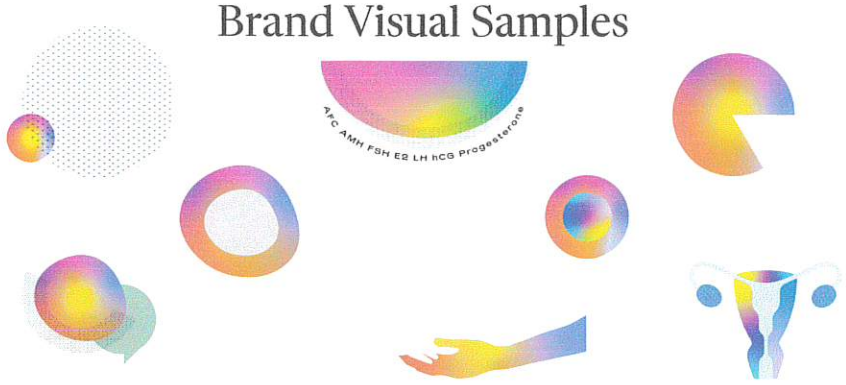
Brand Typography / Color Palette



Zolay will adhere to the branding kit + Figma assets Alife has provided at the beginning of the relationship unless otherwise directed. This is only a visual overview / sample of some of the visual assets we will leverage in our content creation.

Sample
Alife Brand Deck

Brand Visual Samples



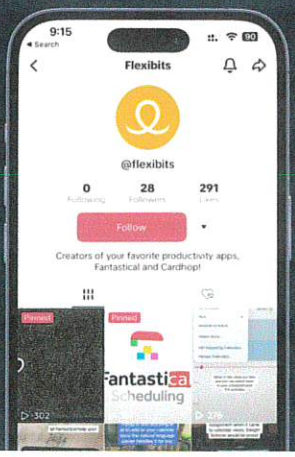
Zolay will adhere to the branding kit + Figma assets Alife has provided at the beginning of the relationship unless otherwise directed. This is only a visual overview / sample of some of the visual assets we will leverage in our content creation.

COMPETITION

@FLEXIBITS

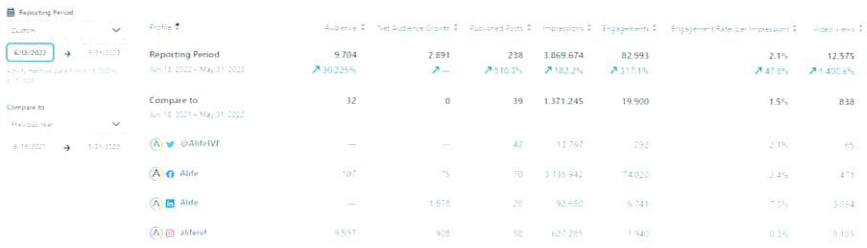
Flexibits

- We are inspired by they way they showcase how their app works via screen recordings.
- We are inspired by videos that display the "old way" vs. the new and improved way thanks to their app.
- Currently, there are no call-to-actions in their captions. We would create occasional call-to-actions to download the app.
- We would create a linktree that includes a link to download the app for ease.



Profile Performance Report (YOY)

DATES REFERENCED:



Deliverables

1. Official City Seal Design
    a. Creation of a unified official city seal for the City of Neosho.
    b. Deliverables: High-resolution images in EPS (600 dpi minimum), JPEG, PNG, and PDF formats.
2. Branding Style Guide
    a. Comprehensive guide including:
        i. Unified logo design in full color, single-color, and black-and-white.
        ii. Brand characteristics with proper spacing and sizing.
        iii. Color palette and fonts.
        iv. Unacceptable uses.
        v. High-resolution (600 dpi minimum) EPS, JPEG, PNG, and PDF formats of the final approved logo and city seal.
3. Logo and Seal Integration
    a. Graphic design services as needed to integrate the logo and city seal.
4. Templates
    a. Development of templates for presentations, letterhead, envelopes, and other communication tools.
5. Department Identifier
    a. Visual identifiers for city departments.
6. Complement Official City Seal
    a. Design elements that complement the official seal of the City of Neosho.
7. Board & Commissions Identifiers
    a. Branding identifiers for boards and commissions.
8. Digital Media Uses
    a. Adaptations of branding for digital media applications.
9. Business Cards
    a. Professional business card designs.
10. Ad Specialty Items
    a. Branding for promotional merchandise and specialty items.
11. Email Signature
    a. Standardized format for email signatures.
12. Vehicle Decals
    a. Decal designs for city vehicles.
13. Apparel
    a. Branding for uniforms or apparel.

Unless otherwise specified, a single sample will be provided for each numbered category. Requests for additional samples, designs, revisions or templates will necessitate an adjustment to the project scope.

Timeline

Zolay's proposed timeline aligns with the City of Neosho's outlined milestones to ensure timely completion of the project followed by a detailed timeline of deliverables:

Phase	Timeline	Activities
Kickoff and Discovery	February 25 – March 8, 2025	• Conduct project kickoff meeting. • Review existing branding materials. • Gather insights, confirm project goals, schedule necessary feedback meetings.
Concept Development	March 10 – April 5, 2025	• Draft preliminary branding style guide.
Revisions and Refinement	April 7 – April 25, 2025	• Incorporate feedback to finalize logo, seal, and branding style guide.
Template Design and Application	April 28 – May 30, 2025	• Design templates for letterhead, business cards, presentations, and email signatures. • Adapt branding for remaining digital platforms and other iterations.
Final Delivery and Presentation	June 3, 2025	• Submit all finalized deliverables. • Present completed branding system to the City Council for approval.

Budget

Zolay's proposed budget is designed to align with the City of Neosho's branding goals while ensuring transparency and predictability. Below is a breakdown of the costs associated with each deliverable:

Deliverable	Cost
Official City Seal Design	3000
Branding Style Guide	2000
Logo and Seal Integration	500
Templates	2000
Department identifier	250
Complement Official City Seal	250
Board & commissions identifiers	250
Digital media uses	250
Business cards	350
Ad specialty items	150
Email signature	250
Vehicle decals	150
Apparel	150
Total Project Cost	9550

References

State Technology Awareness Campaign

Another significant project involved leading a statewide campaign to promote the state's technical capabilities. This multifaceted initiative was designed to reach both in-state and out-of-state audiences, as well as international markets, using a combination of high-quality content creation and strategic digital distribution. This project demonstrates our expertise in producing compelling, high-quality content and executing sophisticated digital campaigns that effectively target regional, national, and international audiences.

Content Development: Managed end-to-end video production, including sourcing participants, conducting interviews, editing footage, and creating engaging visual assets that highlighted the state's technical strengths.

Geotargeting and Outreach: Leveraged geotargeting strategies to deliver content to targeted audiences across the U.S. and internationally, ensuring relevance and maximizing impact.

Multi-Channel Integration: Distributed content across a robust mix of platforms, including a dedicated website, social media channels, and email campaigns, creating a cohesive and effective digital presence.

Audience Engagement: Successfully educated and engaged a diverse audience, driving awareness of the state's technical capabilities and fostering a sense of pride within the local community.

Performance Metrics: Achieved measurable results in audience reach, engagement, and conversions, providing valuable insights for future initiatives.

Contact:

Ben Roselieb

Senior Public Relations Manager

(614) 466-2000

1800 W. 5th Ave. Columbus, OH 43212

Los Angeles Business Improvement District

Scope: Community engagement via social media campaigns and live event coverage.

We collaborated with a Los Angeles business district to enhance their digital presence through a targeted social media and geotargeting strategy informed by local audience insights

Social Media Strategy: Developed and implemented a comprehensive social media campaign tailored to the district's local audience, increasing engagement and extending reach to nearby communities.

Geotargeting: Leveraged audience data to deliver hyper-localized content that resonated with specific demographics, ensuring relevance and impact.

Content Development: Produced high-quality visuals, including updated photography, to create compelling, shareable content across social platforms.

Integrated Campaigns: Combined social media efforts with updates to the district's website and print materials, creating a consistent brand presence.

Contact: Wallis Locke

Director of Communications & Policy

wallis@southpark.la

(213) 663-1111

1150-B S Hope St, Los Angeles, CA 90015

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 18, 2025
ITEM: Public Works Mower

ORIGINATING DEPARTMENT: Public Works Department
ATTACHMENT:
1. Mower State Bid

PURPOSE:
To seek the Council's approval of a State bid commercial mower

BACKGROUND:
Public Works has two commercial mowers. This purchase would replace the 2011 Exmark mower with nearly 2000 hours on it.

Staff was able to find state bid contracts through Exmark and Grasshopper.

Newco Service Grasshopper State Contract # CC230624001. 440 72" cut 993cc gas engine $14,328.45

Swartz Tractor Exnark State Contract #CT170522001 Lazer Z X-Series 72" 820cc gas engine $15,599.00

$20,000 was budgeted for this purchase.

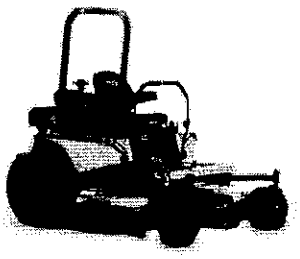
RECOMMENDATION:
Staff recommends the State bid from Newco for the model 440 Grasshopper for $14,328.45.

Grasshopper QuikQuote #57650N01842

Quoted by
Newco Service
11989 Homer Lane
Neosho, MO 64850
P: (417) 451-2660

Jeremy Jones
Store Manager
E: jjones.newcoservice@gmail.com
P: 417-451-2660 C: 407-234-2142

Quoted for
City of Neosho - Public Works
200 Nelson Avenue
Neosho, MO 64850
P: 417-451-8071



Models may be shown with optional equipment that may or may not appear on your specific quote

Model 440 with 72" deck
Quoted: Jan 31, 2025

Power Unit & Deck	List	Bid
Model 440 with 72" deck *(534193)* 993cc Vanguard Big Block EFI gasoline engine with Electronic Throttle Control; "no-gears" hydraulic pump-and-wheel-motor transmission; heavy-duty extra-deep 72" cutting deck; luxury seat and shock-absorbing footrest	$18,470.00	$13,852.50

Wholegoods	List	Bid
533593 – Bar Tread Tires - 24 x 12-12 (in lieu)	$70.00	$52.50
533551 – Foldable ROPS w/ Seathelt	$165.00	$123.75

Parts (1X–4X, KU, 6X–9X)	List	Bid
603976-2 –Puncture-Proof Tire Kit 13 x 6.5-6 (QTY 2)	$399.60	$299.70

List Total: $19,104.60

Bid Price: $14,328.45

Grand Total: $14,328.45

Stipulation(s):
✓ Quote Expires in 30 days

✓ Expected Delivery Date: 02/28/2025

Prepared For

Jeff Barratt
City of Neosho Drainage Department
203 E. Main St
Neosho, MO 64850
jbarratt@neosho.mo.gov

Prepared By

Jerod Swartz
Swartz Tractor Sales & Service (#7300443)
12483 HWY 59
Neosho, MO 64850
(417) 451-2224
swartztractorsales@hotmail.com

Quote # 1047243
Quote Type Bid
Created On 2/3/2025

Image	Equipment	CSP	Quote Price	Quantity	Extended Price
	2024 Lazer Z E-Series 25.5 HP* Kaw FX801V w/72" UltraCut Series 4 Deck, Susp Seat & Wide Semi-Pneum (LZE801GKA724A1)	$14,099.00	$11,279.00	1	$11,279.00
	2024 Lazer Z X-Series 34.5 HP* Kaw FX820EVO w/ 72" UltraCut Series 6 Deck, Adapt & Wide Semi-Pneum tires (LZX820AKA726Q1)	$19,499.00	$15,599.00	1	$15,599.00

Notes

Equipment Total	$26,878.00
Sales Tax (0.000%)	$0.00
Total	$26,878.00

DUE TO THE VOLATILE COMMODITY MARKET, PRICING IS SUBJECT TO CHANGE AND IS NOT FIRM UNTIL PRODUCT DELIVERY BY YOUR LOCAL DEALER.

PRICES SHOWN ARE IN USD.

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 18, 2025
ITEM: Bill No. 2025-12: Golf Course Board Amendments to Code Section 125.080 and 125.090

ORIGINATING DEPARTMENT: City Manager
ATTACHMENT:
1. Bill No. 2025-12 Amending 125.040 125.080 125.090 - Golf Course Board Purpose

PURPOSE:
Update to the duties of the Golf Board.

BACKGROUND:
Maxim and Golf Board has requested to oversee and manage the Kermit Lewis tournament; this tournament has been held at our course for many years and is on the verge of being discontinued. The tournament is extremely important to the golf members, and they wish to continue it. They will oversee and manage the tournament with direction from Maxim and the City if needed. The funds generated from this tournament will be utilized as capital expenditure projects selected by the board and Maxim. This is a program Maxim has in other municipalities they manage and is very successful.

RECOMMENDATION:
Authorize the amendment as presented and authorize the Mayor to execute it.

COUNCIL BILL NO. 2025-12 ORDINANCE NO. 601-2025

AN ORDINANCE of the City of Neosho amending Chapter 125 Committees and Boards, Article II Golf Course Committee by repealing and replacing Section 125.040 Established—Purpose, Section 125.080 Powers and Duties Generally, and Section 125.090 Responsible to Council—Limitations of Activities of the Code of Ordinances to note the purpose and duties of said Committee.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. Chapter 125 Committees and Boards, Article II Golf Course Committee by repealing and replacing Section 125.040 Established—Purpose of the Code of Ordinances to note the purpose of said Committee and said new Section be hereby adopted to read as follows:

"Chapter 125 Committees and Boards"
"Article II Golf Course Committee"
"Section 125.040. Established—Purpose."

"There is hereby established an advisory Golf Couse Committee for the purpose of advising the Golf and City Management on development and maintenance needs of the Neosho Golf Course, including, but not limited to, assisting in oversight and organization of the Kermit Lewis Golf Tournament and other such tournaments organized for the purpose of raising funds to be dedicated for capital improvement projects benefiting the Golf Course."

Section 2. Chapter 125 Committees and Boards, Article II Golf Course Committee by repealing and replacing Section 125.080 Powers and Duties Generally of the Code of Ordinances to note the duties of said Committee and said new Section be hereby adopted to read as follows:

"Chapter 125 Committees and Boards"
"Article II Golf Course Committee"
"Section 125.080. Powers And Duties Generally."

"A. The Golf Course Committee shall have the power and duty to:

1. Advise on the development and recommendation of rules and regulations applicable to golf course activity at any City golf course within the confines of existing law, the provisions of this Code and other ordinances of the City.
2. Advise on recommendations and development for plans for the growth and improvement of golf courses belonging to the City and for the administration of all City activities and undertakings conducted at such golf courses, to included, but not limited to, assisting in oversight and organization of the Kermit Lewis Golf Tournament and other such tournaments organized for the benefit of golf courses within the City.
3. Advise and recommend charges and fees for the use of golf course facilities."

Section 3. Chapter 125 Committees and Boards, Article II Golf Course Committee by repealing and replacing Section 125.090 Responsible to Council—Limitations of activities to note

the Committee to serve City and Golf Management as directed by the City Council and said new Section be hereby adopted to read as follows:

"Chapter 125 Committees and Boards"
"Article II Golf Course Committee"
"Section 125.090. Responsible to City Manager and Golf Management as Directed by City Council—Limitation of Activities."

"The Golf Course Committee shall be responsible to the City Manager and Golf Management as directed by the City Council and shall confine its activities to the duties specified in this Article."

Section 4. All ordinances or parts of ordinances in conflict herewith are hereby repealed, but shall otherwise remain in full force and effect.

Section 5. This Ordinance shall be effective _____, 2025.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this _____ day of _____, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 18, 2025
ITEM: Bill No. 2025-13: Surplus Public Works Trailers and Mower

ORIGINATING DEPARTMENT: Public Works Department
ATTACHMENT:
1. Bill No. 2025-13 Surplus Trailers and Mower-PW

PURPOSE:
To seek the Council's approval to surplus two utility trailers and a mower located at Public Works

BACKGROUND:
Over the past two years, Public Works has purchased trailers for hauling equipment and these two trailers are no longer needed. We will also be replacing the Public Works Exmark 72" mower.

1999 Loadking trailer
1995 Sterling Welding trailer.
2011 Exmark 72" Mower

RECOMMENDATION:
Staff recommends the Council approve the surplus of these trailers and mower to be sold at a later date.

COUNCIL BILL NO. 2025-13 **ORDINANCE NO. 602-2025**

AN ORDINANCE OF THE CITY OF NEOSHO, MISSOURI DECLARING CERTAIN PERSONAL PROPERTY AS SURPLUS; AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE APPROPRIATE DOCUMENTS.

WHEREAS, THE CITY OF NEOSHO HAS OBTAINED CERTAIN PERSONAL PROPERTY; AND

WHEREAS, THE CITY OF NEOSHO HAS DEEMED SAID PERSONAL PROPERTY TO BE SURPLUS AND NOT NECESSARY FOR FUTURE CITY NEEDS.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, AS FOLLOWS:

Section 1: That the City of Neosho, Missouri declares the following items of personal property to be surplus:

1999 Loadking Boring Machine Trailer Redi Haul 9623621781
1995 Sterling Welding Trailer 10-foot Two-Axle Utility Trailer
2011 Exmark 72" ZTR serial number 977226

Section 2. That the City Manager is hereby authorized to execute the appropriate documents on behalf of the City of Neosho.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this 18th day of February, 2025 by a vote of _____ YES and _____ NO.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

APPROVED:

_____
Derek A. Snyder, City Attorney

ATTEST:

_____
Cheyenne Wright, City Clerk

CITY SEAL

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 18, 2025

ITEM: Bill No. 2025-14: Rezoning 1300 S Neosho Blvd from R-1, First Dwelling House District to C-3, Commercial Business District

ORIGINATING DEPARTMENT: Development Services Department

ATTACHMENT:

1. **Bill No. 2025-14 Approving Rezoning of 1300 S Neosho Boulevard**
2. **1300 S Neosho Blvd Application**
3. **1300 S Neosho Blvd - Contract For Deed - Recorded**
4. **1300 S Neosho Blvd Ad**
5. **1300 S Neosho Blvd Location Map**
6. **1300 S Neosho Blvd Zoning Map**
7. **1300 S Neosho Blvd Google Maps**
8. **1300 S Neosho Blvd Street VIew 1**
9. **1300 S Neosho Blvd Street VIew 2**
10. **1300 S Neosho Blvd Street VIew 3**

PURPOSE:

The purpose of this item is to gain the council's approval of an ordinance rezoning the property located on the southwest corner of the intersection of South Neosho Blvd and West Daugherty Road from R-1, First Dwelling House District to C-3, Commercial Business District.

BACKGROUND:

This property was previously the MoDOT maintenance yard. It housed shops, heavy equipment and maintenance materials for district road maintenance. The property has be posted and advertised as required by ordinance. A public hearing was held on February 11, 2025, before the Planning and Zoning meeting. No public comments were received and the committee voted to recommend the rezoning to the council.

RECOMMENDATION:

Staff recommends the council approve the rezoning of 1300 S Neosho Blvd.

AN ORDINANCE of the City of Neosho to amend the zoning District Map for certain real property within the limits of the City located at 1300 South Neosho Boulevard, Neosho, Missouri, as requested by the owner, 4 State Equipment Rental, LLC, a Missouri limited liability company, from a District "R-1" First Dwelling House District to a District "C-3" Commercial Business District.

WHEREAS, there has been presented to the City of Neosho, Missouri, an application from 4 State Equipment Rental, LLC, a Missouri limited liability company, to rezone real property located at 1300 South Neosho Boulevard, Neosho, Missouri, from District "R-1" First Dwelling House District to a District "C-3" Commercial Business District for property legally described as:

See the Legal Description in Exhibit "A"

WHEREAS, after having referred the subject matter of this request to the Planning and Zoning Commission for the City of Neosho, and after due publication in the Neosho Daily News as required by law and having held a public hearing thereon by the Planning and Zoning Commission, with a recommendation then reviewed and taken up at public hearing by the City Council, the application being approved.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That City of Neosho zoning District Map for the City of Neosho be amended for certain real property within the limits of the City located at 1300 South Neosho Boulevard, Neosho, Missouri, as requested by the owner, 4 State Equipment Rental, LLC, a Missouri limited liability company and same to be amended and changed from a District "R-1" First Dwelling House District to a District "C-3" Commercial Business District for the property legally described as follows:

See the Legal Description in Exhibit "A"

Section 2. That the City Clerk is hereby authorized and directed to file with the City the above referenced and described property within the City District Map for the amended district zone has herein approved.

Section 3. This this ordinance shall be in effect upon final passage.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this 18th day of February, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____

Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

EXHIBIT A

RANGE 32 WEST IN NEOSHO, NEWTON COUNTY, MISSOURI ANO DESCRIBED AS FOLLOWS

COMMENCING AT AN EXISTING IRON PIN AT THE NORTHWEST CORNER OF THE NORTHEAST QUARTER OF THE NORTHWEST QUARTER OF SECTION 35, TOWNSHIP 25 NORTH, RANGE 32 WEST: THENCE S01° 04’ 34" W ALONG THE WEST LINE OF SAID QUARTER-QUARTER, A DISTANCE OF 25.00 FEET TO AN EXISTING IRON PIN AND THE POINT OF BEGINNING; THENCE S89° 21' 28" E, A DISTANCE OF 375.39 FEET TO AN IRON PIN SET; THENCE S14° 23' 00" W, A DISTANCE OF 97.69 FEET TO A SET IRON PIN; THENCE ALONG A NON-TANGENT CURVE RIGHT, SAID CURVE HAVING A RADIUS OF 1745.08 FEET, A CENTRAL ANGLE OF 30° 37' 38” N, A CHORD THE BEARS S29° 41'49" W, AND A LENGTH OF 932.83 FEET TO AN EXISTING STEEL RIGHT OF WAY MARKER; THENCE S47° 42' 26”W, A DISTANCE OF 190.75 FEET TO AN EXISTING STEEL RIGHT OF WAY MARKER; THENCE S48°16' 59" W, A DISTANCE OF 61.23 FEET TO AN EXISTING IRON PIN; THENCE N01° 07' 26”E, A DISTANCE OF 297.11 FEET TO AN EXISTING IRON PIN; THENCE S89° 18' 39" E, A DISTANE OF 271.99 FEET TO ASET IRON PIN ON THE WEST LINE OF THE SAID QUARTER- QUARTER; THENCE N01° 04' 34" E, A DISTANCE OF 774.98 FEET TO THE POINT OF BEGINNING AND CONTAINS 5.26 ACRES. SUBJECT TO ALL EASEMENTS AND OR RIGHTS OF WAY OF RECORD.

NEOSHO
CITY OF SPRINGS

Planning and Zoning Department

City Hall 203 E. Main Neosho, MO 64850 Phone 451-8050

PLANNING AND ZONING APPLICATION

PROJECT TITLE & TYPE

- ☐ Preliminary Plat / Site Plan
- ☐ Special Use Permit
- ☑ Rezoning
- ☐ Final Plat / Site Plan
- ☐ Vacation of Right-of-Way
- ☐ Board of Adjustments
- ☐ Vacation of Easement
- ☐ Other _____

INFORMATION

APPLICANT

Name 4 State Equipment Rental
Address 1300 S Neosho Blvd
Phone 417 825-3049
Contact Person Name Rodney
Contact Person Phone Travis
4 State Property Brothers @ gmail.com

PROJECT

Project Location 1300 S Neosho Blvd
Existing Use MODOT
Proposed Use Equipment Rental & Sells
Existing Zone R1
Proposed Zone C3

SIGNATURE OF OWNERS & DATE

The above information and the attached list of property owners and the area map are true and accurate to the best of my knowledge.

_____ 1-13-25
Signature of Owner Date

_____ _____
Signature of Co-Owner Date

Staff Use Only

Application Accepted...

Date _____
Time _____
By _____

- ☐ Application Fee Received
- ☐ Deed Attached
- ☐ Parcel Map Attached
- ☐ Property Owners Within 200 Ft Attached
- ☐ Publication Fee Received

Recorded in Newton County, Missouri

Recording Date/Time: 02/07/2025 at 12:56:50 PM
Book: 374 Page: 830
Instr #: 202500841
Type: CTRCTD
Pages: 7
Fee: $42.00 S 20250000709

Jennifer A. Childers
Recorder of Deeds

NOA

6348 $42.00

COVER SHEET

Title of Document: Contract for Deed

Date of Document: 01/15/2025

Grantor: Signature Commercial Property, LLC

Grantee: 4 State Equipment Rental LLC

Grantee Mailing Address: 13300 Walleye, Stark City, MO 64866

THIS SPACE PROVIDED FOR RECORDER'S USE

WHEN RECORDED RETURN TO:
KRISTA LAKE
11725 GATEWAY DRIVE
NEOSHO, Missouri, 64850

CONTRACT FOR DEED

This Contract ("Contract") is effective as of January 15, 2025 by and between

- Signature Commercial Property LLC, Krista Lake, Member,

hereinafter referred to as "SELLER," whether one or more, and

- 4 State Equipment Rental LLC,Rodney & Travis Allen, Members, 13300 Walleye, Stark City, Newton County, Missouri, 64866,

hereinafter referred to as "BUYER," whether one or more, on the terms and conditions and for the purposes hereinafter set forth.

PROPERTY. The property sold under this contract is located at 1300 South Neosho Blvd, Neosho, Missouri 64850 in Newton County and is legally described in the attached Schedule A, hereinafter referred to as "the Property."

PURCHASE PRICE. The agreed upon sales price for the Property is $692,000.00 with interest from January 15, 2025, on the unpaid principal at the rate of 8.5% per annum.

TERMS OF PAYMENT. Payments under this contract should be submitted to Signature Commercial Property LLC at 11725 GATEWAY DRIVE, NEOSHO, Missouri 64850.

Unpaid principal after the Due Date shown below shall accrue interest at a rate of 8.5% annually until paid.

The unpaid principal and accrued interest shall be payable in monthly installments of $5,032.70, beginning on February 15, 2025, and continuing until January 15, 2045 (the "Due Date"), at which time the remaining unpaid principal and interest shall be due in full.

All payments on this Contract shall be applied first in payment of accrued interest, if applicable, and any remainder in payment of principal.

If any payment obligation under this Contract is not paid when due, the remaining unpaid principal balance and any accrued interest, if applicable, shall become due immediately at the option of the Seller.

THE BORROWER UNDERSTANDS THAT THE PAYMENT OF THE ABOVE INSTALLMENT PAYMENTS MAY NOT FULLY AMORTIZE THE PRINCIPAL BALANCE OF THE CONTRACT, AND THEREFORE, A BALLOON PAYMENT MAY BE DUE ON THE DUE DATE.

LATE PAYMENT CHARGE. The Buyer promises to pay a late charge of $100.00 for each installment that remains unpaid more than 15 day(s) after its Due Date. This late charge shall be paid as liquidated damages in lieu of actual damages, and not as a penalty.

NON-SUFFICIENT FUNDS. The Buyer shall be charged the maximum amount allowable under applicable law for each check that is returned to Seller for lack of sufficient funds in addition to any late payment charges allowable under this Contract.

PREPAYMENT. The Buyer reserves the right to prepay this Contract (in whole or in part) prior to the Due Date with no prepayment penalty.

ENCUMBRANCES. The Seller guarantees the Property is not currently encumbered and further agrees to take no action causing the Property to become encumbered so long as this Contract is in effect.

MAINTENANCE AND IMPROVEMENTS. Buyer agrees that any and all buildings, permanent fixtures and improvements currently on or subsequently added to the land or Property may not be removed, but will remain on the Property until the contract is fully performed. In the event of default by the Buyer under this Contract, any and all permanent fixtures and improvements made on the Property will remain with the Property.

POSSESSION. Buyer will maintain possession of the Property upon execution of this Contract.

CONDITION OF PREMISES. The Buyer recognizes the Property is being sold as is and the Seller is under no obligation to make any improvements or repairs during the time of this Contract.

INSURANCE. Buyer agrees to maintain adequate property insurance on the Property equal to the assessed value of the Property from the date of signing this agreement. The Buyer shall immediately notify the Seller of any lapse in coverage. The Buyer is responsible for maintaining

insurance on any personal property or other items the Buyer places inside or on the Property.

TAXES AND ASSESSMENTS. Seller agrees to pay all taxes including but not limited to federal, state, and municipal, that arise as a result of this sale, excluding income taxes.

Buyer shall pay all real estate taxes and assessments that may be levied against the Property. Buyer shall be responsible for all personal taxes or assessments that result from the Buyer's use of the Property.

REMEDIES ON DEFAULT. In addition to any and all other rights available according to law, if either party defaults by failing to substantially perform any material provision, term or condition of this Contract (including without limitation the failure to make a monetary payment when due), the other party may elect to cancel this Contract if the default is not cured within 45 days after providing written notice to the defaulting party. The notice shall describe with sufficient detail the nature of the default. The Seller maintains the right and authority to reclaim the Property or to foreclose on the property if the default is not cured within 45 days.

DEED. Upon receipt of all payments required under this Contract, the Seller will furnish the Buyer with a Warranty Deed wherein the Seller conveys all of their interest in the Property to the Buyer. The Seller shall be responsible for cost of recording the deed.

ABSTRACT/TITLE POLICY. The Seller will provide the Buyer with an updated abstract evidencing clear title or other accepted title documents upon receipt of all payments under this Contract.

NOTICES. Any notice or communication required or permitted under this Contract shall be sufficiently given if delivered in person or by certified mail, return receipt requested, to the addresses listed above or to such other address as one party may have furnished to the other in writing. The notice shall be deemed received when delivered or signed for, or on the third day after mailing if not signed for.

ASSIGNMENT. Neither party may assign or transfer this Contract without prior written consent of the other party, which consent shall not be unreasonably withheld.

ATTORNEY FEES. If any payment obligation under this Contract is not paid when due, the Buyer promises to pay all costs of collection, including reasonable attorney fees, whether or not a lawsuit is commenced as part of the collection process.

ENTIRE CONTRACT/AMENDMENT. This Contract for Deed contains the entire agreement of the parties and there are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Contract for Deed. This Contract for Deed may be modified or amended in writing, so long as all parties obligated under this Contract sign the agreement.

SEVERABILITY. If any portion of this Contract for Deed shall be held to be invalid or

unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Contract for Deed is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

INDEMNITY REGARDING USE OF PREMISES. To the extent permitted by law, Buyer agrees to indemnify, hold harmless, and defend Seller from and against any and all losses, claims, liabilities and expenses, including reasonable attorney fees, if any, which Buyer may suffer or incur in connection with Buyer's possession, use or misuse of the Property, except due to Seller's negligent acts or omissions.

GOVERNING LAW. This Contract for Deed shall be construed in accordance with the laws of the State of Missouri.

WAIVER. The failure of either party to enforce any provisions of this Contract shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Contract for Deed.

OTHER PROVISIONS. Every year in January we will look at prime and the interest rate will adjust accordingly to 1% above prime.

TAX EXEMPTION. Buyer will be entitled to claim the property for the Federal Homestead Property Tax Exemption and any other exemption, should the property be eligible for such an exemption.

RECORDING. This Contract will be recorded by the Buyer immediately upon execution by all parties. The Seller shall be responsible for the recording fees associated with recording the Contract.

Deed Drafted By:
KRISTA LAKE
11725 GATEWAY DRIVE
NEOSHO, Missouri, 64850

SELLER:

DATED: 1/15/25

Krista Lake, Member, on behalf of
Signature Commercial Property LLC
11725 GATEWAY DRIVE
NEOSHO, Missouri, 64850

STATE OF MISSOURI, COUNTY OF NEWTON, ss:

On this 6th day of Feb., 2025, before me personally appeared Krista Lake, Member, on behalf of Signature Commercial Property LLC, to me known to be the persons described in and who executed the foregoing instrument, and acknowledged that they executed same as their free act and deed.

* And Shane Lake, Member

Notary Public

Title (and Rank)

Holly R. Mitchell
Notary Public - Notary Seal
STATE OF MISSOURI
Newton County
My Commission Expires: 12/19/2026
Commission # 14540444

My commission expires 12/19/26

First American Title™	Owner's Policy of Title Insurance
	ISSUED BY **First American Title Insurance Company**
Schedule A (Cont.)	POLICY NUMBER **5011429-0253602e**

File No. **42651**

LEGAL DESCRIPTION

A parcel located in the Northwest Quarter of Section 36, Township 25 North, Range 32 West in Neosho, Newton County, Missouri and described as follows:
Commencing at an existing iron pin at the Northwest Corner of the Northeast Quarter of the Northwest Quarter of Section 36, Township 25 North, Range 32 West: Thence South 01°04'34" West along the West line of said Quarter-Quarter, a distance of 25.00 feet to an existing iron pin and the point of beginning; thence South 89°21'28" East, a distance of 375.39 feet to an iron pin set; thence South 14°23'00" West, a distance of 97.69 feet to a set iron pin; thence along a non-tangent curve right, said curve having a radius of 1745.08 feet, a central angle of 30°37'38", a chord that bears South 29°41'49" West, and a length of 932.83 feet to an existing steel right of way marker; thence South 47°42'26" West, a distance of 190.75 feet to an existing steel right of way marker; thence South 48°16'59" West, a distance of 61.23 feet to an existing iron pin; thence North 01°07'26" East, a distance of 297.11 feet to an existing iron pin; thence South 89°18'39" East, a distance of 271.99 feet to a set iron pin on the West line of the said Quarter-Quarter; thence North 01°04'34" East, a distance of 774.98 feet to the point of beginning.{

Notice of Public Hearing

Planning and Zoning Public Hearing
February 11, 2025 @ 6:00pm
City Council Chambers
203 East Main Street

City Council Public Hearing
February 18, 2025 @ 7:00pm
City Council Chambers
203 East Main Street

Regarding the Rezoning from R-1, First Dwelling House to a C-3, Commercial Business District of property at the southwest corner of W. Daughtery Road and S. Neosho Blvd. described as:

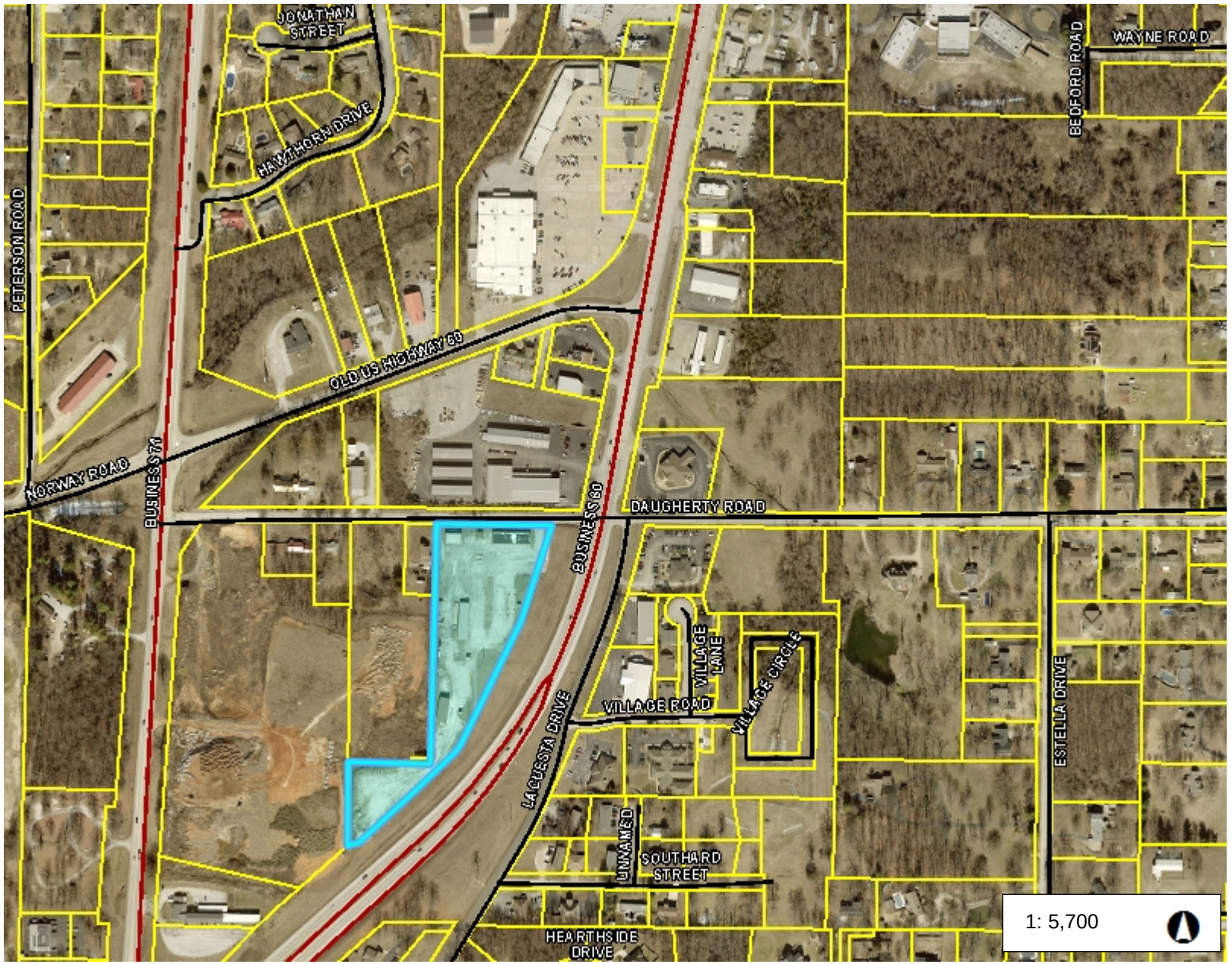
A PARCEL LOCATED IN THE NORTHWEST QUARTER OF SECTION 36, TOWNSHIP 25 NORTH RANGE 32 WEST IN NEOSHO, NEWTON COUNTY, MISSOURI ANO DESCRIBED AS FOLLOWS

COMMENCING AT AN EXISTING IRON PIN AT THE NORTHWEST CORNER OF THE NORTHEAST QUARTER OF THE NORTHWEST QUARTER OF SECTION 35, TOWNSHIP 25 NORTH, RANGE 32 WEST: THENCE S01° 04’ 34" W ALONG THE WEST LINE OF SAID QUARTER-QUARTER, A DISTANCE OF 25.00 FEET TO AN EXISTING IRON PIN AND THE POINT OF BEGINNING; THENCE S89° 21' 28" E, A DISTANCE OF 375.39 FEET TO AN IRON PIN SET; THENCE S14° 23' 00" W, A DISTANCE OF 97.69 FEET TO A SET IRON PIN; THENCE ALONG A NON-TANGENT CURVE RIGHT, SAID CURVE HAVING A RADIUS OF 1745.08 FEET, A CENTRAL ANGLE OF 30° 37' 38” N, A CHORD THE BEARS S29° 41'49" W, AND A LENGTH OF 932.83 FEET TO AN EXISTING STEEL RIGHT OF WAY MARKER; THENCE S47° 42' 26”W, A DISTANCE OF 190.75 FEET TO AN EXISTING STEEL RIGHT OF WAY MARKER; THENCE S48°16' 59" W, A DISTANCE OF 61.23 FEET TO AN EXISTING IRON PIN; THENCE N01° 07' 26”E, A DISTANCE OF 297.11 FEET TO AN EXISTING IRON PIN; THENCE S89° 18' 39" E, A DISTANE OF 271.99 FEET TO ASET IRON PIN ON THE WEST LINE OF THE SAID QUARTER- QUARTER; THENCE N01° 04' 34" E, A DISTANCE OF 774.98 FEET TO THE POINT OF BEGINNING AND CONTAINS 5.26 ACRES. SUBJECT TO ALL EASEMENTS AND OR RIGHTS OF WAY OF RECORD.

Inquiries please contact:

Richard Leavens
City of Neosho
Development Services Director
(417) 451-8050

Neosho, MO



950.1 0 475.03 950.1 Feet

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT TO BE USED FOR NAVIGATION

Legend

Neosho Streets

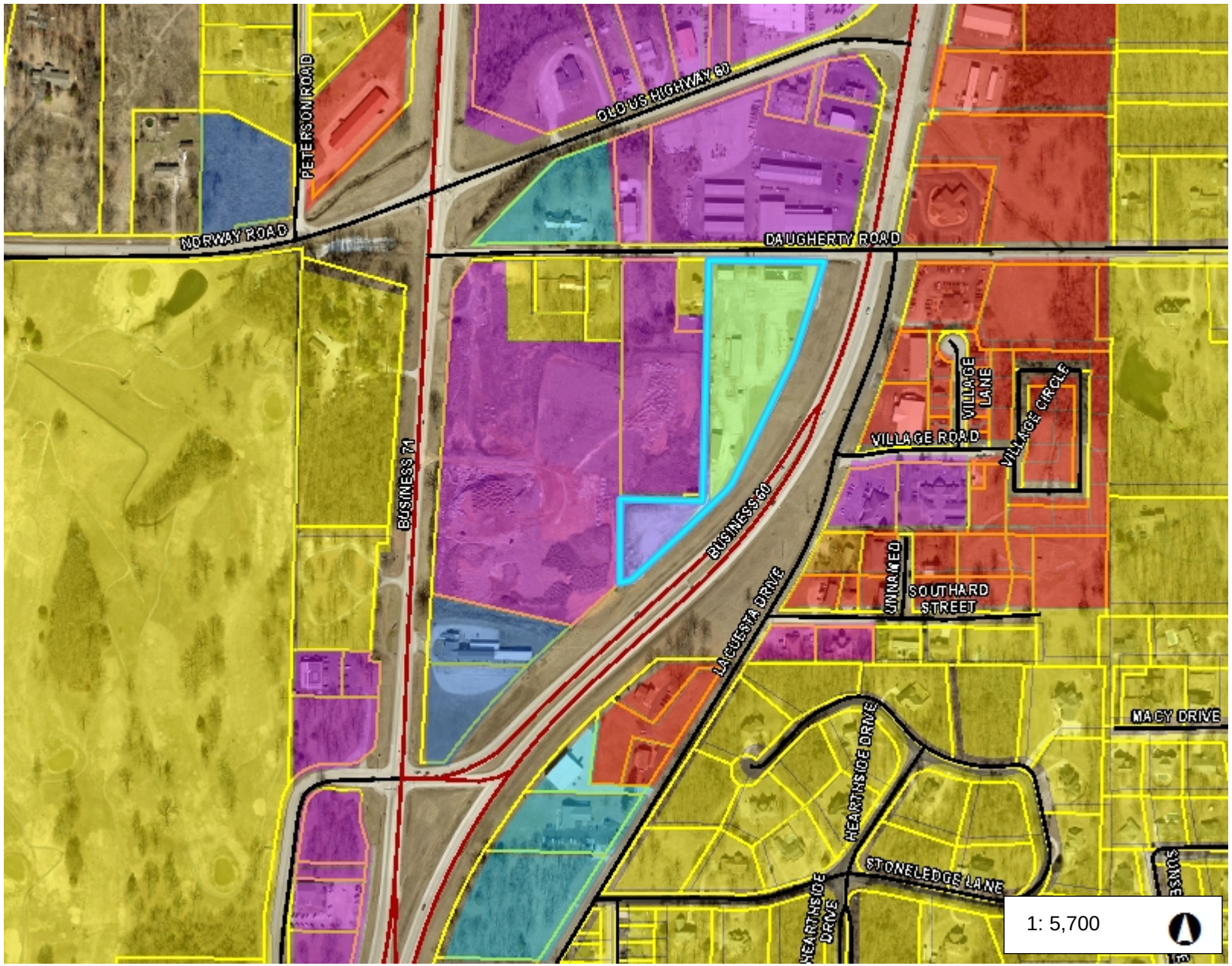
- <all other values>
- INTERSTATE
- U.S. HIGHWAY
- STATE HIGHWAY
- ALLEY
- CITY STREET
- NAMED COUNTY ROAD
- PLATTED/UNDEVELOPED
- UNNAMED
- VACATED STREET

Parcel

Notes

1300 S Neosho Blvd Location Map

Neosho, MO



950.1 0 475.03 950.1 Feet

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.
THIS MAP IS NOT TO BE USED FOR NAVIGATION

Legend

Neosho Streets

- <all other values>
- INTERSTATE
- U.S. HIGHWAY
- STATE HIGHWAY
- ALLEY
- CITY STREET
- NAMED COUNTY ROAD
- PLATTED/UNDEVELOPED
- UNNAMED
- VACATED STREET

Zoning

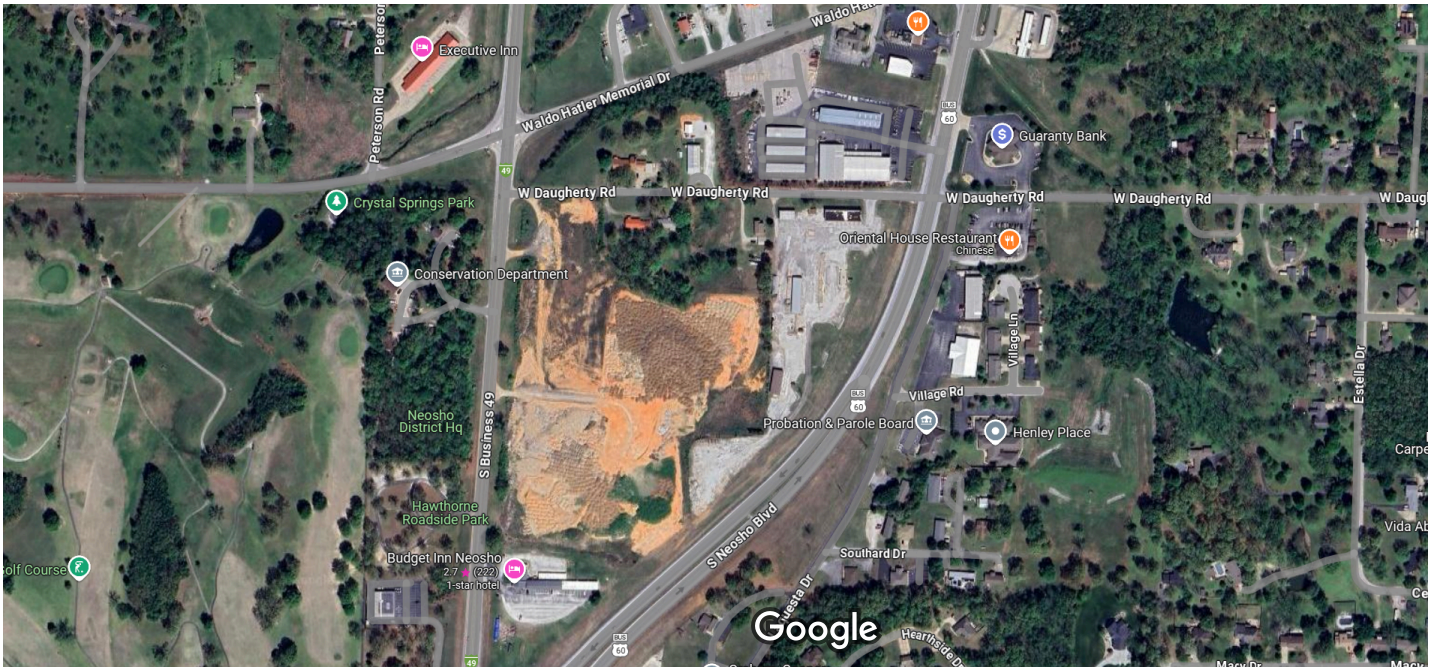
- AG
- R-1
- R-2
- R-3
- C-0
- C-1
- C-2
- C-3
- M-1
- M-2
- RD-1
- RV

Parcel

Notes

1300 S Neosho Blvd Zoning Map

Google Maps



Imagery ©2025 Airbus, Maxar Technologies, Map data ©2025 200 ft

Image capture: Oct 2023 © 2025 Google

Image capture: May 2024 © 2025 Google

Image capture: May 2024 © 2025 Google

City of Neosho CITY COUNCIL AGENDA ITEM

REQUESTED COUNCIL MEETING DATE: February 25, 2025
ITEM: Bill No. 2025-15: Contract with Creative Entourage for City Branding Services

ORIGINATING DEPARTMENT: Human Resources Department
ATTACHMENT:

1. **Bill No. 2025-15 Agreement with Creative Entourage - City Branding (2025)**
2. **Contract with Creative Entourage**
3. **Statement of Work_City of Neosho - Rebrand - 021225**
4. **Creative Entourage Bid/RFQ**

PURPOSE:
Request council approval for the contract with Creative Entourage for creating the city branding/guide, logo and city seal.

BACKGROUND:
Staff sent out bids for the development of a city branding guide, logo, and city seal. A committee was formed by the city manager to narrow down the companies that submitted their bids. The companies were scored based on their qualifications, past projects, and cost. The committee then interviewed the top three choices and determined that Creative Entourage would be the best choice for moving forward with this project. Staff will work with this company on moving forward with creating a branding guide and a uniformed logo and image for the city.

This project will be funded by the General Administration, Professional Services line item.

RECOMMENDATION:
Staff recommends approving Bill No. 2025-15, contract with Creative Entourage, and authorizing the Mayor to sign.

COUNCIL BILL NO. 2025-15 ORDINANCE NO. 604-2025

AN ORDINANCE of the City of Neosho, Missouri, authorizing an Agreement with Creative Entourage Agency, LLC, a Missouri limited liability company, for the purpose of providing graphic design services; and authorizing the Mayor to execute the same by and on behalf of the City of Neosho.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, as follows:

Section 1. That the Agreement by and between the City of Neosho, Missouri, and Creative Entourage Agency, LLC, a Missouri limited liability company, for the purpose of providing graphic design services to develop a new City Logo, City seal, brand elements, brand standards guide and customizable templates, a true and accurate copy of said Agreement being attached hereto and incorporated as Exhibit "A," be and the same is hereby approved.

Section 2. That the Mayor of the City of Neosho, Missouri, is hereby authorized and directed to execute the foregoing by and on behalf of the City of Neosho.

Section 3. That this Ordinance shall be in full force and effect from and after its passage.

PASSED BY THE COUNCIL OF THE CITY OF NEOSHO, MISSOURI, this _____ day of March, 2025, by a vote of _____.

CITY OF NEOSHO, CITY COUNCIL

_____
Richard Davidson, Mayor

ATTEST:

_____
Cheyenne Wright, City Clerk

SEAL

APPROVED AS TO FORM:

_____
Derek A. Snyder, City Attorney

This **MASTER SERVICE AGREEMENT** (the "Agreement") is made and entered into this per the signed statement of work agreement date (the "Effective Date") by and between Creative Entourage Agency, LLC, a Missouri limited liability company ("Creative Entourage"), and the client listed on the statement of work agreement (each a "Party").

RECITALS

Whereas, Client desires to purchase from Creative Entourage and Creative Entourage desires to provide to Client, from time to time, the Services as further defined herein, subject to the terms and conditions of this Agreement.

TERMS AND CONDITIONS

Now Therefore, for the mutual consideration set forth herein, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

SECTION 1. SERVICES AND DELIVERABLES

1.1 Purchase of Services and Deliverables.

Subject to the terms and conditions set forth in the Agreement, Client agrees to purchase and Creative Entourage agrees to perform the services ("Services") and provide the Deliverables (defined in Section 5.1), which are detailed in the Statement of Work attached to this Agreement, the terms of which are incorporated herein, subsequent Statements of Work or Amended Statements of Work (collectively called "Statements of Work") to be attached in the future. Each Statement of Work is subject to the terms and conditions of this Agreement. The Client may request additional Services from Creative Entourage and all such requests are subject to acceptance by Creative Entourage. Subsequent Statements of Work or Amended Statements of Work, upon execution, shall be subject to the terms and conditions of this Agreement. In the case of any conflicts between the terms of this Agreement and a Statement of Work, the terms of the Statement of Work shall prevail over the Agreement for that specific Statement of Work only. The nature of the Services to be provided by Creative Entourage in a Statement of Work will vary based on Client's requirements and the scope of the Statement of Work.

1.2 Acceptance.

Unless the Statement of Work sets forth an acceptance testing or period, the acceptance period shall be 10 business days for all Deliverables. Upon the expiration of these acceptance periods, the Deliverables will be deemed accepted, unless Creative Entourage has received in writing from Client a reasonable, detailed basis for the rejection of the Deliverable. Notwithstanding any other provision to the contrary herein or in any Statement of Work, to the extent that Client launches a Deliverable, otherwise uses such Deliverable in productive use, or otherwise commercially exploits a Deliverable, or if Client does not reject a particular Deliverable in writing and does not specify a reasonable, detailed basis for such rejection within the applicable acceptance/testing period, as set forth in the applicable Statement of Work, such Deliverable shall be deemed accepted by Client for all purposes hereunder.

1.3 Invoice.

Unless otherwise provided in the Statement of Work, Creative Entourage will deliver an invoice to Client upon receiving a signed Statement of Work equal to fifty-percent (50%) of the total project fee and Client shall pay as

provided for in Section 4.2.

SECTION 2. DELIVERABLES PROCEDURES

2.1. Cooperation.

The parties acknowledge that cooperation and teamwork are essential for the success of each item of work as set forth in the Statement of Work. Client acknowledges and agrees that its cooperation and provision of the necessary resources are essential for the success of each Statement of Work and the lack thereof may result in increased costs and relieve Creative Entourage of its obligation to meet Scheduled Dates. Both parties agree to use mutually agreed upon processes to report the progress of each Statement of Work and to identify, track, and resolve project issues, and questions. Unless otherwise agreed to the contrary in a Statement of Work, such processes will be based upon Creative Entourage's standard methodologies and, as necessary, included in the Statement of Work. In order to accommodate the approval of Changes and other necessary communications, Client agrees to designate a representative ("**Client Representative**") with the authority to: (i) approve Changes and the cost of Changes; (ii) accept the Deliverables consistent with the applicable acceptance procedures; (iii) resolve Statement of Work related issues; and (iv) make all other decisions hereunder and otherwise communicate to Creative Entourage on behalf of Client.

2.2 Change.

Either party may propose changes to the Deliverables, Services and/or scope of the Statement of Work in by providing written notice of the proposed changes to the other party, ("**Change Order**"). Upon written acceptance of the Change Order by the Client Representative and Creative Entourage, this Agreement and the applicable Statement of Work shall be automatically amended by the approved Change Order (**"Amended Statement of Work**").

SECTION 3. APPROVALS

3.1 Approvals.

Creative Entourage will submit preliminary drafts and final drafts of any products for approval to Client before production. Client shall approve the final product. Once the final product is approved by Client, the Client then assumes the responsibility that the contents of the final product are correct and accurate as production begins. Client assumes the responsibility that the final contents are correct and accurate before producing for distribution. Production and/or use at any time for any purpose other than for Client's review constitutes full acceptance and approval by Client of materials described in the Statement of Work.

SECTION 4. COMPENSATION

4.1 Compensation.

Client agrees to pay Creative Entourage for the Services and Deliverables provided at the rates stated in the applicable Statement of Work for each Phase of the project and all Services and Deliverables ordered by Client, in accordance with the payment schedule included in the Statement of Work, subject to any increases pursuant to Section 2 (collectively "**Fees**"). Client shall be responsible for any additional costs and which reasonably result from the work ordered, any Change Orders, or which result from design or marketing decisions made by Client. In addition to the Fees, Client shall reimburse Creative Entourage for Sales Tax (if any), Third Party Termination Costs (if any) and Termination Fees (if any) (collectively called "**Costs**") and for out-of-pocket expenses ("**Expenses**") incurred by Creative Entourage in performing its Services and creating the Deliverables under this Agreement. The term "Expenses" shall include but shall not be limited to, transportation, travel, lodging, per diem expenses, telephone, copier, courier and messenger charges, direct costs for hardware, software media production or research purchased or paid by Creative Entourage to vendors or third parties on Client's behalf. In the event of expenditures in excess of $100.00, Creative Entourage may request that the Client pay for such expenses directly, and Client hereby agrees to do so. Creative Entourage agrees to provide Client for the appropriate documentation for such Expenses. As referenced above, in addition to Fees and Expenses, Client shall also pay to Creative Entourage sales, use, excise, value-added, or other taxes, if any, levied on the sale or transfer of Services or Deliverables provided hereunder (collectively "Sales Taxes"). Client shall indemnify Creative Entourage against any Sales Taxes that Client incurs with respect to this Agreement.

4.2 Payments.

Payments shall be due 30 days from the date of an invoice from Creative Entourage. Any payments not received in a timely manner shall be subject to an interest charge of 3% per month or the maximum interest permitted by applicable law, whichever is greater.

SECTION 5. INTELLECTUAL PROPERTY PROVISION

5.1 Definitions.

(i) "**Deliverable(s)**" means all tangible and intangible works described in the Statement of Work that are developed, licensed, or acquired on behalf of Client and provided to Client by Creative Entourage under any Statement of Work.

(ii) "**Creative Entourage Property**" means all copyrights, patents, trademarks, trade secrets and any other proprietary right, now known or hereinafter created in all know-how, concepts, designs, content, utilities, processes, methodologies, techniques, know-how, algorithms, specifications, source code, data procedures and modifications thereto, software and tools which are: (a) pre-existing works and works outside the scope of Services provided hereunder; (b) preliminary or interim versions of Deliverables that are not accepted by Client or that are not incorporated into final versions of Deliverables provided by Creative Entourage to Client and accepted by Client; (c) works of general applicability to the consulting, marketing and web-development industries; and (d) existing and future trademarks, service marks, trade names, trade dress, domain names and all other marketing material of Creative Entourage.

(iii) "**Third Party Materials**" shall mean those agreements, with Client's authorization, that Creative Entourage may enter into with third parties for the purchase and/or use of Third Party Materials, including but not limited to artwork, photography, footage, talent, music, hardware and software.

Creative Entourage shall use commercially reasonable efforts to obtain ownership in any materials, or to the extent ownership rights cannot be acquired or Creative Entourage is otherwise directed by the Client, shall obtain a license for Creative Entourage to use and modify these materials. In the event any Third Party Materials are incorporated into the Deliverables, Client shall have only those rights in such materials as is granted to Client in agreements with such subcontractors or third parties.

5.2 Work for Hire.

Exclusive of and specifically not including all Third Party Materials and Creative Entourage Property incorporated in the Deliverables, upon full payment to Creative Entourage, the Deliverables shall be considered "**Work for Hire**", and any and all copyrights, trademarks, and legal protections in such materials shall be the exclusive property of Client; provided, however, that to the extent said Deliverables (exclusive of the Third Party Materials and Creative Entourage Property) are deemed not to be "Work for Hire", Creative Entourage hereby assigns all right, title and interest in and to the Deliverables. In all events, all right, title and interest, including copyrights, patents, trademarks, trade secrets and all other property rights in the Creative Entourage Property and any improvements thereto shall be that of client.

5.3 Client Content.

Client grants to Creative Entourage a non-exclusive, nontransferable, fully paid-up, royalty-free, worldwide license during the term of this Agreement to use, reproduce, create derivative works from, translate, execute, display, upload, store, modify, distribute and perform the Client content and other materials provided by Client to Creative Entourage solely for purposes of completing the Phases of the work, provision of the Services, creation of the Deliverables set forth in the applicable Statement of Work.

SECTION 6. CONFIDENTIALITY

6.1 Definition.

The term "**Confidential Information**" shall mean any information disclosed, directly or indirectly, in writing, verbally, or by any other means, to a party to this Agreement (the "**Receiving Party**") by the other party to this Agreement (the "**Disclosing Party**"). Such Confidential Information includes, but is not limited to, business plans, proposals, processes, on-line login information, passwords, forecasts, ideas, pricing information and rate cards, concepts, methods, techniques, trade secrets, customer lists, models, projections, analyses, software, hardware or system designs, specifications, marketing information, financial information, documentation, architecture, structure and protocols and Paragraph 5.1(ii) (a), (b), (c), and (d). Each party acknowledges that the Confidential Information is unique and valuable and that disclosure in breach of this Agreement may result in irreparable injury to the other party for which monetary damages would not be an adequate remedy and as such the injured party shall be entitled to injunctive relief.

6.2 Exceptions.

Notwithstanding the foregoing Confidential Information shall not include any information which: (i) is in the public domain and is readily available at the time of disclosure or which thereafter enters the public domain and is readily available, through no improper action or inaction by the Receiving Party or any employee or independent contractor

thereof; (ii) was in the possession of the Receiving Party or known by it prior to receipt from the Disclosing Party as shown by written records; (iii) was rightfully disclosed to the Receiving Party by a third party without restriction; (iv) is independently developed by the Receiving Party without access to such Confidential Information; (v) is disclosed with the Disclosing Party's prior written consent; or (vi) is required by judicial or administrative order or subpoena to be disclosed, provided that the Receiving Party gives the Disclosing Party prompt written notice of such order or subpoena in order to allow the Disclosing Party sufficient time to obtain a protective order.

6.3 Protections.

The Receiving Party agrees: (i) to use the Confidential Information only in connection with this Agreement; (ii) to retain the Confidential Information in confidence; (iii) to take all necessary actions to protect such Confidential Information, including, without limitation all actions that the Receiving Party employs with respect to its own confidential materials of a similar nature; (iv) not to disclose, directly or indirectly, any Confidential Information, any evaluation of the Confidential Information, or any information derived therefrom to any third party; and (v) not to copy, reverse engineer, reverse compile, nor attempt to derive the composition or underlying information of any Confidential Information. Confidential Information shall only be disclosed to the Receiving Party's employees, independent contractors, and financial and legal advisors, and only to the extent such employees, independent contractors, and financial and legal advisors have a specific need to know of the Confidential Information for this Agreement. The Receiving Party will ensure that its employees and independent contractors who have access to the Confidential Information shall be under a written agreement, as a condition of employment or otherwise, that ensures the use, title and nondisclosure obligations of such Confidential Information as set forth herein.

