

JANUARY 31, 2024

**PROPOSAL FOR
PLACE MAPPING ON-CALL
CONSULTING SERVICES**

**VILLAGE
OF ROSCOE,
ILLINOIS**

PREPARED FOR:

Josef Kurlinkus,
Village Administrator

PREPARED BY:

Place Foundry LLC
David A. Sidney | CEO and Founder
779-901-0244
dsidney@theplacefoundry.com
theplacefoundry.com

Dear Josef,

Thank you for the opportunity for Place Foundry to assist the Village of Roscoe with on-call consulting services. The combined services of Place Foundry LLC and Place Foundry Design PLLC will provide the Village with full-service planning and design. We look forward to helping the Village to meet strategic goals for community and economic development.

In the following pages, I have outlined three options with increasing service levels that will deliver results for the Village of Roscoe.

The options are incremental, meaning each includes and builds upon the previous options. This will allow you to pick a level that suits the Village's urgency and budget.

Please note that this is not an estimate; it is a quote. The price you agree to is exactly how much the Village will pay. If I underestimated how long Place Foundry would take to do the work, you would not be billed above the quoted amount.

Because of this, I like to detail what is included and what is not. Please do not assume anything. If there is anything the Village wants to be included that you do not see explicitly listed, let's schedule a call, and I'll send a revised quote.

When you get a chance, please review, and let me know if you have any questions or comments.

Sincerely,



David A. Sidney
CEO + Founder | Place Foundry LLC

Situation Appraisal

The Village of Roscoe ("Village") seeks a professional services group to provide on-call consulting services.

Specific services include:

1. market analysis
2. community, zoning, and spatial analysis
3. planning and urban design
4. benefit-cost analysis
5. branding and development proposal evaluation

Place Foundry will function as an extension of the Village's staffing team and support the Village President, Administrator, and Trustees in achieving its vision and goals for the broader community. Our team can take projects from an idea to conceptual design and implementation.

Based on our current understanding of scope, Place Foundry will provide Place Mapping Services for the Village of Roscoe. Below is the scope of work and deliverables.

PLACE MAPPING SERVICES

Place Mapping is the first action for municipalities, chambers of commerce, and economic development organizations to take toward building a magnetic destination. Utilizing our three-step process, we quickly test the layout, financial performance, and market feasibility for developing your properties. Our process involves the smallest to largest property owners/holding entities in the defined District. Below is an outline of the features and deliverables that come with Place Mapping services.

MARKET ANALYSIS

Property Assessment

Place Foundry will evaluate customer visit trends to Roscoe and surrounding sites to obtain data regarding foot traffic count and dwell time (how long people stay.) The property assessment helps us understand the site conditions, zoning and regulatory requirements, and infrastructure servicing needed to ensure project approval by a municipality and other related entities.

Property/Consumer Analysis

Place Foundry dives deeper into customer demographics, travel patterns, and preferences to understand potential end-users better and analyze what's happening in Roscoe's broader trade area.

Void Analysis/Fit List

Place Foundry identifies retail gaps and unmet consumer demand in your trade area and finds the right tenants to fill commercial space within the project study area. These results are helpful during initial discussions with upstream stakeholders, including potential tenants/end users and public approval agencies.

Community and Spatial Analysis

Place Foundry complements its marketplace analysis with demographic and spatial data. Our team utilizes GIS software to analyze natural and physical infrastructure to implement its comprehensive vision and land development strategy. Census, Placer.AI, and Cluster Mapping are three primary sources our team uses to understand best the village's composition, economic performance, and growth opportunities.

SCENARIO PLANNING AND VISUALIZATIONS

Visualizations and Cost Modeling

Our team creates 2D and 3D conceptual plans and renderings to communicate the economic development vision to property owners, equity capital partners, and municipal/government stakeholders. Place Foundry will work with the Village to identify and select sites for development. Scenarios include analysis of maximum building opportunities and a simple static model to help determine the return on cost for a given land use scenario or site redevelopment. The model will include hard and soft costs, sales, or leasing analysis.

Incentives + Development Policy

Place Foundry will evaluate zoning, design standards, development codes, and incentive structures to help the village decide on its preferred future for the entire community. Zoning code analysis will help the Village see strengths and barriers toward achieving specific development patterns and any barriers to economically and fiscally sustainable development.

