

October 28, 2013



MANSFIELD DOWNTOWN PARTNERSHIP, INC.

REQUEST FOR QUALIFICATIONS (RFQ)

**Fundraising Consultant Services for Mansfield Town Square**

**SUBMISSION DEADLINE:** Wednesday, November 6, 2013 at 4 pm

**SUBMISSION CONTACT AND ADDRESS:**

Ms. Cynthia van Zelm  
Executive Director  
Mansfield Downtown Partnership, Inc.  
4 South Eagleville Road  
PO Box 513  
Mansfield, Connecticut 06268  
860.429.2740  
vanzelmca@mansfieldct.org  
www.mansfieldct.org/mdp

*Proposals will be accepted in electronic or print form.*

**Purpose**

The Mansfield Downtown Partnership, Inc. ("Partnership") is seeking to obtain the services of a qualified Consultant who will provide a fundraising plan for the Mansfield Town Square as part of Storrs Center.

**Background**

The Mansfield Downtown Partnership, Inc., (a 501 (c) (3) organization) consists of representatives from the Town of Mansfield government, the University of Connecticut, the Mansfield business community, and local residents and was formed in 2001 to promote economic development in three areas of Mansfield, CT (Storrs Center, Four Corners, and King Hill Road). The Partnership includes over 300 members and volunteers who donate their time to the Partnership. The main

focus for the last eleven years has been the development of a downtown – Storrs Center – in the heart of Mansfield. The Partnership’s vision for Storrs Center is to create a vibrant, economically viable downtown with retail, restaurant, office, residential, and public space. The goal is for the downtown to attract residents, visitors, and University of Connecticut faculty, staff, and students.

Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Route 195/Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center will include a new town square across from the University’s fine arts center and will combine retail, restaurant, and office uses with a variety of residence types. Storrs Center also includes several public infrastructure elements including a parking garage, intermodal transportation center, and local and state road construction and renovation.

Storrs Center broke ground in May 2011, and the first two phases have opened and include 322 fully leased market rate apartments and twenty businesses. A Price Chopper grocery store is under construction and additional businesses and apartments are planned for the Phase 1C area to open in August 2014. *A list of the businesses that have opened and are planned to open within the next year and the concept plan for Storrs Center is attached. The location of the town square is noted on the concept plan.*

### **Situation Analysis**

The town square is a main focal point for the downtown. It will be a place of community gatherings, as well as a place of respite. Small concerts, festivals, and art shows are possible programs for the town square. The town square will, however, be flexible enough to allow for someone to sit, read, eat lunch, when events are not underway.

The design of the town square was developed over the last few months through the work of Kent+Frost Architecture with input from a variety of local stakeholders. The town square combines paved plaza, lawn, shade trees, planting beds, seat walls, performance pavilion, shade structure, benches, moveable seating, lighting and sculpture. The master plan is available on the Partnership’s website at [http://www.mansfieldct.gov/filestorage/1904/3389/7092/20130822\\_master\\_plan.pdf](http://www.mansfieldct.gov/filestorage/1904/3389/7092/20130822_master_plan.pdf)

Grading and utility work has started on the town square.

### **Project Description**

Approximately, \$850,000 has been committed to the final design and construction of the town square. The Consultant will develop a capital fundraising campaign plan to raise the remaining funds (approximately \$500,000) needed to provide a town square as designed, including specific elements such as a shade structure and sculpture(s). The Consultant will develop a strategic fundraising plan,

message, and budget; identify a prospective major donor base; identify public recognition opportunities; and assist the Mansfield Downtown Partnership with identifying fundraising events and grant opportunities.

The goal is to complete the capital fundraising campaign by June 30, 2014. Fundraising will likely be on-going over the years to recognize donors and to maintain a first class town square.

### **Summary**

The Consultant should submit by e-mail or hard copy a letter of interest containing general information on the firm, the firm's brochure, résumés for key personnel, two references, and the Consultant's experience in private and public fundraising to Cynthia van Zelm, Executive Director, not later than 4 pm on Wednesday, November 6, 2013. Please submit five copies if utilizing traditional mail.

The Partnership intends to "short-list" Consultants responding to this RFQ and to interview two or more Consultants to accurately assess their qualifications. The Partnership will negotiate a scope of services and a fee proposal with the selected Consultant. The Partnership will evaluate and select the Consultant based on qualifications, experience, and performance with similar projects, references, ability to provide timely services, awareness of project issues, opportunities and constraints, and estimated fees and expenses. The selected firm must be able to meet all Partnership, state and federal affirmative action and equal employment opportunity practices and guidelines.

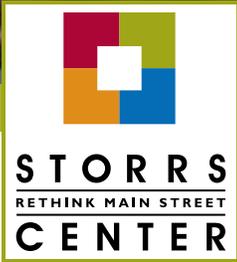
The Partnership does not expressly state or imply any obligation to reimburse firms for any expenses incurred in preparing submissions in response to this request. The Partnership reserves the right to reject any or all submissions, to select a firm in a manner that is advantageous to the Partnership, and to waive all formalities in the bidding.

The Partnership is an equal employment opportunity employer.

Please address any questions related to this RFQ to Cynthia van Zelm, Executive Director, at 860.429.2740 or via e-mail at [vanzelmca@mansfieldct.org](mailto:vanzelmca@mansfieldct.org).

# WELCOME TO STORRS CENTER

Located just steps from the University of Connecticut, Storrs Center is Mansfield's new downtown – a town center where an eclectic mix of restaurants, shops, offices, homes, walkways, and green spaces create a connected, thriving community for everyone.



CONCEPT PLAN

[www.storrscenter.com](http://www.storrscenter.com)

[facebook.com/storrscenter](https://www.facebook.com/storrscenter)

[@storrscenter](https://twitter.com/storrscenter)



Map of restaurants, shops, and services (on reverse)



# STORRS CENTER SHOPS, RESTAURANTS, & SERVICES

Open and ready to serve you!



## I DOG LANE

- A1 Moe's Southwest Grill
- A2 7-Eleven
- A3 Froyoworld
- A4 Dog Lane Café
- A5 Subway
- A6 Insomnia Cookies
- A7 Mooyah Burgers & Fries

## 9 DOG LANE

- B1 Geno's Grille
- B2 The Flower Pot
- B3 Horizon Travel
- B4 Head Husky Barber Shop
- B5 Bank of America ATM
- B6 Sweet Emotions Candy
- B7 Select Physical Therapy
- B8 Storrs Center Alliance
- B9 Friendly Fire
- B10 Husky Pizza
- B11 The Oaks on the Square
- B12 Body Language

## II DOG LANE

- B13 Storrs Automotive

## I ROYCE CIRCLE

- C1 UConn Co-op Bookstore at Storrs Center – Fall 2013
- C2 Ballard Institute & Museum of Puppetry – Fall 2013
- C3 Webster Bank – Now Open!
- C4 UConn Urgent Care – Winter 2013-14
- C5 UConn Health Center – Winter 2013-14
- C6 Haru Aki Café – Fall 2013
- C7 ThinkitDrinkit – Fall 2013
- C8 oneTribe – Now Open!
- C9 UConn Dental – Winter 2013-14
- C10 Storrs Wine & Spirits – Fall 2013
- C11 GBS Threading & SPA – Winter 2014

## PHASE 1C – Coming in 2014

### PARKING INFO

Dog Lane Lot: Two hour free parking  
 Parking Garage: First two hours free, \$1/hr thereafter, \$8 daily max