



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

2003 Annual Report

Fiscal Year of July 1, 2003 – June 30, 2004

Annual Meeting
June 10, 2004

Mission Statement

The Mansfield Downtown Partnership, Inc. is an independent non-profit organization whose mission is to

Strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

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AGENDA

Third Annual/Business Meeting

Mansfield Downtown Partnership, Inc.

Thursday, June 10, 2004

7 PM

**Center for Hellenic Studies Paideia,
28 Dog Lane**

Call to Order and Welcome

Public Comment

**Approval of Minutes from Second Annual Meeting
– June 12, 2003**

Annual Review of the Program and Year Ahead
Philip Lodewick, President

**Election of Directors to the Mansfield Downtown
Partnership, Inc., Board of Directors**
Philip Lodewick, Nominating Committee Chair

**Overview of Proposed University of Connecticut
School of Fine Arts Complex**
Marc Salette, Gehry Partners, LLP

Adjourn

Annual Review of the Program

Philip Lodewick, President

On behalf of the Board of Directors I would like to thank you all for attending this third annual meeting of the Downtown Mansfield Partnership. Your support of the work of the Partnership – both in the past and on an on-going basis - is most appreciated.

I would also like to take this opportunity to thank Ilias Tomazos for again providing this wonderful educational and cultural center for our use tonight.

This past year, the Partnership has made marked progress toward its objective of the completion of a workable Master Plan for the development and economic revitalization of the downtown Storrs area. Our focus continues to be the creation of a vibrant village –a core center with restaurants, retail shops, commercial office space, housing and a town green – that will serve as a community gathering place for all in the region.

During the year the Partnership's Board met monthly and its six standing committees, independent of the Board meetings, met at regularly scheduled intervals to flesh-out the details and steps needed to complete the Municipal Development Plan (MDP) – a legal planning document that, when approved by the Town of Mansfield and the University of Connecticut, will become the basis of development.

We continue to work with Looney Rick Kiss Architects (LRK) from Princeton, New Jersey, our planning consultants on the MDP. Working with our Board, committees, and others from the Town of Mansfield and the University, LRK and its sub-consultants produced a base map of the project area showing existing utilities, zoning, and wetland boundaries. A map depicting the opportunities and constraints of the project site was also completed. A traffic analysis of existing conditions, and baseline stormwater drainage computations were also drafted. An evaluation of the potential local, state, and federal permits and approvals was also conducted. In November, LRK consultant Urban Partners produced a Market Study of the project. The study evaluated the potential for office space, retail including restaurants, housing, and entertainment venues. The analysis by Urban Partners concluded that there was an untapped regional market for all of these – particularly in the retail and housing areas.

A major step taken by the Partnership in the early part of the past year was the selection of a Master Developer for this project. The Board felt very strongly that early on in the planning process a developer - who would be financially responsible for any development called for in an approved MDP - should be hired

to help inform the whole process. With this in mind, Storrs Center Alliance, a joint partnership of LeylandAlliance of Tuxedo, NY and Marquette Property Investments of Chicago, IL was named master developer in September 2003 and a more formal development agreement was signed with Storrs Center Alliance on April 5, 2004. During this whole period of time the development team has been reviewing previous work completed – including the concept Master Plan done by Milone and McBroom and LRK’s various studies - as well as evaluating design and environmental issues to formulate a formal business plan of development. Unfortunately, in the past few weeks the two principal partners of the Alliance have terminated their business relationship as it relates to the Downtown project and the Partnership is exploring all its legal options with the intent to have consistent on-going progress toward the completion of the Storrs Center.