6.4 Title.

The Disclosing Party shall at all times retain title to, ownership of and all rights and control over the Confidential Information. Except as provided herein, no right or license to the Confidential Information is granted under this Agreement. The Receiving Party shall upon the written request of the Disclosing Party promptly return or destroy all Confidential Information to the Disclosing Party.

SECTION 7. REPRESENTATIONS AND WARRANTIES OF Creative Entourage

7.1 Representations.

Creative Entourage represents that: (i) it has the right to enter into this Agreement, grant the rights granted hereunder and it has no conflicts which would prevent it from performing its Services hereunder; (ii) it will perform the Services in a workmanlike manner and in accordance with current standards of the marketing services industry; (iii) unless otherwise provided hereunder, it is the owner or licensee of all the rights necessary and appropriate to provide the Deliverables in accordance with this Agreement; and (iv) to the best of its knowledge and belief, there are no claims, disputes, suits or controversies challenging Creative Entourage's ownership or right to use the Deliverables provided to Client under a Statement of Work.

7.2 Disclaimer.

Creative Entourage HEREBY DISCLAIMS AND CLIENT HEREBY WAIVES ALL OTHER EXPRESS OR IMPLIED WARRANTIES WITH REGARD TO THE SERVICES AND DELIVERABLES, INCLUDING BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE OR USE BY CLIENT, AND/OR WARRANTIES AS TO THIRD PARTY PRODUCTS OR SERVICES.

SECTION 8. REPRESENTATIONS AND WARRANTIES OF CLIENT

8.1 Client warrants and represents that: (i) it has the right to enter into this Agreement, grant the rights hereunder and it has no conflicts that would prevent it from performing hereunder; (ii) the individual signing this Agreement (and each Statement of Work) on behalf of Client has (and shall have) the full authority to legally bind Client; (iii) it is the owner or licensee of all rights necessary and appropriate to use any content, materials, equipment, software, data, logos, patents, trademarks, copyrights and any other material provided by Client or its agents to Creative Entourage and has the right to use the same in accordance with this Agreement; and (iv) there are no other documents required for Client to execute in order for it to fulfill its obligations under this Agreement.

SECTION 9. INDEMNIFICATION

9.1 Client.

Client agrees to defend, indemnify and hold Creative Entourage, its officers, directors, employees and agents harmless from and against any claims, alleged claims, demands, losses, damages, liabilities, expenses (including without limitation court costs and reasonable attorneys' fees), judgments, actions, causes of action, royalty payments, made or brought against or incurred by Creative Entourage in connection with or related to any and all material furnished to Creative Entourage by Client or its agents in connection with this Agreement, including without limitation, any claim that any such material infringes upon or violates any patent, copyright, trademark, trade secret, rights of publicity or privacy, moral rights or any other proprietary right of any person or third party or any claim that any of the materials furnished to Creative Entourage by Client or its agents are defamatory or otherwise tortious.

9.2 Notice.

The party providing indemnification will do so to the extent that: (i) the other party provides prompt written notice of any claims or actions for which it claims indemnification; (ii) the other party provides the party providing indemnification with reasonable assistance and cooperation in the defense of such claim or action; and (iii) the party providing indemnification will have sole control over the defense and settlement of any such claim or action in accordance with the terms of this Section 9.

SECTION 10. LIMITATION OF LIABILITY

10.1 NOTWITHSTANDING ANY OTHER PROVISION IN THIS AGREEMENT, ANY STATEMENT OF WORK OR OTHER DOCUMENT TO THE CONTRARY: (i) IN NO EVENT SHALL CREATIVE ENTOURAGE LIABLE FOR INDIRECT, INCIDENTAL, PUNITIVE OR CONSEQUENTIAL DAMAGES OF ANY KIND, WHETHER IN TORT OR CONTRACT, INCLUDING LOST PROFITS OR LOST DATA, EVEN IF IT HAS KNOWLEDGE OF THE RISK OF SUCH DAMAGES; (ii) IN NO EVENT SHALL CREATIVE ENTOURAGE BE LIABLE CONCERNING PERFORMANCE OR NONPERFORMANCE BY CREATIVE ENTOURAGE, SATISFACTION OF ANY OBLIGATION OR IN ANY WAY RELATED TO THIS AGREEMENT IN EXCESS OF THE SUMS PAID TO CREATIVE ENTOURAGE BY CLIENT UNDER THE APPLICABLE STATEMENT OF WORK; OR (iii) CLAIMS MADE A SUBJECT OF A LEGAL PROCEEDING AGAINST Creative Entourage MORE THAN ONE YEAR AFTER ANY CAUSE OF ACTION AROSE.

10.2 Modification.

Creative Entourage shall not be responsible for any damages which relate in any way to Deliverables which have been changed or modified in any manner by Client or any third party.

SECTION 11. CLIENT TRADEMARKS/PROPRIETARY NOTICES

11.1 Nothing contained in this Agreement shall be construed as conferring any right to use or refer to in advertising, publicity, promotion, marketing or other activities, any name, trademark, logo, trade name or service mark, or any other designation of either party or any of its affiliated entities; provided that Client hereby agrees that Creative Entourage: (i) may use Client's logo, trademarks, trade names or service marks ("**Client's Marks**") as necessary to provide its services hereunder; (ii) may list Client and the Services in Creative Entourage's published client list; (iii) may use Client's Marks or reference the Services provided hereunder in Creative Entourage's sales, marketing and investor relations presentations and materials, including but not limited to case studies; (iv) may issue a press release upon execution of this Agreement announcing the Services to be provided under any Statement of Work; and (v) may enter the finished work product, in its entirety or any portion thereof, in award competitions. Client also agrees to act as a reference for Creative Entourage to prospective Creative Entourage clients upon request.

SECTION 12. TERM; TERMINATION

12.1 Term.

The term ("**Term**") of this Agreement shall commence as of the Effective Date of this Agreement until terminated consistent with the provisions set forth below.

12.2 Termination - Cure.

This Agreement may be terminated by either party at any time for failure to perform by the other party or for any uncured breach of any material term by the other party by providing written notice to the breaching party ("**Defaulting Party**") and specifying that period in which the Defaulting Party may cure its performance or correct its breach, which shall be a minimum of 30 days. If such a notice is received and the Defaulting Party does not

cure within the specified cure period, this Agreement shall terminate on the last day of the cure period. Client shall immediately pay Creative Entourage for all work performed under all Statements of Work prior to the date of termination at its standard hourly rates or percentage of project completion consistent with the terms of the applicable Statement of Work. In addition, Client agrees to assume Creative Entourage's liability for all authorized commitments to Third Party Materials, to reimburse Creative Entourage for all expenses incurred, to pay Creative Entourage for any related service charges and to indemnify Creative Entourage for all claims and actions by third parties related to Client's unauthorized use of the Third Party Materials ("**Third Party Termination Costs**").

12.3 Creative Entourage.

Notwithstanding Sections 12.1 and 12.2, Creative Entourage may terminate this Agreement immediately if: (i) Client does not pay any amounts due on a timely basis as specified herein; (ii) Client infringes Creative Entourage's rights in the Creative Entourage Property or the Deliverable; or (iii) if Client does not reasonably cooperate or communicate with Creative Entourage in the performance of any phase of work as set forth in the Statement of Work within 5 business days after receiving a request for information or cooperation from Creative Entourage. In the event of such termination, Creative Entourage shall be compensated for all work performed up to the date of termination at its standard hourly rates consistent with the applicable Statement of Work, any Expenses, Termination Fee and any Third Party Termination Costs, in addition to any other rights and remedies available to Creative Entourage.

12.4 Termination – Notice.

Either party may terminate this Agreement at any time by providing the other party with 90 days written notice of its intent to terminate the agreement. In the event that either party provides such written notice the agreement shall terminate 90 days from the date such notice, the "Termination Date". Such termination shall have the effect of terminating all then-existing Statements of Work on the Termination Date. In the event of such termination, Client shall pay Creative Entourage for all work performed up to the date of such termination at its standard hourly rates or percentage of project completion consistent with each then-existing Statement of Work, any Expenses, any Third Party Termination Costs for each Statement of Work, as applicable, and the Termination Fee set forth below. Provided, however, in the event that Client provides notice of termination for convenience purposes and not due to a breach by Creative Entourage, Creative Entourage shall suffer unanticipated costs such as the re-assignment of personnel, the opportunity costs associated with foregone competing projects and other discontinuation costs, the total of which cannot easily be computed, and accordingly, a fee for such termination shall be paid by Client to Creative Entourage ("**Termination Fee**") as liquidated damages. This fee is not a penalty and shall be due and payable on the termination date to compensate Creative Entourage for such costs. The Termination Fee shall be a fee equal to twenty percent (20%) of the total unpaid Fee, Costs and Expenses remaining under all then-existing outstanding Statements of Work.

12.5 Cooperation.

Upon payment of all consideration due under this Agreement and after the effective termination date Creative Entourage will provide to Client the Deliverables as of the termination date. Creative Entourage shall cooperate and assist Client, at Client's expense, in an orderly transition in the event of termination (other than for breach by Client) of this Agreement. Upon completion of such transition, Creative Entourage shall be duly released from the

obligations under this Agreement. The Parties recognize and agree that their obligations in Sections 4, 5 6, 8, 9, 10, 15.5, and 15.6 survive the termination or expiration of this Agreement.

SECTION 13. RELATIONSHIP

13.1 The relationship of the parties to this Agreement is that of independent contractors and no other formal legal relationship is intended. Creative Entourage agrees that it shall not be entitled to any employee benefits offered by the Client to its employees and agrees not to claim entitlement thereto. Nothing in this Agreement shall be deemed to create any partnership, principal/agent, master/servant, or joint venture relationship between the parties. Neither party is granted any authority to bind the other, create obligations of the other, or otherwise act as the representative of the other. Creative Entourage shall provide the Services under this Agreement on a nonexclusive basis. Provided that Creative Entourage complies with its confidentiality obligations hereunder, nothing in this Agreement shall be deemed to prohibit or limit Creative Entourage's right to use, develop or market existing or future technology or concepts, or to provide similar services to other clients, or to use the skills and expertise acquired in the performance of Statements of Work under this Agreement in any current or subsequent endeavors.

SECTION 14. NON-SOLICITATION

14.1 Client recognizes that Creative Entourage's employees and subcontractors constitute a valuable asset of Creative Entourage. Accordingly, during this Agreement and for twelve (12) months after termination of this Agreement or Statement of Work, whichever period is later, Client will not, directly or indirectly, employ, hire away or contract with Creative Entourage's employees or subcontractors.

Section 15. OPERATING PROVISIONS

15.1 Force Majeure.

Neither party shall be responsible for any delay or failure in performance of any part of this Agreement to the extent that such delay or failure is caused by fire, flood, explosion, war, embargo, government requirement, civil or military authority, act of God, act or omission of carriers or other similar causes beyond its control. If any such an event of force majeure occurs and such event continues for ninety (90) days or more, the party delayed or unable to perform shall give immediate notice to the other party, and the party affected by the other's delay or inability to perform may elect at its sole discretion to: (a) terminate this Agreement or the affected order solely upon mutual agreement of the parties; (b) suspend such order for the duration of the condition and obtain or sell elsewhere the Deliverables comparable to the Deliverables to have been obtained under the order; or (c) resume performance of such order once the condition ceases with the option of the affected party to extend the period of this Agreement up to the length of time the condition endured; (d) unless written notice is given within thirty (30) days after the affected party is notified of the condition, option (c) shall be deemed selected.

15.2 Notice.

All notices required to be given under this Agreement shall be in writing and shall be deemed to have been given: (a) on the date given, if delivered, by hand; (b) on the following business day, if sent by facsimile transmission or by prepaid overnight courier service with delivery confirmation; (c) 3 days after deposit in the mail, postage prepaid, return receipt requested; or (d) if sent by e-mail, on the date delivered, unless the date of delivery is not a business

day or that communication is delivered after 5:00PM CST on a business day, in which case, that communication will be deemed delivered and effective on the first following day that is a business day. In each case the address information for notice shall be as follows:

If to Client:

Physical address or E-Mail address set forth below the signature line.

If to Creative Entourage:

Creative Entourage

109 S. Edward Ct. Eureka, MO 63025

Attention: Elizabeth Arway

elizabeth@creative-entourage.com

or to such other address as either party may specify in writing.

15.3 Severability.

Each part of this Agreement is intended to stand alone. If any part of this Agreement is waived or held invalid, or unenforceable, it is the intent that the remainder of the Agreement remains valid and enforceable and shall be enforced to the fullest extent as if such part had not been included.

15.4 Waiver.

Any waiver, amendment or modification of any of the provisions of this Agreement or any right, power or remedy hereunder shall not be effective unless made in writing. No failure or delay by either party in exercising any right, power or remedy with respect to any of its rights hereunder shall operate as a waiver thereof.

15.5 Venue and Waiver of Jury Trial.

The validity, construction, interpretation and performance of this Agreement shall be governed by and construed in accordance with the domestic laws of the State of Missouri except as to its principals of conflicts of laws and the parties hereto irrevocably submit to the jurisdiction and venue of St. Louis County, Missouri to resolve any disputes arising hereunder or related hereto. **THE PARTIES WAIVE ALL RIGHTS TO TRIAL BY JURY IN ANY CLAIM, ACTION, PROCEEDING, OR COUNTERCLAIM BY EITHER PARTY AGAINST THE OTHER ARISING OUT OF OR IN ANY WAY CONNECTED WITH THIS AGREEMENT.**

15.6 Prevailing Party.

In the event either party hereto brings a legal proceeding to enforce of to obtain a declaration of its rights under this Agreement, the prevailing party or parties in such legal proceeding shall be entitled to recover its reasonable attorneys' fees and costs incurred in the proceeding from the non-prevailing party or parties.

15.7 Exclusive Remedies.

Client's remedies in this Agreement are exclusive.

15.8 Entire Agreement.

This Agreement, together with all signed Statements of Work, Amended Statements of Work and Addenda, if applicable, constitutes the entire agreement between the parties relating to the subject matter hereof. Any and all prior arrangements, representations, promises, understandings and conditions in connection with said matter, whether written or oral, and any representations, promises or conditions not expressly incorporated herein or expressly made a part hereof shall not be binding upon any party.

15.9 Counterparts.

This Agreement may be executed in any number of counterparts, each of which together shall constitute one and the same instrument.

15.10 Transfer.

Neither party may assign or transfer any of its rights or obligations under this Agreement to any other entity without the other party's prior written consent, and any such purported assignment or transfer shall be null and void.

ACCEPTED AND AGREED:

Client
(Authorized signature)

Name of Business_____

Signature _____

Print Name: _____

Date: _____

Creative Entourage
(Authorized signature)

Elizabeth Arway

Date: 2/12/2025

CITY OF NEOSHO

PROJECT:
City Branding & Style Guide

CLIENT CONTACT
Jessica Johnson, Public Information Officer
Email: jjohnson@neoshomo.gov
Phone: 417-451-8050 ext 117
City of Neosho
203 E. Main Street
Neosho, MO 64850

CREATIVE ENTOURAGE CONTACT
Elizabeth Arway, owner
314.472.3391 office
314.620.1125 cell
elizabeth@creative-entourage.com

DATE SUBMITTED
Feb. 12, 2025

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1. SCOPE OF WORK TO BE PERFORMED/PROJECT SUMMARY:

Creative Entourage will provide graphic design services to the City of Neosho to develop a new City logo, seal, brand elements, brand standards guide, and customizable templates.

2. DESCRIPTION OF DELIVERABLES:

- Logo, City Seal Design & Logo Elements
    - Three (3) city logo options
    - Final approved logo and city seal delivered in:
        - Full-color, single-color, and black-and-white versions.
        - High-resolution formats: EPS (600 dpi minimum), JPEG, PNG, and PDF.
    - Department-specific branding and identifiers.
    - Boards, commissions, and marketing-driven departments identifiers.
- Branding Style Guide (PDF)
    - Brand characteristics with proper spacing/sizing
    - Color palette/fonts
    - Unacceptable uses
    - Usage mocks for vehicles and apparel
- Customizable templates for:
    - Business cards.
    - Stationery (letterhead and envelopes).
    - Presentations (PowerPoint, Word, Canva).
    - Email signatures.
- Brand rollout matrix template.

3. TIMELINE

- Timeline provided by the City of Neosho in the RFP:
    - Project begins
        - February 25, 2025
    - Discovery meeting with City key stakeholders and decision making team
        - First week of March 2025
    - Draft seal and style guide to committee
        - Last week of April 2025
    - Finalized project, presented to council
        - June 3, 2025

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4. ESTIMATED COST OF THE WORK TO BE PERFORMED ("FEES"), COSTS AND PAYMENT TERMS:

Service	Investment
Graphic Design Services - Graphic design services to develop a new City logo, seal, brand elements, brand standards guide, and customizable templates.	$15,000

Payment schedule (not including out-of-pocket expenses or add-ons):

- **$7,500, invoiced in March 2025 and May 2025. Payment terms 30 days from invoice date.**
  Creative Entourage is an S-Corp.

If the scope of work exceeds the above budget, City of Neosho will be billed at the hourly rate for Creative Entourage's services. Our rate is $150/hour. Creative Entourage will make the client aware if the team is approaching the end of the budget, and will not incur any additional time or expense without prior approval from the client.

In addition to the Fees, Client shall reimburse Creative Entourage for Sales Tax (if any), Third Party Termination Costs (if any), and Termination Fees (if any) (collectively called "Costs") and for out-of-pocket expenses ("Expenses") incurred by Creative Entourage in performing its Services and creating the Deliverables under this Agreement. The term "Expenses" shall include but shall not be limited to, transportation, travel, lodging, advertising, per diem expenses, copier, courier and messenger charges, direct costs for hardware, software media production or research purchased or paid by Creative Entourage to vendors or third parties on Client's behalf. In the event of large expenditures, Creative Entourage may request that Client pay for such expenses directly, and Client hereby agrees to do so. Creative Entourage agrees to provide Client with the appropriate documentation for such Expenses.

5. ASSUMPTIONS

- City of Neosho will provide all digital assets, including access to the Facebook Page and Instagram account if needed, photography and branding elements needed for the creation of printed materials, social media posts and ads.
- No additional services will be provided outside of what is outlined without a change order.
- The cost and timeline estimate of the effort contained within this proposal is an estimate of Creative Entourage's contribution to the effort and can vary depending on the timeliness of decisions and information provided.
- Creative Entourage cannot be held accountable for project delays and/or cost overruns due to delays in responses by the client beyond agreed upon written deadlines, resources outside of its direct control or changes in project scope.
- Creative Entourage will notify the client of any delays that will impact the project timeline and will create a change order to identify the impact to timeline and cost.
- Development and project management are to occur at the offices of Creative Entourage or the offices of a Creative Entourage project team.
- Cost estimates do not include out-of-pocket expenses such as travel, advertising, printing or media purchases unless expressed in the scope of services.

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6. EXECUTION OF OUR MASTER SERVICES AGREEMENT.

In the event you are a new Client, you will be required to execute the Master Services Agreement (link) before we will begin work under this Statement of Work.

ACCEPTED AND AGREED:

Client (Authorized signature): _____

Printed Name: _____ Title: _____ Date: _____

CREATIVE ENTOURAGE, LLC

Date: 02/12/2025

(Authorized signature)
Elizabeth Arway

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CITY OF NEOSHO BRANDING

CLIENT REPRESENTATIVE:

Cheyenne Wright, City Clerk
Jessica Johnson, Public Information Officer
Email: jjohnson@neoshomo.gov
Phone: 417-451-8050 ext 117

City of Neosho
203 E. Main Street
Neosho, MO 64850

CREATIVE ENTOURAGE REPRESENTATIVE:

Elizabeth Arway, Principal, Creative Services
314.472.3391 office
314.620.1125 cell
elizabeth@creative-entourage.com

DATE SUBMITTED:

Jan. 20, 2025

WBE CERTIFIED
Creative Entourage, LLC is a
certified woman-owned business
Missouri Certification No. 13638

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Concepts and creative directions in this document are the exclusive property of Creative Entourage.
THEIR USE BY ANYONE WITHOUT WRITTEN PERMISSION IS PROHIBITED.

Jan. 20, 2025

Dear Cheyenne and Jessica,

On behalf of Creative Entourage, thank you for the opportunity to submit our proposal for the City of Neosho's branding initiative. Our agency is honored to bring our expertise and award-winning creative services to this exciting project.

Creative Entourage is uniquely positioned to support the City of Neosho for several reasons:

1. **Award-Winning Excellence:** Our rebranding of the City of Eureka earned the prestigious 3CMA Savvy Award in 2021, the highest honor in municipal government communications. Additionally, our work on the City of Wentzville's brand standards was recognized with top honors. These achievements demonstrate our ability to create impactful, community-driven branding strategies that resonate.
2. **Extensive Public-Sector Experience:** Having worked with over 200 public-sector clients, our team combines robust public opinion research with innovative community engagement programming to deliver results. By partnering with Creative Entourage, you gain access to our seasoned research team and award-winning designers, ensuring a comprehensive approach tailored to your city's needs.
3. **Strategic Branding Expertise:** We excel at leading thoughtful and strategic branding processes, ensuring that every step—from research and stakeholder engagement to creative development and implementation—aligns with your city's unique identity and future goals. Our approach ensures a cohesive, inclusive, and results-driven process tailored to your needs.

Our team is excited about the opportunity to collaborate with the City of Neosho to develop a brand that embodies your community's heritage, vision, and pride. Please feel free to contact me at (314) 620-1125 (cell) or elizabeth@creative-entourage.com with any questions or to discuss the next steps.

We look forward to partnering with you on this transformative project.

Sincerely,

Elizabeth Arway

Elizabeth Arway, owner
Creative Entourage

ABOUT US

CREATIVE ENTOURAGE HELPS CONNECT YOU TO YOUR COMMUNITY

Since starting in 2008, our team has grown to include eight individuals with decades of experience in public opinion research, strategic communications and graphic design. We are in business to make a positive impact in the school districts, municipalities, and communities where we work. That work might include helping park districts understand what their residents care about most through public opinion surveys, engaging communities in a long-range planning process, educating voters about a referendum effort or strengthening an organization's brand. We are passionate about helping our clients help the communities and people they serve.
It is important to note we don't play politics; it's our company policy that we don't work with any individual political candidates or political parties.

Conducted community engagement programs, public opinion research and provided graphic design services for more than

200

clients

OUR EXPERIENCE

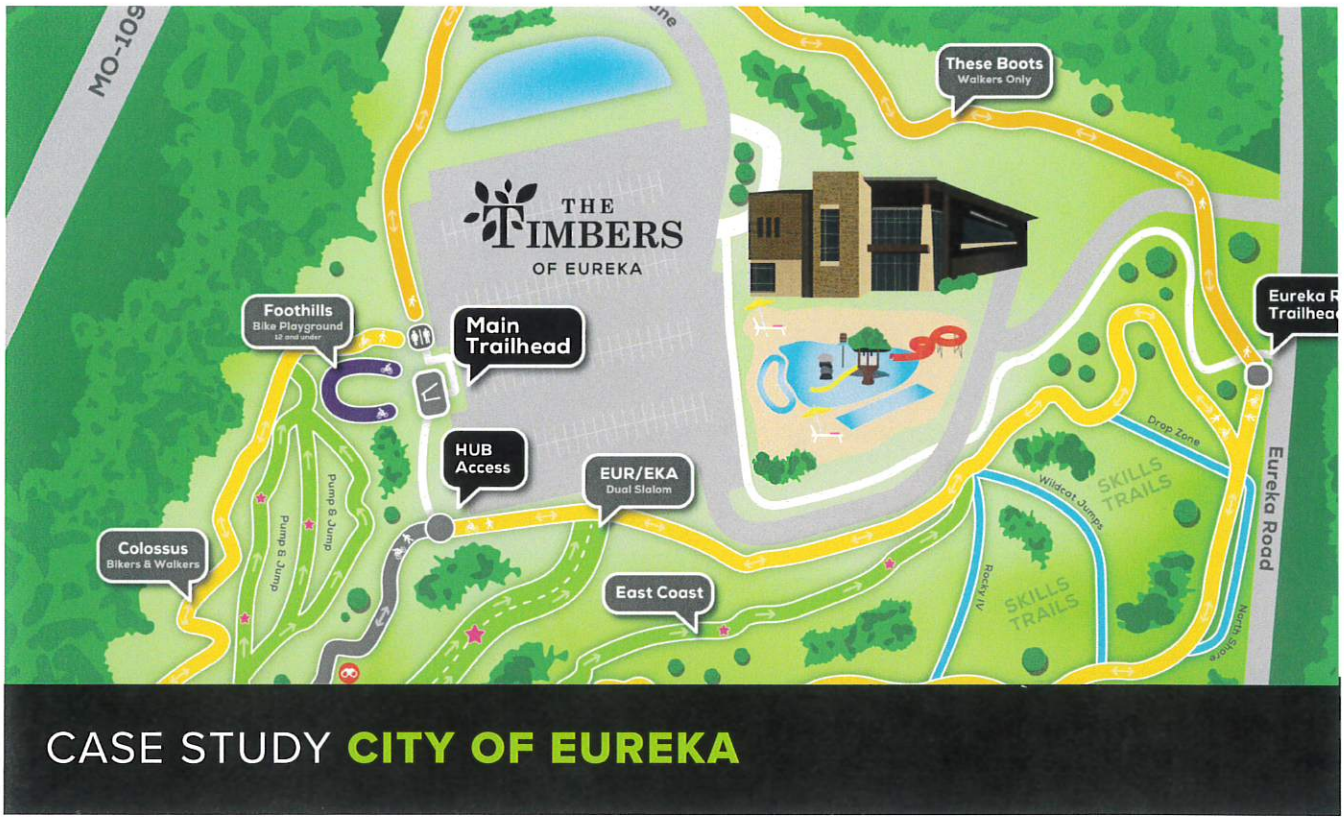
It's hard to imagine a firm with more relevant experience than ours. Our extensive experience includes communications, community engagement, research and campaign programs for dozens of school districts, cities, fire districts and other public entities, all developed through extensive collaboration that facilitates long-term investment in the final product.

The work of our team has been national recognized by organizations including the National School Public Relations Association (NSPRA), 3CMA (The City-County Communications & Marketing Association), the Telly Awards, TAM, AIGA and the American School Boards Journal.

Our consultative, collaborative approach delivers lasting benefits to the public entities we work with.

Attached you will find numerous case studies highlighting our work, as well as references who will attest to the approach that has fostered the success stories filling our company portfolio.

NEXT, you will find case studies highlighting our work.



CASE STUDY **CITY OF EUREKA**

CITY OF EUREKA

CITY OF EUREKA

Creative Entourage worked with the City of Eureka to develop and design a new logo for City materials that can be easily combined with other artwork (i.e., event signage) and used by all departments. The streamlined design features subtle river/path imagery embedded in the logo's text, reflecting the wealth of outdoor activities available within the City and identifying Eureka as a destination for outdoor enthusiasts.

2021 3CMA Savvy Award (First Place) – Logo/Brand Development

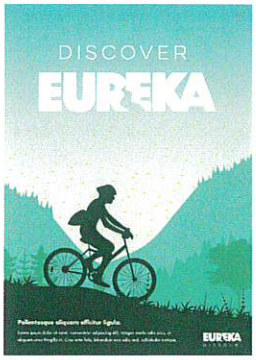
CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEAD	EMILY ROTH
DATE	2019-PRESENT

CASE STUDY **CITY OF EUREKA**

clockwise

Eureka Logo & Brand Standards
Eureka Apparel
Eureka Vehicle Graphics
Eureka Letterhead & Business Cards
Eureka Tourism Ad Sample

CITY OF EUREKA



CASE STUDY **CITY OF EUREKA**

clockwise

Eureka Timbers Logo

Eureka Mountain Bike Park Trail Map & Signage

Eureka Mountain Bike Park Logo

Eureka Timbers Ad

THE TIMBERS OF EUREKA

EUREKA MOUNTAIN BIKE PARK

CASE STUDY **CITY OF WEBSTER GROVES**

CITY OF WEBSTER GROVES

Creative Entourage worked with the City of Webster Groves to develop and design a brand standards document. This formal document will be used by all City staff to ensure the City's communications look consistent across departments.

The current logo was not adjusted but brought to life with creative elements, strategic color palette and user-friendly fonts.

Templates for letterheads, business cards, report covers, memos, agendas, flyers, certificates and more were created to assist the City's staff in day-to-day document development.

CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEADERS	EMILY ROTH / ELIZABETH ARWAY
DATE	2021

CASE STUDY **CITY OF WEBSTER GROVES**

clockwise

Brand Standards Document

Social Media Profile Icons

City Icons:

CASE STUDY CENTRAL WEST END NCID

CENTRAL WEST END NORTH COMMUNITY IMPROVEMENT DISTRICT

Creative Entourage has worked with the Central West End North Community Improvement District (NCID) to provide graphic design, branding and issue-based messaging and public relations assistance. After helping the NCID with a rebrand in 2015 — including an updated logo, new brand standards document and website redesign — our team has worked closely with the organization to develop promotional designs for their biggest annual events, including the CWE Cocktail Party, the Legendary CWE Halloween and the holiday Window Walk, which integrate with the updated brand.

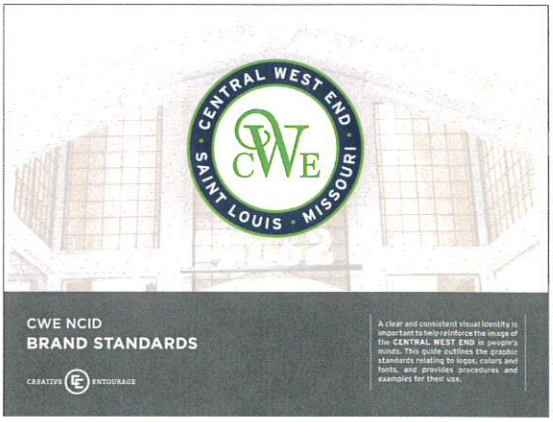
CE PROJECT MANAGEMENT	ELIZABETH ARWAY
ART DIRECTOR	ELIZABETH ARWAY
CE DESIGN LEAD	EMILY ROTH
DATE	2015-CURRENT

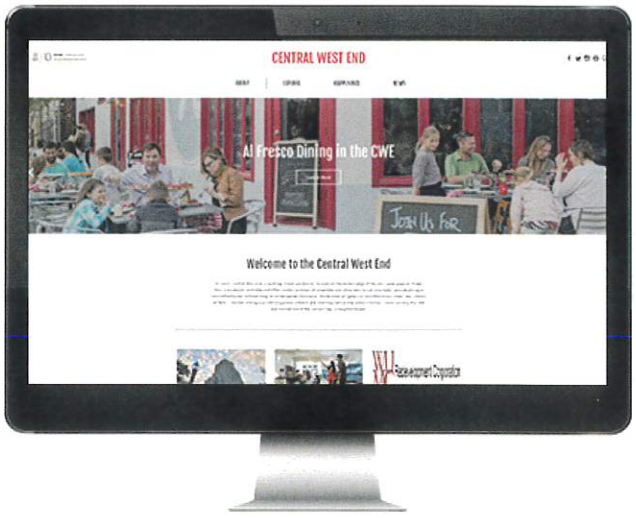
clockwise

CWE Logo and Brand Standards

CWE Website

CWE Map





2016 - 2018 CWE Cocktail Party Poster and Billboard
2018 CWE Halloween Event Flyer
2017 CWE Window Walk Poster

SAMPLES **LOGOS DESIGNS**

REFERENCES

JULIE WOOD

Director of Economic Development
and Communication/City Clerk

City of Eureka

100 City Hall Dr.
PO Box 125
Eureka, MO 63025

p. 636.938.5233
m. 314.920.0212
jwood@eureka.mo.us

Project Detail:

- Logo and brand standards

KATE HAHER

Executive Director

CWE North Community
Improvement District

412 B N. Euclid
St. Louis, MO 63108

p. 314.305.4012
kate.haher@cwenorthcid.com

Project Detail:

- Logo and brand standards

KARA ROBERSON

Communications Manager

City of Wentzville

1001 Schroeder Creek Blvd.
Wentzville, MO 63385

p: 636.327.5101
d: 636.639.2004
kara.roberson@wentzvillemo.org

Project Detail:

- Logo updates and brand standards

OUR PROCESS

DEVELOPING AND DEFINING YOUR BRAND IS AN ESSENTIAL PART OF ANY COMMUNICATIONS STRATEGY. IT'S AN INVALUABLE ASSET FOR YOUR ORGANIZATION, AND ITS DEVELOPMENT REQUIRES MORE THAN JUST DESIGNING AN APPEALING LOGO.

A strong brand clearly conveys who you are and what you do, reinforces your relationship with the community you serve, and builds trust through consistency.

As you likely know, a well-developed brand can also streamline your organization's communication efforts. By taking the time now to set a course for the look and feel of future communications, you simplify the process during moments when quick action is necessary across multiple mediums. You'll have already laid the groundwork to ensure clarity and consistency—leaving only the execution.

The most successful organizations, big and small, share one thing in common: they have established themselves as leaders by building a strong brand. They invest the time and effort to thoughtfully craft their core messaging and understand their audiences, delivering a consistent experience rooted in quality, credibility, and trust.

1 DISCOVERY

Creative Entourage will begin by focusing on collaboration and research to establish the foundation for a successful rebrand and define the creative brief.

Creative Entourage Will:

- Review the City of Neosho's existing branding materials and benchmark them against those of similar cities locally and nationally.
- Meet with key stakeholders to gather insights, clarify the city's vision, and define objectives for the new brand.
- Conduct targeted logo research, analyzing trends and aesthetics that align with the City of Neosho's unique identity.
- Explore the city's history and strategic plans to uncover the "heart" of Neosho, emphasizing what makes it distinctive in the region.

We will host a collaborative session with key decision-makers to:

- Discuss the city's values, goals, and long-term vision.
- Identify required elements for the creative brief.
- Explore preferences for the logo and overall brand identity.
- Define priorities for applications, including digital media, merchandise, and vehicle decals.

This phase ensures the rebranding aligns with Neosho's identity while reflecting leadership priorities.

2 DEFINE THE BRAND

Using the approved creative brief from the discovery process and our industry expertise, Creative Entourage will develop three (3) logo options for the primary city logo.

- These concepts will be presented to the stakeholder group for discussion and collaboration.
- After selecting a preferred direction, the team will finalize the logo and develop the city seal and supporting brand elements.

Up to three (3) rounds of edits will be available for the primary logo and city seal logo mark. Once the primary logo is approved, Creative Entourage will begin developing the brand standards guide.

3 BRAND STANDARDS

Creative Entourage will develop a detailed Branding Style Guide that includes:

- Guidelines for city logo and city seal
- Full-color, single-color, and black-and-white versions
- Proper spacing/sizing and unacceptable uses
- Color palette and typography (fonts)
- High-resolution file formats for the final approved logos and seal
- Use alongside department brands (e.g., for marketing purposes)
- Creating identifiers for boards, commissions, and departments
- Mockups of logo usage on vehicles, signage and apparel

The guide will ensure consistent use across all city branding applications.

4 TEMPLATES

We will design templates to ensure the new branding is consistently applied across all departments. These templates may include:

- Business cards (Adobe InDesign)
- Stationery (letterhead, envelopes)
- Presentations (PowerPoint, Word, Canva)
- Email signature templates

Templates will accommodate city-wide and department-specific uses.

The complete list of required templates will be finalized during the Discovery Phase.

5 BRAND STRATEGY ROLLOUT

Once the brand standards document is complete, Creative Entourage will help implement a plan to introduce the new brand to internal teams and the community.

Action Plan Will Include:

- Matrix Template: A tool for the city to track brand identity applications and maintain a schedule for updates, including projected costs.

Internal Introduction:

- Strategies and tactics to introduce staff to the new brand.
- Guidance on training and proper usage for relevant teams and departments.

Community Introduction:

- Strategies and tactics to introduce the new brand to the broader community.

Brand Placement:

- The City of Neosho will manage the brand rollout after the brand standards and templates are finalized.

PROJECT TIMELINE

PROPOSED TIMELINE

Creative Entourage has reviewed the proposed timeline and has no concerns with reaching the below benchmarks.

CONSULTANT COMMENCE WORK.....FEBRUARY 25, 2025

MEET WITH CITY OF NEOSHO
DEPARTMENT REPS.....FIRST WEEK OF MARCH 2025

DRAFT SEAL AND
STYLE GUIDE TO COMMITTEE.....LAST WEEK OF APRIL 2025

FINALIZED PROJECT
PRESENTED TO COUNCIL.....JUNE 3, 2025

OUR TEAM

Clayton Community Foundation

When we say we are in business to

MAKE A DIFFERENCE

in the communities we serve, it doesn't stop with our clients. Our team is proud to be active in our community, donating hundreds of hours each year to a number of non-profit organizations throughout the St. Louis area where our company is based. Our associates are all experts in their field who provide Creative Entourage independent contractor services on a per project basis.

Baseball Battles Cancer

Charity Lemonade Stand

Softball Battles Cancer

Eureka, Missouri Flood Relief

Our team has assisted in raising over $200,000 for non-profit partners since 2013.

OUR TEAM

ELIZABETH ARWAY

PRINCIPAL • CREATIVE ENTOURAGE

Elizabeth always knew she wanted to be a designer. From her first 4-H art project to earning her BFA in Graphic Design at Maryville University, and ultimately launching her boutique agency in 2008, Elizabeth has relished combining her love of art and design with her keen eye for detail and enthusiasm for fresh, innovative ideas.

As the founder of Creative Entourage, Elizabeth ensures the agency's work stays on the cutting edge, delivering distinct, attention-grabbing designs for every client. Her award-winning work, recognized by TAM and AIGA, consistently transforms client visions into reality. Most notably, she led the rebranding of the City of Eureka, earning the prestigious 2021 3CMA Savvy Award—the top honor in municipal government communications. Currently, Elizabeth helps lead the marketing efforts for ATB Technologies, a managed IT firm in St. Louis, Missouri, which earned a spot on the Inc. 5000 list in 2024.

Elizabeth grew up in rural Illinois and lives on a small farm in Robertsville, Missouri, with her husband, PJ, and their beagles, Sadie and Pippen. Since 2013, the couple has dedicated themselves to Baseball Battles Cancer, an annual event they created to support cancer research, raising nearly $200,000 to date. In 2023, she founded and co-hosted The Heart of Eureka podcast. Additionally, Elizabeth helped establish the Missouri Whiskey Society in 2014.

In her free time, Elizabeth enjoys cooking, quilting, beekeeping, and staying active in her church community.

PROJECT MANAGEMENT

CREATIVE DIRECTOR

COMMUNITY ENGAGEMENT

GRAPHIC DESIGN

OUR TEAM

JENNIFER ROLWES VOLK

PRINCIPAL • STRATEGIC COMMUNICATIONS

Jennifer Volk is co-owner and principal of strategic communications for Creative Entourage. Her award-winning work supporting public-sector organizations includes managing more than 50 referendum campaigns for school districts, fire districts, community colleges and municipalities, resulting in billions of dollars in building and operating funds; and developing and managing community engagement programs across the nation that involved community members in making decisions about the future of their public schools, fire departments, community colleges and cities. Her areas of expertise include strategic planning, community engagement, campaign management, social media strategy, media relations and crisis management. Jennifer finds solutions to ensure her clients are authentically engaging their communities, while also using data to make solid decisions. Prior to Creative Entourage, Jennifer worked as a senior associate at UNICOM ARC, communications director and interim executive director for KidSmart, media relations assistant for the Rockwood School District, and general assignment reporter for KOMU 8, the NBC affiliate in Columbia, Missouri. She earned a bachelor's degree in broadcast journalism from the University of Missouri-Columbia. Jennifer lives in the St. Louis suburb of Clayton with her husband Ben, and her two daughters. In her free time, she volunteers as a member of the St. Michael School of Clayton Board of Directors and as president of the Clayton Community Foundation.

PUBLIC OPINION RESEARCH

COMMUNITY ENGAGEMENT

OUR TEAM

MELISSA WOODS

SUBCONTRACTOR / ASSOCIATE

PROJECT MANAGEMENT

Melissa started contributing to the Creative Entourage team in 2024 after more than a decade in municipal government. She started her career as an interior designer working on commercial interiors for clients such as Autodesk, Shire Pharmaceuticals (now Takeda), and Astra Zeneca.

It was working on sustainable interiors in suburban places that led Melissa to planning school where she fell in love with land use planning. If you've ever wondered what goes where – that's land use planning! While working in government, she engaged communities, stakeholders, and city councils on long range planning, zoning reform and development review.

When the opportunity arose to lead development of City projects – and merge design and planning, Melissa jumped at the opportunity. During her tenure she led a study of municipal building reuse, a fire station master plan, and advanced the planning of a new K-8 school building. She also managed a team of project managers supervising the construction of projects, the largest being a new fire station totaling $10 million total project cost. This is all while managing a reoccurring annual budget of ~$1 million (excluding salaries).

Melissa calls herself a planner by education and a project manager by personality type. She has a love for all things local government, community engagement, and urbanism. Melissa received her BFA in Interior Design from Maryville University and a MFA in Urban Policy and Planning from Tufts University. She's been a certified planner since 2015. Outside of work, Melissa stays busy chasing two young boys, playing soccer, and managing home renovations.

PROJECT MANAGEMENT

COMMUNITY ENGAGEMENT

OUR TEAM

EMILY ROTH

SUBCONTRACTOR / ASSOCIATE

GRAPHIC DESIGN

Emily Roth's offers expertise in the areas of branding and graphic design that relays key messages in attractive and impactful ways. Emily worked as a graphic designer at Dierbergs Markets for 12 years, where she led a team of designers in the creation of various marketing and promotional materials for the regional chain. She also works as a freelance designer for the Crohn's and Colitis Foundation, Mid-America Chapter, helping to design collateral for charity events and more. Additionally, she works with local brides on stunning invitations and other wedding needs, and loves being a part of their special day. Emily earned a bachelor's degree in fine arts from Maryville University. A St. Louis native, Emily lives in south St. Lous city with her husband and daughter. When she's not working, she enjoys traveling, spending time with family and friends and painting.

ART DIRECTOR

GRAPHIC DESIGN

OUR TEAM

MICKEY SCHOONOVER, APR

SUBCONTRACTOR / ASSOCIATE

STRATEGIC COMMUNICATIONS & COPYWRITING

An experienced public relations and communications professional, Mickey Schoonover's expertise includes strategic communications planning, content writing and strategy, crisis communications and more. Mickey served as director of school-community relations for the Pattonville School District and as coordinator of school-community relations for the Wentzville School District. As a school PR professional, Mickey led award-winning year-round strategic communications programs, contributing to high levels of trust and community engagement.

Prior to her work in the education field, Mickey worked as a reporter in Jackson, Tennessee, and as a reporter and features editor for the Suburban Journals of St. Charles County. She holds a bachelor's degree in journalism from Louisiana Tech University and is Accredited in Public Relations (APR) through the Public Relations Society of America.

Mickey serve as a mentor, eastern director, secretary, president-elect, and president for the Missouri School Public Relations Association (MOSPRA) and continues to volunteer for the organization today. She served on the APR Committee for the National School Public Relations Association (NSPRA) and on several APR panels through NSPRA for other aspiring APR candidates. She earned two consecutive national Gold Medallion Awards from NSPRA for strategic communications, as well as MoSPRA's Distinguished Service and Professional of the Year awards.

Mickey was born on an Air Force base in Texas, but grew up in Louisiana. She and her husband live in the St. Louis area and are the proud parents of a son and daughter. In her free time, she enjoys spending time with her family and friends, reading and writing fantasy and romance novels, capturing travel and nature photographs, and hiking in Missouri's incredible state and county parks. She aspires to become a published novelist.

COPYWRITING

MESSAGE DEVELOPMENT

STRATEGIC COMMUNICATIONS

ORGANIZATIONAL CHART

Below is an organization chart provided per your request. However, we want to emphasize that our collaboration with clients is not linear. We work as a team, engaging closely with our clients throughout each phase of the project. While the overall process will be directed by Elizabeth Arway, you will interact with various members of our team at different stages of the project to ensure a seamless and comprehensive approach.

ELIZABETH ARWAY
CREATIVE DIRECTOR /
PROJECT LEAD

EMILY ROTH
ART DIRECTOR /
GRAPHIC DESIGNER

JENNIFER VOLK
PUBLIC OPINION
RESEARCH

CLIENT

MICKEY SCHOONOVER
COPYWRITING

MELISSA WOODS
PROJECT MANAGEMENT
COMMUNITY ENGAGEMENT

PROJECT INVESTMENT

DELIVERABLE	INVESTMENT
Final Deliverables:	

Logo, City Seal Design & Logo Elements
• Three (3) city logo options
• Final approved logo and city seal delivered in:
  • Full-color, single-color, and black-and-white versions.
  • High-resolution formats: EPS (600 dpi minimum), JPEG, PNG, and PDF.
• Department-specific branding and identifiers.
• Boards, commissions, and marketing-driven departments identifiers.	

Branding Style Guide (PDF) • Brand characteristics with proper spacing/sizing • Color palette/fonts • Unacceptable uses • Usage mocks for vehicles and apparel	Not to exceed $15,000
Customizable templates for: • Business cards. • Stationery (letterhead and envelopes). • Presentations (PowerPoint, Word, Canva). • Email signatures.	
Brand rollout matrix template.	
OPTIONAL: Community Input Sessions • *Additional input session with other leaders and community members.*	*$300 per session*
OPTIONAL: Community Electronic Survey • *Online survey for community members complete to gather feedback and input on the branding initiative.* • *Survey to also include questions about the community's preferred methods of communication from the city.*	*Starting at $23,000*

OUT-OF-POCKET EXPENSES

Excluded from the fee are out-of-pocket expenses for things such as printing, postage and travel on request of the client. We obtain upfront approval for all out-of-pocket expenses. All invoices are sent to the client at the end of the month. Invoices should be paid by check within 30 days. Credit card payments will incur a 3% fee. Any purchasing expenses, such as printing will be invoiced with a 20% mark-up; this mark-up is not applied to travel expenses.

COMPLIANCE

Creative Entourage agrees all terms and conditions outlined in the City of Neosho's "NOTICE OF REQUEST FOR PROPOSAL" RFP, due date of 10:00 AM, January 28, 2025.

Signed by: Elizabeth Arway Elizabeth Arway, owner

Date: 1/27/2025

WBE WOMEN BUSINESS ENTERPRISE

Kenneth J. Zellers
Commissioner

Claudia Browner
Acting Director

STATE OF MISSOURI

OFFICE OF ADMINISTRATION
OFFICE OF EQUAL OPPORTUNITY

THIS CERTIFIES THAT

Creative Entourage, LLC

Qualifies as a Woman-Owned Business Enterprise which has met the eligibility criteria established by the State of Missouri, Office of Administration.

Claudia Browner, Acting Director, Office of Equal Opportunity

Certification Number: 13638	*Date of Issue: 12/16/2024*	*Date of Expiration: 12/16/2027*

- *Date of Expiration is only valid with completion of Annual Update / Recertification prior to the anniversary date.*
- *Current certification status of the above mentioned firm can be verified on the Office of Equal Opportunity Directory's website at: https://apps1.mo.gov/MWBCertifiedFirms/*

Apply for a Board / Commission

Thank you for your consideration in serving our community. This questionnaire will provide the City Council some background on your interest and reasons for seeking to serve.

Select Desired Board:	Board of Adjustments (Zoning)
Name	Billy Williams
Address Line 1	1716 Ankney place
Address Line 2	1716 Ankney place
City	Neosho
State	MISSOURI
Zip Code	64850
Phone	4174390108
Email	biwilliamsjr734@gmail.com
Why do you want to serve on this board?	To serve the community of Neosho.
Have you dealt with this specific Board before?	No
Have you attended any Board meetings for this Board?	Yes
What would you like to accomplish if you are appointed to this Board?	To be able to serve my community. To always be fair and honest.
Please respond by:	Email

Neosho Fire Department
2024 Annual Report

Neosho Fire Department

It is the design of the department to serve the public to the best of our ability.

The mission of the department is to assist people through Prevention, Planning, Education, and Action.
We pursue this mission with determination and resolve with emphasis on
Dedication, Compassion, and Constant Improvement.

Introduction

We would like to say "Thank You" to the citizens that have continued to support the fire department. We strive to maintain the high standard that you have come to expect. To the members of the fire department, their families, fellow City employees, first responders from around the area, a big thank you for your efforts to make Neosho a safer place. In times of need, this community comes together making Neosho a better place to live, work, and visit.

Departmental Facts

Fire Station 1
125 N. College St.
Neosho, Missouri 64850
Phone: 417-451-8021
Fax: 417-451-8027

Fire Station 2
501 Industrial Drive
Neosho, Missouri 64850
Phone: 417-451-8030
Fax: 417-451-8047

District Fire Station (3)
13002 Ireland Lane
Neosho, MO 64850
(Unmanned District built station)

Staffing – 40 Hour Employees	Staffing – 24 Hour Employees	Staffing – Paid Per Call
1 Fire Chief	3 Battalion Chiefs	2 Fire Fighters
1 Deputy Chief	3 Captains	
1 Administrative Assistant	12 Engineers	
	3 Fire Fighters	

City ISO rating: 4/4X
District ISO rating: 6/10

Fire Department Personnel Current Staff
Year 2024

Administrative Staffing [40 hr]
Fire Chief Aaron Houk (2021)
Deputy Chief Derek Williams (2016)
Administrative Assistant Shelby Pringle (2016)

Shift Personnel – 24 on / 48 off schedule

A Shift	B Shift	C Shift
Bat. Chief Lance Parsons (2015)	Bat. Chief Kyle Rogers (2003)	Bat. Chief Beau Davis (2005)
Capt. Danny Naugle (2017)	Capt. Jacob Pim (2011)	Capt. CJ Hutchens (2016)
Eng. Mark Solomon (2002)	Eng. Phillip Doke (2017)	Eng. Brandon Burns (2016)
Eng. Fred Sanders (2022)	Eng. Nate Sanders (2021)	Eng. Caleb Ridenour (2019)
Eng. Shawn Nance (2019)	Eng. Taylor Kelly (2023)	Eng. Spencer Dobbs (2024)
Eng. Jason Cockrum (2023)	Eng. Laith Hayward (2022)	Eng. Tyler Hammonds (2023)
FF Trent Vaughn (2024)	FF Zach McKee (2022)	FF Daniel Christensen (2024)

Paid-per-Call
Fire Fighter Steffen Wiest (2011)
Fire Fighter Eric Norris (2023)
( ) = Hire Date

Neosho Area Fire Protection District Board of Directors

President Terry Cook
Secretary Treasurer Greg Hickman
Board Member Ronnie Jones

Response area of the department is approximately 93 square miles, which includes:

City of Neosho (15.75 Sq. Miles)
District A-Inside City limit, north of South Street
District B-Inside City limit, south of South Street

Neosho Area Fire Protection District
District C-Area outside City of Neosho (77.25 Sq. Miles)
Limits: Iris Road on the north, Goldfinch on the west, AA Highway on the south, Panda Road on the east. District lines follow section lines where no roads are located.

Mutual Aid (M/A)
Assistance requested from and provided to all local fire or other agencies that request personnel, equipment, or special assistance from the fire department. Our department also participates in the Statewide Mutual Aid Assistance Program when requested if resources and personnel are available.

Equipment Operated by the Fire Department: (year of vehicle)

City:
3 Engines (2013, 2000, 2023)
1 Aerial 111' (2019)
1 Light rescue (2008)
1 Command vehicle (Chief) (2016)
4 Service unit-pickup trucks,
(2005, 2000, 2016, 2023)
1 Radio/Rehab Vehicle (MDC-1992)
(MDC Surplus Property)

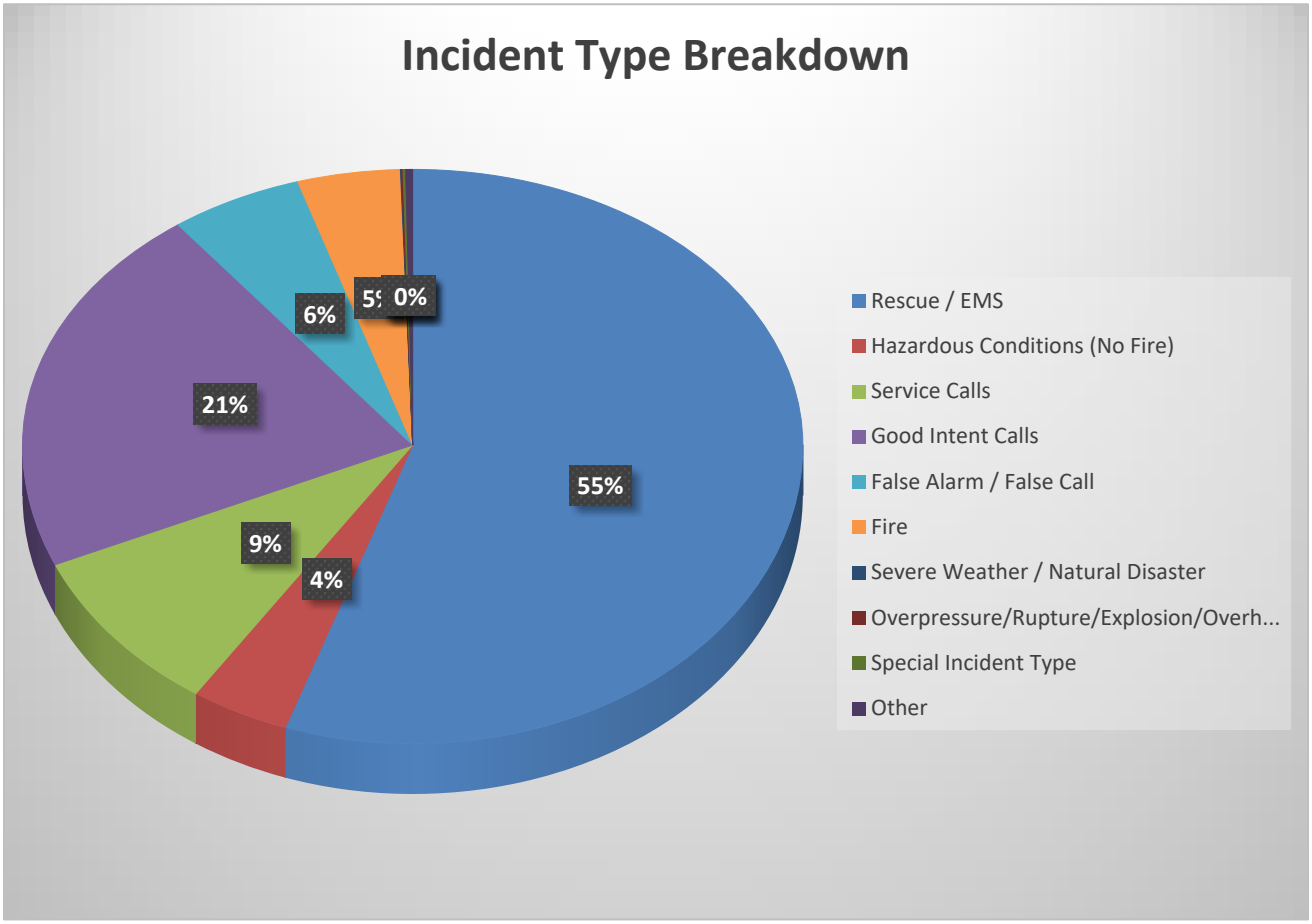
District:
3 Engines (2017, 2009, 2023)

2 Tankers (2016, 2021)
1 Reserve tanker (2000)
3 Brush trucks (2001, 2017, 2020)
1 Light rescue (2009)
1 Command vehicle (Deputy Chief) (2022)
1 Flatbed trailer
Station 3 (13002 Ireland Lane)
(District owned)
1 Kawasaki Mule UTV (2007)
(MDC Surplus Property)

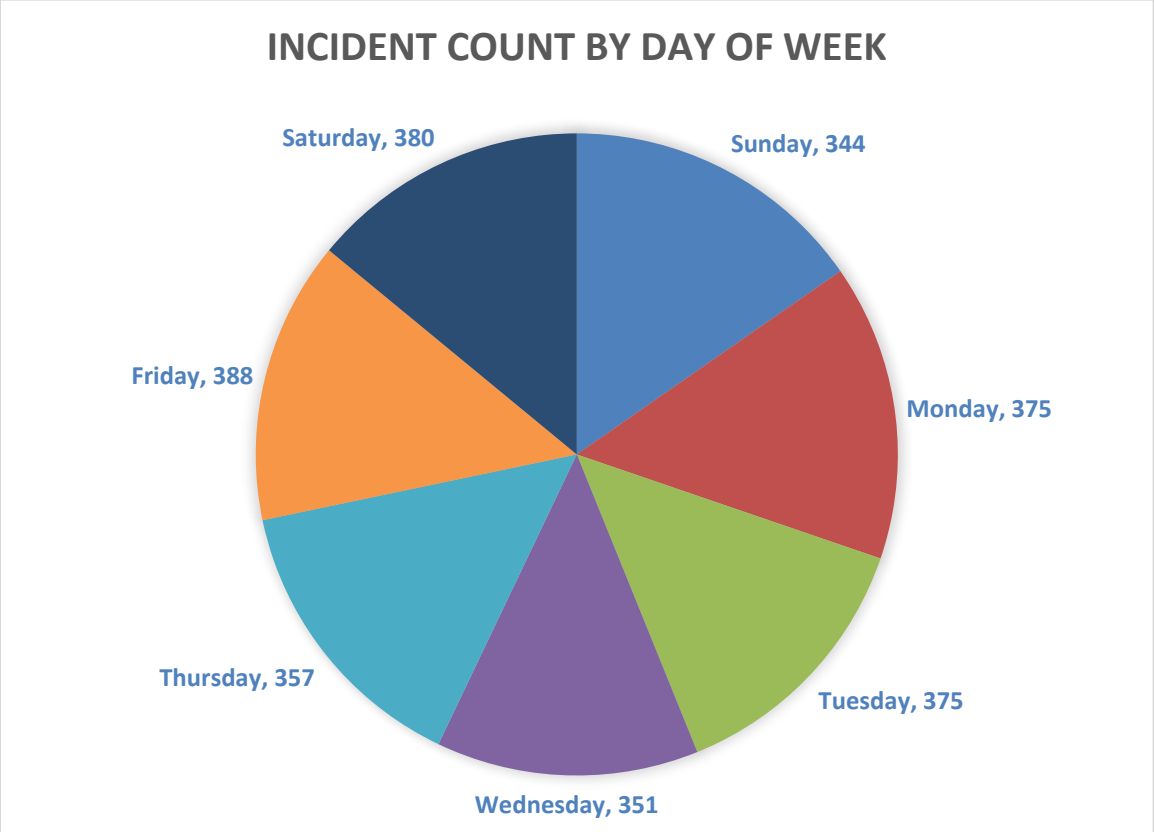
Fire Department Response Information

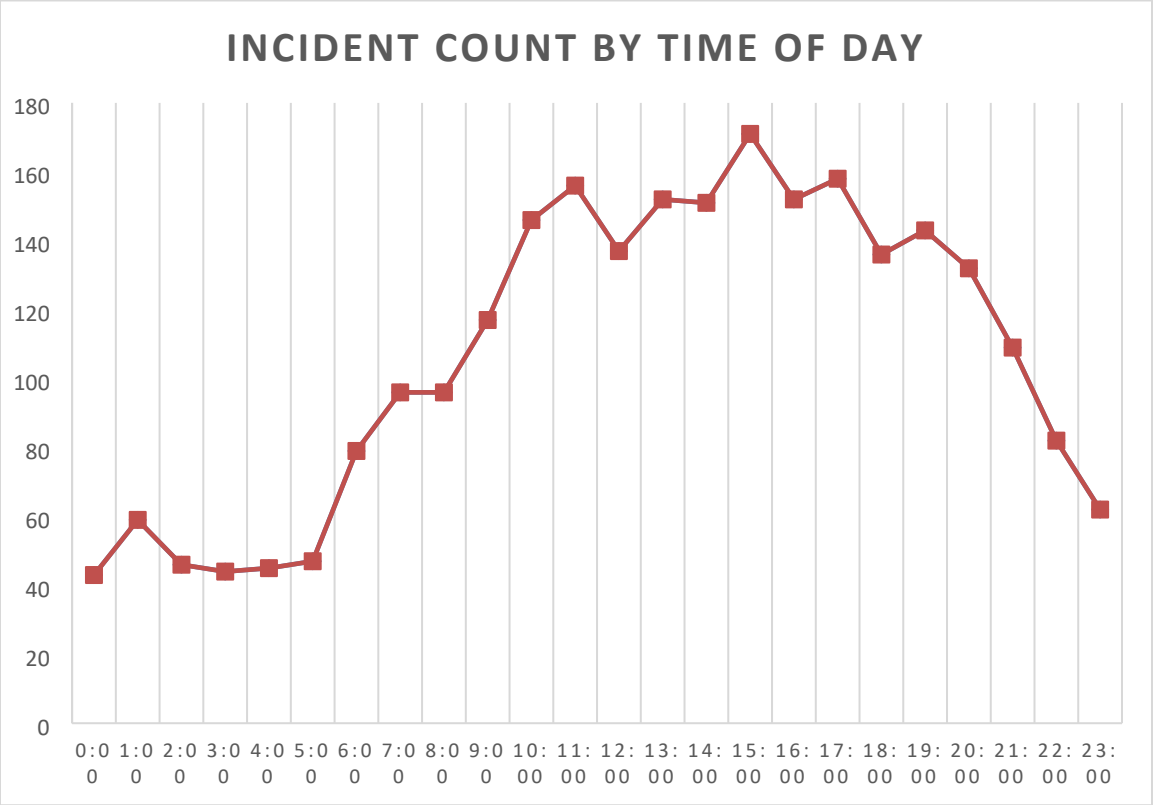
The Neosho Fire Department responded to **2570** calls for service in 2024.

