



**TOWN OF MANSFIELD
ECONOMIC DEVELOPMENT COMMISSION**

Thursday, December 20, 2012

Council Chambers

Audrey Beck Municipal Building

5:30 PM

Agenda

Call to Order/Roll Call

Approval of Minutes

1. October 25, 2012
2. November 15, 2012

Opportunity for Public to Comment

Reports

- Business activity
- Events
- Chamber of Commerce/Mansfield Business and Professional Association (MBPA)
- Other

Old Business

1. Water Supply EIE

New Business

1. Election of officers
2. Mansfield Tomorrow initiative
3. Storrs Center Fiscal Impact Study

Communications

Adjournment

DRAFT MINUTES
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Regular Meeting
Thursday, October 25, 2012
Council Chamber, Audrey P. Beck Municipal Building

Members present: Patricia Bresnahan, Kathy Dorgan, Steve Ferrigno, Martin Hirschorn, John McGuire, George Thompson III

Staff Present: Matt Hart, Town Manager
Linda Painter, Director of Planning and Development
Kathleen Paterson, Downtown Partnership Communications & Special Projects Manager
Jessie Shea Neborsky, Planning and Community Development Assistant
Cynthia van Zelm, Downtown Partnership Executive Director

Matt Hart called the first meeting of the Economic Development Commission to order at 5:35 p.m. and noted that he will help facilitate the first few meetings until members are oriented and comfortable with appointing a Chairman. Toni Moran, Deputy Mayor was present to welcome the members and express the thanks of the entire Town Council. Members and staff introduced themselves and discussed their interest in the Mansfield community.

Public Comment:

David Freudman, speaking as a resident and not a member of the Town Council, thanked the members for their service and discussed how Mansfield needs a balance between rural character and economic development. He is happy to have an Economic Development Commission to balance the recommendations from conservation related committees/commissions that protect the rural nature of Mansfield. He noted that the south end of Mansfield offers the best opportunity for economic growth because of its proximity to Windham/Willimantic, the Route 6 corridor, water/sewer, and the Eastbrook Mall and surrounding commercial community. Because of this, Freudman has 2 suggestions for the Commission; 1) He recommended that the Town Council rescind the motion opposing the completion of the Route 6 corridor; 2) Encourage development in this area by utilizing the service roads off of Route 6 corridor and complete the link to Route 84/384.

New Business:

1) EDC role and responsibilities

Hart reviewed the roles and responsibilities of the Commission and added that the EDC is serving in an advisory capacity to the Town Council and the staff, and will be a sounding board for projects, services and businesses within the Mansfield community. He stated that a goal for the EDC will be the development of a program plan/strategy to encourage and promote economic development within Mansfield. Components of this plan should include: business retention (keeping existing business in Mansfield); business recruitment (leveraging the strengths of the TechPark, Agriculture and UConn); sustainability (having the right balance of business and rural character); and regionalism (partnering with key stakeholders within surrounding towns).

John McGuire questioned if we have a business metric (tax base) to start from?

Kathy Dorgan suggested adding work force development to the list of items to include in the program plan/strategy. She also hopes to foster conversations with and among businesses.

Martin Hirschorn discussed tying recruitment with regionalism in regards to the TechPark noting that there could be many auxiliary businesses that would complement and support the TechPark. He suggested in bringing in surrounding Towns economic development teams to discuss their ideas.

2) Status of current projects

Painter updated the Commission on the HUD Community Challenge Grant; vanZelm updated the Commission on the Storrs Center progress and upcoming components; Painter and Hart updated the Commission on the Four Corners water and sewer initiatives and the status and timelines; Hart updated the Commission on the independent/assisted living project and Masonicare's progress, noting the need for additional water; and lastly, Paterson updated the Commission on the "Local First Mansfield" initiative to promote shopping local for the upcoming holiday season.

3) Policies and procedures

Hart reviewed the Ethics Code and FOIA policy which will be included on the next agenda for review with members who weren't present this evening and to give everyone a chance to look it over and ask questions at the next meeting. He noted the staff members that will be assisting the Commission in their work and will be available at meeting if needed.

Future Agenda Items/Next Steps:

Hart stated that the Commission will meet monthly and agreed to act as the facilitator as the members get oriented and until they feel they are ready to appoint a chairman. It was suggested that for the next few months the Commission invite guests from neighboring Economic Development Agencies and staff from Mansfield to get updates and ideas. Hart suggested in November we hear from the Assessor regarding the tax base; a TechPark presentation in December and if available a member from the Economic Development Office from UConn. 2013 meetings to include presentations from/regarding: Storrs Center fiscal impact; neighboring towns; Regional Performance Grant Incentives; Best Management Practices for Towns 25k-30k; CT Department of Economic Development.