We are proud of the accomplishments of the Partnership over the past year, which could not have happened without the support of the community. Some highlights:

- This year concluded the second full year with Cynthia van Zelm as Executive Director of the Partnership. I think anyone who has worked with Cynthia can attest to the intelligence, diligence, and clarity of purpose she brings to all her day-to-day efforts on behalf of the Partnership.
- In addition to direct mailings, we have taken the Partnership on the road to inform community members of our goals and to receive feedback on ideas for the new village center. As a result, our membership base has grown to over 280 in the last 12 months. Those memberships have also generated committee members and other volunteers for the Partnership.
- In April, our Visitor and Information Guide to Mansfield was printed. The brochure includes a brief town history and map of the area, as well as major attractions, lodging, and recreational activities. It also includes a list of Mansfield businesses. The brochure was the vision of our former Advertising and Promotion Chair and Town Councilor Jim Stallard and this vision was fulfilled under the leadership of current Advertising and Promotion Chair, David Woods. The brochure is available at the Town Hall, Library, UCONN Visitors Center, local businesses and other locations throughout Mansfield and the region. Thank you to the Town of Mansfield and the Quinebaug-Shetucket Heritage Corridor for providing additional funding for the brochure.
- Under the leadership of Mayor Betsy Paterson, we began planning for the Festival on the Green – a fun event for the entire family that will include music, art, food, a car show, children’s parade, and family activities. The Festival will utilize the Storrs Center commercial area. The Festival on the Green Committee is an enthusiastic group who work hard and have fun. Mark you calendars for this event – Saturday, September 18th from 2PM to

6PM – following the Know Your Town Fair at the Mansfield Community Center.

- We produced two Partnership newsletters last fall and this spring. In addition to this outreach, Partnership Board members, and the Executive Director continue to work with local media on promoting the Partnership's message.
- Working with the Town of Mansfield, the Partnership has secured an additional \$140,000 from the U.S. Department of Agriculture's Rural Development program for planning the village center. With this grant, the Partnership will have received nearly \$700,000 in grants over the past two years for work on implementing our downtown vision.

A lot is happening in the Storrs Center area to create a vital downtown. The Town of Mansfield completed its 38,000 square foot Mansfield Community Center in November 2003 and new memberships at the Center continue to exceed expectations. Construction on a new traditional Greek amphitheater adjacent to the Greek Center is scheduled to commence shortly. In a few moments we will hear from Marc Salette from Gehry Partners for an update on the plans for the new UCONN School of Fine Arts complex, a signature building for the University and an anchor for the new village center.

In the months ahead, we will continue to work – individually and within our committee structure - with all interested parties to see that an economically vital, culturally and socially active town center – providing the services needed for the whole Mansfield community - comes alive in the shortest possible time. We will work to promote the Town of Mansfield through our brochures, streetscape design, and events to highlight the downtown and assist downtown businesses.

On behalf of the Board, I want to express my appreciation to the many who have labored hard to move us to where we are today. We are most grateful to the Town of Mansfield and the University of Connecticut for their support and encouragement. We thank them for making available to us the staff that we deal with on a regular basis to address the many issues that arise. We thank them too, for their financial support, for vital collaboration on several projects and for their commitment to see this project to positive completion.

I have been privileged to work with an engaged Board of Directors, committed committee chairs and members, volunteers, and contributors who have help make our time together worthwhile and fun.

I would like to thank all of our members and others in the Mansfield community who have embraced our mission for positive change in the downtown center and continue to help keep us focused on the tasks at hand. The end result will be

worth your kind efforts - a place of destination to live, shop, work, recreate and do business.

Finally, I would like to recognize two of Mansfield's great citizens that have worked tirelessly on behalf of the Partnership and who will be leaving the Board on June 30th. While they may be formally leaving the Board we intend to continue to tap into their expertise and enthusiasm – one from a distance - as we move our plans forward.

John Petersen has been a supporter of the Mansfield Downtown Partnership from its inception. A resident of the town and Provost of the University, John and his wife Carol have provided guidance and balanced perspectives from which we all have benefited. While he may be moving on to assume the Presidency of the University of Tennessee, I think more than a little bit of him will remain in Storrs. We recognize John for his extraordinary efforts on behalf of the Partnership and Town.

Like John, Chris Thorkelson has been a keen supporter of the Partnership. As part of his work on the Planning and Design Committee, Chris was instrumental in working on a set of design criteria for the downtown project that will serve as guidelines for the eventual project developers. He has agreed to continue to serve on the Planning and Design Committee where his passion for aesthetically appealing and energy efficient design is most welcome. For his diligence and dedication we would like to formally recognize Chris.

