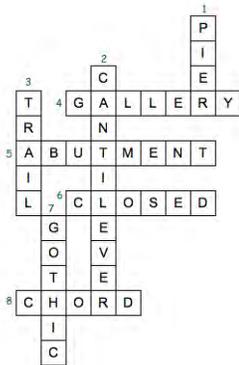


## Schell Game Solution

(crossword puzzle in last newsletter)



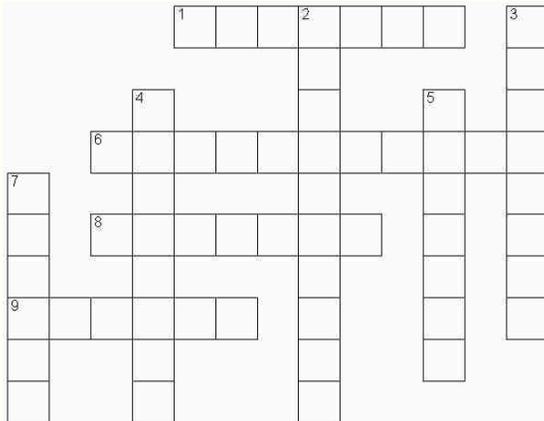
### Across

- 4 The location of the FSB office  
5 End supports for the bridge  
6 What happened to the bridge in 1985?  
8 The main bottom structural member

### Down

- 1 A stone support for the bridge  
2 The bridge construction style  
3 A possible use for the bridge  
7 The unique portal design style

## New Crossword Puzzle



### Across

- 1 a leisure industry  
6 needed to open the bridge  
8 a recreational path  
9 the effect of an action

### Down

- 2 non-vocational activity  
3 a kind of impact study  
4 of an historical nature  
5 someone who visits something  
7 what the bridge could connect

(all words can be found in the impact study executive summary)



### Friends of Schell Bridge Membership Form

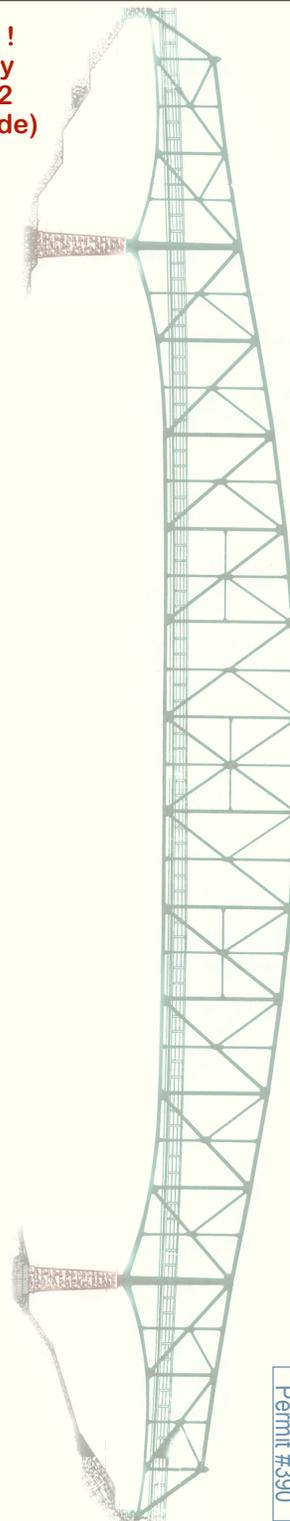
memberships and donations are tax-deductible

Name \_\_\_\_\_  Preservation Patron .. \$500 and up  
Address \_\_\_\_\_  Schell Star ..... \$250-499  
City, State \_\_\_\_\_  Schell Saver ..... \$100-249  
Zip \_\_\_\_\_ Phone \_\_\_\_\_  Bridge Booster ..... \$50  
Email \_\_\_\_\_  Family ..... \$25  
 Individual ..... \$15  
 Other \_\_\_\_\_  
 I prefer to receive news and alerts via email.  
 I would like to volunteer to help save Schell Bridge.

Mail to: Friends of Schell Bridge, P.O. Box 27, Northfield, MA 01360

**! SAVE !  
Monday  
Sept 12  
(see inside)**

*Vision: A beautifully-restored historic bridge across the Connecticut River that serves both as a premier recreational link for a network of hiking and biking trails in the tri-state region and as a centerpiece for a series of linked riverfront parks for Northfield and area residents.*



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Permit #390

FRIENDS OF SCHELL BRIDGE  
P.O. BOX 27  
NORTHFIELD, MA 01360

FSB Newsletter - Summer 2011

*Economic Impact Study  
now complete for the Schell*

## The Economic Impacts of the Restoration of Schell Bridge

### Prepared for:

The Friends of Schell Bridge  
P.O. Box 27  
Northfield MA, 01360

April, 2011

**Henry Renski, PhD**

Principle Investigator

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Graduate research Assistant



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Above is the cover of the report of a study conducted by the Center for Economic Development at the University of Massachusetts, for Friends of Schell Bridge, to determine the economic impact on the region by rehabilitating Schell Bridge. The full report is available at the Northfield town hall, the Northfield library, and online: <http://www.schellbridge.org>.