It was agreed that the Commission will meet on the 3rd Thursday for November and December due to the holidays. The next meeting will be held on Thursday, November 15th at 5:30 p.m. in Council Chambers. The December meeting will be held on Thursday, December 20th at 5:30 p.m. in Council Chambers. A 2013 Meeting schedule will be distributed for adoption at the November meeting.

Adjournment: The meeting was adjourned at 7:05 p.m.

Respectfully submitted,

Jessie L. Shea Neborsky, Clerk

DRAFT MINUTES
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Special Meeting
Thursday, November 15, 2012
Council Chamber, Audrey P. Beck Municipal Building

Members present: Beebe, Bresnahan, Fecho, Dorgan, McGuire, Thompson
Staff Present: Matt Hart, Town Manager
Linda Painter, Director of Planning and Development
Irene Luciano, Tax Assessor
Cherie Trahan, Finance Director

The meeting was called to order at 5:33 p.m. by Hart.

Public Comment

- Ric Hossack, Middle Turnpike, urged the Commission to focus on town economic development objectives, not University projects.
- David Freudmann, 22 Eastwood Road, (speaking as a resident, not as a Town Council member), echoed Mr. Hossack's sentiments regarding the difference between Town and University interests and noted that he was disturbed by a reference in a June 2012 document describing the role of the Commission to the Commission working in partnership with the University. Mr. Freudmann also urged the Commission to support the completion of the Route 6 expressway to Bolton Notch.

Hart clarified that the document referred to by Mr. Freudmann was produced by staff for the purpose of identifying possible goals. The official charge of the commission is that established by ordinance. The Commission will work to establish its own goals in the coming months.

Staff Reports

- **Business Activity.** Hart and Painter updated the Commission on new businesses (either open or anticipated) including the new Verizon store at the Big Y plaza, Michaels Arts & Crafts (coming soon), Cumberland Farms (coming soon) and businesses at Storrs Center. The following closures were also noted: Grand Union (pending) and Peddlers Post.
- **Events.** Hart and Painter provided an update on coming events, including the Local First Mansfield initiative, Chamber of Commerce business opening celebrations and the Chambers 'Seasonal Sips' event scheduled for Friday, November 16th.
- **Other.** Painter provided an update on the HUD Grant (nka Mansfield Tomorrow | Our Plan ▶ Our Future), including the formation of a steering committee and working groups. Painter also noted that UConn would be presenting the Technology Park Master Plan on December 6, 2012 at 7:00 pm in Town Council Chambers.

Old Business

- **Policies and Procedures.** Hart asked for any questions on the Ethics Code and FOIA policy that were distributed at the previous meeting. No commissioners had any questions.

New Business

- **Presentation on Mansfield Tax Base.** Irene Luciano, Tax Assessor, gave a brief presentation on the status of the town's tax base, including general demographic information, taxable and tax exempt properties, how private businesses on state property are assessed and examples of common businesses. Hart, Luciano and Cherie Trahan answered questions from the Commission on how properties are assessed and the types of taxes businesses pay and the types of businesses that seem to do well.

- **2013 Meeting Schedule.** McGuire MOVED and Beebe SECONDED approval of the proposed 2013 meeting schedule. The motion was approved unanimously.
- **Future Agenda Items.** Hart requested suggestions from Commission members for future agenda items. Suggestions included:
 - Election of officers
 - Forum with economic development professionals including other communities, Chambers of Commerce and the Department of Economic and Community Development (DECD) on successful techniques
 - Presentation on the UConn Technology Park
 - Meeting with EDCs from surrounding communities
 - More information on the Mansfield Tomorrow initiative, specifically with regard to the economic development strategy and how the EDC will be involved

Communications

- **M. Hart re: Water Supply EIE.** Hart and Painter provided an overview of the draft EIE and deadline for comments. The Water Supply project will be added to future agendas as Old Business.

Adjournment

Beebe MOVED and Dorgan SECONDED to adjourn the meeting at 6:53 p.m. The motion was approved unanimously.

