



CITY OF MASON CITY STRATEGIC PLAN

CALENDAR YEARS 2025-2026

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

Initiate Redevelopment of Southbridge Mall with Focus
on Family Entertainment and Conference Center Uses

Continue to Promote Broad-Based Housing
Initiatives with Focus on Increased
Owner-Occupied Development

Conduct Downtown Assessment to Evaluate
Beautification, Bike & Pedestrian-Friendliness, and
Other Factors

Evaluate and Develop Comprehensive Marketing,
Communications, and Public Relations Strategy,
and Encourage Coordinated Promotion of
Existing Assets such as Music, Arts, Architecture, and
Outdoor Recreation

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

Complete Destination Iowa Improvements

Start Construction on Home 2 Suites; Focus on
Mall Renovation with Conference Center Planning
and Recruitment of Tenants

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

Focus on Redevelopment and New Development
for Residential, Commercial, and Industrial,
Especially Downtown and Owner-Occupied
Residential, Working with Partners and
Available Programs

Study Garbage & Recycling Operations and
Begin Implementation of Recommendations

Focus on Comprehensive Programming to
Overcome Emerald Ash Borer Issue and
Restore Urban Tree Canopy

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 2024

IDOT **South Federal Project** Design Coordination
Winnebago Watershed Coalition Formation
Iowa Thriving Communities Status
Airport Commercial **Terminal Construction**
Airport **Hangar** Pavement Rehab
Development Agreement with Kinseth on **Hotel**
2024 Sanitary **Sewer Rehab Project**
Replaced Old Pool Heater with **Energy Efficient Heater**
Completed **Lead Line Survey**
Opening of **Federal Rowhomes & River 2 Apartments**
Acquisition of **Southbridge Mall**
New Landscaping Throughout **Highland Golf Course**
Completion of **Annual Infrastructure Programs**

Secured New 3-Year **Air Service Contract**
Adoption of **Vacant Building Ordinance** and
Implementation of **Registration & Inspections**
Completion of Joint **Comprehensive Land-Use Plan**
with Cerro Gordo County and Clear Lake
Birch Drive and High Line **Trails Completed**
Water Distribution System Modeling Completed
Phase 1 **Downtown ADA Project** Completed
Construction of New **12th NE Bridge**
Health **Insurance Partnership** with NIACOG; New
Pharmacy **Benefit Manager** for Health Plan
Certificate of **Achievement in Financial Reporting**
Fire Preplanning in Conjunction with GIS

Key Projects in Progress 2025-2026

Police Facility Renovation and Improvements
Fire Facility and Dorm Improvements
Downtown Free Wifi and Law Enforcement Tools
DOT US 65 Construction Coordination
DOT 122 Mercy Project Design & Coordination
Annual Infrastructure Maintenance Programs
Water Main & Valve Replacement Programs
2025 Sanitary Sewer Rehab Project
Mall Solar Installation and Roof Replacement

Updating Library HVAC & Controls
Ambulance Replacement
O&M Vehicle Replacement
Construct Bike Park & Single-Track Trails
Construct Willow Creek Riverwalk
Construct Murphy Park Trail & Bridge
Study Site for New Water Supply Well
Construct Taft Water Main Loop
Finalize Design of Prairieland Trail Extension
43rd SW Sanitary Lift Station Design

Key Initiatives in Progress 2025-2026

Enhanced Police Recruitment Efforts
Water Treatment Plant- Replace Aging Electrodes,
Membranes & Valves
Water Reclamation Plant - Nutrient Reduction Planning
City-Owned Ash Tree Removal & Replacement
Continued Vacant Property Mitigation and Code
Enforcement to Eliminate Blighted Properties
Continue Downtown West Housing Rehab Program
Planning for Conference Center and
Theatre Renovations at Mall

Specification & Replacement of Fire Truck Aerial
EPA Brownfields Assessment Grant Work
City Hall Electronic Records Conversion
FY26 Budget & Capital Improvement Plan Processes
Securing State & Federal Funding for
Highway 122 West Reconstruction
Museum Off-Site Collection Storage Planning
Social Media Promotion and Other Marketing
Develop a Plan for Private Ash Trees
Develop Ongoing Home Rehab Program