

AUGUST 5, 2025

VILLAGE OF ROSCOE

5-MONTH CONTRACT EXTENSION PROPOSAL FOR PROFESSIONAL CONSULTING SERVICES

PREPARED FOR:

Carol Gustafson, Village President
Josef Kurlinkus, Village Administrator

PREPARED BY:

David A. Sidney | CEO + Founder
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Situation Appraisal

The Village of Roscoe has established a strong foundation through previous planning initiatives:

- Main Street District Blueprint completed with stakeholder consensus
- Initial market analysis and opportunity identification completed
- Property owner engagement frameworks established
- Development concepts prepared for priority sites

This streamlined engagement concentrates on two priority initiatives that deliver maximum economic impact:

- 1. Rockton Road Corridor Development**
- Strategic development attraction and implementation
- 2. Business District Alliance Formation** -
Establishing sustainable organizational infrastructure

STRATEGIC FOCUS AREAS

Rockton Road Corridor Development:

- I-90 interchange proximity provides exceptional commercial development potential
- Regional traffic patterns support retail and service business attraction
- Infrastructure capacity exists to support strategic development
- Property owner engagement is critical for coordinated development success

Business District Alliance Formation:

- Sustainable organizational structure needed for long-term implementation
- 501(c)(3) establishment provides funding and partnership opportunities
- Business owner coordination essential for district-wide success
- Governance framework required for ongoing economic development initiatives

Scope of Work

TASK 1: ROCKTON ROAD CORRIDOR DEVELOPMENT

Strategic Development Planning:

- Market analysis update for I-90/Rockton Road corridor
- Site-specific opportunity packaging for priority development sites
- Developer recruitment and engagement strategy implementation
- Financial feasibility analysis for targeted development scenarios
- Infrastructure coordination planning with Village departments

Implementation Activities:

- Developer solicitation and RFQ process management as needed
- Property owner engagement and coordination meetings
- Site planning and development concept refinement
- Regulatory and zoning optimization recommendations
- Public-private partnership structuring support

Marketing and Promotion:

- Corridor marketing materials development
- Developer recruitment package creation
- Commercial tenant recruitment support
- Regional promotion strategy implementation
- Success story development and communication

Deliverables:

- Updated market analysis and opportunity assessment
- Developer recruitment materials and RFP documentation
- Site-specific development prospectuses
- Infrastructure coordination recommendations
- Monthly progress reports and quarterly strategic assessments

TASK 2: BUSINESS DISTRICT ALLIANCE FORMATION

Organizational Development:

- 501(c)(3) establishment process management
- Governance structure development and documentation
- Board recruitment and development support
- Operational framework creation
- Initial member recruitment and engagement

Capacity Building:

- Strategic planning facilitation for new organization
- Program development support
- Funding strategy development
- Partnership framework establishment
- Leadership development and training coordination

Implementation Support:

- Legal documentation coordination
- Financial management system establishment
- Communication strategy development
- Event planning and activation support
- Grant identification and application support

Deliverables:

- 501(c)(3) formation documents and legal compliance materials
- Governance structure documentation (bylaws, policies, procedures)
- Strategic plan for Business District Alliance
- Member recruitment and engagement materials
- Funding strategy and grant opportunity assessment

Service Delivery Framework

INTEGRATED METHODOLOGY

Our approach applies Place Foundry's **Integrated Excellence Approach** across both priority areas:

Phase 1: Strategic Assessment & Launch (Months 1-2)

- Current conditions analysis and opportunity validation
- Stakeholder engagement and priority confirmation
- Resource allocation and timeline establishment
- Business District Alliance formation initiation

Phase 2: Active Implementation (Months 3-7)

- Intensive development recruitment and Alliance operational development
- Coordinated execution across both initiative areas
- Regular stakeholder communication and feedback integration

Phase 3: Completion & Transition (Months 8-9)

- Development project advancement and Alliance full operational launch
- Transition planning for Village-led continuation
- Success measurement and documentation

