

# Mansfield Downtown Partnership, Inc.

MONTHLY NEWSLETTER: JULY 2013



Mansfield Downtown Partnership  
Helping to Build Mansfield's Future

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## The Oaks on the Square: 100% Leased!



As construction progresses on the next phase of Storrs Center, One Royce Circle, the staff at The Oaks on the Square is busy preparing for new residents while managing the buildings at One and Nine Dog Lane.

One Royce Circle is on schedule to open in mid-August. This will make for a busy August for The Oaks staff as the majority of the 620 residents will be settling into their new homes over a 10-day period. More than half of residents of the 127 apartments in these two buildings have renewed

their leases for another year. As of the end of April, all of these apartments and the 195 apartments in One Royce Circle are leased.

"We are very excited that we will be opening Phase II of The Oaks with every apartment leased," comments Katie DeLany, Community Manager of The Oaks on the Square.

"Summertime is very busy for our staff as we prepare for some people to move out in July, open a new building and then, in August, prepare for and

assist new residents as they move in."

The Oaks on the Square residents say they choose to live there because of its convenient location within easy walking distance of shops and restaurants and many other amenities, including the Mansfield Community Center, the Post Office, hiking trails, E. O. Smith High School, and UConn.

"Three years ago, I moved to Storrs from New York City. I

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## Volunteers Needed for Festival on the Green



**SUNDAY, SEPTEMBER 22**

Planning for the 10<sup>TH</sup> Annual *Festival on the Green* is well underway! Partnership staff

and the *Festival* sub-committee are looking forward to a day full of fun activities for all ages and interests.

The Partnership relies on volunteers to make this unique community event possible. There are many ways in which individuals or groups can help, from set-

up to the Parade to clean-up.

Volunteers can help for an hour or two or for the whole day, on their own or as part of a group.

If you are interested in volunteering at the *Festival on the Green*, please contact the Partnership office. ♦





**OPEN & READY  
for  
BUSINESS!**

**ONE DOG LANE**

[Moe's Southwest Grille](#)

[7-Eleven](#)

[Froyoworld](#)

[Dog Lane Café](#)

[Subway](#)

[Insomnia Cookies](#)

[Mooyah Burgers & Fries](#)

**NINE DOG LANE**

[Geno's Grille](#)

[The Flower Pot](#)

[Travel Planners](#)

[Body Language](#)

[Head Husky Barber](#)

[Styling Shop](#)

[Bank of America ATM](#)

[Sweet Emotions](#)

[Select Physical Therapy](#)

[Friendly Fire](#)

[Game Center](#)

[Husky Pizza](#)

**ELEVEN DOG LANE**

[Storrs Automotive](#)

**COMING SOON!**

[UConn Co-op](#)

[@ Storrs Center](#)

[Ballard Institute &  
Museum of Puppetry](#)

[UConn Health Center](#)

[Medical Offices](#)

[Webster Bank](#)

[Haru Aki Café](#)

**Getting to Know You: Dennis and William Bok**

*This article reprinted, with permission, from UConn's Center for Academic Program's [Spring Newsletter](#)*



*Dennis (left) and William Bok pose in the Storrs Froyoworld with mascot E.L.F.Y. (Everybody Loves Frozen Yogurt).*

*Photo courtesy of UConn's [Center for Academic Programs](#)*

As kids, UConn alumni Dennis and William Bok were self-described troublemakers. Today, they're enjoying the sweet life as entrepreneurs and founders of Froyoworld—Connecticut's first self-serve frozen yogurt chain.

Since its launch in the summer of 2010, the chain has grown to 18 locations, including the recently opened Froyoworld in the new Storrs Center development, just off the UConn campus at 1 Dog Lane. The chain is expected to expand to 50 or more locations by the end of 2013, according to William, the younger of the two Bok brothers. In the past year, Froyoworld has experienced a

whopping 600% growth. The Boks credit UConn's Student Support Services (SSS) program with helping them achieve such success.

In their youth, the Bok brothers were capable, but didn't have much initiative, admits William. It was their responsible older sister, also a UConn alum, who convinced them to apply for the SSS program. SSS provides advising, academic support, and advocacy for first-generation, low-income, and/or underrepresented students at UConn.

All SSS students take part in a six-week summer program just before their freshman year to help pre-

pare them for university life and the rigors of college-level courses. Dennis went through the SSS summer program in 2000. His brother took part two years later.

The course was "almost like a boot camp," described Dennis. "At first, it's hard to be there knowing your friends are off at the beach," William added, "but it's worth it."

The summer program showed them what to expect at UConn, and helped them get some basic requirements out of the way, easing the workload while they were adjusting to life in college. "It helped us out tremendously," Dennis attested.

Both brothers graduated from UConn—Dennis from the School of Business with a degree in accounting and William from CLAS with a major in history. While Dennis is the one with a business-related degree, both brothers have business in their blood. They followed in the footsteps of their parents who came from Korea and opened their

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## Awards & Accolades

The [Mansfield Downtown Partnership](#), [Storrs Center](#), our development partners, and our downtown businesses continue to receive positive attention in the region!

