



# MANSFIELD DOWNTOWN PARTNERSHIP

## ANNUAL REPORT 2012-2013





**Mansfield Downtown Partnership**  
*Helping to Build Mansfield's Future*

**MANSFIELD DOWNTOWN PARTNERSHIP, INC.**

4 S. Eagleville Road  
P. O. Box 513  
Storrs, CT 06268

[www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp)  
[mdp@mansfieldct.org](mailto:mdp@mansfieldct.org)

(p) 860.429.2740 (f) 860.429.2719

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## MISSION STATEMENT

The Mansfield Downtown Partnership seeks to foster the continued development and management of Storrs Center – a vibrant and economically successful mixed-use downtown at the heart of our community. The Partnership will actively assist with the future community and economic development of Four Corners, King Hill Road, and other areas identified by the Town of Mansfield and the University of Connecticut.

## VISION STATEMENT

The Mansfield Downtown Partnership – comprised of a committed alliance of voluntary community and business members and Town of Mansfield and University of Connecticut officials – will provide collaborative and balanced leadership in the continuing economic, social, and cultural development of the Town and the surrounding community. Through shared, cooperative effort, the Partnership will make the Town of Mansfield a regional destination and a thriving community.



## TABLE of CONTENTS

Message from Board President Lodewick	Page 4
Storrs Center: A Look Ahead	Page 5
Strategic Plan for the Partnership	Page 6
Goals for the Partnership	Page 7
Meet Our New Board Members	Page 8
Downtown: Dollars and Sense	Page 9
Public Spaces Plan	Page 10
A Happening Place!	Page 10
Committee Reports	Page 12
Awards and Accolades	Page 15
Our Members	Page 16
Membership Form	Page 20
Storrs Center Directory	Back Cover

## **BOARD of DIRECTORS**

### **2012 - 2013**

Philip Lodewick, President  
Steve Bacon, Vice President  
Steve Rogers, Secretary  
Kristin Schwab, Treasurer  
Harry Birkenruth, At-Large  
Thomas Callahan  
Carl D'Oleo-Lundgren  
Matthew Hart  
Dennis Heffley  
George Jones  
Paul McCarthy  
Frank McNabb  
Antonia Moran  
Christopher Paulhus  
William Simpson  
Ted Yungclas

#### ***Ex Officio Members***

Trisha Lagasse, Chair of the Mansfield Business and Professional Association  
Michael Kirk, Designee of University of Connecticut President  
Elizabeth Paterson, Mayor of Mansfield

## **STAFF**

Cynthia van Zelm, Executive Director  
Kathleen M. Paterson, Communications  
and Special Projects Manager  
Sarah Delia, Office Assistant

## MESSAGE from PRESIDENT PHILIP LODEWICK

Storrs Center is open! Those are words we have all waited to say for many years. After watching construction over the last year, it was great to see businesses start to open in the spring of 2012 and the apartments open in mid-August. Since then, all the storefronts are leased, and the apartments are completely full. It is wonderful to see the activity on the street with neighbors, visitors, and students all mingling in a new downtown that has become a destination.

Work continues on the future phases of Storrs Center. Phase 1B (One Royce Circle) will open in August. Through the leadership of the Oaks on the Square team, all 195 apartments are rented in this building, as well as the current two buildings in the first phase. Starting this summer, businesses will begin to open in One Royce Circle. These include a second location of the UConn Co-op bookstore which will include its general books, a children's section, a café, and UConn Husky merchandise and clothes. We are especially excited about the move of the Ballard Institute & Museum of Puppetry from the UConn Depot campus to Storrs Center, which will increase the

*It is wonderful to see the activity on the street with neighbors, visitors, and students all mingling in a new downtown that has become a destination.*

- MDP President Lodewick

Museum's visibility. Haru Aki Café will also open this fall, serving Pan-Asian style tapas, as well as sushi, boba tea, and a variety of fresh smoothies. Webster Bank and UConn Health Center medical offices will also open in the coming months. The UConn Health Center will provide multidisciplinary services including urgent care, orthopedics, cardiology, dermatology, occupational medicine, family medicine, OB/GYN, dentistry, and psychiatry services. We look forward to the opening of Price Chopper and additional apartments and commercial spaces in mid-2014.

By the time you receive the Annual Report, work on Storrs Road should be nearing completion. The new road and streetscape amenities have created an inviting pedestrian friendly environment that tells people they are now entering the downtown. The intermodal transportation center, a vital gateway to Storrs Center, will be completed in the fall. The new Town Square is currently under design and will also be ready this fall. It will be a key area to hold events; in the meantime, events are planned starting this summer in the public areas of Storrs Center.

The Partnership continues to work on the priority goal of bringing for-sale housing to Storrs Center. Focus groups were recently held to help guide product type and price point.

With the transition from planning of the first phase to management of the downtown, the Partnership Board of Directors engaged in a strategic planning process to redefine its vision and mission. The Strategic Plan will help guide us as we take a lead role in the important function of managing Storrs Center and planning events and programs to benefit the businesses and attract visitors. This year, we developed an operations plan and public spaces use

