



Quarterly Report: March 5, 2019

April 2019 - July 2019

Thank you Mayor, Council & Mr. Burnett. Tonight I am reporting Main Street Mason City's quarterly report for April 2019 thru July of 2019.

This past quarter has been filled with positivity as we continue to progress on future projects and celebrate major milestones for Main Street Mason City as an organization and for our community and I would like to take this opportunity to share a brief summary of our program. Main Street is a national movement spearheaded by the National Trust for Historic Preservation. 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. Main Street Mason City is headed by our state organization, and is one of 54 communities statewide. Each month our local program reports to our partners at Main Street Iowa, I would like to share some very inspirational statistics about our local program with you today.... **Since inception**, Main Street Mason City has seen....

- Over \$28 Million in private dollars invested in our Main Street District with over 42 buildings sold and 136 buildings rehabbed or renovated.
- We have seen a net gain of 157 new jobs and 74 business starts, expansion & relocations
- Also our downtown district is home to just over 2,000 Full Time employees and nearly 900 part time employees. As well as over 200 businesses and approximately 350 residents
- Finally our local program has logged an incredible amount of volunteer hours, 38,500!

Now on to our project and committee updates:

Through Design :

We began last quarter logging over 250 volunteer hours during our Spring Community Cleanup efforts. Dozens of downtown businesses, service organizations and students from Newman Catholic Highschool joined in on the efforts to fill 65 bags with yard waste and litter collected throughout the downtown district. We will continue in these efforts this fall on October 4th with students from Mason City Highschool. For information on how to support the Main Street District cleanup efforts or sign up to volunteer this fall on October 4th please contact our office. Many hands make light work!

In May, Mayor Schickel, the Girl Scouts of Great Iowa Troop 20035, Boy Scouts of America Pack 4153 and members of the Mason City Veteran Honor Guard Unit joined Main Street Mason City to host the organization's first ever Flag Planting Ceremony in Central Park. The 250 American Flags planted and Veteran Monument in Central Park serve as a reminder of those who gave the ultimate sacrifice. In addition, Flags were planted in Central Park in observance of the 4th of July Holiday. Main Street Mason City's final flag planting ceremony of 2019 will be hosted on Veterans Day. The ceremony will be open to the public and we would like to take this opportunity to invite Mayor Schickel, members of the council and all emergency services personnel to join us in support to salute our Veterans on November 11th. We look forward to carrying on this new tradition for years to come.

In other exciting news Mason City was re-designated an Iowa Great Place and chosen as 1 of 3 communities in Iowa to receive designation as a Cultural & Entertainment district this past June! Mason City was announced as a finalist for designation at the end of May, which prompted a visit from our friends at the Iowa Department of Cultural Affairs. Prior to the visit, Main Street collaborated with several other partner organizations to coordinate a warm welcome. Also our Main Street Mason City volunteers recognized this opportunity and used the upcoming visit to fuel yet another downtown beautification project. In less than 24 hours our incredible team of volunteers visited with downtown businesses to share in the

excitement. Each business was in agreement to purchase a potted plant for their storefront. The next morning 34 flower pots were purchased locally, planted and delivered to downtown businesses!

Thank you to the City of Mason City for working in partnership with Main Street Mason City to achieve this amazing milestone! This designation enables Main Street Mason City to become eligible for marketing opportunities, promotional programming and technical assistance from the Department of Cultural Affairs and program staff.

In regards to Economic Vitality

Over the past quarter Main Street Mason City volunteers serving the interest of Economic Vitality in downtown Mason City have visited and toured several downtown buildings vacant and occupied. These include, The manor which we hope to include on our historic building tour on October 25, 15 & 201 N Federal, 1st SE, 34 2nd St SE, Southbridge Mall and the Multipurpose arena. I'm sharing this information with you all to convey our efforts in supporting economic development, rehabilitation of downtown properties and the importance of knowing our district well to support and promote future small business growth, acquisition and retention.

Now is an extremely important time as we are on the cusp of so many new developments in the downtown district. Including the multipurpose arena, talon housing project and hotel and conference center. The Talon Housing Project will address the need for affordable housing, assist in attracting and retaining young business professionals to north Iowa and support our downtown businesses.

