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Growing Our Community



Mansfield Downtown Partnership 2008-2009 Board of Directors



Philip Lodewick – President

President and CEO of The Trade-well Corporation, an equipment leasing company he founded in 1980, providing “middle-market” equipment financing to a wide range of corporations and businesses throughout the U.S. and Canada. A BS and MBA graduate of UConn,

Philip and his wife Christine are philanthropists and activists in many organizations. He is past Chair of the UConn Foundation Board and the Board of Advisors for the University’s School of Business. Loves to travel; you may find him anywhere in the world at any time.



Steve Bacon – At-Large

Steve is a partner in the law firm of Kahan, Kerensky & Capossela, LLP, practicing out of the Mansfield office. Steve is a graduate of Brown University and the UConn School of Law. A lifelong Red Sox fan and ardent supporter of the UConn men’s and women’s basketball teams,

Steve has been a Mansfield resident since 1976. His interest in the MDP was stirred by his experience growing up in Madison, CT with its traditional main street downtown. Steve chairs the Planning and Design Committee, serves on the Executive and Nominating Committees.



Matt Hart

Matt is the Town Manager of Mansfield. Prior to beginning his career in local government over 10 years ago, Matt worked in the private sector and served in the US Army. Matt earned his JD and Master’s in Public Administration from the University of Connecticut, and his Bachelor’s in political science from the State University of New York at Potsdam. Matt is a member of the Int’l City Management Assoc. (ICMA) and an ICMA credentialed manager. Matt and Kara, his wife, have two small children. They reside in Mansfield and enjoy all the community has to offer.



Betsy Treiber – Vice President

Betsy was born and raised in Amsterdam, NY. She has been a Willington resident since 1968. A graduate of UConn, Betsy is a Regional Vice-President for NewAlliance Bank. She has been on the Board of the Partnership since its inception and is excited about this

unique project and the positive economic benefits that will result. Betsy follows UConn basketball, is an avid Red Sox fan, and enjoys her many volunteer activities.



Gregory Haddad

Gregg has been the Deputy Mayor of Mansfield since he was first elected to the Town Council in 1999. Prior to joining the Council, he served on Mansfield’s Planning & Zoning Commission as an alternate member. Gregg is the Assistant Chief of Staff to Senate President

Donald Williams and the Democratic State Senate Caucus.



David G. Woods

David has served as Dean of the School of Fine Arts at the University of Connecticut since 2000. Through his leadership, the arts have become more visible to the Mansfield community and the University. He has also served as Dean at Indiana University and the University of Okla-

homa and Director of the School of Music at the University of Arizona. He has published numerous books and articles related to the teaching and learning of music.



Steve Rogers – Secretary

A Board member since its inception, Steve has a UConn degree in Engineering and a Master’s in Business Administration. He opened the 56th store in the Subway Sandwich chain in 1976, which he still owns and operates today, and he is also a regional developer for the chain. He previ-

ously chaired the Mansfield BOE and the Mansfield Business & Professional Assoc., and was president of the Chamber of Commerce and the UConn Alumni Association. Steve’s interests include classic cars, skiing, and travel. Married 34 years to Barbara Depray, with three children.



Mike Gergler

Mike has been an insurance agent for 30 years, co-owning Wilcox and Reynolds Insurance with Becki Putnam. Mike has been a member of the Mansfield Fire Department for 36 years and currently serves as president. Mike is also a member of the Board of Directors of the Connecticut Independent Insurance Agents.



Barry Feldman

Barry has been the University’s Chief Operating Officer since May 2006. No stranger to the University, he’s an alum, an adjunct where he teaches in the public policy graduate program and is a parent of an undergraduate of UConn - Alexander, ’09. Prior to joining UConn, he

was the town manager in West Hartford for twenty-one years, where he lives with his wife Clare.



Phil Spak – Treasurer

A board member since 2003, Phil is a CFA charterholder and a Senior VP and Portfolio Manager at Conning Asset Management, responsible for clients in the European and Asian markets. Phil’s fixed income experience includes portfolio management, sector management, asset

allocation and quantitative strategy, trading, analysis, hedging, and fixed income and equity derivatives. He is a UConn graduate with a BA in Economics and an MBA specializing in Finance.



Bruce Clouette

Bruce has lived in Mansfield for more than 35 years and presently serves on the Town Council. He is the staff historian at PAST, Inc., a history and archaeology research and educational organization.



Janet Jones

A director since 2003, Janet serves on the boards of Perception Programs, Inc. and the Auxiliary to Windham Hospital. She worked for many years at UConn including as Assistant Dean in the School of Business, Assistant to the President, and Director of Planned Giving.

After leaving the University, she formed a consulting company which specialized in fundraising and non-profit management. Janet is an alumna of UConn and resides in Mansfield Center with her husband, George.

Mansfield Downtown Partnership, Inc.

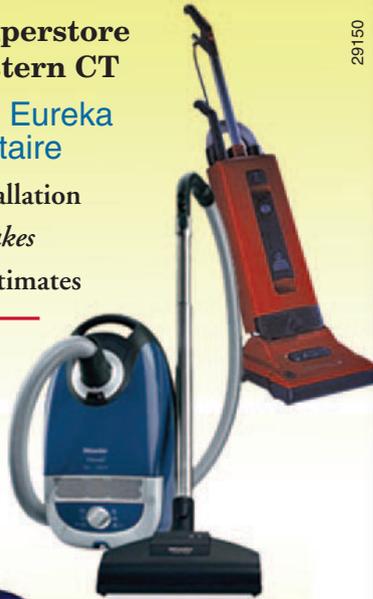
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Tom Callahan

Tom is Assoc. VP of Administration and Operations at UConn, a founding director of the MDP, and chairs the Finance Committee. His areas of responsibility at UConn include facility operations, procurement and logistical services, capital projects and contract administration, parking and transportation services, risk management and real estate. Tom co-chaired the Mansfield/UConn Town Gown Committee and served as UConn's primary liaison to the town from 1995-2007. Tom is a former member of the Stafford BOE. He holds a MS degree from American University and a BA from the University of Rhode Island.



Kristin Schwab

Kristin became involved with the Partnership both as a neighbor to the development and from her professional expertise in landscape architecture. Academic nomads for years, she and her family set down roots in Mansfield 12 years ago, and would love to see the vibrancy of the towns they have experienced in Portsmouth, New Hampshire; Ames, Iowa; and Davis, California.



Frank McNabb

Frank has a BME from Ohio State and MBA from UVM. He spent 40 years as Exec. VP-Operations with Union Carbide/Dow Chemical, and First Brands Corp in charge of 34 facilities around the world in the consumer market with sales of \$2.5 billion a year. Frank serves on the Windham Hospital Board of Directors, is a regular attendee at all home football games at the New England Patriots and the Ohio State Buckeyes, basketball games at UConn, and enjoys regular tennis matches along with teaching international entrepreneurship at UConn. Frank and his wife Kay have relocated throughout the U.S. fifteen times over their 50 years of marriage and have three grown children and seven grandchildren.



