

MAKE THE MILE

Join our Main Street revival.

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 - Monday April 10, 2023

Work underway this month by the consulting team includes the remaining piece of the market analysis and other analytical work that will be used to inform the strategic plan. The analysis includes existing retail market assessments, interviews, data collection, a consumer survey, demographic analysis and forecasting, competitive context assessment, site potentials, and a recommended business mix as the basis for marketing and business recruitment.

At last month's council meeting we spoke about how 40+ community members distributed around 150-yard signs, 100 decals, and 500 make the mile flyers for businesses and residents in the Mason Mile area. Since then, we have collected over 220 responses from community members sharing what they would like to see on their Mason Mile. Thank you to everyone who has helped spread the word about this project and submitted feedback either in the Make the Mile boxes or online. If you haven't submitted your feedback yet you've got t-minus 14 days left before the Make the Mile awareness campaign comes to a close and comment boxes will be collected and the online "What's your Mile" will close. Special shoutout to Chris Heim, Amy Lortz, and Jean Raga, who have hosted several get togethers to help raise awareness about the project and gain community insight. The number of community members excited and involved in this project continues to grow by the day and I can personally say it's been incredible to see so many people getting involved. Again, we highly encourage all community members to submit their feedback on what they want their Mason Mile to be by the Monday April 24th deadline as this feedback is the fuel for this phase of the project.

In regard to what's ahead for this month and the beginning of next month, we will be launching a consumer survey link this week which will ask several questions pertaining to community preferences. Our activators will help spread the word on how to take the survey and will be able to answer any questions community members may have. We encourage all community members to keep an eye out for that information this week, to take the survey and to share the link with your neighbor. The deadline to complete this survey is the same day as the Make the Mile awareness campaign deadline, which is Monday April 24.

We will also have our regularly scheduled third Tuesday of the month Activator meeting at the Legion April 18 at 7pm.

Lastly, our next Neighborhood Quarterly meetup is right around the corner! Details are still being finalized but please mark your calendars for Thursday May 4th as this meetup will be activity focused and we need you there! For those that haven't been to one yet, the Neighborhood Quarterly Meetups are a great opportunity to get an update on the project, provide input on the project, and

meet the local community.

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.

For those interested in more details on the project as they become available, please visit our website at makethemile.com, join our Downtown Mason Mile Project Facebook group, attend a quarterly meetup, or get involved by becoming a project activator.

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**. The consulting team consists of **Randall Gross Development Economics (RGDE)**, **BLDG Brands**, & **Common Ground Urban Design & Planning**.

