



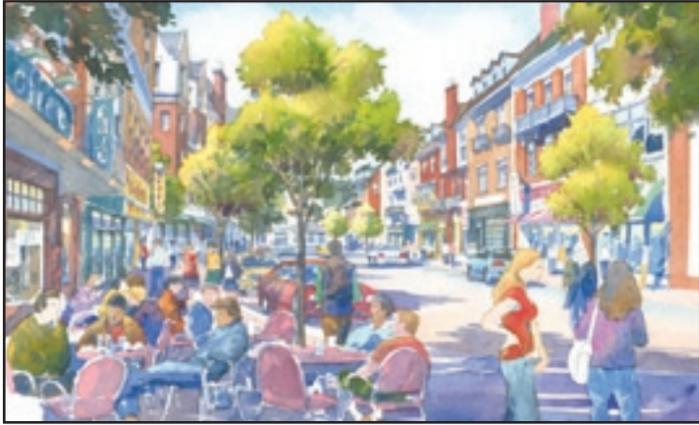
Mansfield Downtown Partnership
Helping to Build Mansfield's Future

MANSFIELD DOWNTOWN PARTNERSHIP PERSPECTIVES

Vol. 7 • No 9

FALL 2009

Tenants Lining Up for Phase 1A



Courtesy of LeylandAlliance/Urban Design Associates

Storrs Center will feature a vibrant mix of shops, restaurants, and cafés.

As the Mansfield Downtown Partnership and master developer LeylandAlliance work towards the start of construction on the first phase of Storrs Center, excitement about the project continues to build. Residents are eager to have a new downtown, and business owners and operators have long supported the creation of a mixed-use town center in Mansfield. They see the value in the location – situated directly across the street from E. O. Smith High School and the University campus.

Business owners and operators also see great value in the residential components of the town center as it will bring “feet on the street.” Interest in Storrs Center is so strong, business owners have begun signing letters of intent to be in the very first buildings, which will be located along Dog Lane (referred to as Phase 1A).

In April 2009, Barry and Brian Jessurun, owners of the Vanilla Bean Café in Pomfret, announced their plans for a new concept in Phase 1A. The Vanilla Bean Café, which is celebrating its 20th anniversary, is known for its emphasis on seasonal, freshly-prepared food. The plans for the new venue include indoor and outdoor seating for year-round dining.

At the time of the announcement, Brian Jessurun remarked, “We’ve been aware of the Storrs Center project for a long time. We think it’s got great potential for a restaurant like the Vanilla Bean. The demographic mix of

Continued on page 2



Each year, the **Celebrate Mansfield Weekend** offers residents and visitors a chance to experience the “Best of Mansfield.” This year, an expanded list of events promises to provide activities for all ages and interests. The Mansfield Downtown Partnership is happy to present this weekend along with the Town of Mansfield, Mansfield League of Women Voters, Storrs Farmers Market, and the Altnaveigh Inn and Restaurant. Many volunteers from the community have dedicated their time and talents to make this weekend a truly special one for the community.

The Celebrate Mansfield Weekend kicks off with **Vintage Mansfield: A Wine Tasting**. This event will be hosted by Gail and Douglas Parks, owners of the historic Altnaveigh Inn and Restaurant. Due to limited seating, this event is at capacity. The funds raised through the sale of tickets for the wine tasting will benefit the annual *Festival on the Green*. With hors d’oeuvres prepared by Mr. Parks and a wide selection of wines to sip, Vintage Mansfield will be a great start to the weekend!

The fun starts early Saturday morning with **Explore the River (Park)**, an event hosted by the Mansfield Parks and Recreation Department at River Park, located off Plains Road on the Willimantic River (a state-designated green way). Eight kayaks are available to rent for a nominal fee at the Mansfield Community Center. Volleyball and badminton sets are also available to rent. River Park was added to the Town’s park system last year and features a wheelchair accessible launch and an easy flat-water section of the Willimantic River. The kayaks were made available through a grant from Eastern Highlands Health District through a Healthy Eating Active Living (HEAL) program sponsored by the Connecticut Department of Public Health. Explore the River (Park) will run from 9:00 am though 11:00 am.