Betsy Paterson

Betsy is Mayor of the Town of Mansfield and currently in her 6th term on the Council, 5th as mayor. She is co-chair of the Mansfield/UConn Town Gown Committee; chair of the Eastern Highlands Health District; President of the CT Conference of Municipalities; and on the Board of the Nat'l League of Cities. Mother of three, grandmother of five, and great-grandmother of two, she rents living space from her cat Clementine.



Peter J. Nicholls

Peter is Provost and Executive Vice President for Academic Affairs at the University of Connecticut since 2005. Prior to his arrival at UConn, he served in academic appointments at Colorado State University, Kansas State University, and Northern Illinois University. From Great Britain, he received his BS from London University and his doctorate in mathematics from Cambridge University. He and Trudy are married 41 years and they have three married children. He has three grandchildren and enjoys spending time with them when his schedule permits.



Antoinette Webster

Antoinette is an attorney in the law firm of Kahan, Kerensky & Caposela, LLP and practices in the areas of Real Estate, Land Use and Zoning, and Probate and Estate Planning. Antoinette graduated Cum Laude from Quinnipiac College School of Law and graduated on the Dean's List from UConn with a BA degree in Political Science. She is the chairperson for the Mansfield Business and Professional Association. Antoinette is also a member of the Planning and Zoning and Real Property Sections of the Connecticut Bar Association and she serves as a Director for the Windham Chamber of Commerce.

Partnership Staff



Cynthia van Zelm Executive Director

Cynthia van Zelm was named the first Partnership Executive Director in 2002. She is interested in the revitalization of American downtowns both rural and urban and the effect of tourism on economic development. In August 2008, she was married to her husband, Chris. With a love of travel and sports, their goal is to visit all the states for sightseeing and golf.



Kathleen Paterson Special Projects Coordinator

Kathleen Paterson joined the Partnership in April 2007. An alumna of Allegheny College, she is interested in sustainable development and smart growth practices. Kathleen was born and raised in Latrobe, PA, and is a loyal fan of the Pittsburgh Steelers and Pitt Panthers. She lives in Storrs with her husband, Aaron.



Mansfield Downtown Partnership Board of Directors at work.

2008 - 2009 Annual Report

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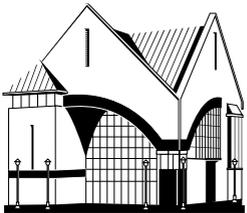
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Growing Our Community

A message from President Philip Lodewick



I am pleased to provide an update on the Mansfield Downtown Partnership and Storrs Center. While beauty may be in the eye of the beholder, we believe it has been a most productive year for the Partnership, as we move closer to the groundbreaking for Phase 1A of Storrs Center.

First, an editorial! Town growth in these times is hard and, as I am wont to say, nothing hard is ever easy. The current national economic crisis has not only impacted all of our personal lives, but also corporate, community, state, and federal budgets throughout the nation. The projected state deficit of over \$8 billion compounds an already declining revenue pool for towns and municipalities across the state. Mansfield is particularly affected because of its heavy reliance on these state revenues. While the Town of Mansfield's estimated revenue shortfall was to be \$1.2 million, under the stewardship of the Town Council and Town Manager Matt Hart and his budget team, the Town was able to reduce expenditures to balance its budget and have the budget passed at the Mansfield Town Budget Meeting on May 12th. While we salute them for their good efforts, we must also acknowledge that the Town cannot continue to rely so heavily on state revenues without additional sources of local income.

I would, therefore, emphasize that now more than ever the Storrs Center initiative can be an economic engine for new

community growth. It creates an entirely new downtown business district for the Town of Mansfield, providing new business and job opportunities, a projected 800 new jobs by full build-out, and enhanced tax revenue for the town on a permanent basis.

While it is imperative to grow our economic base, it is also critical to focus on community development and our quality of life. Storrs Center is intended to be a place of destination and community. This mixed use residential, retail, and commercial project will, by providing an array of needed restaurants, retail, cultural, and social services, create the type of college-town that draws residents and visitors together in mutual good company. For example, we know that the local Starbucks is a place where people meet, book groups hold reviews and discussions, and impromptu music is heard. Storrs Center will expand the offerings available to the community to live, work, learn, and play. A smart growth project, Storrs Center will add significant new public space to the town's inventory – adding two new town squares and preserving over 30 acres for environmental conservation. The design provides venues for concerts and festivals, farmers markets and hiking trails – all ways to bring people together.

So where are we now! In the last twelve months we have secured all but one of the final pre-building permits needed for Storrs Center. In the fall of 2008, the CT Department of Environmental Protection approved the project's stormwater master plan and the US Army Corps of Engineers approved a federal wetlands license to fill a small portion of degraded wetlands. Plans to turn Storrs Road into a pedestrian-friendly main street are being reviewed at the CT Department of Transportation Traffic Commission. We expect a positive decision in the next few months.

In August, the Board of Directors approved a comprehensive set of sustainability guidelines for Storrs Center. The Partnership's Planning and Design Committee, in collaboration with master developer LeylandAlliance and its consultant Steven Winter Associates, worked diligently on the guidelines which we believe are a model for a mixed-use development in a small community that can be used, not only within the

state, but also throughout the country.

We continue to receive significant and important support from our state and federal partners. Earlier this year, Congressman Joe Courtney and Senator Joe Lieberman were able to secure \$712,500 in the FY 2009 Omnibus Appropriations Act for public infrastructure for Storrs Center. Coupled with the State of Connecticut's \$10,000,000 grant for the first intermodal parking facility and prior federal and state grants, to date over \$18 million dollars has been received from the public sector for Storrs Center - indeed a commentary on how vital this project is viewed for the growth of the region. Additionally, in November, Storrs Center was recognized by the 1,000 Friends of CT at its annual meeting as one of only two projects demonstrating the principles of smart growth. Along with this recognition comes advocacy and support.

Currently we will be focused on moving closer to construction on Storrs Road and Phase 1A. While the State Traffic Commission considers the Storrs Road permit, the Town has simultaneously interviewed engineering firms to begin work on the final engineering and design of Storrs Road. We hope a firm can be chosen and work can begin this summer on the design engineering.

Our development partner, LeylandAlliance recently announced that the Vanilla Bean Café, a signature restaurant in the town of Pomfret, CT, had signed a letter of intent to bring a new restaurant to Mansfield as part of Storrs Center. We are pleased with this news and believe a venture by the owners of the Vanilla Bean will be the perfect fit for Mansfield. The LeylandAlliance team, with the assistance of Cushman & Wakefield, and Live Work Learn Play, are in active discussions with other prospective tenants to fill Storrs Center with interesting and innovative new retail concepts that will make Mansfield a place of destination. We are also engaged with current businesses affected by the relocation process to insure proper opportunities for continued business success.