[Connecticut Main Street Center](#) recognized the Partnership at its annual awards gala with the 2013 [Award of Excellence](#) in Economic and Business Development.

Partnership Executive Director Cynthia van Zelm expressed appreciation for the recognition, "We are very proud and happy to be honored with this award after working with all of the different businesses for almost ten years."

"This project was a true collaboration by many parties including the Town, UConn, our master developer LeylandAlliance, our relocation consultant Milone & MacBroom, and our legal counsel Cipparone & Zaccaro," continued Ms. van Zelm.

When planning for Storrs Center began, there were twenty-five commercial and university uses located in the development site. Over the course of more than ten years, the Partnership and its partners worked with the business owners to determine the best options for each business. Of the original tenants, seventeen businesses have remained open and operating in Mansfield. Of those, eight businesses are located in Storrs Center (the others have relocated elsewhere in town or on the UConn campus).

On the construction side, the Storrs Center team recently received several state-wide and regional awards for its work in building the first phase:

[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 \$40 million category

In June, [MetroHartford Alliance](#) named BL Companies as one of its 2013 [Business Champions](#).

[BL Companies](#) has worked on several different aspects of the Storrs Center project, including serving as architects for Phases 1A and 1B. They were recognized as "Workforce Practices Champion." BL Companies was chosen for this award from among sixty-six nominees.

Not to be outdone, Storrs Center tenants continue to receive recognition for their work.

At the Tommy's Tattoo Convention held in Hartford in June, Rob Lucey, owner of [Body Language Tattoo and Piercing](#), took home two awards: First Place for "Best of the Day" and Second Place for "Arm Sleeve."

To see examples of Rob's work and that of his team, visit [www.bodylanguagect.com](http://www.bodylanguagect.com) ♦



*Watch a brief video from [MetroHartford Alliance](#) highlighting [BL Companies](#) [here](#).*



*An example of Rob Lucey's award-winning work.*

Photo by Body Language

**SAVE THE DATE!**  
**Festival on the Green**  
**SUNDAY, SEPTEMBER 22**



**STORRS CENTER  
by the  
NUMBERS**

**127** Apartments in One and Nine Dog Lane

**195** Apartments in One Royce Circle

**620** Residents who will be living in The Oaks after this August

**100%** Leasing rate of The Oaks on the Square

**23** New and relocated businesses in Phases 1A & 1B

**175** Estimated number of full and part-time employees who will be working in Storrs Center with opening of businesses in One Royce Circle

**100%** Leasing rate of commercial space in One & Nine Dog Lane

**90%** Leasing rate of commercial space in One Royce Circle to date

**The Oaks on the Square (continued from page 1)**

joked that I moved to a town with NO stores,” says Oaks resident Michele Healy. “One of the great things about living at The Oaks is watching a community being built and, literally, grow into a neighborhood.”

The in-house amenities allow for complete independence, and the small businesses surrounding The Oaks are priceless: Dog Lane Cafe on the corner prepares the best quality and specialty foods morning, noon, and night; Sweet Emotions has something to satisfy every sweet tooth; and The Flower Pot brings life and beauty to any home.

The Oaks on the Square

has many attractive amenities within the buildings as well. There is a business center available to its residents. Each apartment has Wi-Fi, cable, and its own high-efficiency washer and dryer. The 24-hour “quiet hours” appeal to people who are looking for a quiet environment, such as graduate students who need to focus on their studies.

Adam Fountaine, Temporary University Specialist in the UConn Office of Student Services and Advocacy, remarks, “It has been such a pleasure to come home from work knowing that I will have some peace and quiet to recharge for the next day.”

As the first year of life at

The Oaks on the Square nears an end, Ms. DeLany and her staff are happy with the results and look forward to more than doubling the number of residents under their watch.

“We are excited to get to know our new residents and continue our relationships with the residents who have renewed,” says Ms. DeLany. “Our first year at The Oaks was a success, and we look forward to many more great years here in Storrs Center.”

If you are interested in living in The Oaks on the Square, please visit their website, [www.theoaksonthesquare.com](http://www.theoaksonthesquare.com), or call The Oaks’ Storrs office, 860.756.0330. ♦

**A Grand Tour**

*John E. Jackman Tour de Mansfield held June 22*

The cooler weather held out just long enough for the 129 cyclists participating in the annual John E. Jackman Tour de Mansfield to head out on their 40-Mile, 20-Mile, and 5-Mile Family Fun Rides on Saturday, June 22.

The day began with a few words from event organizer Jessica Tracy, Fitness Specialist at the Mansfield

Community Center, who welcomed the riders and spoke about the new name of the bike tour. The Tour has been renamed in honor of Mansfield resident and former Fire Marshal John Jackman. Mr. Jackman, who recently retired after twenty-seven years in service to the Town, is an avid cyclist and was instrumental in creating the Tour de Mansfield.

The John E. Jackman Tour de Mansfield is organized

by the Town’s Parks and Recreation Department and the Mansfield Downtown Partnership.