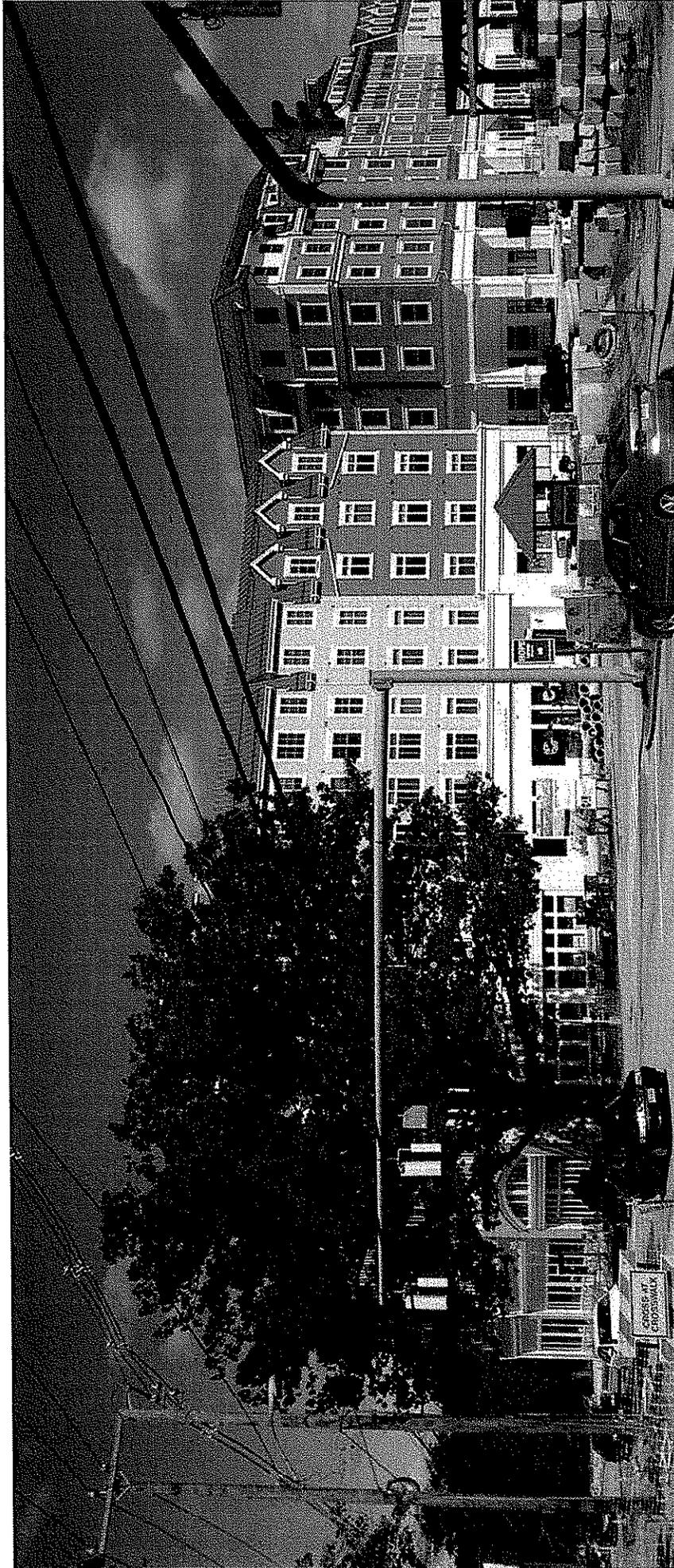
Respectfully submitted,

Linda M. Painter, AICP
Director of Planning and Development



Storrs Center Fiscal Impact Study

October 4, 2012



The initial four phases of Storrs Center exceed 526,000 gross square feet across all uses.

	Phase 1A	Phase 1B	Phase 1C	Market area	Total
Residential Rental	129,325	144,050	66,400		339,775
Retail	27,052	43,230	16,459	37,175	123,916
Mixed-use			62,698		62,698
Total	156,377	187,280	145,557	37,175	526,389

