

Our mission is to promote, preserve, and enhance Downtown Mason City as a diverse business, cultural, residential and entertainment destination for the benefit of the entire community.



JANUARY 2023

MAKING A POSITIVE IMPACT IN DOWNTOWN MASON CITY

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Since 2003, Main Street Mason City has been working to promote, preserve, and enhance Downtown Mason City as a diverse business, cultural, residential, and entertainment destination for the benefit of the entire community. A nationally accredited Main Street program, MSMC utilizes the Four Point Approach® to make a positive impact in downtown Mason City - Organization, Economic Vitality, Design, and Promotion.

ORGANIZATION: The Board of Directors gets everyone working toward the same goals and assembles the human and financial resources to implement the Main Street Mason City program. Working with staff, the board makes up the fundamental organizational structure of MSMC's volunteer-driven program. It strives to build consensus and cooperation among the various stakeholders: individual businesses, government entities, residents, nonprofits, and interested citizens. The board steers the organization and coordinates the activities of the other committees.

ECONOMIC VITALITY: The Economic Vitality Committee is dedicated to strengthening existing economic assets while expanding and diversifying the economic base in downtown Mason City. The committee works to create an environment that encourages business retention, attraction, and growth. Quality building rehabilitation and upper story development and activation are key strategies, since converting under-used space into economically productive property helps boost the value of the downtown district.

DESIGN: The Design Committee works to create an attractive, coordinated and quality image of the downtown district. It concentrates on our great physical assets: a wealth of historic buildings, an attractive geographic setting, and pedestrian-oriented streets. The Design Committee encourages building preservation and maintenance through grant programs and design assistance from Main Street Iowa, the statewide coordinating agency. In addition, the committee promotes Downtown beautification with flower planting, clean-up campaigns, and holiday decorations.

PROMOTION: MSMC's Promotions Committee fosters a positive image of downtown and encourages people to live, work, play, and invest here. The committee promotes downtown businesses and organizes events to bring people downtown—and give them reasons to keep returning. Activities such as the Brew to Brew Bike Ride, Haunted Historic Building Tour, Home for the Holidays, Run with Rudolph, Jingle Mingle Pub Crawl and retail events promote commercial activity and investment in downtown.

Interested in getting involved? Main Street Mason City Offers a number of ways to get involved in our downtown. If you would like to assist with any of our committees, we'd love to have you. Contact Main Street Mason City at director@mainstreetmasoncity.com for more information.