STORYTELLING DEVELOPMENT AND ENGAGEMENT

Brand Development

The essence of a place is the starting point for attracting and retaining businesses and people to live, visit, and invest. Plus, how your brand looks, your story, and you're being heard are critical for being a magnetic destination. Place Foundry crafts a cohesive narrative around your place development project and distributes that story and related materials to relevant stakeholders. We help define it and establish an easily understood identity and experience for diverse audiences. Our team will also create messages that resonate with those audiences and build campaigns that build project momentum and ultimately drive investment.

STORYTELLING EXECUTION

Stakeholder Engagement

Engaging specific stakeholders and the broader community is critical for the long-term success of any development or land use strategy. Place Foundry will facilitate regular meetings with property owners and business leaders throughout Roscoe as directed by the Village. Tasks will range from facilitating meetings with property owners and business leaders to providing feedback on emerging projects to ensure alignment with the vision for the district.

Brand Execution

Place Foundry will implement graphic assets and content development for digital platforms (website and social media platforms) and print media for recruiting developers, potential commercial tenants, and retail development. Monthly content development for publication on digital platforms (Facebook, Instagram, LinkedIn, Twitter, and website).

DEVELOPER ENGAGEMENT

Property Owner/Developer Recruitment

Place Foundry will proactively pitch and recruit local/regional, and national developers. Our team identifies local/national developers, real estate professionals, and building trades in an informal setting to gauge interest. This will also allow the Village to gain local market insights and partners.

Procurement

Place Foundry will assist the Village with preparing a Request for Proposal (RFP) based on insights from local meetings. The RFP process may include a pitch session to qualified local, regional, and national developers with experience in pop-up retail environments and permeant real estate. Place Foundry will assist the Village in interviewing developers, evaluating proposals, communicating externally, and selecting developers.

DEVELOPMENT IMPLEMENTATION

Proposal Evaluations

Place Foundry's involvement includes assisting the Village of Roscoe with evaluating property developer proposals within the district footprint. From proposal assessment and recommendation to selection, our team will advise the Village on entitlements, incentives, and financial feasibility analysis.

SERVICES

TIMELINE

The proposed timeline for each set of services and deliverable is presented below. Place Foundry will begin project work immediately after authorizations from the Village of Roscoe.

PHASE 1

Initial Scope of Work Review / Place Analysis

Phase I focuses on determining the boundaries of the study area and key corridors/districts for economic analysis. It includes conducting data analysis and documenting findings.

Place Foundry will:

- Convene a kick-off meeting with representatives of the Village. The meeting will launch on-call services and explore place development strategies..
- Establish study area parameters.
- Explore economic development tools and grant opportunities.
- Document findings into a report

In Phase 1, services and deliverables include:

- 1) an analysis of the market and broader community
- 2) a place analysis report.

Place Foundry anticipates 3 months to complete phase 1.

Services Timeline (cont.)

PHASE 2

Prepare Action Plan

In the second phase, the place development strategy (action plan) materials are developed for the Village. With defined corridor/district study areas, Place Foundry will prepare visuals, strategies, and recommendations for the Village to execute in Phase 3.

Additionally, Place Foundry will work with Village representatives to confirm key milestones, stakeholder engagement/presentations, and other tasks as needed for Phase 2.

Services and Deliverables in Phase 2 include:

- 1) scenario planning and visualizations;
- 2) place storytelling book;
- 3) digital assets for website and social media communications;
- 4) stakeholder engagement.

Place Foundry anticipates 6 months to complete phase 2.

PHASE 3

Adoption of Key Strategies

The focus of phase three is the adoption of the place development strategy (action plan) and the launch of key strategies for the Village to execute. Place Foundry will assist the Village, as needed, with strategy implementation. Place Foundry anticipates 3 months to launch storytelling execution and stakeholder/developer engagement.

Note: Due to the nature of on-call services, the Village may request services not sequenced in each phase above. These services are defined above.

TEAM

Below is an accountability chart indicating key staff and management related to this proposal.

David Sidney will be the principal management contact for all projects assigned to Place Foundry. It will ensure adequate resources are allocated to projects resulting from this on-call contract and that project goals and contractual requirements are met.