Once you’ve had your morning row, stop by the Mansfield Community Center between 11:00 am and 2:00 pm for the **23rd Annual Know Your Towns Fair**. The Mansfield League of Women Voters hosts this event each year to introduce both new and established residents to the various programs and services offered by Town agencies, UConn departments, and non-profit organizations. Exhibitors will have information on learning opportunities, health care, youth programs, area museums, and much more. This event is a great time to receive detailed information and to ask questions of the various representatives.

Storrs Farmers Market will host **Music @ the Market** with Mansfield’s own Seldom Heard beginning at 3:00 pm in the Town Hall parking lot. Open every Saturday from May through November from 3:00 to 6:00 pm, Storrs Farmers Market is a convenient source of fresh local foods. Seldom Heard is a trio of folk musicians all from Mansfield Center. A favorite at the Market, they are sure to add some “Local Flavor” to your Market experience.

While you’re at the Market, pick up some fresh veggies, fruits, or breads for a “CT Grown” picnic and then head over to the E.O. Smith High School athletic fields. **Picnicpalooza!: An All-Town Picnic** will be held in the field behind E.O. Smith’s track from 5:00 – 7:00 pm. Everyone is invited to bring a picnic dinner, sit back, and relax with your friends and neighbors. Bruce John and the Eagleville Band will provide the musical entertainment. The Eagleville Band boasts a number of talented area musicians: Justin Blackburn on drums, Robert E. Lee (Cowboy Bob) on bass, “Wild Bill Furey” on lead guitar, Jason Altieri on guitar and vocals, Patti Tuite on vocals, Jim Bailey on harmonica, guitar, and vocals, and Bruce John on guitar and vocals. The Eagleville Band performs a lively, engaging set of music that will have everyone dancing and singing along. If you didn’t have time to pack a picnic, the Mansfield Lions Club will have hotdogs, hamburgers, and chicken available for purchase. The evening promises to be a great time to re-connect with your community!

Sunday’s events start with the **Celebrate Mansfield Parade** – bigger and better than ever this year! Come grab a “seat on the street” early as Storrs Road will close from 11:30 am – 12:30 pm to accommodate the Parade. This year’s Parade will feature a number of businesses, organizations, bands, and people that make this town unique! To get a sneak peak of what to expect at the Parade, please turn to page 3.

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Kim Bova
Photography

See the weekend schedule of events on page 7

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Kim Bova Photography

Celebrate Mansfield Weekend

Continued from page 1

The Celebrate Mansfield Parade will lead everyone into the **Sixth Annual Festival on the Green**. The UConn Marching Band will open up the musical portion of the day followed by Kidsville Kuckoo Revue. The Local Talent Showcase will feature Pete Haddad's Hubba Bubba Magic Show, Spencer Hamlin and Chuck Eaton, Miss Kelly's Dance and Drama, and Husky Bhangra. The headliner for this year is James Montgomery Band, who guarantees to have everyone up and dancing!

In addition to the music, local businesses and organizations will have activity booths for all ages. Among the planned activities are a pie-eating contest (for ages 10 and up), spin art, face painting, martial arts games, pottery demos, sand art, and origami. There will also be pony rides and a petting zoo. UConn Dining Services will present a series of cooking demonstrations, a popular attraction every year. The Juried Art Show will highlight talented artists from the area and the High School art tent will showcase budding artists. Local restaurants will be serving all types of foods, from pizza to pad thai. With such a wide variety of art, food, and fun, there truly is something for everyone at the *Festival on the Green!*

For more information about the Festival on the Green or any of the Celebrate Mansfield Weekend events, please turn to page 7 or visit www.mansfieldct.org/fog.html or call the Mansfield Downtown Partnership office (429.2740).

Tenants Lining Up for Phase 1A

Continued from page 1

students, faculty, residents, and visitors seems just right to us. We look forward to being an anchor in this exciting new community."

Another new eatery excited to be in Storrs Center is Moe's Southwest Grill. This Mexican fare franchise signed its letter of intent not long after the Vanilla Bean. The Moe's experience centers on "welcoming your hunger and then satisfying it." With locations in West Hartford, South Windsor, and Milford, Moe's is known for its well-priced burritos and quesadillas with quirky names. Cynthia van Zelm, the Partnership's Executive Director, said "We expect Moe's to have a wide appeal to UConn students and faculty as well as local residents and visitors. Their reputation for relaxed dining at a reasonable price should make them an ideal destination at Storrs Center."