*continued on page 15*

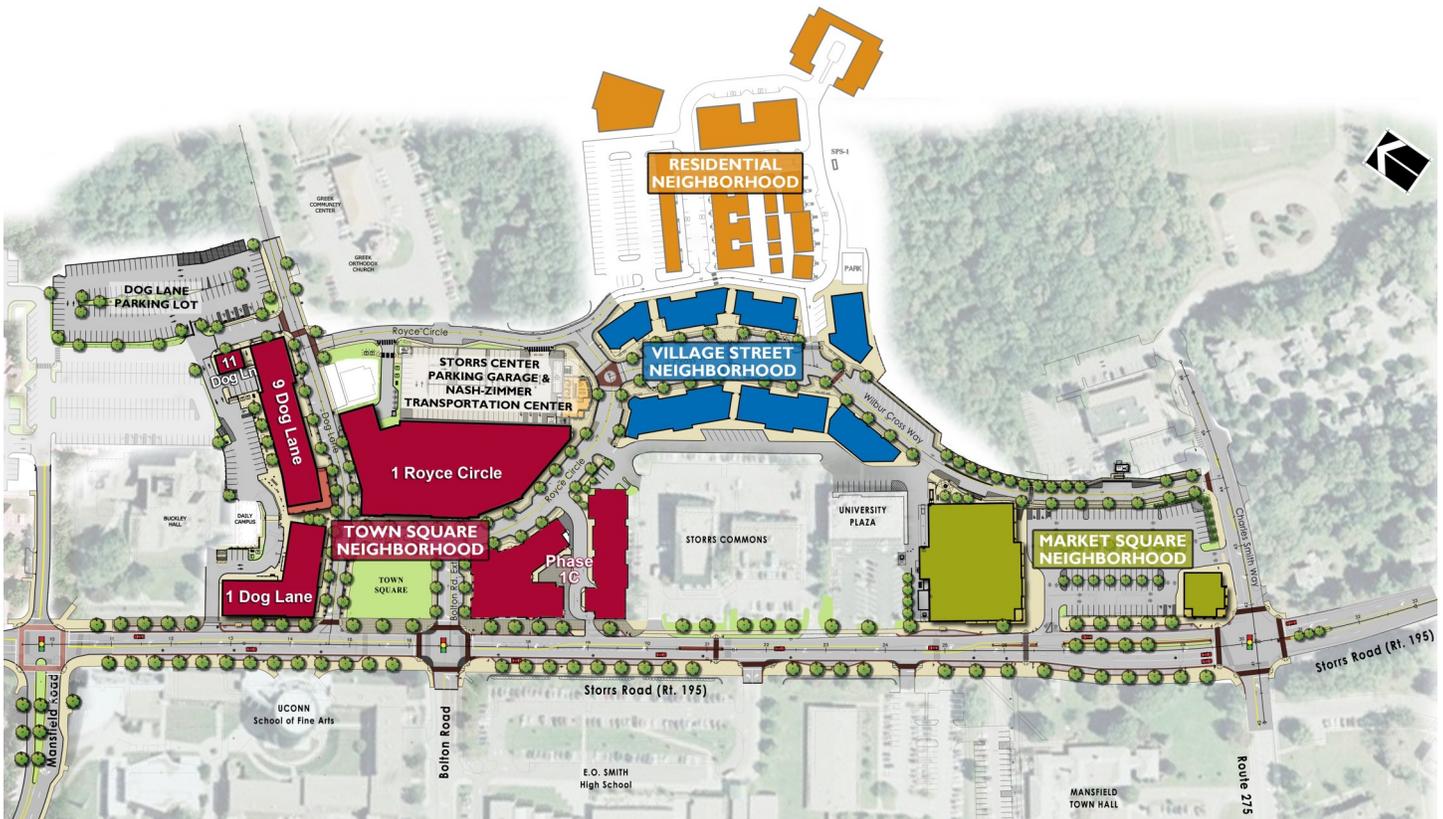
# STORRS CENTER: A LOOK AHEAD

With the opening of Storrs Automotive in 11 Dog Lane in April 2012, the newest chapter in the Town of Mansfield's history began as the vision of Storrs Center became a reality. Since then, eighteen businesses have opened their doors to Mansfield residents and area visitors. The first phase of a vibrant, walkable downtown for all ages has set the stage for continued success.

The second phase of Storrs Center, One Royce Circle, is set to open in August 2013. Several commercial leases have been signed, and others are in discussion. Of approximately 40,000 square feet of commercial space in this building, ninety percent was leased as of May 2013.

Future phases soon to be underway include Phase 1C of the Town Square neighborhood. This phase will help to shape the Town Square, which is currently in design. Construction of the Town Square should begin in fall 2013. Also set to begin later in 2013 is construction of the grocery store in the area labeled "Market Square Neighborhood" on the plan below. In August 2012, LeylandAlliance announced that Price Chopper had signed a lease for this space. Planning of the Village Street neighborhood continues. The goal for this neighborhood is to feature a variety of smaller retail shops and attractions.

Finally, work continues on the for-sale housing planned for the residential neighborhood. Leyland-Alliance has conducted several surveys and focus groups and continues to develop the plan for this much-anticipated phase. Because planning is still in early stages, a firm time table has yet to be established for the residential neighborhood. ♦



## A STRATEGIC PLAN *for the* PARTNERSHIP

In 2012, the Mansfield Downtown Partnership hired Management Partners to facilitate a strategic planning process to examine its goals and strategies for the next three years. For the first eleven years of its existence, the organization had been focused on coordinating the development of Storrs Center; educating the public about and garnering support for the project; and securing funding for the public pieces of the development. Prior to the opening of the first phase of Storrs Center, the Partnership recognized that an updated strategic plan was necessary to guide its continuing work on the development while also managing the first phase of this unique project.

Traditional downtown organizations are established to help manage existing downtowns, to plan and promote activities, and to guide economic development. However, until the first phase of Storrs Center opened, Partnership staff time and resources were devoted to the unique task of planning the creation of a downtown. In 2012, the Partnership entered a new phase where the success of the project would depend on both types of tasks.