2003-2004 Board of Directors

Executive Committee

Philip Lodewick	President
Betsy Treiber	Vice President
Steve Rogers	Secretary
Dave Pepin	Treasurer
Steve Bacon	At-Large

Martin Berliner	Tom Callahan	Dale Dreyfuss
Mike Gergler	Al Hawkins	Janet Jones
Phil Spak	Chris Thorkelson	Frank Vasington
David Woods		

Ex-Officio Members

Dianne Doyle	Betsy Paterson	John Petersen
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Executive Director:	Cynthia van Zelm
Office Volunteer:	Joan Terry
Intern:	Annie Howard

Committees

Advertising and Promotion

David Woods, Chair

Roger Adams
Leon Bailey
Janet Dauphin
Cynthia Hirschorn
Janet Jones
Joe Muro
David Ouimette
Betsy Paterson
Wendi Richardson
Kristin Schwab
Zack Walter

Finance and Administration

Tom Callahan, Chair

Phil Barry
Martin Berliner
Dale Dreyfuss
AJ Papanikou
Dave Pepin
Phil Spak
Frank Vasington

Planning and Design

Steve Bacon, Chair

Leon Bailey
Laurie Best
Dale Dreyfuss
Chris Kueffner
Scott Mather
Peter Millman
Ruth Moynihan
Kathryn Myers
Betsy Paterson
Dave Pepin
Chris Thorkelson
Neil Warren
Pene Williams

Business Development and Retention

Mike Gergler, Chair

Dwight Damon
Sue Esposito
Curt Hirsh
Marty Hirschorn
Sol Kerensky
Meg Malmborg
Peter Millman
Dick Norgaard
Steve Rogers
Irene Schein
Jack Sunmark

Membership Development

Betsy Treiber, Chair

Alexinia Baldwin
John Barry
Dianne Doyle
Dolan Evanovich
Mike Gergler
Al Hawkins
Kathy LaJoie
Larry Ross

Nominating

Philip Lodewick, Chair

Steve Bacon
Honey Birkenruth
Tom Callahan
Betsy Paterson
Steve Rogers
Betsy Treiber

Committee Reports

Committee members have dedicated several hours over the past year through their hands-on involvement with specific projects, organizational administration, budgeting, and our continued membership drive.

Thank you to our Committee chairs and members for their hard work and commitment to downtown Mansfield.

Advertising and Promotion Committee

The Mansfield Downtown Partnership Advertising and Promotion Committee met regularly through fall and spring semesters of 2003/2004. Several items were clearly the focus of the Committee for the year:

The Committee developed a comprehensive *Visitor and Information Guide to Mansfield, Connecticut* that includes a listing of town services, a map and various activities in the area. The brochure also includes a listing of Mansfield businesses and services. The brochure was an effort to unite the community and to provide an opportunity for visitors to have information about the community, its activities and its history. Committee members proofed and revised numerous drafts of the *Visitor and Information Guide* during the year. The guide was completed in April, 2004.

Under the leadership of Committee member Betsy Paterson, a Festival on the Green has been planned for September 18, 2004. The festival will include exhibitions, art, food and entertainment and will be held in the parking lots of the businesses located in Storrs Center.

Volume II, Number 1, of the Mansfield Downtown Partnership Newsletter was published in Spring, 2004. This attractive piece was distributed through the *Willimantic Chronicle*.

The Committee is also developing a Kiosk which will be located downtown and will include a map of Mansfield, a list of main attractions in Mansfield, and a place to put brochures.

The Committee has discussed other avenues of visibility and publicity for the Mansfield Downtown Partnership and will continue these discussions and implementation next year.

Business Development and Retention Committee

The Business Development and Retention Committee met three times during the last year. The focus of the meetings was to develop an agenda of issues and concerns of the local businesses to be addressed with the master developer. The Committee began discussion on the development of a marketing strategy for new business in Storrs Center. The issues raised and marketing strategy will be part of future discussions with the master developer.

The Committee also assisted in the completion of the *Visitor and Information Guide to Mansfield*, and will be an integral part of the Festival on the Green in September 2004.