The third business to sign on for the first phase of Storrs Center is well-known in the community: Storrs Automotive. Rene Schein, the owner since 1975, said she looks forward to a new, expanded space in Phase 1A. "We're thrilled to be a part of the new community. Our plans call for expanding the facility into three bays, which will be good for business," said Ms. Schein. "I'm particularly thankful to Macon Toledano and Cynthia van Zelm for their efforts on behalf of Storrs Automotive. We look forward to the challenge and pleasure of meeting and serving an even larger and more diverse community in the new Storrs Center."

Vice President of Planning and Development at LeylandAlliance Macon Toledano commented, "In Storrs Center, there will be a mix of restaurants and shops. Some will be national names, but we want to focus on local and regional businesses." LeylandAlliance and its partners Live Work Learn Play and Cushman & Wakefield are working to create vibrant neighborhoods that will attract community members of all ages with a well-planned variety of restaurants and cafés, shops and offices.

"When you think of successful, established town centers, they attract a variety of residents and visitors," said Mr. Toledano. "If all the restaurants and shops are very similar and cater to only one type of customer, the variety that makes a downtown fun and successful is missing." The tenants announced for Phase 1A thus far reflect the variety that is the goal for Storrs Center. Moe's will be most attractive to students, visitors, and residents looking for a quick, casual, and affordable meal; it will enhance the lunch options available within walking distance of UConn, E. O. Smith, and the Town Hall. The Vanilla Bean will also be casual but with a focus on local, seasonal, menu items. As with the Pomfret location, the new venue at Storrs Center is sure to attract residents, students, and visitors of all ages and tastes. Storrs Automotive will maintain its presence in the area when it moves to the other side of Dog Lane. Within walking distance of several neighborhoods, the high school, and UConn, Storrs Automotive is convenient for residents and local employees whose vehicles need a tune-up or an oil change.

"The mix of restaurants and shops (and housing) will contribute to the success of Storrs Center," explained Ms. van Zelm. "Having all sorts of amenities to appeal to young families, students, and retirees will not only make the new downtown appealing at its opening, but it will also sustain the attraction in the future."

Negotiations between prospective tenants for Phase 1A and LeylandAlliance, with the help of Cushman & Wakefield and Live Work Learn Play, will continue throughout the coming months. As additional tenants submit their letters of intent, the Partnership will make announcements to local media and post the information on its website, www.mansfieldct.org/dtp.html. The Partnership website also features a list of Frequently Asked Questions that may be of interest to residents and others curious about Storrs Center. To learn more about the tenancing process, please contact Evan O'Brien of Cushman & Wakefield at 860.249.0900.

Harry Lassiter of The Lassiter Company, consultant for LeylandAlliance, LLC, contributed to this article.

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Mansfield Downtown Partnership
Helping to Build Mansfield's Future

Mansfield Downtown Partnership Perspectives

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Special Thanks to:

Jean Beckley and Kevin Crosbie of the Chronicle

Mission Statement

The Mansfield Downtown Partnership, Inc. is an independent non-profit organization whose mission is to strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

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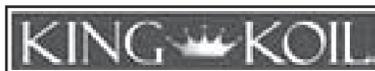


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Kim Bova Photography

The "Pride of Connecticut" UConn Marching Band will perform in the 2009 Celebrate Mansfield Parade

Celebrate Mansfield Parade: Bigger and Better!

The 2009 Celebrate Mansfield Parade promises to be bigger and better than ever! The Parade will begin at noon on Sunday, September 13 and will lead the way into the Sixth Annual *Festival on the Green*. Formerly the "Bikes, Tykes, and Trikes" Parade, the Parade has expanded considerably over the last two years.

The first major change to the Parade was moving it from the *Festival* grounds to Storrs Road (Route 195). This move allowed for an expanded line-up, and a new name created an event to showcase many diverse members of the Mansfield community.

