

## Mason City's North End Neighborhood: Branding & Marketing Alternatives

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*In partnership with*  
the City of Mason City



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# Mason City's North End Rebranding

UNIVERSITY OF IOWA

MARKETING INSTITUTE CONSULTANTS



Alyssa Hoffmann, Madeline Jannes, Zoie Kehrli, Natalie McGovern, Sam Stuba



HISTORIC

**NORTH END**

MASON CITY



# When you're here, you're home.

Generational family tradition

Baseball field and recreation

Musical reputation

Affordable local business opportunities

# Vision Statement

Mason City's Historic North End is a welcoming, creative, and hands-on community ideal for raising a family and owning a business.



# Summary of Deliverables

Mason City Dog Park

## **Current Business Owners**

### *Logo, Brand & Blendcard*

Take pride in and promote local business efforts.

## **Future Business Owners**

### *Promotional Video*

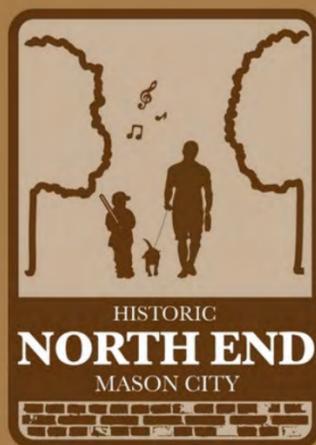
There is history worth preserving and an economy worth investing in.

## **Local Residents (Other Areas of MC)**

### *Magnet & Brochure*

The North End is a key component of Mason City as a whole, with events and businesses worth venturing to.

# DINING GUIDE + LOCAL SPECIALTIES 2018



WHEN YOU'RE HERE,  
YOU'RE HOME

## HISTORIC NORTH END



### NORTHWESTERN STEAKHOUSE

Serving premium entrees from steak to vegetarian options, Northwestern Steakhouse is an undeniable hometown favorite. Not to mention their rich history: established in 1920, even serving alcoholic beverages during Prohibition years.

### BIRDSALL'S

Birdsall's will be celebrating their 87th year in Mason City since their opening in April of 1931 where they still follow the same famous recipes to North End locals and tourists driving through. Stop by, if you're looking to satisfy your sweet tooth, or step back into a time capsule of Mason City to see a town gem.



### THE BLUE HERON

A relative newcomer, opened in September of 2017, The Blue Heron brings excitement to the area serving unbeatable comfort food with a full service bar. Owners Vickie and Mike Lau named the restaurant after co-owner and Vickie's mother, Vivian, whose favorite bird is the heron.



### BEST OF THE BEST

Cook's Café - Stop in for a classic Mom and Pop breakfast.

Kozy Korner - The place to enjoy the little things with friends & family ... and some good beer.

Burke's Bar & Grill - No one can resist Burke's burgers!

### LOOKING LOCAL :

-  Mason City Belt Academy
-  Okinawan Gou-Ryu Karate Dojo
-  Benish Thomas
-  Spirit Wind Photography
-  The Hair Center
-  Cobweb Corners Antiques
-  Bart's Auto Body & Frame

# SUMMER TO-DO LIST IN MASON CITY

Brought to you by the Historic North End

With the kids out of school, and the sun finally shining, there are so many can't miss events happening in and around Mason City.

- May 24-27: North Iowa Band Festival
- July 5-8: Bicycles, Blues and BBQ Festival
- July 19-22: North Iowa Fair

## MONDAY

Ride your bike over to East Park to play some catch or head to Highland Park Golf Course for a round of golf. While you're at it, go for an ice cream cone at Birdsall's on the way home.

## TUESDAY

Take in a museum day at Charles H. MacNider Art Museum or maybe go to their Lunch 'n' Learn on May 29. Don't forget that the Farmer's Market happens on Tuesday's too!

## WEDNESDAY

Take the kids out for some mini golf at the North Iowa Golf Center or maybe take a stroll through the Original Bicycle Garden at Rancho Deluxe (500 Second St. N.E.). Raining? There's always Roller City (600 Second St. N. W.).

