

## MEMORANDUM

**TO:** Carol Gustafson, Village President  
Josef Kurlinkus, Village Administrator  
Village of Roscoe Board of Trustees

**FROM:** David A. Sidney, CEO  
Place Foundry LLC

**DATE:** May 29, 2025

**RE:** Comprehensive Place Services Contract

### What We're Asking

Place Foundry will provide professional support to transform 12 months of planning into visible results. Place Foundry requests a 12-month contract at \$9,850/month to implement your Main Street Blueprint and advance Rockton Road development.

### Why Now

**The opportunity:** Community momentum from BDA workshops remains strong. Grant opportunities would support visible implementation. Property owners await direction.

### Our Approach

Place Foundry delivers four integrated services with flexible monthly allocation:

- **Implementation (40%)** – Direct project management for Bridge Street, Pop-Up initiatives, and BDA formation
- **Strategic Planning (25%)** – Rockton Road corridor development and site-specific opportunities
- **Stakeholder Engagement (20%)** – Property owner coordination and developer recruitment
- **Advisory Services (15%)** – Grant writing, policy guidance, Board presentations

### The Value

- **One team, one fee:** No hourly charges or contract amendments
- **Proven partnership:** Building on 12 months of successful collaboration
- **Flexible priorities:** Adjust quarterly as opportunities emerge
- **Clear accountability:** Weekly updates, monthly reports, quarterly presentations

### Bottom Line

Using our Short, Medium, and Long-Term approach, this investment converts planning into action and economic impact. Thank you for the opportunity to continue our partnership in achieving the Village's goals and plans for the Main Street District, Rockton Road Corridor, and the broader Village area.