

Who is Main Street?

Main Street Mason City
is a proud Main Street
Community since 2004



Main Street is a Nationwide, grass roots movement that blends preservation, activation, and coordination to harness the power of **Character-Based Economic Growth**

Why Does Main Street Work? It's Simple. It's the People loving their Place.



The Main Street way is to inspire and engage the property owners, business owners, leaders, the friends and neighbors to create a shared value in the character of the community. Imagine having **people believe their place matters**. That is true community support. That is what Main Street is all about.

Over \$3.5 BILLION INVESTED

In 1985, the Iowa Legislature adopted Main Street America's Main Street Approach model and established MSI as a program of the Iowa Economic Development Authority. Today, MSI is recognized as one of the most successful state Main Street programs in the nation.

Our Home, Our Main Street, Our Future.

Main Street Mason City is dedicated to enhancing the vitality of downtown Mason City through historic preservation, economic development and community engagement.

Downtown Mason City is home to 186 businesses, more than 450 residents and 1,525 full-time workers. The assessed value of downtown properties totals \$23,031,688.



71,436
Volunteer Hours

\$92M
Investment

110
New Businesses



We are Main Street

Our volunteer
Board of Directors drives
our organization in making
meaningful change in
our district



MAIN STREET
MASON CITY

**BOARD OF
DIRECTORS
FY2023**



Diane Arndt
PRESIDENT
Reflections Salon



Abigail Lee
VICE PRESIDENT
Lee Realty



Jaclyn Meier
TREASURER
First Citizens Bank



Melissa Fabian
SECRETARY
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Steve Bailey
PAST PRESIDENT



Mike Bloomingdale
*Clear Lake Bank
& Trust*



Casidey Burk
*The Corner
Pizza & Alehouse*



Melissa Evans
BRIX Wine & Whiskey



Jason Geving
*Edward Jones
Financial*



Isaac Nelson
Moorman Clothiers



**Steven
Van Steenhuyse**
City Liaison

POWERED BY
Main Street

OUR ANNUAL EVENTS
BRING VIBRANCY
TO THE DISTRICT

SPRING HOP PUB CRAWL

FRIDAY NIGHT LIVE
SUMMER SERIES

BREW TO BREW BIKE RIDE

HAUNTED HISTORIC
BUILDING TOUR

RUN WITH RUDOLPH

HOME FOR THE HOLIDAYS

JINGLE MINGLE PUB CRAWL

SKATE WITH SANTA

FLAGPLANTING EVENTS

DISTRICT CLEAN-UP DAYS



Main Street

by the Numbers

2023 COMMUNITY DATA
Mason City, IOWA

EXPECTING A CITY TO FUNCTION WITHOUT A DOWNTOWN IS LIKE BUILDING A HOME WITHOUT BEDROOMS; YES, YOU CAN RESIDE THERE, BUT YOU CANNOT LIVE THERE.

REINVESTMENT STATS 2023

PRIVATE INVESTMENT

\$8,929,284

Program to Date: \$73,721,146

MARKET SNAPSHOT

Mason City, Iowa | 2023



Population
27,417



Households
12,427



Median HH Income
\$56,418



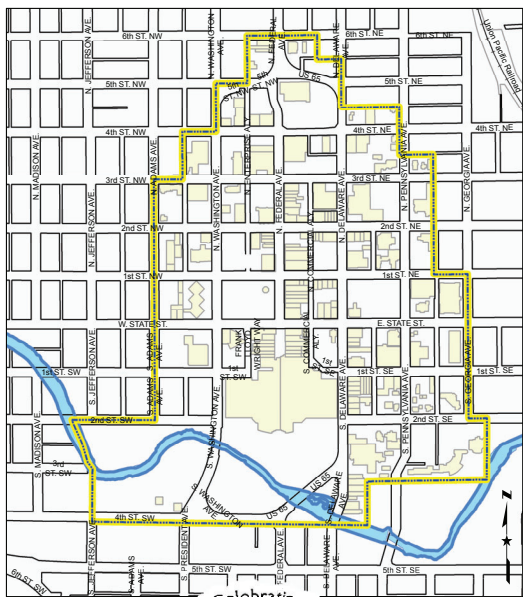
Median Age
41.6



Housing Units
4,669



68.5% Housing is Occupied
53.5% Owner-Occupied
15% Renter-Occupied



Downtown Drive Time Markets

	5 Minutes	10 Minutes	20 Minutes
Population	15,993	27,417	41,175
Households	7,272	12,427	18,446
Median HH Income	\$50,221	\$56,418	\$59,798

Retail Market Power Retail Trade + Food & Drink

	5 Minutes	10 Minutes	20 Minutes
Total Sales	\$360 MILLION	\$825 MILLION	\$1.15 BILLION

Retail Demand Outlook

CATEGORY

- Apparel & Services
- Computer
- Entertainment & Recreation
- Food at Home
- Food Away from Home

5-YR PROJECTED GROWTH

- \$2,402,616
- \$317,591
- \$4,305,338
- \$7,560,328
- \$4,011,265



202K VISITORS

TO DOWNTOWN MASON CITY

TOP ORIGIN DMAs
DES MOINES
CEDAR RAPIDS/WATERLOO/DUBUQUE
MINNEAPOLIS/ST. PAUL

TOP VISITOR ACTIVITIES
DINING OUT • SHOPPING
NIGHTLIFE

What's the Plan?

