

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, July 10, 2023

In the month of June, the Project Advisory Council met and provided feedback on the brand strategy pathways and will be reviewing visual brand concepts later in July as we define a visual brand for the Mason Mile neighborhood.

Key findings from the Retail Market Analysis, Consumer Surveys, and Placemaking are complete and are being uploaded to the project website, MakeTheMile.com, over the coming couple of weeks. An update will also provide a general overview of how project development concepts are being identified and tested with stakeholders and the community, in anticipation of community workshopping in August.

Planning has begun for a community workshop that will invite community stakeholders to play a direct and hands-on role in refining the development and placemaking concepts. The workshop will occur on August 9 from 6:00-8:00 p.m. at Mason Intermediate School's Cafeteria. Anyone from the public is welcome and invited to attend. Communications are being initiated to ensure community awareness and participation through the Mason Mile Activator meeting next week, so if you'd like to join us and help us spread the good word, please join us next Tuesday, July 18 at 7:00 p.m. at the American Legion to assist. To stay informed on the workshop details, please join our Facebook group at [Downtown Mason Mile Project](https://www.facebook.com/DowntownMasonMileProject), or visit Makethemile.com to sign up for emails or more information.

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