## THURSDAY

Catch some live music, food vendors and a free movie in City Park in Downtown Clear Lake for Thursdays on the Main. Plus there's always the Mason City Municipal Band Concerts at the Southbridge Mall (100 S. Federal Ave. starting at 7:30pm). Don't miss out on Fat Hill Brewing's Bottle Share the 2nd Thursday of every month!

## FRIDAY

Make sure to get a head start on your grocery list by stopping at the North Iowa Farmers Market (South of First Congregational Church in Downtown Mason City). Later you can catch a free outdoor concert at Friday Night Live (every third Friday of the month in Central Park).

## SATURDAY

It's FREE Comic Book Day at Oak Leaf Collectibles! (221 N. Federal Ave.) on May 5th. Not to mention there might be a River City Roller Derby game at the All Seasons Building-North Iowa Events Center. Remember that June 23rd is Cannonball Day!

## SUNDAY

Start the day with a visit to Cannonball 475 (East Park, East State Street) to relax at the Cannonball gardens. Keep the fun going by taking a visit to Lime Creek Nature Trail (3501 Lime Creek Road, Highway 65 N.) Don't forget hot laps start at the Mason City Motor Speedway at 6:30 pm Sunday evenings.

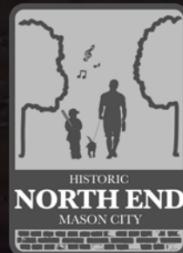




**Take out is available!!!**  
**Call (641) 201-8561**  
To place your order.

**Our Hours:**  
**Tues-Thurs 11am-10pm**  
**Fri & Sat 11am-11pm**  
**Sun 11am-8pm**

We do have a full bar,  
soda, juices & milk.



Proud North End  
Business Owner  
Since 2017

**Daily Dinner Specials**  
*(Served 4pm- close or until gone)*  
*(Specials are subject to change, please check with your server for availability.)*

**TUESDAY**

Turkey open faced sandwich \$7.50  
Served with mashed potatoes & gravy.

**WEDNESDAY**

Steak-N-Shrimp \$16.95  
8 oz. Ribeye w 3 shrimp (scampi or fried)  
served with baked potato, salad & Texas  
toast.

**THURSDAY**

Ribs- 1/2 rack \$10.95 / full rack \$15.95  
served with baked beans, coleslaw & Texas  
toast.

**FRIDAY**

Fish Fry \$10.95  
served with salad, Texas toast & choice of  
potato.

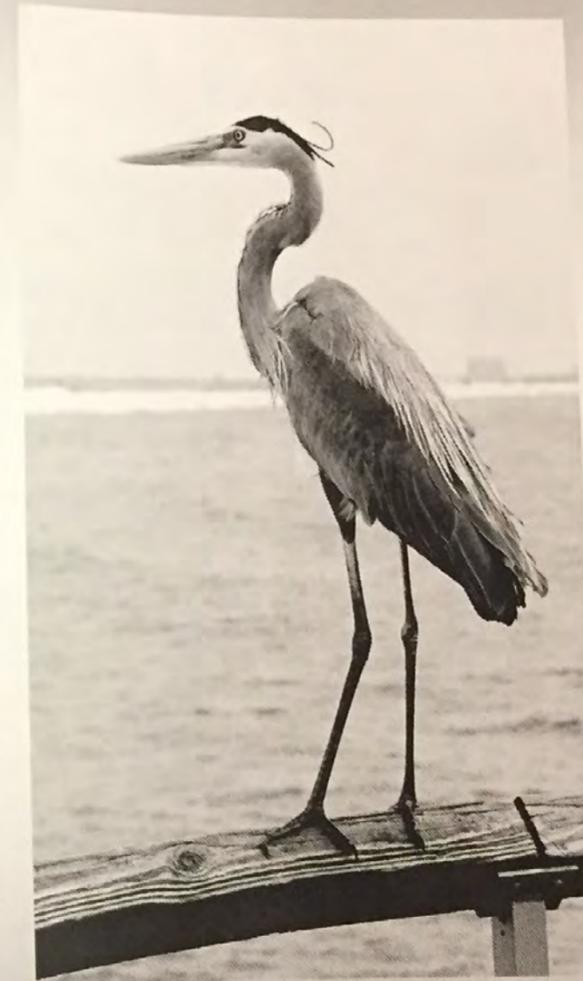
**SATURDAY**

6 pc. Shrimp Dinner \$13.95  
(scampi or fried) served with salad & Texas  
toast.