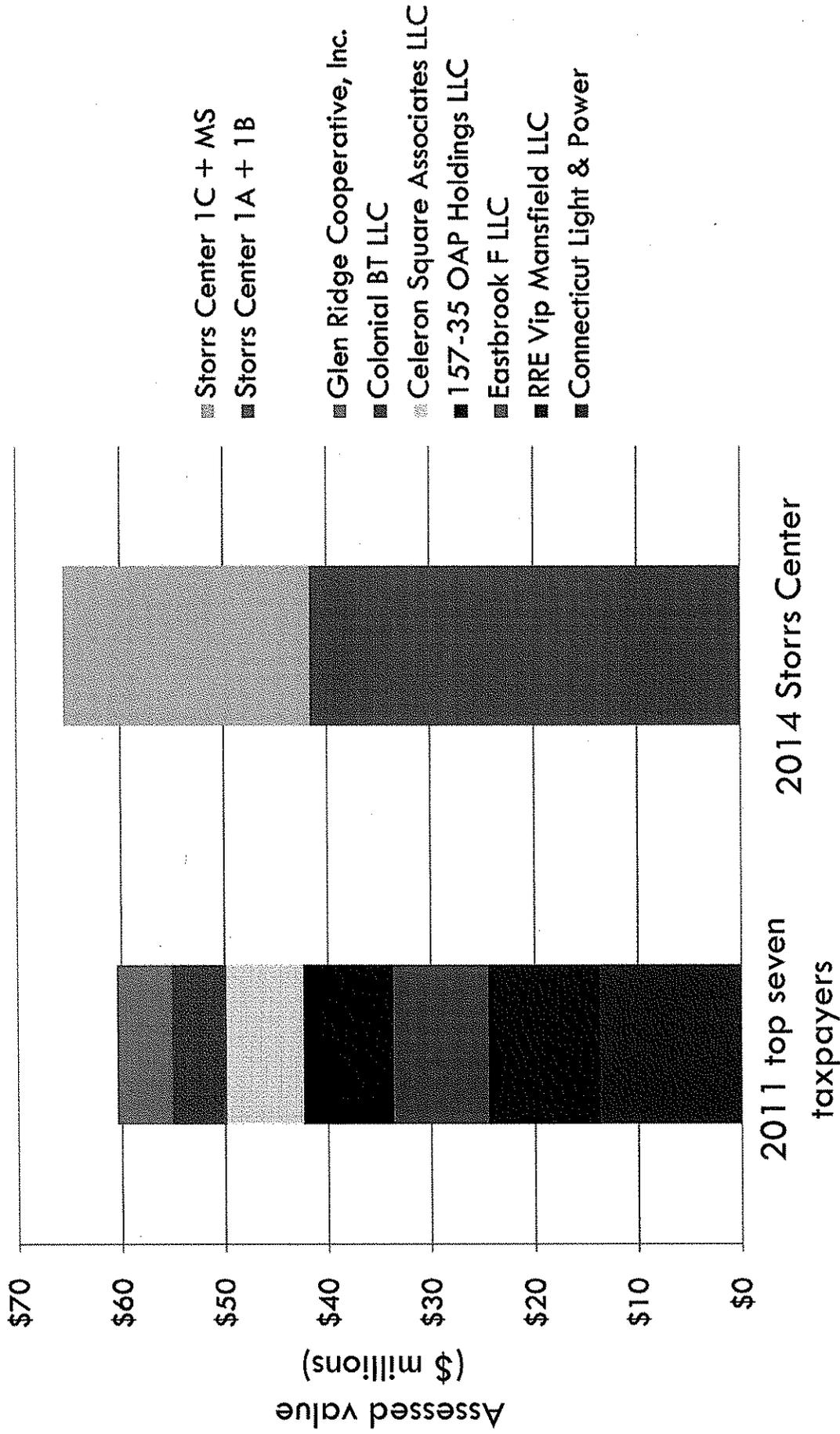
These phases add over \$65 million in assessed value, raising the value of real property in the Town to over \$967 million in assessment year 2014¹.

Line Item	Assessed Value
<u>2014 Projected Grand List</u>	
Gross Real Property ²	\$901,987,952
<u>2014 Storrs Center Assessed Value</u>	
Phases 1A and 1B	\$41,522,000
<u>Phases 1C and Market area</u>	<u>\$23,705,000</u>
Total	\$65,227,000
<u>2014 Estimated Grand List</u>	
Gross Real Property	\$967,214,952

¹ This is the first year all four initial phases of Storrs Center are fully assessed, and the next scheduled revaluation of all property in the Town

² Projected at 1% annually.

The 2014 assessed value of these initial phases is greater than the 2011 assessed values of the top seven taxpayers combined.



This equates to nearly \$2 million in additional gross taxes in FY 2015-16, bringing the estimated gross taxes to the Town to over \$31 million.