The Mansfield Downtown Partnership and Town of Mansfield continue to negotiate with LeylandAlliance on the public components of Storrs Center - issues relating to parking garages, parking man-

agement strategy, Storrs Road improvements, traffic management, and maintenance and management of new street and public spaces. The Partnership and the University also continue to work with Leyland on components of land use agreements and overall project build-out sequencing. We have a great team working toward a common goal – creating Storrs Center, rethinking main-street. We have made much progress and have these key goals to meet before groundbreaking.

The creation of a vibrant college town could not be accomplished without the support of many. We are most grateful to the Town of Mansfield and the University of Connecticut for continued support and encouragement. We again thank them for making available to us the staff that we deal with on a regular basis to address the many issues that arise. Their leadership and financial commitment to the Partnership has never wavered and will help secure the dream.

I have been privileged to work with an engaged Board of Directors, dedicated committee chairs and members, volunteers, and contributors who continue to make our work worthwhile and also provide an opportunity to have some fun together.

And, finally, I would like to thank our members – close to 400 strong – who provide the core of our support. I would particularly like to recognize and thank our major sponsors – SBM Charitable Foundation, represented by Board Vice President Betsy Treiber; the UConn Cop under the helm of General Manager Bill Simpson; Wilcox & Reynolds Insurance led by Partnership Board member Mike Gergler and co-owner Becki Putnam; the Reminder News represented by Joe Muro; and Storrs Drug, owned by Naufel and Ami Tajudeen.

In closing, we have made steady progress toward completing the vision of creating Storrs Center. The end result – a place of destination to live, learn, do business, dine and shop, relax and recreate – will happen thanks, in large part, to everyone's good efforts.

Storrs Center Update

*From Macon Toledano
VP of Planning and Development
LeylandAlliance, LLC*

The Mansfield Downtown Partnership and LeylandAlliance met many important milestones in the past year. In October 2008, two key permits – one from the CT Department of Environmental Protection and one from the Army Corps of Engineers – were approved. With these permits secure, only one major project approval remains. That application, for improvements to Storrs Road, is currently under review at the State Traffic Commission.

In March 2009, Storrs Center received another boost when President Obama signed the FY2009 Budget bill, which included \$712,500 for infrastructure in the project. The addition of this funding brings the amount of state and federal funding for the new downtown to \$18.5 million. The public funding is an important endorsement of Storrs Center that signals a commitment from both the state and federal government to supporting economically and environmentally sustainable development.

The economic sustainability of Storrs Center was the subject of a presentation that the Partnership and LeylandAlliance made to the Town Council in November 2008. At the presentation, ERA, a consultant for the Town of Mansfield, released the findings of its peer review of the fiscal analysis of the proj-

ect completed by HR&A for LeylandAlliance. ERA reported that HR&A's work was sound and agreed with its projection that, at full build-out, Storrs Center will bring an estimated annual net tax revenue of \$2.6 million to the Town. In a time of economic difficulties, it is reassuring to know that Storrs Center will be a strong economic driver for the

Town that will both contribute new tax revenue and foster the creation of many new jobs and businesses. In addition to the jobs created during construction, Storrs Center is projected to add approximately 800 full time jobs at full build-out.

Another sign of the project's economic viability is the strong positive interest in retail opportunities that the leasing and casting team of Cushman & Wakefield and Live Work Learn Play has received. At a recent presentation sponsored by the Mansfield League of Women Voters, The Partnership and LeylandAlliance were especially pleased to announce that the owners of the Vanilla Bean Cafe in Pomfret, CT, were the first to sign a letter of intent for a new venue in Phase 1A. Negotiations are underway with other potential tenants for this phase, which will include the buildings on the north side of Dog Lane and the northerly edge of the Town Square.

(continued on page 8)



Courtesy of LeylandAlliance and Urban Design Associates.

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Storrs Center Update (continued)

Inquiries from interested business owner-operators and potential residents continue to come into the Partnership office on a regular basis and through Leyland's leasing team. Storrs Center's unique location, sustainable design, and mix of uses make it an attractive option for businesses even in a slower economy. As work continues on the project through these slower months, Storrs Center and the Town of Mansfield will be poised for success as the economy improves.

Although at times it may seem that the process is lengthy, the deliberative and thoughtful planning of Storrs Center has positioned it for success in a changing market. The planned phasing

of construction – an original facet of the design – means that the development team can easily adjust to the ebbs and flows of the economy. The pedestrian-friendly design is at the forefront of national trends towards compact design and downtown revitalization. Its location mirrors other communities that are seeing alumni and retirees seeking to downsize in college towns that offer cultural venues, athletic events, and outdoor recreation. And, the public process means that the community has had a strong voice in guiding the design and has ownership in the project's success. Storrs Center will truly be a town center where the community can gather, work, live, and celebrate.



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The Last Green Valley and Storrs Center: Partners in Conservation

From the night sky, the view of the Northeast is impressive. From Washington, DC to Boston, it seems that the entire East Coast is ablaze with lights. However, closer examination reveals a 1,085 square mile area nestled mid-way between New York and Boston that appears quite dark. This island of visual calm is often referred to as "The Last Green Valley." A daytime view reveals 695,000 acres of green space, over 78% of which is farmland and forest.

In 1999, Congress designated an area in northeastern Connecticut as the Quinebaug and Shetucket Rivers Valley National Heritage Corridor. This designation recognized the importance of these two rivers and the valley as an important – and unique – national resource. Five years later, Congress expanded the designation to include an additional town in Connecticut and nine in Massachusetts, all within the watershed. There are 35 member towns currently, including the Town of Mansfield.

The creation of the Quinebaug and Shetucket Heritage Corridor also created the need for an organization to manage the congressionally-designated area. Thus, The Last Green Valley, Inc. (TLGV) was formed with the mission "to preserve the significant natural and cultural resources of the region, while encouraging compatible economic development."

The Last Green Valley strives to promote and protect the rural, agricultural nature of the area, while supporting economic endeavors within the region through a variety of means. For example, over Columbus Day weekend in 1990, TLGV hosted a series of guided walks throughout the Corridor. In the past nineteen years, the event has grown from a single weekend to the entire month of October and has been renamed "Walktober." Last year, Walktober drew over 25,000 people to the region. The Last Green Valley has seen similar success with other creative event planning and marketing endeavors that highlight the area's natural resources through tourism.

With its goal of promoting "compatible economic development," TLGV has supported economic development that not only seeks to grow jobs and tax bases, but also works to preserve the area's natural resources and open spaces.

