



CITY OF MASON CITY STRATEGIC PLAN

CALENDAR YEARS 2023-2024

Our Vision

Mason City is the Capital of North Iowa,
the Home of the River City Renaissance!

We are the flourishing shopping and medical hub
for our entire region and are proud of our
cultural, architectural and musical heritage, high
quality of life, and vibrant business community.

Policy Agenda

Commence Construction of River City Renaissance
Hotel and Main Street Xperience; Make the RCR a
Permanent State of Mind & Tagline Through
Organizational Partnering, Structuring and Financing

Get Highway 122 West Funded through State and
Federal Resources and Coordinate on Initial Planning
& Design Work

Design & Implement Destination Iowa Improvements,
with Completion of Initiative No Later Than
December 31, 2026

Help All Neighborhoods Throughout Mason City to
Flourish Through Dedication of City Resources
Toward Infrastructure and Housing, Including
Creation of an Internal Task Force on Nuisance
Abatement & Blight Remediation

Expand Housing Options and Implement Housing
Study Findings

See to Full Utilization of the Multi-Purpose Arena in
the Summer Months

Long-Term Objective

We are a safe and financially sound community,
providing high-quality, technologically advanced, and
cost-effective services.

We cooperate widely to create taxpayer value and to
support a dynamic region.

We seek planned growth and quality development,
expanding our economic and population base in a
sustainable manner.

We continuously invest in our infrastructure.

We are a destination for healthy living, working,
shopping, medical care, and entertainment.

We honor and capitalize on our unique cultural,
architectural, and musical heritage.

We sustain the River City Renaissance
for the long term.

Our Mission

We are here, first and foremost, to serve. We provide
good communication and information to all, and
cooperate in diverse partnerships for the
good of the community.

We provide wise planning and effective use of
resources. We are agile and able to adjust
to changing circumstances.

We are forward-looking and always tending to the
community's long-term success.

Management Agenda

Police Staffing: Retain and Recruit to Return to Full
Certified Staffing

Oversee Design & Implementation of Key Capital
Initiatives, Especially:

- Destination Iowa Improvements
- Highway 122 West Reconstruction Planning

SAFE City/SMART City Implementation
Focus on Successful Completion of RCR
Development Projects

Develop Enhanced Branding

- Deployment of City Logo
- Investigate & Develop Plans to Sustain the River
City Renaissance for the Long Term

Oversee Development of Joint Comprehensive Plan
with CG County and Clear Lake

Focus on Redevelopment and New Development for
Residential, Commercial, and Industrial, Especially
Downtown Multi-Family Residential, Working with
Partners & Available Programs

Implement Staff Disaster Response Training &
Exercises

Investigate Options to Provide Ongoing Services to
New River Recreational Infrastructure

Create, Implement, and Oversee Programming to
Reinforce the City as an Employer of Choice

- Review of Pay Plan & Make Recommendations to
Maintain Competitiveness & Retain Staff
- Establish Succession Plan for Key Staff

Seek additional organizational & staff leadership
development opportunities



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Key Initiatives in Progress 2023-2024

Enhanced Police Recruitment Efforts	Continuation of CoRL, DoRL & BuRLS Programs
Health IM Mental Health Screening Rollout	Finalization & Implementation of Housing Study
Reorganization of Police Command Staff	Scheduling Recreation Events & Tournaments
ISO Re-Evaluation	Identify Museum Off-Site Collection Storage Location
New Emergency Medical Dispatch & Automatic Mutual Aid System with Cerro Gordo County	Cemetery Pollinator Garden
Public Works Digital Radio Upgrades	Negotiation of Fire & AFSCME Labor Agreements
Water Distribution Model & Master Planning	New Employee Voluntary Vision Insurance Program
WTP-Replace Aging Electrodes, Membranes & Valves	Buddy the Elf Social Media Promotion
Water Reclamation Plant-Nutrient Reduction Planning	TextMyGov Enhancements & Promotion
Phase 4 Sanitary Sewer Televising	Update of Animal Licensing System
City-Owned Ash Tree Removal & Replacement	City Hall Electronic Records Plan & Begin Conversion
Continued 657A & Other Processes to Eliminate Blight & Remediate Nuisance Properties	FY22 Audit Process/ACFR Submittal
Joint Comprehensive Plan with Clear Lake & Cerro Gordo County	FY24 Budget & CIP Processes
Neighborhood Revitalization Grant Application	Office 365 Implementation
FEMA Advanced Assistance Application to Examine Upstream Storage-Mason & Ideal Creeks	Crime Data Mapping
	Mapping of Trails Using DSM MPO Data Bike

Key Projects in Progress 2023-2024

SMART City/SAFE City Buildout	Commercial Airport Terminal Replacement
Police Facility Improvements	Golf Cart Rental Storage/Expanding Fleet
Fire Facility Improvements Planning	Various Highland Golf Improvements
S. Federal DOT Project Utility Design & Coordination	Install Kayak Launch at MacNider Campgrounds
Winn Way & 12th NE SWAP Street Projects	Updating Library HVAC & Controls
Annual Infrastructure Maintenance Programs	New Cemetery Shop Building
Water Main & Valve Replacement Programs	Fire Engine 2317 Replacement
2023 Sanitary Sewer Rehab Project	Ambulance Replacement
Winnebago Dam #2 Water Feature Work	O&M Vehicle Replacement
Airport Lagoon Decommissioning Project	Transit Bus Replacement
Airport Runway Snowblower Purchase	

Full Strategic Plan Available at www.masoncity.net/strategicplan