

MAY 29, 2025

VILLAGE OF ROSCOE PROPOSAL FOR **COMPREHENSIVE PLACE SERVICES**

PREPARED FOR:

Carol Gustafson, Village President
Josef Kurlinkus, Village Administrator

PREPARED BY:

David A. Sidney | CEO + Founder
Place Foundry LLC
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Dear Carol and Josef,

Thank you for the opportunity to propose a comprehensive engagement for the Village of Roscoe. Building upon our previous work developing the Main Street District Blueprint and the I-90/Rockton Road Corridor planning efforts, we're excited to present a consolidated approach that combines both.

The Main Street District Blueprint is complete, stakeholder consensus has been achieved, and the foundation for implementation is solid. Now, the Village needs focused execution - and that's exactly what this proposal delivers.

We're at a critical juncture to move from planning to implementation. This next phase requires a focused approach that brings together our full range of services:

- **Comprehensive Blueprint Implementation** for the Main Street District
- **Developer and Business Recruitment** for priority opportunity sites
- **Stakeholder Coordination** with property owners and business leaders
- **Strategic Place Branding** to elevate Roscoe's visibility in the region
- **Implementation Support** for key initiatives like the pop-up retail program

Our approach is rooted in four key principles that have proven successful in our partnerships with other communities in the region:

- **Data-Informed Decision-Making:** Leveraging market insights and analytics to guide strategy
- **Stakeholder Engagement:** Ensuring broad community support and alignment
- **Adaptive Strategy:** Maintaining flexibility to respond to emerging opportunities
- **Holistic Development:** Integrating economic, social, and environmental considerations

This proposal directly addresses your four priorities: Main Street implementation, Rockton Road strategy, property owner engagement, and strategic advisory services - all within your budget parameters.

Please review the enclosed proposal, and I look forward to discussing it further.

Sincerely,



David A. Sidney

Principal + Planning & Development Studio Lead | Place Foundry LLC

Situation Appraisal

CURRENT SITUATION:

The Village of Roscoe has made significant progress in planning for the Main Street District and the I-90/Rockton Road Corridor. The foundation has been established through:

- Completion of the Main Street District Blueprint with a clear vision and implementation framework
- Development of conceptual plans for the Box Market and public plaza
- Initial stakeholder engagement and business alliance formation discussions
- Preliminary market analysis and opportunity site identification
- Establishment of priorities for economic development across key corridors

Despite this progress, Roscoe is now at a critical transition point between planning and implementation. Current challenges include:

- Maintaining momentum with stakeholders and property owners
- Advancing from concepts to buildable projects
- Developing funding and implementation strategies for key initiatives
- Coordinating multiple initiatives across different areas of the community
- Establishing sustainable organizational structures to support long-term success

DESIRED SITUATION:

The Village of Roscoe seeks to advance from planning to action with demonstrable progress on key initiatives:

- Successfully establish the Business District Alliance as a functioning 501(c)(3)
- Launch the Pop-Up Shop & Playscape initiative with physical improvements complete
- Implement coordinated marketing and communications for both the Main Street District and I-90/Rockton Road Corridor
- Attract developers and businesses to priority opportunity sites
- Secure funding and resources for public infrastructure improvements
- Create a sustainable framework for ongoing implementation

OUR CONTRIBUTION:

Place Foundry will serve as an extension of Roscoe's team, providing specialized expertise and implementation capacity:

- Providing continuity from planning to implementation phases
- Offering specialized expertise in economic development, placemaking, and development feasibility
- Facilitating relationships with property owners, businesses, and potential developers
- Maintaining focus on priority initiatives amid competing demands
- Delivering strategic guidance and practical tools for implementation

Scope of Work

Based on Village leadership feedback, we propose focused services in four priority areas, delivered within your budget requirements. This streamlined approach maximizes impact while maintaining fiscal responsibility.

FOUR PRIORITY SERVICES

1. Main Street District Implementation
2. Rockton Road Strategy Development
3. Property Owner Engagement
4. Village-Wide Advisory Services

TASK 1: PLACE MAPPING

This foundational task establishes the structure and processes needed to execute Roscoe's priority initiatives successfully, with a particular focus on the Main Street District Blueprint.

Key Activities:

- Conduct market analysis for targeted areas
- Perform economic impact analysis for key projects and initiatives
- Complete land use planning and analysis
- Assess property conditions and development potential
- Research customer demographics and travel patterns
- Identify retail gaps and business opportunities

Deliverables:

- Market analysis reports for priority areas
- Economic impact assessments
- Land use recommendations
- Property assessment summaries
- Retail gap analysis
- Monthly progress reports

TASK 2: PLACE BLUEPRINT

This task focuses on attracting quality development and businesses to priority opportunity sites, with strategies customized for the Main Street District and I-90/Rockton Road Corridor.