The Storrs Center project is a prime example of how economic growth can be compatible with environmental conservation. The Mansfield Downtown Part-

nership and master developer LeylandAlliance have developed a set of Sustainability Guidelines that encompass everything from stormwater management to acceptable construction materials to tree cover. This comprehensive set of guidelines is unique and is one reason that Storrs Center was recognized by 1,000 Friends of CT with its Smart Growth Development award in November 2008.

Perhaps the greatest contribution Storrs Center will make to preserving The Last Green Valley is the project site itself. Situated near existing civic uses (such as Mansfield Town Hall, EO Smith High School, the Post Office) and area attractions (UConn's School of Fine Arts, the Moss Sanctuary), Storrs Center's location will make it a true town center. Creating a pedestrian-friendly environment within easy walking distance of a wide variety of uses concentrates development in a way that allows for preservation of other open spaces. In fact, within the project site itself will be approximately thirty acres of preserved open space that abuts Joshua's Tract Conservation and Historic Trust land creating a large, contiguous tract.

Another key feature of the site is that most of the seventeen acres on which construction will occur has been previously developed. Utilizing existing infrastructure and previously developed land conserves natural resources and green fields (undeveloped land). The Last Green Valley supports revitalizing downtowns and creative reuse of existing buildings, such as the many mill buildings found throughout the Corridor. Storrs Center, albeit new construction, embodies many of the same principles as such efforts: compact design, mixed-use, and open space preservation.

The goals of Storrs Center in many ways mirror those of TLGV and its own two-fold mission to promote both economic and environmental sustainability. The Partnership has enjoyed partnering with TLGV on a number of projects, such as the Mansfield Visitor and Information Guide and informational kiosk, and looks forward to future collaborations with this important regional organization.

William B. Reid, Director of External Affairs for The Last Green Valley, is the featured speaker at the Mansfield Downtown Partnership's Annual Meeting in June 2009. For more information about The Last Green Valley, please visit www.thelastgreenvalley.org.



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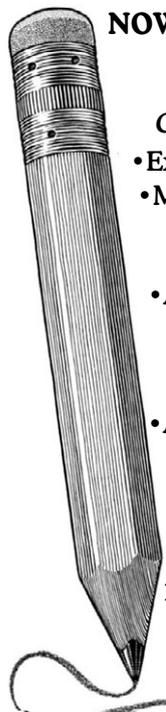
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An Artful Downtown

From the beginning of planning for Storrs Center, the Mansfield Downtown Partnership envisioned a town center that houses a mix of retail, dining, office, and residential space. It pictured a downtown where residents could walk to work, to the Post Office, and to the Community Center. And, importantly, it imagined a traditional center where people could gather to enjoy musical performances, art festivals, and community events.

By including the arts in their aspirations for Storrs Center, the Partnership, coordinating with master developer Leyland Alliance, recognized a very important aspect to the arts that is often overlooked: the economic impact of the arts. According to a study by Americans for the Arts, a leading national non-profit organization for promoting the arts, non-profit arts and culture organizations generate \$166.2 billion in economic activity every year. Of that total, a little over \$63 billion is generated by the spending of such organizations. The remaining \$100 billion plus comes from event-related spending by audience members.

By incorporating the arts into Storrs Center, Mansfield can capture some of that economic activity. Audience members of arts and culture events tend to spend money in addition to that of the price of their ticket. They pay for parking; they meet for coffee after a show; they arrive early to shop. These expenditures are part of the impact that the arts have on local, regional, and state economies.

The Americans for the Arts' study (the third in a series) examined over 100 cities and counties, 35 multicounty regions, and five states from all across the United States to create an accurate understanding of the ways in which the arts impact the economy. In Hartford County, they found that the average expenditure by residents attending a non-profit arts and culture event was \$19.45 (not including the price of admission). For non-residents, the average expenditure was \$23.67. (A resident in this study lived within Hartford County; non-residents included anyone who did not live in Hartford County).

Mansfield is fortunate to have world-class arts organizations already established in town, including the Jorgensen Center for Performing Arts (Jorgensen) and the Connecticut Repertory Theatre (CRT). What it lacks is sufficient dining and entertainment options. The existing restaurants attract many diners before and after Jorgensen performances. But, they cannot meet the needs of all of the event attendees. A great deal of business is lost to surrounding towns as people search for somewhere to continue enjoying their evening. Storrs Center will help to correct this problem by providing additional dining and entertainment options.



Chef Rob Landolphi, from UConn Dining Services, led cooking demonstrations at the 5th Annual Festival on the Green. Courtesy of Kim Bova Photography.

Using the Americans for the Arts' findings, the significance of Storrs Center can be estimated thusly: For a sold-out performance, such as the Boston Pops, Jorgensen seats 2,630 people. If half of that audience is comprised of local residents (from Tolland County) and the other half of non-residents, the potential extraneous spending is \$56,702.80 per show.

When audiences have opportunities for dinner before the show or drinks or desserts afterwards, they will be more likely to spend more time in town. This summer, CRT will resume its popular Nutmeg Summer Series with a production of the musical *Crowns*. At its height, the Nutmeg Summer Series drew 15,000 - 20,000 people to Mansfield each summer. With eleven performances, *Crowns* will be a preview of the great things to come in summer in Storrs Center.

Of course, the summer season is just a part of the story of the arts. With the Benton and Ballard Museums, CRT, Jorgensen, von der Mehden Hall, and others, UConn has a healthy arts community from which to base future arts events. The Town of Mansfield Arts Advisory Committee has been active for a number of years in promoting the arts. The *Festival on the Green* has built its Juried Art Show into one of the more popular aspects of the event. The desire for further arts and culture events clearly exists; what is lacking is the physical space in which to hold such events.

Storrs Center will provide the space for art to happen. The Town Square and Market Square will host small events, perhaps including children's shows, art shows, or concerts. The new downtown will also have the shops, cafés, and restaurants to make the area more of a destination for arts patrons. The benefits of the arts are many. They inspire creativity, add to the sense of community, and they significantly impact the local economy.

For more information on the economic impact of the non-profit arts and culture industry, please visit <http://www.americansforthearts.org/>.

For more information about the Nutmeg Summer Series and Crowns, please visit www.crt.uconn.edu.



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Mansfield Downtown Partnership, Inc.

ANNUAL REPORT 2008-2009

What does the community have to say about Storrs Center?



Barbara Casey, a marketing consultant, came to Storrs from the Boston area and lives less than two miles from the center. "I moved here thinking I was moving to a college town, like Northampton or Iowa City -- I'm originally from Iowa," explained Casey. "What I found was Storrs had cows and the college. Although UConn had Jorgensen and CRT and the Huskies, I found it difficult to find much happening in town on a regular basis. It seems you have to drive 25 minutes to Manchester to do any shopping other than grocery shopping. I see the Storrs Center development as a solid plan for the future. What safer investment is there than a town center adjacent to a major university? UConn isn't going anywhere and it will continue to bring in students and faculty year

after year. Mansfield residents can benefit from this by reaping some financial rewards in the way of tax revenues. As a resident, I look forward to being able to buy a gift, listen to music at a local establishment and have a wider choice of cuisines from which to choose -- all right here in town! I also like the fact that the developers are creating this space in a very conservation-sensitive way, utilizing green technologies and the preservation of open space whenever possible."