The study concluded that Schell Bridge rehabilitated for recreational use would, at a minimum, benefit Franklin County \$6,393,000 from the rehabilitation construction work and \$834,000 per year from visitor spending.

*“Under conservative assumptions of construction and new visitor expenditures, a rehabilitated Schell Memorial Bridge would have a total annual economic impact close to \$15 million dollars over its first 10 years of operation.”*  
(from the executive summary of the report)

*Economic Impact, continued ...*

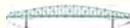
If rehabilitation costs exceeded \$7,500,000, the amount assumed in the study, the construction cost benefit would be proportionately higher as well. The study conservatively estimates that the bridge will attract approximately 13,000 new visitors per year; the actual economic benefit per year will vary proportionately based on the actual annual number of visitors.

*"We also see considerable potential for the Schell Bridge to attract even more visitors if successfully coupled with extensive marketing and promotion, and deliberate actions to tie the bridge to other heritage and recreational destinations. ... Our estimates only assume a modest degree of marketing. Concerted efforts to promote the bridge as part of a multi-state recreational and heritage network and site for cultural and community events would greatly increase - perhaps even doubling - the number of annual visitors."* (from the executive summary of the report)

The study results strongly suggest that within a decade of reopening, the economic benefits to Franklin County, and probably even to Northfield itself, would significantly exceed the cost to restore and maintain the bridge.



*"As a centerpiece for a larger vision of recreation and heritage tourism development in the region, new or expanded businesses adapting to meet additional tourism demand can increase profitability, expand local employment, and increase local tax revenues."* (from the executive summary of the report)



## Cost/Benefits Analysis

### Mark Your Calendar – September 12 – Important Special Town Meeting

The Economic Impact Study provides an excellent “benefits” portion of a comprehensive cost/benefit analysis of restoring the Schell.

Various estimates of the “cost” portions exist, but a truly complete professional evaluation of the rehabilitation options and their associated costs has not yet been done. It is now time to get serious about identifying these options/costs. Such a study would likely cost somewhere in the \$50,000 – \$60,000 range.

A Special Town Meeting is scheduled for September 12, 2011. On the meeting warrant is the following article intended to expedite the raising of funds to perform an appropriate professional engineering assessment of the rehabilitation options/costs:

*"To see if the Town will authorize and direct the Board of Selectmen to petition the Franklin Regional Council of Governments, Representative Paul Mark, Senator Stan Rosenberg, and other state officials to identify, raise, and appropriate funds for a comprehensive professional engineering evaluation of Schell Bridge to determine the feasible engineering options for rehabilitating the bridge and the associated costs thereof."*

The complete set of reliable cost options is necessary, along with the benefits analysis, to provide Northfield with adequate data to determine the most appropriate course of action. Therefore, it is critically important for this article to pass.

**Come to the September 12 town meeting to help pass this article; urge your friends and neighbors to do the same.**



FSB is a nonprofit 501(c)3 corporation  
for more information  
visit [www.schellbridge.org](http://www.schellbridge.org) or call 413-498-4364



**Craig Della Penna**  
an FSB original

Craig Della Penna is one of the original members of the board of Friends of Schell Bridge. He got involved after receiving calls from Mo Spaulding and Tony Jewell about the Schell Bridge and its need for a “Friends” organization.

Tony first got the bridge noticed by his nominating it as one of the 11 Most Endangered Historic Resources by Preservation Massachusetts.

Craig and Tony knew each other from the railroad industry and later when Craig was a legislative agent and field rep/organizer for Rails-to-Trails Conservancy. He has authored three books on rail trails [bike paths] and has been in the background of the creation of several hundred miles of such pathways throughout the northeast U.S. The Schell – when restored – will connect to scores of miles of this network.

Today he is the Broker/Owner of Pedal to Properties, a full service real estate firm based in downtown Northampton. Along with his wife Kathleen, he also operates Sugar Maple Trailside Inn, a small bed & breakfast located in a nicely restored, 1865 farmhouse in Northampton’s village of Florence. The house sits eight feet away from southern New England’s first municipally built/operated rail trail.

As busy as he is, Craig still serves on the FSB board of directors and brings valuable experience and contacts to the board.