Community sponsors of the 2013 Tour were: Moe’s Southwest Grill, Mooyah Burgers & Fries, Mansfield OB/GYN, Storrs Center Cycle, Dog Lane Café, Milrick Lawn Service & Landscaping LLC, Subway, Alternative Spoke, Body Language, and Skora’s/Head Husky Barber Styling Shop. ♦



## Getting to Know You (continued from page 3)

own dry-cleaning establishment in Branford.

William got his initial taste of the frozen yogurt trade when he started a self-serve frozen yogurt lounge in San Francisco with his wife's cousin. A few years later, he sold the business and moved back to Connecticut. In August, 2010, he opened the first Froyoworld in New Haven with his wife and brother. The chain has been rapidly expanding ever since.

Froyoworld targets areas around college campuses, positioning its first store near Yale and others near Brown and UMass. Right

now, most Froyoworlds are located in New England and New York, but the chain also has two sites in Puerto Rico. In an effort to take the company international, the Boks are working on opening a store in London.

From the very beginning, they intended to bring Froyoworld to UConn, but it took a while to get the Storrs location off the ground, they said. They are also scheduled to open a store near UConn's planned new Hartford campus.

While frozen yogurt isn't new, the self-serve aspect

of their business is. Customers pay by the ounce and choose from a rotating menu of 12 unique flavors and dozens of toppings and "drippings" (sauces). The base flavor is the original award-winning Tart William brought back from San Francisco. His wife and sister create new flavors, which are exclusive to Froyoworld. (Dennis' favorites are Strawberry Tart and Peanut Butter. William prefers Original Tart topped with Fruity Pebbles, strawberries, and mochi—a sweet Japanese rice cake.)

The Bok brothers aren't

just introducing new froyo flavors to the world. They're also creating much-needed jobs. Each Froyoworld employs 10 to 15 people, William disclosed. The company's core employees are mainly friends and family, he added. The manager of the New Haven store is a fellow SSS alum. So is Cec Amado, who manages the Storrs Froyoworld.

"Dennis was my first friend at UConn," Amado shared. They met in the SSS summer program.

"We like to help UConn people," Dennis maintained.

The frozen-yogurt barons have come a long way since their undergraduate days. To today's SSS students, Dennis says: "When you ask yourself, 'Why am I learning this? I'll never use it,' think of it as the building blocks."

William agreed. "All the things you learn and the people you meet will come into play later," he affirmed.

That's some pretty sweet advice. ♦



At the grand opening of the Froyoworld in Storrs Center, Dennis Bok (left) was joined by State Representative Gregg Haddad and three local residents—and super froyo fans! – who were the first three customers at the new location./Partnership photo



## UPCOMING DOWNTOWN EVENTS

### Wednesday, July 3

Live Music Wednesdays: [Seat of Our Pants](#), 5 - 7 PM, [Storrs Center](#)

### Friday, July 5

Friday Night Movie Series: *Blazing Saddles*; 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

### Saturday, July 6

[Family Fun Night](#), 4.30 PM - 7.30 PM, [Mansfield Community Center](#)

### Wednesday, July 10

Live Music Wednesdays: [Nellie Fairlane and the Aging Hipsters](#), 5 - 7 PM, [Storrs Center](#)

### Thursday, July 11

[Free Summer Concert Series](#): Kidsville Kuckoo Revue, 6.30 - 8.00 PM, [Mansfield Community Center](#)

### Thursday, July 11 - Sunday, July 21

Nutmeg Summer Series: [The Music Man](#), [Connecticut Repertory Theatre \(CRT\)](#), Harriet S. Jorgensen Theatre

### Friday, July 12

Friday Night Movie Series: *Ninotchka*; 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

### Sunday, July 14

Sunday Music @ 2: Oates & Smith Band, [StoDoArts](#), [Storrs Center](#)

### Wednesday, July 17

Live Music Wednesdays: [Stamps the Goat](#), 5 - 7 PM, [Storrs Center](#)

### Wednesday, July 17

[Free Mansfield Day](#), 6 PM - 9 PM, [Mansfield Community Center](#)

### Thursday, July 18

[Free Concert Series](#): T-Bone Stankus & Camp Muckalucka, 6.30 - 8.00 PM, [Mansfield Community Center](#)

### Friday, July 19

Friday Night Movie Series: *Strictly Ballroom*; 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

### Sunday, July 21

Sunday Music @ 2: Spencer Hamlin & His Band, [StoDoArts](#), [Storrs Center](#)

### Thursday, July 25

[Free Concert Series](#): Squeaky Clean, 6.30 - 8.00 PM, [Mansfield Community Center](#)

### Friday, July 26

Friday Night Movie Series: *Julie and Julia*; 7.30 PM, Tickets \$5, [StoDoArts](#), [von der Mehden Recital Hall](#)

### Sunday, July 28

Sunday Music @ 2: Wayne Trembly, Pop Up Theater, [StoDoArts](#), [Storrs Center](#)

### Wednesday, July 31

Live Music Wednesdays: Mike Casey Jazz Quartet, 5 - 7 PM, [Storrs Center](#)

Find more events on the  
[Partnership's Events Calendar!](#)