Tom Birkenholz is a relatively new resident and works for the Windham Hospital Foundation. "We find ourselves leaving town every time we need to buy a gift or clothing, and, while we're out, we frequently have dinner in a restaurant. Those trips usually take us to Manchester or West Hartford, so that's where we're spending our money. I would like to see some good, upscale restaurants in the new center that are set up so they appeal to business diners during the day, families in the early evening, and professionals and students at night. I hope the center will have a good book store where customers can also have coffee and sit and talk; maybe a movie theater, gift shop, and a candy and ice cream shop.

All of the development in the center will draw the community together -- right now, UConn is a bit of an island. There are cultural events on campus -- but because of the lack of enough town businesses, Storrs isn't a "destination" location. I feel very positive that this new town center will create a whole new community."

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Leyland Alliance
Mansfield Downtown Partnership



Barry Schreier is both a resident and professional in Mansfield. Schreier is the Director of Counseling on the University of Connecticut campus and relocated to the area almost two years ago from the Lafayette, Indiana's Purdue University area. "I'm imagining this new Storrs Center as a similar development to what I've

seen in the midwest in university towns," said Schreier. "This type of development would bring so much to the town and would create a "destination" spot (which it should be). I've been at five universities and this is the only one I've encountered that doesn't actually have a "town." There is a "car-culture" here because students have to drive everywhere that's off campus. UConn is a flagship university and this is a college town -- we need to value the student population and create a student-friendly community outside of the campus. There's an obvious lack of neighborhood summer employment for students and the new center would help make Storrs a 12-month community. A successful community will always have a space for creative endeavors and that should be incorporated into the business space. I'm very much looking forward to this project to be completed."



Bryan Murphy, a 3rd year student at UConn, has some ideas for the new center from a part-time resident and student's perspective. "It would be really great to be able to stay in Storrs to go out on a date to an upscale restaurant -- there's not much here to choose from. There's a real need for nice pubs with music and many stu-

dents would like to see a 24-hour diner style restaurant. I'm in my third year at UConn and I don't see a lot of job opportunities for graduates or even for summer work in this area. I think the new Storrs Center would offer a lot of job opportunities for students."



Honey Birkhenrut has been a resident of Mansfield for 42 years and is very enthusiastic about the new Storrs Center. "I would like this to be a place that the community can think of as a "village". It would improve living in our community in a variety of ways. First, the Storrs Center would become something we

could be proud of. It would be an aesthetically pleasing gathering place for residents, students, families and friends to live, eat, shop, and stroll with cultural, educational, and recreational opportunities within easy access. Social interaction would be encouraged rather than discouraged. Additionally, a greater variety of retail experiences would be available to all of us. The success of these stores would create property tax revenues which would help fund our educational system and other important town services. An attractive town center also makes our own homes more valuable. Finally, a more attractive community is a better place for UConn's students and faculty. Storrs Center would also encourage job opportunities and will be an incentive for new businesses to locate in or near our town."

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2008 - 2009 Committee Reports

The Mansfield Downtown Partnership committees continue to be the backbone of the organization. Members have dedicated many hours over the past year through their involvement with specific projects, organizational administration, budgeting, and our continued membership drive. Many thanks to all our committee members for their dedication to the Partnership and commitment to creating an exciting downtown.

Advertising and Promotion

Chair, Dean David Woods	Janet Dauphin
Andrew Ewalt	Marcia Firsick
Pat Hempel	Dee Goodrich
Janet Jones	Joe Muro
Betsy Paterson	Kristin Schwab

The Advertising and Promotion Committee met regularly throughout the year. The following items were discussed and developed by the Committee during the year:

The 2008 *Festival on the Green* took place on September 14. Attendance was down slightly from the previous year, likely due to the rain in the morning. Booths and activities were quite successful and included The Juried Art Show, children's activities, music, and a wide variety of University and Town groups. The parade was expanded this year which included dignitaries from the Town as well as the University. The Pride of Connecticut Marching Band led the parade this year.

The 2009 *Festival on the Green* is planned for Sunday, September 13. The *Festival* this year will be part of a Celebrate Mansfield Weekend which will include Know Your Towns Fair and other community events.

Committee members, led by Janet Jones and Kristin Schwab, worked on developing a more user-friendly timeline of Storrs Center, showing the milestones of the project over the past eight years, as well as the goals for the coming year. This timeline, along with the project's concept plan, is available throughout the community, on the Partnership website, and in the Partnership office.

Along with the Town of Mansfield and the Mansfield Community Center, the Committee helped to sponsor the 3rd Annual Winter Fun Day, which took place on February 8 from 1 p.m. to 4 p.m. in front of the Community Center. The activities included a horse-drawn wagon, ice sculptures, and the "Wacky Hat" contest. Three *a cappella* groups from the University performed at Winter Fun Day.

The Spring 2009 Newsletter was published by the Willimantic Chronicle on April 7 and appeared in the Shopper on April 9. The newsletter included an update on Storrs Center with the focus on recent federal funding received for infrastructure, and the commencement of securing new tenants for the first phase of the project.

The Committee is working with master developer LeylandAlliance on updating the

Partnership kiosk (located at the corner of Dog Lane and Storrs Road) by replacing some of the panels and providing new literature holders. The kiosk is another communications venue and has received a great deal of attention from visiting University parents on campus. The refurbishing work on the kiosk is planned for this summer.

The Committee will continue to expand the visibility of the Partnership through a variety of projects and activities.

Business Development and Retention

Chair, Mike Gergler	Roger Adams
Curt Hirsch	Marty Hirschorn
Doryann Plante	Girish Punj
Matt Raynor	Steve Rogers
Irene Schein	Barbara Sunmark
Brian Wells	

The Business Development and Retention Committee met to address issues related to relocation and the solicitation of businesses for the first phase of Storrs Center. Now that the tenanting process is in full swing, the Committee will begin a more active schedule.