For the 2009 Parade, in addition to children riding on their decorated bicycles and tricycles, there are many exciting features in the works. Several *Festival* sponsors will march in the Parade alongside local businesses and organizations. There will be fire trucks, horses, cycling teams, local athletic teams and clubs, and police officers in cars and on bicycles – all showing their pride in their community.

The 2009 Grand Marshal will be Isabelle Atwood. A long-time resident of Mansfield, Ms. Atwood is active in many community organizations, including the Town's Historic District Commission and the Beautification Committee. "Ms. Atwood is a perfect choice for Grand Marshal of our community parade," said Mayor Betsy Paterson, "She was born in Mansfield and has lived here her whole life, an active member of many civic organizations, a supporter of all things Mansfield, and an animal lover. Her participation is an honor to our parade."

As part of the Mansfield community, the University of Connecticut will also have a presence in the Parade. Last year's co-Grand Marshal, UConn President Mike Hogan, will march along with Jonathan the Husky. Representatives from UConn's Fuel Cell Center will guide a fuel cell powered go-cart and remote control cars along the route. And, the Ballard Institute and Museum of Puppetry will share some larger-than-life puppets.

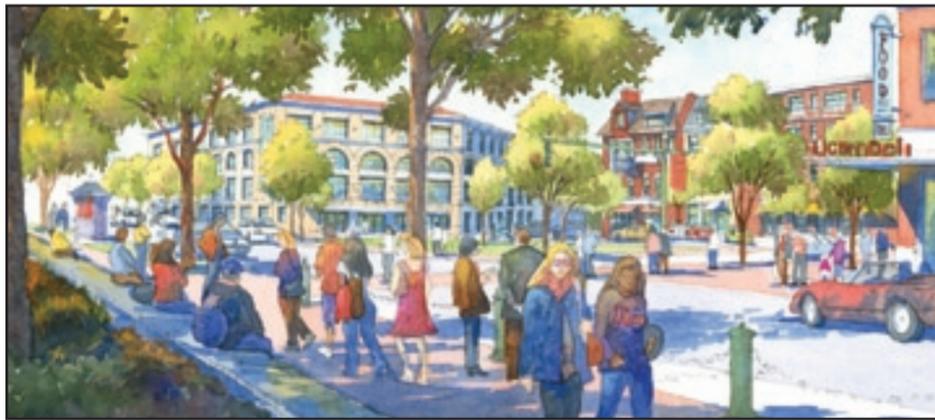
Of course, no parade is complete without music! The "Pride of Connecticut" UConn Marching Band will once again appear in the Parade. They have performed at every *Festival on the Green* and are sure to put on a great show. The band will lead everyone into the *Festival* grounds and will perform a selection of songs in front of the stage to open the day's festivities.

Barry Schreier, who is organizing the Parade with Tom Birkenholz, remarked "This promises to be the biggest and best parade yet. Everyone is invited to come down and root on all the exciting groups that will be making their way down Mansfield's "Main Street." Come celebrate with us as the parade displays everything that makes Mansfield the great community it is. Watch out Macy's!"

Area residents are invited to get a "seat on the street" early to catch all of the Parade action! Storrs Road will be closed from 11:30 am – 12:30 pm from the intersection with Dog Lane to the intersection of South Eagleville Road (Route 275) to accommodate the Parade. Dog Lane, from the intersection with Storrs Road up to Storrs Automotive, will also close as will the Post Office road. Plan to arrive early to allow time to park, find a great vantage point, and Celebrate Mansfield!

For more information about the Celebrate Mansfield Parade, please visit www.mansfieldct.org/fog.html or call the Partnership office, 429.2740.

STC Certificate Approved for Storrs Road



Courtesy of LeylandAlliance/Urban Design Associates

Improvements to Storrs Road will create a more pedestrian-friendly environment and help to calm traffic through the town center area

The Mansfield Downtown Partnership, Inc. reached a significant milestone in its work on Storrs Center in June 2009 when the State Traffic Commission (STC) approved plans for improvements to Storrs Road/Route 195. These improvements will result in improved traffic flow and in a more pedestrian-friendly environment for the "Main Street" corridor.