Management Partners led the Partnership Board of Directors through a thoughtful, deliberate process to create a plan for the next three years. The consultant solicited feedback from Partnership members, Board members, and key stakeholders. They led a day-long workshop with Board members and produced drafts of a plan for the Board's review. In February 2013, the Partnership's Strategic Plan for 2013-2015 was finalized (the [full plan](#) is available on the Partnership's website, [www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp)).

Through this process, the Partnership's Board of Directors revised the Partnership's Mission and Vision Statements (please see page 1 of this report) and identified eleven major goals for the Partnership (please see page 7 for a list of these goals). Whereas the previous Mission Statement gave equal weight to Storrs Center, Four Corners, and King Hill Road, the revised statement makes Storrs Center the top priority and indicates an advisory role for the Partnership in the development of the other two areas.

The strategic planning process has proven to be very valuable to staff and to the Board as the Partnership moves forward in realizing the vision of Mansfield's downtown. As stated in the final plan:

“As the Partnership transitions to a role of assisting with management, programming, and special events, the work of making future phases of Storrs Center a reality remains.

Additionally, planning and supporting the next development horizons – Four Corners and King Hill Road – will present unique challenges and opportunities to extend existing collaborations while fostering new ones.

The strategic plan provides a blueprint for continued progress as detailed in the goals, roles, and activities and in the supporting action plan.” ◆

# GOALS for the PARTNERSHIP, 2013-2015

## STORRS CENTER

**GOAL 1:** Storrs Center hosts a variety of retail and commercial uses for residents, families, workers, students, and visitors.

**GOAL 2:** Storrs Center is an attractive place to live for a broad range of residents.

**GOAL 3:** The Mansfield Downtown Partnership promotes the long-term aesthetics and viability of Storrs Center as the primary destination in the Downtown District.

**GOAL 4:** The Mansfield Downtown Partnership coordinates a variety of community events that appeal to residents and visitors of all ages.

**GOAL 5:** Storrs Center is accessible by pedestrians, cyclists, motorists, and public transit users.

**GOAL 6:** The Mansfield Downtown Partnership and master developer collaborate effectively and cooperatively to create a successful Storrs Center.

## FOUR CORNERS AND KING HILL ROAD

**GOAL 7:** Four Corners will serve as the main gateway to our university community, featuring sustainable community, commercial, and residential development.

**GOAL 8:** King Hill Road will serve as an important commercial node, bridging the University and the greater Mansfield community.

## DOWNTOWN DISTRICT

**GOAL 9:** Downtown District commercial areas will have a unique character, appeal, and audience that will create a distinct and complementary neighborhood (as defined in the Downtown District Public Spaces and Green Infrastructure Master Plan).

## ORGANIZATION AND STRUCTURE

**GOAL 10:** The Mansfield Downtown Partnership is a sustainable organization that has adequate resources.

**GOAL 11:** The Mansfield Downtown Partnership promotes and leverages collaboration between local, university, and regional economic development entities.

Read the [Mansfield Downtown Partnership Strategic Plan 2013-2015](http://www.mansfieldct.org/mdp) on the Partnership's website:  
[www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp)

## MEET OUR NEW BOARD MEMBERS

In 2012, George Jones, Carl D'Oleo-Lundgren, Michael Kirk, and Trisha Lagasse joined the Mansfield Downtown Partnership Board of Directors. The Partnership is pleased to welcome each of the new Board members and is grateful for the fresh perspective and enthusiasm each brings to the Board's efforts in creating a vibrant, mixed-use downtown that reflects the goals of all members of the Mansfield community.

George Jones was voted to the Board of Directors during the Partnership's 2012 Annual Meeting. Mr. Jones has been a Mansfield resident for more than fifteen years. A South African by birth, he spent his entire career in the field of heavy engineering and manufacturing of mining and minerals processing equipment. Mr. Jones held a number of engineering and management positions until his retirement in 1998 as Executive Vice President and Technical Director of Linatex Corp., a company providing specialized minerals processing equipment and services. Mr. Jones has been a Partnership member since 2002 and serves on the Membership Development Committee.

Carl D'Oleo-Lundgren replaces David Lindsay, who graduated in 2012, as the student representative on the Board of Directors. Carl is a rising senior in the Honors Program at the University of Connecticut. A Political Science major, Mr. D'Oleo-Lundgren was a member of the 2012 Leadership Legacy Experience Cohort at UConn. He has received a number of academic honors, including the Philip E. Austin Scholarship, Edward Victor Gant Undergraduate Scholarship, Excellence in Arabic Language Award (2012 and 2013), and John G. Hill, Jr. and John G. Hill, III/Political Science Excellence Award. Most recently, Mr. D'Oleo-Lundgren was selected as a Thomas R. Pickering Undergraduate Foreign Affairs Fellow. He will spend part of his summer at Princeton University as a participant in the Public Policy and International Affairs Junior Summer Institute. Mr. D'Oleo-Lundgren is from Manchester and applied to be the student representative based on his interest in sustainable urban design. Mansfield residents may recognize him from his work as an intern in the Town Manager's office since 2010. Mr. D'Oleo-Lundgren sits on the Membership Development Committee.

Michael Kirk serves on the Partnership Board as the designee of the University of Connecticut President, one of three *ex officio* members. Mr. Kirk serves as Deputy Chief of Staff to UConn President Susan Herbst and previously served as UConn's public spokesperson. Prior to joining UConn in 2005, he was Press Secretary for U.S. Congressman John B. Larson (1<sup>st</sup> District, CT) for five years. In addition to his role on the Board, Mr. Kirk sits on the Partnership's Finance and Administration and Executive Committees.

