



Team Proposal

studio **gwa**
PLAN DESIGN DEVELOP



REDEVELOPMENT
RESOURCES

Professional Planning Services
Update of Village Comprehensive Land Use Plan

Prepared for
VILLAGE OF POPLAR GROVE

Created by
STUDIO GWA



200 Prairie Street, Suite 201
Rockford, IL 61107
Phone: 815-963-1900



Ashley Saver, AICP
asarver@studiogwa.com
studiogwa.com



Proposal issued:
13 October 2023



Table of Contents

01	Cover Letter	03
02	Team Introductions	04
03	Executive Summary	10
04	Experience + References	12
05	Insurance Requirements	14
06	Rate Proposal, Additional Appendix Items	15



Actively designing **versatile**,
livable, and **sustainable**
places for people.

Studio GWA is a creative, visionary team that believes in engaging the community through design. We are well-versed in urban and architectural design, economic development, real estate development, planning, placemaking, and other services that have benefited communities throughout the Midwest.

We have earned a reputation for revitalizing existing spaces in a way that emphasizes their character and reinforces their unique context within a community. Some of the best places are those that played a core role in a community's development. We help people tell that story to bring it back to life for future generations, not only through the engagement process but also through design.

Since 1982, Studio GWA has contributed to focused community change by taking an on-the-ground approach. We continue to partner with individuals, organizations, and communities to develop a shared ownership and appreciation of history, one that creates a legacy for future generations.

OUR STRENGTHS



MASTER PLANNING



FINANCIAL FEASIBILITY



ARCHITECTURE

AT A GLANCE

A Certified
**Women's
Business Enterprise**
(WBE)



CONTACT INFORMATION

Ashley Sarver
Partner & Senior Urban Planner
asarver@studiogwa.com
P. 815-963-1900
www.studiogwa.com

LOCATIONS

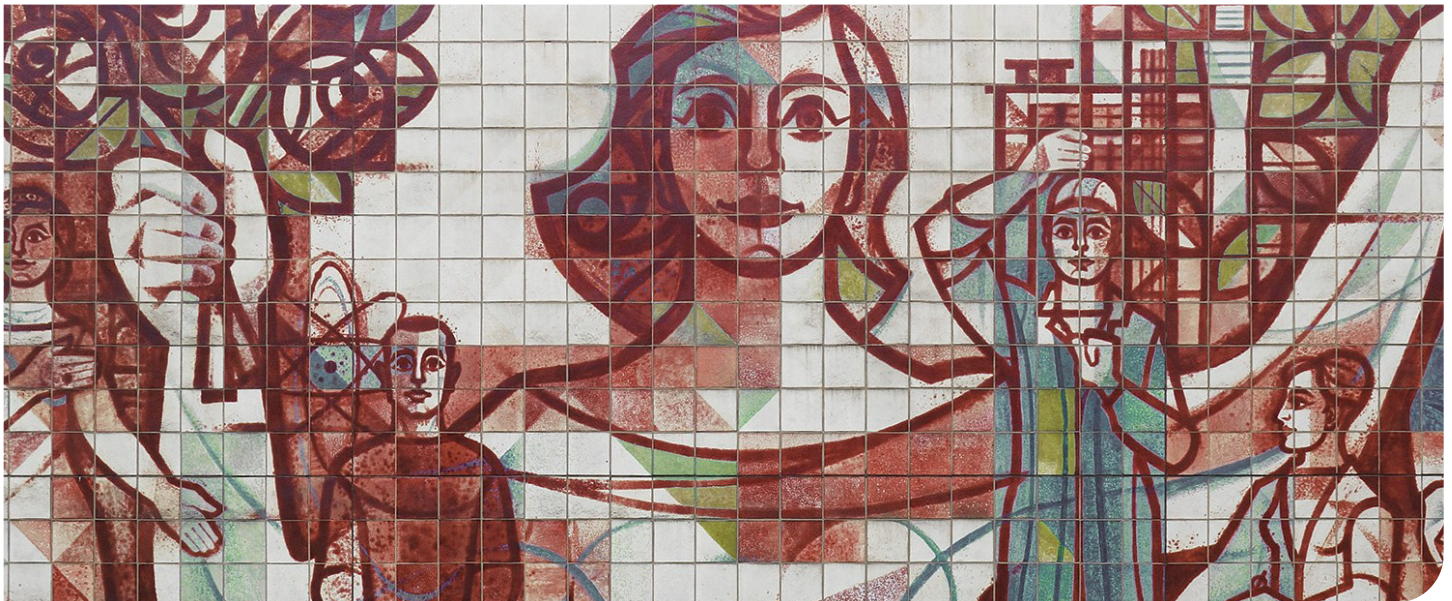
Rockford:
200 Prairie Street, Suite 201
Rockford, Illinois 61107

