



MAIN STREET DISTRICT ROSCOE

STRUCTURING FOR SUCCESS

VILLAGE OF ROSCOE, IL

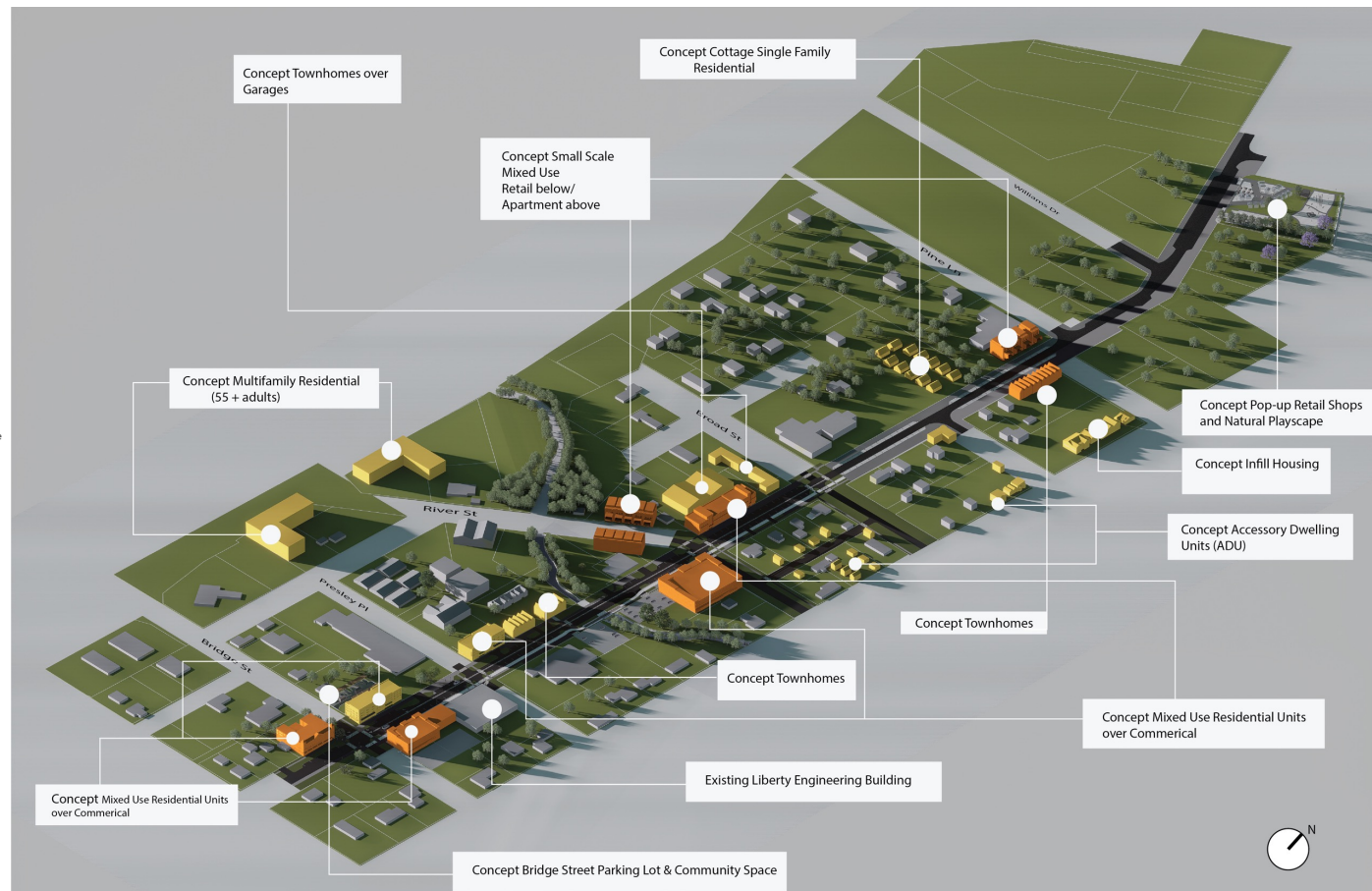
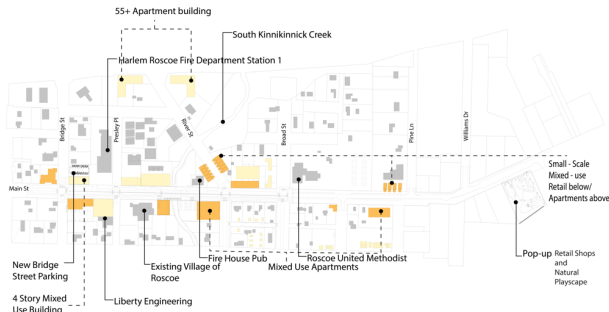
MAIN STREET DISTRICT