Trisha Lagasse is also an *ex officio* member of the Board. She is the President of the Mansfield Businesses and Professional Association. Ms. Lagasse is assistant vice president at Liberty Bank, responsible for the Mansfield branch. She began her banking career in 1984 at Liberty's Willimantic office and most recently rejoined Liberty in May 2011. In the interim, she served in roles of increasing responsibility at People's United Bank, culminating in her capacity as customer service manager at People's Mansfield location. She resides with her family in Mansfield.

[continued on page 14](#)

# DOWNTOWN: DOLLARS *and* SENSE

MANSFIELD'S  
GRAND LIST

**+3.55%**

with revenues from  
STORRS CENTER

**\$204,406**

current real estate taxes

*no tax abatement*

on these initial taxes

est. net tax revenue  
from Storrs Center for  
next fiscal year after  
partial tax abatement

**\$420,400**

*Only taxes and fees coming in from Storrs Center are paying for Storrs Center additional expenses; no general fund revenues are being used.*



PHASE 1A = 100% LEASED

→ approx. 28,000 sq ft of commercial space ←

PHASE 1B = 90% LEASED

→ approx. 50,000 sq ft of commercial space ←

**23** NEW *and* RETURNING  
BUSINESSES

**175** FULL *and* PART-TIME  
EMPLOYEES

*The Oaks on the Square*

PHASE 1A PHASE 1B

**127 units** **195 units**

**100% LEASED**

**\$6M**

expected tax revenue to be generated by  
Storrs Center from FY2014-2015 to FY2021-2022  
(based on Phases 1A, 1B, 1C & the market area)

## PUBLIC SPACES PLAN FOR DOWNTOWN STORRS

In February 2012, the Mansfield Downtown Partnership Board of Directors reviewed and approved the “Downtown District Public Spaces and Green Infrastructure Master Plan.” This master plan study was jointly sponsored by the Partnership and UConn and was prepared by Kristin Schwab, a Partnership Board member and professor of Landscape Architecture at UConn, along with a team of her students. The “downtown district” is roughly defined as the area between the Liberty Bank plaza on Storrs Road north to UConn and from the Mansfield Community Center east to Storrs Center.

Ms. Schwab framed the study through the emerging concept of green infrastructure, which looks at infrastructure as both a comprehensive and linked system of public, outdoor, landscape space and corridors and environmentally sustainable ways of providing traditional infrastructure systems such as stormwater management and transportation.

The purpose of the study was to coordinate existing resources, communicate the value of existing and future public spaces, and plan for future green infrastructure improvements within the downtown district. The plan provides conceptual ideas for some key areas rather than specific site-based design recommendations.

The [full plan](#) is available on the Partnership’s website ([www.mansfieldct.gov](http://www.mansfieldct.gov)). A brochure highlighting key existing public spaces is in development and will be available in the future Nash-Zimmer Transportation Center. ◆

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## DOWNTOWN STORRS: A HAPPENING PLACE!

A vibrant downtown is not only a place where people go to shop and dine, but is also a place in which residents can gather as a community to enjoy special events and celebrate together. The Mansfield Downtown Partnership recognizes that a key tool in creating a successful downtown is to activate space through a variety of events, from small musical performances to large-scale, full-community events, such as the *Festival on the Green*.

The Partnership worked with the Town of Mansfield Parks and Recreation Department to host the 7th Annual Tour de Mansfield in July 2012. Approximately 150 riders participated in the 40-Mile, 20-Mile, and 5-Mile Family Fun Rides and enjoyed a barbecue lunch and lawn games at the Mansfield Community Center. This event brings cycling enthusiasts downtown and then guides them through an exploration of Mansfield’s historic villages. In 2013, the event was renamed the John E. Jackman Tour de Mansfield in honor of the Town’s recently retired Fire Marshal who is an avid cyclist and was instrumental in creating Mansfield’s first bike tour.

In September 2012, the Partnership celebrated the 9th Annual *Festival on the Green* at E. O. Smith

*continued on page 11*

## A HAPPENING PLACE!, continued from page 10

High School. Several thousand residents and visitors enjoyed the largest-ever Celebrate Mansfield Parade (with over 500 participants!), over 80 activity and food booths, a special LEGO® building activity, the Juried Art Show, and live musical performances by Kidsville Kuckoo Revue, Poor Old Shine, and brown bird.

The *Festival* has become the Partnership's signature event and the largest community event in town, bringing together residents of all ages, from pre-schoolers watching the Parade in awe and E. O. Smith representing their teams and clubs to UConn student volunteers helping with all tasks and senior residents enjoying cooking demonstrations. The event has grown in leaps and bounds since 2003, when the first *Festival* took place behind the former Marketplace building and featured around twenty participating businesses.

Another Partnership event that has grown and evolved over the years is the former Winter Fun Day. In 2013, the Partnership took the lead in changing the event from one afternoon of activities mostly appealing to young children to "Winter Fun Week," a full week of seasonal activities taking place throughout the downtown and appealing to a wider range of ages. The Partnership worked with Mansfield's Parks and Recreation Department and various Storrs Center businesses, community organizations, and UConn departments to create an exciting schedule of athletic events, art exhibits, and musical performances. The Partnership advertised the events through a printed brochure, through daily emails, via social media, and with a webpage on the Partnership's website. In addition to scheduled activities, several downtown businesses had sales and specials throughout the week.

New events held during the Fiscal Year 2012-2013 included the very first community event in Storrs Center, a Trick-or-Treating event on October 27. The Partnership and LeylandAlliance joined with Mansfield Parks and Recreation to offer Trick-or-Treating at the new Storrs Center businesses in the afternoon prior to the Town's annual Halloween Party and Trick-a-Trunk at the Community Center. The event was well-received by both adults eager to check out the new businesses and children ready to show off their costumes!