VILLAGE OF ROSCOE PRESIDENT, TRUSTEES, AND STAFF

DAVID SIDNEY
PRINCIPAL STRATEGIST

EUGEN CRACIUNESCU
PLACE STRATEGIST

MICHELLE SIDNEY
PLACE BRANDING



DAVID A. SIDNEY

COFOUNDER + CHIEF EXECUTIVE OFFICER

As CEO of Place Foundry, David oversees our place development consulting, planning, and design portfolio. He launched Place Foundry LLC in June 2021 to help individuals, organizations, and communities build magnetic destinations for commerce, housing, earning, and healthy living. David has over 18 years of experience designing and managing projects as a private sector urban planner, Comprehensive Planning and Design Manager for the City of Rockford, Illinois, and Executive Director for a non-profit community transformation organization.

AREAS OF EXPERTISE

Strategic Planning

- Innovation Ecosystem Mapping
- Outcomes and Goal Setting
- Benefit/Cost Analysis
- Comprehensive Plan Updates

Community Engagement

- Public participation process
- Broad engagement through in-person and online events

Development/ Redevelopment

- Development Proforma Creation and Analysis
- Development strategic planning
- Development coordination
- Market Analysis
- Retail Analysis
- Project Management

RELEVANT PROJECT EXPERIENCE

- Riverside Commons Blueprint, Rockford IL, The Parks Chamber of Commerce
- South Avon Development, Rockford, IL, Rockford Housing Development Corporation
- Prairie Hill Development, Rockford, IL, CMM Associates
- Brewhouse District, Rockford, IL, K&K Associates
- Downtown Rockford Strategic Action Plan, Rockford IL, City of Rockford*
- Prairie Street Brewhouse Development Plan, Rockford, IL, K&K Associates*
- Miracle Mile Mixed Use Infill Development Plan, Rockford, IL, Miracle Mile Business District Association*
- Winnebago County Unified Development Plan and Ordinance, Winnebago County, IL, County of Winnebago*
- Adaptive Reuse Study, Sterling, IL, City of Sterling*

**Projects completed before working with Place Foundry*

EDUCATION

- Bachelor of Urban & Regional Planning, University of Illinois at Urbana-Champaign (2005)
- Master of Urban Planning, University of Illinois at Urbana-Champaign (2006)
- Masters of Christian Ministry, Northern Seminary (2015)



EUGEN CRACIUNESCU

PLACE STRATEGIST

Eugen is a Place Strategist-Designer for Place Foundry LLC. He recently received his Bachelor of Arts from the University of Chicago in Public Policy & Environmental and Urban Studies, focusing on enhancing community engagement in urban planning. He has used his experience in community-based development in Chicago and academic research in urban studies to develop critical insights into urban planning practice. Eugen is committed to combining community assets and knowledge, evidence-based best practices in urban design, and in-depth research to produce meaningful and effective placemaking strategies.

AREAS OF EXPERTISE

Community Engagement

- Public Participation Strategies
- Resident surveys and focus groups
- Newsletters, reports, communications

Zoning and Land Use Policy

- Municipal code analysis
- Policy briefs and amendments

Economic Analysis

- Retail and consumption pattern analysis

GIS Analysis and Visualization

- Shapefile creation and manipulation
- Land-use, parcel, and building footprint map visualization
- Statistical analysis

2D and 3D Visualization

- Sketchup

RELEVANT PROJECT EXPERIENCE

- Riverside Commons Blueprint, Rockford IL, The Parks Chamber of Commerce
- South Avon Development, Rockford, IL, Rockford Housing Development Corporation
- Prairie Hill Development, Rockford, IL, CMM Associates
- Brewhouse District, Rockford, IL, K&K Associates

EDUCATION

- Bachelor of Arts (Public Policy and Environmental and Urban Studies), University of Chicago



MICHELLE SIDNEY

COFOUNDER + VISUAL BRAND DIRECTOR

Michelle is a co-owner of Place Foundry LLC. She has over 16 years of experience in graphic design in the non-profit and private sectors. Her work portfolio focuses on print and digital design, including typography, photography, branding, editorial design and digital marketing. She served as Senior Graphic Designer at Kerry North America, Graphic Designer at Street Level Studio (Chicago), and Graphic Designer for an nonprofit organization based in Indianapolis, Indiana.