Monroe:
1107 16th Avenue
Monroe, Wisconsin 53566

COMPANY INFORMATION

Full Legal Name: Gary W. Anderson
and Associates, Inc.
Form of company: C-Corp
FEIN: 363622221
Date Established: 1982
Number of FTEs: 14
Company Principals:

- Jennifer Spencer: President
- Gary Anderson: Vice President
- Aaron Holverson: Secretary
- Ashley Sarver: Treasurer



Planning, Analyzing, and Engaging to Maximize Community Impact

Established in 2009, Redevelopment Resources provides development and redevelopment solutions and research services to municipalities, businesses and organizations. Our experience was gained primarily from active successful careers working in economic and community development, planning, and marketing fields. The team transitioned into consulting in order to share our vast experience with others.

Because of the breadth of experience of our team members, we offer services in many categories:

- Economic & Community Development/Redevelopment / Workforce Development
- Real estate
- Retail / Business Support / Marketing
- Planning and Facilitation
- Research and Analysis

The firm was founded in Wausau through a partnership between Kristen Fish and Deborah Erslund. In 2015 the company moved to Madison, WI where it is located today. We have worked across the state of Wisconsin as well as Illinois, Iowa, Michigan, Nebraska, New York, North Dakota, Colorado, and Ontario.

Clients have engaged Redevelopment Resources over multiple projects and multiple years. One of the highest honors we receive is when a client implements each and every one of our recommendations and calls us back to develop the next set of strategies with them.

AT A GLANCE

CONTACT INFORMATION

Kristen Fish-Peterson, CECD, EDFP
Principal and CEO
Kristen@redevelopment-resources.com
722 Traveler Lane
Madison, Wisconsin 53718
P. 715-581-1452
redevelopment-resources.com

BY THE NUMBERS

165+
Combined years of experience

75+
In-depth market studies for communities and private-sector businesses

50
Years of commercial real estate broker experience

1,400,000
Sq Ft of office and retail space leased and managed

675,000
Sq Ft of industrial space developed

700+
Units of housing developed and managed



Ashley Sarver, AICP

Partner, Senior Urban Planner

Ashley is an urban planner with a background in municipal economic development. She has the ability to analyze market conditions and consider the overall context to develop a plan for new construction and adaptive re-use. With a passion for community and neighborhood development, she mixes her knowledge of development tools with community outreach to develop a pathway to achieving community goals.

Ashley enjoys working in small communities throughout Northern Illinois, and she is excited at the prospect of advancing the good work that is already happening in the Village.

As Project Manager, Ashley will be overseeing all phases of the project from existing conditions to implementation.

RELEVANT EXPERIENCE

Redevelopment Planning, Feasibility Studies

- Sterling Riverfront Redevelopment Planning • Sterling, IL
- Fordam Forward/Purpose Built Communities Planning • Rockford, IL
- Pro Forma financial analyses • Multiple communities

Regional, Master, and Corridor Plans

- Madison Street Corridor Planning and Financial Feasibility • Rockford, IL
- Economic Resiliency Planning and Corridor Study • Baraboo, WI
- Keith Creek Corridor Study • Rockford, IL
- Northwest Illinois Housing Study • Blackhawk Hills Regional Council



EDUCATION

University of Illinois, Urbana-Champaign
Bachelor of Arts in International Studies, 2010

University of Illinois, Chicago
Master of Urban Planning & Policy, 2013



Michael Smith, AICP Candidate

Urban Planner

Michael is an urban planner whose work at Studio GWA includes master planning, corridor planning, transportation planning, and stakeholder engagement. With over ten years of experience in the nonprofit sector, he understands how critical stakeholders are in co-developing work products that are authentic and inclusive. Michael recognizes the interwoven relationship between each place and space and works with stakeholders to ensure that municipal plans are cohesive, balanced, values-driven, and consensus-based.