Shown below are the total number of calls received, and a breakdown of call types, between January 1, 2024 and December 31, 2024.



1421 Rescue / EMS
105 Hazardous Conditions (No Fire)
233 Service Calls
531 Good Intent Calls
148 False Alarm / False Call
118 Fire
1 Severe Weather / Natural Disaster
2 Overpressure / Rupture / Explosion / Overheat (No Fire)
3 Special Incident
8 Other


INCIDENT COUNT BY DAY OF WEEK
Saturday, 380
Sunday, 344
Friday, 388
Monday, 375
Thursday, 357
Tuesday, 375
Wednesday, 351


INCIDENT COUNT BY TIME OF DAY
180
160
140
120
100
80
60
40
20
0
0:00
1:00
2:00
3:00
4:00
5:00
6:00
7:00
8:00
9:00
10:00
11:00
12:00
13:00
14:00
15:00
16:00
17:00
18:00
19:00
20:00
21:00
22:00
23:00

Inspections:

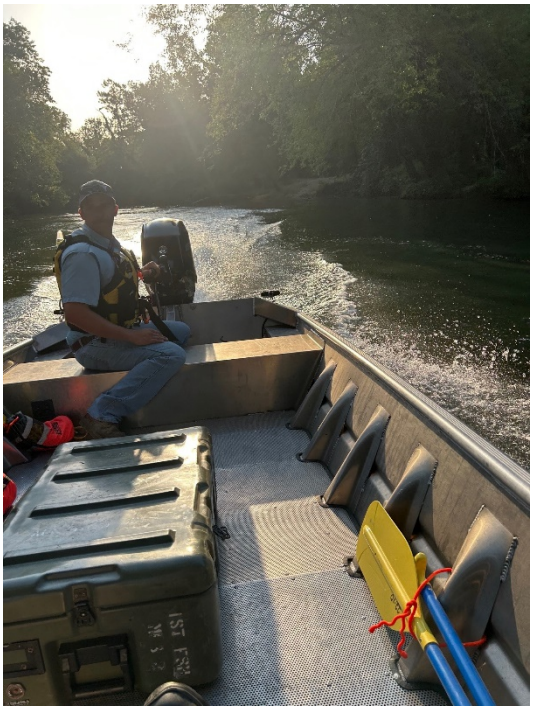
308 inspections were completed in 2024. This total includes reinspection's pre-plans, business, company, industry, new construction, consultations, remodels, tent, fireworks, and burn permits.

Firefighter Training:
Personnel participated in approximately **225** hours of in-house and outside department training per employee.

We continue to provide our firefighters, engineers, and officers with needed training, and work to bring in as much outside training as possible.

SWIM
AT YOUR
OWN RISK
FIRE RESCUE
DIAL 911

FIREFIGHTER
944
NEOSHO



NEOSHO
FIRE
DEPARTMENT
943
NEOSHO

Community Training and Involvement:

Some examples of Community Training and Involvement that our department assisted in are extinguisher training, school fire prevention programs, informative tours of the station, fire safety talks for businesses, industry and the public, helping with fishing derbies, serving lunch at schools, etc.

Vehicle Maintenance and Service

The task of proper operation and maintenance of all equipment is of the utmost importance. The maintenance program for the department consists of daily, weekly, monthly, six-month and annual services. Records are maintained on all apparatus and motorized equipment. Minor service and repairs, such as, adjustments to vehicles, and equipment are performed by duty personnel. Individuals within the department that have been factory trained in maintenance procedures on specific equipment. Those repairs include Air Sampling and Service of Self-Contained Breathing Apparatus and their Air Cylinders. Our annual ISO testing of pumpers, SCBA's, aerial, and ground ladders are performed by an outside vendor as recommended by NFPA.

“THE DEUCE”

In February of 1924 the second motorized fire apparatus purchased by the City of Neosho, a 1923 Seagraves, known to the NFD as “The Deuce”, was delivered to the Neosho Fire Department. It was purchased by the City of Neosho for approximately $13,000. It was sold to Stark City in the early 1960’s for $1.00 with the agreement that when they no longer needed it, it would be sold back to the City of Neosho for the same price. It found its way back home to Neosho in 1972. Prior to 2023, it ran for the last time at the Neosho Fire Departments 125th anniversary celebration in 2013. In 2013, it drove onto the parking lot but had to be pushed back into the bay. That’s where it sat until 2023.

Over the years, Association members would work on it, but it wasn’t until December of 2023 that it was able to leave the station under its own power. That is all thanks to association members donating their time and money, local businesses donating parts and equipment, and citizens purchasing shirts at recent fall festivals. There were even fire department retirees that came in to offer their knowledge of the truck.

In 2024, **at just over 100 years old**, The Deuce finally made it to the Christmas parade!

Photo courtesy of the Neosho Area Chamber of Commerce

Photo courtesy of Ryan Bogle

2024 in Review:

In 2024 a new District Tanker was approved for purchase.

In 2024 a tank and pump for Brush 2 was purchased thanks to a grant from Missouri Department of Conservation.

In 2024 our department continued to use the training software, Target Solutions, to provide relevant education and training, as well as to keep track of other trainings within the department.

In 2024 the installation of insulation and metal was completed in our south building at Station 2. This will help regulate the temperature in that building.

In 2024 two more fire department personnel attended a basic boat operator course provided by the Missouri Highway Patrol. More personnel will be attending this training as it becomes available.

In 2024 we put our third and fourth applicants through the Fire Fighter 1 & 2 program.

In 2024 we continue to make the health of our employees a top priority. The MagnaGrip Exhaust Removal Systems that was installed in 2023 continues to minimize exposure to diesel exhaust. Diesel exhaust has been linked to lung cancer and respiratory disease.

In 2024 our department ordered a new set of battery-operated extrication equipment. This equipment was delivered in early 2025.

In 2024 a forceable entry door prop was purchased. This training tool allows our department to simulate multiple scenarios for forcing a door, as well as pulling/cutting hinges, forcing/cutting locks, and gaining access to commercial style doors. This kind of tool allows us to have hands on training, as well as trying new methods to gain entry more effectively.

In 2024 the City made burn permits available to citizens online. It is no longer necessary to come to the fire station to obtain a burn permit.

Annual Pump Testing:
Annual testing of all apparatus pumps. All apparatus passed the annual pump testing.

Annual Ladder Testing:
Annual testing of all ladders. All ground ladders passed the inspection testing.

We are extremely grateful to the citizens of Neosho who voted to pass a Public Safety tax. Without your support it would be much more difficult to provide the best service to the citizens of Neosho and the surrounding areas. Thank you from all of us at the Neosho Fire Department / Neosho Area Fire Protection District.

There were several promotions within the Neosho Fire Department in 2024:

CJ Hutchens was promoted to Captain
Laith Hayward was promoted to Engineer
Tyler Hammonds was promoted to Engineer
Spencer Dobbs was promoted to Engineer
Taylor Kelly was promoted to Engineer

Current Neosho Fire Department Employees

Shelby Pringle

Aaron Houk

Administrative Assistant
Derek WIlliams

Fire Chief

Deputy Chief

Battalion Chief
Lance Parsons

Battalion Chief
Kyle Rogers

Battalion Chief
Beau Davis

Captain
Danny Naugle

Captain
Jacob Pim

Captain
CJ Hutchens

Engineer
Mark Solomon

Engineer
Phillip Doke

Engineer
Brandon Burns

Engineer
Caleb Ridenour

Engineer
Fred Sanders

Engineer
Jason Cockrum

Engineer
Nate Sanders

Engineer
Shawn Nance

Engineer
Laith Hayward

Engineer
Tyler Hammonds

Engineer
Spencer Dobbs

Engineer
Taylor Kelly

Fire Fighter
Zach McKee

Fire Fighter
Trent Vaughn

Fire Fighter
Daniel Christensen

Neosho Fire Department

Neosho Police Department
Crime Statistics Reporting

Title: **2024 Year End Crime Statistics Report**

Reporting Period: January 2024 - December 2024 Date Prepared: 1/28/2025

Police Demographic Information

Reported City of Neosho Population: **13,328**

(Data obtained from Census / City-Data.com)

Total Number of Sworn Positions: **23**

Total Number of Non-Sworn Members: **2**

Total Number of Police Personnel: **25**

Sworn Officer To Neosho Population Ratio: **1.73**

Police Calls for Service for Calendar Year: **17467**

Average Calls for Service Per Patrol Officer: **759.43**

City of Neosho Crime Rates

		Previous Year	Current Year	
	Category	2023	2024	% Difference
Crimes Against Person	Murder	0	0	-
	Rape	7	9	22%
	Robbery	1	0	-
	Assault	152	132	-15%
Property Crimes	Burglary	73	28	-161%
	Stolen Vehicles	27	26	-4%
	Arson	3	3	0%
	Larceny	223	229	3%
	Property Damage	80	99	19%
	Totals	**566**	**526**	**-8%**

City of Neosho Crime Index Summary

2023 Total Crimes Against Person Incidents Reported was: **160**

2024 Total Crimes Against Person Incidents Reported was: **141**

2023 Total Property Crime Incidents Reported was: **406**

2024 Total Property Crime Incidents Reported was: **385**

Overall violent crimes was: **-13%** **Lower Than** the **2023 Year**

Overall property crimes was: **-5%** **Lower Than** the **2023 Year**

Overall Crime Reported to Police was **-8%** **Lower Than** the **2023 Year**

Prepared by: Jason Baird Date: 1/28/2025

Chief of Police

Neosho Police Department
Police Personnel Report

Sworn Police Personnel						
DSN	Position	Rank	Name	Neosho Exp.	Other Agency Exp	Total Police Experience
101	C	Chief Of Police	Jason Baird	28.5	3	31.5
102	C	Lieutenant	Mike Sharp	18.6	0	18.6
103	C	Lieutenant	Michael Whitehead	13.7	16.3	30
104	S	Sergeant II	Brandon Beshears	19.2	11	30.2
105	S	Sergeant II	Rusty Schlessman	23	5	28
106	S	Sergeant I	Curt Drake	6.2	13.1	19.3
107	S	Sergeant I	Joshua Houghton	9.9	0	9.9
110	P	Patrol Officer III	Dustin Honeyfield	8.2	5	13.2
113	P	Patrol Officer I	MacKenzie Bailey	1.1	0	1.1
115	P	Patrol Officer I	Jacqi Crespo	1.1	0	1.1
116	P	Patrol Officer II	Shadrack Scheppert	1.8	7	8.8
117	P	Patol Officer	Levi Mills	0.8	0	0.8
118	P	Patrol Officer II	Drey Kuhlman	2.9	2.3	5.2
119	P	Patrol Officer	Cameron Snyder	0	6.5	6.5
120	P	Patrol Officer I	Duckett, Hunter	1.1	0	1.1
121	P	Patrol Officer I	Zackery Graham	2.7	0	2.7
122	P	Patrol Officer	Kaden Miller	0	4	4
123	P	Patrol Officer I	Chevelle Cook	2.1	0	2.1
124	P	Patrol Officer I	James Estrada	2.1	0	2.1
131	D	Det. Sergeant II	Rodney Howe	15.4	2.9	18.3
132	D	Detective I	Keith Brumfield	9	16	25
136	P	PO III CE	Nathaniel Moudy	6.6	8	14.6

Non-Sworn Police Personnel						
162	A	Rec. Supvr. III	Rachel Kimmel	9.6	0	9.6
163	A	Records Clerk II	Mari Mallory	7.1	0	7.1

Reserve Officers			
150	R	Reserve Officer	Oren Barnes
152	R	Reserve Officer	Andrew Snider
153	R	Reserve Officer	Zaccary Sweet

Position	Avg. Neosho Exp.
Command (Qty. 3)	20.27
Supervisor (Qty. 4)	14.58
Patrol Personnel (Qty. 13)	2.35
Detective Division (Qty. 2)	12.20
All Sworn Personnel (Qty. 22)	7.95

Legend: Position Description

C = Command
S = Supervisor
P = Patrol
A = Administrative
D= Detective
R= Reserve

Previous Years Crime Reporting Statistics (2023)

Miscellaneous Reporting

Criteria	January	February	March	April	May	June	July	August	September	October	November	December	Total
Calls for Service	1474	1397	1508	1519	1848	1790	1630	1748	1674	1352	1309	1293	**18542**
Citations	215	130	244	220	236	187	189	174	220	136	170	207	**2328**
Warnings	59	75	65	62	75	42	47	64	63	48	46	53	**699**
Accidents	23	16	22	24	29	26	18	20	22	19	21	18	**258**
DWI	5	9	5	6	15	11	8	12	6	7	3	4	**91**
DWS	6	10	10	8	15	10	6	5	6	2	6	4	**88**

Criminal Offenses Known to the Police

	Criminal Homicide	Manslaughter by Negligence	Rape	Robbery	Assault	Burglary	Larceny - Theft Total	Motor Vehicle Theft	Arson	Totals
January	0	0	2	0	12	3	17	1	0	**35**
February	0	0	0	0	10	3	19	2	0	**34**
March	0	0	0	0	13	5	23	1	0	**42**
April	0	0	0	0	12	6	16	2	0	**36**
May	0	0	0	0	15	7	18	4	1	**45**
June	0	0	0	0	11	3	14	2	0	**30**
July	0	0	1	0	13	14	11	6	0	**45**
August	0	0	0	0	22	6	17	1	1	**47**
September	0	0	1	0	13	9	17	1	1	**42**
October	0	0	1	0	9	7	25	3	0	**45**
November	0	0	2	1	12	4	21	1	0	**41**
December	0	0	0	0	10	6	25	3	0	**44**
Totals	**0**	**0**	**7**	**1**	**152**	**73**	**223**	**27**	**3**	**486**

Criminal Investigations Cleared

	Criminal Homicide	Manslaughter by Negligence	Rape	Robbery	Assault	Burglary	Larceny - Theft Total	Motor Vehicle Theft	Arson	Totals
January	0	0	2	0	10	2	5	1	0	**20**
February	0	0	0	0	10	0	5	0	0	**15**
March	0	0	0	0	11	3	7	1	0	**22**
April	0	0	0	0	7	4	5	0	0	**16**
May	0	0	0	0	14	1	5	1	0	**21**
June	0	0	0	0	9	1	4	1	0	**15**
July	0	0	1	0	13	3	4	1	0	**22**
August	0	0	0	0	17	2	4	0	0	**23**
September	0	0	0	0	9	1	6	0	0	**16**
October	0	0	0	0	7	5	10	2	0	**24**
November	0	0	1	1	14	0	10	1	0	**27**
December	0	0	0	0	8	1	12	0	0	**21**
Totals	**0**	**0**	**4**	**1**	**129**	**23**	**77**	**8**	**0**	**242**

NEOSHO POLICE DEPARTMENT
Part 1 Reported Offenses

Criminal Offenses Known to the Police (Reported)

	Criminal Homicide	Manslaughter by Negligence	Rape	Robbery	Assault	Burglary	Larceny - Theft Total	Motor Vehicle Theft	Arson	Totals
January	0	0	0	0	10	2	23	1	0	**36**
February	0	0	1	0	14	3	15	1	0	**34**
March	0	0	3	0	11	2	36	1	0	**53**
April	0	0	0	0	12	4	17	3	0	**36**
May	0	0	2	0	5	2	16	3	1	**29**
June	0	0	0	0	13	2	22	5	0	**42**
July	0	0	0	0	11	4	24	5	0	**44**
August	0	0	1	0	14	2	22	5	0	**44**
September	0	0	1	0	8	1	10	0	0	**20**
October	0	0	1	0	11	1	21	0	2	**36**
November	0	0	0	0	11	1	11	1	0	**24**
December	0	0	0	0	12	4	12	1	0	**29**
Totals	**0**	**0**	**9**	**0**	**132**	**28**	**229**	**26**	**3**	**427**

Criminal Investigations Cleared

	Criminal Homicide	Manslaughter by Negligence	Rape	Robbery	Assault	Burglary	Larceny - Theft Total	Motor Vehicle Theft	Arson	Totals
January	0	0	0	0	9	2	11	0	0	**22**
February	0	0	1	0	14	2	5	1	0	**23**
March	0	0	2	0	11	1	19	1	0	**34**
April	0	0	0	0	12	2	4	2	0	**20**
May	0	0	1	0	5	0	12	2	0	**20**
June	0	0	0	0	13	2	14	1	0	**30**
July	0	0	0	0	11	2	7	2	0	**22**
August	0	0	1	0	13	1	13	2	0	**30**
September	0	0	0	0	8	0	6	0	0	**14**
October	0	0	0	0	9	1	7	0	2	**19**
November	0	0	0	0	10	0	3	0	0	**13**
December	0	0	0	0	11	3	6	0	0	**20**
Totals	**0**	**0**	**5**	**0**	**126**	**16**	**107**	**11**	**2**	**265**

Analysis of Larceny and Motor Vehicle Theft

Number of Offenses

	Larceny - By Category								
	Pocket Picking	Purse Snatching	Shoplifting	From Motor Vehicle	Motor Vehicle Parts	From Building	Coin-Operated Machines	All Others	**Grand Totals**
January	0	0	11	1	0	6	0	5	**23**
February	0	0	6	2	1	4	0	3	**16**
March	0	0	13	7	0	5	0	10	**35**
April	0	0	5	2	1	6	0	4	**18**
May	0	0	9	0	3	3	0	4	**19**
June	0	0	9	4	2	2	0	8	**25**
July	0	0	8	11	0	1	0	4	**24**
August	0	0	10	5	2	2	0	5	**24**
September	0	0	5	0	0	1	0	4	**10**
October	0	0	5	3	0	6	0	7	**21**
November	0	0	5	2	0	1	0	3	**11**
December	0	0	7	1	1	3	0	1	**13**
Totals	**0**	**0**	**93**	**38**	**10**	**40**	**0**	**58**	**239**

UCR Part II Reported Offenses

Total Number of Actual Offenses

	Forgery & Counterfeiting	Fraud	Embezzlement	Vandalism	Weapons, Carrying, Possess, etc.	Prostitution and Commercialized Vice Sex Offenses	Drug Abuse Violations	Gambling Total	Offenses Against the Family	Driving Under the Influence	Liquor Laws	Disorderly conduct	All other Offenses	Grand Totals
January	1	1	0	2	0	0	0	7	0	2	5	1	1	11	31
February	2	2	0	4	0	0	0	2	0	1	4	1	0	10	26
March	0	6	0	12	4	0	2	6	0	1	5	0	2	14	52
April	1	3	0	16	1	0	1	5	0	3	7	4	4	11	56
May	0	2	0	11	1	0	0	5	0	5	10	3	4	16	57
June	2	3	0	11	0	0	1	5	0	2	6	2	7	16	55
July	1	5	0	10	0	0	1	5	0	5	8	2	4	16	57
August	4	5	1	8	4	0	0	3	0	5	7	4	5	12	58
September	5	4	0	6	1	0	0	0	0	7	7	1	2	14	47
October	0	4	0	6	0	0	1	1	0	4	6	4	2	15	43
November	0	5	0	5	0	0	0	0	0	2	6	1	1	12	32
December	2	3	0	8	1	0	0	0	0	3	3	3	1	15	39
Totals	18	43	1	99	12	0	6	39	0	40	74	26	33	162	553

Total Number of Cleared Investigations

	Forgery & Counterfeiting	Fraud	Embezzlement	Vandalism	Weapons, Carrying, Possess, etc.	Prostitution and Commercialized Vice Sex Offenses	Drug Abuse Violations	Gambling Total	Offenses Against the Family	Driving Under the Influence	Liquor Laws	Disorderly conduct	All other Offenses	Grand Totals
January	0	0	0	1	0	0	0	7	0	1	5	1	1	11	27
February	1	0	0	1	0	0	0	2	0	1	4	1	0	10	20
March	0	1	0	4	4	0	2	6	0	1	5	0	2	14	39
April	0	1	0	5	1	0	1	5	0	3	7	4	3	11	41
May	0	1	0	2	1	0	0	5	0	5	10	3	4	16	47
June	1	0	0	5	0	0	1	5	0	2	6	2	7	14	43
July	0	1	0	4	0	0	1	5	0	5	8	2	3	16	45
August	0	1	1	3	4	0	0	3	0	5	7	4	4	11	43
September	1	0	0	3	1	0	0	0	0	7	7	1	1	14	35
October	0	1	0	4	0	0	0	1	0	4	6	4	1	14	35
November	0	0	0	1	0	0	0	0	0	2	6	1	1	12	23
December	2	1	0	3	1	0	0	0	0	3	3	3	1	12	29
Totals	5	7	1	36	12	0	5	39	0	39	74	26	28	155	427

Miscellaneous Police Reporting Statistics

	Total Reports	Death Investigations	Stealing From Vehicle	Cases to County PA	Juvenile Referrals (Arrests)	Accidents	DWI	DWS/DWR	Citations	Warnings	Domestic Violence	Total Calls For Service
January	166	1	1	19	8	27	5	7	161	84	9	1339
February	130	3	2	17	6	17	4	7	274	61	10	1294
March	178	3	7	20	12	15	5	5	213	41	7	1421
April	197	4	2	27	5	23	7	11	269	64	4	1554
May	181	1	0	19	6	28	10	12	373	111	4	1916
June	178	2	4	29	9	15	6	13	324	97	12	1550
July	193	4	11	32	3	23	8	10	320	102	10	1579
August	176	1	5	12	6	25	7	17	329	74	12	1577
September	158	2	0	9	6	19	7	8	276	52	5	1360
October	174	1	3	14	6	23	6	4	256	41	8	1393
November	129	5	2	9	3	24	6	6	292	56	10	1225
December	145	1	1	14	7	18	3	6	215	51	6	1259
Totals	**2005**	**28**	**38**	**221**	**77**	**257**	**74**	**106**	**3302**	**834**	**97**	**17467**

Percentage of Closed Cases

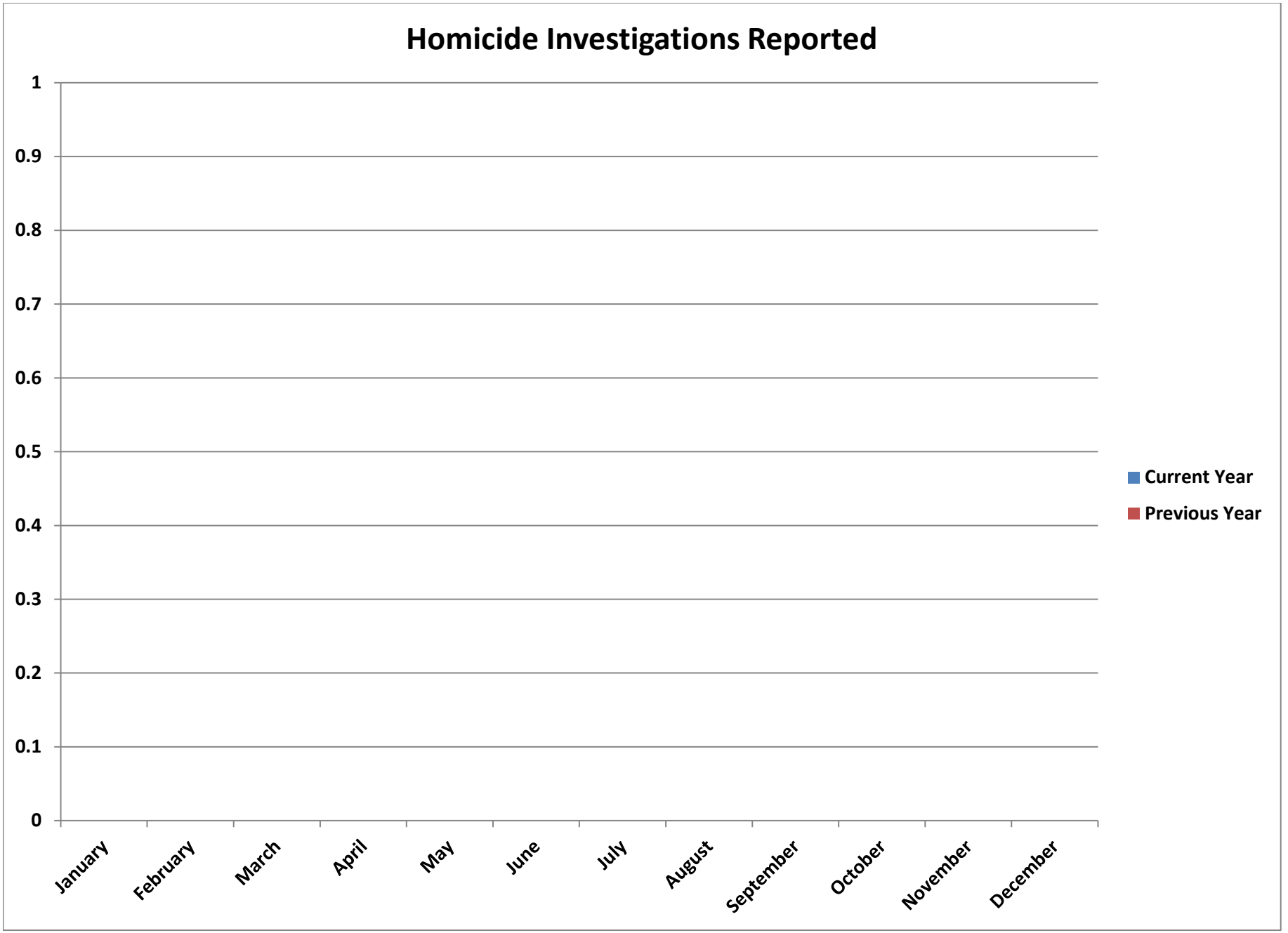
CRIME REPORTING PART 1 CRIMES

	Reported	Solved	% Solved
Homicide	0	0	-
Manslaughter	0	0	-
Rape	9	5	**56%**
Robbery	0	0	-
Assault	132	126	**95%**
Burglary	28	16	**57%**
Larceny	229	107	**47%**
Stolen Vehicle	26	11	**42%**
Arson	3	2	**67%**
Total Part 1	**427**	**267**	**63%**

CRIME REPORTING PART 2 CRIMES

	Reported	Solved	% Solved
Forgery	18	5	**28%**
Fraud	43	7	**16%**
Embezzlement	1	1	**100%**
Vandalism (Property Damage)	99	36	**36%**
Weapons Offenses	12	12	**100%**
Vice (Including Prostitution)	0	0	-
Sex Offenses	6	5	**83%**
Drug Abuse Violations	39	39	**100%**
Gambling	0	0	-
Offenses Against Family	40	39	**98%**
Driving While Intoxicated	74	74	**100%**
Liquor Laws	26	26	**100%**
Disorderly Conduct	33	28	**85%**
All Other Offenses	162	155	**96%**
Total Part 2	**553**	**427**	**77%**

	Reported	Solved	% Solved
Total of All Offenses	**980**	**694**	**71%**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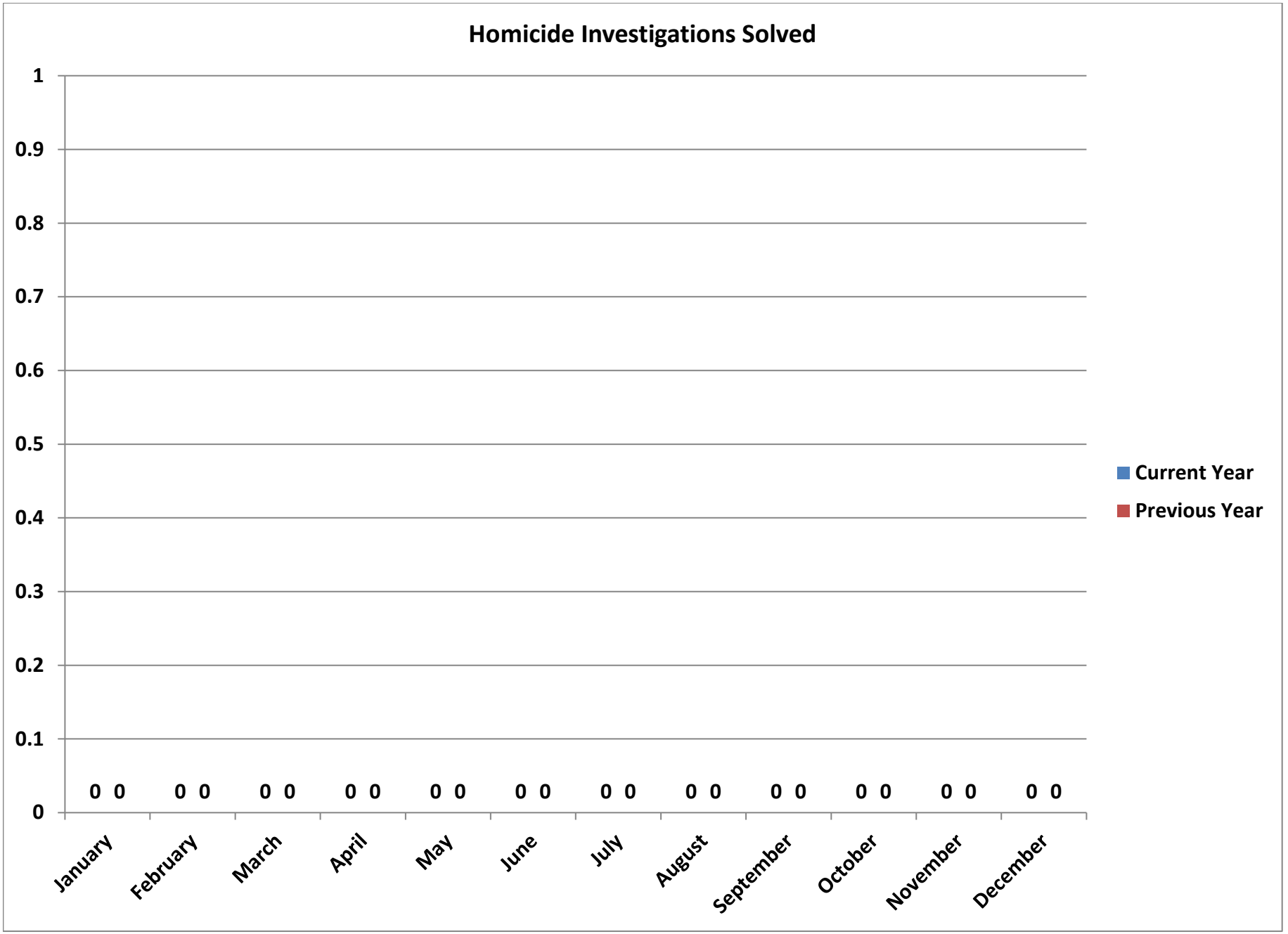
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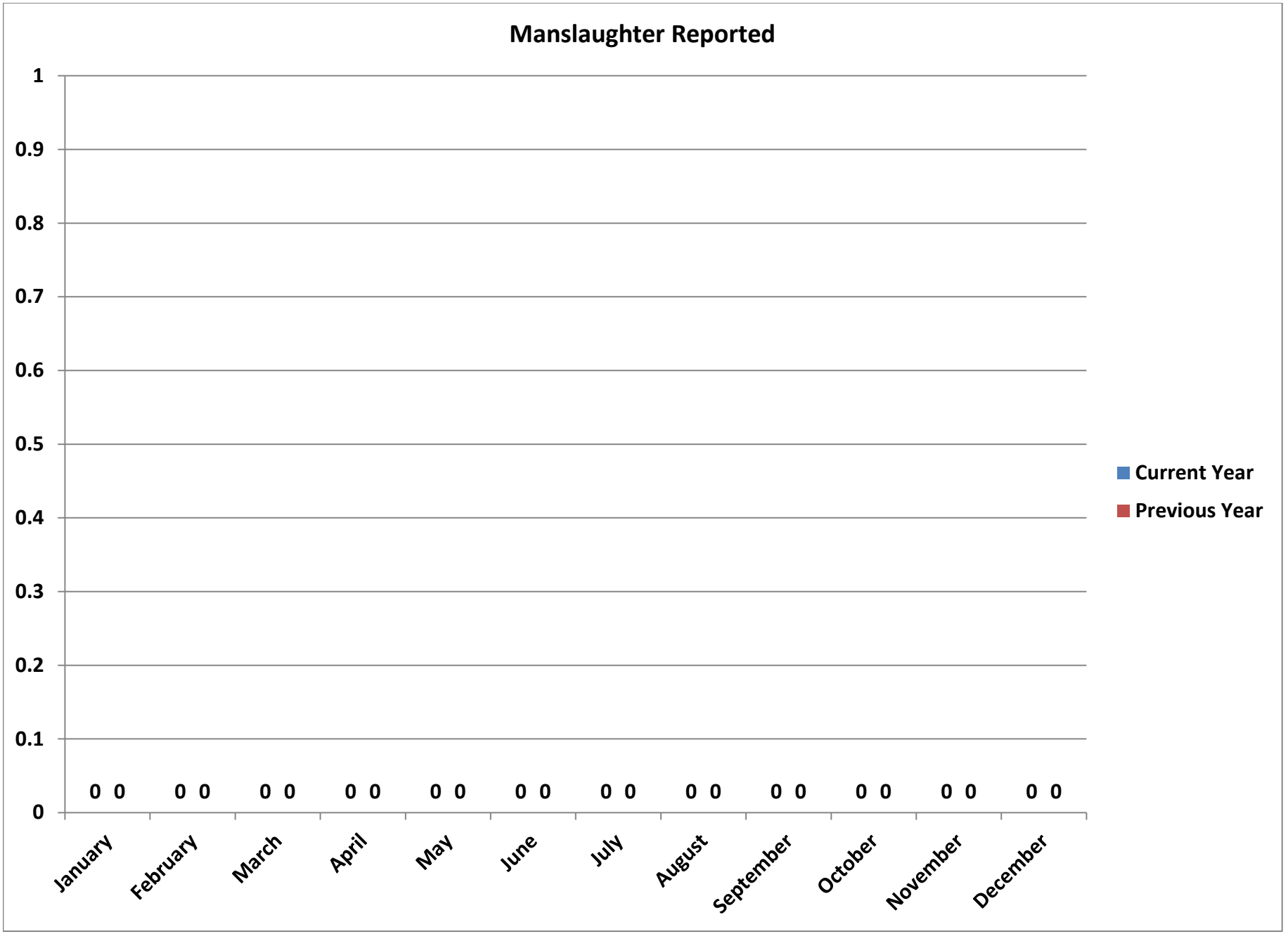
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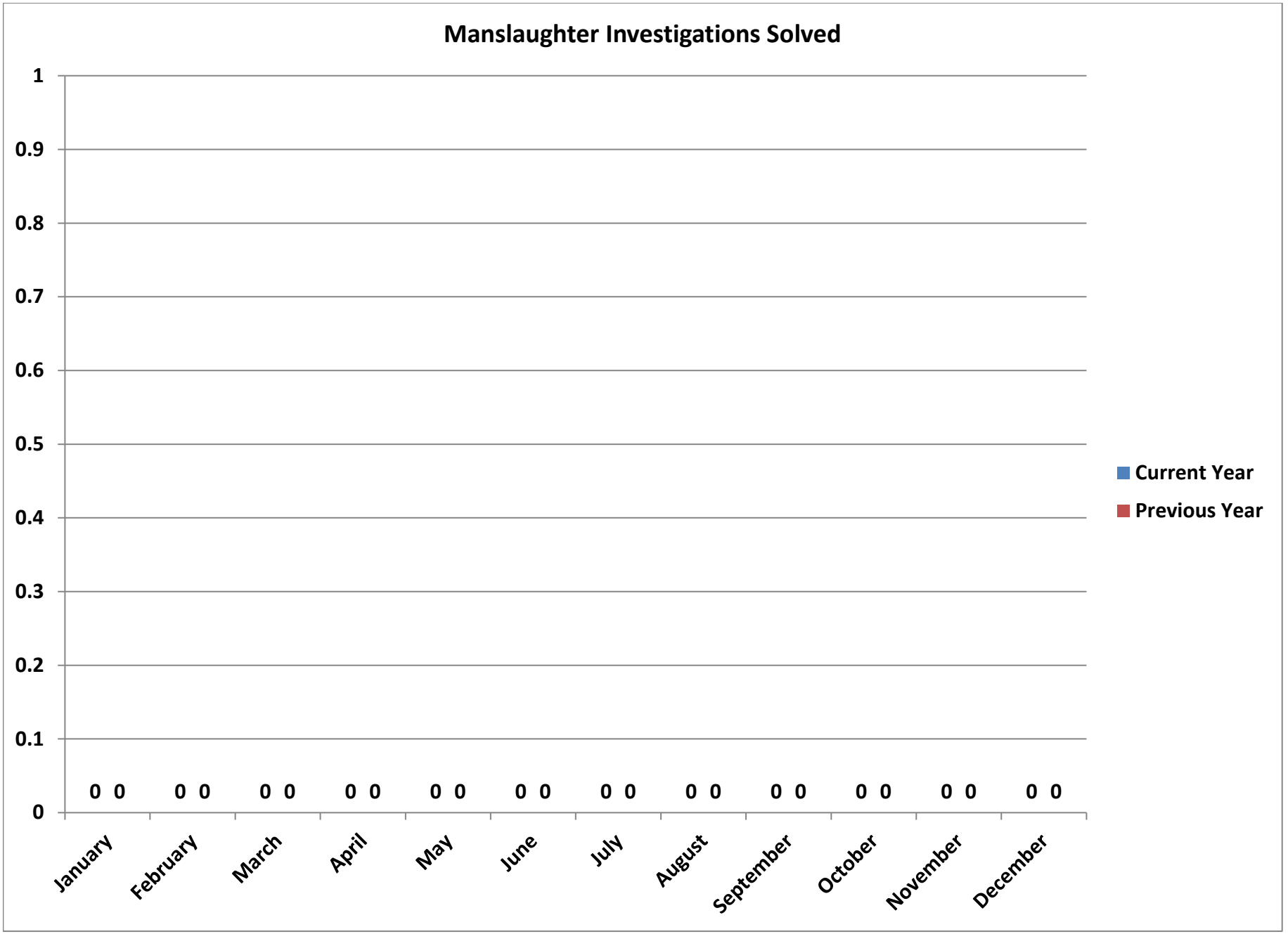
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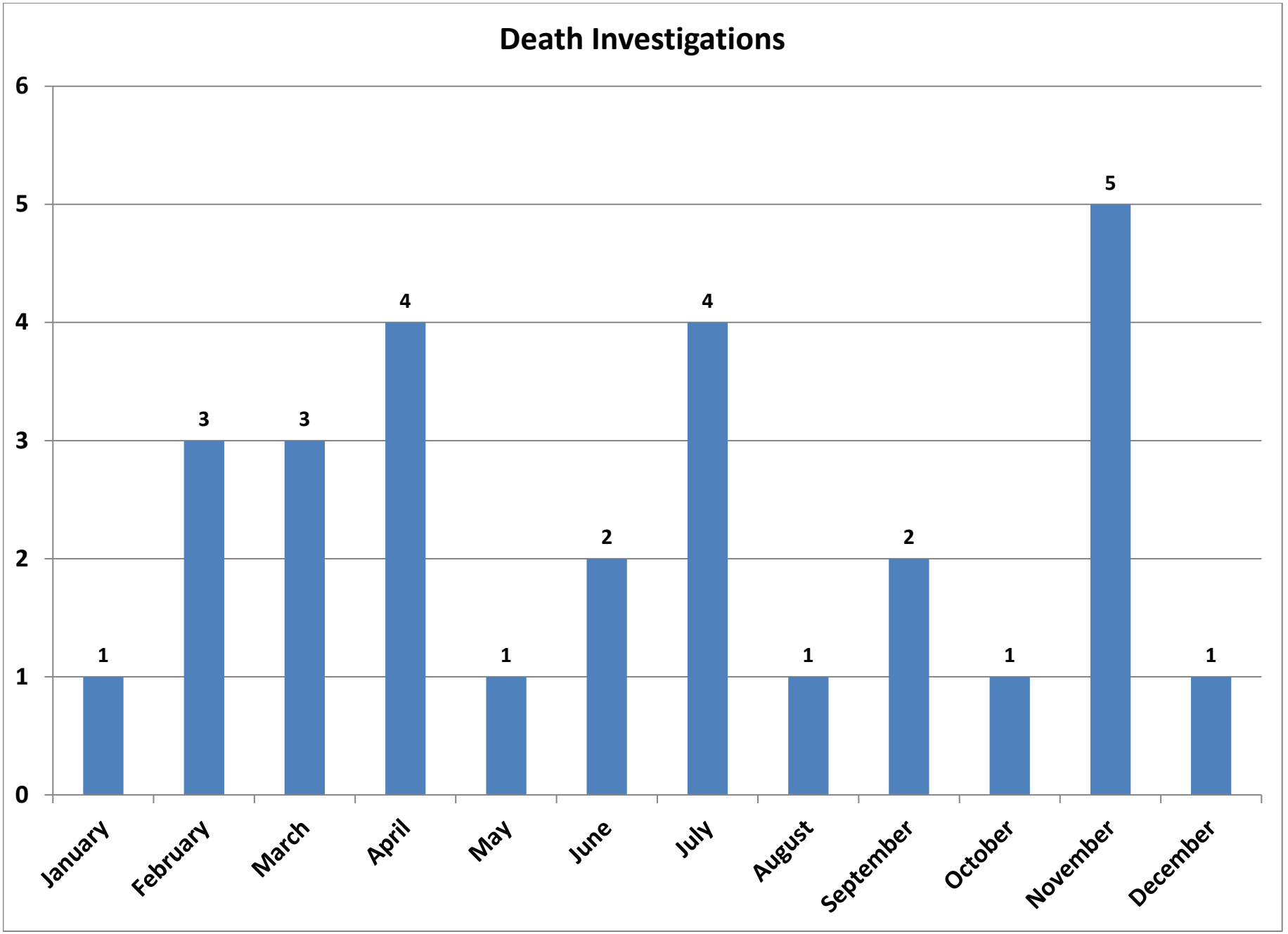
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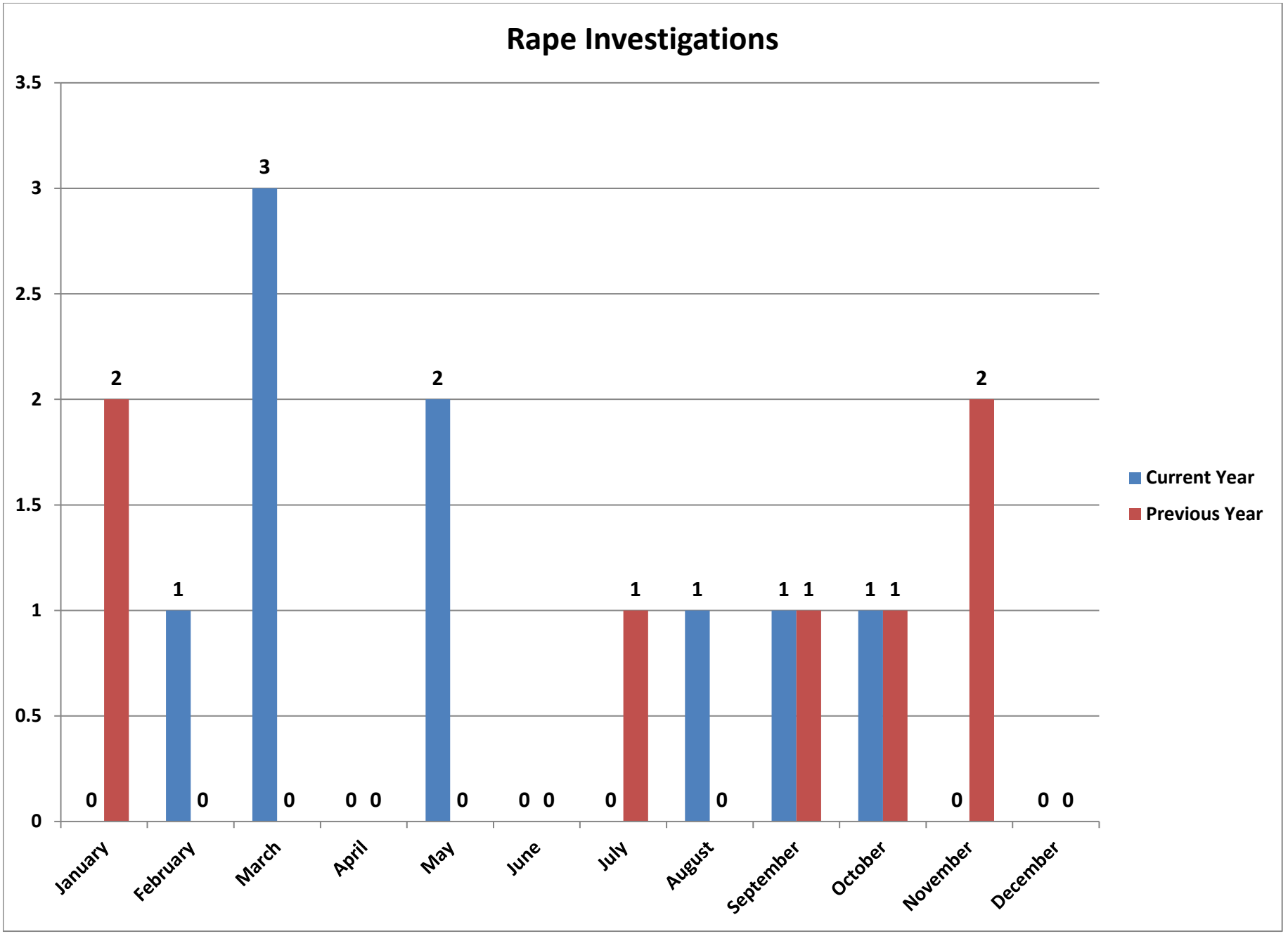
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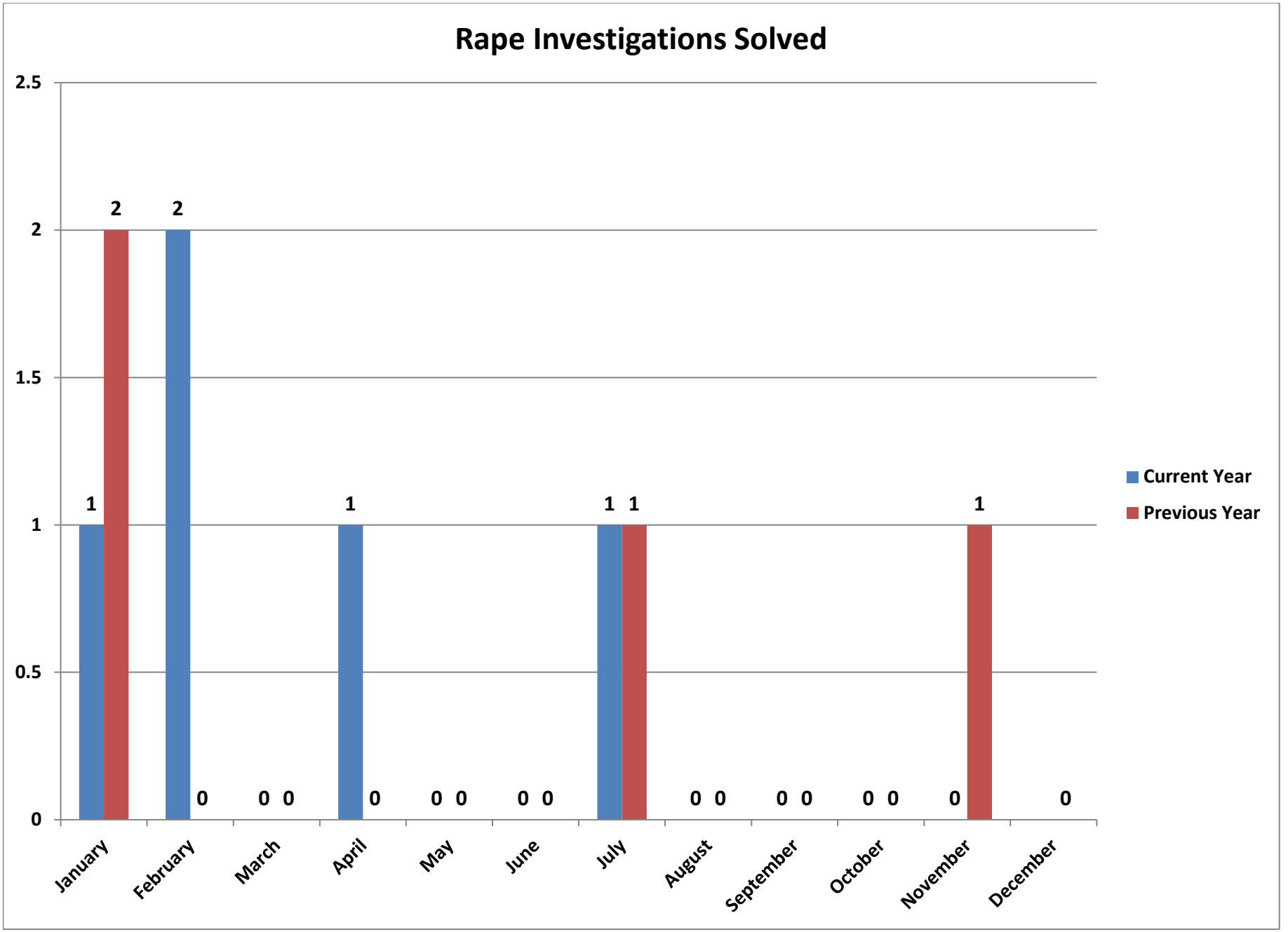
Previous Year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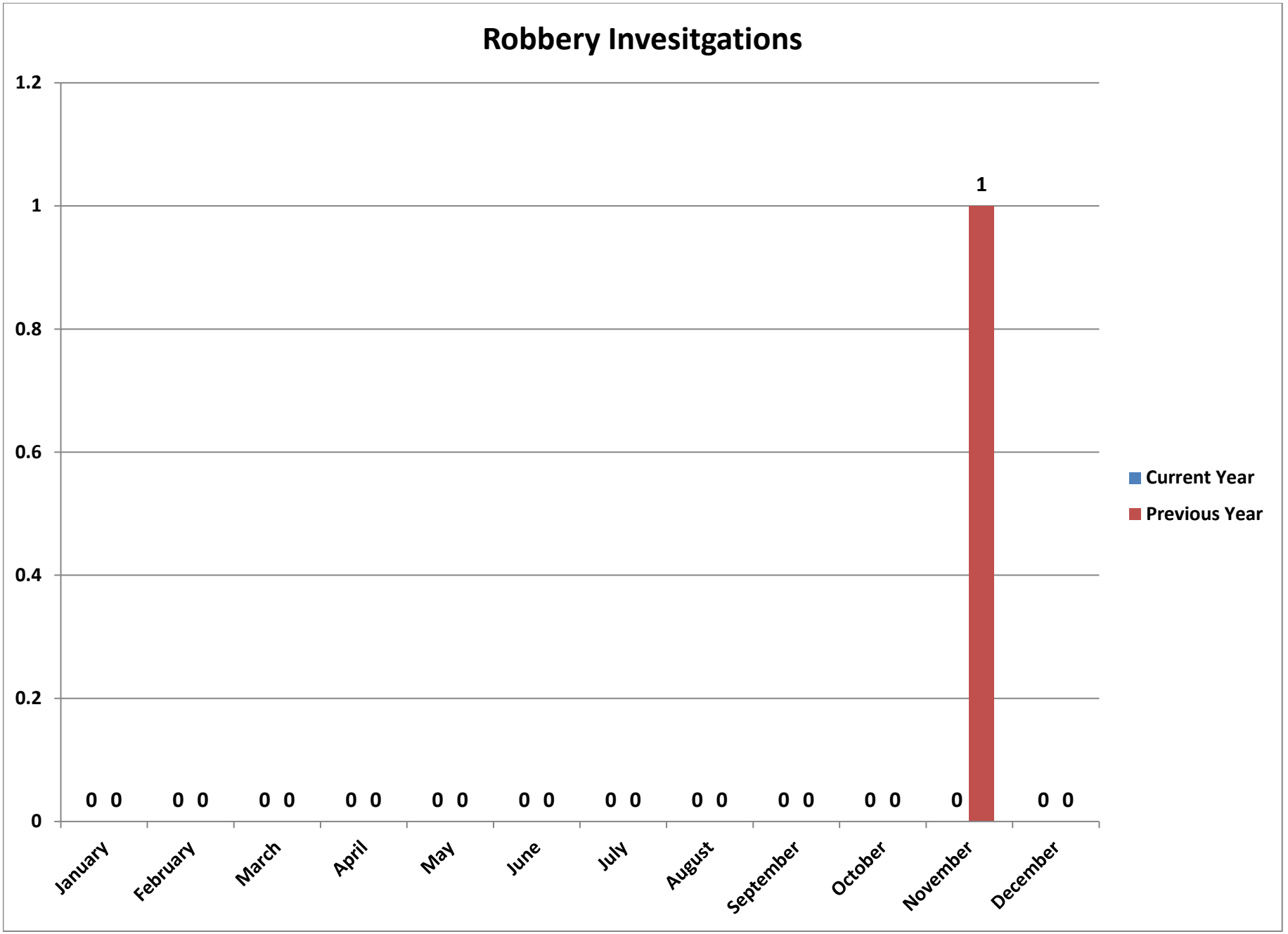
Current Year
Previous Year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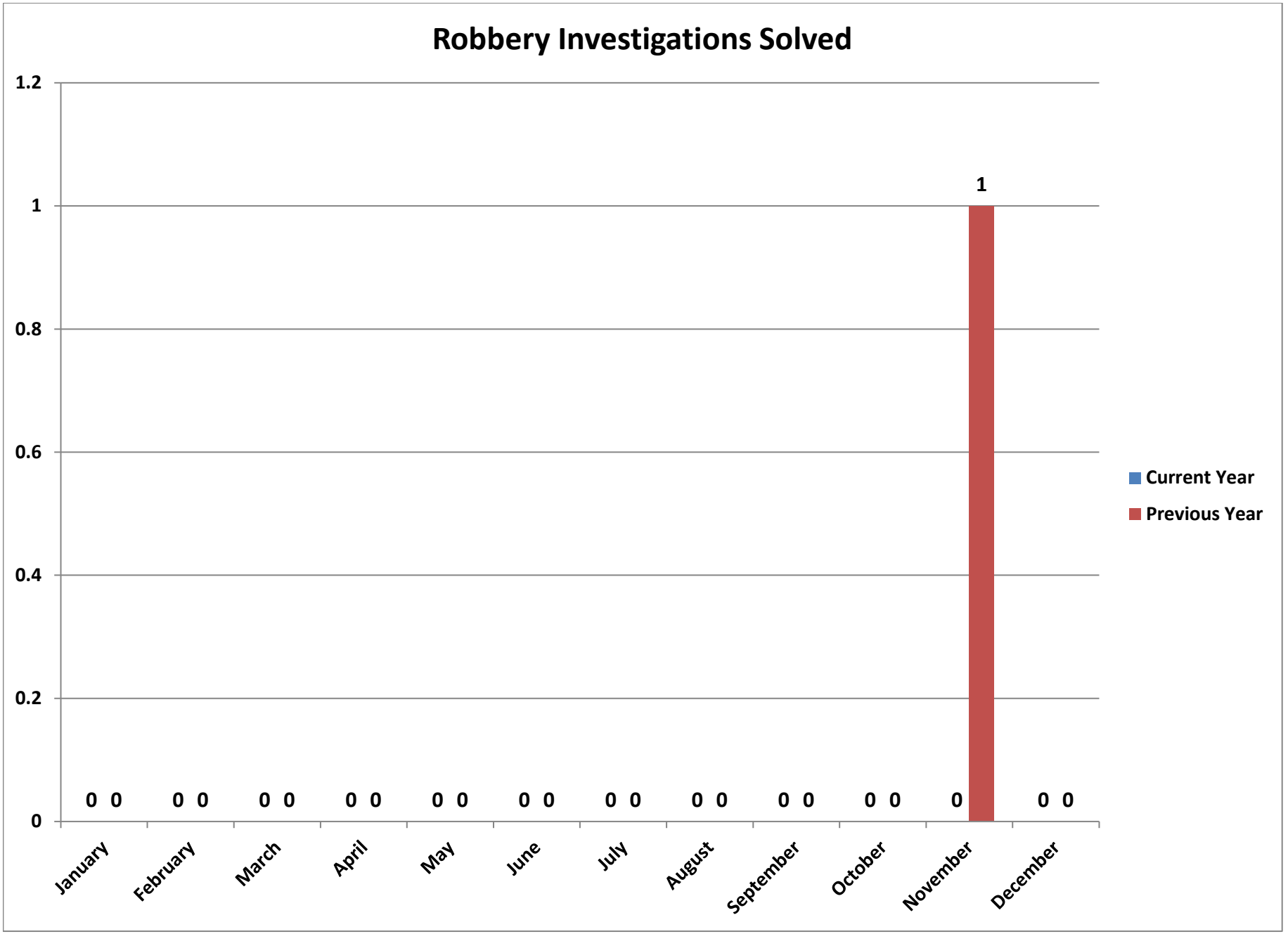
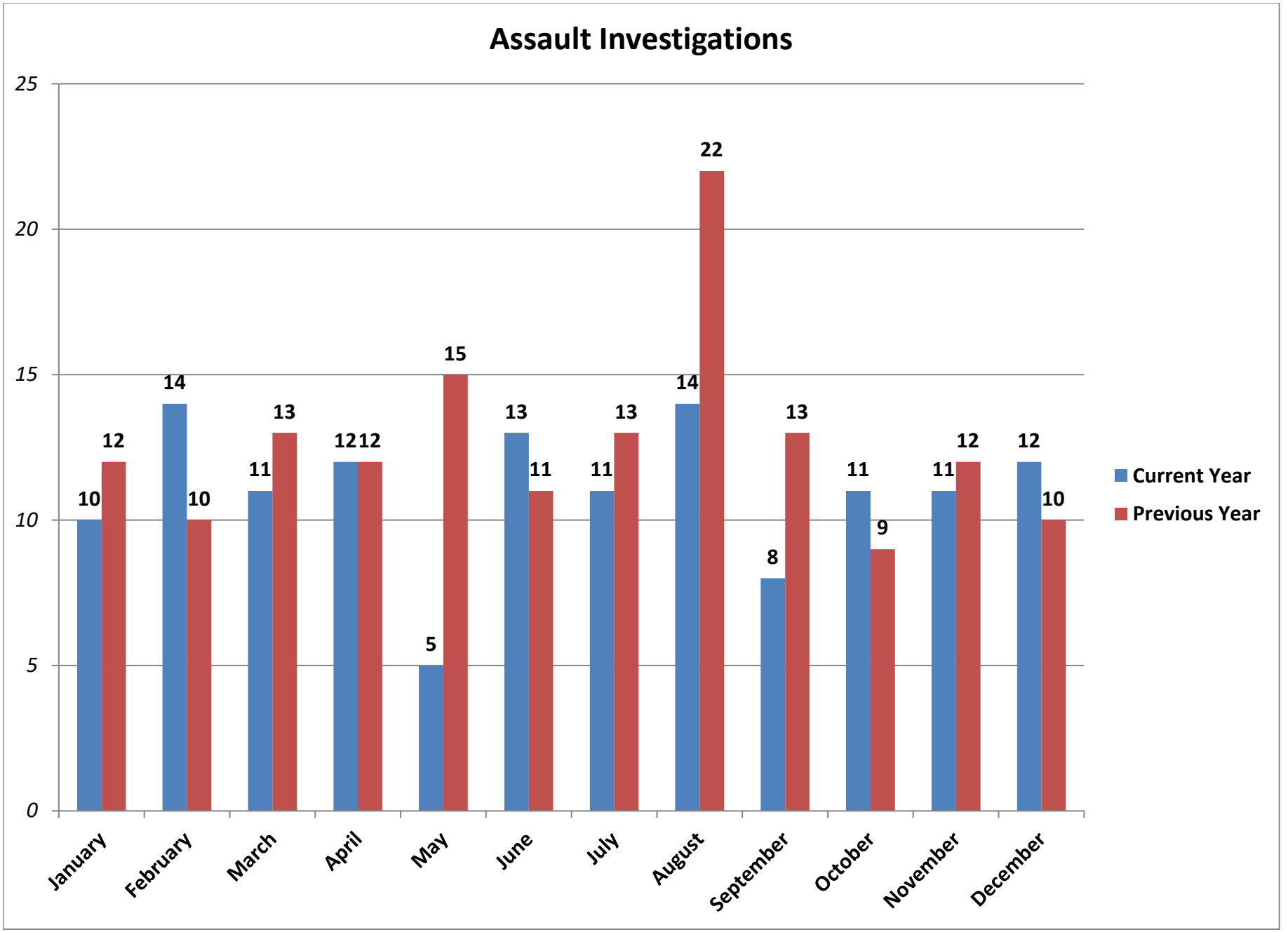
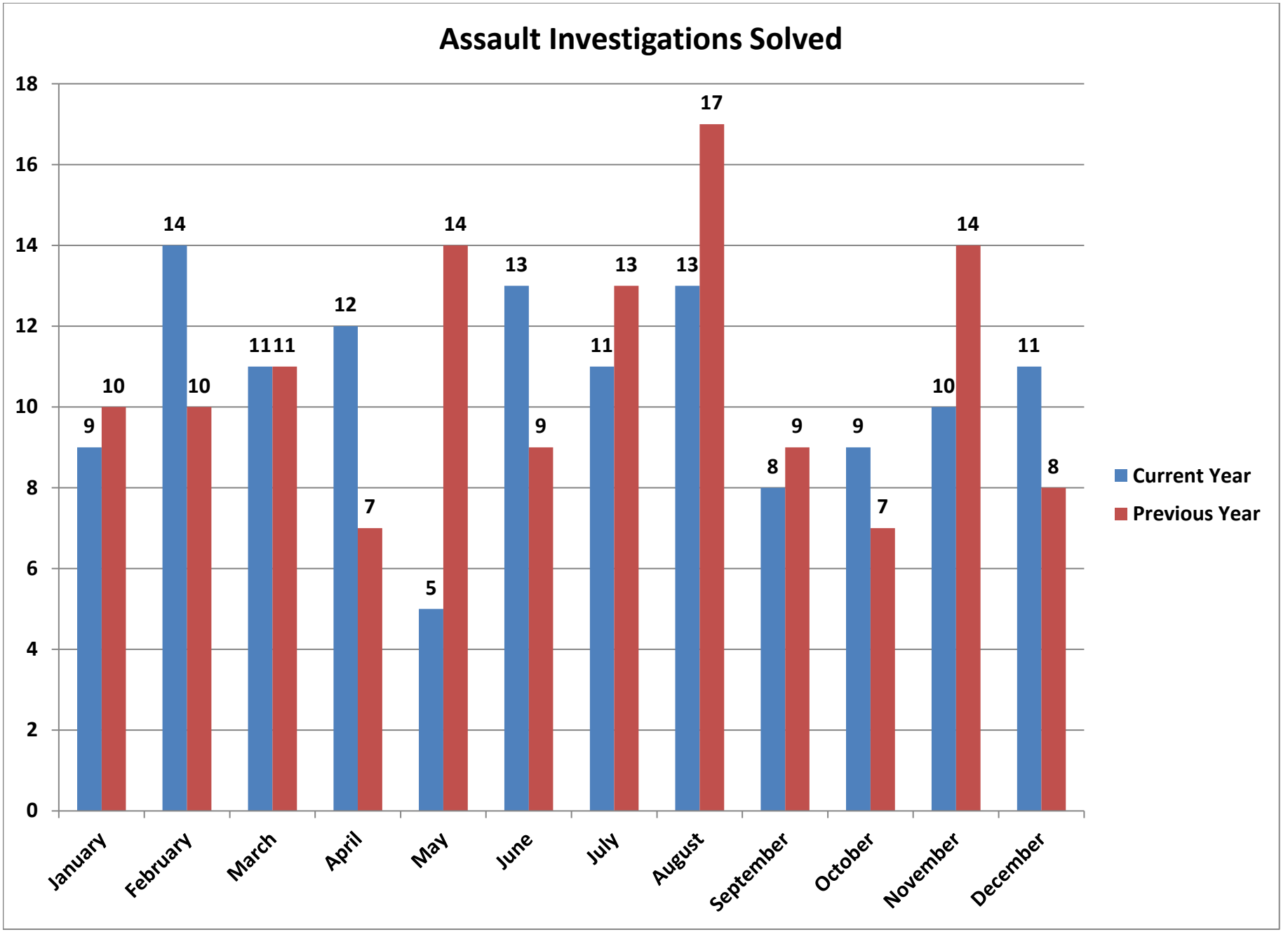
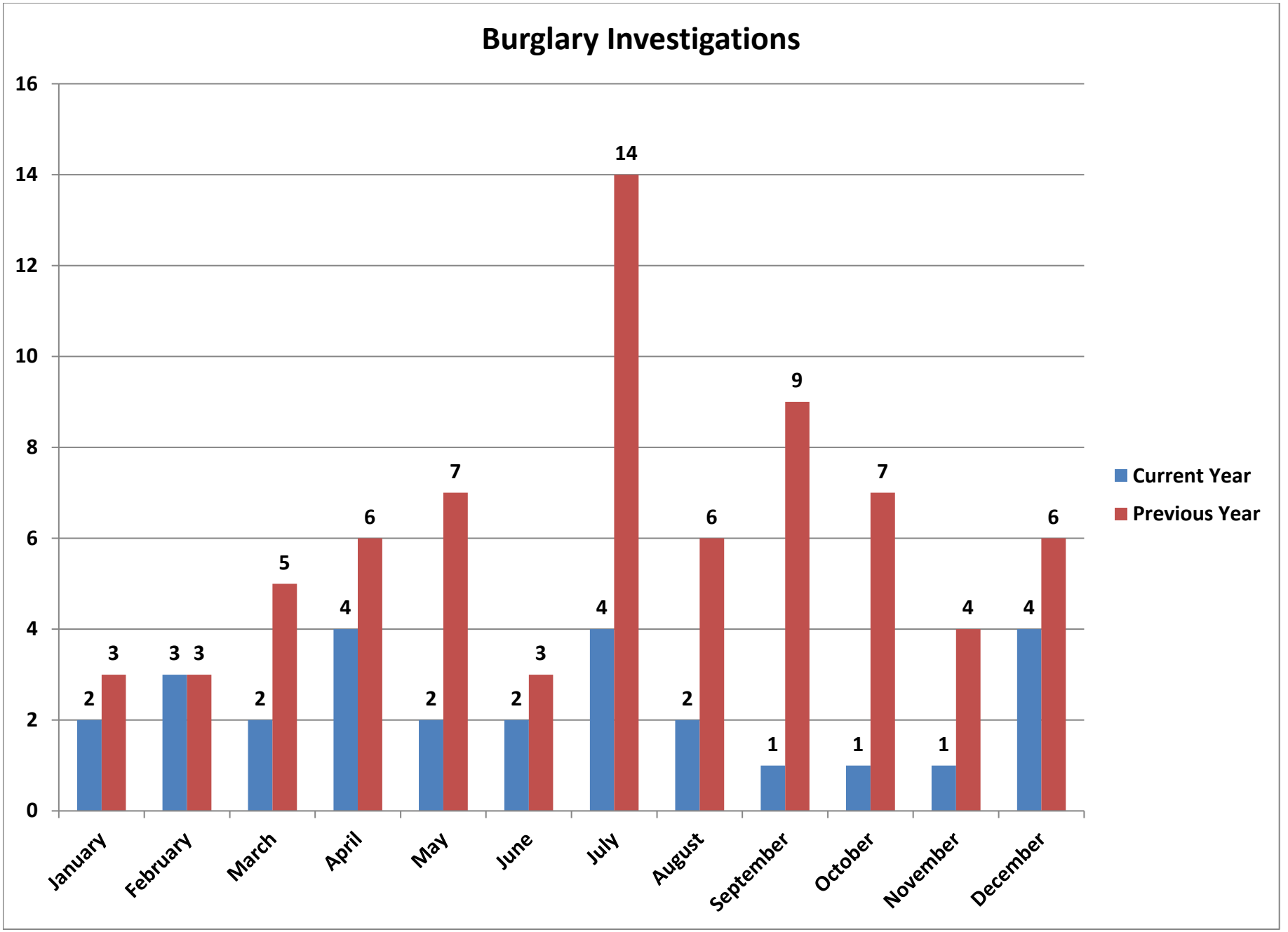
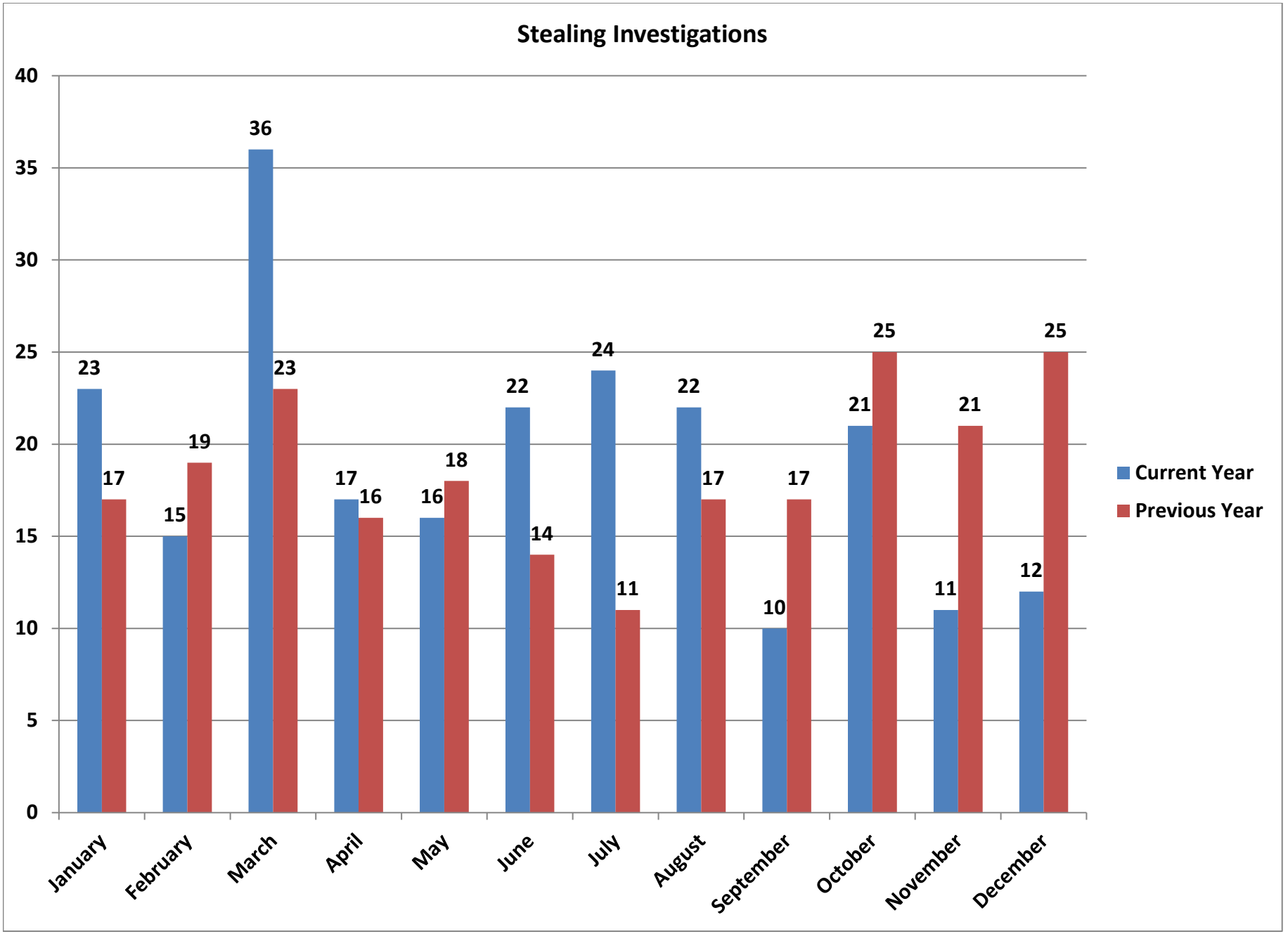
November
December
Current Year
Previous Year

