



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



# At a Glance

Rich in history and heavy on charm, North Iowa epitomizes Midwest living. As the largest city in the region, Mason City benefits from its "crossroads" location — almost equidistant from Minneapolis and Des Moines, and convenient to Interstate 35 and Interstate 90. The community serves as the cultural, entertainment, and economic center for the nine-county region.

**FORTY** Mason City, IA  
properties listed  
on the National Register of Historic Places

**641** area code  
Mason City and Clear Lake  
combined population **43,662**

## Events

### YEAR-ROUND

River City Sculptures on Parade

### SPRING

St. Paddy's Day Bar Hop  
Earth Day Clean Up  
North Iowa Band Festival

### FALL

Farmer's Market  
Architectural Walking Tour  
Ethnic Lunch by Central Park  
Artoberfest  
Haunted Historic Building Tour  
Oktoberfest on The Plaza

### SUMMER

MacNider Arts Festival  
Friday Night Live  
River City Street Rods Classic Car Show  
Architectural Walking Tour  
Mason City Municipal Band  
Farmer's Market  
Moonlight Bike Ride  
Murder Mystery Event

### WINTER

Home for the Holidays  
Rum with Rudolph 5K Fun Run/Walk  
Jingle Mingle Bar Hop  
Central Park Tree Lighting Ceremony  
Tuba Christmas  
It's Beginning to Look A Lot Like Christmas  
Skate with Santa



I love being involved with the community and helping to bring life to our Downtown District with fun events and family friendly activities.

Tessa Bratrud  
MercyOne North Iowa

# Business

Mercy Medical Center-North Iowa is the county's largest employer, but Fortune 500 companies such as McKesson, Kraft Heinz, Cargill Protein, Principal Financial Group, Smithfield, and Wells Fargo are also well-established as employers of choice. Metalcraft, Kingland Systems, Sukup Manufacturing, and Dealerbuilt are local firms with a global impact. Lehigh Cement operations are a reminder of Mason City's roots in the cement and brick and tile industry.



**\$24,797**  
PER CAPITA INCOME  
5 MINUTES | 2019

10 Minutes	\$27,819
20 Minutes	\$29,578
State	\$31,195



**39.5**  
MEDIAN AGE  
5 MINUTES | 2019

10 Minutes	42.2
20 Minutes	43.4
State	39.1



**96.5%**  
2019 EMPLOYED  
5 MIN. CIVILIAN POP 16+

10 Minutes	96.4%
20 Minutes	97.2%
State	97.4%

# Arts & Culture



A commitment to community well-being, a rich musical heritage, four seasons of fun, and world-class architecture combine to make North Iowa a great place to live. Main Street Iowa awards the City of Mason City the **2020 Game Changer Award** for the development of the Mason City Multipurpose Arena. Mason City's Historic Downtown has been recently re-designated as an **Iowa Great Place** and **Cultural & Entertainment District** by the Iowa Department of Cultural Affairs

# Development

The North Iowa region recently embarked on an economic development strategic planning process, the end product of which will serve as a road map for the region's future economic development activities and investments. The research resulted in a set of goals, strategies, and actions that will propel the North Iowa region toward its vision for the future.

## STRATEGIES AND ACTIONS:

- Formalize regional partnerships to establish strong collaborations for economic advancement.
- Create an environment that retains, equips and attracts a strong, diverse talent pipeline and increases prosperity for all North Iowans.
- Advance the regional economy by retaining, expanding and attracting high-growth companies.

**46** active and completed projects

**\$319,150,000** capital investment

**16** River City Renaissance & Spin-Off Projects in Downtown Mason City