Key Activities:

- Create development scenarios and visualizations
- Conduct corridor and site-specific planning
- Prepare development concepts for priority sites
- Perform project financial feasibility analyses
- Develop conceptual designs for public improvements
- Prepare visualization materials for stakeholder engagement
- Analyze zoning and regulatory considerations

Deliverables:

- Development scenario visuals and concept plans
- Corridor and site planning documents
- Financial feasibility analyses for key projects
- Public space design concepts
- Visualization materials for stakeholder engagement
- Zoning and regulatory recommendations

TASK 3: PLACE STORYTELLING

This task develops and implements cohesive branding, communications, and activation strategies that build visibility and create momentum for Roscoe's development initiatives.

Key Activities:

- Enhance brand development and engagement for Main Street and I-90/Rockton Road
- Develop comprehensive marketing materials
- Create targeted communication strategies
- Manage digital presence and social media engagement
- Design promotional materials for priority initiatives
- Produce content for stakeholder and public communications
- Develop messaging for developer and business recruitment

Deliverables:

- Brand strategy and guidelines
- Comprehensive marketing materials
- Digital content calendar and assets
- Social media strategy and content
- Project promotion materials
- Website updates and content
- Communications toolkit

TASK 4: PLACE IMPLEMENTATION

This task provides hands-on assistance with implementing priority projects, particularly the Pop-Up Shop & Playscape initiative and public realm improvements.

Key Activities:

- Provide developer solicitation services
 - Stakeholder/developer engagement
 - RFP/Q process management
 - Project feasibility analysis
 - Funding and incentive negotiation support
- Identify and pursue grant funding
 - Target 4 grant applications annually
 - Focus on DCEO, IEPA, USDA, and foundation opportunities
- Support Business District Association Development
 - Facilitate the establishment and organization of a Business District Association
 - Guide governance structure and operational framework
 - Support initial member recruitment and engagement
 - Assist with program development and strategic planning
- Support policy development and implementation
 - Provide economic development policy guidance
 - Support zoning and regulatory adjustments

Deliverables:

- Developer solicitation and RFP materials
- Funding strategy and grant opportunity assessments
- Business District Association formation documents
- Policy recommendations and implementation support
- Development agreement templates and guidance
- Implementation roadmap for priority initiatives

Service Delivery Framework

Rather than a fixed timeline with predetermined deliverables, our on-call planning services will operate within a flexible framework that responds to the Village's evolving priorities while ensuring progress on key initiatives. This approach allows us to allocate resources efficiently while maintaining accountability for results.

PRIORITY INITIATIVES

The following initiatives have been identified as priorities, with flexibility to adjust as new opportunities emerge:

Main Street District Implementation:

- Business District Association formation and launch
- Pop-Up Shop & Playscape development
- Public space and streetscape enhancements
- Property owner engagement and coordination
- Development opportunity packaging

Rockton Road Corridor Development:

- Developer recruitment and engagement
- Site-specific opportunity prospectuses
- Infrastructure coordination planning
- Marketing and promotion strategy
- Commercial tenant recruitment

Village-Wide Economic Development:

- Grant identification and pursuit
- Development incentives framework
- Policy recommendations
- Stakeholder communication strategy
- Opportunity site assessment

SERVICE DELIVERY PROCESS

Our on-call services will follow a consistent process to ensure accountability and progress:

Monthly Priority Setting

- Review of active initiatives and emerging opportunities
- Adjustment of service priorities based on Village needs
- Resource allocation planning
- Agreement on monthly priorities

Weekly Implementation Activities

- Execution of priority tasks across all service areas
- Regular communication with key stakeholders
- Response to time-sensitive opportunities
- Documentation of progress and challenges

Communication and Reporting

- Weekly updates to Carol and Joe
- Monthly summary reports to Trustees
- Quarterly comprehensive presentations at Trustee's Planning Sessions
- Ad hoc reporting for special initiatives

Quarterly Strategic Assessment

- Review of progress against Village goals
- Identification of emerging opportunities and challenges
- Strategic adjustments to service delivery
- Long-range planning considerations

Anticipated Service Allocation

We've structured the following allocation to address your four priorities directly: Main Street implementation, Rockton Road development, property owner engagement, and village-wide advisory support. This allocation may shift quarterly based on results and emerging opportunities.