Michael will be assisting with all aspects of the plan, including document creation, plan/policy review, and more.

RELEVANT EXPERIENCE

Regional, Master, and Corridor Plans

- Sterling Riverfront Redevelopment Planning • Sterling, IL
- Economic Resiliency Planning and Corridor Study • Baraboo, WI
- Keith Creek Corridor Study • Rockford, IL
- Northwest Illinois Housing Study • Blackhawk Hills Regional Council



EDUCATION

University of Illinois, Chicago
Master of Urban Planning and Policy, 2018

Northern Illinois University
Certificate in Public Administration, 2017





Kristen Fish-Peterson, CEcD, EFPD

Principal and CEO

Kristen has over 30 years of direct experience in redevelopment, market analysis, planning, implementation, grant writing, brokerage, business development, media, manufacturing, and marketing. In 2009, she and two colleagues started Redevelopment Resources, a community impact consulting firm which operates throughout the Midwest. She has managed all aspects of strategic planning processes, business development and adaptive re-use programs including business recruitment, retention, entrepreneurial programming, loan fund management, deal structuring, blight elimination, and policy/ program development.

Kristen will serve as Deputy Project Manager and focus primarily on the Housing and Economic Development Elements of the Plan.

RELEVANT EXPERIENCE

- Conducted dozens of retail/commercial market analyses for downtowns, business districts, municipalities and counties
- Developed strategy and carried out implementation activities for City of Watertown, Village of Rothschild, City of Merrill and Village of Pulaski
- Written and implemented several Tax Increment Financing plans
- Successful grant writing at local, state and federal level



EDUCATION

University of Wisconsin, Oshkosh
Master of Business Administration
University of North Dakota
Bachelor of Business Administration,
Marketing



Dayna Sarver, CEcD

Chief Research Officer, Development Specialist

Dayna brings over five years of professional public sector experience in economic development to the Redevelopment Resources team. While obtaining her a master's degree in planning from the UW-Madison she was also a project assistant at UW-Extension. Together with Bill Ryan, Errin Welty and Joe Lawniczak, she authored An Analysis of Storefront Improvements: A Selection of Wisconsin Case Studies. Dayna desires to help others reach their full capacity and enjoys engaging with local and state stakeholders with a multi-disciplinary approach to the development of the community's natural, social and fixed assets.

Dayna will be assisting primarily on the Housing and Economic Development Elements of the Plan.

RELEVANT EXPERIENCE

Market Analysis

- Analyzed and assessed housing markets and affordability.
- Conducted trade area commercial market analysis of WI downtown communities.

Redevelopment Strategy and Implementation

- Assisted with the implementation of downtown redevelopment strategies and activities including design and administration of online surveys and organization of stakeholder engagement meetings.
- Assisted with the public engagement and master planning of a redevelopment project near downtown Verona.
- Implementation activities have included, securing appraisals and negotiating the sale of City owned property; hiring and overseeing environmental studies; and finding funding sources for redevelopment projects.



EDUCATION

University of Wisconsin, Madison
Master of Science, Urban and
Regional Planning
Central College, Pella IA
Bachelor of Arts, Economics

DISCLOSURES: ACQUISITIONS, DIVESTITURES, CONFLICTS OF INTEREST

Studio GWA does not have any pending acquisitions, divestitures, or conflicts of interest that could affect the execution of the contract.

DISCLOSURES: LITIGATIONS, CLAIMS

There is no current or pending litigation against Studio GWA.

There has not been any litigation settled or disposed of within the last three years against Studio GWA.

There have not been any complaints filed with government agencies (local, state, or federal), business organizations, or any other additional agencies within the last three years against Studio GWA.