	Projected Tax Revenue
<u>FY2015-16 Projected Tax Revenues</u> ¹	
Property Taxes	\$29,799,427
<u>Storrs Center</u>	
Phases 1 A and 1B ²	\$1,270,000
<u>Phases 1 C and Market area</u>	<u>\$725,000</u>
Total	\$1,995,000
<u>FY2015-16 Estimated Tax Revenues</u>	
Property Taxes	\$31,794,427

¹ Estimate via adopted FY2012-13 Mansfield Town Budget.

² Excludes residential real estate tax abatement of \$728,000.

In calculating costs to the Town, both average (per capita) costs and marginal costs were accounted for in Phases 1A and 1B.

Average Community Services

costs

Marginal Public Safety

costs

Public Works

Intermodal Center

Note: all costs inflated at 3% per year.

For Phases 1C and the Market area, only average costs were applied.

Average

costs

General Government

Public Safety

Public Works

Community Services

Town-Wide Expenditures

Marginal

costs

None

Note: all costs inflated at 3% per year.

For all phases with a residential component, we estimated costs associated with school-aged children.

	New students generated	Gross cost	State aid	Net cost ¹
Phase 1A	5.0	\$76,646	(\$26,125)	\$50,521
Phase 1B	6.3	\$96,917	(\$33,035)	\$63,882
Phase 1C	4.3	\$65,750	(\$22,411)	\$43,339

¹ Net school costs are applied in the first year in which a particular phase is operational.

Total Costs per Fiscal Year

	Fiscal year										
	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	
Total average costs	\$0	\$5,167	\$15,971	\$50,001	\$86,058	\$118,419	\$146,648	\$151,047	\$155,578	\$160,246	
Total school costs	\$0	\$52,036	\$53,597	\$125,011	\$177,540	\$182,866	\$188,352	\$194,002	\$199,822	\$205,817	
Total marginal costs	\$107,339	\$201,652	\$415,403	\$427,865	\$440,701	\$453,922	\$467,540	\$481,566	\$496,013	\$510,894	
Garage sinking fund	\$0	\$0	\$50,000	\$51,500	\$53,045	\$54,636	\$56,275	\$57,964	\$59,703	\$61,494	
Total costs	\$107,339	\$258,855	\$534,971	\$654,377	\$757,344	\$809,843	\$858,815	\$884,579	\$911,117	\$938,450	