Finance and Administration Committee

The Finance and Administration Committee held seven meetings over the past fiscal year.

The Finance and Administration Committee took the lead in hiring a master developer for the Storrs Center project and producing a subsequent development agreement between the Partnership and the master developer. More specifically, the Committee:

- Reviewed the responses to the Request for Qualifications for a master developer for the Storrs Center project;
- Interviewed three master developer teams in July 2003;
- Recommended Storrs Center Alliance to the full Board to develop the Storrs Center project;
- Drafted designation letter between the Partnership and Storrs Center Alliance. Final letter signed in September 2003;
- Negotiated a development agreement between the Partnership and Storrs Center Alliance in April 2004;
- Revised budget for 2004/2005 to reflect necessary expense and personnel changes. Presented to full Board of Directors where it was approved on March 30, 2004;
- Reviewed two-year Work Plan for the Partnership with further discussion for long-range Work Plan tentatively scheduled for Fall 2004;
- Reviewed quarterly financial statement for the Partnership;
- Received monthly updates from the Town Manager and Executive Director on grants received and grants in progress;
- Continued to monitor the progress of the Municipal Development Plan including the work of Looney Ricks Kiss (Market Study), and the schedule.

Membership Development Committee

The goal of the Membership Committee is to continue outreach efforts in the community in order to increase membership and familiarize people with the

mission of the Partnership. Also, the Committee, in conjunction with the Advertising and Promotion Committee will be formulating a Partnership Communication Strategy with the intention of gaining more visibility in the community.

The following action steps were implemented:

- Sent mailing to UConn staff on Storrs campus in Winter 2004 with information about the Partnership and membership form;
- Sponsor Little League All Stars with Partnership tee shirt;
- Meet with local civic and political groups (e.g., League of Women Voters, Lions Club etc.);
- In person solicitation of local business owners by committee members;
- Meet with UConn student organizations;
- Meet with individual student leaders on UConn campus;
- Informational articles in UConn Advocate, UConn Daily Campus, and UConn Parents Newsletter;
- Place informational/membership flyer in Orientation Packet distributed to all incoming freshmen, transfers and graduate students;
- Set up informational table at Mansfield's Know Your Town Fair.

The Membership Committee meets monthly at the Partnership Office and to date the Partnership has 278 members and has collected dues and contributions totaling \$13,025.

Nominating Committee

The Nominating Committee met four times over the last year to fill Wendy Halle's resignation; to make recommendations for Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2004; and to review any potential changes to the Bylaws for consideration by the membership at the Annual Meeting in June.

The Committee also adopted a policy regarding Committee membership and attendance.

The Committee will be conducting an overall review of the Bylaws in the fall of 2004.

Planning and Design Committee

The Planning and Design Committee met six times over the last year. Its main efforts were focused on providing input to the Board of Directors, the planning firm of Looney Ricks Kiss Architects, and the master developer on design.

The Committee continued to work with Ginny Walton, the Town of Mansfield's Recycling Coordinator, to become more educated about green building

technologies and how to make the new development energy efficient. The Committee continued to research the concept of Leadership in Energy & Environmental Design (LEED) certification for the Storrs Center project. The Committee recommended to the full Board of Directors that it work with Looney Ricks Kiss and the development team on how LEED certification might be achieved for the Storrs Center project. In February 2004, Committee members met with Bill Leahy, Assoc. Executive Director for the Institute for Sustainable Energy, and Rene Theroux-Keech, the Assoc. Director for Engineering and Design Services at Eastern Connecticut University regarding the two buildings at the University they are seeking to have LEED certified. The Committee also discussed updates on the UConn Master Plan, which includes language recommending that LEED certification be used as a guideline for future construction on campus.

The Committee drafted a list of performance goals related to green building technology, energy efficiency, etc, and shared it with Storrs Center Alliance with the goal of working together to achieve some of these goals for the Storrs Center project.

As part of the Committee's monthly dialogue with Storrs Center Alliance, the Committee began meeting with Lou Marquet from LeylandAlliance in April 2004. Mr. Marquet is responsible for the site and infrastructure issues for the Storrs Center site. The Committee, Mr. Marquet, and Michael Klemens (Storrs Center Alliance wetlands consultant) conducted a site walk of the Storrs Center area in April 2004.