Finance and Administration

Chair, Tom Callahan	Phil Barry
Mark Hammond	Matt Hart
AJ Pappanikou	Phil Spak
Frank Vasington	

The Finance and Administration Committee met monthly and continued to take the lead in overseeing the Storrs Center project, under the direction of the Board of Directors. More specifically, the Committee:

- Began negotiations with master developer LeylandAlliance on revising the Partnership's development agreement to reflect current conditions

- Developed and revised the budget for 2009/2010, which included a wage freeze for Partnership employees, and presented it to the full Board, where it was approved on April 7, 2009

- Monitored implementation of the relocation plan

- Received monthly updates from the Town Manager and the Executive Director on grants received and grants in progress

- Met with the LeylandAlliance team quarterly to receive updates on the Storrs Center project, including the timeline, and LeylandAlliance's other projects

- Reviewed Partnership quarterly financial statements

- Monitored personnel issues

- Working with the Executive Committee, will facilitate the finalization of a 5-year strategic plan

- Continue to monitor state and federal funding requests for public improvements including the parking garage, Storrs Road, and relocation.

2008 - 2009 Committee Reports

Membership Development

Chair, Betsy Treiber
Alexinia Baldwin
Dolan Evanovich
Jim Hintz
Dave Martel

The goal of the Membership Development Commitment is to retain and recruit members. As we come closer to the first phase of construction, increased awareness of our goals and objectives becomes key in the success of this important project.

With that in mind, the Committee has continued its outreach efforts in the Mansfield community and beyond. Articles relating to the project have been printed in many local publications including the ReminderNews, Hartford Courant, Horizons, The Willimantic Chronicle, the UConn Advance, UConn Alumni Magazine, UConn's Daily Campus, UConn Parents Newsletter, and the Chamber of Commerce Update.

Additional outreach efforts include:

- Developed an updated membership brochure in fall 2008 providing current Partnership information; brochure placed on Partnership Web site

- Inclusion of membership brochure in Partnership fall and spring newsletters as well as Annual Report

- Membership and informational table at the *Festival on the Green*, Winter Fun Day, Tour de Mansfield Bike Tour, League of Women Voters "Know Your Towns Fair," UConn Open Houses, and UConn orientation

- Placement of informational materials in the kiosk located on Storrs Road, local schools, Mansfield Public Library, Mansfield Community Center and Mansfield Town Hall

- Placement of informational materials in key University offices, such as the Alumni Association, Admissions, and the Lodewick Visitors Center

- Executive Director presentations to the Dean's Council at UConn, Mansfield Lions Club, Mansfield Business and Professional Association, Mansfield town committees and many University groups and associations, including the UCPEA Fair

- Sponsorship of the Mansfield Little League through a banner displayed at Little League games

- Solicitation of new members through personal visits and phone calls

- Phone campaign to existing membership to encourage membership renewal

- Monthly public open house events at the Partnership office.

- The Membership Development Committee meets monthly in the Partnership office. To date, the Partnership has 370 paid members with dues and contributions in excess of \$22,000.

Nominating

Chair, Philip Lodewick Steve Bacon
Honey Birkenruth Tom Callahan
Betsy Paterson Steve Rogers
Betsy Treiber

The Nominating Committee met last year to make recommendations of Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2009. The Committee also proposed changes to the Partnership's Bylaws with respect to adding an additional student Board member, appointment and election of Board members, and the University of Connecticut ex-officio position. The Partnership membership will consider these changes at the Annual Meeting on June 2, 2009. The Committee also continued its discussion of the creation of a board of advisors to serve the Partnership Board.

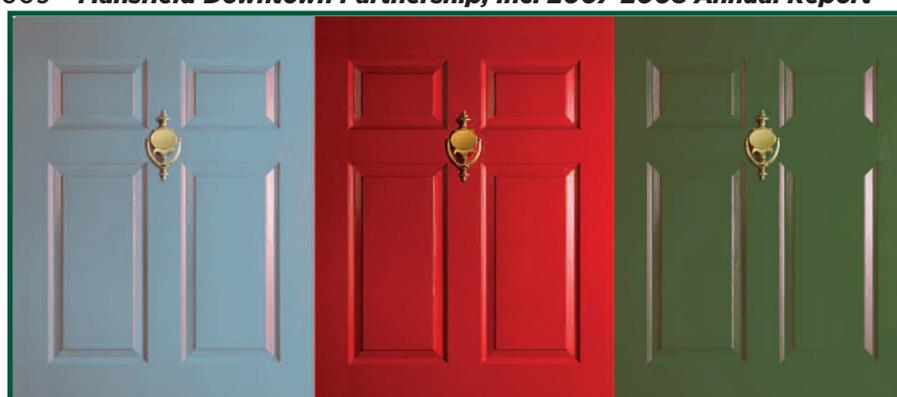
Planning and Design

Chair, Steve Bacon Leon Bailey
Laurie Best Karla Fox
Manny Haidous Chris Kueffner
Frank McNabb Peter Millman
Ruth Moynihan Betsy Paterson
Karin Randolph Pene Williams

The Planning and Design Committee was able to count among its accomplishments this past year the adoption of the Sustainability Guidelines for Storrs Center. The Committee forwarded the initial guidelines proposal to the Board of Directors for Board review in May 2008. Revisions recommended by the Board were reviewed by the Committee during the summer, and final adjustments to the guidelines were made. On August 5, 2008, the Board of Directors unanimously adopted a motion to approve the Sustainability Guidelines for Storrs Center. Thus, a modest proposal involving green building technologies and energy efficient design first considered by the Committee in 2003 has become, with the very significant contributions of Macon Toledano of Storrs Center Alliance, LLC, and Alliance consultant, Steven Winter Associates, Inc., a trademark feature of the downtown project.

As part of its ongoing responsibilities, the Planning and Design Committee will be monitoring compliance with the Sustainability Guidelines of proposed building plans for the project. Using checklists designed specifically for this process, the Committee's recommendations regarding compliance will be delivered to the Board of Directors for its consideration. Plans found to be consistent with the Sustainability Guidelines by the Committee and the Board will then proceed through a number of other pre-construction steps. A similar process will apply to the Design Guidelines previously adopted for the project by the Committee and the Board.

The Committee looks forward to this role as building plans are developed for the long awaited construction phase of Storrs Center.



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Join friends and neighbors
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Around Town: Upcoming Events

CT Trails Day

Saturday, June 6, 2009

10:00 a.m.

Meet at the Partnership office

1244 Storrs Road

Free and open to the public

Take a guided walk through the future site of Storrs Center with representatives of the Mansfield Downtown Partnership, Joshua's Trust, and LeylandAlliance. Please pre-register with Leader Cynthia van Zelm (429.2740; mdp@mansfieldct.org). This event will not occur if it rains.

Nutmeg Summer Series: *Crowns*

Thursday, June 11 - Sunday, June 21

Various times

Harriet S. Jorgensen Theatre

Tickets from \$14 - \$36

The Nutmeg Summer Series returns to Storrs with a presentation of the hit musical *Crowns*. After a brief hiatus due to financial reasons, the Nutmeg Summer Series has a new financial format and returns with the support of generous donors. The Connecticut Repertory Theatre plans a full summer season in 2010. *Crowns* is a perfect show to renew this popular series. An exploration of history and identity, *Crowns* is a gospel-infused musical featuring soulful, joyful music, from freedom song to hip hop, that celebrates family and faith and is a jubilant expression of culture and tradition.