We will conduct a thorough review and analysis of the 2009 Comprehensive plan. Based on an initial review of the plan, we foresee an update of the following Plan Elements:

- Village Population and Demographics: Updating population data and conducting population projections using the latest data from US Census, ESRI, and other sources;
- Jurisdictional Boundaries: Updating map layers of municipal boundaries to reflect any annexations within or around the Planned Expansion Area, with additional work in future land use planning and zoning;
- Transportation: Incorporating existing and planned multimodal capital improvements, reviewing Annual Average Daily Traffic (AADT), crash data, and other data sources;
- Community Facilities: Creating a map layer of municipal, recreational, and cultural facilities that serve the community;
- Telecommunications and Utilities Infrastructure: Working with village staff to ascertain private- and publicly-owned infrastructure conditions, needs, and opportunities;
- Housing: Updating the land use map to reflect existing and planned housing developments in the community, and identify top housing needs by type and quantity;
- Economic Development: Collaborating with village staff, economic development agencies (e.g. Growth Dimensions), and business owners to identify potential growth areas for business retention and expansion, business recruitment, and entrepreneurial development along with a high-level look at workforce, childcare and other community assets.

Additionally, our scope of work will entail the following tasks:

- **Goals and Recommendations:** The Comprehensive Plan Update should include the stated goals and objectives the village aspires to achieve as a result of this plan. Concurrently, these goals and objectives should align with plan recommendations and an overall framework for updating the plan regularly.
- **Public Engagement:** We will hold one in-person community open house for community members to gain insight about the planning process and provide input on various recommendations and scenarios we present.
- **Correspondence with Village Staff, Elected Officials:** We will include two virtual plan progress meetings with city staff—one at 50% completion and one at 80% completion—and one in-person final plan presentation to elected officials.

The final deliverable will be a printed and digital document of the plan as well as select isolated assets (e.g. GIS map layers) that will be furnished to the Village upon completion.

The quote provided in the Rate Proposal reflects the above services provided in general, and the specific Plan Elements to be updated in particular. We understand that village staff may request a modification to the scope to better reflect the needs of the village, and are prepared to adjust the contract as needed.

04



Studio GWA

ORGANIZATION	ADDRESS	CONTACT PHONE	CONTACT NAME	PROJECT DESCRIPTION
Blackhawk Hills Regional Council	309 1st Ave; Rock Falls, IL; 61071	815-625-3854	Daniel Payette, Executive Director	Northwest Illinois Housing Study: Market analysis and development opportunities for Ogle, Stephenson, Lee, and Jo Daviess Counties.
City of Sterling, IL	212 3rd Ave; Sterling, IL; 61081	815-632-6621	Scott Shumard, City Manager	Riverfront Reimagined: Master Plan for the redevelopment of two historic complex in downtown Sterling. Included pro forma feasibility, scenario planning, renderings, and community engagement.
City of Baraboo, WI	101 South Blvd; Baraboo, WI; 53913	608-355-2715, 608-963-1333 (cell)	Casey Bradley, former City Administrator (currently City Administrator, Sheboygan)	Resilient Baraboo: Economic resiliency planning, downtown redevelopment scenarios, and corridor study for key gateway into community.
Region 1 Planning Council	127 N. Wyman St, Suite 101; Rockford, IL; 61101	815-319-4180	Sydney Turner, Director of Regional Planning	Keith Creek Corridor Study: Transportation and Land Use Planning for a two-branch creek spanning two counties. Included plan review, data analysis, economic development research, greenway scenario planning, community engagement.



