

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: BDA Implementation Update

Where We Are

The Business District Alliance launched successfully in April with over 30 stakeholders forming four action teams. Now they need structured support to evolve from a Village-Led initiative to an independent economic driver—exactly as the Blueprint envisions.

The 18-Month Journey

Phase 1: Foundation (6 months)

The Village leads while volunteers build capacity:

- Team meetings underway
- October Fall Fest as first "Big Easy" win
- Forming a 3-5 person leadership core for 501(c)(3) by June 30
- File 501(c)(3) application by August 1
- Administrative support from Village staff
- Place Foundry facilitates the process

Phase 2: Transition (7-12 months)

Leadership emerges as responsibility shifts:

- Launch a quarterly events program
- Develop a membership structure and fundraising strategy

Phase 3: Independence (13-18 months)

BDA operates autonomously:

- The elected board governs
- Self-sustaining budget through dues and events
- The village holds an ex-officio seat only
- Professional staff hired

Current Momentum

What's working: Teams meet independently. Fall Fest planning advances. 30-day accountability established.

What they need:

- Professional facilitation through transitions
- 501(c)(3) filing expertise
- Grant writing for startup funds
- Organizational development guidance

Bottom Line

The Blueprint's phased approach works. Following this, it transforms our current momentum into a thriving Main Street organization with greater independence, increasing the growth of businesses and enhancing the economic impact on the Village's bottom line.