For more information, including ticket prices and ordering, please call 486.4226 or visit www.crt.uconn.edu.

4th Annual Tour de Mansfield: Village to Village Bike Tour

Saturday, July 18 (Rain Date July 26)

8:00 a.m. - 12:00 p.m.

Mansfield Community Center

Fee TBD

The Mansfield Community Center, the Mansfield Downtown Partnership and the Town of Mansfield are proud to present the 4th Annual Tour de Mansfield: Village to Village. This bike tour will provide a family-oriented activity for area residents, encourage exercise through cycling, bring awareness to the scenic beauty of Mansfield's villages, draw attention to the Storrs Center/Downtown area, and bring the community together around a social and recreational activity. The day is designed to appeal to riders of all levels, and will in-

clude a 5-mile Family Fun ride led by police officers and 20 or 40 mile Challenge rides. The rides will start and end at the Mansfield Community Center and will conclude with a barbecue. Join us and experience Mansfield by bicycle!

To register, or for more information, call Sara-Ann Chainé in the Town Manager's office, 429.3336 or visit www.mansfieldct.org.

Celebrate Mansfield Weekend

This year, join the Mansfield Downtown Partnership, the Town of Mansfield, the Mansfield Community Center, the Mansfield League of Women Voters, and the Storrs Farmers Market for a weekend full of community fun! The events listed below are all part of a weekend dedicated to celebrating our unique town, residents, organizations, and businesses. Please visit www.mansfieldct.org for more details as planning continues.

Wine-Tasting

Friday, September 11

Time TBD

Altnaveigh Inn and Restaurant

Tickets TBD

Kick off the Celebrate Mansfield Weekend in style at a Wine-Tasting hosted by the Mansfield Downtown Partnership and the Altnaveigh Inn and Restaurant. This event will feature hors d'oeuvres prepared by the Altnaveigh and a wide variety of wines. Seating is limited for this event.

For more information, please contact the Partnership office at 429.2740 or mdp@mansfieldct.org

23rd Annual Know Your Towns Fair

Saturday, September 12

11:00 a.m. - 2:00 p.m.

Mansfield Community Center

Free and open to the public

The League of Women Voters will host the Know Your Towns Fair for area residents. Local organizations will be on hand to provide information about their services and activities. This event is free and open to the public.

For more information, please contact Lisa Peterson-Blinn (lisajpb@gmail.com) or Carol McMillan (423.3774).

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Around Town: Upcoming Events

River Park Event

Saturday, September 12
Time TBD
River Park
Free and open to the public

Mansfield's Parks and Recreation Department will host an event at River Park (access from Plains Road). Planning is underway; please visit www.mansfieldct.org as the date approaches for details.

For more information, please contact the Mansfield Community Center at 429.3015.

Storrs Farmers Market

Saturday, September 12
3:00 - 6:00 p.m.
Mansfield Town Hall parking lot
Free and open to the public

Stop by the Storrs Farmers Market to pick up the fixings of a great picnic! At Storrs Farmers Market, everything is CT Grown, and nothing travels more than fifty miles from the market to you. There will be a variety of premium local vegetables, fruits, beef, cheese, eggs, and more available. Enjoy the musical stylings of Mansfield's own Seldom Heard as you peruse the stands. Select from the best for your meal, and then head over to the All Town Picnic!

For more information, please contact StorrsFarmersMarket@gmail.com.

All Town Picnic

Saturday, September 12
5:00 - 7:00 p.m.
Location TBD
Free and open to the public

Bring some food and bring some friends as you join your neighbors for an All Town Picnic, sponsored by the Town of Mansfield and the Mansfield Downtown Partnership. Join us for an evening of food, music, and community with a performance by Bruce John and The Eagleville Band.

Please visit www.mansfieldct.org for more details as planning continues.

Celebrate Mansfield Parade

Sunday, September 13
11:30 a.m.
Storrs Road from Town Hall to Dog Lane
Free and open to the public



The Jester (Jason Altieri), one of the members of local favorites, Kidsville Kuckoo Revue, performs at the 5th Annual Festival on the Green. Courtesy of Kim Bova Photography.

Celebrate our community in unique style as the Celebrate Mansfield Parade leads the way into the *Festival on the Green!* The UConn Marching Band will lead a variety of community groups as they march down Storrs Road and show their Mansfield pride. Children are invited to ride on their decorated bicycle or tricycle; just meet in the Storrs Post Office parking lot at 11:00 a.m. to get a space in line.

For more information, please contact the Partnership office (mdp@mansfieldct.org) or visit www.mansfieldct.org.

Sixth Annual Festival on the Green

Sunday, September 13
12:00 p.m. - 5:00 p.m.
Storrs Center commercial plazas
Free and open to the public

The *Festival on the Green* draws thousands of area residents to the future site of Storrs Center for music, food, and fun. Planned activities for the sixth annual event include a Juried Art Show, a pie-eating contest, cooking demonstrations, and musical performances by the UConn Marching Band, Kidsville Kuckoo Revue, and The James Montgomery Band with special guest J. Geils. Join your friends and neighbors as we celebrate the best of Mansfield!



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This & That: Partnership News

In August 2008, the Partnership Board of Directors approved the Sustainability Guidelines for Storrs Center developed by the Partnership's Planning and Design Committee, LeylandAlliance, and Steven Winter Associates.

Fifth Annual *Festival on the Green* was a huge success: Despite morning rain, over 2,000 people celebrated the best of Mansfield with food, music, art exhibits, and the Celebrate Mansfield Parade.

Executive Director Cynthia van Zelm presented at the Statewide Land Use Leadership Alliance training program and to the Manchester Redevelopment Agency about the history and planning of the Storrs Center project. She also presented updates on Storrs Center to the University of Connecticut's Division of Enrollment Management and to the Mansfield Lions Club.

The Partnership received two key permits in the fall of 2008. The US Army Corps of Engineers approved a wetlands license, and the Connecticut Department of Environmental Protection approved the stormwater master plan for Storrs Center, two of three remaining pre-construction permits.

LeylandAlliance added respected real estate broker Cushman & Wakefield to its retail and leasing team. The Hartford office of Cushman & Wakefield joined Live Work Learn Play in its recruitment of business owner-operators for Storrs Center.

ERA, consultant to the Town of Mansfield, released the findings of its peer review of LeylandAlliance's consultant HR&A's fiscal impact analysis in November 2008. ERA found that the work is sound and agreed with the projection that, at full build-out, Storrs Center will bring an estimated annual net tax revenue of \$2.6 million to the Town of Mansfield. The Partnership and LeylandAlliance presented an update on Storrs Center to the Mansfield Town Council highlighting the results of the fiscal impact analysis.