Redevelopment Resources

ORGANIZATION	ADDRESS	CONTACT PHONE	CONTACT NAME	PROJECT DESCRIPTION
City of Two Rivers, WI	1717 E. Park St; Two Rivers, WI; 52421	920-793-5532	Greg Buckley	Comprehensive Economic Development Strategic Plan. Focused on using the best organizational structure for their need, recruiting new businesses and residents, attracting remote workers with children, and redevelopment strategies for several prominent blighted and underutilized buildings.
City of Baraboo, WI	101 South Blvd; Baraboo, WI; 53913	608-355-2715, 608-963-1333 (cell)	Casey Bradley, former City Administrator (currently City Administrator, Sheboygan)	Housing market study and needs analysis; Internal strategic planning for city; Economic resiliency planning (Resilient Baraboo)
Adams County, WI	636 S. Main St; Adams, WI; 53910	608-339-6945	Daric Smith	Comprehensive Economic Development Strategic Plan for the County. Created strategic initiatives to strengthen target industries and bolster challenged sectors of the economy.
City of Cuba City, WI	108 N. Main St; Cuba City, WI; 53807	815-281-2866	Bob Jones, former Economic Development Director	Comprehensive Plan Update: A 20-year plan update consisting of multiple elements, included both primary and secondary research and multiple opportunities for community input.
City of Appleton, WI	100 N. Appleton St; Appleton, WI; 54911	920-954-9112	Jennifer Stephany	Comprehensive Plan, Downtown Chapter, Market & Housing Analysis

05

Below is an overview of the Lines of Coverage maintained by Studio GWA.
A Certificate of Insurance, with the Village named as Additional Insured, can be produced upon selection.

**Studio GWA****12/27/2022 – 12/27/2023**

Line of Coverage	Carrier	Policy Number	Limits	Deductible	Reporting Information
General Liability	Hartford	83SBWAU7ARU	\$1M Per Occurrence \$1M Personal/Adv Injury \$2M Aggr/Prod/Comp Ops \$5,000 Medical Payments	N/A	HARTFORD 24 HOUR CLAIMS HOTLINE: 1-800-327-3636 <i>Make sure to notify Holmes Murphy too!</i>
Auto Liability	Hartford	83UECAG0269	\$1M Liability \$5,000 Med Pay \$1M Under/Uninsured \$30/day Rental Reimbursement Towing Included	\$500 Comprehensive \$500 Collision \$50 Towing	
Umbrella	Hartford	83SBWAU7ARU	\$1M Per Occurrence \$1M Aggregate Limit	\$10,000 Retention	
Business Personal Property	Hartford	83SBWAU7ARU	Rockford, IL - \$150,000 Monroe, WI - \$5,000	\$500 Per Claim	
Contractor's Equipment	Hartford	83SBWAU7ARU	\$50,000 Limit	N/A	
Workers Compensation	Hartford	83WECAU7AV1	\$500K Each Accident \$500K Disease – Agg \$500K Disease – Each EE	N/A	
Employment Practices Liability	Hartford	83SBWAU7ARU	\$25,000 Per Claim \$25,000 Aggregate Limit	N/A	
Professional Liability	Hartford	83OH0488280	\$2M Per Occurrence \$2M Aggregate Limit	\$10,000 Per Claim \$20,000 Aggregate	Contact Jake Winkler 309-678-5698 jwinkler@holmesmurphy.com
Drone/UAV	Global Areospace, Inc.	9036522	\$1M Liability Only	N/A	913-451-9660 uasclaims@global-aero.com

APPENDIX A

RATE PROPOSAL

Rate Proposal

This Rate Proposal is to be executed and returned with your proposal.

Note: The Provider shall propose a not to exceed price to complete the project as described in the Scope of Services. In no event will the Village pay more than the not to exceed price proposed by the Provider for the project as described in the Scope of Services.

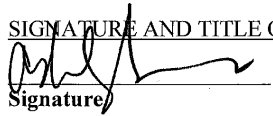
I certify our proposal addresses all criteria required in the Request for Proposal and that I have read and understand the Scope of Services as presented in the Request for Proposal.

1. Work with the Village Board of Trustees to determine the contents of the Update to the Village's Comprehensive Land Use Plan;
2. Review the existing Village Comprehensive Land Use Plan;
3. Conduct all meetings and tasks for the creation of an Update to the Village's Land Use Plan;
4. Produce a master print of the Updated Comprehensive Land Use Plan;
5. Provide the means of electronically posting the Updated Comprehensive Land Use Plan on the Village's website;
6. Provide a process for updating the Comprehensive Land Use Plan in the future.