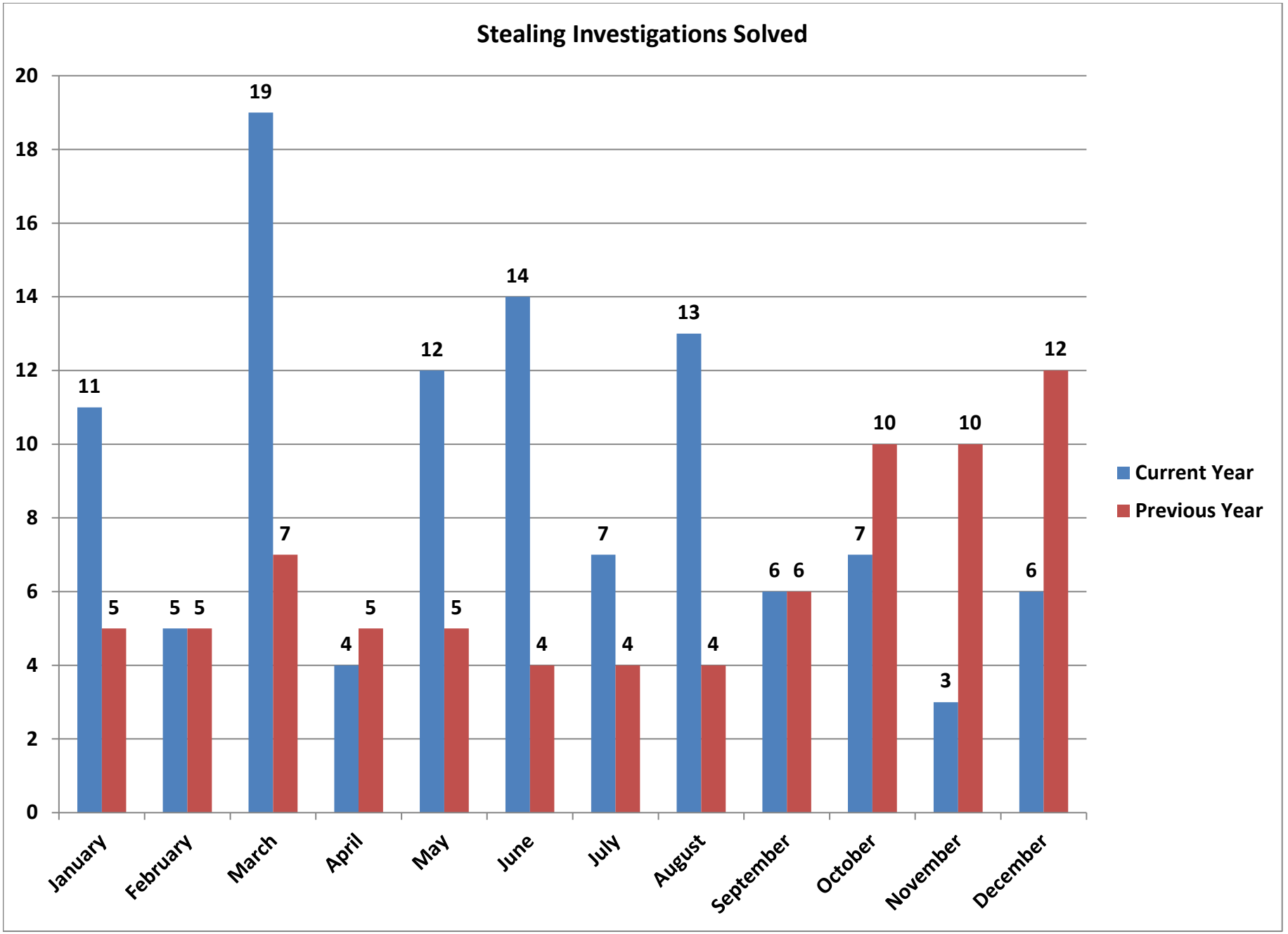

Robbery Investigations Solved
1.2
1
0.8
0.6
0.4
0.2
0
1
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

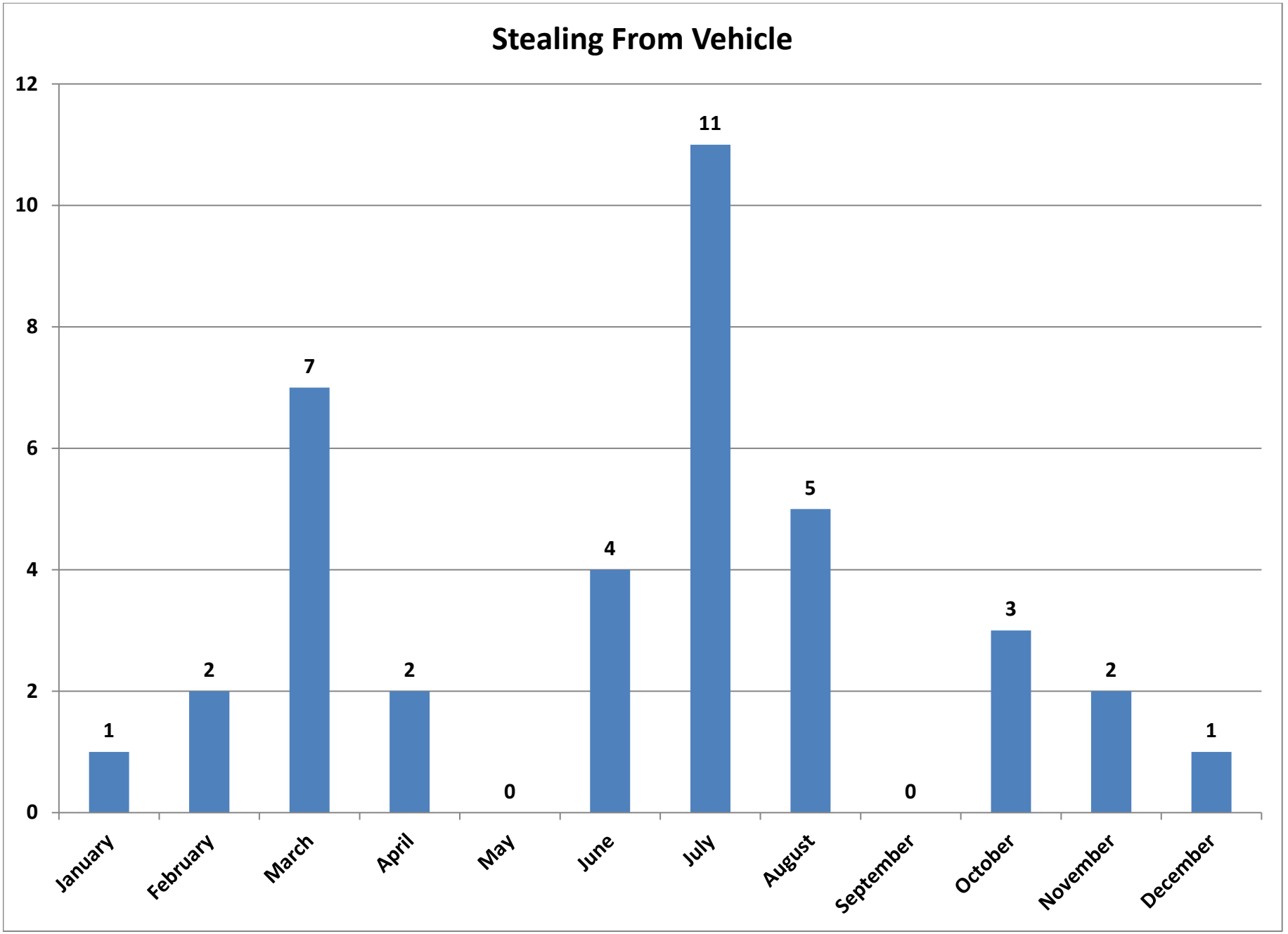

Assault Investigations
25
20
15
10
5
0
10
12
14
10
11
13
12
12
5
15
13
11
11
13
14
22
8
13
11
9
11
12
12
10
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

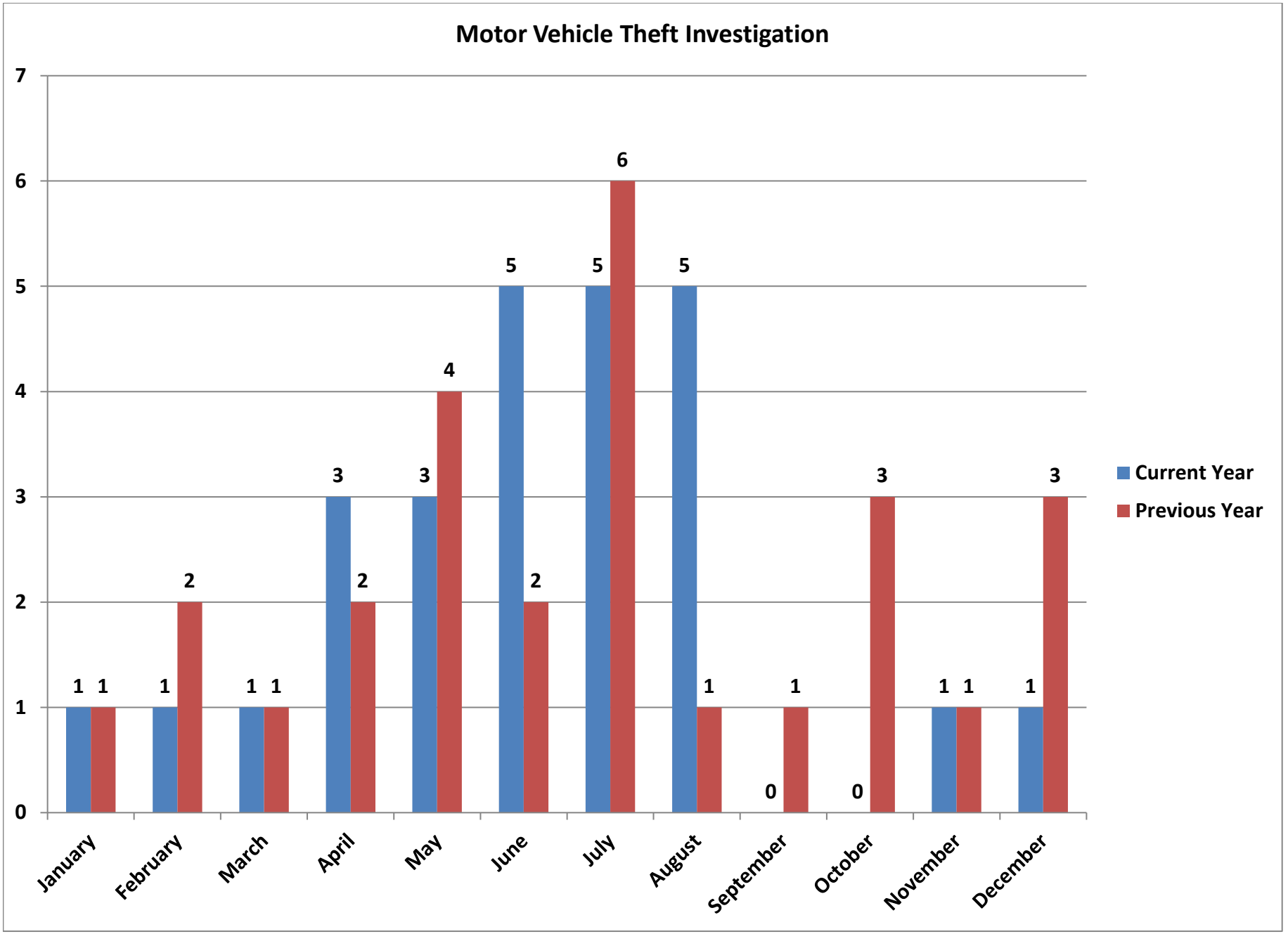

Assault Investigations Solved
18
16
14
12
10
8
6
4
2
0
9
10
14
10
11
11
12
7
5
14
13
9
11
13
13
17
8
9
9
7
10
14
11
8
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

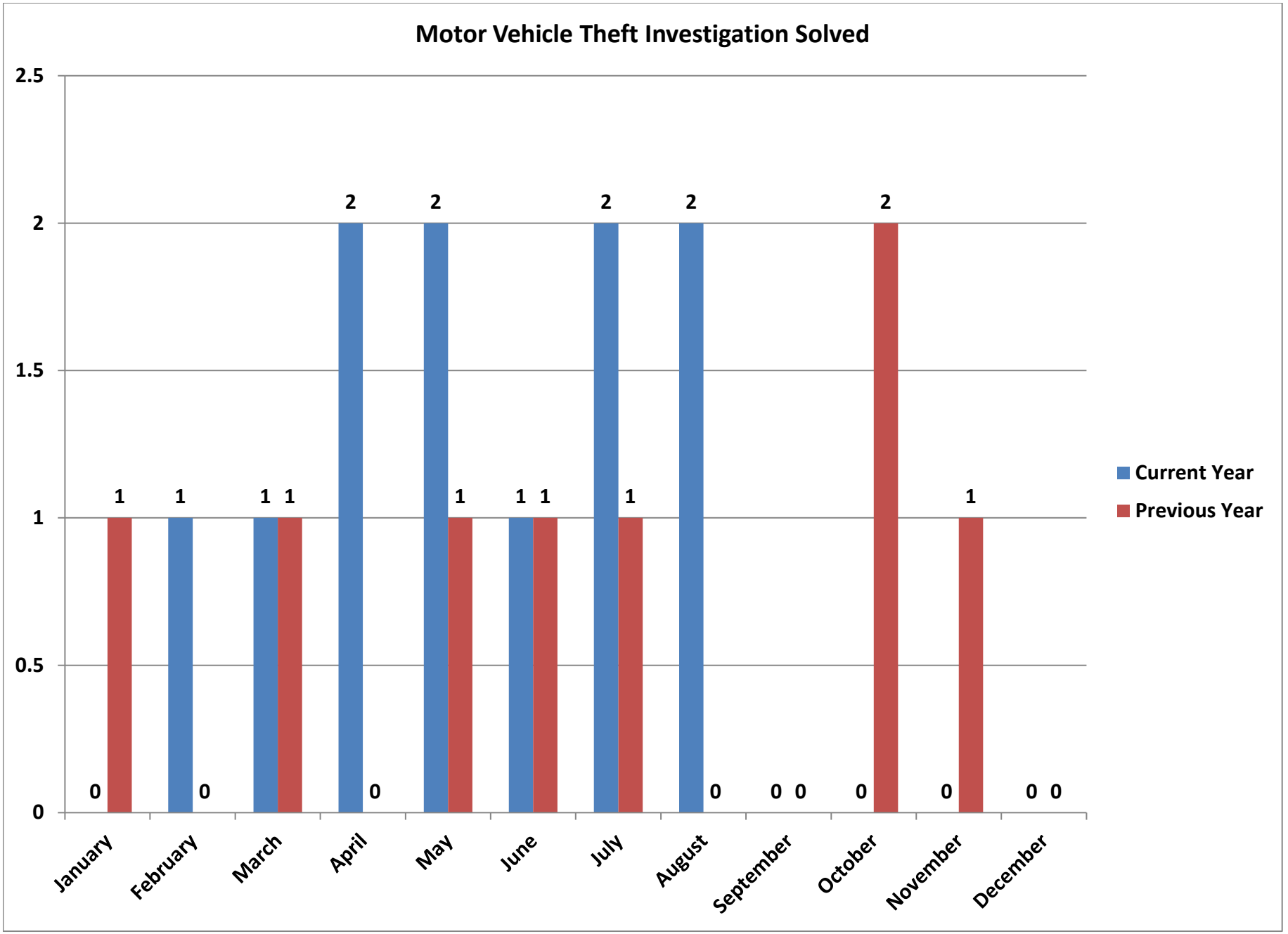

Burglary Investigations
16
14
12
10
8
6
4
2
0
January
February
March
April
May
June
July
August
September
October
November
December
2
3
3
3
2
5
4
6
2
7
2
3
4
14
2
6
1
9
1
7
1
4
4
6
Current Year
Previous Year

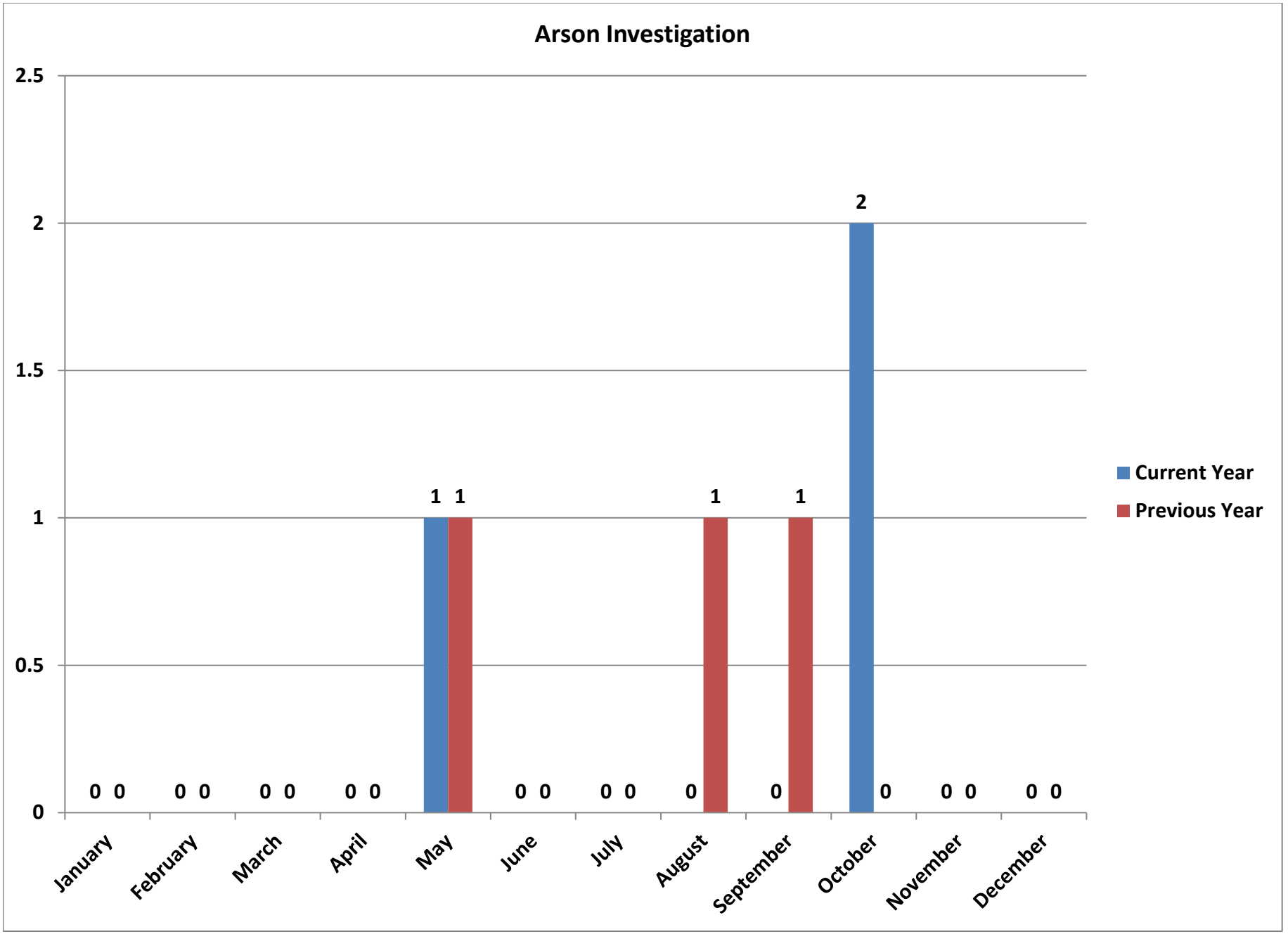

Stealing Investigations
40
35
30
25
20
15
10
5
0
23
17
15
19
36
23
17
16
16
18
22
14
24
11
22
17
10
17
21
25
11
21
12
25
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

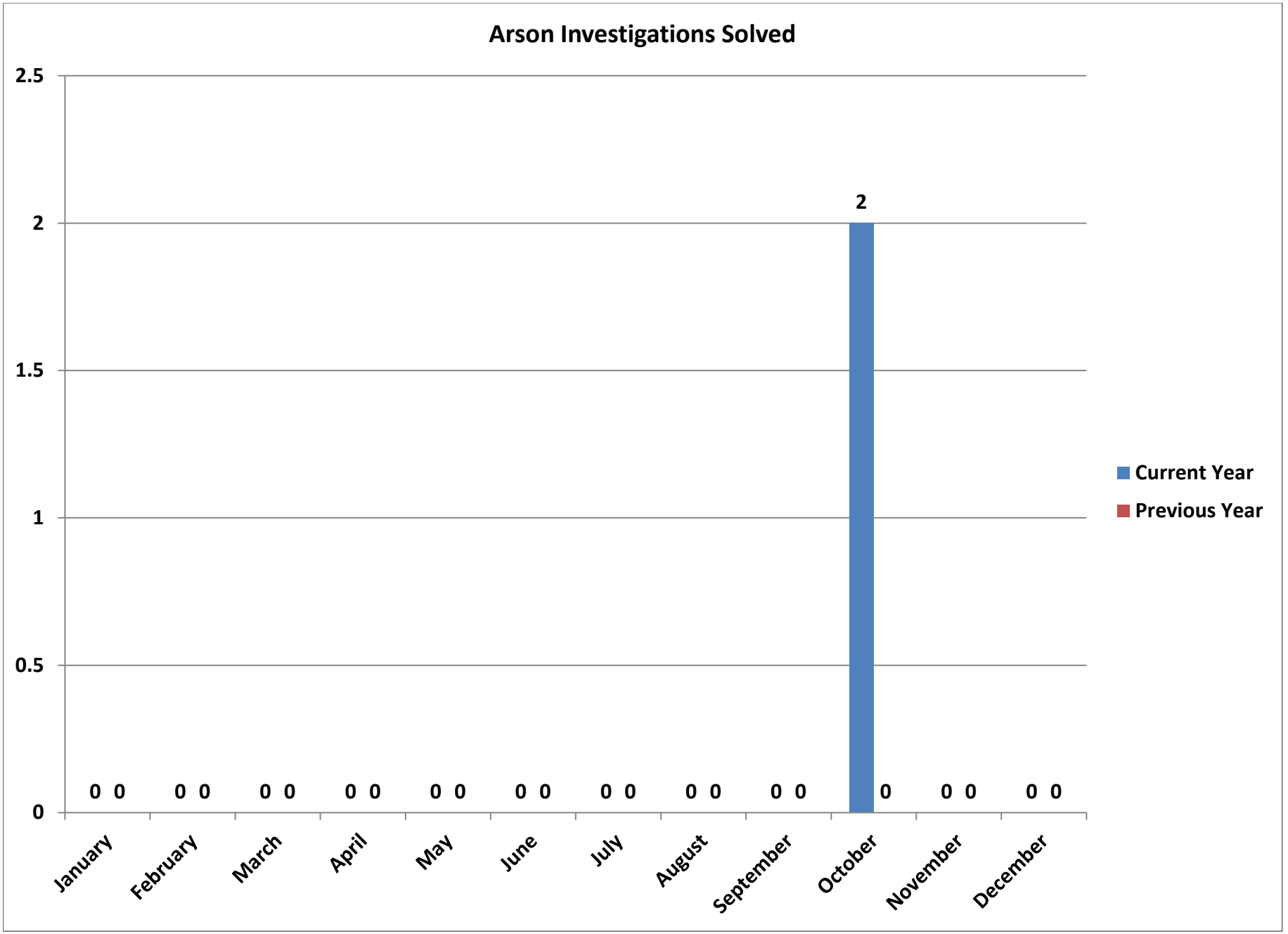

Stealing Investigations Solved
20
18
16
14
12
10
8
6
4
2
0
11
5
5
5
19
7
4
5
12
5
14
4
7
4
13
4
6
6
7
10
3
10
6
12
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

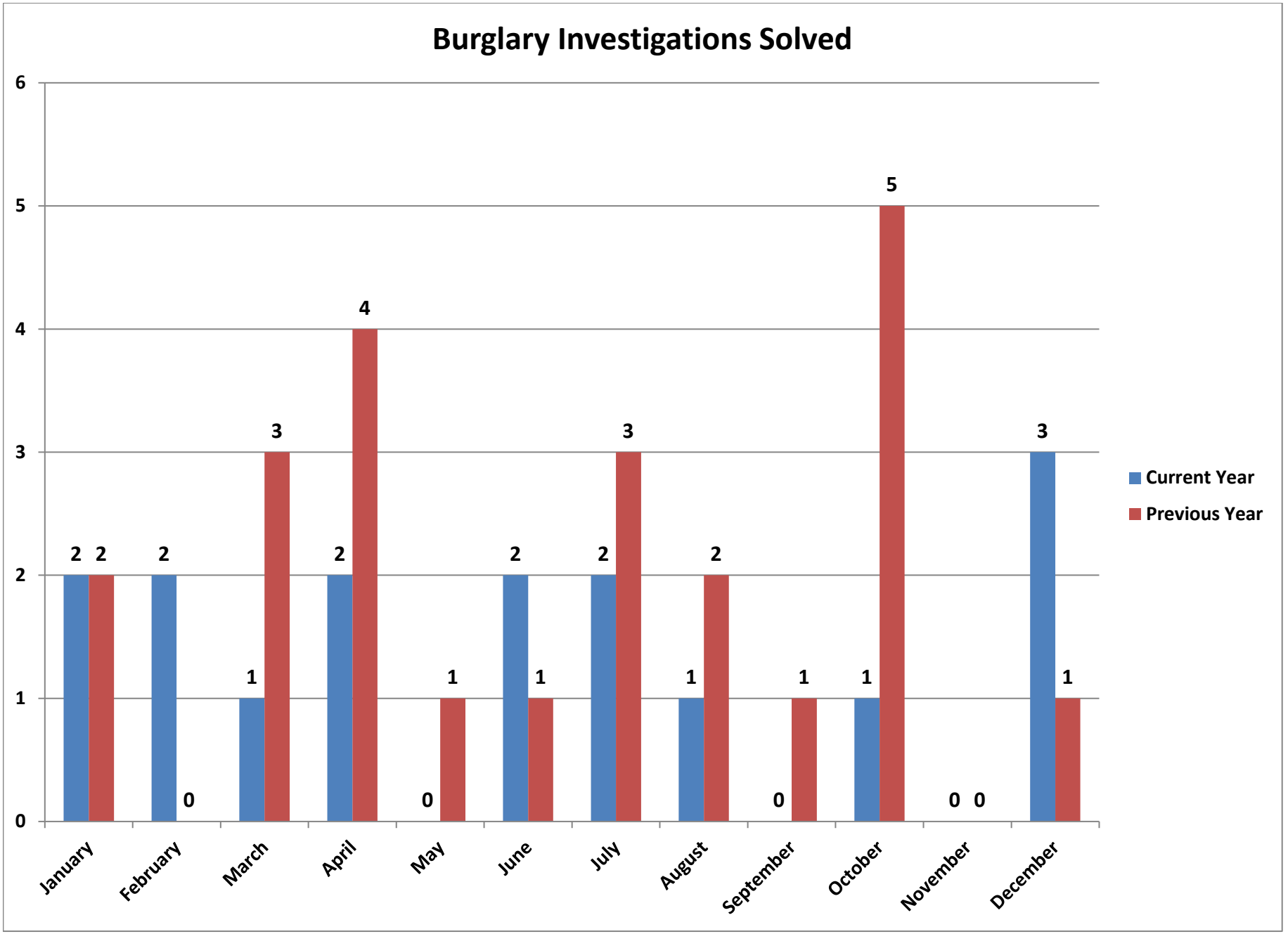

Stealing From Vehicle
12
10
8
6
4
2
0
1
2
7
2
0
4
11
5
0
3
2
1
January
February
March
April
May
June
July
August
September
October
November
December

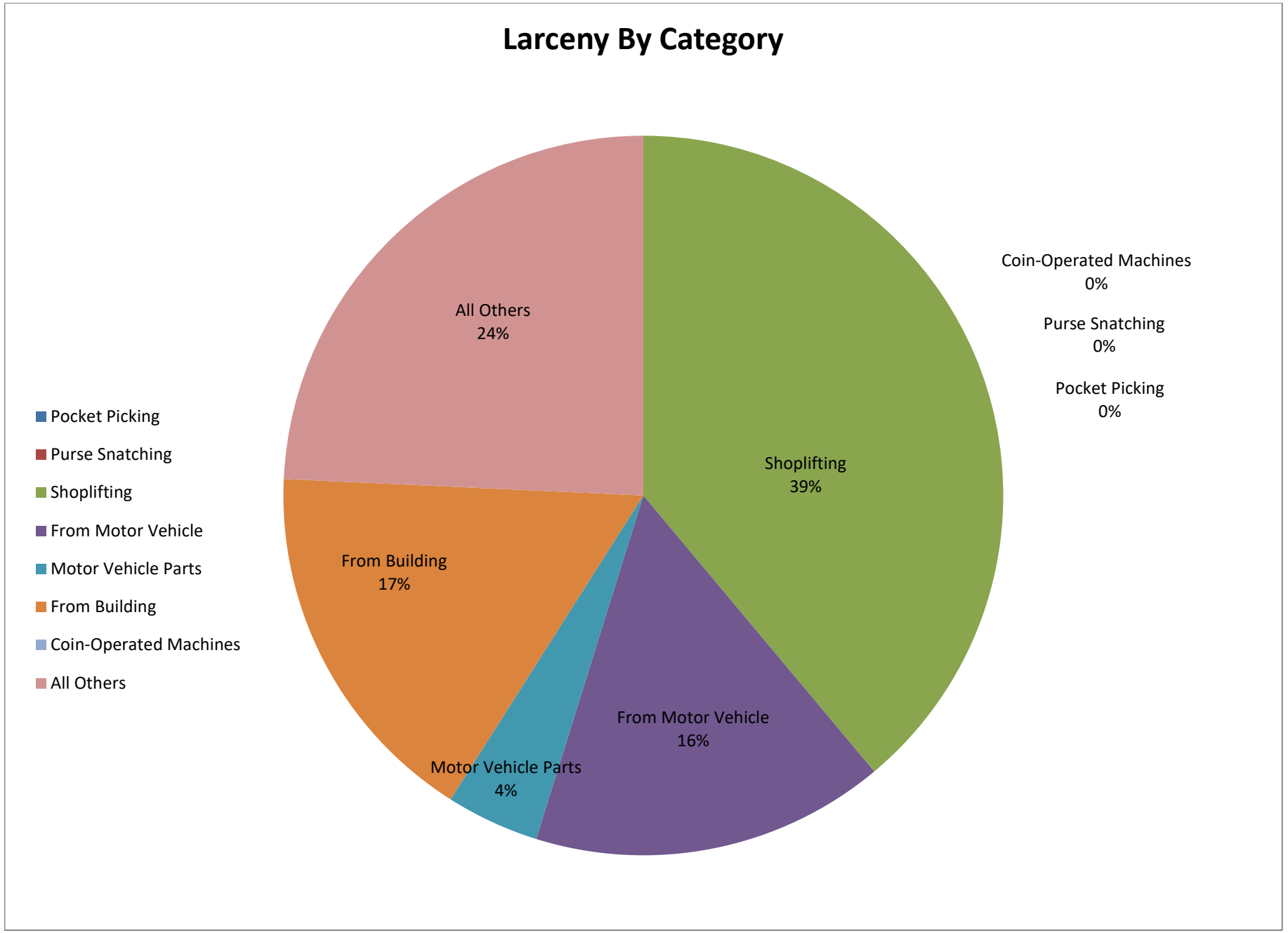

Motor Vehicle Theft Investigation
7
6
5
4
3
2
1
0
1 1
1 2
1 1
3 2
3 4
5 2
5 6
5 1
0 1
0 3
1 1
1 3
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

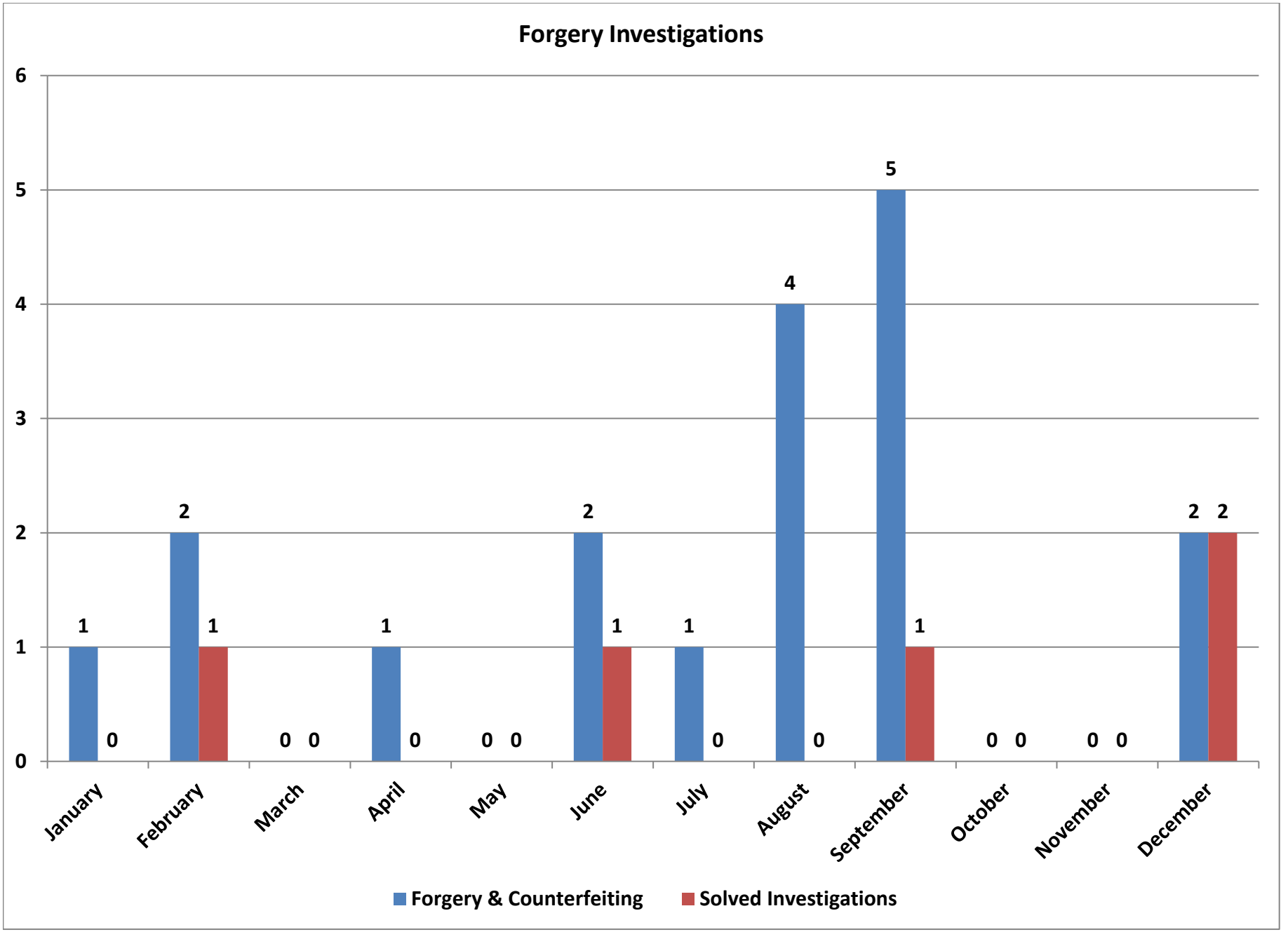

Motor Vehicle Theft Investigation Solved
2.5
2
1.5
1
0.5
0
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year
0 1
1 0
1 1
2 0
2 1
1 1
2 1
2 0
0 0
0 2
0 1
0 0

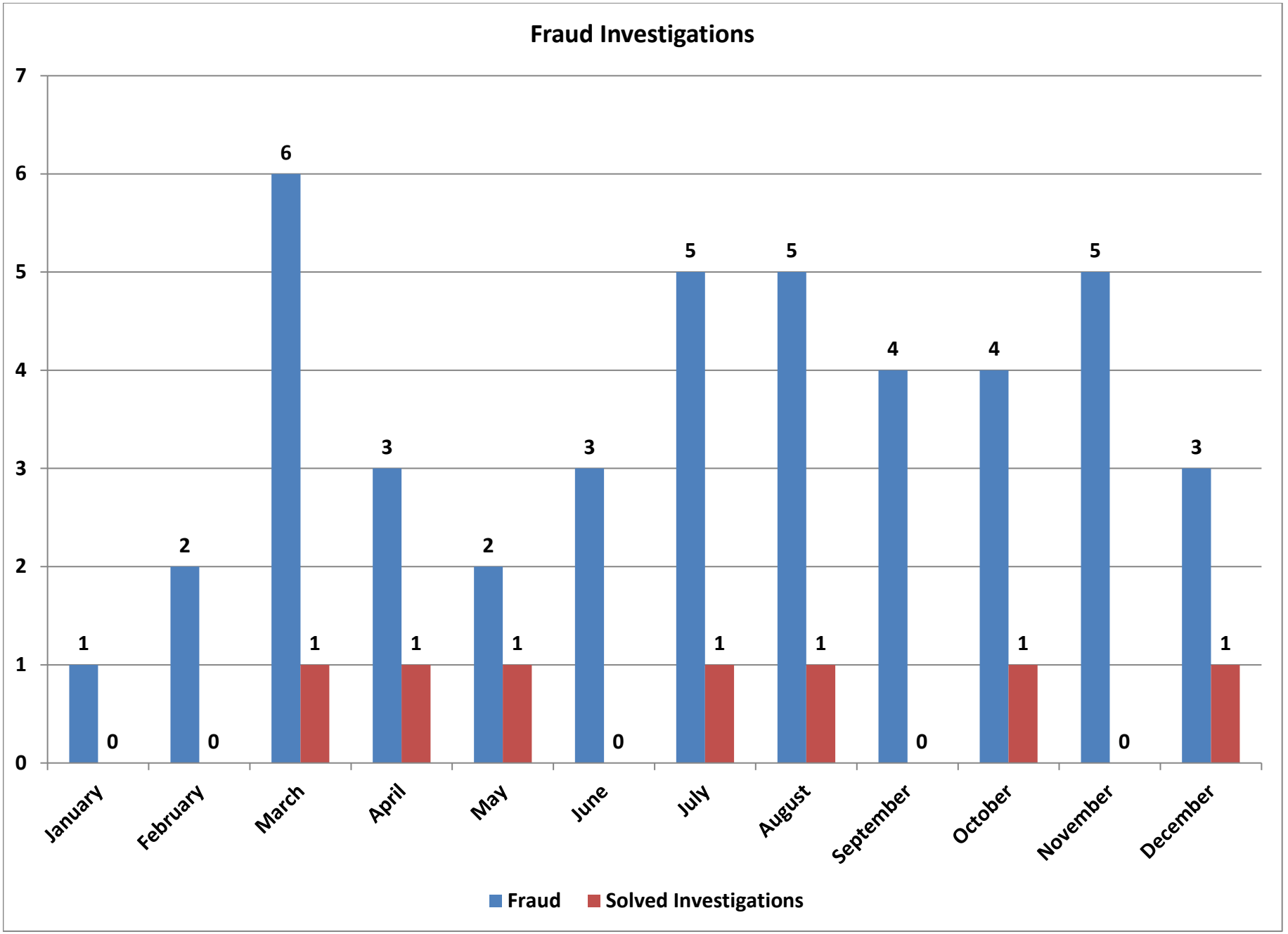

Arson Investigation
2.5
2
1.5
1
0.5
0
0 0
0 0
0 0
0 0
1 1
0 0
0 0
0
1
0
1
2
0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

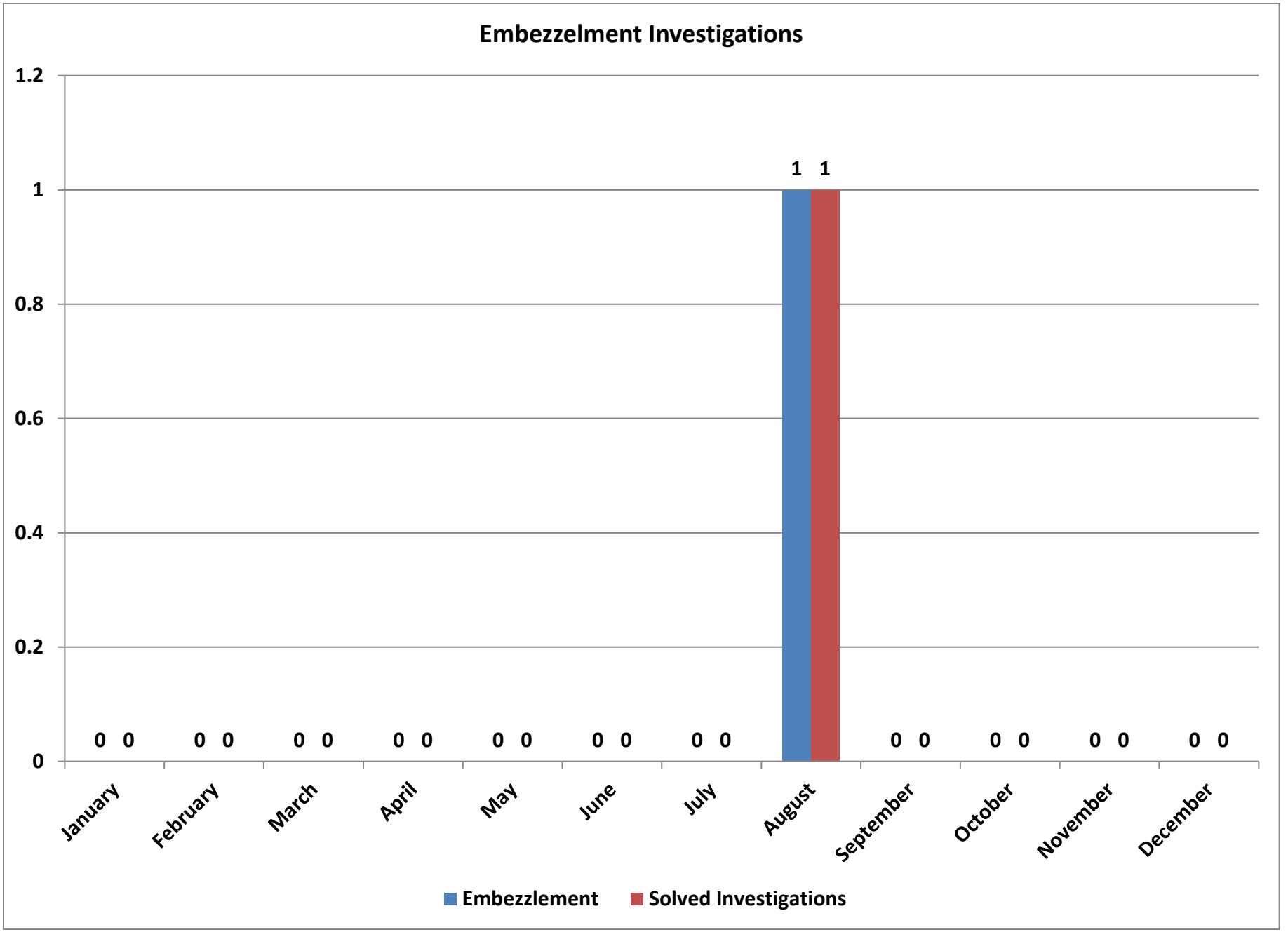

Arson Investigations Solved
2.5
2
1.5
1
0.5
0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
2
0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

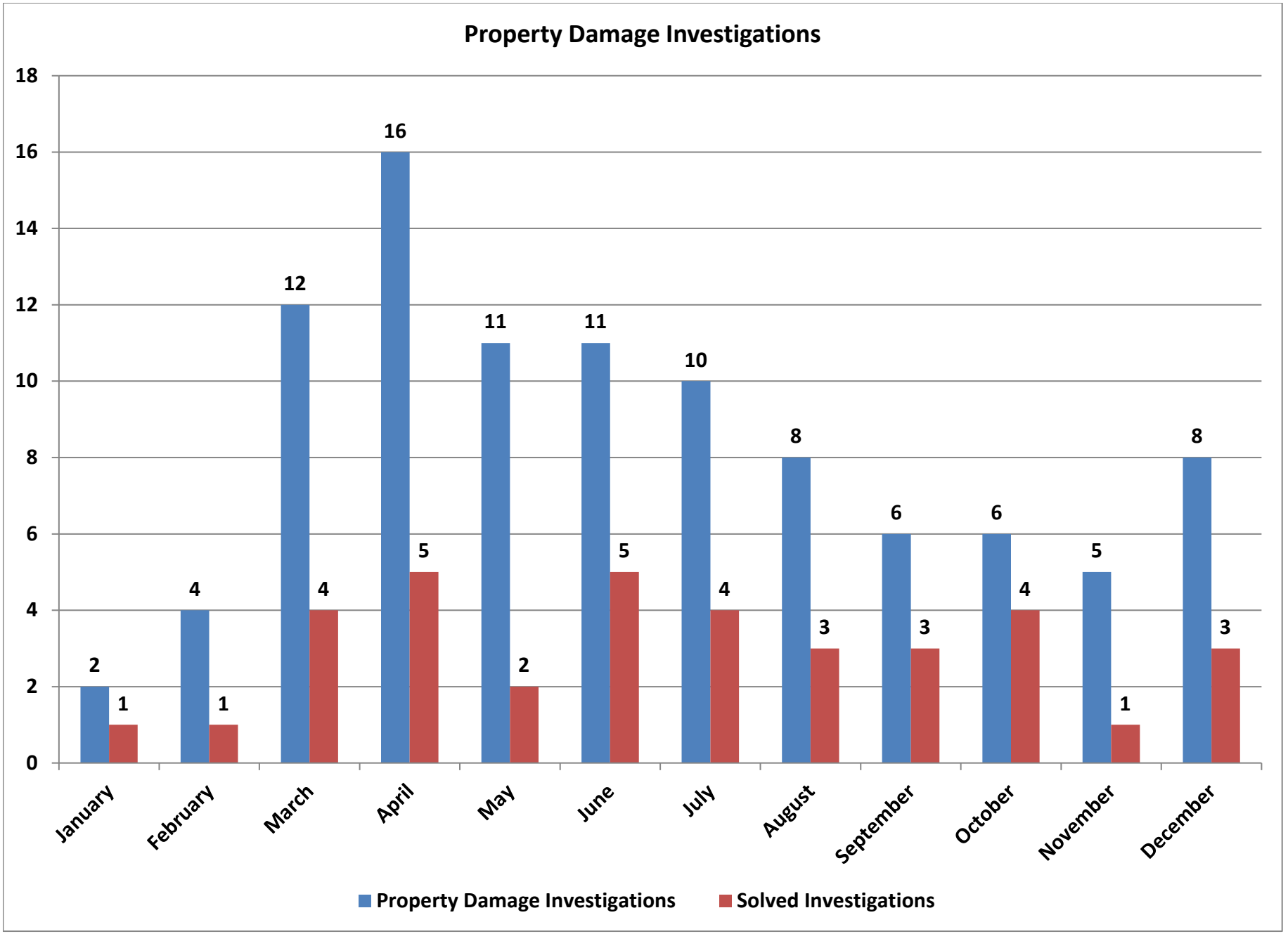

Burglary Investigations Solved
6
5
4
3
2
1
0
2 2
2
0
1 3
2 4
0 1
2 1
2 3
1 2
0 1
1 5
0 0
3 1
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

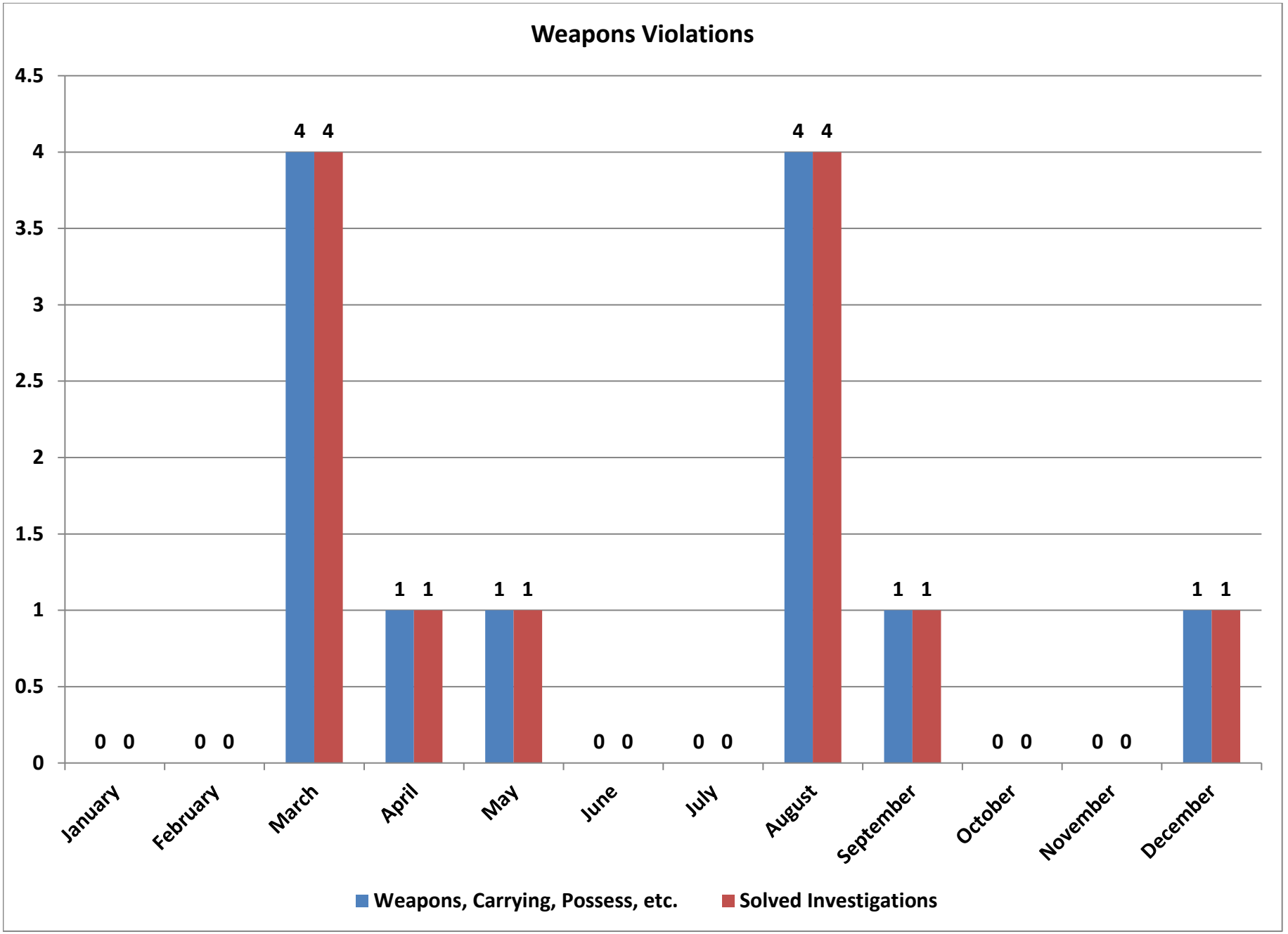

Larceny By Category
Pocket Picking
Purse Snatching
Shoplifting
From Motor Vehicle
Motor Vehicle Parts
From Building
Coin-Operated Machines
All Others
All Others
24%
Shoplifting
39%
From Building
17%
From Motor Vehicle
16%
Motor Vehicle Parts
4%
Coin-Operated Machines
0%
Purse Snatching
0%
Pocket Picking
0%

