



CITY OF MASON CITY STRATEGIC PLAN

CALENDAR YEARS 2024-2025

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

Continue to Promote Housing Initiatives
and Support Quality Development

Continue Aggressive Blight Remediation Efforts

Completion of the River City Renaissance Project
with the Start of Construction of the Hotel

Complete an Inventory of Lots
Available for Development

Initiate Beautification Along the South and West
Corridors of the City in Conjunction with IDOT
Improvements on US Highway 65 and Highway 122

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

Start Construction on Hyatt Place Hotel and Move
Mall Renovation Planning Forward

SAFE City/SMART City Implementation (Public Free
WiFi Downtown and Law Enforcement Tools)

Complete & Begin Implementation of Joint
Comprehensive Plan with CG County & Clear Lake

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

Study Garbage & Recycling Operations and Approach

Cooperate & Coordinate on Formation of Winnebago
Watershed Coalition

Continue to Plan for Senior Staff Retirements and
Transitions

Offer Staff Development Training and Leadership
Opportunities



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Projects Completed and Key Successes in 2023

Blackmore Site **House Moves** (3) with Housing Corp
New Upper Story and Multifamily **Housing Added**
Winnebago Way & 12th NE **Street Resurfacing**
12th Street NE **Bridge Replacement**
Winnebago Dam #2 Water Feature Work
Health **IM Mental Health** Screening Rollout
Mutual Aid System with CG County
Public Works **Radio Upgrades**
Water Distribution Modeling & Master Planning
Completion of **Annual Infrastructure** Programs
2023 **Sanitary Sewer** Rehab & Phase 4 Televising
Airport Lagoon Decommissioning Project
New **Golf Cart** Rental Storage & Expansion of Fleet
New **Cemetery Shop** Building
Fire Engine 2317 Replacement

Ambulance Replacement (2)
Scrip Road Trail Construction
High Line Trail Construction
Award of Downtown West **Home Rehab Grant**
Award of EPA **Brownfields Assessment Grant**
Award of FEMA Grant for **Mason & Ideal Creek Study**
Lead Line Survey Distributed
Forest Park TIF Changes to Fund **Housing Rehab**
Setup of **Blight Removal** Task Force
Vacant Building Registration & Inspection Ordinance
Finalization of **Housing Study**
Cemetery **Pollinator Garden**
Interactive GIS **bike trail map**
TextMyGov Enhancements & Promotion
Crime Data Mapping

Key Projects in Progress 2024-2025

Downtown Free Wifi and Law Enforcement Tools
Police Facility Renovation and Improvements
Fire Facility and Dorm Improvements
DOT South Federal Project Design & Coordination
2024 Sanitary Sewer Rehab Project
Replace Old Pool Heater with Energy Efficient Heater
Finalize Design of Hwy 122 Mercy Reconstruction
Construct Bike Park & Single-Track Trails

Construct Willow Creek Riverwalk
Construct Murphy Park Trail & Bridge
Commercial Airport Terminal Replacement
Updating Library HVAC & Controls
Design & Construct New Water Supply Well
Design & Construct Taft Water Main Loop
Finalize Design of Prairieland Trail Extension

Key Initiatives in Progress 2024-2025

City-Owned Ash Tree Removal & Replacement
Continued Vacant Property Mitigation and Code Enforcement to Eliminate Blighted Properties
Enhanced Police Recruitment Efforts
Public Protection Classification Rating Re-Evaluation
Water Treatment Plant- Replace Aging Equipment
Water Reclamation Plant-Nutrient Reduction Planning
Phase 5 Sanitary Sewer Televising
Joint Comprehensive Plan Completion
Continue Downtown West Housing Rehab Program
EPA Brownfields Assessment Grant Work
Winnebago Watershed Coalition Formation

Fire Preplanning in Conjunction with GIS
Water Reclamation Nutrient Reduction Design Process
Develop a Plan for Removal of Private Ash Trees
Continue City Funded Small Business Grant Programs
Implementation of Housing Study Results
Scheduling Recreation Events & Tournaments
Social Media Promotion and other Marketing
Update of Animal Licensing System
City Hall Electronic Records Plan & Begin Conversion
Securing State & Federal Funding for Highway 122 West Reconstruction