Main Street
Mason City is
results oriented
with a
**multi-layered
approach**
to economic
sustainability



Our Vision

As a piece of the cultural crescent, Downtown Mason City's action-based identity will include a sustainable mix of involved businesses and a common gathering place in the midst of history and architecture.

Our Mission

Empowering our community's growth, Main Street Mason City is dedicated to fostering vibrant local business, enriching cultural experiences, and creating a welcoming atmosphere for all. Together, we strive to revitalize our historic district, nurture a thriving economy, and celebrate the essence of Mason City's unique heritage.

Our Top Strategies

Partnerships & Collaboration: MSMC will work to foster a culture of collaboration within the downtown district while clearly defining the program's role in the community. Execution of mission-driven activities and communication to the public will be key to driving increased engagement, support, and involvement from downtown partners and stakeholders.

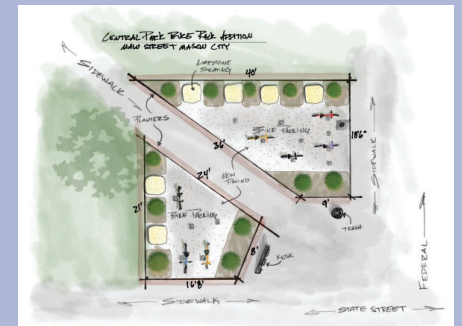
Program Sustainability and Management: Efforts to strengthen the MSMC program through a deliberate focus on management, staffing, and financial sustainability will continue in FY24.

Big Ideas

ACTIVATE VACANT & UNDERUTILIZED SPACES

Numerous exciting developments are underway in downtown Mason City including the construction of the River City Renaissance skywalk and hotel, Willow Creek River Walk, and The River II housing complex.

Main Street Mason City will continue to support projects to activate vacant and underutilized spaces with a renewed focus on filling storefront and upper-story vacancies.



Main Street Four Point Approach

DESIGN

ORGANIZATION

PROMOTION

ECONOMIC VITALITY

Action-Oriented Work Plans

Main Street Mason City is dedicated to maintaining and enhancing the vitality of our downtown district.

Why Main Street?

Join us in making
a positive impact.

We are a volunteer-based organization, relying on our volunteers to put on our events, help with special projects, and plan future ideas! We have a place for all skill levels and various talents!

Contact us at 641.494.0003 to learn more about volunteer opportunities with Main Street Mason City or email director@mainstreetmasoncity.com



Social Connection



6,100+

Facebook Followers
@MainStreetMasonCity

Volunteer Connection



1,904

Volunteer Hours in 2023



\$47,314

Volunteer Value



\$1,775,185

Volunteer Value
Program to Date

People are the Power.



**IOWA
CULTURAL
&
ENTERTAINMENT
DISTRICT**

IOWA DEPARTMENT OF CULTURAL AFFAIRS



**MAIN STREET
AMERICA®**



**MAIN STREET
IOWA**

9 N. Federal Avenue | Mason City, Iowa
www.mainstreetmasoncity.com

Thank You

to our supporters

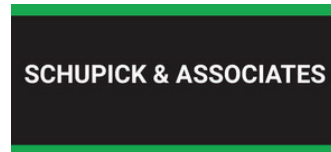
For the past 20 years, Main Street Mason City (MSMC) has been actively involved in revitalizing our historic downtown, fostering economic development, and preserving the unique character that makes our community special.

Since 2004, we have successfully implemented numerous initiatives that have not only enhanced the aesthetic appeal of Downtown Mason City but also created a thriving environment for local businesses and residents.

To help MSMC achieve our mission, support from community partnerships and investment is essential. Financial contributions help provide funding for the various events, projects, promotions, and programs coordinated by Main Street Mason City throughout the year.



2023 PROGRAM INVESTORS



Investments in MSMC support economic growth, historic preservation, community engagement, aesthetic enhancements, job creation, and more!

We invite you to be part of our mission and contribute to the positive transformation of our community.

Learn more at mainstreetmasoncity.com/invest



SCAN
FOR MORE INFO

Main Street Mason City is a 501c3 non-profit organization.

Contributions are tax deductible.

2023 FRIENDS OF MAIN STREET

1ST INSURANCE • BERGLAND + CRAM • MOORMAN CLOTHIERS • SIMPLY NOURISHED
AARON & LEAH BURNETT • LINDSEY JAMES • JIM & AMANDA RAGAN • STEVEN VAN STEENHUYSE



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