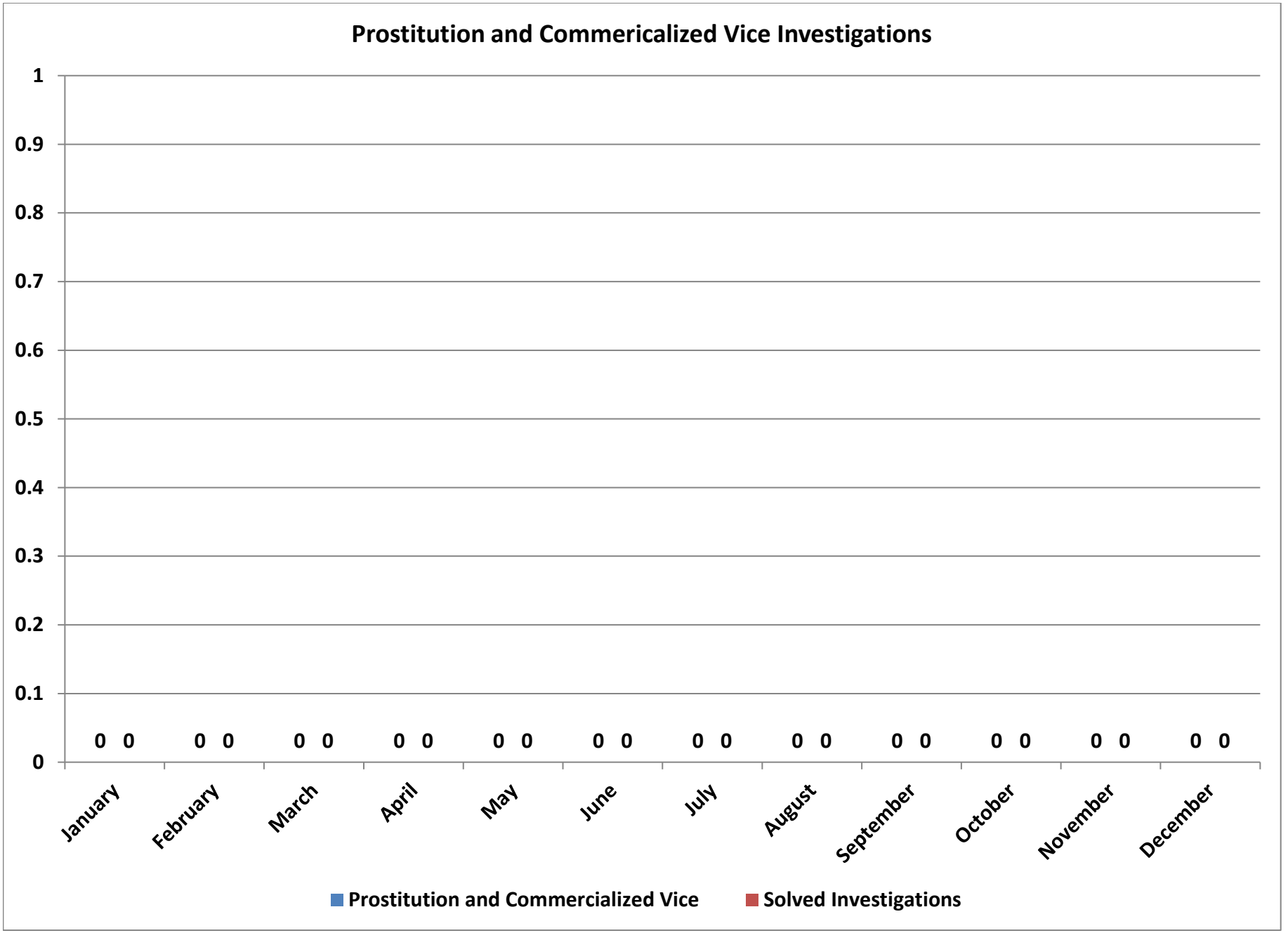

Forgery Investigations
6
5
4
3
2
1
0
1
0
2
1
0 0
1
0
0 0
2
1
1
0
4
0
5
1
0 0
0 0
2 2
January
February
March
April
May
June
July
August
September
October
November
December
Forgery & Counterfeiting
Solved Investigations

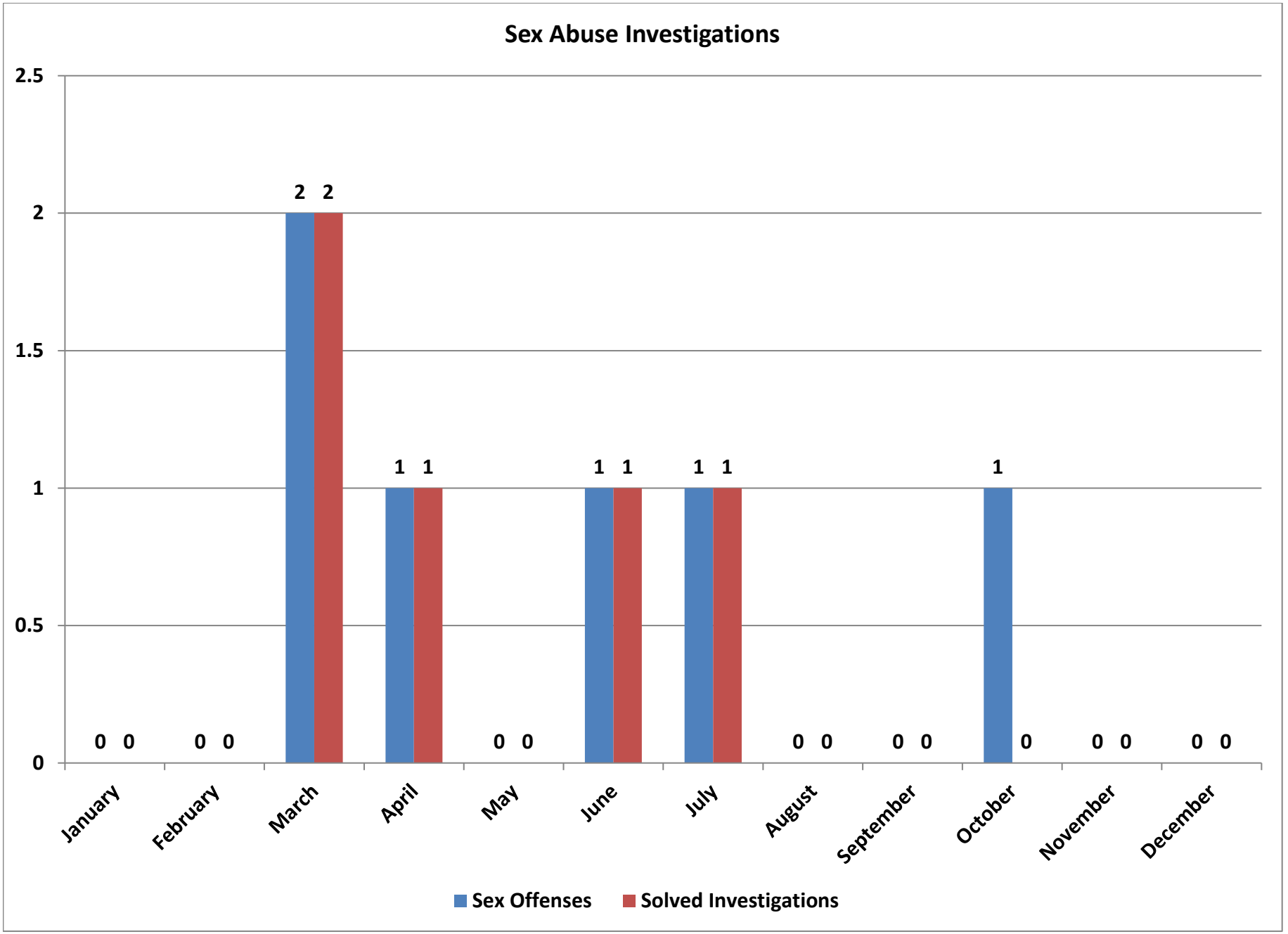

Fraud Investigations
7
6
5
4
3
2
1
0
1
0
2
0
6
1
3
1
2
1
3
0
5
1
5
1
4
0
4
1
5
0
3
1
January
February
March
April
May
June
July
August
September
October
November
December
Fraud
Solved Investigations

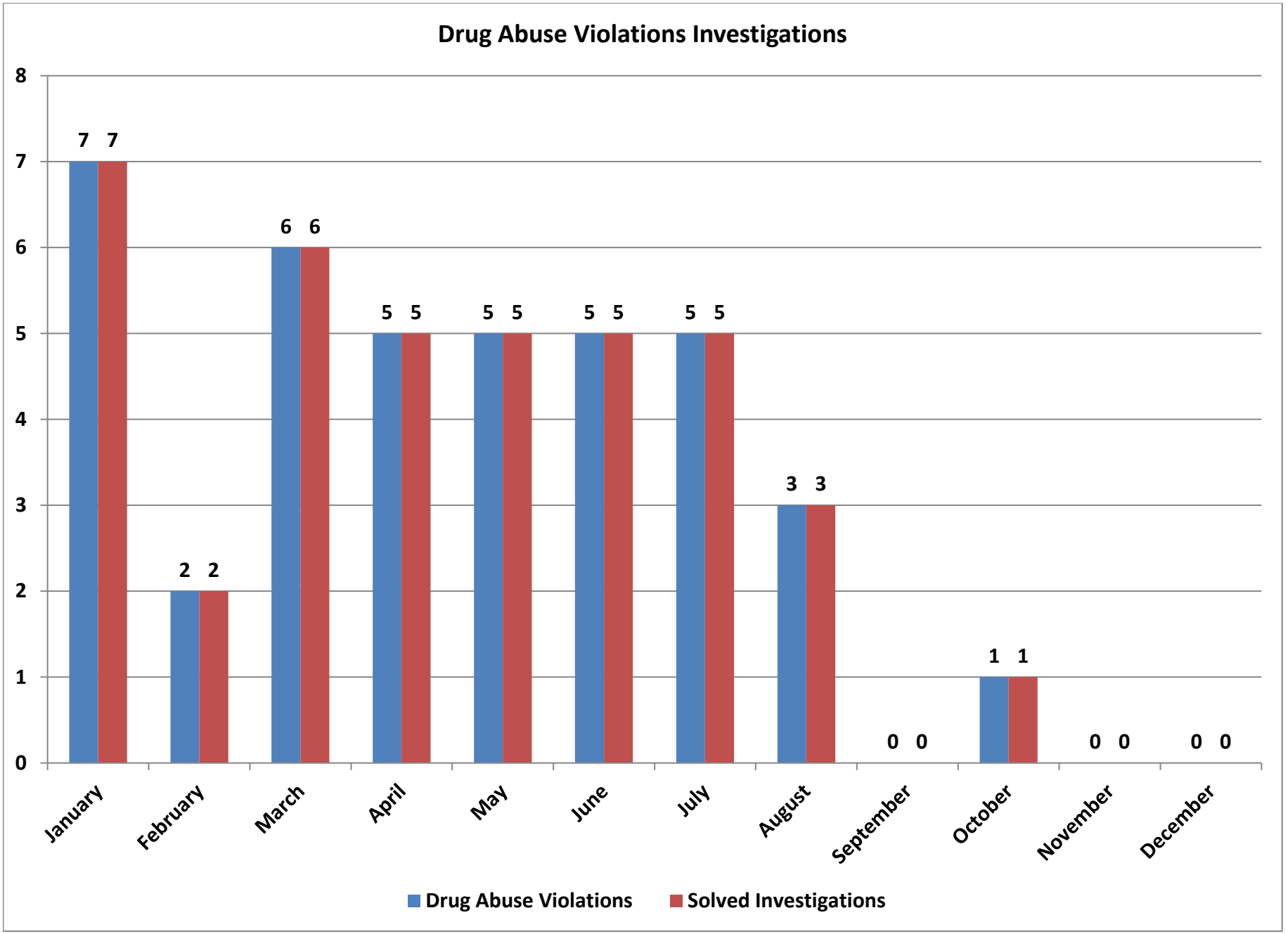

Embezzelment Investigations
1.2
1
0.8
0.6
0.4
0.2
0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
1 1
0 0
0 0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Embezzlement
Solved Investigations

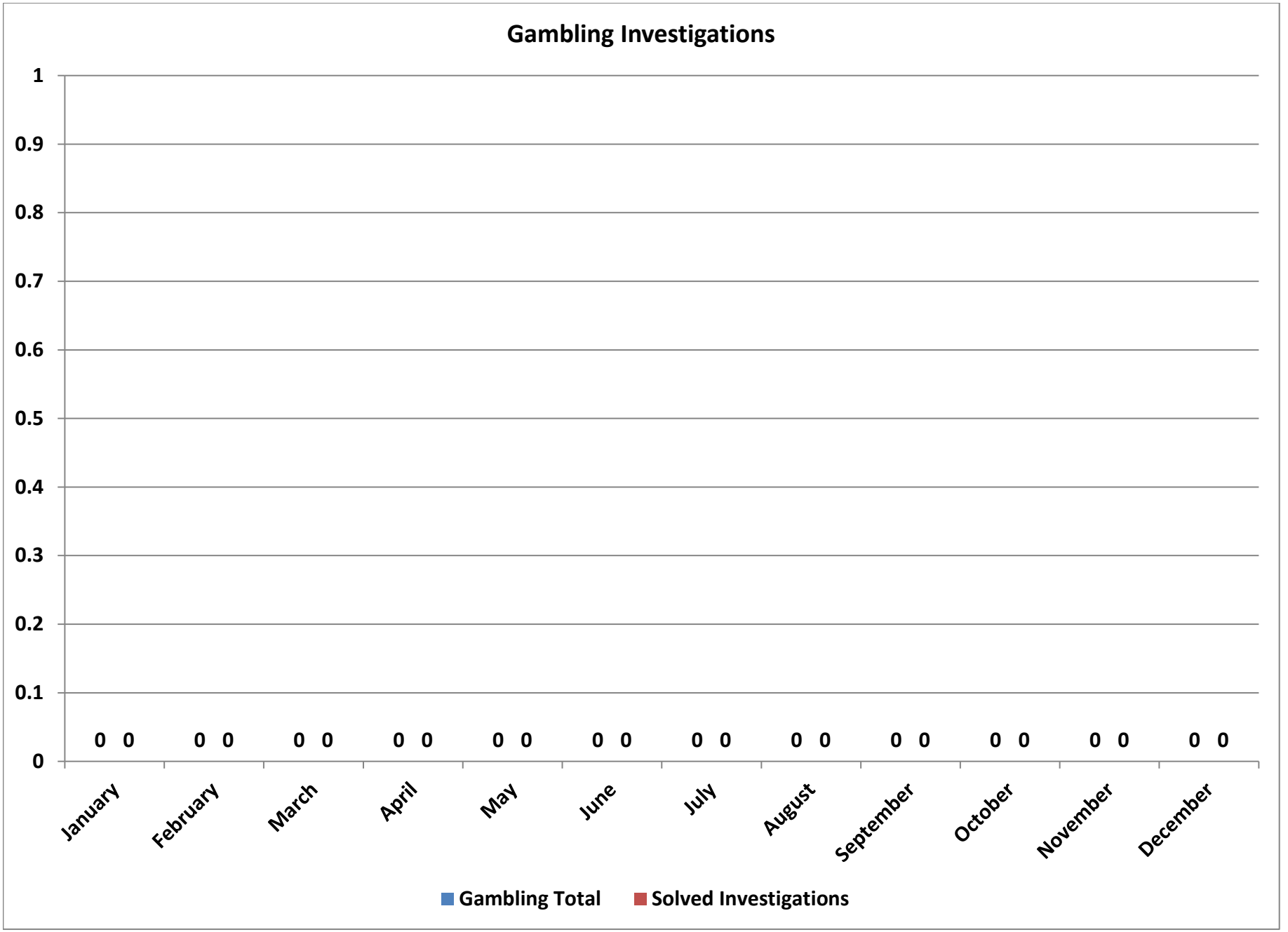

Property Damage Investigations
18
16
14
12
10
8
6
4
2
0
2
1
4
1
12
4
16
5
11
2
11
5
10
4
8
3
6
3
6
4
5
1
8
3
January
February
March
April
May
June
July
August
September
October
November
December
Property Damage Investigations
Solved Investigations

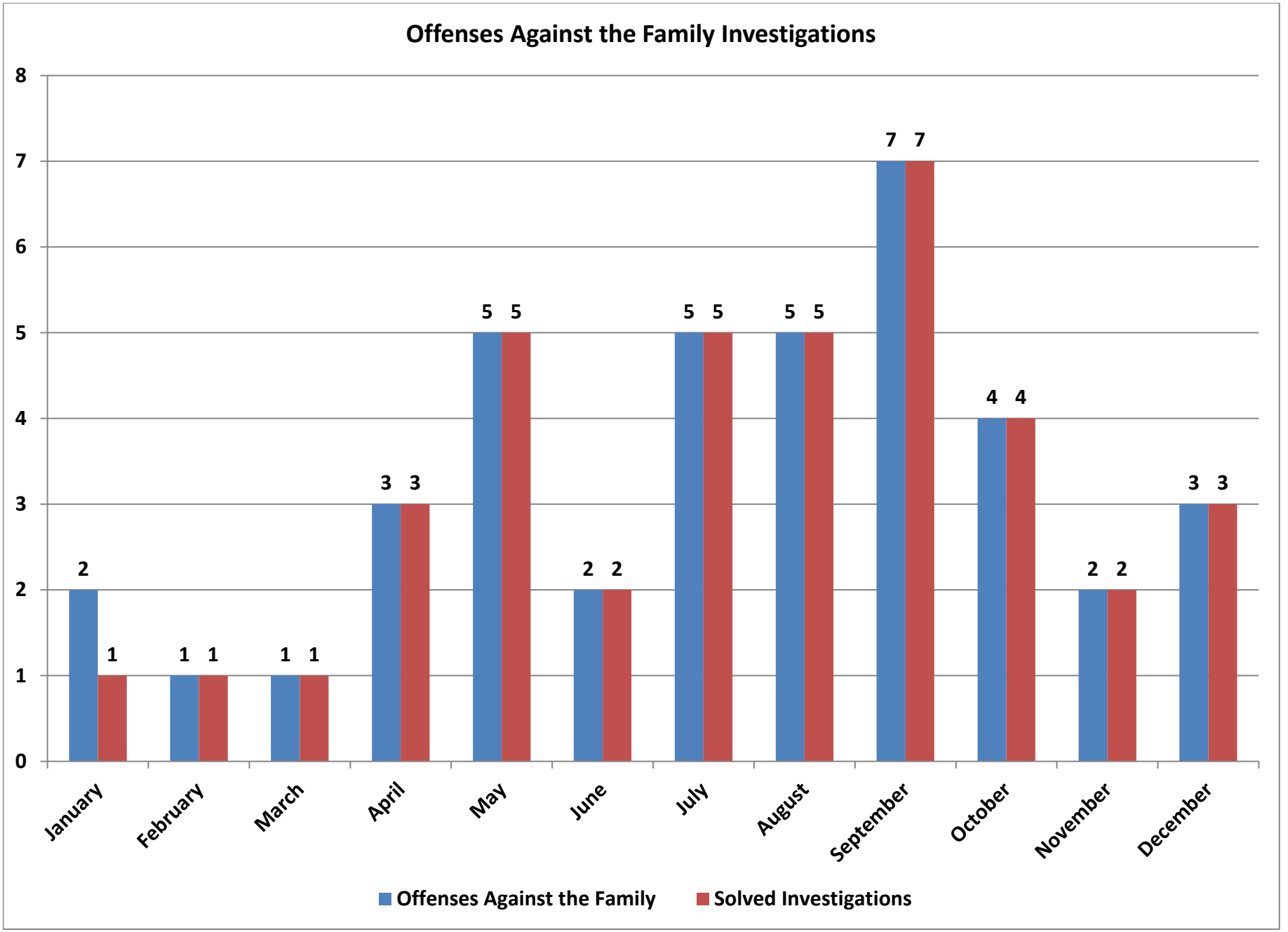

Weapons Violations
4.5
4
3.5
3
2.5
2
1.5
1
0.5
0
0 0
0 0
4 4
1 1
1 1
0 0
0 0
4 4
1 1
0 0
0 0
1 1
January
February
March
April
May
June
July
August
September
October
November
December
Weapons, Carrying, Possess, etc.
Solved Investigations

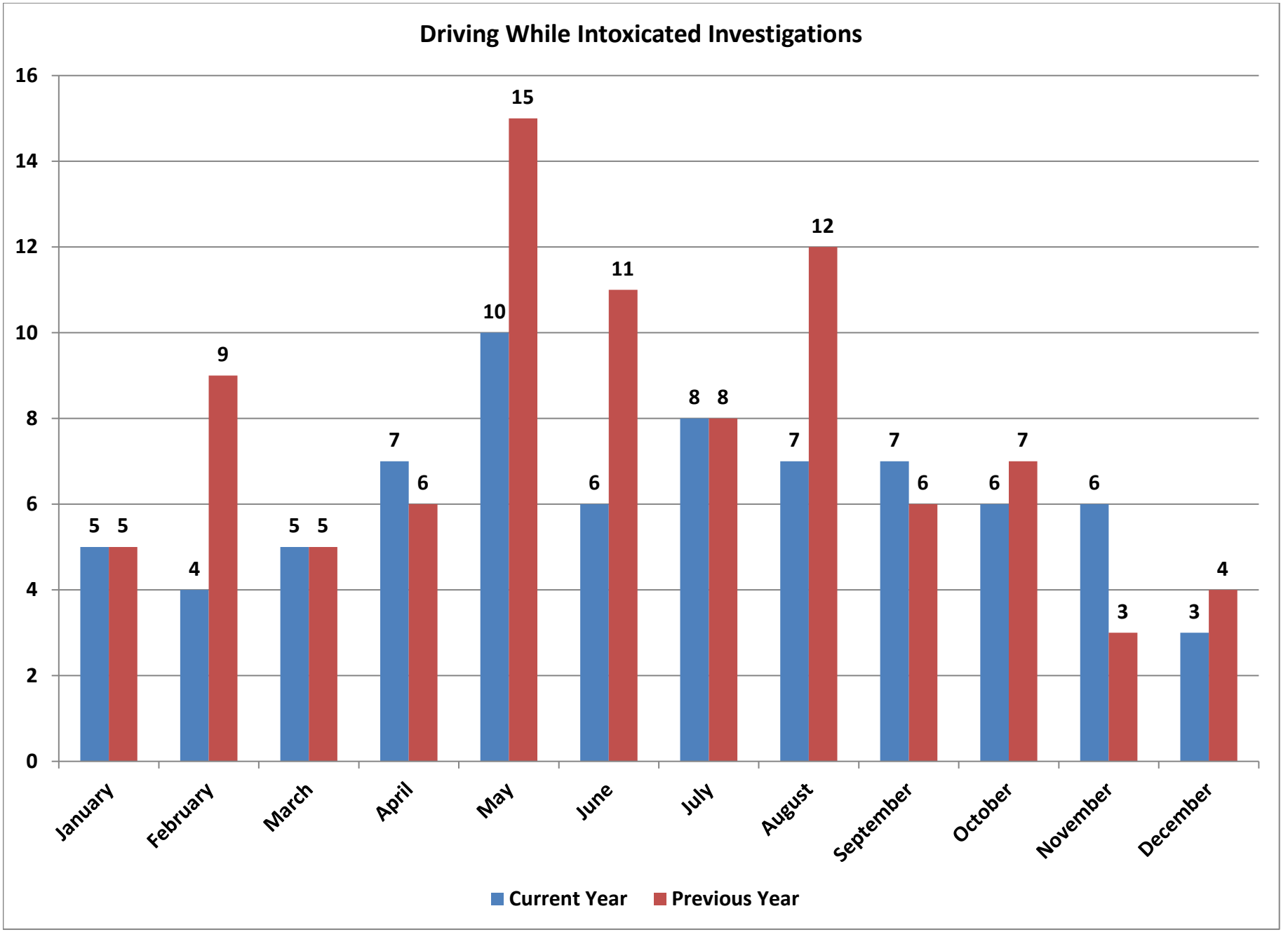

Prostitution and Commericalized Vice Investigations
1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Prostitution and Commercialized Vice
Solved Investigations

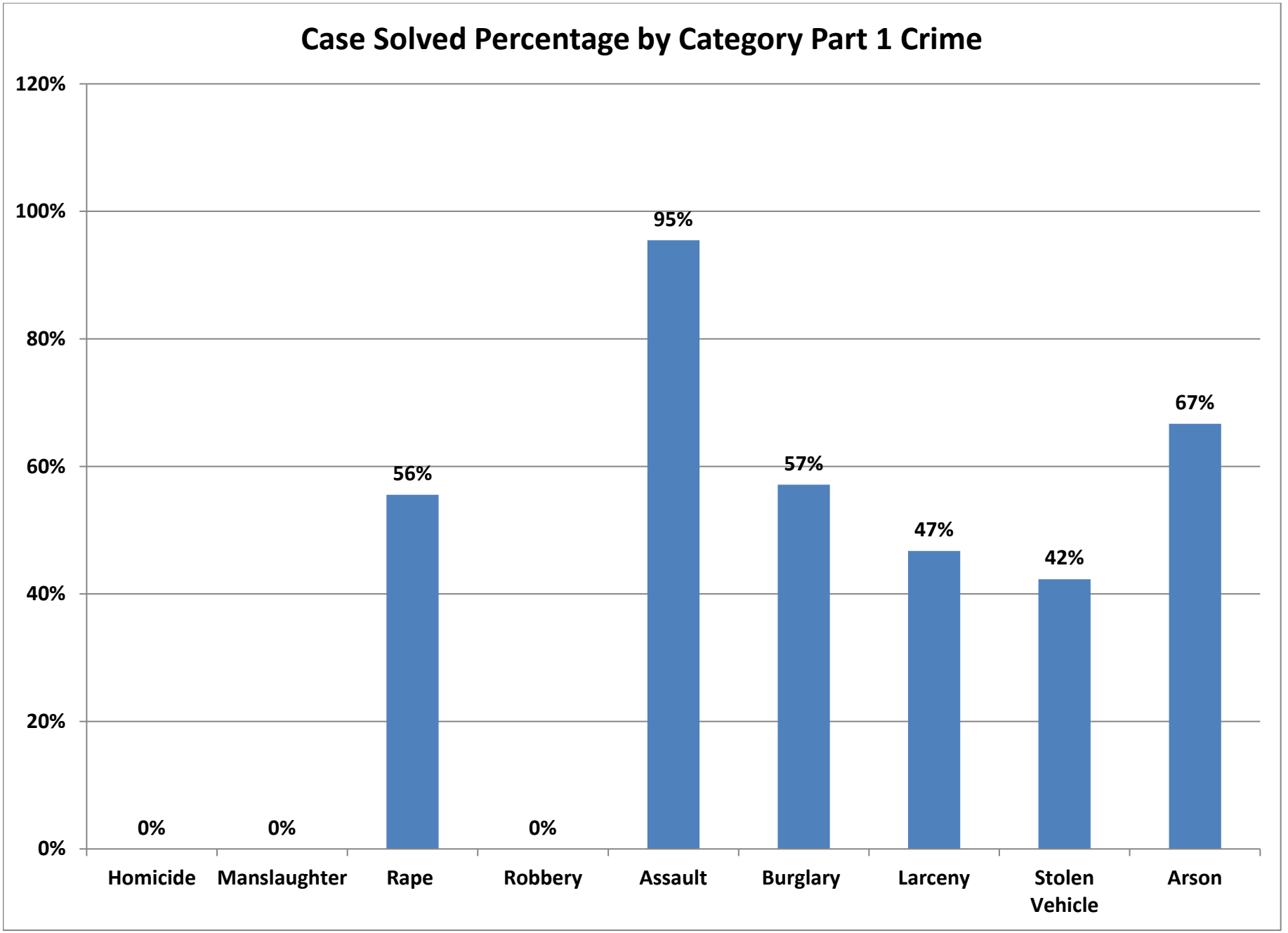

Sex Abuse Investigations
2.5
2
1.5
1
0.5
0
0 0
0 0
2 2
1 1
0 0
1 1
1 1
0 0
0 0
1
0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Sex Offenses
Solved Investigations

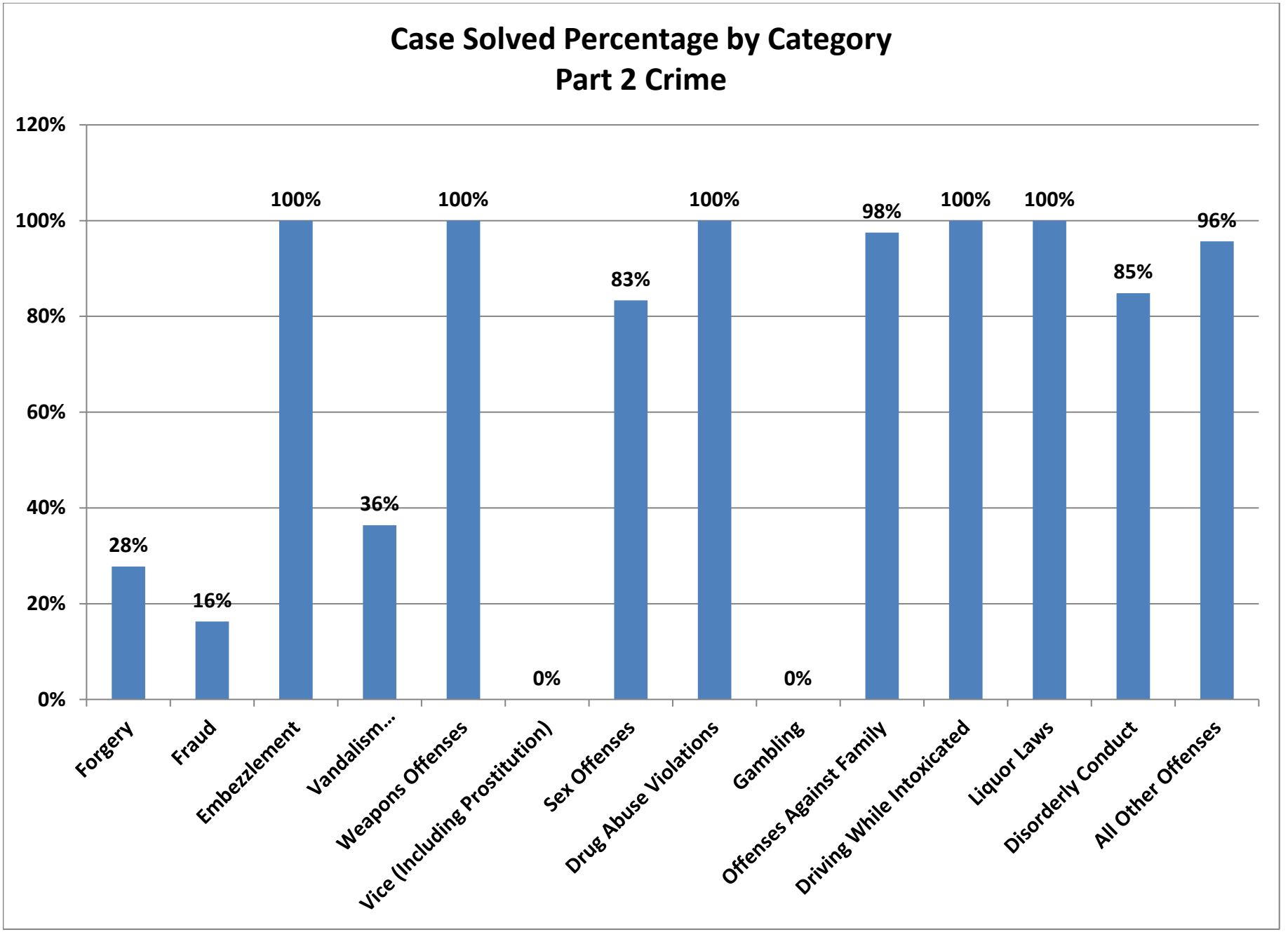

Drug Abuse Violations Investigations
8
7
6
5
4
3
2
1
0
7 7
2 2
6 6
5 5
5 5
5 5
5 5
3 3
0 0
1 1
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Drug Abuse Violations
Solved Investigations

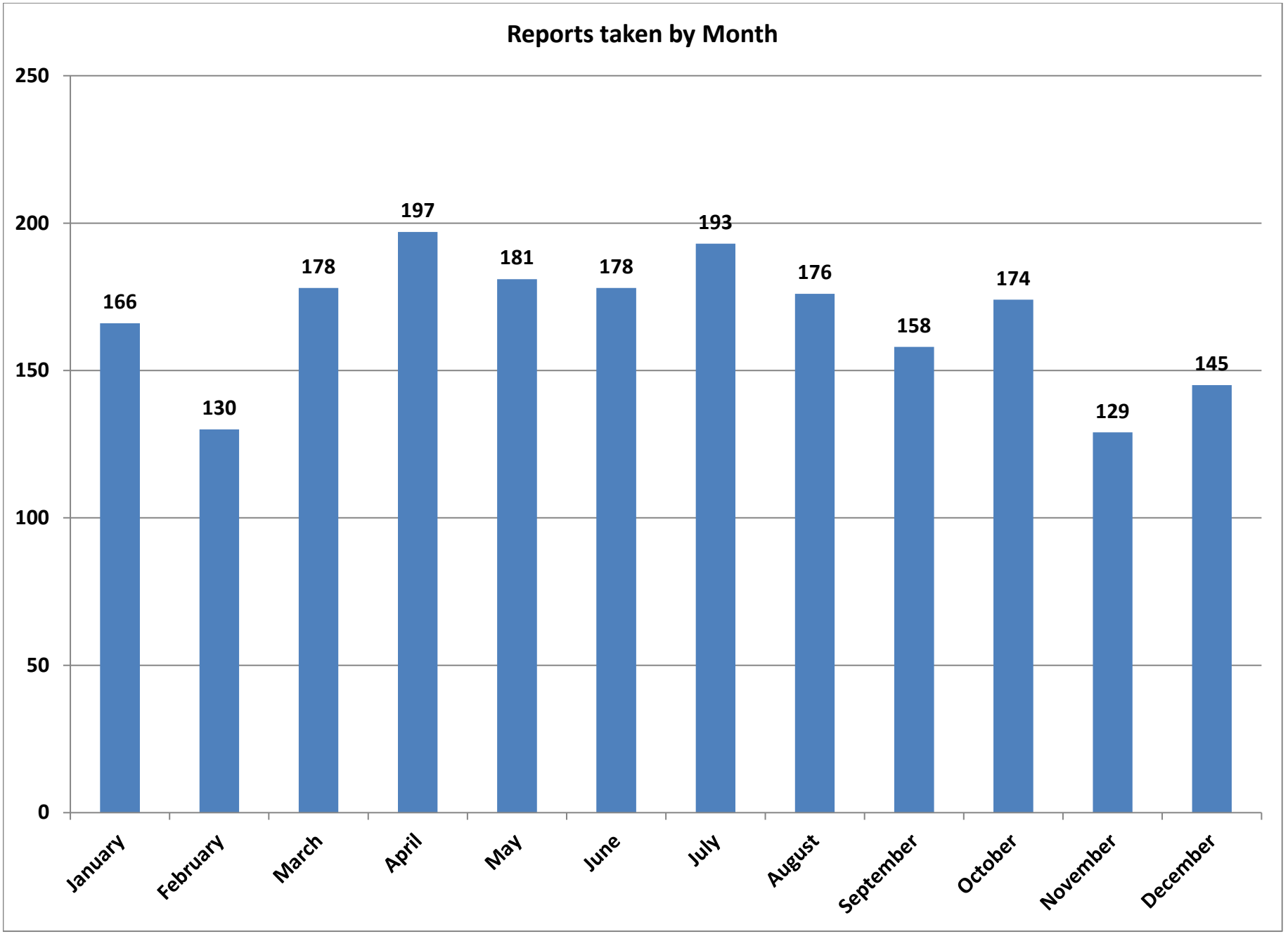

Gambling Investigations
1
0.9
0.8
0.7
0.6
0.5
0.4
0.3
0.2
0.1
0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
0 0
January
February
March
April
May
June
July
August
September
October
November
December
Gambling Total
Solved Investigations

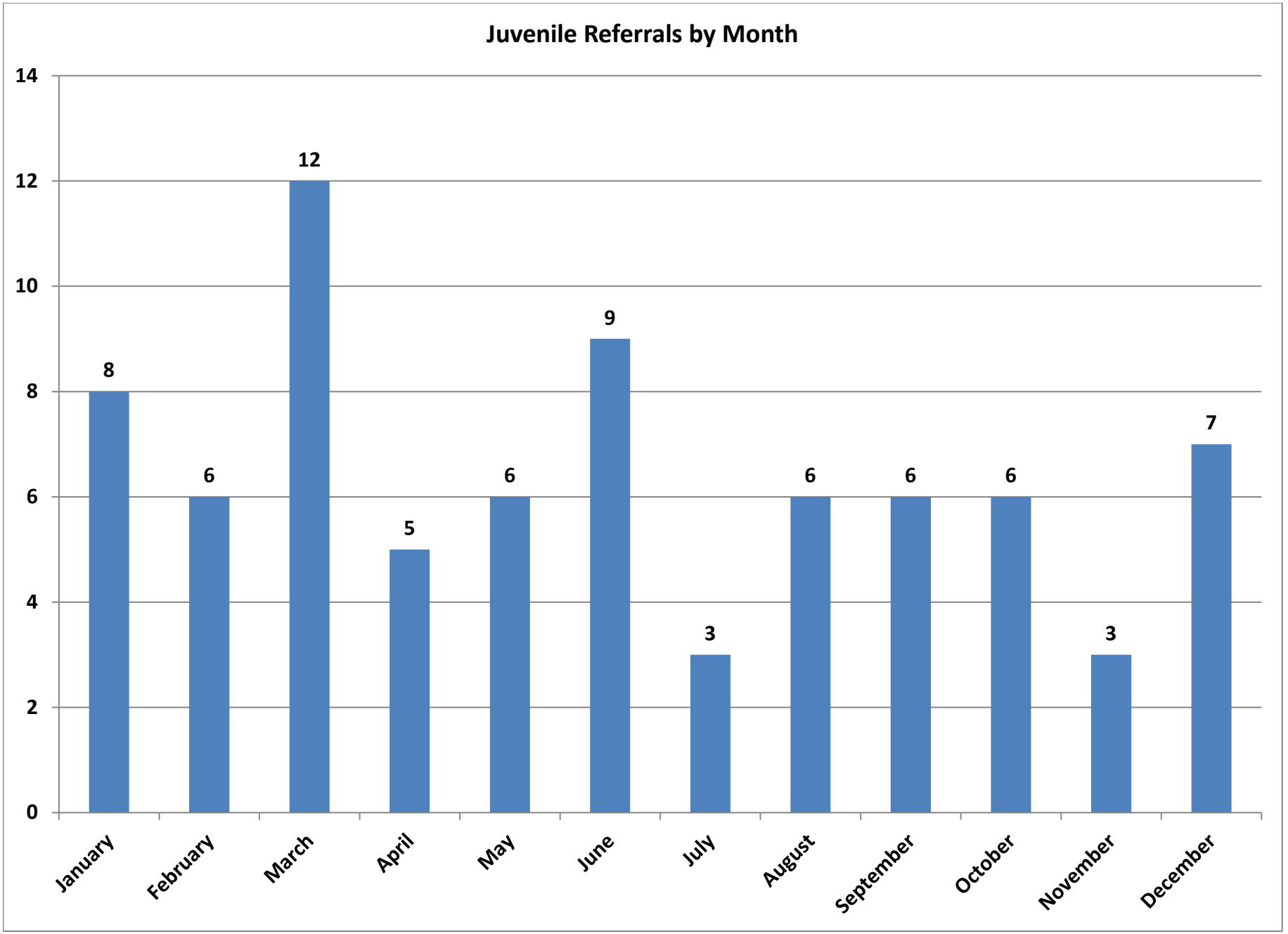

Offenses Against the Family Investigations
8
7
6
5
4
3
2
1
0
2
1
1
1
1
1
3
3
5
5
2
2
5
5
5
5
7
7
4
4
2
2
3
3
January
February
March
April
May
June
July
August
September
October
November
December
Offenses Against the Family
Solved Investigations

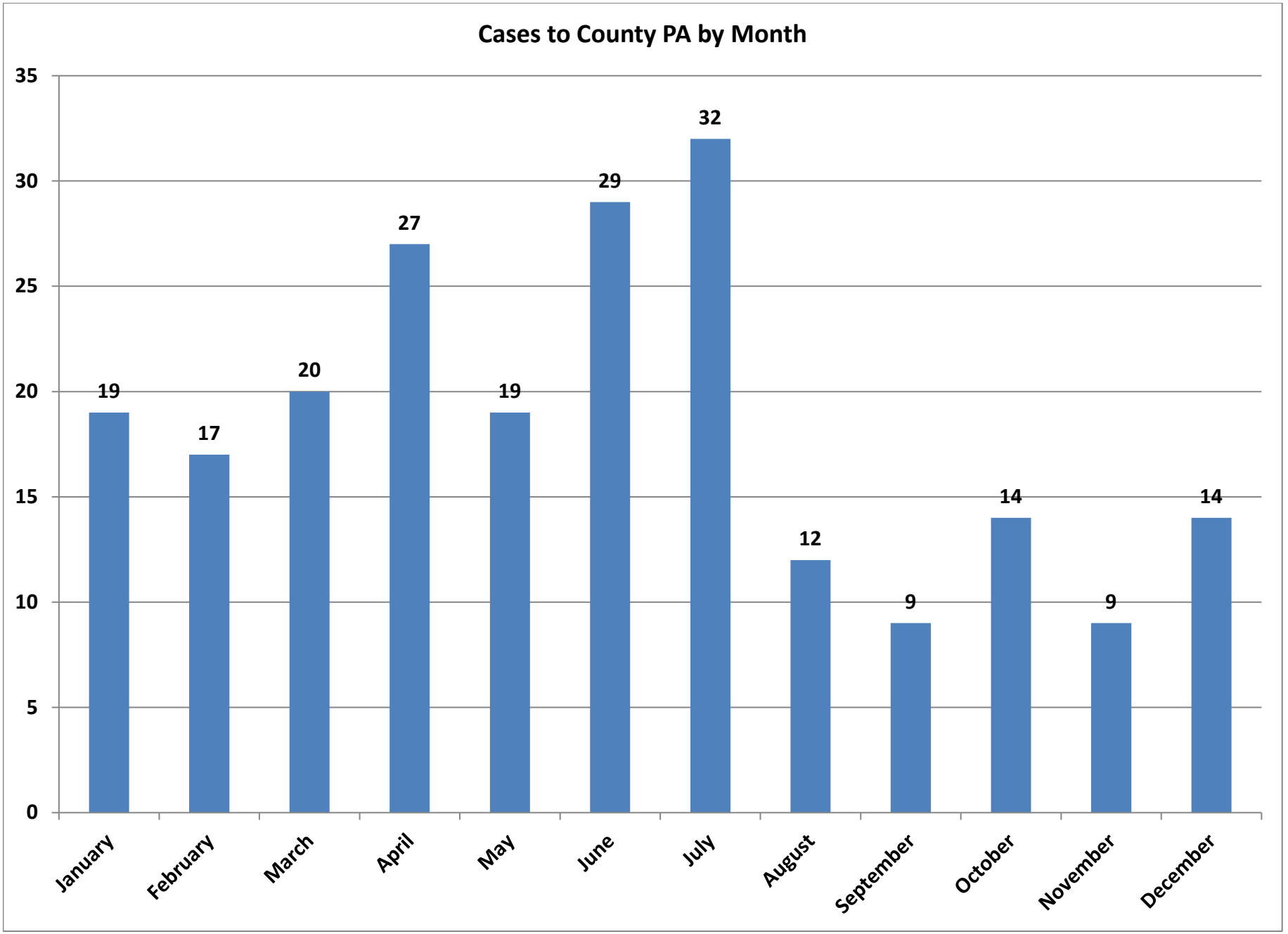

Driving While Intoxicated Investigations
16
14
12
10
8
6
4
2
0
5 5
4 9
5 5
7 6
10 15
6 11
8 8
7 12
7 6
6 7
6 3
3 4
January
February
March
April
May
June
July
August
September
October
November
December
Current Year
Previous Year

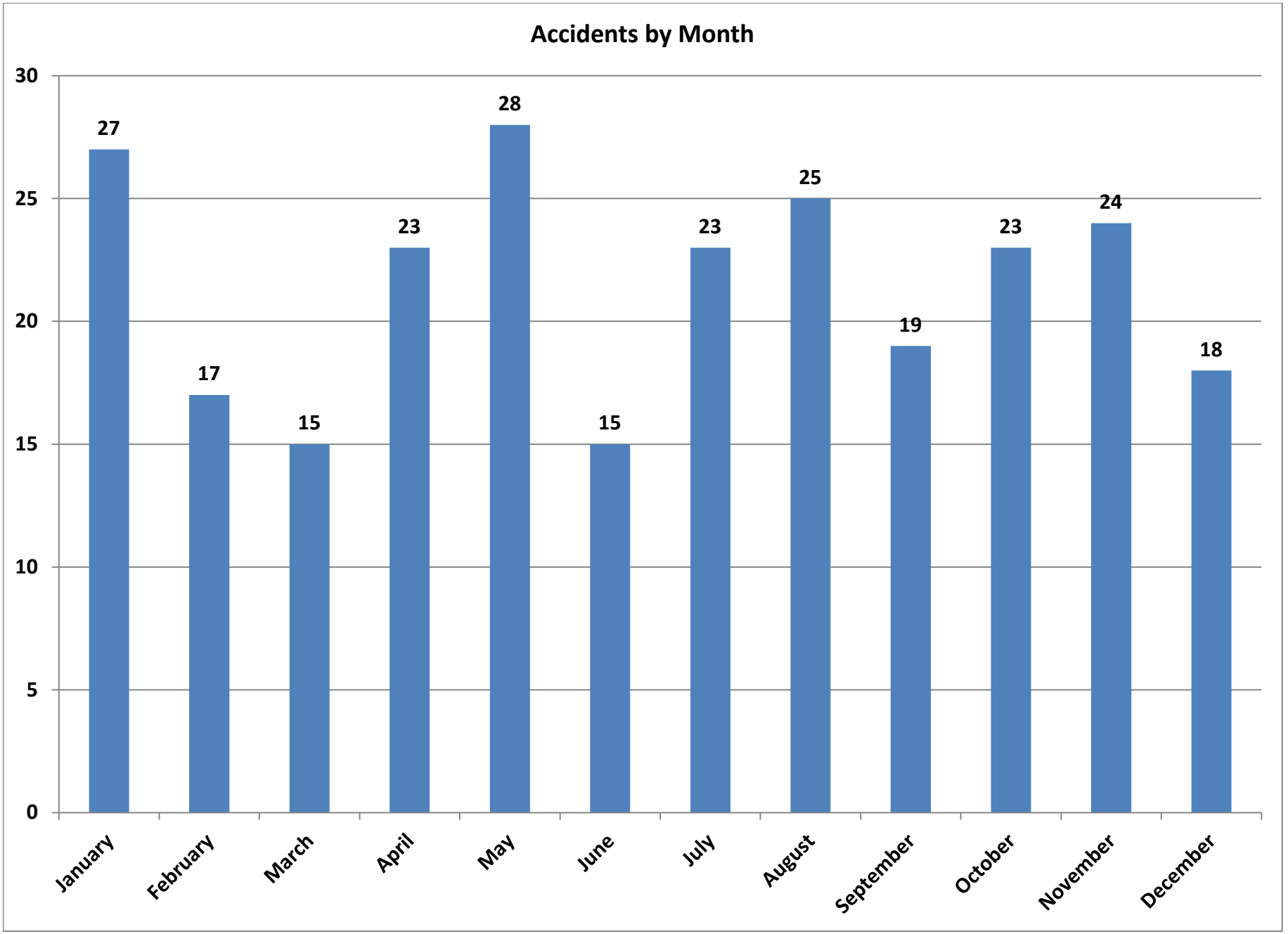

Case Solved Percentage by Category Part 1 Crime
120%
100%
80%
60%
40%
20%
0%
0%
0%
56%
0%
95%
57%
47%
42%
67%
Homicide
Manslaughter
Rape
Robbery
Assault
Burglary
Larceny
Stolen Vehicle
Arson

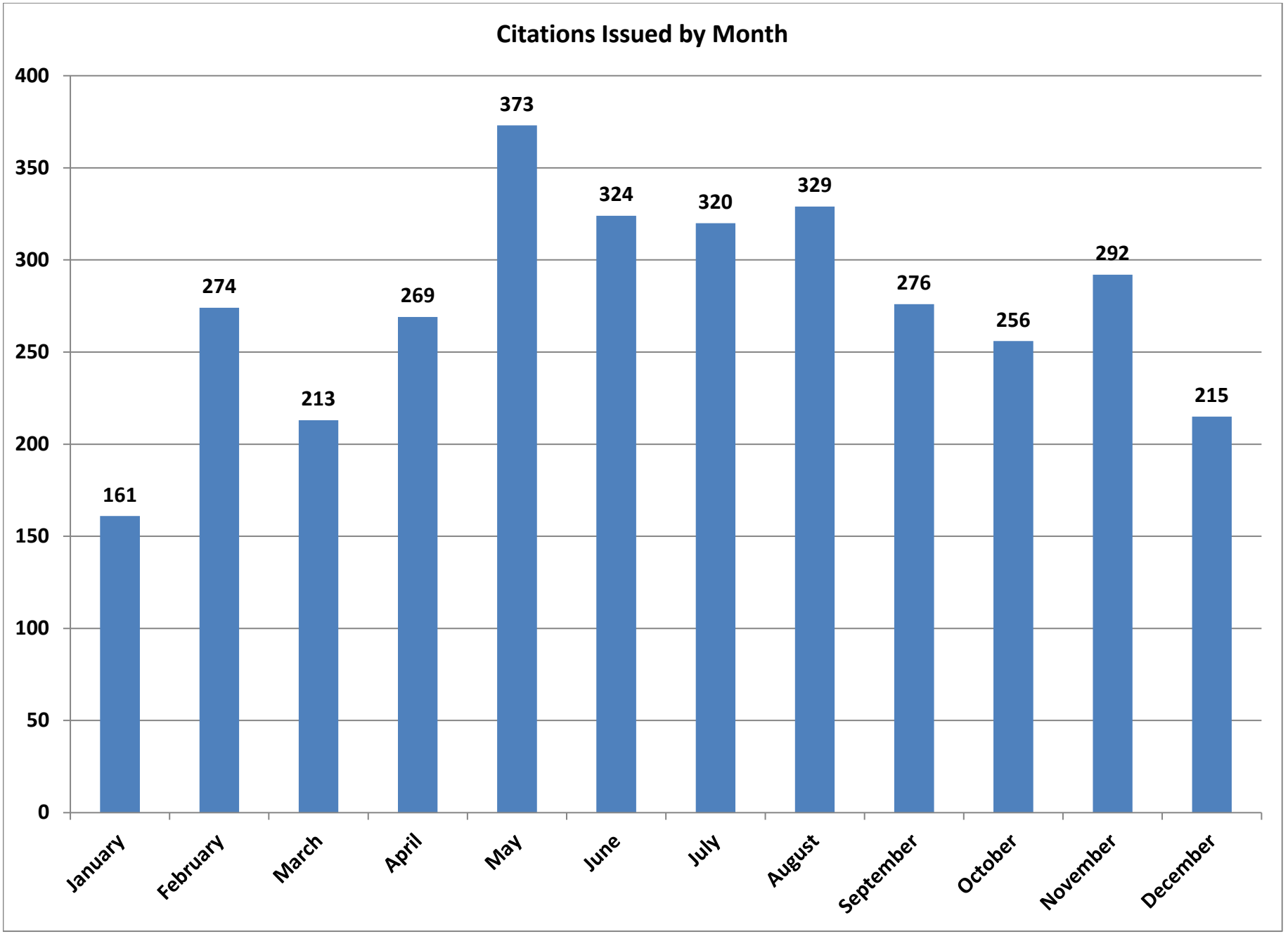

Case Solved Percentage by Category
Part 2 Crime
120%
100%
80%
60%
40%
20%
0%
28%
16%
100%
36%
100%
0%
83%
100%
0%
98%
100%
100%
85%
96%
Forgery
Fraud
Embezzlement
Vandalism...
Weapons Offenses
Vice (Including Prostitution)
Sex Offenses
Drug Abuse Violations
Gambling
Offenses Against Family
Driving While Intoxicated
Liquor Laws
Disorderly Conduct
All Other Offenses

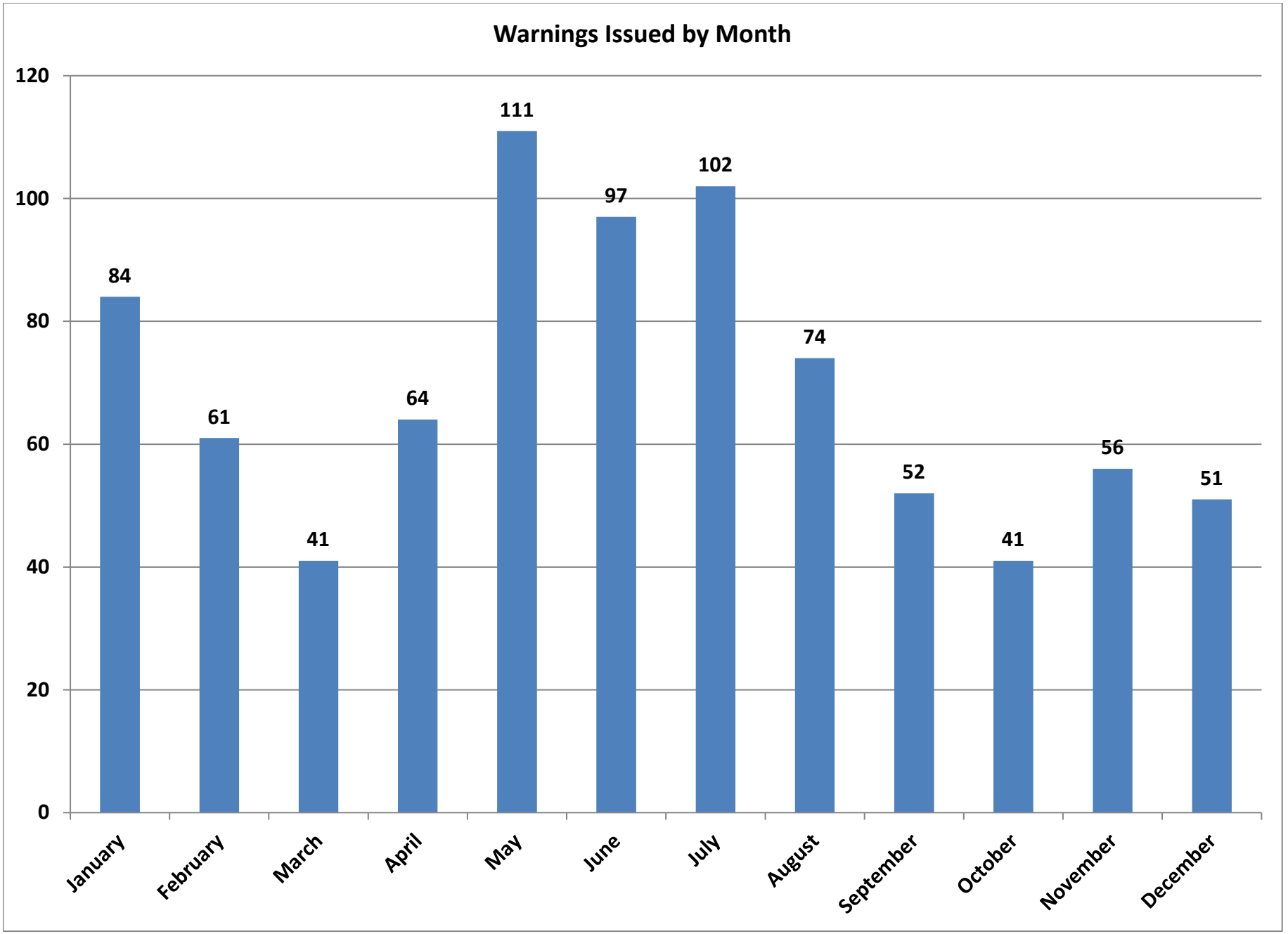

Reports taken by Month
250
200
150
100
50
0
166
130
178
197
181
178
193
176
158
174
129
145
January
February
March
April
May
June
July
August
September
October
November
December

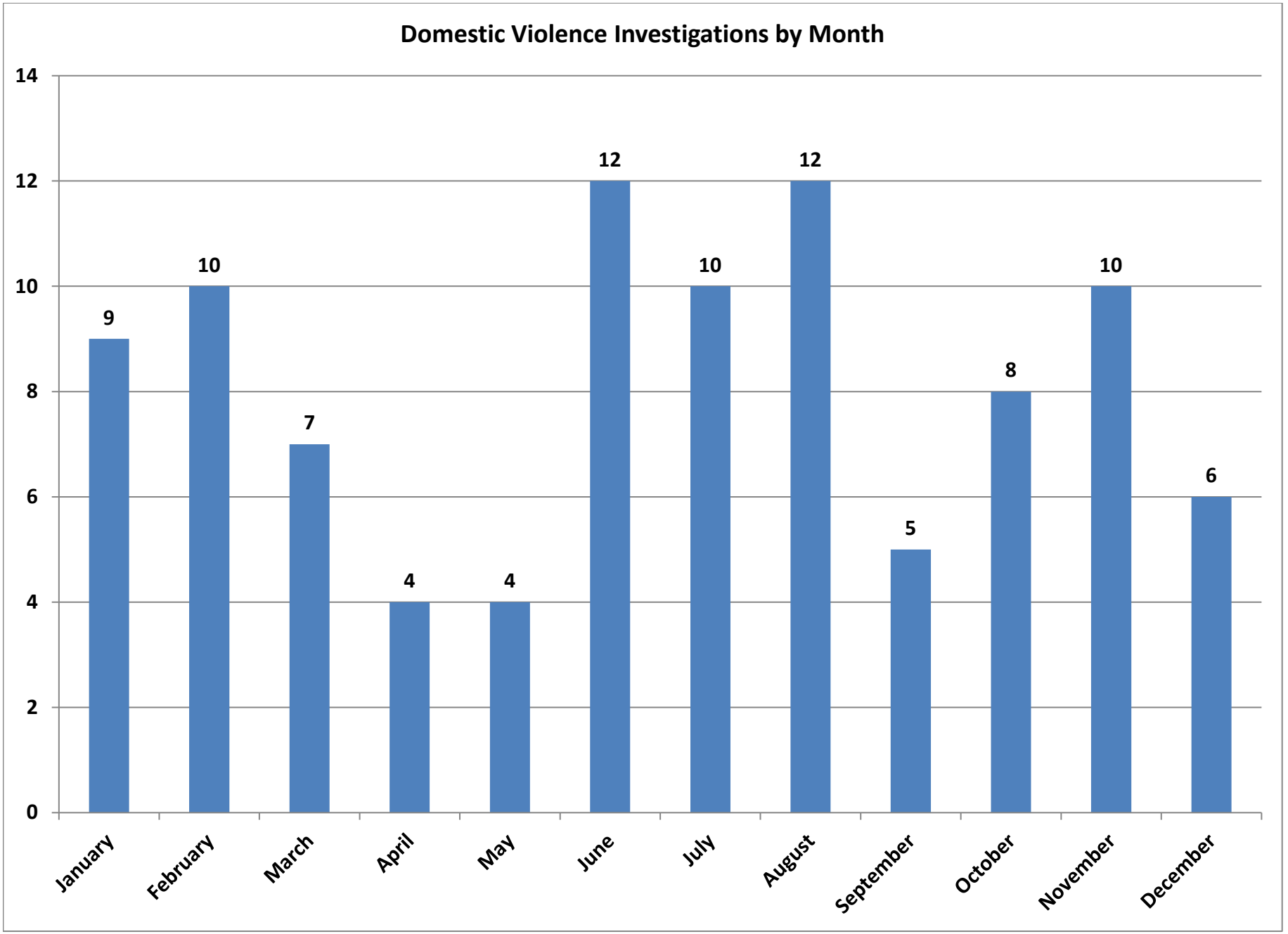

Juvenile Referrals by Month
14
12
10
8
6
4
2
0
8
6
12
5
6
9
3
6
6
6
3
7
January
February
March
April
May
June
July
August
September
October
November
December