The Partnership and LeylandAlliance also introduced a weekly live music series in Storrs Center in the fall. In November and December, local musicians entertained residents as they shopped and dined each Saturday. The early performances were held outdoors, between One and Nine Dog Lane; later performances headed inside various businesses as the weather turned colder in December.

The Partnership looks forward to further collaboration with LeylandAlliance, as well as with the Town, UConn, and community organizations, to create exciting and varied activities in downtown Storrs and Storrs Center in the coming year. Plans are in the works for a Grand Opening for Storrs Center, more musical performances, and the 10th Annual *Festival on the Green*.

For more information about events in downtown Storrs, please visit the "[Events](#)" section of the Partnership's website, [www.mansfieldct.org/mdp](http://www.mansfieldct.org/mdp). ♦

## COMMITTEE REPORTS

### ADVERTISING *and* PROMOTION

Committee activities continued to transition from promoting the future vision of Storrs Center to promotion of the actual built project and new businesses, exemplified by locally unique establishments such as Sweet Emotions candy store and Dog Lane Café.

This year, the 9th Annual *Festival on the Green* overlooked the newly completed first phase of Storrs Center. The Celebrate Mansfield Parade opened the day, with Grand Marshals Gwen and Lloyd Duff leading the way. Highlights included great music, food, and many activities for all ages. With businesses starting to open and residents moved in to Storrs Center, *Festival-goers* were excited to cross the street and check out the long-awaited results.

The Committee sponsored Winter Fun Week in February 2013. Focus was brought to the newly-opened town center with a week-long calendar of community events occurring throughout the downtown district and UConn campus.

Promotion of the downtown through its public spaces and connection to surrounding open space was advanced with the development of a brochure that will be available online and in print through the soon-to-open transportation center.

Kristin Schwab, Chair ♦ Marcia Firsick ♦ Janet Jones ♦ Shawn Kornegay ♦ Connie Neal  
Betsy Paterson ♦ Dermot Pelletier ♦ Barry Schreier ♦ Cara Workman

### BUSINESS DEVELOPMENT *and* RETENTION

The Business Development and Retention Committee's charge continues to change year to year as the project has advanced from planning, construction, the relocation of original businesses, and the tenanting of new businesses, to operating businesses. Now that the first phase is fully tenanted, the Committee continues to receive suggestions and provide input for other possible future commercial tenants. The Committee is also keeping in tune with business owners and acts as a liaison with them and the Partnership Board.

Earlier this year, the Committee met with Cara Workman from UConn's University Events. The meeting resulted in greater coordination with UConn and the Storrs Center businesses with respect to sharing event calendars and other collaborations.

Steve Rogers, Chair ♦ Roger Adams ♦ Curt Hirsch ♦ Marty Hirschorn ♦ Paul McCarthy  
Girish Punj ♦ Irene Schein ♦ Brian Wells

*continued on page 13*

## COMMITTEE REPORTS, continued from page 12

### FINANCE and ADMINISTRATION

The Finance and Administration Committee continued to play a major role in overseeing the Storrs Center project.

The Committee met with master developer LeylandAlliance to review plans and updates on Storrs Center, including monitoring the timeline, scheduling, and tenanting process. A set of benchmarks was developed to specifically track implementation of agreements, particularly the Development Agreement between the Partnership and LeylandAlliance.

The Committee initiated a more intensified focus on for-sale housing in Storrs Center and created an ad hoc housing subcommittee.

The Partnership's budget for FY2013-2014 was developed by the Committee and presented to the Board, where it was approved on April 4, 2013.

The Committee oversaw the successful completion of the business relocation plan, which came in under budget.

Harry Birkenruth, Chair ♦ Phil Barry ♦ Tom Callahan ♦ Mark Hammond ♦ Matt Hart  
Mike Kirk ♦ Toni Moran ♦ Dave Pepin ♦ Bill Simpson ♦ Frank Vasington

### MEMBERSHIP DEVELOPMENT

The Membership Development Committee continued to foster interest in new memberships in addition to informing residents and visitors about the value and progress of Storrs Center. The annual appeal for membership was sent in fall 2012, and to date, the Partnership has over 260 members and contributions of \$15,710. Membership brochures continue to be placed at key locations in Mansfield and at UConn, including the Mansfield Public Library, Mansfield Community Center, UConn Student Union, Jorgensen Center for the Performing Arts, the Lodewick Visitors Center, UConn Alumni Association, and the UConn Dairy Bar.

Committee members and other Partnership volunteers staffed tables with Partnership material at UConn basketball and football games, Jorgensen and CT Repertory Theatre performances, the UConn Co-op, *Festival on the Green*, Tour de Mansfield Bike Tour, UConn Open Houses, and UConn Orientation.

Frank McNabb, Chair ♦ John Armstrong ♦ Alexinia Baldwin ♦ Carl D'Oleo-Lundgren  
Dennis Heffley ♦ George Jones ♦ June Krisch ♦ Betty Wexler

continued on page 14

## COMMITTEE REPORTS, continued from page 13

### NOMINATING

The Nominating Committee recommended two new Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2013.

Philip Lodewick, Chair ♦ Steve Bacon ♦ Honey Birkenruth ♦ Betsy Paterson ♦ Steve Rogers

### PLANNING *and* DESIGN

The Planning and Design Committee continued to be busy with its review of design and building plans for Storrs Center. Its major focus over the last year was to review and provide feedback on the plans for the Price Chopper grocery store and 5,000 square foot commercial building as part of the Market Square phase, and the Town Square-3 building, which is designed to include 95 apartments on the upper floors and commercial spaces on the first floor.

