

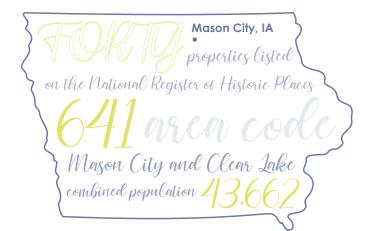






Ott a Glance

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.









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

hove 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.



S24,797

5 MINUTES | 2019

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



5 MINUTES | 2019

10 Minutes	42.2
20 Minutes	43.4
State	39.1



96.5%

5 MIN. CIVILIAN POP 16+

10 Minutes	96.4%
20 Minutes	97.2%
State	97 197

Orts & Culture



A commitment to community well-being, a rich musical heritage, four seasons of fun, and world-class architecture combine to make North lowa 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 lowa 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.



\$319,150,0 capital investment





River City Renaissance & Spin-Off Projects in Dountoun Mason City