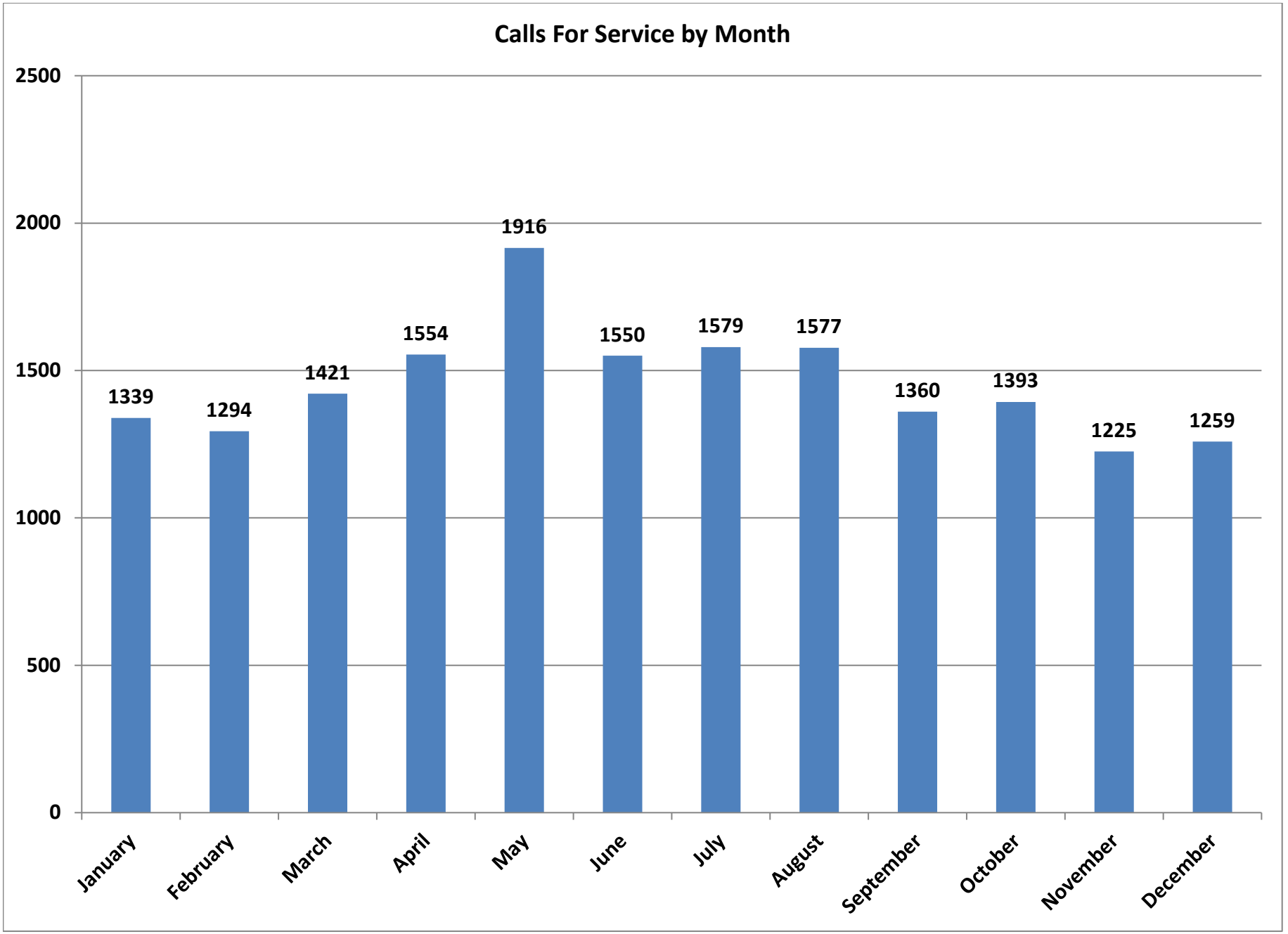

Cases to County PA by Month
35
30
25
20
15
10
5
0
19
17
20
27
19
29
32
12
9
14
9
14
January
February
March
April
May
June
July
August
September
October
November
December


Accidents by Month
30
25
20
15
10
5
0
27
17
15
23
28
15
23
25
19
23
24
18
January
February
March
April
May
June
July
August
September
October
November
December

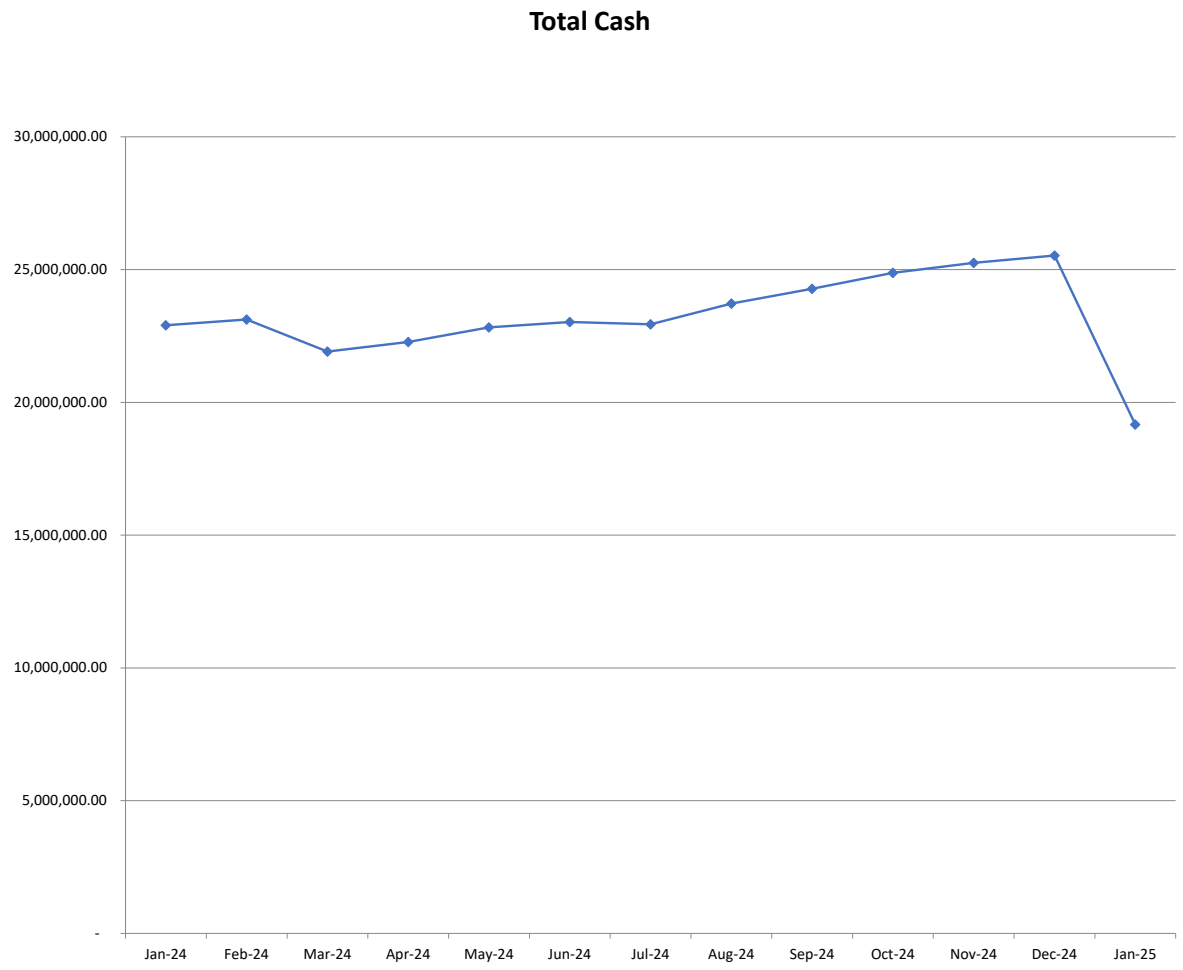

Citations Issued by Month
400
350
300
250
200
150
100
50
0
161
274
213
269
373
324
320
329
276
256
292
215
January
February
March
April
May
June
July
August
September
October
November
December


Warnings Issued by Month
120
100
80
60
40
20
0
84
61
41
64
111
97
102
74
52
41
56
51
January
February
March
April
May
June
July
August
September
October
November
December


Domestic Violence Investigations by Month
14
12
10
8
6
4
2
0
9
10
7
4
4
12
10
12
5
8
10
6
January
February
March
April
May
June
July
August
September
October
November
December


Calls For Service by Month
2500
2000
1500
1000
500
0
1339
1294
1421
1554
1916
1550
1579
1577
1360
1393
1225
1259
January
February
March
April
May
June
July
August
September
October
November
December

	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
Total Cash	22,903,617.02	23,120,876.37	21,914,589.20	22,272,375.83	22,821,452.56	23,022,642.95	22,941,949.37	23,722,527.60	24,280,312.44	24,878,468.55	25,256,211.49	25,529,441.14	19,166,428.15
Days Cash on hand	341.59	344.83	326.84	332.18	340.37	343.37	342.16	353.80	362.12	371.04	376.68	380.75	285.85



CITY OF NEOSHO
INVESTMENT ACCOUNT
CASH BALANCES (RECONCILED)*
January 31, 2025

Description of Account		Availability	Account Type at Bank	TOTAL	General Fund	Fire	Drainage	Senior Center	Parks	Auditorium	Economic Development	Streets	Street Bridge	Golf	Water/ Wastewater
General Operations	Commerce	Use as needed - Operating & C	Checking - Interest Bearing	10,682,959.63	3,888,651.28	693,721.04	1,738,513.02	126,697.21	272,395.26	592,073.73	696,372.44	1,073,115.93	1,175,231.17	219,018.42	151,147.02
Public Safety				1,547,589.98	1,547,589.98										
Restricted				629,056.64	530,444.90			-						98,611.74	
Reward Donations				-	-										
I.O.O.F. Cemetery				(334,419.92)	(334,419.92)										
Cleaning Deposits				2,362.98	2,362.98										
Water Meter Deposits				57,811.54											57,811.54
Cash in Bank - PD	Commerce	Not Available for use - unless	Checking - Interest Bearing	10,338.48	10,338.48										
Shop With A Cop				2,859.40											
D.A.R.E Program				-											
Hotel/Motel Tax				122,863.43											
Replacement reserves				1,278,945.19											1,278,945.19
Meter Replacement Reserv				545,862.10											545,862.10
W/WW Replacement Reserves				4,562,832.70											4,562,832.70
Sewer District 17 - Debt & Mtce				-											-
City Held Debt Service Reserves				1,764.76											
FEMA DR				55,601.24											
		Total cash balances	**Total cash on hand**	**19,166,428.15**	**5,644,967.70**	**693,721.04**	**1,738,513.02**	**126,697.21**	**272,395.26**	**592,073.73**	**696,372.44**	**1,073,115.93**	**1,175,231.17**	**317,630.16**	**6,596,598.55**

Description of Ac	FEMA	Police Grant/ Spec Rev		Hotel/Motel Tax	Transportation Grants	Community Dev Grants	TIF	Employee Insurance	Payroll Revolving	Debt Service Funds	Abbott/Morse Trusts
General Operations					-	-	-	42,187.30	-	-	13,835.81
City Held Debt Service Reserves										1,764.76	
D.A.R.E Program		-									
Shop With A Cop		2,859.40									
Police Grants											
Hotel/Motel Tax				122,863.43							
FEMA DR4250	25,573.84										
FEMA DR4317	30,027.40										
	55,601.24	**2,859.40**	**-**	**122,863.43**	**-**	**-**	**-**	**42,187.30**	**-**	**1,764.76**	**13,835.81**

Negative Funds	**Negative Funds**	**Negative Funds**	**Negative Funds**	**42,187.30**
Net General Fund	**Net General Fund**	**Net General Fund**	**et General Fund**	**$ 5,687,155.00**

Reconciled cash balances above do not reflect the effect of pending reconciling items shown on bank reconcilations.

General Ledger

Budget Status

User: lforest
Printed: 2/13/2025 - 12:50 PM
Period: 4, 2025

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
Fund 100	General Fund							
Dept 100-000	Non-Departmental							
R10	NON-OPERATING REVENUES							
100-000-2500-000	Unearned Grant Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R90	TRANSFERS IN							
100-000-3305-110	Transfre fm Public Safety Fund	20,000.00	1,667.00	6,668.00	13,332.00	0.00	13,332.00	66.66
100-000-3305-111	Trns fm Public Safety Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3305-120	Trns from Public Safety Fund	1,237,547.00	103,128.92	412,515.68	825,031.32	0.00	825,031.32	66.67
100-000-3305-144	Trns from Public Safety Fund	20,531.00	1,678.67	6,714.68	13,816.32	0.00	13,816.32	67.29
100-000-3306-000	Transfer fm ARPA Investment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3310-000	Transfer fm Hotel/Motel Admin	2,860.00	239.00	956.00	1,904.00	0.00	1,904.00	66.57
100-000-3316-000	Transfer fm Street >Land	5,660.00	471.67	1,886.68	3,773.32	0.00	3,773.32	66.67
100-000-3325-115	Transfer fm Police Dept	50,000.00	4,166.67	16,666.68	33,333.32	0.00	33,333.32	66.67
100-000-3355-000	Transfer to Gen Celebrate	7,500.00	0.00	0.00	7,500.00	0.00	7,500.00	100.00
100-000-3356-000	Transfer to Gen Fall Festival	15,000.00	0.00	0.00	15,000.00	0.00	15,000.00	100.00
	R90 Sub Totals:	1,359,098.00	111,351.93	445,407.72	913,690.28	0.00	913,690.28	67.23
	Revenue Sub Totals:	1,359,098.00	111,351.93	445,407.72	913,690.28	0.00	913,690.28	67.23
E90	TRANSFERS OUT							
100-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3202-000	Transfer to Other Funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3203-000	Transfer to Senior Center	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3205-000	Transfer to Fire Dept	866,763.00	72,230.25	288,921.00	577,842.00	0.00	577,842.00	66.67
100-000-3205-110	Trns to General	20,000.00	1,667.00	6,668.00	13,332.00	0.00	13,332.00	66.66
100-000-3205-120	Trns to Police Department	1,237,547.00	103,128.92	412,515.68	825,031.32	0.00	825,031.32	66.67
100-000-3205-144	Trns to Emergency Mgmt	20,531.00	1,678.67	6,714.68	13,816.32	0.00	13,816.32	67.29
100-000-3206-000	Transfer to ARPA	222,635.00	25,000.00	25,000.00	197,635.00	0.00	197,635.00	88.77
100-000-3206-170	Transfer to Drainage	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3224-000	Transfer to Police Grants	2,310.00	0.00	0.00	2,310.00	0.00	2,310.00	100.00
100-000-3225-115	Trns to Develop Service	50,000.00	4,166.67	16,666.68	33,333.32	0.00	33,333.32	66.67
100-000-3230-000	Transfer to Fire fm General	654,927.00	54,577.25	218,309.00	436,618.00	0.00	436,618.00	66.67
100-000-3240-000	Transfer to GC fm General	100,000.00	0.00	0.00	100,000.00	0.00	100,000.00	100.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-000-3243-000	Transfer to Parks Department	676,850.00	56,404.17	225,616.68	451,233.32	0.00	451,233.32	66.67
100-000-3285-111	Trns to Capital Impr/Purch	6,500.00	0.00	0.00	6,500.00	0.00	6,500.00	100.00
100-000-3285-112	Trns to Capital Improvement	470,000.00	39,450.00	64,850.00	405,150.00	0.00	405,150.00	86.20
100-000-3285-115	Trns to Capital Impr/Purch	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-000-3285-118	Trns to Capital Improvement	65,261.00	0.00	55,174.00	10,087.00	0.00	10,087.00	15.46
100-000-3285-120	Trns to Capital Improvement	80,000.00	0.00	18,680.00	61,320.00	0.00	61,320.00	76.65
100-000-3285-160	Trns to Capital Improvement	855,628.00	0.00	102,984.11	752,643.89	0.00	752,643.89	87.96
100-000-3285-204	Trns to Capital Impr/Purch	39,000.00	0.00	0.00	39,000.00	0.00	39,000.00	100.00
100-000-3285-680	Transfer to CDBG	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	5,367,952.00	358,302.93	1,442,099.83	3,925,852.17	0.00	3,925,852.17	73.14
	Expense Sub Totals:	5,367,952.00	358,302.93	1,442,099.83	3,925,852.17	0.00	3,925,852.17	73.14
	Dept 000 Sub Totals:	4,008,854.00	246,951.00	996,692.11	3,012,161.89	0.00		
Dept 100-110								
R01	TAXES							
100-110-4010-110	Property Tax	479,750.00	443,495.31	512,282.63	-32,532.63	0.00	-32,532.63	0.00
100-110-4020-110	Financial Institution Tax	300.00	39.08	555.58	-255.58	0.00	-255.58	0.00
100-110-4030-110	1-Cent City Sales Tax	3,092,449.00	261,716.75	1,122,607.39	1,969,841.61	0.00	1,969,841.61	63.70
100-110-4031-110	3-Cent Recreational Sales Tax	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-4050-110	Cigarette Tax	48,535.00	3,391.12	13,712.00	34,823.00	0.00	34,823.00	71.75
100-110-4130-110	Franchises	798,250.00	51,444.76	222,997.17	575,252.83	0.00	575,252.83	72.06
	R01 Sub Totals:	4,419,284.00	760,087.02	1,872,154.77	2,547,129.23	0.00	2,547,129.23	57.64
R02	LICENSES AND PERMITS							
100-110-4100-110	Occupation Licenses	40,342.00	4,242.08	24,225.83	16,116.17	0.00	16,116.17	39.95
	R02 Sub Totals:	40,342.00	4,242.08	24,225.83	16,116.17	0.00	16,116.17	39.95
R03	INTER-GOVERNMENTAL							
100-110-4200-110	Grant Revenue	132,000.00	0.00	0.00	132,000.00	0.00	132,000.00	100.00
100-110-4201-110	CARES/ARPA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	132,000.00	0.00	0.00	132,000.00	0.00	132,000.00	100.00
R06	REVENUE FROM USE OF ASSET							
100-110-4700-110	Interest Earned-General Fund	725,000.00	15,594.06	99,332.20	625,667.80	0.00	625,667.80	86.30
100-110-4760-110	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-4820-110	General Admin Sale of Property	4,401.00	0.00	4,401.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	729,401.00	15,594.06	103,733.20	625,667.80	0.00	625,667.80	85.78
R07	OTHER INCOME							
100-110-4790-110	Judgments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-4800-110	General Admin Miscellaneous	0.00	0.00	2,438.92	-2,438.92	0.00	-2,438.92	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	R07 Sub Totals:	0.00	0.00	2,438.92	-2,438.92	0.00	-2,438.92	0.00
	Revenue Sub Totals:	5,321,027.00	779,923.16	2,002,552.72	3,318,474.28	0.00	3,318,474.28	62.37
E10	PERSONNEL							
100-110-5010-110	General Admin Salaries	274,640.00	22,137.39	99,396.64	175,243.36	0.00	175,243.36	63.81
100-110-5020-110	General Admin Overtime	2,000.00	120.06	940.28	1,059.72	0.00	1,059.72	52.99
100-110-5040-110	Acting City Mgr Per Diem	4,500.00	0.00	0.00	4,500.00	0.00	4,500.00	100.00
100-110-5070-110	Availability Allowance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-5170-110	General Admin Social Security	21,508.00	1,539.57	7,023.36	14,484.64	0.00	14,484.64	67.35
100-110-5180-110	General Admin Retirement	16,869.00	1,335.55	6,029.40	10,839.60	0.00	10,839.60	64.26
100-110-5190-110	General Admin Health Insurance	40,455.00	3,786.52	15,153.66	25,301.34	0.00	25,301.34	62.54
100-110-5210-110	General Admin Workers Comp.	12,314.00	0.00	0.00	12,314.00	0.00	12,314.00	100.00
100-110-5360-110	General Admin Memb/Train/Trvl	7,405.00	284.65	277.25	7,127.75	0.00	7,127.75	96.26
100-110-5380-110	Uniforms	235.00	0.00	0.00	235.00	0.00	235.00	100.00
	E10 Sub Totals:	379,926.00	29,203.74	128,820.59	251,105.41	0.00	251,105.41	66.09
E20	OPERATING COSTS							
100-110-5260-110	General Admin Prof. Service	117,154.00	3,684.32	33,833.91	83,320.09	0.00	83,320.09	71.12
100-110-5290-110	County Collector Fees	19,190.00	15,671.59	18,405.35	784.65	0.00	784.65	4.09
100-110-5300-110	General Admin Ins. & Bonds	16,748.00	0.00	275.00	16,473.00	0.00	16,473.00	98.36
100-110-5330-110	General Admin Equipment Maint.	7,575.00	0.00	170.38	7,404.62	0.00	7,404.62	97.75
100-110-5450-110	General Admin Claims & Judgmnt	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-5530-110	General Admin Fuels/Lubricants	525.00	54.66	281.86	243.14	0.00	243.14	46.31
100-110-5590-110	General Admin Gen. Supplies	15,600.00	1,723.68	6,177.04	9,422.96	0.00	9,422.96	60.40
100-110-5700-110	General Admin Comp., Software	2,383.00	134.37	407.85	1,975.15	0.00	1,975.15	82.89
	E20 Sub Totals:	179,175.00	21,268.62	59,551.39	119,623.61	0.00	119,623.61	66.76
E25	NON-OPERATING EXPENSE							
100-110-5271-110	Master Bank Acct Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-110-5272-110	Investement Acct. Bank Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E25 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	559,101.00	50,472.36	188,371.98	370,729.02	0.00	370,729.02	66.31
	Dept 110 Sub Totals:	-4,761,926.00	-729,450.80	-1,814,180.74	-2,947,745.26	0.00		
Dept 100-111								
R01	TAXES							
100-111-4031-110	3-Cent Recreational Use	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R01 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R04	CHARGES FOR SERVICES							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-111-4800-111	City Clerk Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R04 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E10	PERSONNEL							
100-111-5010-111	Clerk Salaries	56,318.00	4,285.14	19,220.74	37,097.26	0.00	37,097.26	65.87
100-111-5030-111	Clerk Part Time	2,100.00	130.00	505.00	1,595.00	0.00	1,595.00	75.95
100-111-5170-111	Clerk Social Security	4,469.00	311.12	1,402.41	3,066.59	0.00	3,066.59	68.62
100-111-5180-111	Clerk Retirement	3,380.00	257.11	1,153.23	2,226.77	0.00	2,226.77	65.88
100-111-5190-111	Clerk Health Insurance	6,585.00	616.56	2,466.21	4,118.79	0.00	4,118.79	62.55
100-111-5210-111	Clerk Workers Compensation	2,559.00	0.00	0.00	2,559.00	0.00	2,559.00	100.00
100-111-5360-111	Clerk Member/Train/Trvl	11,285.00	594.00	2,701.00	8,584.00	0.00	8,584.00	76.07
	E10 Sub Totals:	86,696.00	6,193.93	27,448.59	59,247.41	0.00	59,247.41	68.34
E20	OPERATING COSTS							
100-111-5260-111	Clerk Professional Services	24,051.00	563.61	20,876.05	3,174.95	0.00	3,174.95	13.20
100-111-5300-111	Clerk Insurance & Bonds	650.00	0.00	0.00	650.00	0.00	650.00	100.00
100-111-5430-111	Clerk Elections	10,000.00	208.00	208.00	9,792.00	0.00	9,792.00	97.92
100-111-5590-111	Clerk General Supplies	1,020.00	124.83	155.95	864.05	0.00	864.05	84.71
100-111-5700-111	Clerk Comp., Software	1,128.00	0.00	273.48	854.52	0.00	854.52	75.76
	E20 Sub Totals:	36,849.00	896.44	21,513.48	15,335.52	0.00	15,335.52	41.62
	Expense Sub Totals:	123,545.00	7,090.37	48,962.07	74,582.93	0.00	74,582.93	60.37
	Dept 111 Sub Totals:	123,545.00	7,090.37	48,962.07	74,582.93	0.00		
Dept 100-113								
R06	REVENUE FROM USE OF ASSET							
100-113-4470-755	Celebrate Booth Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-113-4470-756	Fall Festival Booth Fees	8,000.00	780.00	820.00	7,180.00	0.00	7,180.00	89.75
100-113-4471-755	Celebrate Race Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	8,000.00	780.00	820.00	7,180.00	0.00	7,180.00	89.75
R08	SALES REVENUE							
100-113-4480-755	Celebrate Neosho Shirt Sales	0.00	0.00	162.00	-162.00	0.00	-162.00	0.00
	R08 Sub Totals:	0.00	0.00	162.00	-162.00	0.00	-162.00	0.00
R87	DONATIONS							
100-113-4990-755	Celebrate Neosho Sponsors	8,000.00	625.00	650.00	7,350.00	0.00	7,350.00	91.88
100-113-4990-756	Fall Festival Sponsorships	8,000.00	625.00	650.00	7,350.00	0.00	7,350.00	91.88
	R87 Sub Totals:	16,000.00	1,250.00	1,300.00	14,700.00	0.00	14,700.00	91.88

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Revenue Sub Totals:	24,000.00	2,030.00	2,282.00	21,718.00	0.00	21,718.00	90.49
E20	OPERATING COSTS							
100-113-6520-755	Celebrate Neosho Expenses	7,500.00	138.56	138.56	7,361.44	0.00	7,361.44	98.15
100-113-6530-756	Fall Festival Expenses	29,000.00	0.00	13,544.50	15,455.50	0.00	15,455.50	53.29
	E20 Sub Totals:	36,500.00	138.56	13,683.06	22,816.94	0.00	22,816.94	62.51
	Expense Sub Totals:	36,500.00	138.56	13,683.06	22,816.94	0.00	22,816.94	62.51
	Dept 113 Sub Totals:	12,500.00	-1,891.44	11,401.06	1,098.94	0.00		
Dept 100-115								
R02	LICENSES AND PERMITS							
100-115-4120-115	Building Permits/Inspec.	115,432.00	8,482.92	49,457.16	65,974.84	0.00	65,974.84	57.15
100-115-4770-115	Planning & Zoning Fees	1,500.00	750.00	891.80	608.20	0.00	608.20	40.55
	R02 Sub Totals:	116,932.00	9,232.92	50,348.96	66,583.04	0.00	66,583.04	56.94
R03	INTER-GOVERNMENTAL							
100-115-4200-708	CDBG Grant Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R04	CHARGES FOR SERVICES							
100-115-4791-115	Code Enforcement Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R04 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R06	REVENUE FROM USE OF ASSET							
100-115-4760-115	Development Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-115-4820-115	Sale of Dev. Service Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							
100-115-4800-115	Code Enforcement Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	116,932.00	9,232.92	50,348.96	66,583.04	0.00	66,583.04	56.94
E10	PERSONNEL							
100-115-5010-115	Bldg/Inspection Salaries	194,794.00	14,848.90	66,032.50	128,761.50	0.00	128,761.50	66.10
100-115-5020-115	Bldg/Inspection Overtime	1,750.00	458.23	1,847.10	-97.10	0.00	-97.10	0.00
100-115-5070-115	Availability Allowance	1,440.00	120.00	450.00	990.00	0.00	990.00	68.75
100-115-5170-115	Bldg/Inspection Social Sec.	15,036.00	1,169.05	5,182.71	9,853.29	0.00	9,853.29	65.53
100-115-5180-115	Bldg/Inspection Retirement	11,793.00	925.64	4,111.43	7,681.57	0.00	7,681.57	65.14

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-115-5190-115	Bldg/Inspection Health Ins.	31,179.00	2,601.04	10,404.16	20,774.84	0.00	20,774.84	66.63
100-115-5210-115	Bldg/Inspection Workers Comp.	8,609.00	0.00	0.00	8,609.00	0.00	8,609.00	100.00
100-115-5360-115	Bldg/Inspection Mem/Train/Trvl	6,500.00	0.00	0.00	6,500.00	0.00	6,500.00	100.00
100-115-5380-115	Bldg/Inspection Uniforms	2,000.00	0.00	796.91	1,203.09	0.00	1,203.09	60.15
	E10 Sub Totals:	273,101.00	20,122.86	88,824.81	184,276.19	0.00	184,276.19	67.48
E20	OPERATING COSTS							
100-115-5260-115	Bldg/Inspection Prof. Services	66,580.00	939.22	14,049.34	52,530.66	0.00	52,530.66	78.90
100-115-5270-115	Credit Card Fees	1,000.00	0.00	486.17	513.83	0.00	513.83	51.38
100-115-5300-115	Bldg/Inspection Ins. & Bonds	209.00	0.00	0.00	209.00	0.00	209.00	100.00
100-115-5330-115	Bldg/Inspection Equip Maint.	1,575.00	0.00	34.48	1,540.52	0.00	1,540.52	97.81
100-115-5530-115	Bldg/Inspection Fuels	3,675.00	120.76	459.79	3,215.21	0.00	3,215.21	87.49
100-115-5590-115	Bldg/Inspection Gen. Supplies	15,500.00	114.85	6,630.15	8,869.85	0.00	8,869.85	57.22
100-115-5700-115	Development Computer/Software	1,717.00	0.00	273.48	1,443.52	0.00	1,443.52	84.07
100-115-6350-115	Bldg/Inspection Phones	3,221.00	267.79	803.37	2,417.63	0.00	2,417.63	75.06
	E20 Sub Totals:	93,477.00	1,442.62	22,736.78	70,740.22	0.00	70,740.22	75.68
	Expense Sub Totals:	366,578.00	21,565.48	111,561.59	255,016.41	0.00	255,016.41	69.57
	Dept 115 Sub Totals:	249,646.00	12,332.56	61,212.63	188,433.37	0.00		
Dept 100-118								
R03	INTER-GOVERNMENTAL							
100-118-4200-118	Region M Grant	97,261.00	70,159.93	83,090.38	14,170.62	0.00	14,170.62	14.57
	R03 Sub Totals:	97,261.00	70,159.93	83,090.38	14,170.62	0.00	14,170.62	14.57
R06	REVENUE FROM USE OF ASSET							
100-118-4760-118	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-118-4820-118	Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							
100-118-4800-118	Recycle Center Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R08	SALES REVENUE							
100-118-4420-118	Recycle Center Sales	45,000.00	5,376.18	34,820.57	10,179.43	0.00	10,179.43	22.62
	R08 Sub Totals:	45,000.00	5,376.18	34,820.57	10,179.43	0.00	10,179.43	22.62
	Revenue Sub Totals:	142,261.00	75,536.11	117,910.95	24,350.05	0.00	24,350.05	17.12
E10	PERSONNEL							
100-118-5010-118	Recycle Center Salaries	100,710.00	7,746.95	34,584.76	66,125.24	0.00	66,125.24	65.66

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-118-5020-118	Recycle Center Overtime	1,500.00	0.00	138.13	1,361.87	0.00	1,361.87	90.79
100-118-5030-118	Recycle Center Part Time	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-118-5070-118	Availability Allowance	360.00	30.00	105.00	255.00	0.00	255.00	70.83
100-118-5170-118	Recycle Center Social Sec.	7,820.00	593.56	2,658.83	5,161.17	0.00	5,161.17	66.00
100-118-5180-118	Recycle Center Retirement	6,133.00	466.62	2,089.69	4,043.31	0.00	4,043.31	65.93
100-118-5190-118	Recycle Center Health Ins.	23,385.00	1,950.78	7,803.12	15,581.88	0.00	15,581.88	66.63
100-118-5210-118	Recycle Center Workers Comp	4,477.00	0.00	0.00	4,477.00	0.00	4,477.00	100.00
100-118-5360-118	Recycle Center Memb/Train/Trvl	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-118-5380-118	Recycle Center Uniforms	1,800.00	0.00	694.19	1,105.81	0.00	1,105.81	61.43
	E10 Sub Totals:	146,185.00	10,787.91	48,073.72	98,111.28	0.00	98,111.28	67.11
E20	OPERATING COSTS							
100-118-5260-118	Recycle Ctr Professional Svcs	1,284.00	123.71	1,264.62	19.38	0.00	19.38	1.51
100-118-5265-118	Shipping/Disposal	7,000.00	0.00	3,705.78	3,294.22	0.00	3,294.22	47.06
100-118-5300-118	Recycle Center Ins. & Bonds	2,252.00	0.00	0.00	2,252.00	0.00	2,252.00	100.00
100-118-5320-118	Recycle Center Facility Maint.	2,000.00	1,072.99	1,282.99	717.01	0.00	717.01	35.85
100-118-5330-118	Recycle Center Equipment Maint	3,500.00	615.12	1,328.93	2,171.07	0.00	2,171.07	62.03
100-118-5530-118	Recycle Center Fuels	3,500.00	379.54	1,145.36	2,354.64	0.00	2,354.64	67.28
100-118-5590-118	Recycle Center Gen. Supplies	1,575.00	121.95	121.95	1,453.05	0.00	1,453.05	92.26
100-118-5700-118	Recycle Comp., Software	369.00	0.00	0.00	369.00	0.00	369.00	100.00
100-118-6300-118	Recycle Center Electricity	1,874.00	204.82	637.51	1,236.49	0.00	1,236.49	65.98
100-118-6310-118	Recycle Center Heating Fuels	2,100.00	168.63	328.90	1,771.10	0.00	1,771.10	84.34
100-118-6350-118	Recycle Center Phones	3,071.00	254.30	790.47	2,280.53	0.00	2,280.53	74.26
	E20 Sub Totals:	28,525.00	2,941.06	10,606.51	17,918.49	0.00	17,918.49	62.82
	Expense Sub Totals:	174,710.00	13,728.97	58,680.23	116,029.77	0.00	116,029.77	66.41
	Dept 118 Sub Totals:	32,449.00	-61,807.14	-59,230.72	91,679.72	0.00		
Dept 100-120								
R01	TAXES							
100-120-4130-120	Sanitation Enforcement	100,000.00	29,993.80	62,386.28	37,613.72	0.00	37,613.72	37.61
	R01 Sub Totals:	100,000.00	29,993.80	62,386.28	37,613.72	0.00	37,613.72	37.61
R02	LICENSES AND PERMITS							
100-120-4080-122	Animal Licenses	500.00	0.00	0.00	500.00	0.00	500.00	100.00
	R02 Sub Totals:	500.00	0.00	0.00	500.00	0.00	500.00	100.00
R03	INTER-GOVERNMENTAL							
100-120-4200-120	Grant Revenue	16,042.00	0.00	0.00	16,042.00	0.00	16,042.00	100.00
100-120-4205-120	MIRMA Grant	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-4810-120	School Resource Ofcr	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-4810-121	School Resource Ofcr Crowder	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	R03 Sub Totals:	16,042.00	0.00	0.00	16,042.00	0.00	16,042.00	100.00
R04	CHARGES FOR SERVICES							
100-120-4840-120	Security Detail Reimburse	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
	R04 Sub Totals:	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
R05	FINES AND FORFEITURES							
100-120-4600-120	Court Fines	250,000.00	23,417.76	109,006.64	140,993.36	0.00	140,993.36	56.40
100-120-4610-120	Police Training Fees	2,000.00	386.00	1,624.50	375.50	0.00	375.50	18.78
100-120-4620-120	C. Victim's Compensation	400.00	71.63	301.55	98.45	0.00	98.45	24.61
100-120-4630-120	Recoupment Jail Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-4640-120	Recoupment Arrest Fees	3,500.00	351.00	1,053.50	2,446.50	0.00	2,446.50	69.90
	R05 Sub Totals:	255,900.00	24,226.39	111,986.19	143,913.81	0.00	143,913.81	56.24
R06	REVENUE FROM USE OF ASSET							
100-120-4760-120	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-4820-120	Police Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							
100-120-4800-120	Law Enforcement Miscellaneous	2,160.00	52.62	2,300.34	-140.34	0.00	-140.34	0.00
	R07 Sub Totals:	2,160.00	52.62	2,300.34	-140.34	0.00	-140.34	0.00
R87	DONATIONS							
100-120-4990-120	Police Donations	0.00	100.00	500.00	-500.00	0.00	-500.00	0.00
100-120-4992-120	Donated Rewards	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R87 Sub Totals:	0.00	100.00	500.00	-500.00	0.00	-500.00	0.00
	Revenue Sub Totals:	378,602.00	54,372.81	177,172.81	201,429.19	0.00	201,429.19	53.20
E10	PERSONNEL							
100-120-5010-120	Police Dept Salaries	1,313,698.00	92,868.29	394,654.22	919,043.78	0.00	919,043.78	69.96
100-120-5020-120	Police Dept Overtime	93,000.00	16,876.74	50,203.25	42,796.75	0.00	42,796.75	46.02
100-120-5030-120	Police Dept Part Time	14,769.00	1,122.25	2,632.50	12,136.50	0.00	12,136.50	82.18
100-120-5070-120	Availability Allowance	2,520.00	210.00	825.00	1,695.00	0.00	1,695.00	67.26
100-120-5170-120	Police Dept Social Security	108,743.00	8,142.29	32,883.89	75,859.11	0.00	75,859.11	69.76
100-120-5180-120	Police Dept Retirement	92,843.00	6,457.06	26,959.24	65,883.76	0.00	65,883.76	70.96
100-120-5190-120	Police Dept Health Insurance	194,868.00	15,625.78	58,926.69	135,941.31	0.00	135,941.31	69.76
100-120-5210-120	Police Dept Workers Comp.	62,261.00	0.00	0.00	62,261.00	0.00	62,261.00	100.00
100-120-5360-120	Police Dept Member/Train/Trvl	22,000.00	122.12	5,305.12	16,694.88	0.00	16,694.88	75.89
100-120-5361-120	AcademyTraining	17,000.00	0.00	0.00	17,000.00	0.00	17,000.00	100.00
100-120-5380-120	Police Dept Uniforms	19,950.00	1,107.97	1,953.67	17,996.33	0.00	17,996.33	90.21

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	E10 Sub Totals:	1,941,652.00	142,532.50	574,343.58	1,367,308.42	0.00	1,367,308.42	70.42
E20	OPERATING COSTS							
100-120-5260-120	Police Dept Prof. Services	1,062,975.00	10,343.48	33,934.80	1,029,040.20	0.00	1,029,040.20	96.81
100-120-5300-120	Police Dept Insurance & Bonds	15,135.00	0.00	0.00	15,135.00	0.00	15,135.00	100.00
100-120-5320-120	Police Dept Facility Maint.	7,350.00	42.92	42.92	7,307.08	0.00	7,307.08	99.42
100-120-5330-120	Police Dept Equipment Maint	28,000.00	1,357.59	7,878.65	20,121.35	0.00	20,121.35	71.86
100-120-5363-120	TSMCS Account	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
100-120-5420-120	Police Care of Prisoners	40,000.00	6,795.00	10,045.00	29,955.00	0.00	29,955.00	74.89
100-120-5500-120	Investigation Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-5530-120	Police Dept Fuels/Lubricants	60,000.00	3,799.69	14,736.25	45,263.75	0.00	45,263.75	75.44
100-120-5540-120	Police Dept Chemicals	263.00	0.00	0.00	263.00	0.00	263.00	100.00
100-120-5590-120	Police Dept General Supplies	10,000.00	768.44	2,161.68	7,838.32	0.00	7,838.32	78.38
100-120-5590-122	ACO General Supplies	15,750.00	0.00	0.00	15,750.00	0.00	15,750.00	100.00
100-120-5700-120	Police Dept Comp., Software	22,407.00	0.00	546.96	21,860.04	0.00	21,860.04	97.56
100-120-5780-120	Law Enforcement Vehicles	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-120-6300-120	Police Dept Electricity	15,013.00	956.69	2,188.73	12,824.27	0.00	12,824.27	85.42
100-120-6350-120	Police Dept Phones	7,553.00	635.37	2,312.24	5,240.76	0.00	5,240.76	69.39
100-120-6390-120	Police Dept Minor Equipment	5,399.00	0.00	4,499.98	899.02	0.00	899.02	16.65
	E20 Sub Totals:	1,291,845.00	24,699.18	78,347.21	1,213,497.79	0.00	1,213,497.79	93.94
E30	CAPITAL OUTLAY							
100-120-6380-120	Lease Purchase Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	3,233,497.00	167,231.68	652,690.79	2,580,806.21	0.00	2,580,806.21	79.81
	Dept 120 Sub Totals:	2,854,895.00	112,858.87	475,517.98	2,379,377.02	0.00		
Dept 100-125								
R05	FINES AND FORFEITURES							
100-125-4590-125	Court Costs	16,000.00	2,129.47	8,962.87	7,037.13	0.00	7,037.13	43.98
100-125-4611-125	Court Clerk Training Fees	1,400.00	196.82	811.57	588.43	0.00	588.43	42.03
	R05 Sub Totals:	17,400.00	2,326.29	9,774.44	7,625.56	0.00	7,625.56	43.83
	Revenue Sub Totals:	17,400.00	2,326.29	9,774.44	7,625.56	0.00	7,625.56	43.83
E10	PERSONNEL							
100-125-5010-125	Municipal Court Salaries	109,138.00	8,302.04	37,598.40	71,539.60	0.00	71,539.60	65.55
100-125-5020-125	Municipal Court Overtime	1,800.00	137.70	214.02	1,585.98	0.00	1,585.98	88.11
100-125-5170-125	Municipal Court Social Secur.	8,487.00	570.77	2,593.17	5,893.83	0.00	5,893.83	69.45
100-125-5180-125	Municipal Court Retirement	6,657.00	506.37	2,268.70	4,388.30	0.00	4,388.30	65.92
100-125-5190-125	Municipal Court Health Ins.	23,385.00	2,062.42	8,249.68	15,135.32	0.00	15,135.32	64.72

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-125-5210-125	Municipal Court Workers Comp.	4,860.00	0.00	0.00	4,860.00	0.00	4,860.00	100.00
100-125-5360-125	Municipal Court Mem/Train/Trvl	2,500.00	0.00	142.16	2,357.84	0.00	2,357.84	94.31
	E10 Sub Totals:	156,827.00	11,579.30	51,066.13	105,760.87	0.00	105,760.87	67.44
E20	OPERATING COSTS							
100-125-5260-125	Municipal Court Prof. Services	8,850.00	632.11	2,019.73	6,830.27	0.00	6,830.27	77.18
100-125-5261-125	Court Appointed Expenses	1,000.00	0.00	0.00	1,000.00	0.00	1,000.00	100.00
100-125-5263-125	Domestic Violence Expense	3,600.00	394.00	1,238.50	2,361.50	0.00	2,361.50	65.60
100-125-5330-125	Municipal Court Equip. Maint.	500.00	0.00	0.00	500.00	0.00	500.00	100.00
100-125-5590-125	Municipal Court Gen Supplies	2,877.00	148.87	500.62	2,376.38	0.00	2,376.38	82.60
100-125-5700-125	Municipal Court Comp., Softwre	1,520.00	0.00	0.00	1,520.00	0.00	1,520.00	100.00
100-125-6350-125	Municipal Court Phones	2,837.00	236.50	719.45	2,117.55	0.00	2,117.55	74.64
	E20 Sub Totals:	21,184.00	1,411.48	4,478.30	16,705.70	0.00	16,705.70	78.86
	Expense Sub Totals:	178,011.00	12,990.78	55,544.43	122,466.57	0.00	122,466.57	68.80
	Dept 125 Sub Totals:	160,611.00	10,664.49	45,769.99	114,841.01	0.00		
Dept 100-141								
R06	REVENUE FROM USE OF ASSET							
100-141-4820-141	Sale of IT Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E10	PERSONNEL							
100-141-5010-141	IT Salaries	33,736.00	2,599.10	11,392.82	22,343.18	0.00	22,343.18	66.23
100-141-5020-141	IT Overtime	200.00	0.00	251.12	-51.12	0.00	-51.12	0.00
100-141-5070-141	Availability Allowance	360.00	30.00	120.00	240.00	0.00	240.00	66.67
100-141-5170-141	IT Social Security	2,597.00	198.93	891.14	1,705.86	0.00	1,705.86	65.69
100-141-5180-141	IT Retirement	2,037.00	157.74	708.84	1,328.16	0.00	1,328.16	65.20
100-141-5190-141	IT Health Insurance	7,795.00	650.26	2,601.04	5,193.96	0.00	5,193.96	66.63
100-141-5210-141	IT Workers Compensation	1,487.00	0.00	0.00	1,487.00	0.00	1,487.00	100.00
100-141-5360-141	IT Membership/Training/Travel	1,500.00	0.00	0.00	1,500.00	0.00	1,500.00	100.00
	E10 Sub Totals:	49,712.00	3,636.03	15,964.96	33,747.04	0.00	33,747.04	67.89
E20	OPERATING COSTS							
100-141-5260-141	IT Professional Services	53,243.00	6,583.62	7,657.48	45,585.52	0.00	45,585.52	85.62
100-141-5590-141	IT General Supplies	260.00	49.98	49.98	210.02	0.00	210.02	80.78
100-141-5700-141	IT Computers, Software, Etc.	699.00	0.00	273.48	425.52	0.00	425.52	60.88
	E20 Sub Totals:	54,202.00	6,633.60	7,980.94	46,221.06	0.00	46,221.06	85.28

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Expense Sub Totals:	103,914.00	10,269.63	23,945.90	79,968.10	0.00	79,968.10	76.96
	Dept 141 Sub Totals:	103,914.00	10,269.63	23,945.90	79,968.10	0.00		
Dept 100-143								
E20	OPERATING COSTS							
100-143-5530-143	Fleet Mtce Fuels	2,000.00	57.36	57.36	1,942.64	0.00	1,942.64	97.13
100-143-5590-143	Fleet Maint. General Supplies	2,100.00	0.00	0.00	2,100.00	0.00	2,100.00	100.00
100-143-6390-143	Fleet Mtce Minor Equipment	15,200.00	401.38	671.37	14,528.63	3,146.00	11,382.63	74.89
	E20 Sub Totals:	19,300.00	458.74	728.73	18,571.27	3,146.00	15,425.27	79.92
	Expense Sub Totals:	19,300.00	458.74	728.73	18,571.27	3,146.00	15,425.27	79.92
	Dept 143 Sub Totals:	19,300.00	458.74	728.73	18,571.27	3,146.00		
Dept 100-144								
E20	OPERATING COSTS							
100-144-5260-144	Emergency Mgmt Prof. Services	13,908.00	0.00	13,908.00	0.00	0.00	0.00	0.00
100-144-5300-144	Emergency Mgmt Ins. & Bonds	3,300.00	0.00	0.00	3,300.00	0.00	3,300.00	100.00
100-144-5330-144	Emergency Mgmt Equip. Mtce	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-144-6300-144	Emergency Mgmt Electricity	3,323.00	256.39	771.36	2,551.64	0.00	2,551.64	76.79
	E20 Sub Totals:	20,531.00	256.39	14,679.36	5,851.64	0.00	5,851.64	28.50
	Expense Sub Totals:	20,531.00	256.39	14,679.36	5,851.64	0.00	5,851.64	28.50
	Dept 144 Sub Totals:	20,531.00	256.39	14,679.36	5,851.64	0.00		
Dept 100-145								
E10	PERSONNEL							
100-145-5010-145	Human Resources Salaries	64,239.00	4,941.45	22,164.55	42,074.45	0.00	42,074.45	65.50
100-145-5170-145	Human Resources Social Secur.	4,685.00	339.76	1,542.55	3,142.45	0.00	3,142.45	67.07
100-145-5180-145	Human Resources Retirement	3,675.00	296.48	1,329.85	2,345.15	0.00	2,345.15	63.81
100-145-5190-145	Human Resources Health Ins.	7,795.00	733.98	2,935.92	4,859.08	0.00	4,859.08	62.34
100-145-5210-145	Human Resources Workers Comp.	2,683.00	0.00	0.00	2,683.00	0.00	2,683.00	100.00
100-145-5360-145	Human Resources Mem/Train/Trvl	4,700.00	399.00	391.50	4,308.50	0.00	4,308.50	91.67
	E10 Sub Totals:	87,777.00	6,710.67	28,364.37	59,412.63	0.00	59,412.63	67.69
E20	OPERATING COSTS							
100-145-5260-145	Human Resources Prof. Services	3,400.00	394.87	1,557.62	1,842.38	0.00	1,842.38	54.19
100-145-5590-145	Human Resources GenSupplies	4,747.00	33.25	1,004.49	3,742.51	0.00	3,742.51	78.84
100-145-5700-145	HR Computer/Software	1,776.00	0.00	273.48	1,502.52	0.00	1,502.52	84.60
	E20 Sub Totals:	9,923.00	428.12	2,835.59	7,087.41	0.00	7,087.41	71.42

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Expense Sub Totals:	97,700.00	7,138.79	31,199.96	66,500.04	0.00	66,500.04	68.07
	Dept 145 Sub Totals:	97,700.00	7,138.79	31,199.96	66,500.04	0.00		
Dept 100-160								
R03	INTER-GOVERNMENTAL							
100-160-4200-160	Grant Revenue	680,000.00	0.00	13,097.00	666,903.00	0.00	666,903.00	98.07
100-160-4201-160	Grant Revenue -CARES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	680,000.00	0.00	13,097.00	666,903.00	0.00	666,903.00	98.07
R06	REVENUE FROM USE OF ASSET							
100-160-4400-160	Land Lease at Airport	22,000.00	10,000.00	13,000.00	9,000.00	0.00	9,000.00	40.91
100-160-4410-160	Airport Land Lease - City	9,700.00	808.34	3,233.36	6,466.64	0.00	6,466.64	66.67
100-160-4500-160	Airport Hangar Rentals	60,120.00	4,900.00	19,925.00	40,195.00	0.00	40,195.00	66.86
100-160-4505-160	Airport Room Rental	3,000.00	320.00	1,200.00	1,800.00	0.00	1,800.00	60.00
100-160-4820-160	Airport Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	94,820.00	16,028.34	37,358.36	57,461.64	0.00	57,461.64	60.60
R07	OTHER INCOME							
100-160-4800-160	Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R08	SALES REVENUE							
100-160-4540-160	Sale of Jet Fuel	60,900.00	0.00	2,147.19	58,752.81	0.00	58,752.81	96.47
100-160-4550-160	Sale of Aviation Gas	74,550.00	3,938.39	27,642.27	46,907.73	0.00	46,907.73	62.92
100-160-4560-160	Sale of Pilot Supplies	500.00	0.00	434.24	65.76	0.00	65.76	13.15
	R08 Sub Totals:	135,950.00	3,938.39	30,223.70	105,726.30	0.00	105,726.30	77.77
	Revenue Sub Totals:	910,770.00	19,966.73	80,679.06	830,090.94	0.00	830,090.94	91.14
E10	PERSONNEL							
100-160-5010-160	Airport Salaries	40,965.00	3,151.12	14,134.16	26,830.84	0.00	26,830.84	65.50
100-160-5020-160	Airport Overtime	900.00	0.00	7.39	892.61	0.00	892.61	99.18
100-160-5030-160	Airport Part Time	28,704.00	1,594.44	8,290.47	20,413.53	0.00	20,413.53	71.12
100-160-5070-160	Availability Allowance	360.00	30.00	120.00	240.00	0.00	240.00	66.67
100-160-5170-160	Airport Social Security	5,399.00	365.31	1,725.15	3,673.85	0.00	3,673.85	68.05
100-160-5180-160	Airport Retirement	2,512.00	190.86	855.67	1,656.33	0.00	1,656.33	65.94
100-160-5190-160	Airport Health Insurance	7,795.00	650.26	2,601.04	5,193.96	0.00	5,193.96	66.63
100-160-5210-160	Airport Workers Compensation	3,091.00	0.00	0.00	3,091.00	0.00	3,091.00	100.00
100-160-5360-160	Membership/Training/Travel	525.00	0.00	0.00	525.00	0.00	525.00	100.00
100-160-5380-160	Airport Uniforms	828.00	0.00	309.68	518.32	0.00	518.32	62.60
	E10 Sub Totals:	91,079.00	5,981.99	28,043.56	63,035.44	0.00	63,035.44	69.21

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
E20	OPERATING COSTS							
100-160-5260-160	Airport Professional Services	9,960.00	3,957.87	4,598.09	5,361.91	0.00	5,361.91	53.83
100-160-5300-160	Airport Insurance & Bonds	18,685.00	0.00	0.00	18,685.00	0.00	18,685.00	100.00
100-160-5320-160	Airport Facility Maintenance	7,500.00	330.72	1,285.01	6,214.99	0.00	6,214.99	82.87
100-160-5330-160	Airport Equipment Maintenance	5,000.00	37.97	2,923.22	2,076.78	0.00	2,076.78	41.54
100-160-5460-160	Cost of Av Gas Sold	74,550.00	2,993.31	21,625.84	52,924.16	0.00	52,924.16	70.99
100-160-5470-160	Cost of Jet Fuel Sold	60,900.00	29.76	1,454.90	59,445.10	0.00	59,445.10	97.61
100-160-5480-160	Cost of Pilot Supplies	735.00	0.00	400.61	334.39	0.00	334.39	45.50
100-160-5530-160	Airport Fuels/Lubricants	2,100.00	97.40	272.44	1,827.56	0.00	1,827.56	87.03
100-160-5590-160	Airport General Supplies	2,500.00	94.38	590.12	1,909.88	0.00	1,909.88	76.40
100-160-5700-160	Airport Computer/Software	950.00	0.00	0.00	950.00	0.00	950.00	100.00
100-160-6300-160	Airport Electricity	15,651.00	1,267.66	3,118.07	12,532.93	0.00	12,532.93	80.08
100-160-6350-160	Airport Phones	3,071.00	254.30	790.46	2,280.54	0.00	2,280.54	74.26
	E20 Sub Totals:	201,602.00	9,063.37	37,058.76	164,543.24	0.00	164,543.24	81.62
	Expense Sub Totals:	292,681.00	15,045.36	65,102.32	227,578.68	0.00	227,578.68	77.76
	Dept 160 Sub Totals:	-618,089.00	-4,921.37	-15,576.74	-602,512.26	0.00		
Dept 100-199								
R01	TAXES							
100-199-4031-199	Public Safety Tax	1,546,225.00	126,125.62	534,045.51	1,012,179.49	0.00	1,012,179.49	65.46
	R01 Sub Totals:	1,546,225.00	126,125.62	534,045.51	1,012,179.49	0.00	1,012,179.49	65.46
R06	REVENUE FROM USE OF ASSET							
100-199-4700-199	Public Safety Interest Earned	55,000.00	5,233.69	20,752.02	34,247.98	0.00	34,247.98	62.27
	R06 Sub Totals:	55,000.00	5,233.69	20,752.02	34,247.98	0.00	34,247.98	62.27
	Revenue Sub Totals:	1,601,225.00	131,359.31	554,797.53	1,046,427.47	0.00	1,046,427.47	65.35
	Dept 199 Sub Totals:	-1,601,225.00	-131,359.31	-554,797.53	-1,046,427.47	0.00		
Dept 100-204	I.O.O.F. Cemetery							
R04	CHARGES FOR SERVICES							
100-204-4420-204	Plot Sales	9,000.00	4,550.00	9,750.00	-750.00	0.00	-750.00	0.00
100-204-4524-204	Burial Fees	23,000.00	1,800.00	12,350.00	10,650.00	0.00	10,650.00	46.30
	R04 Sub Totals:	32,000.00	6,350.00	22,100.00	9,900.00	0.00	9,900.00	30.94
R06	REVENUE FROM USE OF ASSET							
100-204-4700-204	Interest Earned	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-204-4800-204	Cemetery Miscellaneous Revenue	0.00	54.00	135.00	-135.00	0.00	-135.00	0.00
	R07 Sub Totals:	0.00	54.00	135.00	-135.00	0.00	-135.00	0.00
R87	DONATIONS							
100-204-4990-204	Cemetery Donations	3,500.00	0.00	0.00	3,500.00	0.00	3,500.00	100.00
	R87 Sub Totals:	3,500.00	0.00	0.00	3,500.00	0.00	3,500.00	100.00
	Revenue Sub Totals:	35,500.00	6,404.00	22,235.00	13,265.00	0.00	13,265.00	37.37
E10	PERSONNEL							
100-204-5010-204	Cemetery Salaries	10,000.00	816.22	3,661.09	6,338.91	0.00	6,338.91	63.39
100-204-5020-204	Cemetery Overtime	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-204-5030-204	IOOF Part Time	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-204-5070-204	Availability Allowance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
100-204-5170-204	IOOF Social Security	765.00	57.35	259.75	505.25	0.00	505.25	66.05
100-204-5180-204	IOOF Retirement	600.00	48.97	219.67	380.33	0.00	380.33	63.39
100-204-5190-204	IOOF Health Insurance	1,211.00	117.42	469.71	741.29	0.00	741.29	61.21
100-204-5210-204	IOOF Workers Compensation	438.00	0.00	0.00	438.00	0.00	438.00	100.00
	E10 Sub Totals:	13,014.00	1,039.96	4,610.22	8,403.78	0.00	8,403.78	64.57
E20	OPERATING COSTS							
100-204-5260-204	I.O.O.F. Professional Services	111,402.00	4,899.34	28,257.44	83,144.56	0.00	83,144.56	74.63
100-204-5262-204	I.O.O.F. Burial Costs	21,630.00	1,400.00	9,000.00	12,630.00	0.00	12,630.00	58.39
100-204-5300-204	Cemetery Insurance & Bonds	1,194.00	0.00	0.00	1,194.00	0.00	1,194.00	100.00
100-204-5320-204	Cemetery Facility Maintenance	4,526.00	0.00	0.00	4,526.00	0.00	4,526.00	100.00
100-204-5325-204	Grounds Maintenance	5,800.00	0.00	0.00	5,800.00	0.00	5,800.00	100.00
100-204-5330-204	Cemetery Equipment Maintenance	1,250.00	0.00	0.00	1,250.00	0.00	1,250.00	100.00
100-204-5530-204	Cemetery Fuels/Lubricants	420.00	0.00	0.00	420.00	0.00	420.00	100.00
100-204-5590-204	General Supplies	925.00	34.99	106.97	818.03	0.00	818.03	88.44
100-204-6300-204	I.O.O.F. Electricity Costs	571.00	44.53	133.68	437.32	0.00	437.32	76.59
	E20 Sub Totals:	147,718.00	6,378.86	37,498.09	110,219.91	0.00	110,219.91	74.62
	Expense Sub Totals:	160,732.00	7,418.82	42,108.31	118,623.69	0.00	118,623.69	73.80
	Dept 204 Sub Totals:	125,232.00	1,014.82	19,873.31	105,358.69	0.00		
Dept 100-999	City Hall							
E10	PERSONNEL							
100-999-5200-112	Unemployment Compensation	8,000.00	0.00	0.00	8,000.00	0.00	8,000.00	100.00
	E10 Sub Totals:	8,000.00	0.00	0.00	8,000.00	0.00	8,000.00	100.00
E20	OPERATING COSTS							
100-999-5320-112	City Hall Facility Maintenance	20,000.00	93.98	1,524.76	18,475.24	1,423.48	17,051.76	85.26

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
100-999-6300-112	City Hall Electricity	15,662.00	865.83	3,256.93	12,405.07	0.00	12,405.07	79.20
100-999-6310-112	City Hall Heating Fuels	8,000.00	749.51	1,391.78	6,608.22	0.00	6,608.22	82.60
100-999-6350-112	City Hall Phones	14,693.00	1,534.93	4,230.58	10,462.42	0.00	10,462.42	71.21
	E20 Sub Totals:	58,355.00	3,244.25	10,404.05	47,950.95	1,423.48	46,527.47	79.73
E30	CAPITAL OUTLAY							
100-999-5790-112	City Hall Capital	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	66,355.00	3,244.25	10,404.05	55,950.95	1,423.48	54,527.47	82.18
	Dept 999 Sub Totals:	66,355.00	3,244.25	10,404.05	55,950.95	1,423.48		
	Fund Revenue Sub Totals:	9,906,815.00	1,192,503.26	3,463,161.19	6,443,653.81	0.00	6,443,653.81	65.04
	Fund Expense Sub Totals:	10,801,107.00	675,353.11	2,759,762.61	8,041,344.39	4,569.48	8,036,774.91	74.41
	Fund 100 Sub Totals:	894,292.00	-517,150.15	-703,398.58	1,597,690.58	4,569.48		
Fund 120	Police Grants							
Dept 120-000	Non-Departmental							
R90	TRANSFERS IN							
120-000-3324-000	Transfer from Police Dept	2,310.00	0.00	0.00	2,310.00	0.00	2,310.00	100.00
120-000-3326-000	Trasnfer from Dare	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	2,310.00	0.00	0.00	2,310.00	0.00	2,310.00	100.00
	Revenue Sub Totals:	2,310.00	0.00	0.00	2,310.00	0.00	2,310.00	100.00
	Dept 000 Sub Totals:	-2,310.00	0.00	0.00	-2,310.00	0.00		
Dept 120-128	DWI Grant							
R03	INTER-GOVERNMENTAL							
120-128-4240-120	DWI Grant Revenue	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	R03 Sub Totals:	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	Revenue Sub Totals:	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
E10	PERSONNEL							
120-128-5020-120	DWI Overtime	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	E10 Sub Totals:	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
E20	OPERATING COSTS							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
120-128-5590-120	DWI Grant General Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	Dept 128 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 120-129	HMV Grant							
R03	INTER-GOVERNMENTAL							
120-129-4230-120	HMV Grant Revenue	9,180.00	276.27	6,059.77	3,120.23	0.00	3,120.23	33.99
	R03 Sub Totals:	9,180.00	276.27	6,059.77	3,120.23	0.00	3,120.23	33.99
	Revenue Sub Totals:	9,180.00	276.27	6,059.77	3,120.23	0.00	3,120.23	33.99
E10	PERSONNEL							
120-129-5020-120	HMV Overtime	2,800.00	276.27	879.77	1,920.23	0.00	1,920.23	68.58
120-129-5360-120	HMV Grant Training	1,200.00	0.00	0.00	1,200.00	0.00	1,200.00	100.00
	E10 Sub Totals:	4,000.00	276.27	879.77	3,120.23	0.00	3,120.23	78.01
E20	OPERATING COSTS							
120-129-5590-120	HMV Grant General Supplies	5,180.00	0.00	5,180.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	5,180.00	0.00	5,180.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	9,180.00	276.27	6,059.77	3,120.23	0.00	3,120.23	33.99
	Dept 129 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 120-131	DOJ Grant							
R03	INTER-GOVERNMENTAL							
120-131-4220-120	Justice Dept Vest Grant	1,862.00	0.00	0.00	1,862.00	0.00	1,862.00	100.00
120-131-4250-120	LLEBG Grant Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	1,862.00	0.00	0.00	1,862.00	0.00	1,862.00	100.00
	Revenue Sub Totals:	1,862.00	0.00	0.00	1,862.00	0.00	1,862.00	100.00
E10	PERSONNEL							
120-131-5380-120	Police Dept Uniforms-Vests	3,725.00	0.00	0.00	3,725.00	0.00	3,725.00	100.00
	E10 Sub Totals:	3,725.00	0.00	0.00	3,725.00	0.00	3,725.00	100.00
E30	CAPITAL OUTLAY							
120-131-5790-120	LLEBG-Law Enf Safety Prog	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	3,725.00	0.00	0.00	3,725.00	0.00	3,725.00	100.00
	Dept 131 Sub Totals:	1,863.00	0.00	0.00	1,863.00	0.00		
	Fund Revenue Sub Totals:	18,352.00	276.27	6,059.77	12,292.23	0.00	12,292.23	66.98
	Fund Expense Sub Totals:	17,905.00	276.27	6,059.77	11,845.23	0.00	11,845.23	66.16
	Fund 120 Sub Totals:	-447.00	0.00	0.00	-447.00	0.00		
Fund 124	Shop With a Cop							
Dept 124-120								
R87	DONATIONS							
124-120-4990-126	Halloween Bash	2,000.00	0.00	900.00	1,100.00	0.00	1,100.00	55.00
	R87 Sub Totals:	2,000.00	0.00	900.00	1,100.00	0.00	1,100.00	55.00
	Revenue Sub Totals:	2,000.00	0.00	900.00	1,100.00	0.00	1,100.00	55.00
E20	OPERATING COSTS							
124-120-6430-126	Halloween Bash Expenses	2,000.00	0.00	2,551.44	-551.44	0.00	-551.44	0.00
	E20 Sub Totals:	2,000.00	0.00	2,551.44	-551.44	0.00	-551.44	0.00
	Expense Sub Totals:	2,000.00	0.00	2,551.44	-551.44	0.00	-551.44	0.00
	Dept 120 Sub Totals:	0.00	0.00	1,651.44	-1,651.44	0.00		
Dept 124-124								
R06	REVENUE FROM USE OF ASSET							
124-124-4700-124	Interest Earned-Shop w/a Cop	100.00	9.67	71.29	28.71	0.00	28.71	28.71
	R06 Sub Totals:	100.00	9.67	71.29	28.71	0.00	28.71	28.71
R87	DONATIONS							
124-124-4830-124	Shop With A Cop	15,500.00	500.00	16,534.44	-1,034.44	0.00	-1,034.44	0.00
	R87 Sub Totals:	15,500.00	500.00	16,534.44	-1,034.44	0.00	-1,034.44	0.00
	Revenue Sub Totals:	15,600.00	509.67	16,605.73	-1,005.73	0.00	-1,005.73	0.00
E20	OPERATING COSTS							
124-124-6440-124	Shop With A Cop Expenses	15,500.00	33.12	15,111.76	388.24	0.00	388.24	2.50