Storrs Center will be a pedestrian-oriented, mixed-use town center across Storrs Road from major civic buildings – Town Hall, E. O. Smith High School, and the Community Center. The area is currently one of the more pedestrian heavy areas in town, with, for example, high school and UConn students walking to get a cup of coffee or a bite to eat and residents walking to the Post Office or Community Center. The improvements approved by the STC will include pedestrian collection points and crosswalk zones, installation of a designated turning lane, new sidewalks, and landscaping of street edges. These improvements will contribute to a safer, more comfortable experience for pedestrians.

Other efforts to improve the pedestrian experience directly relate to improving traffic flow on Storrs Road. A primary change for vehicular traffic will be the modifications to the Dog Lane – Bolton Road – Storrs Road intersections. The two lights at Dog Lane and Bolton Road will be replaced with one lighted four-way intersection when Dog Lane is realigned. Bolton Road will be extended and will become the main entryway to the north end of Storrs Center.

The modifications to the Dog Lane and Bolton Road intersections will improve traffic flow and increase pedestrian visibility. Along Storrs Road, parallel parking spaces will be added. The spaces will not only provide convenient parking with access to the new commercial and existing civic uses, but they will also help "calm" traffic.

Recent studies, including the work of Norman Garrick, Director of the Center for Transportation and Urban Planning at UConn, have found that one of the benefits of on-street parking is that it slows down traffic to create an atmosphere in which people feel more comfortable walking. On-street parking also creates a buffer between pedestrians and moving traffic and reduces the severity of automobile accidents.

"We have several goals in mind for these improvements to Storrs Road," commented Macon Toledano, project manager for master developer LeylandAlliance. "We want to create a safer environment for pedestrians and to improve traffic flow. We also want to bring to life the feeling of a true 'Main Street' on Storrs Road – a street that will reflect the civic nature of community."

The changes to Storrs Road will alert motorists that they are entering a special place. Landscaping will define entry points to Storrs Center. Dedicated and clearly defined turning lanes will allow through traffic to continue at a safe pace. The entire effect will be to create visual cues identifying the downtown neighborhood while guiding motorists, cyclists, and pedestrians to travel in a safe and efficient manner.

With the approval of the STC certificate, the Town of Mansfield, coordinating with LeylandAlliance, is moving ahead with the final engineering design of Storrs Road. The Town has retained BL Companies of Meriden to do this work. The goal is to begin construction on Storrs Road in 2010.

"I think residents, students, and visitors will be pleased with the changes to this main street area," commented Partnership Executive Director Cynthia van Zelm. "Speaking from personal experience, it can be difficult at times to walk across Storrs Road. The changes will improve safety and visibility of pedestrians greatly."

For more information on Storrs Road and other aspects of the Storrs Center project, please visit the Mansfield Downtown Partnership's website: www.mansfieldct.org/dtp.html.

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Member Spotlight:

Antoinette Webster



Partnership photo

Antoinette Webster is an ex-officio member of the Partnership Board of Directors, serving in her capacity as Chair of the Mansfield Business and Professional Association.

Antoinette Webster, member and chair of the Mansfield Business and Professional Association (MBPA), is an *ex-officio* member of the Mansfield Downtown Partnership Board of Directors. A lawyer with Kahan, Kerensky, and Capossela in Mansfield, Ms. Webster brings to the Board her experience in real estate law and strong enthusiasm for the Storrs Center project.

Ms. Webster first became involved with the MBPA around the time the Mansfield Planning and Zoning Commission approved the Storrs Center Special Design District. The project initially interested her because she practices in land use planning and

development. Serving on the Board allows Ms. Webster to view the complex development process from the public side whereas her previous experience had mainly been from the private sector's point of view. "I enjoy learning about and working in land use development," says Ms. Webster. "It is exciting to see this project progress from the ground up."

One of the exciting factors for Ms. Webster is the impact the project will have on the daily lives of area residents, including students. Ms. Webster graduated from the University of Connecticut before attending Quinnipiac University School of Law. While she enjoyed her time as a student in Mansfield, she says there were not very many things for students to do within walking distance of campus. "I remember having to go home just to shop for a dress for a dance I attended," recalls Ms. Webster. "I think having more restaurants and shops across the street will be really exciting for students. It will be great to have options where you don't need a car."