AREAS OF EXPERTISE

Design

- Adobe Creative Suite Expert
- Web Design
- Print Design
- Photography
- Typography

Marketing

- Social Media
- Newsletter
- Email

Visual Storytelling

- Brand & Visual Identity
- Infographics

RELEVANT PROJECT EXPERIENCE

- Riverside Commons Blueprint, Rockford IL, The Parks Chamber of Commerce
- South Avon Development, Rockford, IL, Rockford Housing Development Corporation
- Prairie Hill Development, Rockford, IL, CMM Associates
- Brewhouse District, Rockford, IL, K&K Associates

EDUCATION

- Bachelor of Science (Fine Arts, Graphic Design), Bradley University

TESTIMONIALS

**JERRY LUMPKINS,
BOARD PRESIDENT,
ROCKFORD HOUSING
DEVELOPMENT
CORPORATION**

Jerry Lumpkins
312.371.5039
GLumpkins@valley.com

"David is a consummate professional and a tremendous asset to the Rockford community. David's firm has been an absolute joy to work with. They are thorough, engaging, and resourceful and have provided tons of value to the South Avon development. RHDC was very excited to partner with David and his Team to launch the South Avon community economic development. RHDC is looking to expand the partnership for many years to come"

**CHRIS MANUEL,
CEO, CMM & ASSOCIATES**

Chris Manuel
312.371.5039
chris@cmandassociates.com

"Our team had a great experience working with Place Foundry to create a development playbook incorporating commerce, housing, and healthy living to guide our property development efforts."

**TONYA LAMIA,
FORMER EXECUTIVE
DIRECTOR,
THE PARKS CHAMBER OF
COMMERCE**

Tonya Lamia
815.997.3724
tonyalamia@gmail.com

"The deliverables produced by David and his team far exceeded my expectations, and I am known to be a tough critic. Even in the early stages of the first District, our region's elected and municipal leaders, land and business owners, media outlets, and citizens have quickly understood and embraced the vision, shared in the excitement, and even incorporated place development language in everyday conversations...
I've never experienced anything like it!"

Risks and Assumptions

The following risks and assumptions apply to some or all the options above. Please let me know if you have any questions, comments, additions, or changes before accepting the proposal.

Risks:

- Nonresidential construction trends toward a hard vs. soft landing in the business cycle.
- Consumer Prices, Retail, and Production dip into a recession in 2024 before recovery and accelerating growth in 2025 and 2026.
- Team members with the Village leave for other opportunities requiring a refocusing, onboarding, and continuation of work with new leadership.

Assumptions:

- Property Owners are engaged in the planning process.
- Everyone remains open to new ideas and approaches, balancing objective, and subjective data with self-generated solutions.
- Our team will have reasonable communication access to Village Leadership and can expect response times to be less than two (2) business days for any project questions.
- Village leadership will review changes and provide feedback in a timely fashion periodically throughout the project.

AGREEMENT

CONTRACT AGREEMENT

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

Scope of Work

Place Foundry agrees to work with the Village of Roscoe to execute professional consulting services as defined in the scope of work below:

PLACE MAPPING PRO (OPTION 1)

Expectations

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

Client, the Village of 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 to place development plan process and completion.

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 from its organization as the "Key Person" 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 the Village 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 and to confirm that it does not have a conflict of interest in serving the Village by the terms of this Agreement and to keep the Village informed should any such conflicts later arise.

Duration and Fees

This consulting relationship will begin on Monday, February 5, 2024. Place Foundry will invoice the Village monthly through QuickBooks Online for **Place Mapping Pro (Option 1)** consulting services.

Additionally:

The term of this contract will be for twelve (12) months commencing after the execution by the Village Trustees, unless sooner terminated or extended, in whole or in part, as provided in this contract.

Place Foundry will invoice the Village monthly based on **Option 1** scope of services (tasks and deliverables).

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

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 good 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 Place Mapping Pro services **(Option 1)**, for \$5,900/month for twelve (12) months and agree that I/we are familiar with and accept the above terms.

CLIENT:

CONSULTANT:

SIGNATURE

SIGNATURE

NAME

NAME

TITLE

TITLE

DATE ACCEPTED

DATE PROPOSED:

PLACE
foundry

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