We are so excited for the incredible progress that has been made on the multipurpose arena and would like to express the need and share our support for the future development of the new hotel and conference center. The multipurpose arena and hotel and conference center as we all know will be within walking

distance to locally owned shops and restaurants, as well as our unique cultural assets and attractions. Which in turn will have a positive impact on new business acquisition as well as support our local small business owners. According to our partners at visit mason city, the average visitor is active 14 hours a day. Even meeting, convention and sport event attendees who are occupied up to 8 or 9 hours a day, still have 5 to 6 hours to be active in the community they are visiting.

TOURISM is the #1 industry for small businesses. When visitors come to town, they're not only staying in hotels and visiting attractions. These guests to our community are also shopping in local stores, dining in local restaurants, and attending local events. Every dollar spent supports our local businesses, and generates Local Option Sales Tax. The potential for the positive impact these projects will have on our downtown community is very exciting.

In addition we would like to take this opportunity to express our gratitude for the work being done to replace and improve the downtown streetscape and upgrade and update downtown traffic lighting.

There are so many exciting things are happening in our downtown community right now, all of these items lead to having a more vibrant, attractive, walkable downtown.

Under Promotions this quarter:

April and May were spent preparing for the Friday Night Live summer series among other upcoming events that I will touch on later. But first, I'm happy to report our June Friday Night Live was well attended despite the chilly weather. Folks of all ages enjoyed a wonderful performance by The Holy Rocka Rollaz! Our second Friday Night Live is just a few days away on July 26th. This month's lineup includes live music featuring Thistle & Lace, an eclectic, acoustic trio that combines spot-on harmonies with hits from the past 8 decades to bring you a one-of-a-kind listening experience.

Their fun and friendly banter, combined with audience interaction will have you on your feet and dancing! We invite you all to please join us downtown in Central Park this Friday starting at 6PM for tons of free family friendly activities, live music, food and craft vendors and much more! In August we will be hosting a North Iowa favorite, The Hepperly Band, so mark your calendars for August 16th and join us for our final Friday Night Live of the 2019 season!

Last weekend we hosted a new activity The Main Street Mutt Strut & Sculpture Walk to promote one of our wonderful downtown assets, the River City Sculptures on Parade and work to draw a new demographic downtown, DOGS! Our event on July 20th was hosted in conjunction with the Mason City Jaycees charity dog wash in Central Park which raised funds to support the Humane Society and Gladys Mae Animal Sanctuary. We were thrilled with the turnout! Although a major storm system interrupted the second half of the scheduled activities our Mutt Strutt brought nearly 50 dogs and 100 plus pet owners from North Iowa and surrounding areas including Minnesota to downtown Mason City for the afternoon.

Our upcoming calendar is packed with a few other promotional events to be on the lookout for! These include, The Diversity teams Ethnic Luncheon on September 20th, Main Street District Cleanup Day on October 4th, Barktoberfest on October 12th, Historic Building Tour on October 25th, Rum with Rudolph, Home for the Holidays, Central Park Tree Lighting Ceremony and Jingle Mingle Bar Hop on November 30th!

Finally at the Organizational level:

This past quarter we hosted visits with our partners from Main Street Iowa. Most recently this past week, Brian Ostrovsky, CEO of Locable visited from Plainville California to facilitate a marketing workshop and promote and reiterate the importance of community partnerships.

Speaking on community partnerships....In a few weeks, representatives from the Fort Dodge Main Street Board of Directors will be visiting Mason

City for a First Impression Exchange Presentation. Mason City will gain unbiased insight from a visitors perspective which may also mirror the impressions of a potential business or residential prospects and offer constructive feedback. The knowledge gained through this exchange of impressions with the Fort Dodge community can be a great basis for positive and effective community action. I am looking forward on reporting more on Fort Dodges feedback next quarter. We will also be hosting Darlene Strachan, Main Street Iowa Assistant Director for a financial sustainability workshop. Robin Bostrom, Main Street Iowa Business Specialist for a Market Analysis review and Esri updates on our downtown district. As well as, Main Street Iowa, Design Specialists Tim Reindeers and Maia Fiala to offer free design assistance to several building owners on potential future second floor housing development projects. Each quarter, We continue to offer support and promote programs and incentives available to downtown business and building owners.

Main Street Mason city continues to set goals that show our mission of being an asset to the downtown district. We thank you all for your time and ask for your continued support in the heart of our community, our Main Street District.