Major Benefactors

TOWN OF MANSFIELD



University of
Connecticut

Benefactor

SBM Charitable Foundation

Sponsors

Philip and Christine Lodewick Foundation

Wilcox and Reynolds Insurance, LLC

Patrons

Law Office of Stephen Bacon, LLC
Harry and Honey Birkenruth
Computer Rescue, Inc.
Law Office of Andrew Ewalt, LLC
Patricia Hempel
Janet and George Jones
Corine and Richard Norgaard

Wayne Osborne
People's Bank
Dave and Kathy Pepin
RF Crossen Realty Group, Inc.
Law Office of Samuel Schragger
Mary and Tim Weinland
Wild Scallion

Businesses/Organizations

661 Middle Turnpike Associates
Allyn & Associates, LLC
Archaeological & Historical Services
Aztec Sun Tanning
The Basket Case
Blimpie's Subs and Salads
Body Language, LLC
Jim Calhoun Basketball Camp
Campus Connect
Campus Cuts
Campus Florist
Center for Hellenic Studies Paideia
The Chamber of Commerce, Inc.
Citizens for Responsible Growth
c.o. jones Mexican Restaurant
Copy Run
Curves
Dominos Pizza
Ferrigno-Storrs, Realtors
G.M. Thompson and Sons, Inc.
Highland Park Market
Holiday Recreation Center
IMCORP
Lawrence Real Estate
Liberty Bank
Mansfield Center for Nursing and
Rehabilitation
Mansfield Family Practice, LLC
Mansfield Supply
Miss Kelly's Dance and Drama
Northeast CT Economic Alliance

Paperback Trader
Pesaro's
Phil's
James J. Raynor, DDS, and Louis
Cano, DDS
Regional School District #19
Reminder Press, Inc.
Robert H. Shrier, DMD
SME Enterprises, LLC
Irving Stanley, DMD, PC
Sumner & Sumner
Storrs Automotive
Storrs Counseling Center
Storrs Development, LLC
Storrs Drug
Subway
UConn Co-op
University of Connecticut Alumni
Association
University of Connecticut Graduate
Student Senate
University of Connecticut Police
Benevolent Association
University of Connecticut
Professional Employee's
Association
University of Connecticut School of
Allied Health
University of Connecticut
Undergraduate Student
Government

Villa Spirit Shoppe
Windham Community Memorial
Hospital

Wing Express
Zenny's Restaurant

Individual Members

Cynthia and Roger Adams	Lucy Crosbie	Al Hawkins
Maribeth Amyot	June Curtis	Carole Henry
Zaiga Antonetti	Dwight and June Damon	Martin Hirschorn
Lorraine Aronson	Kenneth Dardick	Lon Hultgren
Philip Austin	Craig Dinsmore	Keith and Marietta Johnson
Leon and Malta Bailey	Joyce Donohoo	Elizabeth Jordan
Alexinia Baldwin	John and Priscilla Douglas	Josephine Kind
Frank and Adah Ruth Ballard	Sally Doyen	Iris Kinnard
John and Patrice Barry	Dale and Susan Dreyfuss	Helen Koehn
Lena and Phil Barry	Gerald Dunne	Donna Korbel
Peggy Beckett-Rinker	Charles Dyson	Chris Kueffner
Martin and Randee Berliner	David and Laura Dzurec	Michael Kurland
Laurie and Phil Best	Randy Edsall	Ruth Laughlin
Judith Blei	David and Donna Evan	Becky and Scott Lehmann
Lynne Bobb-Koths	Dolan, Susan and Justin Evanovich	Bill and Jean Lonergan
James and Jane Ann Bobbitt	Jeff Fisher	Robin Lubatkin and Jim Romanow
Aline Booth	Karla and Martin Fox	Leona and Harris Marcus
Jacqueline and Ray Bopp	Alain Frogley	Philip Marcus
Marylou Bradley	Roy Gallant	David Markowitz
Douglas Bradway	Gloria and Michael Gerald	John Martin
Marian Brazziel	Joan Gerdson	Maria Martinez
Scott Brohinsky	Mike Gergler	Fred Maryanski
Irene Burke	Sharry Goldman	Margarethe Mashikian
Tom Callahan	Christina Luce Gordon	Robert McCarthy
Jim Campetelle	Harry Frank and Susan Lund	Donna and Joe McLaughlin
Marie Cantino and Peter Millman	Gregory Haddad	Denise Merrill
Christopher Casa	Dianne Haidous	Richard Miller
Douglas Casa	Georgia and Nicholas Haidous	Sam Miller
Fred Cazal	Wendy Halle	John Morey
Deirdre Childs	Ian and Lindsay Hart	Ruth Moynihan
Chuck and Wendy Clifton	Matthew Hart	Kathryn Myers
Tammie Corioso	Jeffrey Hathaway	Dennison Nash
	Mark and Marla Hauslaib	Donald Nolan