A BLUEPRINT TO SHAPE THE HEART OF ROSCOE

Master Planning

VILLAGE OF ROSCOE, IL



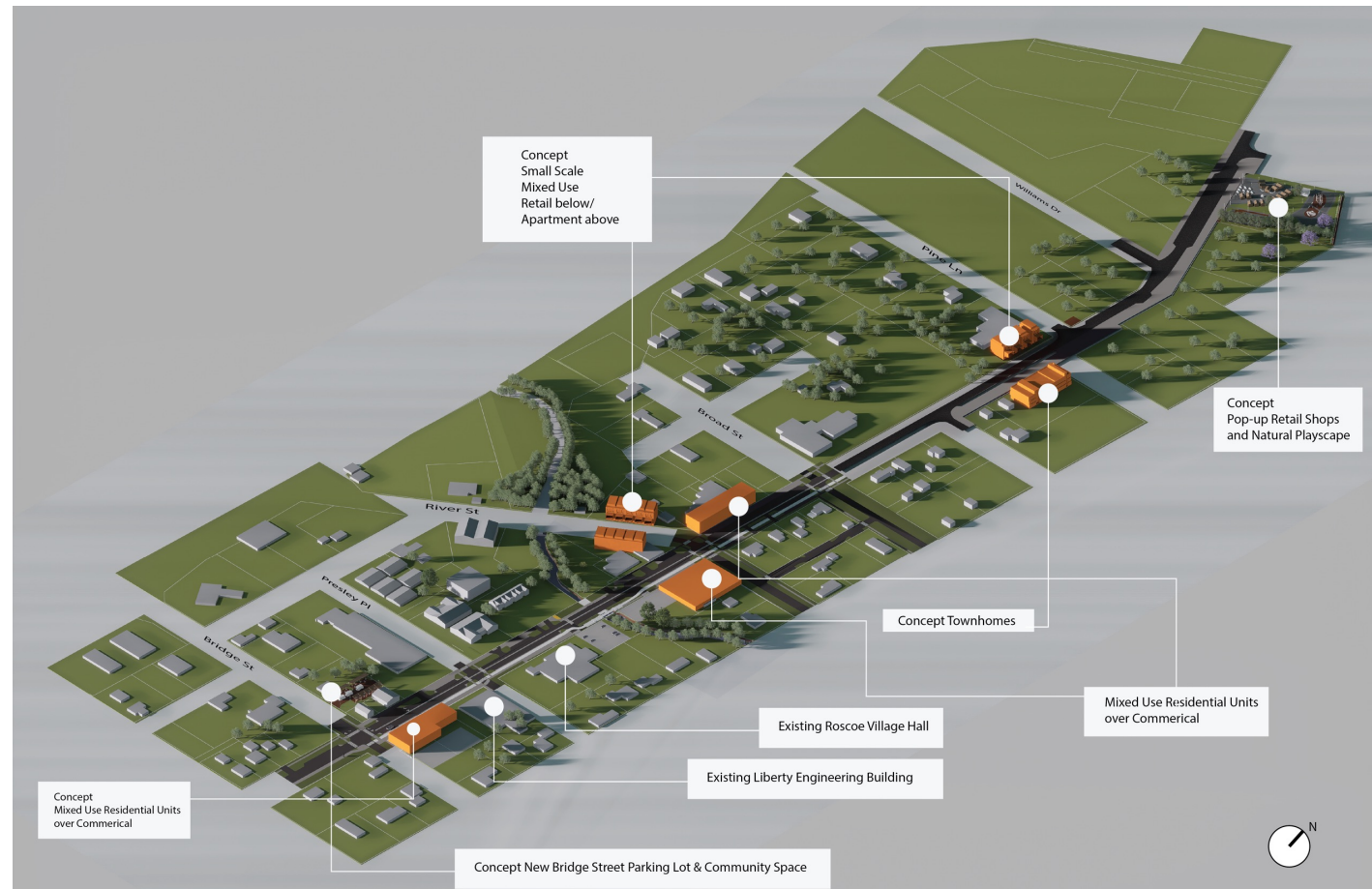
Short Term Implementation

VILLAGE OF ROSCOE, IL



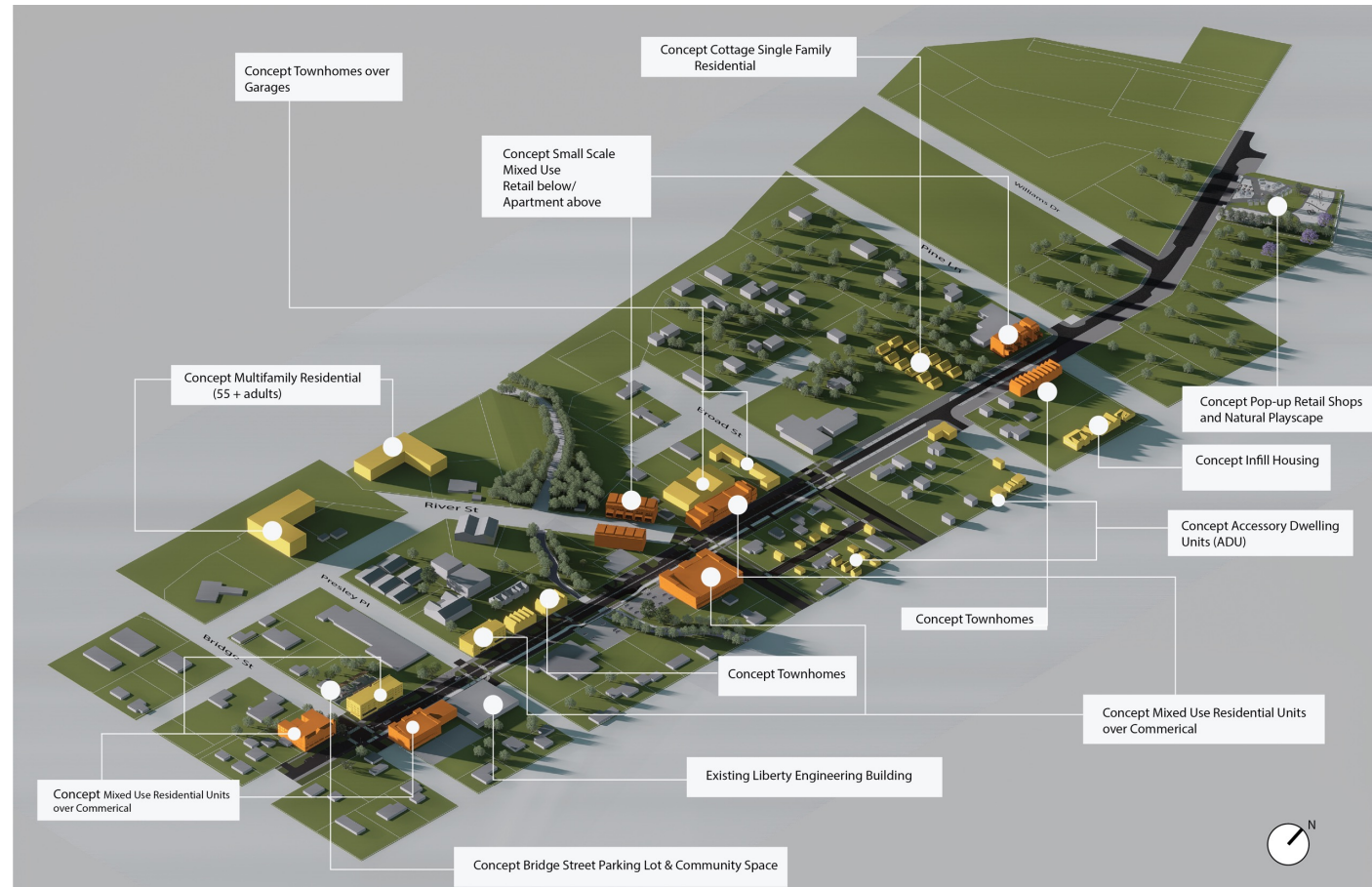
Medium Term Implementation

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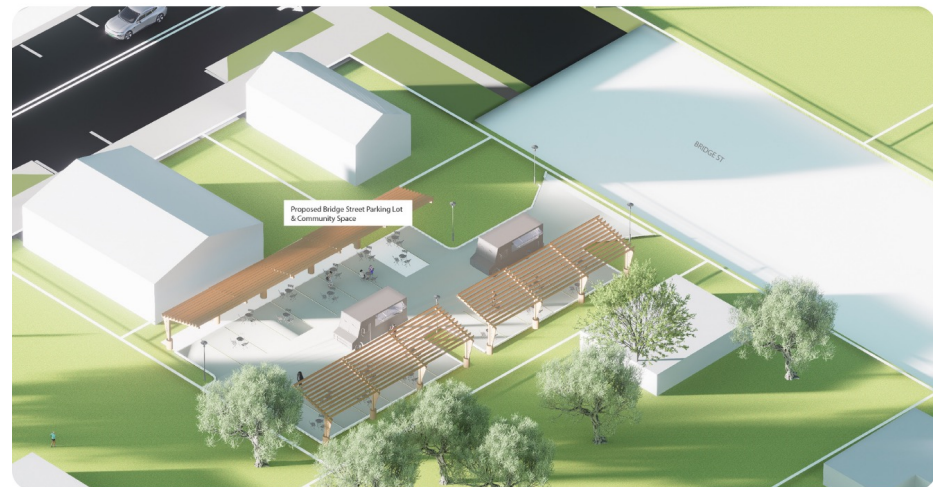
Long Term Implementation

VILLAGE OF ROSCOE, IL



Tactical Projects

VILLAGE OF ROSCOE, IL



An architectural rendering of a modern residential street. The scene shows a row of multi-story houses with light-colored siding and dark roofs. A paved road with a white car is in the center. A sidewalk on the left has several pedestrians, including a woman with a child. Trees and streetlights line the road. The image has a semi-transparent dark blue overlay.

MAIN STREET DISTRICT ROSCOE

ESTABLISHING A BUSINESS DISTRICT

Main Street District Business Alliance

Naming Recommendation:

- Main Street District Roscoe Alliance (MSDRA)
- Legal Status: 501(c)(3) non-profit organization.

Purpose:

- Main Street District Roscoe Alliance (MSDRA)
- Collaborative effort between businesses, property owners, and community members
- Dedicated to revitalizing and enhancing Roscoe's downtown area
- Advocate for Main Street District businesses and property owners
- Coordinate efforts related to commerce, community, and culture
- Foster partnerships between public and private sectors
- Drive implementation of the Main Street District Blueprint

Main Street District Mission and Vision

Mission:

The Main Street District Roscoe Alliance is dedicated to promoting, preserving, and enhancing the Main Street District of Roscoe as a vibrant center for commerce, community, and culture."

- Promote: Drive economic growth and visibility
- Preserve: Maintain Roscoe's unique character and heritage
- Enhance: Improve the district's appeal and functionality

Commitment:

- Foster a thriving business environment
- Create engaging community spaces
- Celebrate local culture and history
- Drive sustainable development

Vision:

A dynamic, walkable Main Street District that serves as the heart of Roscoe, attracting residents, visitors, and businesses alike.