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	E20 Sub Totals:	15,500.00	33.12	15,111.76	388.24	0.00	388.24	2.50
	Expense Sub Totals:	15,500.00	33.12	15,111.76	388.24	0.00	388.24	2.50
	Dept 124 Sub Totals:	-100.00	-476.55	-1,493.97	1,393.97	0.00		
	Fund Revenue Sub Totals:	17,600.00	509.67	17,505.73	94.27	0.00	94.27	0.54
	Fund Expense Sub Totals:	17,500.00	33.12	17,663.20	-163.20	0.00	-163.20	0.00
	Fund 124 Sub Totals:	-100.00	-476.55	157.47	-257.47	0.00		
Fund 126	D.A.R.E Program							
Dept 126-000								
E90	TRANSFERS OUT							
126-000-3205-120	Trasnfer to Police	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 126-126								
R06	REVENUE FROM USE OF ASSET							
126-126-4700-126	D.A.R.E Interest Earned	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R87	DONATIONS							
126-126-4990-126	D.A.R.E Program Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R87 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E20	OPERATING COSTS							
126-126-6430-126	D.A.R.E Program Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 126 Sub Totals:	0.00	0.00	0.00	0.00	0.00		

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 126 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 130	Fire Sales Tax							
Dept 130-000	Non-Departmental							
R90	TRANSFERS IN							
130-000-3305-000	Transfer fm Public Safety Fund	866,763.00	72,230.25	288,921.00	577,842.00	0.00	577,842.00	66.67
130-000-3330-000	Transfer fm General	654,927.00	54,577.25	218,309.00	436,618.00	0.00	436,618.00	66.67
	R90 Sub Totals:	1,521,690.00	126,807.50	507,230.00	1,014,460.00	0.00	1,014,460.00	66.67
	Revenue Sub Totals:	1,521,690.00	126,807.50	507,230.00	1,014,460.00	0.00	1,014,460.00	66.67
E90	TRANSFERS OUT							
130-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
130-000-3285-000	Trns to Capital Improvement	484,985.00	0.00	0.00	484,985.00	0.00	484,985.00	100.00
	E90 Sub Totals:	484,985.00	0.00	0.00	484,985.00	0.00	484,985.00	100.00
	Expense Sub Totals:	484,985.00	0.00	0.00	484,985.00	0.00	484,985.00	100.00
	Dept 000 Sub Totals:	-1,036,705.00	-126,807.50	-507,230.00	-529,475.00	0.00		
Dept 130-130								
R01	TAXES							
130-130-4030-130	Fire Department Sales Tax	678,809.00	63,069.22	267,182.90	411,626.10	0.00	411,626.10	60.64
	R01 Sub Totals:	678,809.00	63,069.22	267,182.90	411,626.10	0.00	411,626.10	60.64
R02	LICENSES AND PERMITS							
130-130-4150-130	Fire Department Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R02 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R03	INTER-GOVERNMENTAL							
130-130-4200-130	Grant Revenues	167,500.00	0.00	9,758.50	157,741.50	0.00	157,741.50	94.17
130-130-4850-130	Contract: Fire District	130,000.00	0.00	0.00	130,000.00	0.00	130,000.00	100.00
	R03 Sub Totals:	297,500.00	0.00	9,758.50	287,741.50	0.00	287,741.50	96.72
R06	REVENUE FROM USE OF ASSET							
130-130-4700-130	Fire Dept Interest Earned	0.00	2,346.05	9,050.14	-9,050.14	0.00	-9,050.14	0.00
130-130-4760-130	Insurance Proceeds	0.00	15,000.00	15,000.00	-15,000.00	0.00	-15,000.00	0.00
130-130-4820-130	Fire Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	R06 Sub Totals:	0.00	17,346.05	24,050.14	-24,050.14	0.00	-24,050.14	0.00
R07	OTHER INCOME							
130-130-4800-130	Fire Department Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R87	DONATIONS							
130-130-4990-130	Donations - Fire Dept.	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R87 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	976,309.00	80,415.27	300,991.54	675,317.46	0.00	675,317.46	69.17
E10	PERSONNEL							
130-130-5010-130	Fire Dept Salaries	1,287,459.00	113,723.31	438,342.86	849,116.14	0.00	849,116.14	65.95
130-130-5020-130	Fire Dept Overtime	134,000.00	28,259.22	61,143.38	72,856.62	0.00	72,856.62	54.37
130-130-5030-130	Fire Dept Part Time	3,500.00	119.70	494.12	3,005.88	0.00	3,005.88	85.88
130-130-5070-130	Availability Allowance	3,240.00	240.00	975.00	2,265.00	0.00	2,265.00	69.91
130-130-5170-130	Fire Dept Social Security	113,997.00	9,146.57	35,618.55	78,378.45	0.00	78,378.45	68.75
130-130-5180-130	Fire Dept Retirement	130,775.00	10,679.85	41,182.91	89,592.09	0.00	89,592.09	68.51
130-130-5190-130	Fire Dept Health Insurance	210,458.00	16,057.96	66,786.85	143,671.15	0.00	143,671.15	68.27
130-130-5210-130	Fire Dept Workers Compensation	65,269.00	0.00	0.00	65,269.00	0.00	65,269.00	100.00
130-130-5230-130	Physicals	1,500.00	0.00	116.64	1,383.36	0.00	1,383.36	92.22
130-130-5360-130	Fire Dept Member/Train/Trvl	2,850.00	57.12	279.28	2,570.72	0.00	2,570.72	90.20
130-130-5361-130	Fire Academy Training	2,400.00	0.00	0.00	2,400.00	0.00	2,400.00	100.00
130-130-5380-130	Fire Dept Uniforms	4,000.00	0.00	0.00	4,000.00	0.00	4,000.00	100.00
	E10 Sub Totals:	1,959,448.00	178,283.73	644,939.59	1,314,508.41	0.00	1,314,508.41	67.09
E20	OPERATING COSTS							
130-130-5260-130	Fire Dept Prof. Services	61,320.00	2,913.95	22,181.09	39,138.91	0.00	39,138.91	63.83
130-130-5300-130	Fire Dept Insurance and Bonds	42,924.00	0.00	3,236.00	39,688.00	0.00	39,688.00	92.46
130-130-5320-130	Fire Dept Facility Maintenance	31,600.00	1,798.19	16,268.99	15,331.01	3,791.00	11,540.01	36.52
130-130-5330-130	Fire Dept Equipment Maint.	29,500.00	2,633.34	10,857.13	18,642.87	0.00	18,642.87	63.20
130-130-5530-130	Fire Dept Fuels/Lubricants	15,750.00	1,520.14	6,437.39	9,312.61	0.00	9,312.61	59.13
130-130-5540-130	Fire Dept Chemicals	1,130.00	0.00	0.00	1,130.00	0.00	1,130.00	100.00
130-130-5590-130	Fire Dept General Supplies	9,460.00	461.11	2,306.58	7,153.42	0.00	7,153.42	75.62
130-130-5700-130	Fire Dept Comp., Software	15,225.00	0.00	955.47	14,269.53	0.00	14,269.53	93.72
130-130-6300-130	Fire Dept Electricity	15,430.00	936.12	3,288.62	12,141.38	0.00	12,141.38	78.69
130-130-6310-130	Fire Dept Heating Fuels	8,400.00	864.72	1,518.04	6,881.96	0.00	6,881.96	81.93
130-130-6350-130	Fire Dept Phones	8,692.00	1,111.00	3,618.34	5,073.66	0.00	5,073.66	58.37
130-130-6390-130	Fire Dept. Minor Equipment	51,658.00	7,476.00	24,918.19	26,739.81	0.00	26,739.81	51.76
	E20 Sub Totals:	291,089.00	19,714.57	95,585.84	195,503.16	3,791.00	191,712.16	65.86
E30	CAPITAL OUTLAY							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
130-130-6380-130	Lease Purchase Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	2,250,537.00	197,998.30	740,525.43	1,510,011.57	3,791.00	1,506,220.57	66.93
	Dept 130 Sub Totals:	1,274,228.00	117,583.03	439,533.89	834,694.11	3,791.00		
	Fund Revenue Sub Totals:	2,497,999.00	207,222.77	808,221.54	1,689,777.46	0.00	1,689,777.46	67.65
	Fund Expense Sub Totals:	2,735,522.00	197,998.30	740,525.43	1,994,996.57	3,791.00	1,991,205.57	72.79
	Fund 130 Sub Totals:	237,523.00	-9,224.47	-67,696.11	305,219.11	3,791.00		
Fund 170	Drainage Sales Tax							
Dept 170-000	Non-Departmental							
R90	TRANSFERS IN							
170-000-3306-000	Transfer fm ARPA	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E90	TRANSFERS OUT							
170-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
170-000-3243-000	Transfer to Parks Capital Imp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
170-000-3285-000	Trns to Capital Improvement	7,703,160.00	387,735.60	987,279.71	6,715,880.29	0.00	6,715,880.29	87.18
	E90 Sub Totals:	7,703,160.00	387,735.60	987,279.71	6,715,880.29	0.00	6,715,880.29	87.18
	Expense Sub Totals:	7,703,160.00	387,735.60	987,279.71	6,715,880.29	0.00	6,715,880.29	87.18
	Dept 000 Sub Totals:	7,703,160.00	387,735.60	987,279.71	6,715,880.29	0.00		
Dept 170-990								
R01	TAXES							
170-990-4030-990	Sales Tax Drainage	407,468.00	37,841.71	160,309.78	247,158.22	0.00	247,158.22	60.66
	R01 Sub Totals:	407,468.00	37,841.71	160,309.78	247,158.22	0.00	247,158.22	60.66
R03	INTER-GOVERNMENTAL							
170-990-4200-990	Grant Revenue	7,200,936.00	757,807.53	2,110,083.34	5,090,852.66	0.00	5,090,852.66	70.70
	R03 Sub Totals:	7,200,936.00	757,807.53	2,110,083.34	5,090,852.66	0.00	5,090,852.66	70.70
R06	REVENUE FROM USE OF ASSET							
170-990-4700-990	Interest Earned-Drainage Fund	18,500.00	5,879.36	27,451.74	-8,951.74	0.00	-8,951.74	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
170-990-4820-990	Sale of Drainage Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	18,500.00	5,879.36	27,451.74	-8,951.74	0.00	-8,951.74	0.00
R07	OTHER INCOME							
170-990-4800-990	Drainage Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	7,626,904.00	801,528.60	2,297,844.86	5,329,059.14	0.00	5,329,059.14	69.87
E10	PERSONNEL							
170-990-5010-990	Drainage Salaries	51,582.00	3,670.21	17,357.11	34,224.89	0.00	34,224.89	66.35
170-990-5020-990	Drainage Overtime	4,667.00	886.79	1,082.20	3,584.80	0.00	3,584.80	76.81
170-990-5030-990	Drainage Part Time	12,000.00	798.75	798.75	11,201.25	0.00	11,201.25	93.34
170-990-5070-990	Availability Allowance	360.00	30.00	120.00	240.00	0.00	240.00	66.67
170-990-5170-990	Drainage Social Security	5,221.00	408.89	1,468.43	3,752.57	0.00	3,752.57	71.87
170-990-5180-990	Drainage Retirement	3,375.00	275.22	1,113.54	2,261.46	0.00	2,261.46	67.01
170-990-5190-990	Drainage Health Insurance	7,795.00	650.26	2,601.04	5,193.96	0.00	5,193.96	66.63
170-990-5210-990	Drainage Workers Compensation	2,990.00	0.00	0.00	2,990.00	0.00	2,990.00	100.00
170-990-5380-990	Drainage Uniforms	1,310.00	0.00	440.94	869.06	0.00	869.06	66.34
	E10 Sub Totals:	89,300.00	6,720.12	24,982.01	64,317.99	0.00	64,317.99	72.02
E20	OPERATING COSTS							
170-990-5260-990	Drainage Professional Services	10,250.00	1,059.51	8,525.13	1,724.87	0.00	1,724.87	16.83
170-990-5300-990	Drainage Insurance & Bonds	400.00	0.00	0.00	400.00	0.00	400.00	100.00
170-990-5330-990	Drainage Equipment Maintenance	15,750.00	259.90	1,442.58	14,307.42	0.00	14,307.42	90.84
170-990-5530-990	Drainage Fuels/Lubricants	8,000.00	294.17	537.99	7,462.01	0.00	7,462.01	93.28
170-990-5590-990	Drainage General Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00
170-990-5640-990	Drainage Maintenance	21,000.00	0.00	462.97	20,537.03	0.00	20,537.03	97.80
170-990-5700-990	Drainage Computer/Software	99.00	0.00	0.00	99.00	0.00	99.00	100.00
170-990-6350-990	Drainage Phones	3,198.00	266.55	839.65	2,358.35	0.00	2,358.35	73.74
	E20 Sub Totals:	58,697.00	1,880.13	11,808.32	46,888.68	0.00	46,888.68	79.88
E30	CAPITAL OUTLAY							
170-990-6380-990	Lease Purchase Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	147,997.00	8,600.25	36,790.33	111,206.67	0.00	111,206.67	75.14
	Dept 990 Sub Totals:	-7,478,907.00	-792,928.35	-2,261,054.53	-5,217,852.47	0.00		
	Fund Revenue Sub Totals:	7,626,904.00	801,528.60	2,297,844.86	5,329,059.14	0.00	5,329,059.14	69.87

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund Expense Sub Totals:	7,851,157.00	396,335.85	1,024,070.04	6,827,086.96	0.00	6,827,086.96	86.96
	Fund 170 Sub Totals:	224,253.00	-405,192.75	-1,273,774.82	1,498,027.82	0.00		
Fund 175	Senior Center Sales Tax							
Dept 175-000	Non-Departmental							
R90	TRANSFERS IN							
175-000-3303-000	Transfer from General	0.00	0.00	0.00	0.00	0.00	0.00	0.00
175-000-3364-000	Transfer to Mtce Reserve	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E90	TRANSFERS OUT							
175-000-3214-000	Transfer to 2014 Series COP	0.00	0.00	0.00	0.00	0.00	0.00	0.00
175-000-3221-000	Transfer to 2021 Series DS	53,680.00	0.00	0.00	53,680.00	0.00	53,680.00	100.00
175-000-3264-000	Transfer to Mtce Reserve	0.00	0.00	0.00	0.00	0.00	0.00	0.00
175-000-3285-000	Trns to Capital Improvement	25,000.00	1,077.00	1,834.65	23,165.35	0.00	23,165.35	92.66
	E90 Sub Totals:	78,680.00	1,077.00	1,834.65	76,845.35	0.00	76,845.35	97.67
	Expense Sub Totals:	78,680.00	1,077.00	1,834.65	76,845.35	0.00	76,845.35	97.67
	Dept 000 Sub Totals:	78,680.00	1,077.00	1,834.65	76,845.35	0.00		
Dept 175-175								
R01	TAXES							
175-175-4030-175	Sales Tax - 1/16-Cent	169,780.00	15,767.30	66,795.72	102,984.28	0.00	102,984.28	60.66
	R01 Sub Totals:	169,780.00	15,767.30	66,795.72	102,984.28	0.00	102,984.28	60.66
R06	REVENUE FROM USE OF ASSET							
175-175-4700-175	Interest Earned-Senior Center	6,970.00	428.47	3,342.58	3,627.42	0.00	3,627.42	52.04
175-175-4820-175	Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	6,970.00	428.47	3,342.58	3,627.42	0.00	3,627.42	52.04
R07	OTHER INCOME							
175-175-4800-175	Senior Center Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	176,750.00	16,195.77	70,138.30	106,611.70	0.00	106,611.70	60.32
E10	PERSONNEL							
175-175-5010-175	Senior Center Salaries	5,915.00	444.95	1,994.96	3,920.04	0.00	3,920.04	66.27

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
175-175-5020-175	Senior Center Overtime	500.00	9.95	54.02	445.98	0.00	445.98	89.20
175-175-5170-175	Senior Center Social Security	491.00	34.27	154.63	336.37	0.00	336.37	68.51
175-175-5180-175	Senior Center Retirement	385.00	27.29	122.94	262.06	0.00	262.06	68.07
175-175-5190-175	Senior Center Health Insurance	1,248.00	104.06	416.21	831.79	0.00	831.79	66.65
175-175-5210-175	Senior Center Workers Comp.	281.00	0.00	0.00	281.00	0.00	281.00	100.00
175-175-5360-175	Senior Center Memb/Train/Trvl	300.00	0.00	0.00	300.00	0.00	300.00	100.00
	E10 Sub Totals:	9,120.00	620.52	2,742.76	6,377.24	0.00	6,377.24	69.93
E20	OPERATING COSTS							
175-175-5260-175	Senior Center Prof. Services	7,430.00	345.34	1,785.86	5,644.14	0.00	5,644.14	75.96
175-175-5300-175	Senior Center Ins. & Bonds	5,901.00	0.00	0.00	5,901.00	0.00	5,901.00	100.00
175-175-5320-175	Senior Center Facility Maint.	12,000.00	550.45	4,425.08	7,574.92	0.00	7,574.92	63.12
175-175-5330-175	Senior Center Equipment Maint.	500.00	0.00	0.00	500.00	0.00	500.00	100.00
175-175-5590-175	Senior Center General Supplies	1,000.00	361.65	451.97	548.03	0.00	548.03	54.80
175-175-5610-175	Senior Center Activity/Event	3,000.00	375.95	640.84	2,359.16	0.00	2,359.16	78.64
175-175-5700-175	Senior Center Comp., Software	525.00	0.00	0.00	525.00	0.00	525.00	100.00
175-175-6300-175	Senior Center Electricity	27,000.00	2,449.66	6,385.03	20,614.97	0.00	20,614.97	76.35
175-175-6350-175	Senior Center Phones	3,248.00	268.17	845.87	2,402.13	0.00	2,402.13	73.96
	E20 Sub Totals:	60,604.00	4,351.22	14,534.65	46,069.35	0.00	46,069.35	76.02
	Expense Sub Totals:	69,724.00	4,971.74	17,277.41	52,446.59	0.00	52,446.59	75.22
	Dept 175 Sub Totals:	-107,026.00	-11,224.03	-52,860.89	-54,165.11	0.00		
	Fund Revenue Sub Totals:	176,750.00	16,195.77	70,138.30	106,611.70	0.00	106,611.70	60.32
	Fund Expense Sub Totals:	148,404.00	6,048.74	19,112.06	129,291.94	0.00	129,291.94	87.12
	Fund 175 Sub Totals:	-28,346.00	-10,147.03	-51,026.24	22,680.24	0.00		
Fund 180	Parks Sales Tax							
Dept 180-000	Non-Departmental							
R90	TRANSFERS IN							
180-000-3343-000	Transfer from Other Funds	676,850.00	56,404.17	225,616.68	451,233.32	0.00	451,233.32	66.67
180-000-3390-000	Transfer from Parks Sales Tax	66,530.00	5,544.17	22,176.68	44,353.32	0.00	44,353.32	66.67
	R90 Sub Totals:	743,380.00	61,948.34	247,793.36	495,586.64	0.00	495,586.64	66.67
	Revenue Sub Totals:	743,380.00	61,948.34	247,793.36	495,586.64	0.00	495,586.64	66.67
E90	TRANSFERS OUT							
180-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
180-000-3241-000	Transfer to GC fm Parks -Mtce	0.00	0.00	0.00	0.00	0.00	0.00	0.00
180-000-3285-000	Trns to Capital Improvement	1,032,409.00	7,750.00	110,786.61	921,622.39	0.00	921,622.39	89.27

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
180-000-3290-000	Transfer to Parks Recreation	66,530.00	5,544.17	22,176.68	44,353.32	0.00	44,353.32	66.67
	E90 Sub Totals:	1,098,939.00	13,294.17	132,963.29	965,975.71	0.00	965,975.71	87.90
	Expense Sub Totals:	1,098,939.00	13,294.17	132,963.29	965,975.71	0.00	965,975.71	87.90
	Dept 000 Sub Totals:	355,559.00	-48,654.17	-114,830.07	470,389.07	0.00		
Dept 180-750								
R01	TAXES							
180-750-4030-750	Sales Tax Parks	611,202.00	56,762.56	240,464.68	370,737.32	0.00	370,737.32	60.66
	R01 Sub Totals:	611,202.00	56,762.56	240,464.68	370,737.32	0.00	370,737.32	60.66
R03	INTER-GOVERNMENTAL							
180-750-4200-750	Grant Revenue	245,009.00	0.00	0.00	245,009.00	0.00	245,009.00	100.00
	R03 Sub Totals:	245,009.00	0.00	0.00	245,009.00	0.00	245,009.00	100.00
R04	CHARGES FOR SERVICES							
180-750-4530-750	Fish Food Monies	4,000.00	70.75	1,113.28	2,886.72	0.00	2,886.72	72.17
	R04 Sub Totals:	4,000.00	70.75	1,113.28	2,886.72	0.00	2,886.72	72.17
R06	REVENUE FROM USE OF ASSET							
180-750-4500-750	Park Fees	2,800.00	180.00	-55.00	2,855.00	0.00	2,855.00	101.96
180-750-4500-752	RV Pad Rental	3,000.00	-65.00	1,101.00	1,899.00	0.00	1,899.00	63.30
180-750-4700-750	Interest Earned-Parks Fund	19,214.00	1,022.86	7,821.33	11,392.67	0.00	11,392.67	59.29
180-750-4760-750	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
180-750-4820-750	Sale and Use of Property	300.00	0.00	300.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	25,314.00	1,137.86	9,167.33	16,146.67	0.00	16,146.67	63.79
R07	OTHER INCOME							
180-750-4800-750	Parks Miscellaneous	0.00	5.00	73.60	-73.60	0.00	-73.60	0.00
	R07 Sub Totals:	0.00	5.00	73.60	-73.60	0.00	-73.60	0.00
R87	DONATIONS							
180-750-4990-750	Donations Parks	0.00	0.00	0.00	0.00	0.00	0.00	0.00
180-750-4990-753	Skate Park Donations	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R87 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	885,525.00	57,976.17	250,818.89	634,706.11	0.00	634,706.11	71.68
E10	PERSONNEL							
180-750-5010-750	Parks Salaries	246,631.00	17,597.10	77,982.27	168,648.73	0.00	168,648.73	68.38
180-750-5020-750	Parks Overtime	6,000.00	714.43	1,433.91	4,566.09	0.00	4,566.09	76.10

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
180-750-5070-750	Availability Allowance	720.00	60.00	240.00	480.00	0.00	480.00	66.67
180-750-5170-750	Parks Social Security	19,327.00	1,386.00	6,015.14	13,311.86	0.00	13,311.86	68.88
180-750-5180-750	Parks Retirement	15,158.00	966.00	4,478.40	10,679.60	0.00	10,679.60	70.46
180-750-5190-750	Parks Health Insurance	46,769.00	3,889.02	14,804.82	31,964.18	0.00	31,964.18	68.34
180-750-5210-750	Parks Workers Compensation	11,066.00	0.00	0.00	11,066.00	0.00	11,066.00	100.00
180-750-5360-750	Parks Member/Training/Travel	1,040.00	0.00	0.00	1,040.00	0.00	1,040.00	100.00
180-750-5380-750	Parks Uniforms	3,500.00	126.00	2,291.50	1,208.50	0.00	1,208.50	34.53
	E10 Sub Totals:	350,211.00	24,738.55	107,246.04	242,964.96	0.00	242,964.96	69.38
E20	OPERATING COSTS							
180-750-5260-750	Parks Professional Services	2,780.00	1,029.37	1,894.03	885.97	0.00	885.97	31.87
180-750-5300-750	Parks Insurance and Bonds	29,073.00	0.00	0.00	29,073.00	0.00	29,073.00	100.00
180-750-5320-750	Parks Facility Maintenance	31,481.00	177.32	3,640.37	27,840.63	0.00	27,840.63	88.44
180-750-5320-753	Skatepark Facility Maintenance	1,000.00	0.00	0.00	1,000.00	0.00	1,000.00	100.00
180-750-5330-750	Parks Equipment Maintenance	20,000.00	-141.82	3,291.63	16,708.37	0.00	16,708.37	83.54
180-750-5331-750	Helicopter Maintenance	5,000.00	0.00	400.00	4,600.00	0.00	4,600.00	92.00
180-750-5530-750	Parks Fuels/Lubricants	15,000.00	555.36	2,562.80	12,437.20	0.00	12,437.20	82.91
180-750-5590-750	Parks General Supplies	10,000.00	245.41	3,326.00	6,674.00	0.00	6,674.00	66.74
180-750-5590-752	RV Park Expenses	1,000.00	5.00	5.00	995.00	0.00	995.00	99.50
180-750-5610-750	Christmas Lighting	5,000.00	29.22	4,863.60	136.40	0.00	136.40	2.73
180-750-5630-750	Wading Pool Expenses	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
180-750-5700-750	Parks Computer/Software	3,140.00	0.00	0.00	3,140.00	0.00	3,140.00	100.00
180-750-6300-750	Parks Electricity	17,000.00	1,338.58	3,932.46	13,067.54	0.00	13,067.54	76.87
180-750-6310-750	Parks Heating Fuels	2,900.00	190.29	432.47	2,467.53	0.00	2,467.53	85.09
180-750-6350-750	Parks Phones	2,894.00	240.42	735.06	2,158.94	0.00	2,158.94	74.60
180-750-6390-750	Parks Minor Equipment	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
180-750-6410-750	Flowers & Plants	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	E20 Sub Totals:	158,268.00	3,669.15	25,083.42	133,184.58	0.00	133,184.58	84.15
	Expense Sub Totals:	508,479.00	28,407.70	132,329.46	376,149.54	0.00	376,149.54	73.98
	Dept 750 Sub Totals:	-377,046.00	-29,568.47	-118,489.43	-258,556.57	0.00		
Dept 180-940								
E20	OPERATING COSTS							
180-940-5260-940	Pool Professional Services	46,710.00	2.14	167.24	46,542.76	0.00	46,542.76	99.64
180-940-5300-940	Parks - Swim Insurance & Bonds	13,529.00	0.00	0.00	13,529.00	0.00	13,529.00	100.00
180-940-5320-940	Parks - Swim Facility Maint.	6,000.00	0.00	0.00	6,000.00	0.00	6,000.00	100.00
180-940-5330-940	Swim Equipment Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
180-940-5590-940	Parks - Swim General Supplies	3,000.00	0.00	0.00	3,000.00	0.00	3,000.00	100.00
180-940-6300-940	Parks - Pool Electricity	4,000.00	56.57	-1,561.83	5,561.83	0.00	5,561.83	139.05
	E20 Sub Totals:	73,239.00	58.71	-1,394.59	74,633.59	0.00	74,633.59	101.90

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Expense Sub Totals:	73,239.00	58.71	-1,394.59	74,633.59	0.00	74,633.59	101.90
	Dept 940 Sub Totals:	73,239.00	58.71	-1,394.59	74,633.59	0.00		
	Fund Revenue Sub Totals:	1,628,905.00	119,924.51	498,612.25	1,130,292.75	0.00	1,130,292.75	69.39
	Fund Expense Sub Totals:	1,680,657.00	41,760.58	263,898.16	1,416,758.84	0.00	1,416,758.84	84.30
	Fund 180 Sub Totals:	51,752.00	-78,163.93	-234,714.09	286,466.09	0.00		
Fund 195	Auditorium Sales Tax							
Dept 195-000	Non-Departmental							
E90	TRANSFERS OUT							
195-000-3214-000	Transfer to 2014 COP	0.00	0.00	0.00	0.00	0.00	0.00	0.00
195-000-3221-000	Transfer to 2021 Series DS	213,718.00	0.00	0.00	213,718.00	0.00	213,718.00	100.00
195-000-3285-000	Trns to Capital Improvement	85,000.00	0.00	0.00	85,000.00	0.00	85,000.00	100.00
	E90 Sub Totals:	298,718.00	0.00	0.00	298,718.00	0.00	298,718.00	100.00
	Expense Sub Totals:	298,718.00	0.00	0.00	298,718.00	0.00	298,718.00	100.00
	Dept 000 Sub Totals:	298,718.00	0.00	0.00	298,718.00	0.00		
Dept 195-114								
R06	REVENUE FROM USE OF ASSET							
195-114-4500-114	Lampo Rental Fees	13,000.00	825.00	5,555.00	7,445.00	0.00	7,445.00	57.27
	R06 Sub Totals:	13,000.00	825.00	5,555.00	7,445.00	0.00	7,445.00	57.27
	Revenue Sub Totals:	13,000.00	825.00	5,555.00	7,445.00	0.00	7,445.00	57.27
E20	OPERATING COSTS							
195-114-5260-114	Lampo Professional Services	2,200.00	-85.50	2,486.26	-286.26	0.00	-286.26	0.00
195-114-5300-114	Lampo Insurance and Bonds	2,718.00	0.00	0.00	2,718.00	0.00	2,718.00	100.00
195-114-5320-114	Lampo Facility Maintenance	7,500.00	79.50	79.50	7,420.50	0.00	7,420.50	98.94
195-114-5330-114	Lampo Equipment Mtce	1,050.00	8.14	8.14	1,041.86	0.00	1,041.86	99.22
195-114-5590-114	Lampo General Supplies	1,050.00	3.38	217.24	832.76	0.00	832.76	79.31
195-114-6300-114	Lampo Electricity	2,500.00	220.19	587.75	1,912.25	0.00	1,912.25	76.49
195-114-6310-114	Lampo Heating Fuels	4,593.00	337.05	857.44	3,735.56	0.00	3,735.56	81.33
	E20 Sub Totals:	21,611.00	562.76	4,236.33	17,374.67	0.00	17,374.67	80.40
	Expense Sub Totals:	21,611.00	562.76	4,236.33	17,374.67	0.00	17,374.67	80.40

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Dept 114 Sub Totals:	8,611.00	-262.24	-1,318.67	9,929.67	0.00		
Dept 195-195								
R01	TAXES							
195-195-4030-195	Auditorium Sales Tax	509,334.00	47,301.92	200,387.23	308,946.77	0.00	308,946.77	60.66
	R01 Sub Totals:	509,334.00	47,301.92	200,387.23	308,946.77	0.00	308,946.77	60.66
R06	REVENUE FROM USE OF ASSET							
195-195-4500-195	Auditorium Rental Fees	18,500.00	750.00	5,082.50	13,417.50	0.00	13,417.50	72.53
195-195-4520-195	Auditorium Sound Fees	3,000.00	350.00	1,460.00	1,540.00	0.00	1,540.00	51.33
195-195-4700-195	Interest Earned-Auditorium Fd	33,388.00	2,002.29	12,840.68	20,547.32	0.00	20,547.32	61.54
195-195-4820-195	Auditorium Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	54,888.00	3,102.29	19,383.18	35,504.82	0.00	35,504.82	64.69
	Revenue Sub Totals:	564,222.00	50,404.21	219,770.41	344,451.59	0.00	344,451.59	61.05
E10	PERSONNEL							
195-195-5010-195	Auditorium Salaries	45,244.00	2,292.04	9,729.83	35,514.17	0.00	35,514.17	78.49
195-195-5020-195	Auditorium Overtime	6,000.00	158.81	1,592.22	4,407.78	0.00	4,407.78	73.46
195-195-5030-195	Auditorium Part Time	2,000.00	0.00	0.00	2,000.00	0.00	2,000.00	100.00
195-195-5170-195	Auditorium Social Security	4,074.00	184.54	866.25	3,207.75	0.00	3,207.75	78.74
195-195-5180-195	Auditorium Retirement	3,075.00	146.14	667.85	2,407.15	0.00	2,407.15	78.28
195-195-5190-195	Auditorium Health Insurance	8,965.00	543.99	2,296.67	6,668.33	0.00	6,668.33	74.38
195-195-5210-195	Auditorium Workers Comp.	2,333.00	0.00	0.00	2,333.00	0.00	2,333.00	100.00
	E10 Sub Totals:	71,691.00	3,325.52	15,152.82	56,538.18	0.00	56,538.18	78.86
E20	OPERATING COSTS							
195-195-5260-195	Auditorium Prof. Services	12,110.00	4,110.56	5,680.53	6,429.47	0.00	6,429.47	53.09
195-195-5300-195	Auditorium Insurance & Bonds	22,782.00	0.00	0.00	22,782.00	0.00	22,782.00	100.00
195-195-5320-195	Auditorium Facility Maint.	24,520.00	56.98	7,445.78	17,074.22	0.00	17,074.22	69.63
195-195-5330-195	Auditorium Equipment Maint.	5,000.00	0.00	1,798.40	3,201.60	0.00	3,201.60	64.03
195-195-5590-195	Auditorium General Supplies	2,625.00	29.52	463.40	2,161.60	0.00	2,161.60	82.35
195-195-6300-195	Auditorium Electricity	38,000.00	1,459.86	5,355.12	32,644.88	0.00	32,644.88	85.91
195-195-6310-195	Auditorium Heating Fuels	13,000.00	572.57	1,319.07	11,680.93	0.00	11,680.93	89.85
195-195-6350-195	Auditorium Phones	2,718.00	226.55	679.65	2,038.35	0.00	2,038.35	74.99
	E20 Sub Totals:	120,755.00	6,456.04	22,741.95	98,013.05	0.00	98,013.05	81.17
	Expense Sub Totals:	192,446.00	9,781.56	37,894.77	154,551.23	0.00	154,551.23	80.31
	Dept 195 Sub Totals:	-371,776.00	-40,622.65	-181,875.64	-189,900.36	0.00		
	Fund Revenue Sub Totals:	577,222.00	51,229.21	225,325.41	351,896.59	0.00	351,896.59	60.96

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund Expense Sub Totals:	512,775.00	10,344.32	42,131.10	470,643.90	0.00	470,643.90	91.78
	Fund 195 Sub Totals:	-64,447.00	-40,884.89	-183,194.31	118,747.31	0.00		
Fund 212	2012 A&B							
Dept 212-000	Non-Departmental							
R90	TRANSFERS IN							
212-000-3314-000	Transfer To Other Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
212-000-3320-000	Transfer fm Other Funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 212-212	2012 A&B COPs							
R06	REVENUE FROM USE OF ASSET							
212-212-4700-212	Interest Income-2012 COPs	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E50	DEBT SERVICE - INTEREST & FI							
212-212-5920-212	2012 A & B Interest	0.00	0.00	0.00	0.00	0.00	0.00	0.00
212-212-5930-212	2012 Paying Agent Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E55	DEBT SERVICE - PRINCIPLE							
212-212-5910-212	2012 B Principal	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E55 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 212 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 212 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 213	2013 Series Spc Obl Bond							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
Dept 213-000	Non-Departmental							
R90	TRANSFERS IN							
213-000-3373-000	Transfer from Street Bridge	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 213-200								
R90	TRANSFERS IN							
213-200-0331-400	Transfer To Other Account	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 200 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 213-213								
R06	REVENUE FROM USE OF ASSET							
213-213-4700-213	Interest Earned	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E50	DEBT SERVICE - INTEREST & FI							
213-213-5920-213	2013 Series Interest Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
213-213-5940-213	2013 Series Admin Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E55	DEBT SERVICE - PRINCIPLE							
213-213-5910-213	2013 SpObl Principal Pymt	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E55 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 213 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund 213 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 214	2014 A&B Series							
Dept 214-000	Non-Departmental							
R90	TRANSFERS IN							
214-000-3314-000	Transfer from Other Funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
214-000-3320-000	Transfer to	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 214-214								
R06	REVENUE FROM USE OF ASSET							
214-214-4700-214	Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E50	DEBT SERVICE - INTEREST & FI							
214-214-5920-214	2014 Series Interest Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
214-214-5940-214	2014 Series Admin Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E55	DEBT SERVICE - PRINCIPLE							
214-214-5910-214	2014 Series Principal Payment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E55 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 214 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 214 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 216	2016 Series COPs							
Dept 216-000								
R90	TRANSFERS IN							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
216-000-3376-000	Transfer in from Other Funds	241,738.00	0.00	8,183.57	233,554.43	0.00	233,554.43	96.61
	R90 Sub Totals:	241,738.00	0.00	8,183.57	233,554.43	0.00	233,554.43	96.61
	Revenue Sub Totals:	241,738.00	0.00	8,183.57	233,554.43	0.00	233,554.43	96.61
	Dept 000 Sub Totals:	-241,738.00	0.00	-8,183.57	-233,554.43	0.00		
Dept 216-216								
R06	REVENUE FROM USE OF ASSET							
216-216-4700-216	Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E50	DEBT SERVICE - INTEREST & FI							
216-216-5920-216	Interest Expense 2016 Series	51,500.00	0.00	8,183.57	43,316.43	0.00	43,316.43	84.11
216-216-5940-216	2016 Series Admin Fees	4,750.00	0.00	0.00	4,750.00	0.00	4,750.00	100.00
	E50 Sub Totals:	56,250.00	0.00	8,183.57	48,066.43	0.00	48,066.43	85.45
E55	DEBT SERVICE - PRINCIPLE							
216-216-5910-216	Principal Paid 2016 COP	190,000.00	0.00	0.00	190,000.00	0.00	190,000.00	100.00
	E55 Sub Totals:	190,000.00	0.00	0.00	190,000.00	0.00	190,000.00	100.00
	Expense Sub Totals:	246,250.00	0.00	8,183.57	238,066.43	0.00	238,066.43	96.68
	Dept 216 Sub Totals:	246,250.00	0.00	8,183.57	238,066.43	0.00		
	Fund Revenue Sub Totals:	241,738.00	0.00	8,183.57	233,554.43	0.00	233,554.43	96.61
	Fund Expense Sub Totals:	246,250.00	0.00	8,183.57	238,066.43	0.00	238,066.43	96.68
	Fund 216 Sub Totals:	4,512.00	0.00	0.00	4,512.00	0.00		
Fund 221	2021 Special Obligation Bonds							
Dept 221-000	Non-Departmental							
R90	TRANSFERS IN							
221-000-3320-000	Transfer to 2021 Series DS	0.00	0.00	0.00	0.00	0.00	0.00	0.00
221-000-3321-000	Transfer in 2021 Series DS	507,002.00	0.00	0.00	507,002.00	0.00	507,002.00	100.00
	R90 Sub Totals:	507,002.00	0.00	0.00	507,002.00	0.00	507,002.00	100.00
	Revenue Sub Totals:	507,002.00	0.00	0.00	507,002.00	0.00	507,002.00	100.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Dept 000 Sub Totals:	-507,002.00	0.00	0.00	-507,002.00	0.00		
Dept 221-221	2021 Special Obligation Bonds							
R06	REVENUE FROM USE OF ASSET							
221-221-4700-221	Interest Earned 2021 Series	0.00	5.97	22.64	-22.64	0.00	-22.64	0.00
	R06 Sub Totals:	0.00	5.97	22.64	-22.64	0.00	-22.64	0.00
R10	NON-OPERATING REVENUES							
221-221-4750-221	Bond Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	5.97	22.64	-22.64	0.00	-22.64	0.00
E50	DEBT SERVICE - INTEREST & FI							
221-221-5920-221	2021 Series Interest	33,901.00	0.00	0.00	33,901.00	0.00	33,901.00	100.00
221-221-5940-221	2021 Series Admin Fees	2,500.00	0.00	0.00	2,500.00	0.00	2,500.00	100.00
221-221-5950-221	2021 Series Cost of Issuance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	36,401.00	0.00	0.00	36,401.00	0.00	36,401.00	100.00
E55	DEBT SERVICE - PRINCIPLE							
221-221-5910-221	2021 Series Principal	470,000.00	0.00	0.00	470,000.00	0.00	470,000.00	100.00
	E55 Sub Totals:	470,000.00	0.00	0.00	470,000.00	0.00	470,000.00	100.00
	Expense Sub Totals:	506,401.00	0.00	0.00	506,401.00	0.00	506,401.00	100.00
	Dept 221 Sub Totals:	506,401.00	-5.97	-22.64	506,423.64	0.00		
	Fund Revenue Sub Totals:	507,002.00	5.97	22.64	506,979.36	0.00	506,979.36	100.00
	Fund Expense Sub Totals:	506,401.00	0.00	0.00	506,401.00	0.00	506,401.00	100.00
	Fund 221 Sub Totals:	-601.00	-5.97	-22.64	-578.36	0.00		
Fund 290	Employee Insurance							
Dept 290-000	Non-Departmental							
R90	TRANSFERS IN							
290-000-3390-000	Transfer In	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 290-290								
R06	REVENUE FROM USE OF ASSET							
290-290-4700-290	Interest Earned-Employee Ins.	100.00	0.00	0.00	100.00	0.00	100.00	100.00
	R06 Sub Totals:	100.00	0.00	0.00	100.00	0.00	100.00	100.00
R10	NON-OPERATING REVENUES							
290-290-4951-290	City Portion for Ins Shortage	0.00	0.00	0.00	0.00	0.00	0.00	0.00
290-290-4960-290	Employee Portion-Insurance	190,000.00	19,184.33	76,997.94	113,002.06	0.00	113,002.06	59.47
	R10 Sub Totals:	190,000.00	19,184.33	76,997.94	113,002.06	0.00	113,002.06	59.47
R90	TRANSFERS IN							
290-290-4950-290	City's Portion - Insur.	921,918.00	66,139.14	262,884.88	659,033.12	0.00	659,033.12	71.49
	R90 Sub Totals:	921,918.00	66,139.14	262,884.88	659,033.12	0.00	659,033.12	71.49
	Revenue Sub Totals:	1,112,018.00	85,323.47	339,882.82	772,135.18	0.00	772,135.18	69.44
E25	NON-OPERATING EXPENSE							
290-290-6140-290	Health Insurance Fees Employee	921,918.00	2,638.61	259,776.76	662,141.24	0.00	662,141.24	71.82
290-290-6150-290	Health Insurance Fees Dependnt	150,000.00	0.00	42,932.31	107,067.69	0.00	107,067.69	71.38
	E25 Sub Totals:	1,071,918.00	2,638.61	302,709.07	769,208.93	0.00	769,208.93	71.76
	Expense Sub Totals:	1,071,918.00	2,638.61	302,709.07	769,208.93	0.00	769,208.93	71.76
	Dept 290 Sub Totals:	-40,100.00	-82,684.86	-37,173.75	-2,926.25	0.00		
Dept 290-291								
E25	NON-OPERATING EXPENSE							
290-291-6120-290	Dental Insurance -Employee	27,000.00	0.00	9,695.40	17,304.60	0.00	17,304.60	64.09
290-291-6130-290	Dental Insurance Dependent	13,000.00	0.00	4,055.60	8,944.40	0.00	8,944.40	68.80
290-291-6130-291	Life Insurance Employee	0.00	0.00	2,063.65	-2,063.65	0.00	-2,063.65	0.00
290-291-6130-292	Life Insurance Dependent	0.00	0.00	13,491.40	-13,491.40	0.00	-13,491.40	0.00
290-291-6135-290	Vision Insurance	0.00	0.00	2,074.23	-2,074.23	0.00	-2,074.23	0.00
	E25 Sub Totals:	40,000.00	0.00	31,380.28	8,619.72	0.00	8,619.72	21.55
	Expense Sub Totals:	40,000.00	0.00	31,380.28	8,619.72	0.00	8,619.72	21.55
	Dept 291 Sub Totals:	40,000.00	0.00	31,380.28	8,619.72	0.00		
	Fund Revenue Sub Totals:	1,112,018.00	85,323.47	339,882.82	772,135.18	0.00	772,135.18	69.44

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund Expense Sub Totals:	1,111,918.00	2,638.61	334,089.35	777,828.65	0.00	777,828.65	69.95
	Fund 290 Sub Totals:	-100.00	-82,684.86	-5,793.47	5,693.47	0.00		
Fund 300	Capital Improvement Sales Tax							
Dept 300-000	Non-Departmental							
R90	TRANSFERS IN							
300-000-3303-000	Transfer from General	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-000-3385-000	Transfer From Other Funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-000-3385-111	Transfer fm City Clerk	6,500.00	0.00	0.00	6,500.00	0.00	6,500.00	100.00
300-000-3385-112	Transfer fm General Admin	470,000.00	39,450.00	64,850.00	405,150.00	0.00	405,150.00	86.20
300-000-3385-115	Transfer from Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-000-3385-118	Transfer fm Recycle Center	65,261.00	0.00	55,174.00	10,087.00	0.00	10,087.00	15.46
300-000-3385-120	Transfer fm Police Dept	8,000.00	0.00	18,680.00	-10,680.00	0.00	-10,680.00	0.00
300-000-3385-130	Transfer fm Fire Department	484,985.00	0.00	0.00	484,985.00	0.00	484,985.00	100.00
300-000-3385-160	Transfer fm Airport	855,628.00	0.00	102,984.11	752,643.89	0.00	752,643.89	87.96
300-000-3385-170	Transfer fm Drainage	7,703,160.00	387,735.60	987,279.71	6,715,880.29	0.00	6,715,880.29	87.18
300-000-3385-175	Transfer fm Senior Center	25,000.00	1,077.00	1,834.65	23,165.35	0.00	23,165.35	92.66
300-000-3385-180	Transfer fm Parks & Rec	1,032,409.00	7,750.00	110,786.61	921,622.39	0.00	921,622.39	89.27
300-000-3385-195	Transfer fm Auditorium	85,000.00	0.00	0.00	85,000.00	0.00	85,000.00	100.00
300-000-3385-204	Transfer fm Cemetery	39,000.00	0.00	0.00	39,000.00	0.00	39,000.00	100.00
300-000-3385-450	Transfer fm Golf Course	300,000.00	0.00	48,673.00	251,327.00	0.00	251,327.00	83.78
300-000-3385-800	Transfer fm Streets Dept	229,500.00	0.00	0.00	229,500.00	0.00	229,500.00	100.00
	R90 Sub Totals:	11,304,443.00	436,012.60	1,390,262.08	9,914,180.92	0.00	9,914,180.92	87.70
	Revenue Sub Totals:	11,304,443.00	436,012.60	1,390,262.08	9,914,180.92	0.00	9,914,180.92	87.70
E90	TRANSFERS OUT							
300-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-000-3220-000	Transfer to 2012A&B Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-000-3242-000	Transfer to Golf Cap Imp Debt	441,738.00	36,811.50	147,246.00	294,492.00	0.00	294,492.00	66.67
300-000-3243-000	Transfer to Parks Department	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	441,738.00	36,811.50	147,246.00	294,492.00	0.00	294,492.00	66.67
	Expense Sub Totals:	441,738.00	36,811.50	147,246.00	294,492.00	0.00	294,492.00	66.67
	Dept 000 Sub Totals:	-10,862,705.00	-399,201.10	-1,243,016.08	-9,619,688.92	0.00		
Dept 300-300	Capital Improvement							
R01	TAXES							
300-300-4030-300	Capital Improvement Sales Tax	336,204.00	31,534.84	133,591.74	202,612.26	0.00	202,612.26	60.26
	R01 Sub Totals:	336,204.00	31,534.84	133,591.74	202,612.26	0.00	202,612.26	60.26

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
R06	REVENUE FROM USE OF ASSET							
300-300-4700-300	Interest Earned-Econ Develop	13,969.00	2,355.01	4,070.51	9,898.49	0.00	9,898.49	70.86
	R06 Sub Totals:	13,969.00	2,355.01	4,070.51	9,898.49	0.00	9,898.49	70.86
R07	OTHER INCOME							
300-300-4800-300	Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	350,173.00	33,889.85	137,662.25	212,510.75	0.00	212,510.75	60.69
E30	CAPITAL OUTLAY							
300-300-5790-111	Capital Impr./Purchase Clerk	6,500.00	0.00	0.00	6,500.00	0.00	6,500.00	100.00
300-300-5790-112	Capital Impr./Purchase GenAdm	470,000.00	39,450.00	64,850.00	405,150.00	388,600.00	16,550.00	3.52
300-300-5790-115	Capital Impr/Purch Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-300-5790-130	Capital Impr/Purch Fire Dept	484,985.00	0.00	0.00	484,985.00	0.00	484,985.00	100.00
300-300-5790-175	Capital Impr/Purch Senior Cent	25,000.00	1,077.00	1,834.65	23,165.35	23,140.00	25.35	0.10
300-300-5790-195	Capital Impr/Purch Auditorium	85,000.00	0.00	0.00	85,000.00	38,918.00	46,082.00	54.21
300-300-5790-204	Capital Impr/Purch IOOF	39,000.00	0.00	0.00	39,000.00	0.00	39,000.00	100.00
300-300-5790-300	Capital Improvement/Purchases	0.00	0.00	0.00	0.00	0.00	0.00	0.00
300-300-5790-430	Capital Impr/Purch Golf Course	300,000.00	0.00	48,673.00	251,327.00	0.00	251,327.00	83.78
300-300-5790-750	Capital Impr/Purch Parks & Rec	1,032,409.00	7,750.00	110,786.61	921,622.39	32,850.00	888,772.39	86.09
300-300-5790-800	Capital Impr/Purch Street Dept	229,500.00	0.00	0.00	229,500.00	0.00	229,500.00	100.00
300-300-5790-990	Capital Impr/Purch Drainage	7,703,160.00	387,735.60	987,279.71	6,715,880.29	3,847,977.20	2,867,903.09	37.23
	E30 Sub Totals:	10,375,554.00	436,012.60	1,213,423.97	9,162,130.03	4,331,485.20	4,830,644.83	46.56
E90	TRANSFERS OUT							
300-300-5790-118	Capital Impr/Purch Recycle Ctr	65,261.00	0.00	55,174.00	10,087.00	0.00	10,087.00	15.46
300-300-5790-120	Capital Impr/Purch Police Dept	80,000.00	0.00	18,680.00	61,320.00	0.00	61,320.00	76.65
300-300-5790-160	Capital Impr/Purch Airport	855,628.00	0.00	102,984.11	752,643.89	708,039.28	44,604.61	5.21
	E90 Sub Totals:	1,000,889.00	0.00	176,838.11	824,050.89	708,039.28	116,011.61	11.59
	Expense Sub Totals:	11,376,443.00	436,012.60	1,390,262.08	9,986,180.92	5,039,524.48	4,946,656.44	43.48
	Dept 300 Sub Totals:	11,026,270.00	402,122.75	1,252,599.83	9,773,670.17	5,039,524.48		
	Fund Revenue Sub Totals:	11,654,616.00	469,902.45	1,527,924.33	10,126,691.67	0.00	10,126,691.67	86.89
	Fund Expense Sub Totals:	11,818,181.00	472,824.10	1,537,508.08	10,280,672.92	5,039,524.48	5,241,148.44	44.35
	Fund 300 Sub Totals:	163,565.00	2,921.65	9,583.75	153,981.25	5,039,524.48		
Fund 310	Hotel/Motel Tax							
Dept 310-000	Non-Departmental							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
E90	TRANSFERS OUT							
310-000-3210-000	Tran to General Adm 3% Adm Cst	2,860.00	239.00	956.00	1,904.00	0.00	1,904.00	66.57
310-000-3211-000	Transfer to Gen. PR Coord	0.00	0.00	0.00	0.00	0.00	0.00	0.00
310-000-3255-000	Transfer to -Celebrate	7,500.00	0.00	0.00	7,500.00	0.00	7,500.00	100.00
310-000-3256-000	Tran to -Fall Festival	15,000.00	0.00	0.00	15,000.00	0.00	15,000.00	100.00
310-000-3257-000	Transfer to-Bluegrass	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	25,360.00	239.00	956.00	24,404.00	0.00	24,404.00	96.23
	Expense Sub Totals:	25,360.00	239.00	956.00	24,404.00	0.00	24,404.00	96.23
	Dept 000 Sub Totals:	25,360.00	239.00	956.00	24,404.00	0.00		
Dept 310-310								
R01	TAXES							
310-310-4040-330	Motel Tax Revenue	95,317.00	5,963.61	30,894.47	64,422.53	0.00	64,422.53	67.59
	R01 Sub Totals:	95,317.00	5,963.61	30,894.47	64,422.53	0.00	64,422.53	67.59
R06	REVENUE FROM USE OF ASSET							
310-310-4700-330	Interest Earned-Hotel/Motel	8,992.00	415.50	3,685.37	5,306.63	0.00	5,306.63	59.02
	R06 Sub Totals:	8,992.00	415.50	3,685.37	5,306.63	0.00	5,306.63	59.02
	Revenue Sub Totals:	104,309.00	6,379.11	34,579.84	69,729.16	0.00	69,729.16	66.85
E20	OPERATING COSTS							
310-310-5240-330	Motel Promotions	68,200.00	22,000.00	22,000.00	46,200.00	19,950.00	26,250.00	38.49
310-310-6300-310	Hotel Motel Electricity	600.00	83.33	307.05	292.95	0.00	292.95	48.83
310-310-6520-330	Easter Event	320.00	0.00	0.00	320.00	0.00	320.00	100.00
	E20 Sub Totals:	69,120.00	22,083.33	22,307.05	46,812.95	19,950.00	26,862.95	38.86
	Expense Sub Totals:	69,120.00	22,083.33	22,307.05	46,812.95	19,950.00	26,862.95	38.86
	Dept 310 Sub Totals:	-35,189.00	15,704.22	-12,272.79	-22,916.21	19,950.00		
	Fund Revenue Sub Totals:	104,309.00	6,379.11	34,579.84	69,729.16	0.00	69,729.16	66.85
	Fund Expense Sub Totals:	94,480.00	22,322.33	23,263.05	71,216.95	19,950.00	51,266.95	54.26
	Fund 310 Sub Totals:	-9,829.00	15,943.22	-11,316.79	1,487.79	19,950.00		
Fund 360	Tax Incremental Financing							
Dept 360-000	Non-Departmental							
R01	TAXES							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
360-000-3300-000	Sales Tax TIF City	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R01 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 360-360								
R01	TAXES							
360-360-4900-360	Real Est. Tax TIF County	0.00	0.00	0.00	0.00	0.00	0.00	0.00
360-360-4910-360	Sales Tax TIF County	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R01 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R06	REVENUE FROM USE OF ASSET							
360-360-4700-360	Interest Earned-TIF Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R10	NON-OPERATING REVENUES							
360-360-4900-000	CDBG Grant	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E25	NON-OPERATING EXPENSE							
360-360-5590-360	TIF Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E25 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E90	TRANSFERS OUT							
360-360-6980-360	TIF Reim. W/WW 2012A&B	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 360 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 360 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 450	Golf Course							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
Dept 450-000	Non-Departmental							
R90	TRANSFERS IN							
450-000-3340-000	Transfer fm General	100,000.00	0.00	0.00	100,000.00	0.00	100,000.00	100.00
450-000-3341-000	Transfer fm Parks -Mtce	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-000-3342-000	Transfer fm Capital Imp	441,738.00	36,811.50	147,246.00	294,492.00	0.00	294,492.00	66.67
	R90 Sub Totals:	541,738.00	36,811.50	147,246.00	394,492.00	0.00	394,492.00	72.82
	Revenue Sub Totals:	541,738.00	36,811.50	147,246.00	394,492.00	0.00	394,492.00	72.82
E90	TRANSFERS OUT							
450-000-3276-000	Transfer to 2016 DS	241,738.00	0.00	8,183.57	233,554.43	0.00	233,554.43	96.61
450-000-3285-000	Trns to Capital Improvement	300,000.00	0.00	48,673.00	251,327.00	0.00	251,327.00	83.78
	E90 Sub Totals:	541,738.00	0.00	56,856.57	484,881.43	0.00	484,881.43	89.50
	Expense Sub Totals:	541,738.00	0.00	56,856.57	484,881.43	0.00	484,881.43	89.50
	Dept 000 Sub Totals:	0.00	-36,811.50	-90,389.43	90,389.43	0.00		
Dept 450-150								
R04	CHARGES FOR SERVICES							
450-150-4350-430	Golf Course Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4352-430	City Tournament Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4370-430	Passes for Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4993-430	Advertising Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R04 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R06	REVENUE FROM USE OF ASSET							
450-150-4360-430	Golf Cart Rentals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4390-430	Driving Range Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4500-430	Communtity Room Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4700-430	Interest Earned-Golf Course	0.00	1,227.33	4,026.12	-4,026.12	0.00	-4,026.12	0.00
450-150-4760-430	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4820-430	Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	1,227.33	4,026.12	-4,026.12	0.00	-4,026.12	0.00
R07	OTHER INCOME							
450-150-4800-430	Golf Course Miscellaneous	575,000.00	27,734.30	138,723.47	436,276.53	0.00	436,276.53	75.87
	R07 Sub Totals:	575,000.00	27,734.30	138,723.47	436,276.53	0.00	436,276.53	75.87
R08	SALES REVENUE							
450-150-4380-430	Pro Shop Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-4420-430	Golf Concessions Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	R08 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	575,000.00	28,961.63	142,749.59	432,250.41	0.00	432,250.41	75.17
E10	PERSONNEL							
450-150-5010-430	Golf Course Salaries	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5020-430	Golf Course Overtime	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5030-430	Golf Course Part Time	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5070-430	Availability Allowance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5170-430	Golf Course Social Security	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5180-430	Golf Course Retirement	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5190-430	Golf Course Health Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5210-430	Golf Course Workers Comp.	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5360-430	Golf Course Member/Train/Trvl	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5380-430	Uniforms	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E20	OPERATING COSTS							
450-150-5260-430	Golf Course Prof. Services	554,391.00	855.65	1,592.53	552,798.47	0.00	552,798.47	99.71
450-150-5265-430	Golf Mngmt Contracted Services	45,000.00	40,340.89	150,280.61	-105,280.61	0.00	-105,280.61	0.00
450-150-5270-430	Golf Course Credit Card Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5300-430	Golf Insurance & Bonds	16,028.00	0.00	0.00	16,028.00	0.00	16,028.00	100.00
450-150-5310-430	Golf Course Concession Cost	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5314-430	Golf Course Accessories	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5320-430	Golf Facility Maintenance	0.00	1,188.41	1,188.41	-1,188.41	0.00	-1,188.41	0.00
450-150-5325-430	Grounds Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5330-430	Golf Equipment Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5335-430	Golf Cart Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5350-430	Driving Range Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5530-430	Golf Course Fuels/Lubricants	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5540-430	Golf Course Chemicals	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5590-430	Golf Course General Supplies	0.00	0.00	34.79	-34.79	0.00	-34.79	0.00
450-150-5610-430	City Tournament Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
450-150-5700-430	Golf Course Computer/Software	270.00	0.00	325.67	-55.67	0.00	-55.67	0.00
450-150-6300-430	Golf Course Electricity	0.00	1,851.34	5,543.15	-5,543.15	0.00	-5,543.15	0.00
450-150-6350-430	Golf Course Phones	0.00	254.30	790.46	-790.46	0.00	-790.46	0.00
	E20 Sub Totals:	615,689.00	44,490.59	159,755.62	455,933.38	0.00	455,933.38	74.05
E30	CAPITAL OUTLAY							
450-150-6380-430	Lease Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Expense Sub Totals:	615,689.00	44,490.59	159,755.62	455,933.38	0.00	455,933.38	74.05
	Dept 150 Sub Totals:	40,689.00	15,528.96	17,006.03	23,682.97	0.00		
	Fund Revenue Sub Totals:	1,116,738.00	65,773.13	289,995.59	826,742.41	0.00	826,742.41	74.03
	Fund Expense Sub Totals:	1,157,427.00	44,490.59	216,612.19	940,814.81	0.00	940,814.81	81.29
	Fund 450 Sub Totals:	40,689.00	-21,282.54	-73,383.40	114,072.40	0.00		
Fund 500	Water/Wastewater							
Dept 500-000	Non-Departmental							
R10	NON-OPERATING REVENUES							
500-000-2590-000	Deferred Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R90	TRANSFERS IN							
500-000-3303-000	Transfer from General	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-000-3306-000	Transfer fm ARPA	222,635.00	25,000.00	25,000.00	197,635.00	0.00	197,635.00	88.77
500-000-3353-000	Transfer fm Water -Rplcmt Rsrv	1,179,198.00	98,266.50	382,261.50	796,936.50	0.00	796,936.50	67.58
500-000-3361-000	Transfer fm WW -Rplcmt Rsrv	1,538,031.00	128,169.25	411,367.00	1,126,664.00	0.00	1,126,664.00	73.25
500-000-3362-000	Transfer from Other Funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-000-3363-000	Slip Lining Reserve	150,000.00	12,500.00	50,000.00	100,000.00	0.00	100,000.00	66.67
500-000-3364-000	Trns to Main Replacement	250,000.00	20,833.00	83,332.00	166,668.00	0.00	166,668.00	66.67
	R90 Sub Totals:	3,339,864.00	284,768.75	951,960.50	2,387,903.50	0.00	2,387,903.50	71.50
	Revenue Sub Totals:	3,339,864.00	284,768.75	951,960.50	2,387,903.50	0.00	2,387,903.50	71.50
E90	TRANSFERS OUT							
500-000-3253-000	Transfer to Water Rplcmt Resrv	1,179,198.00	98,266.50	382,261.50	796,936.50	0.00	796,936.50	67.58
500-000-3261-000	Transfer to WW Rplcmt Reserve	1,538,031.00	128,169.25	411,367.00	1,126,664.00	0.00	1,126,664.00	73.25
500-000-3263-000	Slip Lining Reserve	150,000.00	12,500.00	50,000.00	100,000.00	0.00	100,000.00	66.67
500-000-3264-000	Trns to Main Replacement	250,000.00	20,833.00	83,332.00	166,668.00	0.00	166,668.00	66.67
500-000-3292-000	Transfer to other funds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	3,117,229.00	259,768.75	926,960.50	2,190,268.50	0.00	2,190,268.50	70.26
	Expense Sub Totals:	3,117,229.00	259,768.75	926,960.50	2,190,268.50	0.00	2,190,268.50	70.26
	Dept 000 Sub Totals:	-222,635.00	-25,000.00	-25,000.00	-197,635.00	0.00		
Dept 500-212	2012 A&B COPs							
E50	DEBT SERVICE - INTEREST & FI							
500-212-5920-212	Interest Expense 2012A	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
500-212-5930-212	Admin. Fee 2012 A	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 212 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 500-500								
E02	DEPRECIATION EXPENSE							
500-500-5990-500	Depreciation Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E02 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 500 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 500-510								
R03	INTER-GOVERNMENTAL							
500-510-4201-510	CARES Act	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R04	CHARGES FOR SERVICES							
500-510-3510-510	Penalties/Utility Bills	107,000.00	15,095.04	51,095.96	55,904.04	0.00	55,904.04	52.25
500-510-3530-510	Residential Trash Billing	606,240.00	58,233.53	233,213.66	373,026.34	0.00	373,026.34	61.53
500-510-3540-510	Service Application Fee	8,300.00	505.50	2,185.50	6,114.50	0.00	6,114.50	73.67
500-510-3580-510	Trash Tag Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-510-3600-510	Billing Customers-Water	3,881,659.00	265,088.43	1,076,695.08	2,804,963.92	0.00	2,804,963.92	72.26
500-510-4792-510	Online Surcharge Fees	11,000.00	285.08	2,730.51	8,269.49	0.00	8,269.49	75.18
	R04 Sub Totals:	4,614,199.00	339,207.58	1,365,920.71	3,248,278.29	0.00	3,248,278.29	70.40
R06	REVENUE FROM USE OF ASSET							
500-510-3560-510	Lease Pmt. Tower Space	50,780.00	7,309.18	20,439.61	30,340.39	0.00	30,340.39	59.75
500-510-4700-510	Interest Earned-Water/WW	184,475.00	22,308.89	83,262.88	101,212.12	0.00	101,212.12	54.86
500-510-4760-510	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	235,255.00	29,618.07	103,702.49	131,552.51	0.00	131,552.51	55.92
R07	OTHER INCOME							
500-510-4800-510	Water Admin Miscellaneous	0.00	334.64	1,516.19	-1,516.19	0.00	-1,516.19	0.00
	R07 Sub Totals:	0.00	334.64	1,516.19	-1,516.19	0.00	-1,516.19	0.00
	Revenue Sub Totals:	4,849,454.00	369,160.29	1,471,139.39	3,378,314.61	0.00	3,378,314.61	69.66

