

VILLAGE OF ROSCOE

AGENDA ITEM - STAFF REPORT



Agenda Item: Approval of Resolution 2025-R38, authorizing the execution of a professional services agreement with Place Foundry, LLC to provide economic development consulting services to the Village of Roscoe [I-90 / Rockton Road Corridor].

Date: August 14, 2025

Meeting: Village Board – 8/19/2025

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Department: Administration

Overview/Background Information

Place Foundry has been assisting the Village with 1) the development and implementation of the Main Street District Blueprint, 2) the recruitment and formal establishment of the Business District Alliance (BDA) independent of the Village, and consisting of business owners throughout the Village, and 3) economic development planning for the I90/ Rockton Road Corridor.

The initial agreement with Place Foundry has now expired, and with the Main Street District Blueprint now complete, the Village Board has asked Place Foundry to shift away from the implementation of the Main Street Blueprint, and to provide a proposal to that would provide a limited scope of services centered around the I-90 Rockton Road Corridor.

Place Foundry proposes to perform the following representative activities as part of its proposal:

- **Strategic Development Planning:** market analysis update for I-90/Rockton Road, site-specific opportunity packaging, developer recruitment strategy, financial feasibility analyses, and infrastructure coordination with Village departments.
- **Implementation Activities:** developer solicitation/RFQ management, property owner engagement, site planning and concept refinement, regulatory and zoning optimization recommendations, and public-private partnership structuring support.
- **Marketing & Promotion:** corridor marketing materials, developer recruitment packages, commercial tenant recruitment support, and regional promotion.

The proposal contemplates a five-month extension beginning **August 1, 2025**. For **Option A (Task 1 only)** the professional fee is **\$32,500** total (**\$6,500/month** for five months).

Action Required/Recommendation

Approval of **Resolution 2025-38**, authorizing the Village President to execute a professional services agreement with Place Foundry, LLC for **Task 1: Rockton Road Corridor Development** as outlined in the August 5, 2025 proposal, in an amount not to exceed **\$32,500**.

Attachments

- Resolution 2025-R38
- Place Foundry Proposal (August 5, 2025) – Task 1