— Membership Structure

Business Owners

- Local retailers, restaurants, and service providers
- Voting rights and full participation in business alliance initiatives

Property Owners

- Owners of commercial and residential properties in the district
- Individuals crucial for implementing physical improvements and development

Community Stakeholders

- Residents and individuals passionate about Main Street's future
- Volunteer opportunities and voice in community projects

Corporate Partners

- Large businesses and corporations
- Sponsorship opportunities and strategic guidance



— Board of Directors

Executive Board

- President: Provides overall leadership and direction; Serves as the primary spokesperson for MSDRA
- Vice President: Supports the President and leads special initiatives; Steps in when the President is unavailable
- Secretary: Maintains official records and meeting minutes; Ensures compliance with bylaws and regulations
- Treasurer: Oversees financial management and reporting; Develops annual budget and financial strategies

Additional Board Members

- Represent diverse stakeholder interests
- Contribute expertise in areas such as: Business development, Urban planning, Marketing and events, Building Character preservation, and Community engagement

Key Commitments/ Responsibilities

- Strategic planning and goal-setting
- Fiscal oversight and resource allocation
- Policy development and implementation
- Advocacy for the Main Street District
- Two-year terms
- Monthly board meetings
- Active participation in MSDRA events and initiatives



Potential Focus Areas





— Funding Strategy

Membership Dues

- Tiered structure based on business size/type
- Ensures member investment in the district's success

Grants/Potential TIF Funding

- Local/State economic development grants
- Arts and culture grants
- Collaboration with Village for a future Tax Increment Financing
- Reinvestment of increased property tax revenue
- Funding for public infrastructure improvements

Sponsorships

- Local businesses
- Corporate sponsorships
- In-kind donations for programs and initiatives

Fundraising Events

- Annual event
- Special Quarterly or Monthly events



— Initial Projects/Initiatives

- Launch Pop-Up Shop & Playscape (2025)
- Launch Website, Social Media, and Quarterly Member Meetings (2025)
- 2025 Quarterly Events (Winter, Spring, Summer Themes)
- Pop-Up Retail Program (2026)
- Façade Improvement Program (2026)
- Experience Main Street Marketing Campaign (2027)

An architectural rendering of a modern residential street. The scene shows a row of multi-story houses with light-colored siding and dark roofs. A paved road with a white car is in the center. A sidewalk on the left has several pedestrians, including a woman with a child. Trees and landscaping are interspersed along the street. The entire image has a semi-transparent dark teal overlay.

MAIN STREET DISTRICT ROSCOE

ZONING & DEVELOPMENT ENGAGEMENT

— Adopt the Overlay District for Main Street



November 2024

- Draft 1 of Overlay Text
- Village Staff Review of Draft 1
- Draft 2 of Overlay Text
- Prepare Overlay Map (if needed)
- Public Open House, Summary of Public Input - December

December 2024

- Public Open House, Summary of Public
- ZBA Meeting #1 to review Draft 2 and Open House Comments
- Village Staff Review of Draft 2
- Draft 3 of Overlay Text and Map

January 2025

- Staff Report, Public Hearing & ZBA Meeting #2
- Village Board Meeting – Final Approval



— Structure Developer Solicitation Process for Village-Owned Property

Single-Phase RFP Approach:

- Expedites developer selection
- Focuses on specific property opportunities
- Streamlines evaluation process



— Structure Developer Solicitation Process for Village-Owned Property

RFP

Components:

- Mixed-use vision alignment
- Public space integration
- Infrastructure coordination
- Building Design Guidelines/Goals

Submission

Requirements:

- Project concept and design
- Development team experience
- Financial capacity proof
- Implementation Timeline
- Community benefit proposal

Evaluation

Process:

- Initial Staff Review
- Village Board Presentation
- Public Open House
- Final Selection/Negotiation

— Structure Developer Solicitation Process for Village-Owned Property



Potential Timeline:

- December 2024: RFP Development
- January 2025: RFP Release
- March 2025: RFP Evaluation
- April 2025: Developer Selection/Negotiation

— Explore Establishing a TIF District for Main Street



Feasibility Study Components:

- District Boundary Analysis
- Eligibility Criteria Review
- Economic Impact Analysis
- Implementation Strategy

Key Milestones:

- Joint Review Board coordination
- Taxing district engagement
- Public hearing process
- Ordinance preparation
- District certification



MORE TO COME

FINAL THOUGHTS/ QUESTIONS?

PLACE
foundry