



CT Main Street Center Recognizes Mansfield Downtown Partnership with 2013 Award of Excellence: Economic and Business Development

May 7, 2013 – The Mansfield Downtown Partnership is pleased to share the news that it has received the 2013 Award of Excellence: Economic and Business Development from Connecticut Main Street Center. The Partnership was recognized for its efforts in retaining and relocating Mansfield businesses affected by the development of Storrs Center.

In its announcement, CT Main Street Center states:

“The winners of these prestigious awards actively championed the revitalization and economic development of downtowns across Connecticut through initiatives ranging from rebuilding and redesigning downtown spaces to working with local partners to provide fresh food for downtown residents. The winning entries represent initiatives and organizations from Hartford, Waterbury, Willimantic and Storrs Center.

‘Connecticut’s city centers are critical drivers of commerce and competitiveness,’ said Governor Dannel P. Malloy. ‘I applaud the 2013 award winners for their efforts to make Connecticut’s downtowns thrive. The collaboration to create more livable communities is to the benefit of all Connecticut’s residents.’

‘We’re so proud of our members and the way they engaged in partnerships with public, private and non-profit partners to have this enormous impact on their downtowns,’ said CMSC President & CEO John Simone.

The Connecticut Main Street Awards of Excellence were created in 2003 to recognize outstanding projects, individuals and partnerships in community efforts to bring traditional downtowns and neighborhood commercial districts back to life, socially and economically. The Connecticut Main Street Awards annually celebrate and communicate the most successful and innovative efforts in Main Street revitalization in Connecticut. Submissions were judged on criteria which included innovation, replication, representation, partnerships utilized, and outcomes.”

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 development of Storrs Center began, there were twenty-five existing tenants (both commercial and university uses) in the buildings slated for demolition. Today, seventeen remain in Mansfield with eight businesses now located in Storrs Center. The Partnership worked with Milone & MacBroom to help the businesses find new locations or coordinate their move into Storrs Center. The Town and LeylandAlliance agreed early on in the process to share the cost of the federally-required relocation benefits, while UConn took on the task of preparing new locations for several University uses, including the Nayden Health Clinic, the Print Shop, and the Design Center.

This is the third Award of Excellence the Mansfield Downtown Partnership has received from the CT Main Street Center. In 2008, the Partnership was recognized with the Award of Excellence: Community Consensus Building. In 2010, the *Festival on the Green* earned the Partnership its second nod with the Award of Excellence: Special Event.

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The Mansfield Downtown Partnership, Inc. is a 501 (c)(3) non-profit organization formed by the Town of Mansfield and the University of Connecticut in 2001 to coordinate the development of downtown in Mansfield. The 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.

www.mansfieldct.org/mdp