

June 13, 2024

**PROPOSAL FOR  
2024 DCEO GRANT WRITING FOR  
THE VILLAGE  
OF ROSCOE**

**PREPARED FOR:**

Josef Kurlinkus  
Village Administrator  
Village of Roscoe  
10631 Main Street  
Roscoe, IL 61073

**PREPARED BY:**

David A. Sidney  
Place Foundry LLC  
728 North Prospect Street, Suite 101  
Rockford, IL 61107  
theplacefoundry.com

# Dear Josef Kurlinkus,

Thank you for the opportunity to propose grant writing and project management services for the Pop-Up Retail Shops and Natural Playscape project at 5473 Main Street. At Place Foundry, we are passionate about helping communities create vibrant, engaging spaces that blend economic vitality with social and recreational benefits.

We understand that the Village of Roscoe seeks to transform the site at 5473 Main Street into a dynamic community hub featuring pop-up retail shops and a natural playscape. This innovative project has the potential to support local entrepreneurs, provide a gathering space for residents, and offer a safe, engaging environment for children and families.

Please find our detailed proposal enclosed, outlining our approach to developing a compelling grant application that captures the unique vision and impact of the Pop-Up Retail Shops and Natural Playscape project. With our expertise in placemaking, economic development, and community engagement, we are well-equipped to help the Village of Roscoe secure the funding needed to bring this transformative project to fruition.

We look forward to collaborating with you on this exciting endeavor. Please don't hesitate to contact me with any questions or to discuss the next steps.

Sincerely,



**David A. Sidney**  
CEO + Founder | Place Foundry

# PROJECT UNDERSTANDING SECTION

The proposed development at 5473 Main Street presents a unique opportunity to create a vibrant community asset in the heart of Downtown Roscoe. By combining pop-up retail shops with a natural playscape, the project seeks to attract residents and visitors, support local businesses, and provide a safe, engaging space for children and families.

However, the area faces challenges such as aging infrastructure, underutilized properties, and a need for a cohesive identity. The Pop-Up Placemaking project seeks to address these issues by investing in streetscape improvements, public space activation, and business development.

To bring this vision to life, the Village of Roscoe seeks grant funding through the Rebuild Downtowns and Main Streets Capital Grant (RDMS) program. This grant presents an exciting opportunity to leverage outside resources to create a one-of-a-kind destination that will benefit the Roscoe community for years to come.

Place Foundry proposes to develop a compelling grant application that articulates the need, vision, and impact of the Pop-Up Retail Shops and Natural Playscape project. Our team will work closely with Village staff and stakeholders to gather data, stories, and community input demonstrating the project's alignment with grant priorities and its potential to catalyze economic, social, and recreational benefits.

We view this as a partnership to help Roscoe achieve its placemaking and community development goals.

# SCOPE OF SERVICES

Position the Village of Roscoe to win grant funding for the Pop-Up Retail Shops and Natural Playscape project through a compelling and compliant application that demonstrates the project's feasibility, impact, and alignment with community priorities.

## **TASK 1: PROJECT BRANDING AND STORYTELLING**

- Review existing site plans, designs, and project documentation
- Conduct interviews with key stakeholders to understand project history, goals, and anticipated outcomes
- Develop a clear, compelling project narrative that communicates the vision and value proposition

**Deliverable 1: Project story and key messaging document**

## **TASK 2: GRANT ALIGNMENT AND COMPETITIVENESS ASSESSMENT**

- Review the Placemaking Project scope and components to ensure alignment with RDMS and RISE grant objectives.
- Identify opportunities to enhance the project's competitiveness and impact through strategic additions or modifications.

**Deliverable 2: Grant alignment and competitiveness assessment memo**

### **TASK 3: STAKEHOLDER ENGAGEMENT AND PARTNERSHIP DEVELOPMENT**

- Facilitate stakeholder meetings to gather input, build support, and validate branding for the Placemaking Project.
- Identify and engage potential partners to strengthen the project's community impact and grant competitiveness

**Deliverable 3: Stakeholder engagement meetings and partnership agreements**

### **TASK 4: GRANT WRITING AND PROPOSAL DEVELOPMENT**

- Develop a compelling needs statement and project justification that ground the proposal in the area's story and the Village's vision.
- Write grant narrative(s) that convey the Placemaking Project's goals, activities, outcomes, and alignment with grant priorities and the project's brand.
- Create a detailed budget(s) and budget justification(s) that maximize grant resources and account for all project components.
- Prepare supplementary documents, including timelines, maps, designs, letters of support, and matching fund commitments.

**Deliverable 4: Complete grant proposal package(s)**

### **TASK 5: GRANT PROPOSAL FINALIZATION AND SUBMISSION**

- Conduct a thorough quality review of grant proposal(s) to ensure responsiveness, competitiveness, and brand alignment.
- Perform compliance review of grant proposal(s) to confirm eligibility and adherence to requirements.
- Submit the final grant proposal package(s) to DCEO via the designated portal by the deadline.

