

# Ride for the Schell

SATURDAY, MAY 8, 9 AM

Third annual bike ride benefit.

On May 8, 2010, Friends of Schell Bridge will sponsor its annual "Ride for the Schell" - three bike rides in Northfield, starting at 9:00 in the morning. Each ride will have a leader and vehicular support.

**Expert ride** - a 35-mile (or thereabouts) loop along both sides of the river.

**Family ride** - a 17-mile loop (see the map below).

**Kids ride** - a 2-mile ride around the village.

All three rides will leave from the Green Trees Gallery, **105 Main Street** in Northfield, MA, at **9:00 AM**.

Register at 8:30 AM at the event, or online at [www.schellbridge.org](http://www.schellbridge.org)

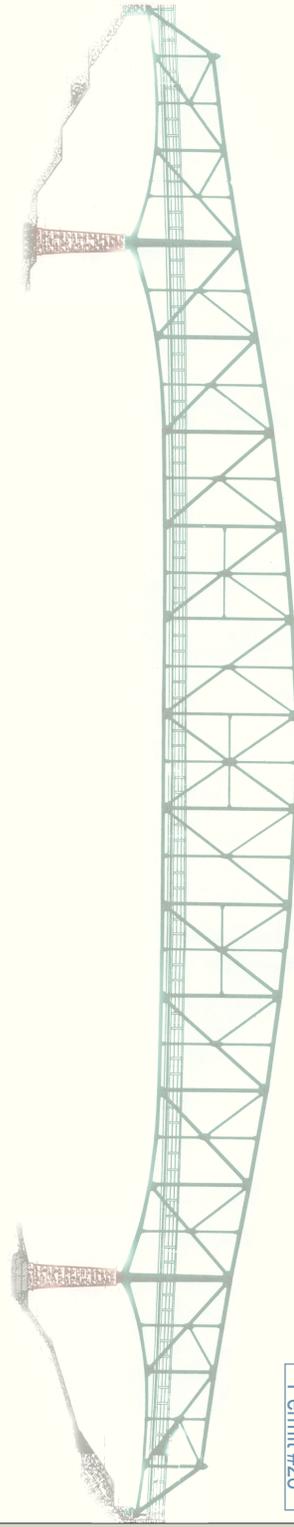
when the online registration number becomes available

Should be fun so mark your calendar for **May 8** and

**Come Ride for the Schell !**



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.



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

Nonprofit  
U.S. Postage  
PAID  
Northfield, MA  
Permit #28

## All roads lead to Northfield's Schell Bridge

Some recent activities and decisions in 2009 renew our confidence that Schell Bridge will be a major player in the renewal of Northfield in the 21<sup>st</sup> century:

**Purchase of the Northfield campus** (including the land adjacent to the bridge) by Hobby Lobby for the new C.S. Lewis College makes a stronger case for rehabilitating Schell Bridge. In addition to serving the town and region, the bridge will serve the recreation and transportation needs for 400 students and 100 faculty and staff.

**The Knowledge Corridor** is the name given to the re-routing of the Connecticut River Line Amtrak train through Springfield, Holyoke, Greenfield, West Northfield, The decision to fund this with federal stimulus money makes a rehabilitated Schell Bridge desirable if Northfield wants to revive the East Northfield Station (actually in West Northfield).

**Connecticut River Scenic Farm Byway** management plan currently excludes Schell Bridge. This points up the need to supply more data and information to support its inclusion.

**Tri-State Trails** are being discussed by state agencies in MA, NH and VT and it is expected that Schell Bridge, as a trail connector, would significantly increase the attraction of the region's trails.

This is a critical moment for Friends of Schell Bridge. We must act expeditiously to establish a role for the Schell in the midst of the exciting changes in Northfield. The Economic Impact Study and the Bridge Assessment will be invaluable in moving us forward.



*Friends of Schell Bridge Membership Form*  
*memberships and donations are tax-deductible*

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

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

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



### Thanks Jenny !

FSB sincerely thanks Jenny Tufts for serving as Executive Director during the past 2+ years. She brought commitment and enthusiasm, as well as day-to-day and long-term direction, to FSB, and obtained several thousand dollars in grants during that time. She has

resigned to focus upon other endeavors, and she will be sorely missed. Thank you, Jenny, for your fine service to FSB.



### Soup & Song a Souper Success

Over 50 folks enjoyed the evening of soup and song. There were eight excellent soups to choose from, all made by FSB members and donated to the event. David and Annie, a local Northfield couple, strummed and sang throughout the evening, taking a break along the way to have some soup, and added just the right touch to the atmosphere.



David and Annie

This event generated a nice addition to the FSB operating fund - for example, enough to cover the printing/ mailing costs of several issues of the newsletter. The events committee welcomes ideas and any help you might offer for future such events.



### Now is the Time!

Friends of Schell Bridge, founded in 2004, is committed to its mission: a graceful historic bridge restored for recreational and pedestrian use.



Encouraged by the success of Walkway over the Hudson (the restored Poughkeepsie-Highland Railroad Bridge), FSB is poised to launch a campaign. A great deal of research and consultation led the Board to a progressive strategy for meeting three goals: an Economic Impact Study, the Professional Bridge Restoration Assessment, and the ultimate bridge restoration.

Meeting the first two goals requires private funding. This accomplishment, in turn, will provide the basis for soliciting public and private funds for the restoration. Research indicates that grants and other funds exist for meeting the final goal.



FSB officers and board members unanimously pledged their support, both financial and physical, to these efforts. They are hard at work. Concurrently a linked campaign is raising funds from local businesses to help accomplish the Economic Impact Study.

Watch for the formal announcement of the Campaign soon and plan to join this historic effort!



### How Big is the (Economic) Benefit ?

Friends of Schell Bridge plans to commission a professional **Economic Impact Analysis** to be completed in 2010. This study will assess the direct, indirect, and induced effects on the town's and the tri-state region's economy and business climate as a result of rehabilitating Schell Memorial Bridge, primarily for recreational and pedestrian use.



This photo courtesy of Touring Ride In Rural Indiana (TRIRI).

Looks a lot like the Schell Bridge would look if rehabilitated for recreational use.

Increasingly in the US, successful communities provide significant trail systems for the benefit of their residents and visitors. In addition, there is now a major regional and federal initiative to add passenger rail facilities on the west side of the Connecticut River. A rehabilitated bridge would connect hiking and biking trails across the river as well as serve other visitors to the area. The purpose of this study is to assess how the rehabilitation and subsequent visitor spending would benefit the local and regional economies, through increased economic activity such as job creation, additional business activity, and other economic endeavors of various kinds.

Friends of Schell Bridge will raise the funds for this study and will coordinate with the Northfield Select-board during the course of the study. If you would like to help make sure this study gets done, call 413-498-4364, or email [info@schellbridge.org](mailto:info@schellbridge.org).