COMMUNICATION PROTOCOL

- **Bi-weekly Updates:** Email updates to Carol and Josef
- **Monthly Reports:** Comprehensive progress reports to Village Board
- **Quarterly Presentations:** In-person strategic sessions with Trustees (3 total)
- **Ad Hoc Support:** Responsive assistance for time-sensitive opportunities

ANTICIPATED SERVICE ALLOCATION

PLACE MAPPING (15%)

- Market analysis updates and opportunity tracking
- Performance metrics monitoring
- Economic impact assessment

PLACE BLUEPRINT (25%)

- Development scenario planning and visualization
- Site-specific opportunity packaging
- Financial feasibility analysis

PLACE STORYTELLING (20%)

- Marketing materials development
- Stakeholder communication
- Success story development

PLACE IMPLEMENTATION (40%)

- Developer/Retailer recruitment and engagement
- Business District Alliance formation
- Grant writing and funding strategy
- Project management across all initiatives

Pricing

5-MONTH CONTRACT EXTENSION

Professional Fee:

OPTION A: TASK 1 ONLY	\$32,500 (\$6,500 per month)
OPTION B: TASK 1 + TASK 2	\$39,500 (\$7,900 per month)

Included Services:

- All activities outlined in Rockton Road Development and Business District Alliance formation
- Bi-weekly updates to Village leadership (adjusted from weekly)
- Monthly progress reports to Village Board
- Quarterly strategic planning sessions (3 total)
- Project management and coordination
- David Sidney as dedicated Project Principal
- Support staff for analysis and implementation

Payment Terms:

- Monthly invoicing through QuickBooks Online
- Net 30 payment terms
- Contract term: 5 months beginning August 1, 2025

EXPECTED OUTCOMES

ROCKTON ROAD CORRIDOR

- Active developer engagement on 2-3 priority sites
- Completed development feasibility analyses
- Advanced development agreements or commitments
- Enhanced corridor marketing and regional visibility
- Coordinated infrastructure planning

BUSINESS DISTRICT ALLIANCE

- Functioning 501(c)(3) organization with active board
- Established operational framework and governance structure
- Initial membership base of 12-15 local businesses
- 1-2 grant applications submitted with funding strategy
- Foundation for ongoing programming and business support services
- Spring 2026 Event

Risks & Assumptions

RISKS

- Economic conditions may affect development feasibility timelines
- Property owner decisions may impact development coordination
- Volunteer capacity for Business District Alliance may require ongoing development

ASSUMPTIONS

- Village staff will provide active support and coordination
- Property owners will maintain engagement in development discussions
- Business community will support Alliance formation efforts
- Village Board will maintain strategic support for both initiatives

Contract Extension Agreement

This 5-Month Contract Extension Agreement is entered between the Village of Roscoe, Illinois and Place Foundry PLLC, extending our previous professional consulting relationship for continued services focused on Rockton Road corridor only or Rockton Road corridor and Business District Alliance formation.

Extension Period: 5 months beginning August 1, 2025 through December 31, 2025

Extension Scope: Professional consulting services as defined in this proposal's scope of work, building upon previous planning work completed in 2024-2025.

Key Personnel: David Sidney as Principal-In-Charge and Jeff Macke as Project Manager

Payment Terms: Monthly invoicing, Net 30 days

Previous Work Reference: This extension builds upon the previous planning initiatives completed under our 2024-2025 engagements.

ACCEPTANCE

THE CONTRACT/AGREEMENT IS NON-TRANSFERABLE AND NON-REFUNDABLE.

I/we, the undersigned, authorize Place Foundry PLLC to provide the professional services outlined above at (please section Option):

_____ OPTION A: \$6,500/month for 5 months and agree that I/we are familiar with and accept the above terms.

_____ OPTION B: \$7,900/month for 5 months and agree that I/we are familiar with and accept the above terms.

CLIENT: Village of Roscoe

CONSULTANT: Place Foundry PLLC

SIGNATURE

SIGNATURE

DATE ACCEPTED

NAME

TITLE

TITLE

DATE ACCEPTED

DATE PROPOSED

PLACE foundry

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