The Committee examined updated plans for Phases 1A and 1B, and the transportation center for adherence to the Storrs Center Sustainability Guidelines. The final sign-off by the Committee will take place when the Phase 1B building and the transportation center are complete in fall 2013.

Other Committee activities included review of the layout for the temporary Town Square; the colors for the storefronts at One and Nine Dog Lane; and a potential park area near Town Hall as a link to the Market Square area across the street.

Steve Bacon, Chair ♦ Paul Aho ♦ Laurie Best ♦ Karla Fox ♦ Manny Haidous ♦ Jon Hand  
Chris Kueffner ♦ Frank McNabb ♦ Peter Millman ♦ Betsy Paterson ♦ Karin Randolph

Many thanks to all the committee members who have spent many hours dedicating themselves to the Partnership and to implementing the mission of a vibrant downtown! ♦

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## MEET OUR NEW BOARD MEMBERS, continued from page 8

The Partnership Board consists of three Town of Mansfield appointed positions, three UConn appointed positions, three Mansfield Business and Professional Association appointed positions, six members elected by the Partnership membership, and one student representative nominated by the Nominating Committee and approved by the Board. There are also three *ex-officio* positions filled by the Mayor of the Town of Mansfield, the University of Connecticut President or her designee, and the Chair of the Mansfield Businesses and Professional Association. ♦

## MESSAGE from PRESIDENT LODEWICK, continued from page 4

plan to guide us as we work to manage Storrs Center in a first class manner.

Finally, but most importantly, I want to thank the many people who make our work possible – an engaged Board of Directors, dedicated committee chairs and members, volunteers, and con-tributors. Thank you to our members, many who have been with us since the beginning, sharing a vision that has become a reality! Thank you to our Storrs Center businesses who have been pioneers; we cannot thank them enough for taking this leap of faith. Thank you to our partners at Leyland-Alliance and EdR for implementing the Partnership's vision.

We look forward to celebrating a grand opening with you this fall. Stay tuned for details! ♦

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## AWARDS and ACCOLADES

The Mansfield Downtown Partnership has worked tirelessly for over a decade to create a vibrant town center for Mansfield. Over the years, the Partnership has been joined in these efforts by a diverse group of partners, beginning with the master developer for Storrs Center, LeylandAlliance, LLC. Together with LeylandAlliance's co-developer, EdR, and their general contractor Erland Construction and project architects BL Companies, the Partnership and LeylandAlliance have guided the first phase of multi-story, mixed-use buildings from groundbreaking through construction to a successful opening in 2012. The work of these organizations, the Town, UConn, and Mansfield residents has received recognition from a number of business and professional associations across Connecticut and New England.

### AWARDS and RECOGNITION from 2012-2013

- ♦ Associated Builders & Contractors (ABC), CT – Excellence in Construction Award
- ♦ Capitol Region Council of Governments featured Storrs Center in their video report on Sustainable Land Use Regulations in 2012. Watch the video [here](#).
- ♦ CREW-CT – Project of the Year/People's Choice
- ♦ Connecticut Building Congress (CBC) – Project Team Awards
- ♦ Construction Managers Association of America, New England Chapter – Project of the Year, under \$30 million category
- ♦ CT Main Street Award of Excellence: Economic & Business Development

### PREVIOUS AWARDS and RECOGNITION

- ♦ CT Main Street Award of Excellence: Community Consensus-Building (2010)
- ♦ CT Main Street Award of Excellence: Special Event - Festival on the Green (2008)
- ♦ 1,000 Friends of CT Smart Growth Recognition (2008) ♦

## OUR MEMBERS

### MAJOR BENEFACTORS



TOWN *of* MANSFIELD



UNIVERSITY *of* CONNECTICUT

### SPONSORS

Philip and Christine Lodewick Foundation  
UConn Co-op

Wilcox & Reynolds LLC  
Windham Hospital

### PATRONS

Philip Austin  
Stephen Bacon & Anne Bennett  
Leon & Malta Bailey  
Honey & Harry Birkenruth  
Tom & Linda Callahan  
Karla & Martin Fox  
George & Deidre Goodrich  
Susan Herbst  
Janet & George Jones  
Bill & Karen Kennedy

Paul & Tina McCarthy  
Frank & Kay McNabb  
Gina Barreca & Michael Meyer  
Richard Norgaard  
Wayne Osborne  
Kathy & David Pepin  
Carl Schaefer  
Mary & Tim Weinland  
Dana & Aliza Wilder  
David Woods

### BUSINESS PATRONS

Computer Rescue  
Dog Lane Café  
First Niagara  
G. M. Thompson & Sons  
Health Insurance Recovery Group

Mather & Associates  
People's United Bank  
Storrs Associates  
UConn Foundation

## OUR MEMBERS, continued from page 16

### BUSINESS & ORGANIZATION MEMBERS

The Adventure Park at Storrs  
Center for Hellenic Studies/Paideia  
The Chamber of Commerce, Windham Region  
Domino's Pizza  
Ferrigno-Storrs Realtors  
Froyoworld  
Geno's Grille  
Home Selling Team - Sue Esposito  
Home Selling Team - Kathy McCarthy  
Hope Lutheran Church  
Kim Bova Photography  
Lawrence Real Estate Associates, Inc.  
Liberty Bank  
Mansfield Family Dentistry, LLC  
Merrow Corn Maze  
Milrick Lawn Service & Landscaping LLC  
Nathan Hale Inn & Conference Center  
Northeast CT Economic Alliance, Inc.  
Pesaro's LLC  
Poultry Perspective  
Regional School District #19  
Smith-Keon Jewelers  
Storrs Automotive  
Storrs Center Cycle  
Storrs Property Associates  
Sweet Emotions Candy  
UCPEA  
University of Connecticut Alumni Association  
Willington Pizza  
Wing Express

## OUR MEMBERS, continued from page 17

### INDIVIDUAL MEMBERS

Roger and Cynthia Adams

Lynne Allen

Brian Anderson

Francis Archambault, Jr.