PLACE MAPPING (20%)

Data-Driven Decision Making

- Market analysis for retail recruitment
- Property inventory and assessment
- Opportunity site identification
- Economic impact analysis for key projects
- Demographic and consumer research
- Performance metrics tracking

PLACE BLUEPRINT (25%)

Strategic Development Planning

- Rockton Road corridor strategy development
- Site-specific opportunity packaging
- Financial feasibility analysis for priority projects
- Development scenario planning
- Public space and infrastructure coordination
- Zoning and regulatory recommendations
- Development standards recommendations

PLACE STORYTELLING (15%)

Building Momentum Through Communication

- Marketing materials for priority sites
- Developer and business recruitment packages
- Digital presence and social media
- Stakeholder communications and reports
- Event promotion and activation support
- Success story development

PLACE IMPLEMENTATION (40%)

Turning Plans into Reality

- Main Street Pop-Up Shop & Playscape development
- Business District Association formation and 501(c)(3) establishment
- Developer recruitment for both corridors
- Property owner engagement and coordination
- Grant writing and funding strategy (4-6 applications annually)
- Project management across all initiatives
- Project management and stakeholder coordination

Pricing

Place Foundry proposes the following comprehensive fee structure to support Roscoe's implementation priorities. Our pricing reflects the integrated nature of the services and the efficiencies gained by combining what would otherwise be separate engagements.

Comprehensive Place Services Fee of 110,400 or \$9,200 per month.

This professional fee includes:

INCLUDED SERVICES:

- All activities outlined in the four service areas: Place Mapping, Place Blueprint, Place Storytelling, and Place Implementation
- Weekly updates to Carol and Joe
- Monthly summary reports to the Village Board
- Quarterly Trustees Planning Sessions
- Strategic advisory services
- Project management and coordination

TEAM RESOURCES:

- David Sidney as dedicated Project Principal
- Jeff Macke as dedicated Project Manager
- Support staff for analysis and documentation
- Technical resources for materials development

PAYMENT TERMS:

- Monthly invoicing through QuickBooks Online
- Net 30 payment terms
- 12-month contract term beginning June 5, 2025

Risks & Assumptions

The following risks and assumptions apply to the project:

RISKS

Economic Conditions:

- Economic fluctuations may affect development feasibility and business recruitment.
- Construction costs and interest rates could impact implementation timelines.
- Retail market shifts may require adjustments to business recruitment strategies.

Implementation Challenges:

- Property owner decisions may affect development timelines
- Stakeholder alignment may require additional coordination
- Funding availability could impact project implementation schedules
- Regulatory approvals may require additional time

Organizational Capacity:

- New organizational structures like the Business District Alliance require time to develop capacity.
- Staff transitions within the Village could affect project continuity
- Competing priorities may impact implementation focus
- Volunteer capacity for new initiatives may fluctuate

ASSUMPTIONS

Village Engagement:

- Village staff will actively participate in implementation activities
- Leadership will provide timely feedback on deliverables and decisions
- The Village will identify a primary point of contact for day-to-day coordination
- Staff will assist with connecting to local resources and stakeholders

Communication Protocols:

- Regular access to Village leadership will be maintained
 - Response times to project inquiries will be less than two business days
 - Decision-making authority will be established
- Approval processes for external communications will be streamlined

Implementation Support:

- Property owners will remain engaged in the implementation process
- Community members will support activation initiatives
- The Village Board will maintain support for the implementation of the vision
- Local partners will collaborate on shared objectives

Resource Availability:

- The Village will provide access to relevant data and information
- Meeting spaces will be available for stakeholder engagement
- Basic infrastructure will support implementation activities
- The Village will coordinate internal departments as needed

Contract Agreement

This Contract Agreement ("Agreement") is entered into 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 this proposal's comprehensive scope of work, focused on implementing the Main Street District Blueprint and related economic development initiatives.

Expectations

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

Client, the Village, 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 implementation.
- Review and process invoices according to payment terms.
- Designate a primary point of contact for the project.

Consultant, Place Foundry LLC, agrees to:

- Facilitate the discovery of creative and achievable development opportunities and options.
- Balance objective data with innovative ideas and solutions.
- Hold the client accountable for 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.
- Maintain confidentiality regarding sensitive information.

CONTRACT AGREEMENT CONTINUED

Key Personnel

Place Foundry shall assign David A. Sidney as the "Key Person" to perform the work and other obligations 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 in the scope of work.

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. Place Foundry will keep the Village informed should any such disputes arise later.

Duration and Fees

This consulting relationship will begin on June 5, 2025. Place Foundry will invoice the Village monthly through QuickBooks Online for Comprehensive Place Services at \$9,200 per month.

Additionally:

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

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 \$145/hour for travel outside the Rockford, IL, MSA area or otherwise, as required.

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

The Village may terminate this Agreement 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.

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

Any modifications to this Agreement must be made in writing and agreed upon by both parties.

This Agreement shall be governed by and construed in accordance with the laws of the State of Illinois.

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

ACCEPTED AND AGREED TO:

I/we, the undersigned, authorize Place Foundry LLC to provide Comprehensive Place Services at \$9,200 /month for 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
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