As a member and chair of the MBPA, Ms. Webster is also excited to see the new opportunities for local business owners. "Storrs Center will really enhance and strengthen the business community," she comments. "It will make the UConn campus more of a destination. People will be able to visit and enjoy many different things in one trip instead of coming for a show and then driving elsewhere to eat."

"The MBPA is very interested in seeing Storrs Center succeed," Ms. Webster adds. She says the organization is a good group of local business owners who are committed to their community. The MBPA updates local businesses on area projects that may affect them, provides information on legislative

Continued on page 5

Business Member Spotlight:

The Burns Real Estate Group - Keller Williams



Courtesy of The Burns Real Estate Group

Tom and Elaine Burns of The Burns Real Estate Group

Tom and Elaine Burns joined the Mansfield Downtown Partnership in 2005. As owners of The Burns Real Estate Group affiliated with Keller Williams Realty and long-time Mansfield residents, they share both personal and professional interests in supporting Storrs Center.

Elaine has lived in the area all her life and said she would enjoy having more options for dining, shopping and meeting with friends and clients right in town. "It would be fun to have a more dynamic town center," she comments. "A place where you could walk to a few shops, stop for a cup of coffee or a glass of wine, meet friends, and have more dining and entertainment options for all ages." Tom agrees; he first came to Mansfield as a student at the University of Connecticut (Class of 1970) and bought his first property while he was a student there. "The town has not changed much since

I graduated," he notes. "For a university community, it can feel a bit remote, and although that is part of the charm of the area, combining the rural feel of the community with easier access to amenities will only further enhance the town."

Both Tom and Elaine feel that the variety and quality of shops, activities, and restaurants that will arrive with Storrs Center will go a long way toward creating the feeling of a vibrant college town. Tom mentions that he thinks having the option of owning a condo in the Storrs Center will be very appealing and will draw even larger audiences to the arts programming on campus. "It will also be nice to be able to walk across the street and enjoy more dining options before or after a performance at von der Mehden, for instance."

The Burns are very interested in the plans for sustainability in Storrs Center. They feel this is an important issue for Mansfield residents and are happy that such concerns are being addressed so early in the project. "As realtors we know that many people are attracted to Mansfield because of its quiet, peaceful setting" says Elaine. "As residents, protecting the environment is a topic of great interest to us and others in the community, so it's good to see that you can have smart development that balances the need for more local amenities while being sensitive to the environment."

Tom and Elaine have a great deal of experience in local real estate. Tom first received his license shortly after graduating from UConn and has been involved in real estate either through investments, management, or construction since that time; he is now a licensed broker. Elaine entered the real estate field after a career in designing kitchens and high end home accessories.

Continued on page 5

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The Burns Group

Continued from page 4

After working in the local market for a number of years, they now have their own office in Storrs which is open by appointment for meetings with clients and community members and also for hosting seminars and events.

Elaine foresees Storrs Center having a positive impact for Mansfield residents. "Mansfield has a quality school system and beautiful rural qualities that attract people to the area," she says. "This will be further enhanced with more amenities in the area. Outlying neighborhoods will still retain their rural tranquility because the new downtown will be a compact development; this is a great balance for the town."

The Burns are very active in the community and their schedule is made even busier when their grandson, Alex Cornell (who attends the Mansfield Middle School) has a baseball season in full swing. They support a variety of local and statewide charities as well as sports teams, school organizations, and events, including the *Festival on the Green*. They have been particularly active in advocating, mentoring, and supporting

survivors and families who are ongoing caregivers for adults and children with disabilities. Elaine is the former President of the Board of Directors of the Brain Injury Association of Connecticut and has been strongly involved in state legislative efforts. Their son Ryan suffered a traumatic brain injury at the age of 18; they have had wonderful support through some very difficult times. Elaine remarks, "The Mansfield community has been very supportive of our son, our family, and us. We try to do the same."

The Burns have four adult children who all live in Connecticut. Between their family, their work in real estate, and their community involvement, they feel very committed and connected to Mansfield. As they talk with their colleagues, friends, and neighbors, they hear a great deal of enthusiasm for Storrs Center. "The downtown will be such a benefit for the town," says Elaine. "Many people can't wait to see it!"