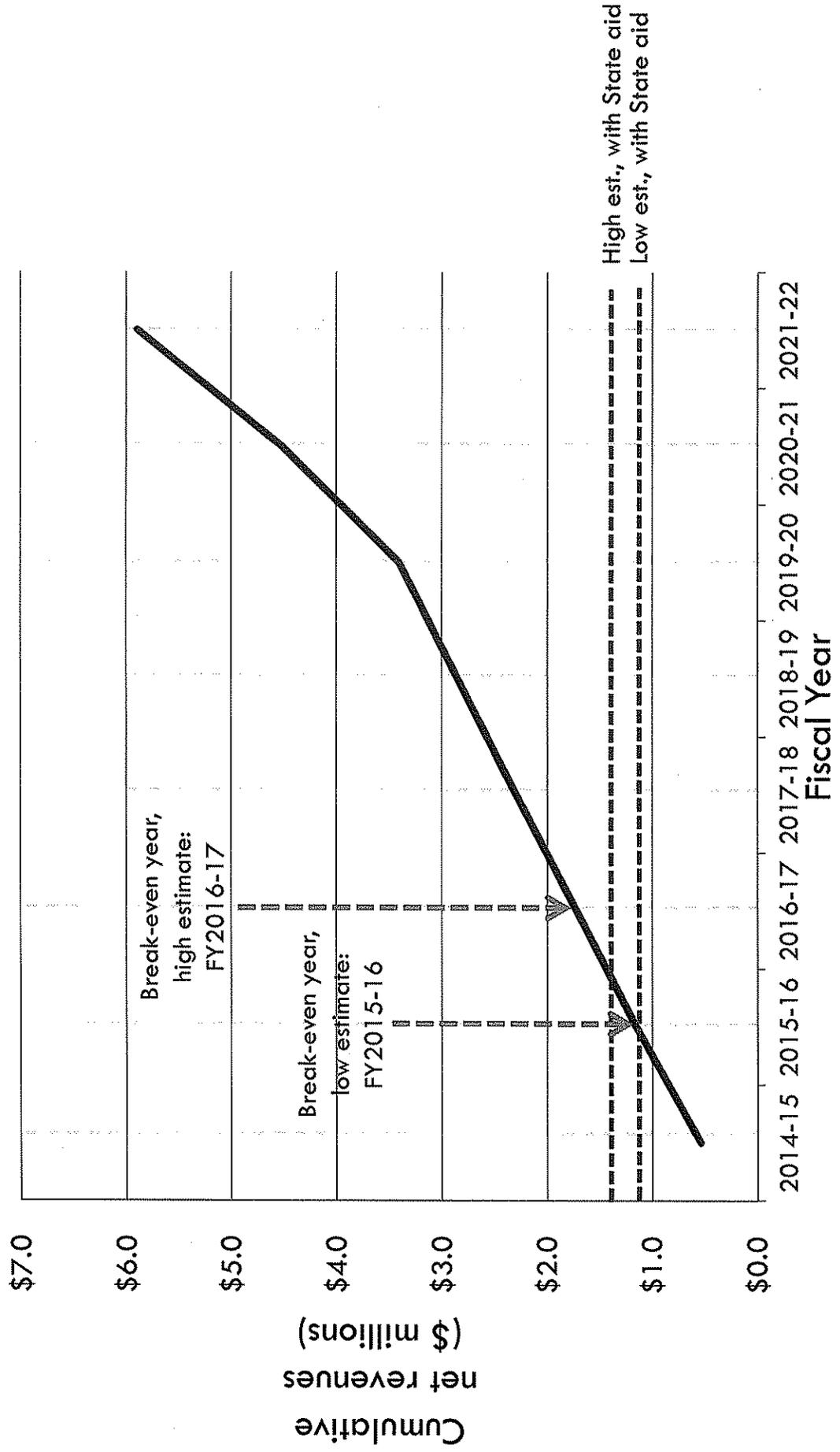
Net Fiscal Impact by Phase

	Fiscal year										
	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	
Phase 1A + 1B											
Gross tax revenue	\$101,837	\$795,246	\$1,375,784	\$1,269,854	\$1,269,854	\$1,269,854	\$1,269,854	\$1,269,854	\$1,472,109	\$1,472,109	
Tax abatement	\$0	(\$321,000)	(\$715,000)	(\$728,000)	(\$671,000)	(\$606,000)	(\$581,000)	(\$554,000)	(\$291,000)	\$0	
Municipal costs	(\$107,339)	(\$258,855)	(\$484,971)	(\$580,295)	(\$609,002)	(\$633,093)	(\$652,086)	(\$671,649)	(\$691,798)	(\$712,552)	
One-time net revenues	\$705,100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Net fiscal impact	\$699,598	\$215,391	\$175,813	(\$38,441)	(\$10,148)	\$30,761	\$36,768	\$44,205	\$489,311	\$759,557	
Phases 1C + Market area											
Tax revenue	\$0	\$0	\$248,438	\$724,970	\$724,970	\$724,970	\$724,970	\$724,970	\$840,439	\$840,439	
Municipal costs	\$0	\$0	\$0	(\$22,582)	(\$95,298)	(\$122,114)	(\$150,453)	(\$154,967)	(\$159,616)	(\$164,404)	
One-time net revenues	\$0	\$0	\$166,172	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Net fiscal impact	\$0	\$0	\$414,615	\$702,388	\$629,673	\$602,856	\$574,517	\$570,003	\$680,823	\$676,035	
Other costs											
Garage sinking fund	\$0	\$0	(\$50,000)	(\$51,500)	(\$53,045)	(\$54,636)	(\$56,275)	(\$57,964)	(\$59,703)	(\$61,494)	
Phases 1A + 1B + 1C + Ma											
Total net fiscal impact	\$699,598	\$215,391	\$540,428	\$612,447	\$566,480	\$578,981	\$555,009	\$556,245	\$1,110,431	\$1,374,098	
Total cumulative net fiscal impact			\$540,428	\$1,152,875	\$1,719,355	\$2,298,336	\$2,853,345	\$3,409,590	\$4,520,021	\$5,894,119	

Net fiscal revenues will be used to fund the infrastructure costs associated with the development. Additional State aid may be available.

Project	Deficit	
	High Estimate	Low Estimate
Parking Garage	\$775,000	\$525,000
Dog Lane and Storrs Road	\$880,000	\$880,000
Other Infrastructure	\$300,000	\$300,000
Total	\$1,995,000	\$1,705,000
Potential new State aid	(\$605,000)	(\$605,000)
Total with State aid	\$1,350,000	\$1,100,000

Between FY2014-15 and 2021-22, almost \$6 million will be collected in net revenues from Storrs Center, leaving a considerable budget cushion.



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