

MAKE THE MILE

The Mason Mile project is a community led, market driven project. We are honoring our history while building into the future a fresh, healthy, and sustainable place for people to live, work and play.

Update for City Council – August 14, 2023

Last Wednesday, August 9, the project welcomed over 100 members of our community to a public workshop hosted by RGDE, Common Ground, and BLDG Brands. Attendees participated in an almost hour-long presentation about all of the findings from the project work since engaging the consulting team last year. The second half of the workshop gave attendees the opportunity to view six specific site development concepts, as well as placemaking concepts that aligned with those findings. The objective of the workshop was to introduce concepts that could be considered for future development opportunities to get additional feedback to ensure that neighborhood opinions and perspectives coupled with market findings are at the heart of the recommended next steps.

The consulting team is collating and integrating input from community stakeholders gathered through the workshop. That input will be used to help refine and finalize the concepts for inclusion in the conceptual framework and strategic report. Some high-level financial testing may also be conducted to gain perspective on the viability of key project concepts.

The consulting team is also collating and integrating input from the community workshop on placemaking approaches, to help refine placemaking concepts. The Project Advisory Council survey input on the brand alternatives is being analyzed and will be used to help refine and finalize the brand concept, to be integrated with the placemaking concepts.

Key output from the Community Workshop will be summarized and uploaded to the project website at makethemile.com as soon as it is available to us from the consulting team.

We're excited for what's ahead and we are anxious to take steps toward strategic recommendations being put into action. The consulting team will work with the Project Advisory Council and MADECDC Board for final testing and review. For anyone looking for more information on the project background, regular monthly updates are posted at makethemile.com to get anyone new to the project up to speed.

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Thank you to everyone that has been involved thus far and thank you Mason City Council for partnering with us to make all of this happen. We are honored to build on all of the good work that's been done over the years and continue to move at the speed of trust.

Downtown Mason Mile Team of Teams/Community Engagement Effort:

The administrative staff consists of **Sherry Taylor** (Executive) and **Sidney Hayes** (Project Manager). The Downtown Mason Mile Volunteer Core Team consists of: **David Charpentier** (Lead/Teams Champion), **Kacey Richards** (Board liaison/Governance Team Champion), **Annie Droege**, and **Chris Heim**. Consulting team consists of **Randall Gross Development Economics (RGDE)**, **BLDG Brands**, & **Common Ground Urban Design & Planning**.