The Burns Real Estate Team – Keller Williams office is located at 1066 Storrs Road, Suite B. Please email info@BurnsTeam.net or call 860.429.2853 to schedule an appointment or for more information.

Webster

Continued from page 4

developments, and hosts workshops and networking opportunities. The MBPA is an affiliate of the Windham Region Chamber of Commerce and works to promote economic development in the community.

Ms. Webster thinks neighboring towns will benefit, too. In Tolland, where Ms. Webster lives, there are few restaurants and businesses. She often finds herself driving to Manchester for errands or to go out to eat with her family. She looks forward to having a variety of businesses and offices together in Mansfield where she works. "I think working mothers especially will appreciate being able to make just one trip for all their errands instead of driving all over the place. I know I will!"

Storrs Center will also address the perception that "there's nothing to do out here," says Ms. Webster. She thinks people will be more likely to visit the area when there is an easily accessible town center with activities and events. "It will be a real destination for people – young families, professionals, students, the whole community."

Ms. Webster looks forward to continuing her work on the Partnership Board of Directors as the project progresses. She appreciates the different perspectives each Board member brings and is happy to be able to share her expertise in real estate law and land use development and planning. "All of the Board members bring positive attitudes to the work," says Ms. Webster. "We all share the vision of the new downtown and are working to see Storrs Center succeed."

Welcome to Our Newest Members!

The following individuals and businesses have recently joined the Mansfield Downtown Partnership:

Robin Bogner
Steve Cervizzi
and Lillian Palacios
Courtyard at
Storrs Condominium
Association, Inc.
Donald Curtis
Bruce Gerber
and Valerie Botta
Dennis Heffley
Jeffrey Fisher
Lynn Grabowski
Walter Keenan
and Susan LePine
Steve Kremer
Michael Kubeck
Dianne Zeppa

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

Yearly Membership Investment

MDP operates on a fiscal year running from July 1 to June 30

- | | | | | |
|--|------|-----------------------------------|----------|---|
| <input type="checkbox"/> Student; Senior (age 60+) | \$10 | <input type="checkbox"/> Patron | \$200 | <input type="checkbox"/> I would like to volunteer my time. Please contact me to discuss MDP volunteer opportunities. |
| <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.

*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.



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Mansfield Downtown Partnership's Sixth Annual Festival on the Green

- ☘ Noon – Celebrate Mansfield Parade
- ☘ 12:00 pm – Festival Grounds Open to the Community
- ☘ 12:30 pm – Kidsville Kuckoo Revue
- ☘ 12:30 pm to 4:30 pm – Cooking Demonstrations
- ☘ 1:30 pm to 3:30 pm – Pony Rides
- ☘ 1:30 pm – Pie Eating Contest
- ☘ 1:35 pm – Local Talent Showcase
- ☘ 1:35 pm – Miss Kelly's Dance and Drama
- ☘ 2:00 pm – Spencer Hamlin and Chuck Eaton
- ☘ 2:35 pm – Pete Haddad's Hubba Bubba Magic Show
- ☘ 3:00 pm – Husky Bhangra
- ☘ 3:30 pm – James Montgomery Band

Plus: Local Food Vendors – Petting Zoo – Magician
Husky Dog – Spin Art – Sidewalk Drawing
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www.mansfieldct.org/fog.html



Festival Sponsored By:



Keep It **Green!** Help Us Reach 90%



Kim Bova Photography

Local environmental groups, like the Southeast Green Thumbs Club, will be on-hand to help you sort your trash properly.

Each year, the planners of the *Festival on the Green* have had a unique goal in mind: Divert 90% of the waste generated at this community event from being sent to the trash incinerator. Through trial and error, several strategies have been developed to meet this goal. In 2008, their efforts led to a best-yet diversion rate of 87%. The *Festival* organizers are encouraged by last year's success and believe that this year's event could be even better.

Several efforts have brought the goal of 90% within reach. First, all of the food vendors will be serving their treats on compostable plates and bowls. The spoons, forks, knives, and cups may look like plastic, but they are actually made from corn – and compostable, too! By replacing styrofoam or plastic utensils and dishes with those made with compostable materials, a major source of trash is eliminated.