John Armstrong

Lawrence Armstrong

Lorraine Aronson

Alexinia Baldwin

Phil & Lena Barry

Susan Bartholomew

Peggy Beckett-Rinker

Phil & Laurie Best

Lynn Bloom

Jim & Jane Anne Bobbit

Aline Booth

Marylou Bradley

Douglas Bradway

Scott & Candee Brohinsky

Nancy & David Bull

Janine Callahan

James Campetelle

Patrick Carino

Christopher Casa

Douglas Casa

Lillian Palacios & Steve Cervizzi

Patrick & JoAnn Clark

Mary Holz-Clause & Roy Clause

Wendy Clifton

Bruce & Donna Clouette

Carl Coelho

Jill Coghlan

Darren Cook

Nan, Doug, & Nattie Cooper

June Curtis

Michael Cutlip

Eli Dabora

Kenneth Dardick

John DeWolf

Carl D'Oleo-Lundgren

Priscilla Douglas

Sally Doyen

Gerald Dunne

Charles Dyson

William Ennis

David & Donna Evan

Jeff Fisher

Mary Francis

Mona & Todd Friedland

Fred Gardiner

Gloria & Michael Gerald

Valarie Botta & Bruce Gerber

William & Joan Gerdson

Mike Gergler

Caitlin Gergler-Strube

Marilyn Gerling

Lynn Germaske

Marilyn Giolas

Michael Goupil

Jeanne Haas

Donna Becotte & Gregg Haddad

Diane Haidous

Manny Haidous

Nicholas & Georgia Haidous

Wendy Halle

Mark Hammond

Jon Hand

## OUR MEMBERS, continued from page 18

### INDIVIDUAL MEMBERS

Matthew & Kara Hart

Arthur Hathway

Kathy Hawkins

Dennis & Sylvia Heffley

Marty Hirschorn

Lon Hultgren

Holly V. Izard

Marietta Johnson

Cynthia F. Jones

Peter Kaminsky

Shirley Katz

Chris Kennedy

Hyunyong Kim

Michael Kirk

Maureen Kirouac

Lin & Waldo Klein

Donna Korbel

Shawn Kornegay

Ann Kouatly

Henry & June Krisch

Michael Kubeck

Scott & Becky Lehmann

Jean Lenard

Jean & William Lonergan

Harris & Leona Marcus

David Markowitz

Robert & Maureen McCarthy

Ross Miller

Ida Millman

Marie Cantino & Peter Millman

Gordon & Patricia Mochel

Antonia Moran

John Morey

Ruth Moynihan

Donald & Joanne Nolan

Beverly Sims & William Okeson

Richard Orr

Morty Ortega

David Ouimette

Gregory Padick

Colin Paterson

Elizabeth Paterson

Thomas Paterson

Shamim Patwa

Julia DeLapp & Benjamin Pauley

Dermot & Diana Pelletier

C. Dennis Pierce

Joseph Poland

Girish Punj

Karin Randolph

Howard Ralphaelson

Joyce Donohoo & Art Roberts

Alexandria Roe

Ginny & Dee Rowe

Chauncey & Nancy Rucker

Jean Sabatine

Tom Birkenholz & Barry Schreier

Ron & Emily Schurin

Richard & Kristin Schwab

Maria Sedotti

Jacqueline Seide

Paul & Annette Shapiro

John & Nancy Silander

Bill & Doreen Simonsen

Suman Singha

Winthrop & Anne Smith

# OUR MEMBERS, continued from page 19

## INDIVIDUAL MEMBERS

Art Sorrentino  
 Bruce & Sondra Astor Stave  
 Cynara Stites  
 Robert Subkowsky  
 Lee & Tom Terry  
 Mary Thatcher  
 Tim & Diane Tolokan  
 Betsy & Tom Treiber  
 John & Barbara Troyer

Frank Vasington  
 Curt Vincente  
 Tom & Jan Weston  
 Betty Wexler  
 Stephanie Wick  
 Marilyn Wilson  
 Cara Workman  
 Ted Yuncglas  
 Michael Zito

## JOIN US. . . BECOME A MEMBER TODAY!

### Membership Levels

#### Sponsor

##### \$1,000 a year includes:

- Corporate/Organization logo will be prominently displayed at event
- Plaque of appreciation presented to sponsor representative at event or press conference
- Name listed as Sponsor on event and marketing materials
- Recognition in MDP newsletter and Annual Report
- Recognition on MDP website
- Featured story about Sponsor in one MDP newsletter
- All standard MDP membership benefits

#### Patron

##### \$200 a year includes:

- Certificate of appreciation presented to Patron representative
- Recognition in MDP newsletter and Annual Report
- Recognition on MDP website
- Featured story about Patron in one MDP newsletter
- All standard MDP membership benefits

#### Business/Organization

##### \$50 a year includes:

- Certificate of appreciation presented to Business/Organization representative
- Recognition in MDP newsletter and Annual Report
- Recognition on MDP website
- All standard MDP membership benefits

#### Individual/Senior/Student

- Voting privileges at Annual Meeting
- Semi-annual Partnership Newsletter
- Notices of upcoming workshops or events
- Ability to hold office within the Partnership and serve on committees
- Monthly e-mail update

### Membership Form

*Lend your support by becoming a member!*

**Please see reverse for complete listing of membership benefits.**

**Please return this form, with check payable to:**

Mansfield Downtown Partnership  
 4 South Eagleville Road  
 P.O. Box 513  
 Mansfield, CT 06268  
 860.429.2719

Fax: \_\_\_\_\_  
**Questions?** 860.429.2740 or mdp@mansfieldct.org

\* 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).