Jay O'Keefe	Douglas Rosen	Cynara Stites
David Ouimette	Christy Sacks	David Stone
Greg Padick	John Saddlemire	Mike Taylor
Pamela Paine and Douglas Hamilton	Carl Schaefer	Una Taylor
AJ and Lucette Pappanikou	Kristin and Richard Schwab	Mary Thatcher
Betsy Paterson	Jane Scott	Chris Thorkelson
Christopher and Katherine Paulhus	Jan and Vic Scottron	Betsy and Tom Treiber
Robert Peters	Maria Sedotti	Ken and Joyce Tremblay
Carol and John Petersen	Paul Shapiro	Richard Twilley
Carol Phillips	John Shemo	Frank Vasington
Girish Punj	Beverly Sims and William Okeson	Curt Vincente
Rebecca Putnam	Suman Singha	Jeff and Lisa von Munkwitz-Smith
Howard Raphaelson	Anne and Winthrop Smith	Virginia Walton
Jim Raynor	Jeff Smith	Allen Ward
Ray Reid	Art and Kathie Sorrentino	Robin Weiner
Arthur Roberts	Eric Soulsby	Tom and Jan Weston
	Phil and Susan Spak	James Whitaker
	Virginia Stallman	Dolly Whitham
Penelope Williams	David Woods	Aliza and Dana Wilder
Marilyn Wilson	Mike Zito	

- As of May 28, 2004

Thank you also to the American Association of University Professors (AAUP), University of Connecticut chapter for their generous donation.

A big thank you to our members for their support and involvement!

Report from the Nominating Committee

Philip Lodewick, Chair

Proposed slate of incoming Directors

Class of 2007

Michael Gergler

Mike Gergler has served on the Partnership Board of Directors since its inception. Mike is a native of Mansfield and except for his four-year commitment to the US Air Force, has lived in Mansfield for his entire life. Mike began working at Wilcox & Reynolds insurance agency in 1978 and in 1995 became principal partner of the business. Mike is active in many organizations including his 32-year service to the Eagleville Fire Department where he currently serves as President.

Frank Vasington

Frank Vasington is completing his second term on the Partnership Board of Directors. Frank is also a long time member of the community, having earned his B.A. and M.S. at the University of Connecticut in the early 1950s. After leaving Connecticut to earn his Ph.D. at the University of Maryland in Biochemistry, Frank taught at the University of Maryland's School of Medicine and Johns Hopkins University School of Medicine. Frank returned to UConn as a member of the faculty in 1964. He served as Dean of the College of Liberal Arts and Sciences before retiring in 1992. An avid golfer, Frank also is a Corporator of Windham Memorial Hospital and serves on its Personnel, Bylaws, and, Golf Committees.