1,000 Friends of CT endorsed Storrs Center as a leading example of Smart Growth development in the state and recognized the Partnership at its Annual Meeting in New Haven.



Extreme Measures, an a cappella group from UConn, performs at the 3rd Annual Winter Fun Day. Courtesy of Mansfield Downtown Partnership, Inc.

The Partnership, along with the Mansfield Community Center and the Town Manager's office, hosted the 3rd Annual Winter Fun Day complete with ice sculptures, musical performances, and the Wacky Hat Contest.

President Obama signed the FY2009 Omnibus Budget bill, which included \$712,500 for infrastructure in Storrs Center.

The Partnership and LeylandAlliance hosted a workshop for the Town Council and the Partnership Board of Directors to examine parking concerns in Storrs Center. Andrew Hill, of Walker Parking Consultants, led the workshop, as the discussion focused on current conditions and planned changes.

Cynthia van Zelm appeared with Mayor Betsy Paterson on "On the Homefront" with John Murphy on Charter Channel 14 and on "Town Talk" with Mark Paquette to provide an update on the Storrs Center project.

LeylandAlliance announced in April 2009 that the owners of the Vanilla Bean Cafe in Pomfret, CT, are the first to sign a letter of intent for Phase 1A of Storrs Center. Their new venture will be a great addition to the Town of Mansfield.

In April 2009, the Partnership and LeylandAlliance presented an update on Storrs Center hosted by the Mansfield League of Women Voters. The event was well-attended and allowed residents to ask questions about the progress of the project.

Members Matter

Over the past few years, the excitement for Storrs Center and support of the Downtown Partnership has steadily grown. One way in which to measure this continued support is by the Partnership's members.

The Partnership has been fortunate to attract and sustain a consistent member base. This is in no small part due to the efforts of the Membership Development Committee. These members volunteer their time to promote the Partnership and recruit new members throughout the year. Once a year, they assist with a membership drive to encourage current members to renew their commitment. With their enthusiastic efforts, the Partnership surpassed the 400 member mark in late 2007.

Other than a means of measuring support of the Partnership, what significance do members have?

The Partnership is loosely based on the National Main Street Center's "Four-Point Approach®." This nationally-recognized approach to downtown revitalization recognizes the great value that individuals can provide through membership, volunteerism, and participation on committees. The National Main Street Center sees members as integral to creating a true community vision for the revitalization of main street neighborhoods. For the Partnership, members have helped guide the progress of Storrs Center from the outset. They represent the community, provide valuable insight, and have helped shape the vision of a downtown for Mansfield.

Partnership members also represent the organization within the community. They have attended public hearings to voice their support for the Storrs Center project, and they have written to local media and state lawmakers in support of the Partnership. The participation of Partnership members is a key reason for its success, to date, with Storrs Center and its other initiatives.

The Partnership's members are active in many ways. They sit on the six committees (Advertising and Promotion, Business Development and Retention, Finance and Administration, Membership Development, Planning and Design, and Nominating) that help shape the

Partnership's work. They volunteer at events like the annual *Festival on the Green*. And, with a staff of two, the Partnership relies on its volunteers for assistance with projects large and small, from reviewing the many drafts of the Sustainability Guidelines (adopted in August 2008) to stuffing envelopes for mailing materials to *Festival* participants.

Are there any benefits to becoming a member?

Some of the benefits that members enjoy include voting privileges at the Partnership's Annual Meeting (held in June). They also receive monthly updates on Storrs Center and the Partnership's other projects, as well as the newsletters and Annual Reports. Members can also sit on committees and hold office within the Partnership.

Who can become a Partnership member?

Membership is open to anyone who resides or works in the Town of Mansfield or is a student, alumnus, faculty, or staff at the University of Connecticut (*please see the form on page 19 for complete membership information*). There are several levels of membership, including a business membership, with varying fee levels. Individuals or businesses that do not meet the membership criteria may contribute to the Partnership as a "Friend." Please note that, although Friends receive some benefits, they do not receive voting or office privileges.

If you are interested in becoming a member, please submit the membership form, found on page 19, along with the appropriate dues to the Mansfield Downtown Partnership. Or, if you would like to learn more about the Partnership or the Storrs Center project, please feel free to contact the office at 429.2740 or mdp@mansfieldct.org.

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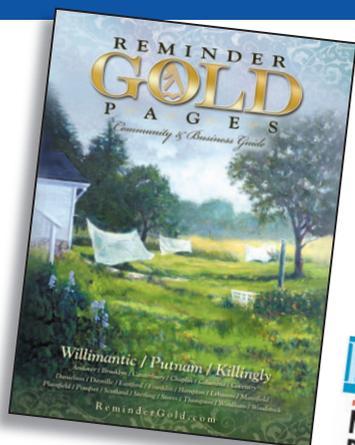


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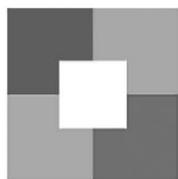
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STORRS
RETHINK MAIN STREET
CENTER

Concept Plan May 2009



Legend

- CS – Central Square (Mixed Use)
- DL – Dog Lane (Mixed Use)
- GR – Garage
- GTH – Garage Town House (Residential Multi-Family)
- MP – Market Place (Mixed Use)
- MS – Main Street (Mixed Use)
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- RV – Residential Village (Residential Multi-Family)
- TS – Town Square (Mixed Use)
- VS – Village Street (Mixed Use)

Membership Form

Lend your support by becoming a member!

Membership* Benefits Include:

- Voting privileges at Annual Meeting and special membership meetings
- Semi-annual Partnership Newsletter
- Notices of upcoming workshops or events
- Ability to hold office within the Partnership and serve on committees

Please return this form, with check payable to:

Mansfield Downtown Partnership
1244 Storrs Road
P.O. Box 513
Mansfield, CT 06268

Fax: 860.429.2719

Questions? 860.429.2740 or mdp@mansfieldct.org

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Contributions may be tax deductible.



Mansfield Downtown Partnership
Helping to Build Mansfield's Future

*Members must either reside in the Town of Mansfield, pay taxes to the Town of Mansfield, own or operate a business in the Town of Mansfield, own residential or business property in the Town of Mansfield, be an employee of a Mansfield-located business, or be affiliated with the University of Connecticut as a student, alumnus, or faculty/staff (current or former).

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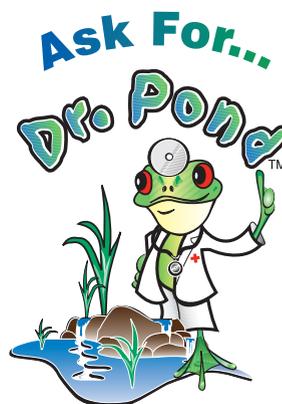
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