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
E10	PERSONNEL							
500-510-5010-510	Water Admin Salaries	321,965.00	22,209.10	97,778.00	224,187.00	0.00	224,187.00	69.63
500-510-5020-510	Water Admin Overtime	3,000.00	130.37	1,064.78	1,935.22	0.00	1,935.22	64.51
500-510-5170-510	Water Admin Social Security	24,631.00	1,621.92	7,213.66	17,417.34	0.00	17,417.34	70.71
500-510-5180-510	Water Admin Retirement	19,318.00	1,320.88	5,916.94	13,401.06	0.00	13,401.06	69.37
500-510-5185-510	Pension Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-510-5190-510	Water Admin Health Insurance	50,666.00	3,660.17	14,613.42	36,052.58	0.00	36,052.58	71.16
500-510-5210-510	Water Admin Workers Comp.	14,103.00	0.00	0.00	14,103.00	0.00	14,103.00	100.00
500-510-5360-510	Water Admin Member/Train/Trvl	8,484.00	554.60	797.10	7,686.90	0.00	7,686.90	90.60
	E10 Sub Totals:	442,167.00	29,497.04	127,383.90	314,783.10	0.00	314,783.10	71.19
E20	OPERATING COSTS							
500-510-5260-510	Water Admin Prof. Services	103,062.00	2,097.57	45,666.28	57,395.72	0.00	57,395.72	55.69
500-510-5270-510	Water Admin Credit Card Fees	41,000.00	5,272.18	23,771.19	17,228.81	0.00	17,228.81	42.02
500-510-5273-510	Collection Agency Charges	2,000.00	0.00	94.89	1,905.11	0.00	1,905.11	95.26
500-510-5300-510	Water Admin Insurance & Bonds	600.00	50.00	150.00	450.00	0.00	450.00	75.00
500-510-5330-510	Water Admin Equipment Maint.	1,000.00	0.00	0.00	1,000.00	0.00	1,000.00	100.00
500-510-5590-510	Water Admin General Supplies	64,952.00	306.88	10,707.06	54,244.94	0.00	54,244.94	83.52
500-510-5700-510	Water Admin Comp., Software	3,427.00	0.00	273.48	3,153.52	0.00	3,153.52	92.02
500-510-6260-510	Trash Service Paid	575,928.00	54,866.35	164,901.59	411,026.41	0.00	411,026.41	71.37
500-510-6350-510	Water Admin Phones	5,435.00	452.61	1,357.83	4,077.17	0.00	4,077.17	75.02
	E20 Sub Totals:	797,404.00	63,045.59	246,922.32	550,481.68	0.00	550,481.68	69.03
E30	CAPITAL OUTLAY							
500-510-5790-510	Water Admin Capital Purchase	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	E30 Sub Totals:	5,000.00	0.00	0.00	5,000.00	0.00	5,000.00	100.00
	Expense Sub Totals:	1,244,571.00	92,542.63	374,306.22	870,264.78	0.00	870,264.78	69.92
	Dept 510 Sub Totals:	-3,604,883.00	-276,617.66	-1,096,833.17	-2,508,049.83	0.00		
Dept 500-530								
R03	INTER-GOVERNMENTAL							
500-530-4200-530	Grant Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R04	CHARGES FOR SERVICES							
500-530-3500-531	Meter Fee	130,000.00	11,338.60	45,724.09	84,275.91	0.00	84,275.91	64.83
500-530-3610-531	Water Taps	58,000.00	5,901.94	18,223.84	39,776.16	0.00	39,776.16	68.58
	R04 Sub Totals:	188,000.00	17,240.54	63,947.93	124,052.07	0.00	124,052.07	65.99
R06	REVENUE FROM USE OF ASSET							
500-530-4760-530	Insurance Proceeds	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
500-530-4820-530	Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							
500-530-4800-530	D&M Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-530-4800-531	Meter Misc. Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	188,000.00	17,240.54	63,947.93	124,052.07	0.00	124,052.07	65.99
E02	DEPRECIATION EXPENSE							
500-530-5990-530	Depreciation	220,000.00	0.00	0.00	220,000.00	0.00	220,000.00	100.00
	E02 Sub Totals:	220,000.00	0.00	0.00	220,000.00	0.00	220,000.00	100.00
E10	PERSONNEL							
500-530-5010-530	Water Distribution Salaries	383,317.00	25,818.79	116,430.77	266,886.23	0.00	266,886.23	69.63
500-530-5010-531	Meter Read/Mtnce. Salaries	126,013.00	8,933.80	41,370.45	84,642.55	0.00	84,642.55	67.17
500-530-5020-530	Water Distribution Overtime	27,000.00	3,231.64	12,183.23	14,816.77	0.00	14,816.77	54.88
500-530-5020-531	Meter Reading Overtime	8,000.00	995.57	3,640.14	4,359.86	0.00	4,359.86	54.50
500-530-5030-531	Meter Program Part Time	15,000.00	0.00	0.00	15,000.00	0.00	15,000.00	100.00
500-530-5070-530	Availability Allowance	1,800.00	120.00	480.00	1,320.00	0.00	1,320.00	73.33
500-530-5070-531	Availability Allowance	1,080.00	90.00	345.00	735.00	0.00	735.00	68.06
500-530-5170-530	Water Distribution Soc'l Sec.	31,160.00	2,216.15	9,814.14	21,345.86	0.00	21,345.86	68.50
500-530-5170-531	Meter Program Social Security	11,247.00	760.30	3,444.97	7,802.03	0.00	7,802.03	69.37
500-530-5180-530	Water Distribution Retirement	24,440.00	1,604.54	6,473.34	17,966.66	0.00	17,966.66	73.51
500-530-5180-531	Meter Program Retirement	7,921.00	601.15	2,724.59	5,196.41	0.00	5,196.41	65.60
500-530-5185-530	Pension Expense	40,000.00	0.00	0.00	40,000.00	0.00	40,000.00	100.00
500-530-5190-530	Water Distribution Health Ins.	70,153.00	5,202.08	20,808.32	49,344.68	0.00	49,344.68	70.34
500-530-5190-531	Meter Prog Health Insurance	23,385.00	1,950.78	7,803.12	15,581.88	0.00	15,581.88	66.63
500-530-5210-530	Water Distribution Work Comp	17,841.00	0.00	0.00	17,841.00	0.00	17,841.00	100.00
500-530-5210-531	Meter Program Workers Comp.	6,440.00	0.00	0.00	6,440.00	0.00	6,440.00	100.00
500-530-5360-530	Water Distrib. Mem/Train/Trvl	7,000.00	182.12	2,609.64	4,390.36	0.00	4,390.36	62.72
500-530-5380-530	Water Distribution Uniforms	5,895.00	0.00	3,094.53	2,800.47	0.00	2,800.47	47.51
500-530-5380-531	Meter Program Uniforms	1,875.00	190.00	1,172.61	702.39	0.00	702.39	37.46
	E10 Sub Totals:	809,567.00	51,896.92	232,394.85	577,172.15	0.00	577,172.15	71.29
E20	OPERATING COSTS							
500-530-5260-530	Water Distribution Prof. Svcs	35,120.00	2,321.68	8,035.30	27,084.70	1,500.00	25,584.70	72.85
500-530-5300-530	Water Distribution Ins & Bonds	16,131.00	0.00	0.00	16,131.00	0.00	16,131.00	100.00
500-530-5300-531	Meter Program Insurance & Bond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-530-5320-530	Water Distrib. Facility Maint	108,000.00	884.08	49,583.35	58,416.65	29,393.00	29,023.65	26.87
500-530-5330-530	Water Distribution Equip Maint	43,260.00	2,827.32	6,899.70	36,360.30	0.00	36,360.30	84.05
500-530-5330-531	Meter Program Equipment Maint.	15,000.00	0.00	305.17	14,694.83	0.00	14,694.83	97.97
500-530-5530-530	Water Distribution Fuels	36,750.00	2,212.60	7,139.95	29,610.05	0.00	29,610.05	80.57

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
500-530-5530-531	Meter Program Fuels/Lubricants	7,350.00	441.48	1,723.31	5,626.69	0.00	5,626.69	76.55
500-530-5590-530	Water Distrib. Gen Supplies	4,200.00	37.81	701.31	3,498.69	0.00	3,498.69	83.30
500-530-5590-531	Meter Program General Supplies	1,575.00	241.51	839.13	735.87	0.00	735.87	46.72
500-530-5620-530	Water Distribution Line Repair	110,000.00	15,912.35	37,399.41	72,600.59	6,414.39	66,186.20	60.17
500-530-5650-531	Meter Program Meter Sets	75,715.00	13,997.00	36,292.95	39,422.05	925.45	38,496.60	50.84
500-530-5700-530	Water Distrib. Comp., Software	2,922.00	0.00	0.00	2,922.00	0.00	2,922.00	100.00
500-530-5700-531	Meter Reading Comp/Software	2,259.00	0.00	0.00	2,259.00	0.00	2,259.00	100.00
500-530-6300-530	Water Distribution Electricity	6,300.00	271.01	955.30	5,344.70	0.00	5,344.70	84.84
500-530-6310-530	Water Distrib. Heating Fuels	2,100.00	247.91	468.33	1,631.67	0.00	1,631.67	77.70
500-530-6350-530	Water Dist Telephones	5,900.00	488.29	1,726.23	4,173.77	0.00	4,173.77	70.74
500-530-6390-530	Water Distribution Minor Equip	6,300.00	-380.74	1,192.03	5,107.97	3,849.89	1,258.08	19.97
	E20 Sub Totals:	478,882.00	39,502.30	153,261.47	325,620.53	42,082.73	283,537.80	59.21
E30	CAPITAL OUTLAY							
500-530-5660-531	Meter Replacement Program	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-530-5780-530	D&M Vehicle	85,000.00	0.00	77,722.50	7,277.50	0.00	7,277.50	8.56
500-530-5790-530	Water Dist Capital Purchases	1,290,324.00	15,299.56	15,299.56	1,275,024.44	883.42	1,274,141.02	98.75
500-530-5790-531	Meter Program Capital Equip	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-530-6380-530	Lease Purchase Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-530-8200-530	PW Facility-Building	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	1,375,324.00	15,299.56	93,022.06	1,282,301.94	883.42	1,281,418.52	93.17
E50	DEBT SERVICE - INTEREST & FI							
500-530-5920-596	2011 DNR SRF Interest Exp	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E50 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	2,883,773.00	106,698.78	478,678.38	2,405,094.62	42,966.15	2,362,128.47	81.91
	Dept 530 Sub Totals:	2,695,773.00	89,458.24	414,730.45	2,281,042.55	42,966.15		
Dept 500-610								
R03	INTER-GOVERNMENTAL							
500-610-4200-520	Grant Revenue	132,000.00	0.00	0.00	132,000.00	0.00	132,000.00	100.00
500-610-4205-610	MIRMA Grant	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	132,000.00	0.00	0.00	132,000.00	0.00	132,000.00	100.00
R04	CHARGES FOR SERVICES							
500-610-3520-610	Pretreatment/Surcharge WW	82,000.00	9,201.63	34,382.78	47,617.22	0.00	47,617.22	58.07
500-610-3590-610	Billings to Customers WW	3,589,021.00	222,274.55	907,852.07	2,681,168.93	0.00	2,681,168.93	74.70
500-610-3610-610	Sewer Saddle Charges	3,000.00	100.00	800.00	2,200.00	0.00	2,200.00	73.33
	R04 Sub Totals:	3,674,021.00	231,576.18	943,034.85	2,730,986.15	0.00	2,730,986.15	74.33
R06	REVENUE FROM USE OF ASSET							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
500-610-4760-520	Filtration Insurance Claims	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-610-4760-610	Insurance Claims	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-610-4820-610	Wastewater Sale of Property	17,500.00	0.00	17,500.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	17,500.00	0.00	17,500.00	0.00	0.00	0.00	0.00
R07	OTHER INCOME							
500-610-4800-520	Filtration Miscellaneous	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-610-4800-610	Wastewater Misc. Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	3,823,521.00	231,576.18	960,534.85	2,862,986.15	0.00	2,862,986.15	74.88
E02	DEPRECIATION EXPENSE							
500-610-5990-610	Depreciation	600,000.00	0.00	0.00	600,000.00	0.00	600,000.00	100.00
	E02 Sub Totals:	600,000.00	0.00	0.00	600,000.00	0.00	600,000.00	100.00
E10	PERSONNEL							
500-610-5185-520	Pension Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-610-5185-610	Pension Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E10 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E20	OPERATING COSTS							
500-610-5250-610	Wastewater Rent Expense	9,700.00	808.34	3,233.36	6,466.64	0.00	6,466.64	66.67
500-610-5260-520	Water Plant Prof. Services	17,150.00	625.27	950.37	16,199.63	0.00	16,199.63	94.46
500-610-5260-610	Wastewater Prof. Services	33,766.00	3,645.48	11,660.98	22,105.02	378.30	21,726.72	64.34
500-610-5300-520	Water Plant Insurance & Bonds	76,262.00	0.00	0.00	76,262.00	0.00	76,262.00	100.00
500-610-5300-610	Wastewater Insurance & Bonds	68,831.00	0.00	0.00	68,831.00	0.00	68,831.00	100.00
500-610-5320-520	Water Plant Facility Maint.	15,000.00	0.00	0.00	15,000.00	0.00	15,000.00	100.00
500-610-5320-610	Wastewater Facility Maint.	15,000.00	0.00	0.00	15,000.00	9,750.00	5,250.00	35.00
500-610-5330-520	Water Plant Equipment Maint.	10,000.00	0.00	2,118.00	7,882.00	0.00	7,882.00	78.82
500-610-5330-610	Wastewater Equipment Maint.	70,000.00	0.00	1,682.36	68,317.64	0.00	68,317.64	97.60
500-610-5530-520	Water Plant Fuels/Lubricants	1,300.00	71.03	275.76	1,024.24	0.00	1,024.24	78.79
500-610-5530-610	Wastewater Fuels/Lubricants	23,352.00	1,205.20	4,203.35	19,148.65	0.00	19,148.65	82.00
500-610-5590-520	Water Plant General Supplies	200.00	0.00	0.00	200.00	0.00	200.00	100.00
500-610-5590-610	Wastewater General Supplies	525.00	12.42	22.08	502.92	0.00	502.92	95.79
500-610-5620-610	Wastewater Line Repair	3,000.00	0.00	735.00	2,265.00	0.00	2,265.00	75.50
500-610-5700-520	Filtration Comp., Software	210.00	0.00	0.00	210.00	0.00	210.00	100.00
500-610-5700-610	Wastewater Comp., Software	506.00	0.00	0.00	506.00	0.00	506.00	100.00
500-610-5800-520	Alliance Contract	301,085.00	22,931.21	104,371.60	196,713.40	0.00	196,713.40	65.33
500-610-5800-610	Alliance Contract	945,327.00	76,769.71	349,418.00	595,909.00	0.00	595,909.00	63.04
500-610-6300-520	Filtration Electricity	346,000.00	27,455.43	91,244.58	254,755.42	0.00	254,755.42	73.63
500-610-6300-610	Wastewater Electricity	259,109.00	20,094.98	59,425.01	199,683.99	0.00	199,683.99	77.07
500-610-6310-520	Filtration Heating Fuels	9,900.00	1,224.77	1,990.22	7,909.78	0.00	7,909.78	79.90
500-610-6310-610	Wastewater Heating Fuels	7,350.00	943.68	1,887.18	5,462.82	0.00	5,462.82	74.32

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
500-610-6350-520	Filtration Phones	8,750.00	560.58	2,016.70	6,733.30	0.00	6,733.30	76.95
500-610-6350-610	Wastewater Phones	5,788.00	480.39	1,468.73	4,319.27	0.00	4,319.27	74.62
500-610-6390-610	Wastewater Minor Equipment	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	2,228,111.00	156,828.49	636,703.28	1,591,407.72	10,128.30	1,581,279.42	70.97
E30	CAPITAL OUTLAY							
500-610-5780-520	Filtration Cap. Vehicles	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-610-5780-610	WW Vehicle	90,000.00	0.00	87,629.00	2,371.00	0.00	2,371.00	2.63
500-610-5790-520	Filtration Capital- Other	324,000.00	9,840.00	9,840.00	314,160.00	5,997.00	308,163.00	95.11
500-610-5790-610	WW Capital Equipment	259,000.00	0.00	0.00	259,000.00	74,285.33	184,714.67	71.32
500-610-5810-619	WW Line Capital Improvemt	1,599,078.00	25,000.00	45,540.50	1,553,537.50	124,355.94	1,429,181.56	89.38
	E30 Sub Totals:	2,272,078.00	34,840.00	143,009.50	2,129,068.50	204,638.27	1,924,430.23	84.70
	Expense Sub Totals:	5,100,189.00	191,668.49	779,712.78	4,320,476.22	214,766.57	4,105,709.65	80.50
	Dept 610 Sub Totals:	1,276,668.00	-39,907.69	-180,822.07	1,457,490.07	214,766.57		
Dept 500-640								
R90	TRANSFERS IN							
500-640-3990-641	Transfer for TIF 2012	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E02	DEPRECIATION EXPENSE							
500-640-5980-640	Depreciation Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E02 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E50	DEBT SERVICE - INTEREST & FI							
500-640-5920-646	Interest on 2009B	27,720.00	0.00	6,406.60	21,313.40	0.00	21,313.40	76.89
500-640-5920-648	2011 Water Imprm Interest Exp.	66,977.00	0.00	15,717.48	51,259.52	0.00	51,259.52	76.53
500-640-5930-645	Other Debt Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00
500-640-5930-646	Paying Agent Fee - 2009B	9,179.00	5,327.13	5,327.13	3,851.87	0.00	3,851.87	41.96
500-640-5930-648	2011 Water Impr. Adm Fees	22,178.00	12,021.79	12,021.79	10,156.21	0.00	10,156.21	45.79
	E50 Sub Totals:	126,054.00	17,348.92	39,473.00	86,581.00	0.00	86,581.00	68.69
	Expense Sub Totals:	126,054.00	17,348.92	39,473.00	86,581.00	0.00	86,581.00	68.69
	Dept 640 Sub Totals:	126,054.00	17,348.92	39,473.00	86,581.00	0.00		
	Fund Revenue Sub Totals:	12,200,839.00	902,745.76	3,447,582.67	8,753,256.33	0.00	8,753,256.33	71.74

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	Fund Expense Sub Totals:	12,471,816.00	668,027.57	2,599,130.88	9,872,685.12	257,732.72	9,614,952.40	77.09
	Fund 500 Sub Totals:	270,977.00	-234,718.19	-848,451.79	1,119,428.79	257,732.72		
Fund 653	FEMA DR 4250 Flooding							
Dept 653-653	FEMA DR 4250 Flooding							
R03	INTER-GOVERNMENTAL							
653-653-4660-653	FEMA Flooding Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E20	OPERATING COSTS							
653-653-5590-653	FEMA Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 653 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 653 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 654	FEMA DR Flooding							
Dept 654-654	FEMA DR Flooding							
R03	INTER-GOVERNMENTAL							
654-654-4660-654	FEMA DR Flooding Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 654 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 654 Sub Totals:	0.00	0.00	0.00	0.00	0.00		

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
Fund 680	CDBG Public Service Pass Through							
Dept 680-000	Non-Departmental							
R03	INTER-GOVERNMENTAL							
680-000-2099-000	CDBG transfer fm	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 680-610								
R03	INTER-GOVERNMENTAL							
680-610-4450-000	CDBG Grant	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 610 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
	Fund Revenue Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 680 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Fund 700	Abbott Brothers Trust							
Dept 700-000	Non-Departmental							
E90	TRANSFERS OUT							
700-000-3243-000	Transfer to Parks Department	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E90 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 000 Sub Totals:	0.00	0.00	0.00	0.00	0.00		
Dept 700-700								
R06	REVENUE FROM USE OF ASSET							
700-700-4570-700	Farm Proceeds	2,700.00	0.00	1,594.33	1,105.67	0.00	1,105.67	40.95
700-700-4700-700	Int. Earned-Abbott Brothers Fd	1,449.00	43.99	541.93	907.07	0.00	907.07	62.60
	R06 Sub Totals:	4,149.00	43.99	2,136.26	2,012.74	0.00	2,012.74	48.51
R07	OTHER INCOME							

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
700-700-4760-700	Farm Insurance Claims	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	4,149.00	43.99	2,136.26	2,012.74	0.00	2,012.74	48.51
E20	OPERATING COSTS							
700-700-5300-700	Insurance and Bonds	653.00	0.00	0.00	653.00	0.00	653.00	100.00
700-700-5440-700	Real Estate Taxes	158.00	0.00	155.00	3.00	0.00	3.00	1.90
	E20 Sub Totals:	811.00	0.00	155.00	656.00	0.00	656.00	80.89
	Expense Sub Totals:	811.00	0.00	155.00	656.00	0.00	656.00	80.89
	Dept 700 Sub Totals:	-3,338.00	-43.99	-1,981.26	-1,356.74	0.00		
	Fund Revenue Sub Totals:	4,149.00	43.99	2,136.26	2,012.74	0.00	2,012.74	48.51
	Fund Expense Sub Totals:	811.00	0.00	155.00	656.00	0.00	656.00	80.89
	Fund 700 Sub Totals:	-3,338.00	-43.99	-1,981.26	-1,356.74	0.00		
Fund 710	Morse Park Trust							
Dept 710-710								
R06	REVENUE FROM USE OF ASSET							
710-710-4700-710	Interest Earned-Morse Park Fd	113.00	2.80	39.06	73.94	0.00	73.94	65.43
	R06 Sub Totals:	113.00	2.80	39.06	73.94	0.00	73.94	65.43
	Revenue Sub Totals:	113.00	2.80	39.06	73.94	0.00	73.94	65.43
	Dept 710 Sub Totals:	-113.00	-2.80	-39.06	-73.94	0.00		
	Fund Revenue Sub Totals:	113.00	2.80	39.06	73.94	0.00	73.94	65.43
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 710 Sub Totals:	-113.00	-2.80	-39.06	-73.94	0.00		
Fund 800	Street Department Sales Tax							
Dept 800-000	Non-Departmental							
E90	TRANSFERS OUT							
800-000-3200-000	Sales Tax to TIF	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800-000-3216-000	Transfer to Airport -Land	5,660.00	471.67	1,886.68	3,773.32	0.00	3,773.32	66.67
800-000-3220-000	Transfer to 2012A&B Fund	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
800-000-3285-000	Trns to Capital Improvement	229,500.00	0.00	12,000.00	217,500.00	3,849.89	213,650.11	93.09
	E90 Sub Totals:	235,160.00	471.67	13,886.68	221,273.32	3,849.89	217,423.43	92.46
	Expense Sub Totals:	235,160.00	471.67	13,886.68	221,273.32	3,849.89	217,423.43	92.46
	Dept 000 Sub Totals:	235,160.00	471.67	13,886.68	221,273.32	3,849.89		
Dept 800-800	Street Dept							
R01	TAXES							
800-800-4030-800	Transportation Sales Tax	1,018,758.00	94,604.26	400,835.29	617,922.71	0.00	617,922.71	60.65
800-800-4090-800	Vehicle Sales Tax	87,550.00	10,928.06	44,639.54	42,910.46	0.00	42,910.46	49.01
800-800-4130-800	Sanitation Enforcement	15,800.00	0.00	3,555.62	12,244.38	0.00	12,244.38	77.50
800-800-4280-800	Gasoline Tax	321,331.00	41,757.60	174,548.63	146,782.37	0.00	146,782.37	45.68
	R01 Sub Totals:	1,443,439.00	147,289.92	623,579.08	819,859.92	0.00	819,859.92	56.80
R02	LICENSES AND PERMITS							
800-800-4180-800	Vehicle License Fees	55,085.00	5,830.69	18,244.70	36,840.30	0.00	36,840.30	66.88
	R02 Sub Totals:	55,085.00	5,830.69	18,244.70	36,840.30	0.00	36,840.30	66.88
R03	INTER-GOVERNMENTAL							
800-800-4850-800	TDD Road Mtce Contract	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R03 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R06	REVENUE FROM USE OF ASSET							
800-800-4700-800	Interest Earned-Street Fund	70,321.00	3,627.51	23,679.42	46,641.58	0.00	46,641.58	66.33
800-800-4820-800	Street Sale of Property	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R06 Sub Totals:	70,321.00	3,627.51	23,679.42	46,641.58	0.00	46,641.58	66.33
R07	OTHER INCOME							
800-800-4800-800	Street Department Misc.	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	R07 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Revenue Sub Totals:	1,568,845.00	156,748.12	665,503.20	903,341.80	0.00	903,341.80	57.58
E10	PERSONNEL							
800-800-5010-800	Street Salaries	415,718.00	28,435.11	127,603.02	288,114.98	0.00	288,114.98	69.31
800-800-5020-800	Street Overtime	18,000.00	1,128.88	4,625.93	13,374.07	0.00	13,374.07	74.30
800-800-5030-800	Street Part Time	12,000.00	0.00	0.00	12,000.00	0.00	12,000.00	100.00
800-800-5070-800	Availability Allowance	1,440.00	120.00	480.00	960.00	0.00	960.00	66.67
800-800-5170-800	Street Social Security	33,945.00	2,210.60	9,911.28	24,033.72	0.00	24,033.72	70.80
800-800-5180-800	Street Retirement	25,904.00	1,612.34	7,183.55	18,720.45	0.00	18,720.45	72.27
800-800-5190-800	Street Health Insurance	70,153.00	5,285.80	21,143.20	49,009.80	0.00	49,009.80	69.86
800-800-5210-800	Street Workers Compensation	19,435.00	0.00	0.00	19,435.00	0.00	19,435.00	100.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
800-800-5360-800	Street Member/Training/Travel	2,300.00	182.12	237.45	2,062.55	0.00	2,062.55	89.68
800-800-5380-800	Street Uniforms	5,240.00	179.98	2,951.82	2,288.18	0.00	2,288.18	43.67
	E10 Sub Totals:	604,135.00	39,154.83	174,136.25	429,998.75	0.00	429,998.75	71.18
E20	OPERATING COSTS							
800-800-5260-360	Street TIF Professional Srvc	0.00	0.00	0.00	0.00	0.00	0.00	0.00
800-800-5260-800	Street Professional Services	31,367.00	1,142.71	2,227.39	29,139.61	0.00	29,139.61	92.90
800-800-5300-800	Street Insurance & Bonds	8,217.00	0.00	0.00	8,217.00	0.00	8,217.00	100.00
800-800-5320-800	Street Facility Maintenance	10,000.00	884.09	2,304.33	7,695.67	0.00	7,695.67	76.96
800-800-5330-800	Street Equipment Maintenance	52,500.00	8,618.89	14,321.38	38,178.62	0.00	38,178.62	72.72
800-800-5530-800	Street Fuels/Lubricants	42,000.00	2,624.79	9,951.85	32,048.15	0.00	32,048.15	76.31
800-800-5580-800	Street Maintenance Materials	80,000.00	0.00	10,656.96	69,343.04	0.00	69,343.04	86.68
800-800-5590-800	Street General Supplies	3,675.00	150.11	731.38	2,943.62	0.00	2,943.62	80.10
800-800-5600-800	Street Signs and Markings	31,500.00	0.00	9,200.06	22,299.94	1,142.16	21,157.78	67.17
800-800-5700-800	Street Computers, Software	3,578.00	0.00	273.48	3,304.52	0.00	3,304.52	92.36
800-800-6300-800	Street Electricity	19,700.00	271.01	955.30	18,744.70	0.00	18,744.70	95.15
800-800-6310-800	Street Heating Fuels	3,000.00	247.91	468.33	2,531.67	0.00	2,531.67	84.39
800-800-6340-800	Street Lights	164,877.00	13,596.82	41,421.60	123,455.40	0.00	123,455.40	74.88
800-800-6350-800	Street Phones	5,564.00	419.47	1,450.88	4,113.12	0.00	4,113.12	73.92
800-800-6390-800	Street Minor Equipment	4,725.00	0.00	1,068.93	3,656.07	0.00	3,656.07	77.38
	E20 Sub Totals:	460,703.00	27,955.80	95,031.87	365,671.13	1,142.16	364,528.97	79.12
E30	CAPITAL OUTLAY							
800-800-5800-800	Street Contracts Street	600,000.00	0.00	0.00	600,000.00	0.00	600,000.00	100.00
800-800-6380-800	Lease Purchase Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E30 Sub Totals:	600,000.00	0.00	0.00	600,000.00	0.00	600,000.00	100.00
	Expense Sub Totals:	1,664,838.00	67,110.63	269,168.12	1,395,669.88	1,142.16	1,394,527.72	83.76
	Dept 800 Sub Totals:	95,993.00	-89,637.49	-396,335.08	492,328.08	1,142.16		
	Fund Revenue Sub Totals:	1,568,845.00	156,748.12	665,503.20	903,341.80	0.00	903,341.80	57.58
	Fund Expense Sub Totals:	1,899,998.00	67,582.30	283,054.80	1,616,943.20	4,992.05	1,611,951.15	84.84
	Fund 800 Sub Totals:	331,153.00	-89,165.82	-382,448.40	713,601.40	4,992.05		
Fund 833	Transportation Development							
Dept 833-833								
R03	INTER-GOVERNMENTAL							
833-833-4851-833	TDD Road Mtce Agreement	24,025.00	0.00	0.00	24,025.00	0.00	24,025.00	100.00
	R03 Sub Totals:	24,025.00	0.00	0.00	24,025.00	0.00	24,025.00	100.00

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
R06	REVENUE FROM USE OF ASSET							
833-833-4700-833	Interest Earned-TDD Mtce	0.00	1.59	6.03	-6.03	0.00	-6.03	0.00
	R06 Sub Totals:	0.00	1.59	6.03	-6.03	0.00	-6.03	0.00
	Revenue Sub Totals:	24,025.00	1.59	6.03	24,018.97	0.00	24,018.97	99.97
E20	OPERATING COSTS							
833-833-5320-833	TDD Street Maintenance	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E20 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Dept 833 Sub Totals:	-24,025.00	-1.59	-6.03	-24,018.97	0.00		
	Fund Revenue Sub Totals:	24,025.00	1.59	6.03	24,018.97	0.00	24,018.97	99.97
	Fund Expense Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Fund 833 Sub Totals:	-24,025.00	-1.59	-6.03	-24,018.97	0.00		
Fund 900	Street/Bridge Sales Tax							
Dept 900-000	Non-Departmental							
E55	DEBT SERVICE - PRINCIPLE							
900-000-3273-000	Transfer to 2013 SpObl Bond	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	E55 Sub Totals:	0.00	0.00	0.00	0.00	0.00	0.00	0.00
E90	TRANSFERS OUT							
900-000-3221-000	Transfer to 2021 Series DS	239,604.00	0.00	0.00	239,604.00	0.00	239,604.00	100.00
	E90 Sub Totals:	239,604.00	0.00	0.00	239,604.00	0.00	239,604.00	100.00
	Expense Sub Totals:	239,604.00	0.00	0.00	239,604.00	0.00	239,604.00	100.00
	Dept 000 Sub Totals:	239,604.00	0.00	0.00	239,604.00	0.00		
Dept 900-900								
R01	TAXES							
900-900-4030-900	Street/Bridge Sales Tax	339,502.00	31,534.83	133,591.76	205,910.24	0.00	205,910.24	60.65
	R01 Sub Totals:	339,502.00	31,534.83	133,591.76	205,910.24	0.00	205,910.24	60.65
R06	REVENUE FROM USE OF ASSET							
900-900-4700-900	Interest Earned-Street Bridge	20,000.00	3,974.43	14,505.17	5,494.83	0.00	5,494.83	27.47

Account Number	Description	Budget Amount	Period Amount	YTD Amount	YTD Var	Encumbered Amount	Available	% Available
	R06 Sub Totals:	20,000.00	3,974.43	14,505.17	5,494.83	0.00	5,494.83	27.47
	Revenue Sub Totals:	359,502.00	35,509.26	148,096.93	211,405.07	0.00	211,405.07	58.80
E30	CAPITAL OUTLAY							
900-900-5800-900	Street/Bridge Contract	1,000,000.00	0.00	13,396.37	986,603.63	95,264.91	891,338.72	89.13
	E30 Sub Totals:	1,000,000.00	0.00	13,396.37	986,603.63	95,264.91	891,338.72	89.13
	Expense Sub Totals:	1,000,000.00	0.00	13,396.37	986,603.63	95,264.91	891,338.72	89.13
	Dept 900 Sub Totals:	640,498.00	-35,509.26	-134,700.56	775,198.56	95,264.91		
	Fund Revenue Sub Totals:	359,502.00	35,509.26	148,096.93	211,405.07	0.00	211,405.07	58.80
	Fund Expense Sub Totals:	1,239,604.00	0.00	13,396.37	1,226,207.63	95,264.91	1,130,942.72	91.23
	Fund 900 Sub Totals:	880,102.00	-35,509.26	-134,700.56	1,014,802.56	95,264.91		
	Revenue Totals:	51,344,441.00	4,111,825.71	13,850,821.99	37,493,619.01	0.00	37,493,619.01	73.02
	Expense Totals:	54,311,913.00	2,606,035.79	9,888,615.66	44,423,297.34	5,425,824.64	38,997,472.70	71.80
	Report Totals:	2,967,472.00	-1,505,789.92	-3,962,206.33	6,929,678.33	5,425,824.64		

General Ledger

Fund Balance

31-Jan-25

Sort Level	Description	FY2025 Fund Balance Beg Bal	Revenue End Bal	Expense End Bal	Total End Bal
100	General Fund	$ 10,926,258.77	$ 3,463,161.19	$ 2,759,762.61	$ 11,629,657.35
120	Police Grants	$ 10,338.48	$ 6,059.77	$ 6,059.77	$ 10,338.48
124	Shop With a Cop	$ 3,202.50	$ 17,505.73	$ 17,663.20	$ 3,045.03
126	D.A.R.E Program	$ -	$ -	$ -	$ -
130	Fire Sales Tax	$ 842,914.32	$ 808,221.54	$ 740,525.43	$ 910,610.43
131	SAFER	$ -	$ -	$ -	$ -
170	Drainage Sales Tax	$ 1,151,816.54	$ 2,297,844.86	$ 1,024,070.04	$ 2,425,591.36
175	Senior Center Sales Tax	$ 319,754.12	$ 70,138.30	$ 19,112.06	$ 370,780.36
180	Parks Sales Tax	$ 721,299.13	$ 498,612.25	$ 263,898.16	$ 956,013.22
195	Auditorium Sales Tax	$ 1,143,897.08	$ 225,325.41	$ 42,131.10	$ 1,327,091.39
205	Employee Payroll	$ -	$ -	$ -	$ -
212	2012 A&B	$ -	$ -	$ -	$ -
213	2013 Series Spc Obl Bond	$ -	$ -	$ -	$ -
214	2014 A&B Series	$ -	$ -	$ -	$ -
216	2016 Series COPs	$ 315,625.99	$ 8,183.57	$ 8,183.57	$ 315,625.99
221	2021 Special Obligation Bonds	$ 1,742.12	$ 22.64	$ -	$ 1,764.76
260	2006 A&B	$ -	$ -	$ -	$ -
270	2007 A&B	$ -	$ -	$ -	$ -
275	STAR Loan	$ -	$ -	$ -	$ -
280	2010 Series COP	$ -	$ -	$ -	$ -
290	Employee Insurance	$ 32,740.42	$ 339,882.82	$ 334,089.35	$ 38,533.89
300	Economic Development Sales Tax	$ 334,065.41	$ 1,527,924.33	$ 1,537,508.08	$ 324,481.66
310	Hotel/Motel Tax	$ 273,921.64	$ 34,579.84	$ 23,263.05	$ 285,238.43
360	Tax Incremental Financing	$ -	$ -	$ -	$ -
450	Golf Course	$ 591,209.92	$ 289,995.59	$ 216,612.19	$ 664,593.32
500	Water/Wastewater	$ 20,659,500.99	$ 3,447,582.67	$ 2,599,130.88	$ 21,507,952.78
600	Transportation Grants	$ -	$ -	$ -	$ -
620	Community Development Grants	$ -	$ -	$ -	$ -
651	FEMA DR-1980	$ -	$ -	$ -	$ -
653	FEMA DR4250	$ 25,573.84	$ -	$ -	$ 25,573.84
654	FEMA DR-4317	$ 30,027.40	$ -	$ -	$ 30,027.40
680	CDBG Public Service Pass Through	$ 100.00	$ -	$ -	$ 100.00
700	Abbott Brothers Trust	$ 51,026.33	$ 2,136.26	$ 155.00	$ 53,007.59
710	Morse Park Trust	$ 3,789.16	$ 39.06	$ -	$ 3,828.22
800	Street Department Sales Tax	$ 2,115,562.38	$ 665,503.20	$ 283,054.80	$ 2,498,010.78
833	TDD Maintenance	$ 464.26	$ 6.03	$ -	$ 470.29
900	Street/Bridge Sales Tax	$ 1,108,559.48	$ 148,096.93	$ 13,396.37	$ 1,243,260.04
Grand Total		**$ 40,663,390.28**	**$ 13,850,821.99**	**$ (9,888,615.66)**	**$ 44,625,596.61**

City of Neosho
Bank Reconciliation - Investment Account
January 31, 2025

Bank:

Bank Balance	$ 19,109,720.46
Credit Cards Online Deposit outstanding	7,585.69
Credit Cards Deposit outstanding	4,341.26
Deposit Outstanding	1,683.72
Reconciled Bank Balance	$ 19,123,331.13

Book:

100-000-1200-000	General Fund Investment Acct	$ 3,803,017.53
100-000-1202-000	Public Safety Sales Tax	$ 1,547,589.98
100-000-1203-000	Cleaning Deposit Investmt Acct	$ 2,362.98
100-000-1204-000	I.O.O.F. Trust	$ 2,895.60
100-000-1215-000	ARPA Investment Account	$ 530,444.90
100-000-1218-000	City Hall Donated Funds	$ 287.19
100-000-1219-000	Donated Rewards	$ -
100-000-1220-000	Confiscated Cash	$ 14,051.42
100-000-1224-000	I.O.O.F. Cemetery	$ (334,419.92)
120-000-1200-000	Law Enforcement Investmnt Acct	$ 10,338.48
124-000-1200-000	Shop With a Cop Investmnt Acct	$ 2,859.40
124-000-1202-000	Halloween Bash Investment Acct	$ 185.63
126-000-1200-000	D.A.R.E. Investment Account	$ -
130-000-1200-000	Fire Dept Investment Account	$ 693,721.04
170-000-1200-000	Drainage Investment Account	$ 1,709,785.26
170-000-1204-000	Project Grant - Lime Kiln Dam	$ 28,727.76
175-000-1200-000	Senior Center Investment Acct	$ 126,697.21
175-000-1208-000	Senior Center Maintenance Reserve	$ -
180-000-1200-000	Parks Investment Account	$ 272,395.26
180-000-1205-000	SkatePark Donations	$ -
180-000-1206-000	Park Fund Investmnt Acct	$ -
195-000-1200-000	Auditorium Investment Account	$ 592,073.73
212-000-1200-000	2012 A&B Investment Account	$ -
213-000-1200-000	2013 INVESTMENT ACCOUNT	$ -
213-000-1234-000	2013 Reserved Cash	$ -
214-000-1200-000	2014 Series Investment Account	$ -
216-000-1200-000	2016 Series Investment Account	$ -
221-000-1200-000	2021 Series Investment Account	$ 1,764.76
260-000-1200-000	2006 Bond Investment Account	$ -
270-000-1200-000	2007 Bond Investment Account	$ -
275-000-1200-000	STAR LOAN Investment Account	$ -
280-000-1200-000	2010 Investment Account	$ -
290-000-1200-000	Employee Ins. Investment Acct	$ 42,187.30
300-000-1200-000	Economic Devel Investment Acct	$ 696,372.44
310-000-1200-000	Hotel/Motel Investment Account	$ 122,863.43
310-000-1233-000	Investment Acct Motel Tax	$ -
360-000-1200-000	TIF Sales Tax Investment Acct	$ -
360-000-1201-000	TIF Real Estate Investmnt Acct	$ -
450-000-1200-000	Golf Course Investment Account	$ 219,018.42
450-000-1205-000	Golf Course Advertising	$ 12,834.30
450-000-1209-000	Golf Course Replacement Reserve	$ 85,777.44
500-000-1200-000	Water/WW Investment Acct	$ 151,147.02
500-000-1206-000	Slip Lining Reserve	$ 210,924.75
500-000-1207-000	Invest Acct Meter Deposit	$ 57,811.54
500-000-1208-000	Main Replacement	$ 1,068,020.44
500-000-1209-000	Meter Replacement Reserve	$ 545,862.10
500-000-1210-000	Wastewater Rplcmt Reserve	$ 1,969,384.96
500-000-1214-000	Water Replacement Reserve	$ 2,593,447.74
500-000-1269-000	Inv Acct Sewer Dist.#17	$ -
600-000-1200-000	Pedestrian Trail Investmt Acct	$ -
620-000-1200-000	Community Devel. Investmt Acct	$ -
650-000-1200-000	FEMA DR-1961 Investment Acct	$ -
651-000-1200-000	FEMA DR-1980 Investment Acct	$ -
652-000-1200-000	Inv Acct Joplin Disaster	$ -
653-000-1200-000	FEMA DR 4250 Investment	$ 25,573.84
654-000-1200-000	FEMA DR 4317 Investment	$ 30,027.40
680-000-1200-000	CDBG Public Srvce Pass Through	$ 100.00
700-000-1200-000	Abbott Brothers Investmnt Acct	$ 13,007.59
710-000-1200-000	Morse Park Fund Investmnt Acct	$ 828.22
800-000-1200-000	Street Fund Investment Account	$ 1,072,645.64
833-000-1200-000	TDD Maintenance	$ 470.29
900-000-1200-000	Street/Bridge Fd Investmt Acct	$ 1,175,231.17
		19,098,314.24

Reconciling Items to be JE'd:

Interest Earned	
Interest transferred from Sweep to Investment	(4.88)
Interest transferred from Court to Investment	(117.70)
Transfer for final Maness PR February	6,728.13
license pmt posted 2/6 SNR Global	100.00
Franchise recv'd bank Jan posted GL Feb	18,311.34
	$ 19,123,331.13
	$ -

City of Neosho
Bank Reconciliation - Master Account
January 31, 2025

Bank:

Bank Balance		$ 260,335.86
O/S Springbrook Checks		(198,664.42)
Reconciled Bank Balance		$ 61,671.44

Book:

Description		
100-000-1000-000	General Fund Master Account	$ 68,399.54
120-000-1000-000	Law Enforcement Master Account	$ -
124-000-1000-000	Shop With a Cop Master Account	$ -
126-000-1000-000	D.A.R.E Master Account	$ -
130-000-1000-000	Fire Dept Master Account	$ -
170-000-1000-000	Drainage Master Account	$ -
175-000-1000-000	Senior Center Master Account	$ -
180-000-1000-000	Parks Master Account	$ -
195-000-1000-000	Auditorium Master Account	$ -
205-000-1000-000	Payroll Master Account	$ -
212-000-1000-000	2012 A&B Master Account	$ -
213-000-1000-000	2013 SERIES MASTER ACCOUNT	$ -
214-000-1000-000	2014 Series Master Account	$ -
216-000-1000-000	2016 Series Master Account	$ -
221-000-1000-000	221 Series Master Account	$ -
230-000-1000-000	2003 COP Master Account	$ -
260-000-1000-000	2006 A&B Master Account	$ -
270-000-1000-000	2007 A&B Master Account	$ -
275-000-1000-000	STAR LOAN Master Account	$ -
280-000-1000-000	2010 Master Account	$ -
290-000-1000-000	Employee Insurance Master Acct	$ -
300-000-1000-000	Economic Develop. Master Acct	$ 0.03
310-000-1000-000	Hotel/Motel Master Account	$ -
360-000-1000-000	TIF Master Account	$ -
450-000-1000-000	Golf Course Master Account	$ -
500-000-1000-000	Water/Wastewater Master Acct	$ -
620-000-1000-000	Community Develop. Master Acct	$ -
650-000-1000-000	FEMA DR-1961 Master Account	$ -
651-000-1000-000	FEMA DR-1980 Master Account	$ -
652-000-1000-000	Cash in Bank/Joplin Disaster	$ -
653-000-1000-000	FEMA DR4250	$ -
680-000-1000-000	CDBG Public Srvce Pass Through	$ -
700-000-1000-000	Abbott Brothers Master Account	$ -
710-000-1000-000	Morse Park Fund Master Account	$ -
800-000-1000-000	Street Fund Master Account	$ -
900-000-1000-000	Street /Bridge Fd Master Acct	$ -
		$ 68,399.57

Reconciling Items to be JE'd:

Transfer for final Maness PR February	(6,728.13)
Reconciled Book Balance	61,671.44
	$ -

City of Neosho
Bank Reconciliation - Sweep Account
January 31, 2025

Bank:

Bank Balance	$	1,504.88
O/S Springbrook Checks		-
Reconciled Bank Balance	$	1,504.88

Book:

Description			
100-000-1006-000	General Fund Master Account	$	1,500.00
120-000-1006-000	Law Enforcement Master Account	$	-
124-000-1006-000	Shop With a Cop Master Account	$	-
126-000-1006-000	D.A.R.E Master Account	$	-
130-000-1006-000	Fire Dept Master Account	$	-
170-000-1006-000	Drainage Master Account	$	-
175-000-1006-000	Senior Center Master Account	$	-
180-000-1006-000	Parks Master Account	$	-
195-000-1006-000	Auditorium Master Account	$	-
205-000-1006-000	Payroll Master Account	$	-
212-000-1006-000	2012 A&B Master Account	$	-
213-000-1006-000	2013 SERIES MASTER ACCOUNT	$	-
214-000-1006-000	2014 Series Master Account	$	-
216-000-1006-000	2016 Series Master Account	$	-
230-000-1006-000	2003 COP Master Account	$	-
260-000-1006-000	2006 A&B Master Account	$	-
270-000-1006-000	2007 A&B Master Account	$	-
275-000-1006-000	STAR LOAN Master Account	$	-
280-000-1006-000	2010 Master Account	$	-
290-000-1006-000	Employee Insurance Master Acct	$	-
300-000-1006-000	Economic Develop. Master Acct	$	-
310-000-1006-000	Hotel/Motel Master Account	$	-
360-000-1006-000	TIF Master Account	$	-
450-000-1006-000	Golf Course Master Account	$	-
500-000-1006-000	Water/Wastewater Master Acct	$	-
620-000-1006-000	Community Develop. Master Acct	$	-
650-000-1006-000	FEMA DR-1961 Master Account	$	-
651-000-1006-000	FEMA DR-1980 Master Account	$	-
652-000-1006-000	Cash in Bank/Joplin Disaster	$	-
653-000-1006-000	FEMA DR4250	$	-
680-000-1006-000	CDBG Public Srvce Pass Through	$	-
700-000-1006-000	Abbott Brothers Master Account	$	-
710-000-1006-000	Morse Park Fund Master Account	$	-
800-000-1006-000	Street Fund Master Account	$	-
900-000-1006-000	Street /Bridge Fd Master Acct	$	-
		$	1,500.00

Reconciling Items to be JE'd:

Interest transferred to Investment		4.88
Reconciled Book Balance		1,504.88
	$	-

City of Neosho

Bank Reconciliation - Certificate of Deposit Account

January 31, 2025

Bank:

Bank Balance		$	7,865,000.00
Reconciled Bank Balance		$	7,865,000.00

Book:

100-000-1102-000	General Fund Certificate of Deposit	$	4,450,000.00
100-000-1104-000	I.O.O.F. Trust Certificate of Deposit	$	172,000.00
130-000-1102-000	Fire Dept Certificate of Deposit	$	-
170-000-1102-000	Drainage Certificate of Deposit	$	500,000.00
175-000-1102-000	Senior Center Certificate of Deposit	$	200,000.00
180-000-1102-000	Parks Certificate of Deposit	$	500,000.00
195-000-1102-000	Auditorium Certificate of Deposit	$	600,000.00
300-000-1102-000	Economic Devel Certificate of Deposit	$	-
310-000-1102-000	Hotel/Motel Certificate of Deposit	$	200,000.00
450-000-1102-000	Golf Course Certificate of Deposit	$	-
500-000-1102-000	Water/WW Certificate of Deposit	$	-
700-000-1102-000	Abbott Brothers Certificate of Deposit	$	40,000.00
710-000-1102-000	Morse Park Fund Certificate of Deposit	$	3,000.00
800-000-1102-000	Street Fund Certificate of Deposit	$	1,200,000.00
900-000-1102-000	Street/Bridge Certificate of Deposit	$	-
			7,865,000.00

Reconciling Items to be JE'd:

Interest Earned

	$	**7,865,000.00**
	$	-

Neosho Missouri
FY2024
1% Sales Tax

	Actual Receipts										Monthly			
	2018	2019	2020	2021	2022	2023	2024	5-year average	% of total by month	2025	**Prior Year Variance**	2025 Budget spread by monthly %	2025 Over Budget spread by month	% over budget
October	241,154.11	205,450.02	200,098.22	252,460.45	264,246.26	328,442.20	289,445.33	266,938.49	0.0828	282,249.34	-2.49%	$ 256,135.83	26,113.51	10.20%
November	136,246.10	174,574.42	197,348.99	200,595.68	223,225.32	265,866.85	248,169.55	227,041.28	0.0704	291,875.42	17.61%	$ 217,853.21	74,022.21	33.98%
December	339,372.44	247,392.70	246,336.05	255,475.37	320,126.32	302,981.64	327,500.84	290,484.04	0.0901	286,765.88	-12.44%	$ 278,728.53	8,037.35	2.88%
January	181,031.76	216,176.63	204,922.27	236,665.21	237,570.16	287,789.83	285,823.50	250,554.19	0.0777	261,716.75	-8.43%	$ 240,414.59	21,302.16	8.86%
February	213,205.12	203,866.93	199,943.60	223,476.02	283,084.82	290,446.37	308,052.90	261,000.74	0.0810	305,798.24	-0.73%	$ 250,438.37	55,359.87	22.11%
March	250,967.28	232,500.36	238,268.25	275,232.88	253,663.21	297,908.97	262,177.71	265,450.20	0.0824			$ 254,707.77		
April	216,692.24	224,656.56	199,984.02	237,300.95	293,962.98	281,370.48	244,178.99	251,359.48	0.0780			$ 241,187.29		
May	178,914.46	179,121.54	217,581.84	237,596.24	221,055.27	252,687.93	294,328.49	244,649.95	0.0759			$ 234,749.28		
June	228,358.33	259,248.80	268,797.66	294,359.65	326,564.32	317,144.28	284,673.29	298,307.84	0.0926			$ 286,235.70		
July	279,145.77	233,659.87	268,813.00	292,695.15	299,495.24	306,179.44	297,454.40	292,927.45	0.0909			$ 281,073.05		
August	183,401.59	194,290.39	246,460.63	231,497.94	307,340.82	300,176.39	276,751.20	272,445.40	0.0845			$ 261,419.88		
September	242,345.46	274,150.41	290,573.71	288,073.89	313,946.85	310,468.00	305,515.30	301,715.55	0.0936			$ 289,505.51		
	$ 2,690,834.66	$ 2,645,088.63	$ 2,779,128.24	$ 3,025,429.43	$ 3,344,281.57	$ 3,541,462.38	$ 3,424,071.50	$ 3,222,874.62	100.00%	$ 1,428,405.63		$ 3,092,449.00		
YTD Variance	**8.41%**	**-1.70%**	**5.07%**	**8.86%**	**10.54%**	**5.90%**	**-3.31%**			**-2.10%**		$ 3,092,449.00 Budget YTD ↑ -53.81% YTD Budg Var ↑	**14.86%**	

Neosho Missouri
FY2024
1% Sales Tax

	2018	2019	2020	2021	2022	2023	2024	2025	% Over/(Under) Prior Year	2025 Budget/12 Mo.	% Over/(Under) 2025 Budget
October	241,154.11	205,450.02	200,098.22	252,460.45	264,246.26	328,442.20	289,445.33	282,249.34	-2.49%	257,704.08	9.52%
November	136,246.10	174,574.42	197,348.99	200,595.68	223,225.32	265,866.85	248,169.55	291,875.42	17.61%	257,704.08	13.26%
December	339,372.44	247,392.70	246,336.05	255,475.37	320,126.32	302,981.64	327,500.84	286,765.88	-12.44%	257,704.08	11.28%
January	181,031.76	216,176.63	204,922.27	236,665.21	237,570.16	287,789.83	285,823.50	261,716.75	-8.43%	257,704.08	1.56%
February	213,205.12	203,866.93	199,943.60	223,476.02	283,084.82	290,446.37	308,052.90	305,798.24	-0.73%	257,704.08	18.66%
March	250,967.28	232,500.36	238,268.25	275,232.88	253,663.21	297,908.97	262,177.71			257,704.08	
April	216,692.24	224,656.56	199,984.02	237,300.95	293,962.98	281,370.48	244,178.99			257,704.08	
May	178,914.46	179,121.54	217,581.84	237,596.24	221,055.27	252,687.93	294,328.49			257,704.08	
June	228,358.33	259,248.80	268,797.66	294,359.65	326,564.32	317,144.28	284,673.29			257,704.08	
July	279,145.77	233,659.87	268,813.00	292,695.15	299,495.24	306,179.44	297,454.40			257,704.08	
August	183,401.59	194,290.39	246,460.63	231,497.94	307,340.82	300,176.39	276,751.20			257,704.08	
September	242,345.46	274,150.41	290,573.71	288,073.89	313,946.85	310,468.00	305,515.30			257,704.08	
	$ 2,690,834.66	$ 2,645,088.63	$ 2,779,128.24	$ 3,025,429.43	$ 3,344,281.57	$ 3,541,462.38	$ 3,424,071.50	$ 1,428,405.63		$ 3,092,449.00	-53.81%
YTD Variance	8.41%	-1.70%	5.07%	8.86%	10.54%	5.90%	-3.31%	-2.10%			

Neosho Missouri
FY2024
1/2% Public Safety Sales Tax

	Receipts 2021	Receipts 2022	Receipts 2023	Receipts 2024	Receipts 2025	% Over/(Under) Prior Year	2025 Budget/12 Mo.	% Over/(Under) 2025 Budget
October	-	128,640.50	150,673.37	134,535.71	135,651.77	0.83%	128,852.08	5.28%
November	7,491.76	110,632.28	131,040.90	118,733.54	136,331.36	14.82%	128,852.08	5.80%
December	100,134.22	153,574.02	145,852.28	154,253.84	135,936.76	-11.87%	128,852.08	5.50%
January	108,995.23	114,107.06	139,322.03	138,587.69	126,125.62	-8.99%	128,852.08	-2.12%
February	107,444.28	139,564.14	141,190.18	148,123.60	151,757.93	2.45%	128,852.08	17.78%
March	131,322.49	118,450.88	137,180.76	127,754.42	-		128,852.08	
April	104,230.71	134,424.40	136,240.22	117,341.73	-		128,852.08	
May	117,689.02	108,276.43	117,587.34	137,650.78	-		128,852.08	
June	146,068.03	159,824.52	152,586.80	139,505.99	-		128,852.08	
July	136,400.20	141,861.49	146,668.42	138,845.19	-		128,852.08	
August	116,259.78	143,452.74	145,399.16	130,894.40	-		128,852.08	
September	138,586.81	151,978.14	150,701.09	144,128.44	-		128,852.08	
	$ 1,214,622.53	$ 1,604,786.60	$ 1,694,442.55	$1,630,355.33	$ 685,803.44		$ 1,546,225.00	
YTD Variance	100.00%	32.12%	5.59%	-3.78%	-1.21%			

City of Neosho
FY2024
Unaccounted for Water

Month	Pumped	City Usage	Billed	Flushed and leaks	Loss	Water Loss %	Public Works
October	102,686,027	3,906,775	34,496,300	6,756,952	(57,526,000)	56.02%	0.59
November	104,064,492	8,110,162	38,989,200	9,303,623	(47,661,507)	45.80%	0.46
December	93,687,910	3,813,120	28,420,200	5,650,354	(55,804,236)	59.56%	0.60
January	113,934,095	4,342,040	31,005,200	6,708,387	(71,878,468)	63.09%	0.64
	414,372,524	20,172,097	132,910,900	28,419,316	(232,870,211)		

Billed	(132,910,900)
Flushed/leaks	(28,419,316)
City Usage	(20,172,097)
Unaccounted for Gallons	232,870,211
FY25 Unaccounted for Wate	56.20%

2024	52.10%	
2023	53.49%	
2022	59.12%	
2021	61.43%	
2020	63.01%	
2019	61.52%	
2018	63.76%	
2017	61.48%	58.73*
2016	57.51%	
2015	59.55%	
2014	57.26%	
2013	62.00%	
2012	60.00%	
2011	54.00%	

* The Auditors had an error in their formula. It was reported as 61.48 but it should have been reported as 58.73