\*\* Friend Memberships are designed for non-town supporters who wish to contribute but will not have voting or office privileges.

#### Yearly Membership Investment

MDP operates on a calendar year.

- |  |      |                                   |         |
|--|------|-----------------------------------|---------|
| <input type="checkbox"/> Student; Senior (age 60+) | \$10 | <input type="checkbox"/> Patron   | \$200   |
| <input type="checkbox"/> Individual                | \$15 | <input type="checkbox"/> Sponsor  | \$1,000 |
| <input type="checkbox"/> Business/Organization     | \$50 | <input type="checkbox"/> Friend** | \$_____ |

Please consider an additional contribution: \$\_\_\_\_\_ **Total Amt. Enclosed: \$\_\_\_\_\_**

Indiv./Bus./Org./Family Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Contributions may be tax deductible.

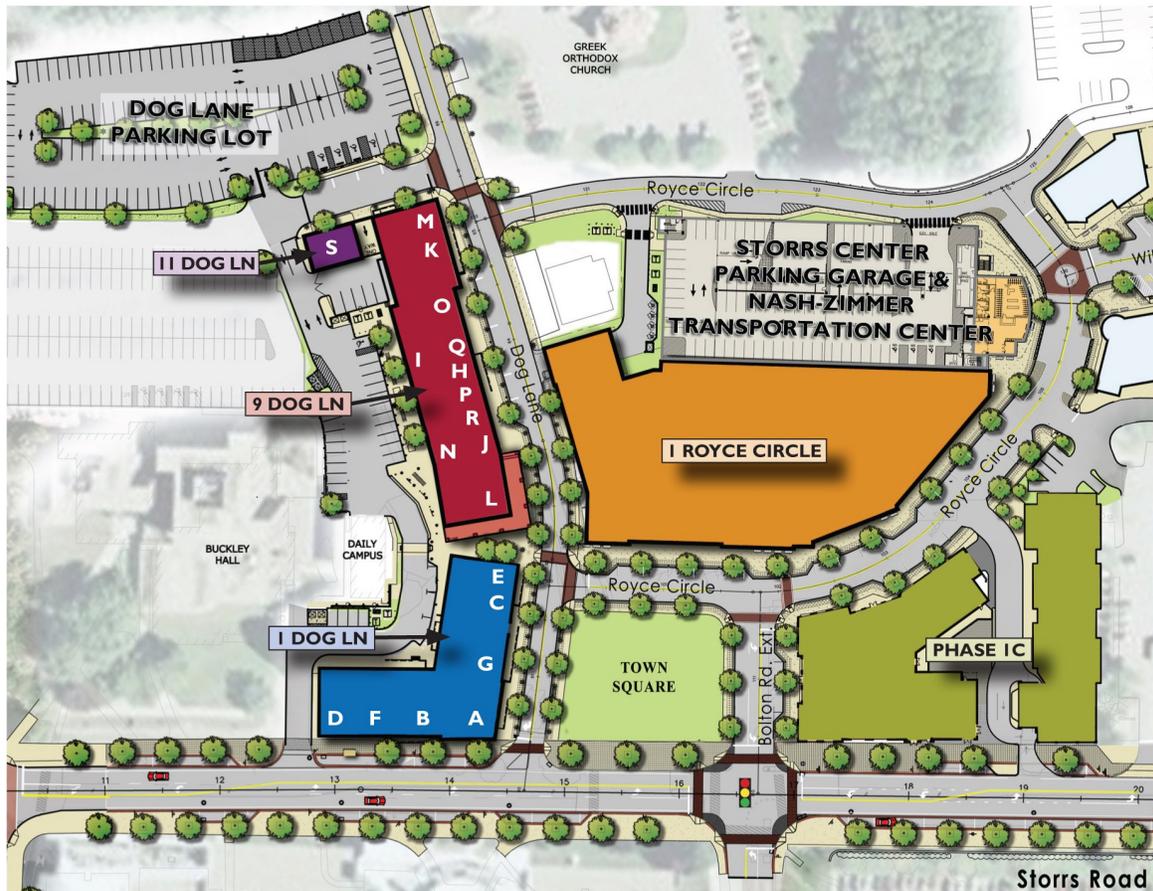


**Mansfield Downtown Partnership**  
*Helping to Build Mansfield's Future*



# STORRS CENTER SHOPS, RESTAURANTS, & SERVICES

Open and ready to serve you!



## I DOG LANE

- A Dog Lane Café
- B Froyoworld
- C Insomnia Cookies
- D Moe's Southwest Grill
- E Mooyah Burgers & Fries
- F 7-Eleven
- G Subway

## 9 DOG LANE

- H Bank of America ATM
- I Body Language
- J The Flower Pot
- K Friendly Fire
- L Geno's Grille
- M Husky Pizza
- N The Oaks on the Square
- O Select Physical Therapy
- P Head Husky Barber Styling Shop
- Q Sweet Emotions Candy
- R Travelplanners/Travel Leaders

## II DOG LANE

- S Storrs Automotive

## I ROYCE CIRCLE

*Coming in 2013*

- Ballard Institute & Museum of Puppetry
- Haru Aki Café
- UConn Co-op Bookstore (additional location)
- UConn Health Center
- Webster Bank

## PHASE IC

*Coming in 2014*

## TWO HOUR FREE PARKING AVAILABLE