Festival visitors will find a number of waste stations around the grounds, each staffed by enthusiastic volunteers from local environmental organizations. Instead of large trash cans, each waste station will have receptacles for compost, recycling, trash, and returnable Hosmer Mountain Soda bottles. Members of the Juniper Hill Green Team, UConn Green Grads, UConn EcoHuskies, Southeast Green Thumbs Club, EO Smith Green Teens, and the Town of Mansfield Solid Waste Advisory Committee will help visitors sort their trash properly.

"The volunteers that help out at the waste station are

key to making the *Festival* a low-waste event. They help fairgoers make the connection between what they are throwing out and what will happen to it," says Virginia Walton, Mansfield's Recycling Coordinator. "It is great to have the support of all ages, from a senior citizens environmental group to an elementary school ecology club."

The *Festival* planners have also been working with the hosts of the activity booths to find fun, interactive activities that either create minimal waste or use recyclable and compostable materials. "The vendors have all been very receptive to the idea of a low-waste *Festival*," said Kathleen Paterson, Special Projects Coordinator for the Partnership. "And, it has not limited their creativity in planning activities." Planned activities include face-painting, button-making, sand art, learning how to shoot a hockey puck, and making bookmarks from recycled magazines and papers.

The planners of the Sixth Annual *Festival on the Green* invite all attendees to help "Keep It Green!" Visitors play a major part in creating a low-waste event. Everyone is asked to carefully sort their trash into the proper receptacles. Acknowledge those booths that are participating in the low-waste efforts; let them know you appreciate their support of our community. With everyone's help, we can celebrate the best of Mansfield while keeping our town clean and green!

Schedule of Events

September 11 - 13, 2009



Friday

Vintage Mansfield: A Wine Tasting

Hosted by Gail and Douglas Parks

5:00 – 7:00 pm

Altnaveigh Inn and Restaurant

Tickets: \$35

Space is limited. The event is now at capacity.

Donations benefit the *Festival on the Green*

For more information, call 429.2740

Saturday

Explore the River (Park)

Hosted by the Mansfield Parks and Recreation Department

9:00 – 11:00 am

River Park (Plains Road on the Willimantic River)

Free and open to the public

For more information, call 429.3015

23rd Annual Know Your Towns Fair

Hosted by the Mansfield League of Women Voters

11:00 am – 2:00 pm

Mansfield Community Center

Free and open to the public

For more information, visit <http://www.lwvct.org/lwvmansfield/>

Music @ the Market

Hosted by Storrs Farmers Market

3:00 – 6:00 pm

Mansfield Town Hall Parking Lot

Free and open to the public

For more information, please visit www.storrsfarmers.org

Picnicpalooza!

Hosted by the Town of Mansfield and the Mansfield Downtown Partnership

An All-Town Picnic

5:00 – 7:00 pm

E.O. Smith High School

Free and open to the public

For more information, call 429.3336

Sunday

Celebrate Mansfield Parade

Hosted by the Mansfield Downtown Partnership

Noon

Storrs Road (from S. Eagleville Road to Dog Lane)

Free and open to the public

For more information, call 429.2740

Sixth Annual Festival on the Green

Hosted by the Mansfield Downtown Partnership

Noon – 5:00 pm

Behind the Storrs Center commercial plazas

Free and open to the public

For more information, call 429.2740

For more information on these community events, please turn to Page 1.

Additional information is also available at

www.mansfieldct.org/fog.html.

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Courtesy of LeylandAlliance, LLC

Concept Plan as of September 2009

A mixed-use main street corridor at the crossroads of the Town of Mansfield and the University of Connecticut, Storrs Center adheres to the principles of Traditional Neighborhood Design. Daily needs – including homes, stores, workplaces, schools and recreational areas – are within a five-minute walking distance.

The main street town center will occupy about 15 acres of the overall 45-acre property, combining retail, restaurant and office space with a variety of residence types, civic spaces and parking. Approximately 30 acres are reserved for open space, offering residents and visitors the opportunity to enjoy this natural preserve.

For more information about Storrs Center, please visit www.storrscenter.com or www.mansfieldct.org/dtp.html.

The Mansfield Downtown Partnership hosts an Open House on the first Thursday of each month at 5:30 pm. Stop by to learn more about the Partnership and Storrs Center.



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