**Deliverable 5: Proof of grant proposal submission**

# PROJECT TIMELINE

The following timeline provides an overview of the critical activities and deliverables for each Pop-Up Retail and Public Park Placemaking Project phase, from grant development through implementation and closeout.

## PRE-AWARD (JUNE-JULY 2024)

### June 2024:

- Conduct stakeholder interviews and community engagement to uncover the project area's unique story and identity (*Task 1.1*)
- Review project scope and components for grant alignment and identify opportunities to enhance competitiveness (*Task 1.2*)
- Facilitate stakeholder meetings to gather input, build support, and validate project branding (*Task 1.3*)
- Develop a compelling brand narrative and messaging framework for the Placemaking Project (*Deliverable 1.1*)

### July 2024:

- Complete grant alignment and competitiveness assessment memo (*Deliverable 1.2*)
- Secure partnership agreements (*Deliverable 1.3*)
- Write grant proposal narrative(s), budget(s), and supplementary documents (*Task 1.4*)
- Conduct quality review and compliance check of grant proposal(s) (*Task 1.5*)
- Submit final grant proposal package(s) to DCEO by July 22, 2024 deadline (*Deliverable 1.5*)

# PRICING

Place Foundry proposes the following fees for the Pop-Up Retail and Public Park Placemaking Project grant writing and management services:

Pre-Award	\$ 7,000
<b>TOTAL FEE:</b>	<b>\$ 7,000</b>

## NOTES:

1. A 50% retainer (\$3,500.00) is due upon contract execution to initiate work.
2. Place Foundry will bill the remaining 50% upon submission of the final grant application package to DCEO.

# AGREEMENT

## CONTRACT AGREEMENT

This Contract Agreement (“Agreement”) is entered between the Village of Roscoe (“Roscoe”) and Place Foundry LLC (Place Foundry), an Illinois Corporation.

### Scope of Work

Place Foundry agrees to work with Roscoe to execute grant writing for the Placemaking project at 5473 Main Street, Roscoe.

### Expectations

We agree that honesty, confidentiality, and wonder are critical to the success of this consulting relationship.

#### Client, Roscoe, agrees to:

- Speak openly and honestly about each place development scenario created during the process.
- Remain open to new ideas and approaches.
- Engage fully in in-person and virtual work sessions.
- Ensure timely dissemination of information necessary for completing tasks and deliverables.

#### Consultant, Place Foundry LLC, Agrees to:

- Facilitate the discovery of creative and achievable development opportunities and options.
- Balance subjective data with self-generated ideas and solutions.
- Hold the client responsible and accountable for the client’s decisions to achieve the project’s overarching value proposition and return on investment.
- Provide materials and information as outlined in the description of the working agreement above.



# CONTRACT AGREEMENT CONTINUED

## Key Personnel

Place Foundry shall assign David Sidney and Joe Anderson from its organization as the "Key Personnel" to perform the work and other obligations of Place Foundry outlined in this Agreement. The Place Foundry team members will assist David Sidney and collaborate with Roscoe to carry out tasks and deliverables as defined above.

## Conflicts of Interest

Place Foundry agrees to be responsible for ensuring that it does not have any ethical impediment to working on matters, to confirm that it does not have a conflict of interest in serving Roscoe by the terms of this Agreement, and to keep Roscoe informed should any such conflicts later arise.

## Duration and Fees

This consulting relationship will begin on Monday, June 17, 2024. Place Foundry will invoice Roscoe monthly through QuickBooks Online for consulting services.

## Additionally:

This contract will be for two (2) months.

Place Foundry will invoice the Village a 50% retainer at contract execution. The remaining 50% will be billed at project completion.

Place Foundry will maintain a record-keeping system to track monthly services and deliverables to Roscoe.

All invoice payments are Net 30. Unpaid invoices after 60 days shall constitute a material default of this Agreement for which Place Foundry LLC has the right to cease performing all its work and recover termination costs and damages.

Place Foundry will charge an hourly rate of \$135/hour for travel outside the Rockford, Illinois MSA, or otherwise, as required.

Place Foundry does not charge for regular business expenses except messenger/overnight services.

The Client may terminate this Agreement at any Phase upon fifteen (15) days written notice to the Chief Executive Officer. In the event of termination, the Chief Executive Officer shall be compensated for all services performed to the termination date and reimbursable expenses incurred.

This proposal is valid for 30 days from the date on the cover page.

**The monthly payment is due net 30 days. Late payments will result in a 3% monthly fee.**

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

**ACCEPTED AND AGREED TO:**

I/we, the undersigned, authorize Place Foundry LLC to provide professional consulting services for \$7,000.00, with a \$3,500.00 retainer due at contract execution, and agree that I/we are familiar with and accept the above terms.

CLIENT:

CONSULTANT:

SIGNATURE

SIGNATURE



NAME

NAME

David Sidney

TITLE

TITLE

CEO + Founder

DATE ACCEPTED

DATE PROPOSED:

06/13/2024

**PLACE**  
foundry

**Place Foundry LLC**  
728 North Prospect Street  
Suite 101  
Rockford, IL 61107