2004-2005 Appointed Board of Directors

Town of Mansfield

Martin Berliner (2005)
Mansfield Town Manager

Al Hawkins (2006)
Town Councilor

Caroline Redding (2007)
Town Councilor

University of Connecticut

Tom Callahan (2005)
Special Assistant to the President,
University of Connecticut

Dale Dreyfuss (2006)
Vice Chancellor, Business and
Administration
University of Connecticut

Philip Lodewick (2007)
Tradewell Corporation

Mansfield Business and Professional Association

Steve Bacon (2005)
Law Office of Stephen M. Bacon, LLC

Steve Rogers (2007)
Subway

Betsy Treiber (2006)
The Savings Bank of Manchester, A Division of NewAlliance Bank

2004-2005 Elected Board of Directors

Janet Jones (2006)
Community Volunteer

Dave Pepin (2005)
Chairman of Next Generation Ventures, LLC

Phil Spak (2006)
CIGNA Investment Management

David Woods (2005)
Dean of School of Fine Arts, University of Connecticut

2004-2005 Ex-Officio Board of Directors

Dianne Doyle
Chair, Mansfield Business and Professional Association

Fred Maryanski
Interim Provost and Executive Vice President for Academic Affairs,
University of Connecticut

Betsy Paterson
Mayor, Town of Mansfield

MANSFIELD DOWNTOWN PARTNERSHIP FACTS

Organizational Structure: Independent, non-profit, membership-based organization

Administrative Structure: Board of Directors

Operational:

- Full-time paid Executive Director
- Located in downtown Storrs
- Six committees that work to enhance downtown Mansfield as a great place to work, live, and visit: Advertising and Promotion, Business Development and Retention, Finance and Administration, Membership Development, Planning and Design, and Nominating

Funding Sources: Private and Public sponsorships, grants, membership

Membership: Currently over 280 individual, business, and organization memberships

Current Budget: \$123,500

Mission: Coordinate the enhancement and revitalization of three Mansfield commercial areas – Storrs Center, King Hill Road, and the Four Corners

Progress In Third Year:

- Identified a development team to work with Looney Ricks Kiss on the municipal development plan and to develop the Storrs Center property.
- Continued to work with Looney Ricks Kiss, architecture and planning consultants, to prepare a municipal development plan for Storrs Center.
- Produced two Mansfield Downtown Partnership, Inc., newsletters to update the community on progress.
- Secured a Quinebaug-Shetucket Heritage Corridor grant to develop a Mansfield brochure highlighting Mansfield attractions and businesses and \$140,000 from the USDA-Rural Development program for planning for Storrs Center.
- Formed an event committee to bring people into downtown Mansfield including the planning of a festival in Storrs Center in fall 2004.

Future Activities:

- Complete municipal development project plan for Storrs Center.
- Streetscape improvements to enhance the appearance and walkability of Storrs Center.
- Continue to work with the community and businesses to promote Mansfield.

MANSFIELD DOWNTOWN PARTNERSHIP
Operating Budget
FY 04 - FY 05

Revenues	FY 2004-05
100 - Revenues	
101 - Town Contribution	50,000
102 - University Contribution	50,000
103 - Dues	10400
Total 100 - Revenues	\$ 110,400
Expenditures	FY 2004-05
Administrative Expenses	
53801 - Liability and Property Insurance	500
53809 - Directors and Officers Insurance	1265
52202 - Travel and Conferences	1000
52203 - Membership Fees	400
53125 - Audit	850
53122 - Legal Services	5000
Total - Administrative Expenses	\$ 9,015
Office Expenses	
53401 - Rent	13200
54604 - Utilities	1586
53943 - Telephone	1450
54301 - Supplies	535
53926 - Postage	1140
53302 - Repair and Maintenance	100
Total - Office Expenses	\$ 18,011
Program Expenses	
51601 - Payroll	58,934
52006 - Pension	5893
52001 - Social Security	3654
52007 - Medicare	855
52005 - Unemployment Comp	589
52002 - Workers Comp	841
52103 - Life Insurance	223
52105 - Health Insurance	4378
52112 - Long Term Disability	363
52113 - Short Term Disability	316
53120 - Professional & Technical	3000
53145 - Vendors	3000
53925 - Printing and Binding	2500
54911 - Supplies	1500
53939 - Other Program Expenses	500
Total - Program Expenses	\$ 86,546
56312 - Contingency	\$ 10,000
Estimated Fund Balance	\$ 13,172
Total Revenues	\$ 123,572
Total Expenditures	\$ 123,572