The Provider will be able to coordinate, perform and complete all of the work described in the RFP. The Provider agrees to perform the work in a timely manner in accordance with the times and conditions set forth in the RFP.

Total Costs of Proposal (including phone, travel, meals, printing, etc. but excluding costs of job announcement publication costs): \$ 29,535.00

SIGNATURE AND TITLE OF OWNER OR AUTHORIZED PERSON:


Signature

13 October 2023

Date

Ashley Sarver, Partner, Senior Urban Planner, Studio GWA

Name and Title

APPENDIX B

CERTIFICATION AFFIDAVIT

Village of Poplar Grove, Illinois

Invitation to Submit Proposal

Bid Title: Update of Village's Comprehensive Land Use Plan

Bidder/Offer Affidavit

The undersigned certifies that they are an agent of the company shown and as such agent is authorized to submit this proposal on its behalf.

Federal Tax Id #	36-36-2222-1
Company	Studio GWA
Address	200 Prairie Street, Suite 201
City/State/Zip	Rockford, Illinois, 61107
Phone	815-963-1900
Fax	
Email	asarver@studiogwa.com

Ashley

Authorized Signature

13 October 2023

Date _____

Partner, Senior Urban Planner

Name/Title

APPENDIX C

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

Village of Poplar Grove, Illinois

Invitation to Bid

Bid Title: Executive Recruitment Consulting Services

Policy Statement: Equal Employment Opportunity

It is the policy of Studio GWA to provide equal employment opportunity to all persons regardless of race, color, religion, sex, age, handicap or national origin through a program of positive action affecting all employees. In this program, our company carries out the requirements of Federal Executive Orders 11246 and 11375, Civil Rights Act of 1964, Equal Employment Act of 1972 and all other applicable laws, and indicates its active support of the principle of equal opportunity in employment. Accordingly, we will take Affirmative Action to ensure that we will:

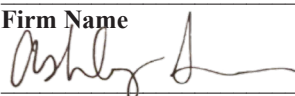
1. Recruit, hire and promote in all job classifications regardless of race, color, religion, sex or national origin.
2. Make promotional decisions that in accordance with principles of equal employment opportunity by imposing only valid requirements for promotional opportunities.
3. Incorporate our equal employment opportunity policy in all personnel actions such as compensation, benefits, transfers, layoffs, returns from layoffs, company sponsored training, education and tuition assistance.
4. Conduct social and recreation programs sponsored by our agency without regard to race, color, sex, or religion.
5. Bidder should contact the Village Clerk for specific information regarding the Village's Equal Employment Policy.

At present, ____ % of our work force are minorities and ____ % of our work force are females, and we will attempt to utilize minorities and females through a positive, continuing program in all jobs for which we contract in the future. It is also our intent to make efforts to purchase supplies or equipment from small businesses located within the Village of Poplar Grove or Boone County.

The bidder certifies that he/she/it does not maintain or provide for his/her/its employees any segregated facilities at any of his/her/its establishments, and that he/she/it does not permit his/her/its employees to perform their services at any location, under his/her/its control, where segregated facilities are maintained. The bidder agrees that a breach of this certification will be a violation of the Equal Opportunity clause in any contract resulting from acceptance of this bid.

The bidder agrees that (except where he/she/it has obtained identical certification from proposed subcontractors/leased operators of equipment for specific time periods) he/she/it will obtain identical certification from proposed subcontractors/leased operators of equipment from the provisions of the Equal Opportunity clause, and that he/she/it will retain such certification in his/her/its files.

Studio GWA

Firm Name


Authorized Signature
Partner, Senior Urban Planner

Name/Title

13 October 2023

Date

APPENDIX D

DRUG FREE WORKPLACE CERTIFICATION

DRUG FREE WORKPLACE CERTIFICATION

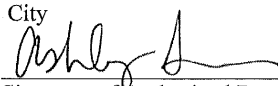
In compliance with State of Illinois Compiled Statutes, Chapter 30-580, the Provider certifies and agrees that it will provide a drug free workplace by:

Publishing a Statement:

- A. Notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance, including cannabis, is prohibited in the Provider's workplace.
- B. Specifying the actions that will be taken against employees for violations of such prohibition.
- C. Notifying the employee that, as a condition of employment on such Contract, the employee will:
1. Abide by the terms of the statement; and
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five (5) days after such conviction.
- D. Establishing a Drug Free Awareness Program to inform employees about:
1. The dangers of drug abuse in the workplace;
 2. The Provider's policy for maintaining a drug free workplace;
 3. Available counseling, rehabilitation, or assistance programs; and
 4. Penalties imposed for drug violations.
- E. Providing a copy of the Statement required by subsection (a) to each employee engaged in the performance of the Contract and to post the Statement in a prominent place in the workplace.
- F. Notifying the contracting agency within ten (10) days after receiving notice under part (B) or paragraph (3) of subsection (a) above from an employee or otherwise receiving actual notice of such conviction.
- G. Imposing a sanction on, or requiring the satisfactory participation in a Drug Abuse Assistance or Rehabilitation Program, by any employee who is so convicted, as required by Section 5 of the Drug Free Workplace Act.
- H. Assisting employees in selecting a course of action in the event drug counseling, treatment, and rehabilitation are required and indicating that a trained referral team is in place.
- I. Making a good faith effort to continue to maintain a drug free workplace through implementation of the Drug Free Workplace Act.

The undersigned affirms, under penalties of perjury, that he/she is authorized to execute this certification on behalf of the designated organization.

ASHLEY SARVER
(Printed name of Provider)

200 Prairie Street		
Address		
Rockford	Illinois	200 Prairie Street, Suite 201;
City	State	Zip Code
		
Signature of Authorized Representative		
Partner, Senior Urban Planner		13 October 2023
Title	Date	



APPENDIX E

NON-COLLUSION CERTIFICATE

NON-COLLUSION CERTIFICATE

The Undersigned Bidder is not barred from bidding for this Contract as a result of a violation of either Section 33E-3 or Section 33E-4 of Chapter 38 of the Illinois Revised Statutes concerning bid rigging, rotating, kickbacks, bribery and interference with public contracts.

Studio GWA

(Printed Name of Contractor)

200 Prairie Street

Address

Rockford

IL

61107

City

State

Zip Code

City Ashley

Signature of Authorized Representative

Partner, Senior Urban Planner

13 October 2023

Title

Date _____

APPENDIX E

NON-COLLUSION CERTIFICATE

NON-COLLUSION CERTIFICATE

The Undersigned Bidder is not barred from bidding for this Contract as a result of a violation of either Section 33E-3 or Section 33E-4 of Chapter 38 of the Illinois Revised Statutes concerning bid rigging, rotating, kickbacks, bribery and interference with public contracts.

Studio GWA

(Printed Name of Contractor)

200 Prairie Street

Address

Rockford

IL

61107

City

State

Zip Code

Ashley A.

Signature of Authorized Representative

Partner, Senior Urban Planner

13 October 2023

Title

Date

COPY OF BUSINESS LICENSE



File Number 5533-251-7



To all to whom these Presents Shall Come, Greeting:

I, Alexi Giannoulas, Secretary of State of the State of Illinois, do hereby certify that I am the keeper of the records of the Department of Business Services. I certify that

GARY W. ANDERSON & ASSOCIATES, INC., A DOMESTIC CORPORATION, INCORPORATED UNDER THE LAWS OF THIS STATE ON DECEMBER 15, 1988, APPEARS TO HAVE COMPLIED WITH ALL THE PROVISIONS OF THE BUSINESS CORPORATION ACT OF THIS STATE, AND AS OF THIS DATE, IS IN GOOD STANDING AS A DOMESTIC CORPORATION IN THE STATE OF ILLINOIS.



Authentication #: 2322604536 verifiable until 08/14/2024
Authenticate at: <https://www.ilsos.gov>

In Testimony Whereof, I hereto set my hand and cause to be affixed the Great Seal of the State of Illinois, this 14TH day of AUGUST A.D. 2023 .

Alexi Giannoulas
SECRETARY OF STATE



200 Prairie Street, Suite 201
Rockford, Illinois 61107
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asarver@studiogwa.com
www.studiogwa.com