**SUNDAY**

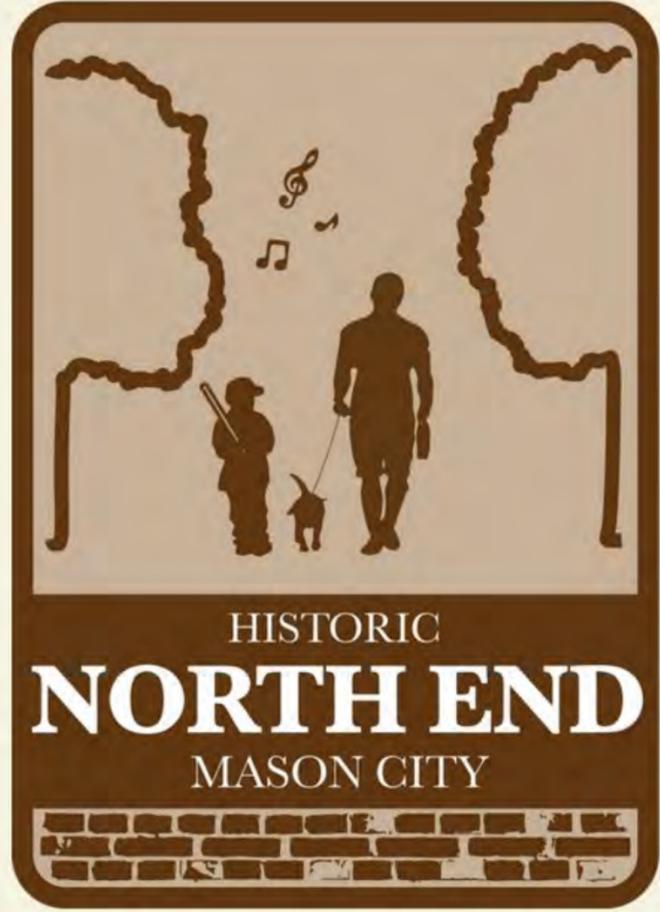
Hot Beef \$7.95  
served with mashed potatoes & Texas toast.

# The Blue Heron Bar & Grill



1401 N Federal Ave, Mason City, IA  
(641) 201-8561

Owners: Mike & Vickie Lau  
Vivian Wyre

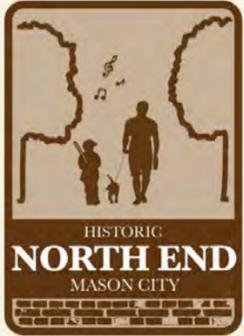


**PROUD NORTH END  
BUSINESS OWNER**

SINCE 2018

**When You're Here, You're Home**

Storefront Window Poster



Historic North End,  
Mason City  
@historicnorthend

Home

About

Events

Photos

Posts

Community

Sweepstakes

Create a Page



Like Following Share

Send Message

Status Photo/Video

Write something on this Page...

Photos



Community

Community See All

Invite your friends to like this Page  
1,254 people like this  
1,250 people follow this  
Amber Leisinger and 2 other friends like this

About See All

Typically replies instantly  
Send Message



Coupons, gift cards, & loyalty rewards to all local businesses loaded on a single BlendCard

Free to join



# Desired Outcomes

The brand & logo grows with the community long-term, while encouraging new businesses to fill open properties and better incorporating the North End into Mason City's overarching image.





MARKETING INSTITUTE

# MASON CITY'S NORTH END

RE-BRANDING A CITY STAPLE

Presented by Michael Hoffman, Victoria Hunger,  
Madeline Lindquist, Reese Vedder, & Christian Williams

# OUR TEAM



# THE CHALLENGES

**Our team visited Mason City on February 28th, 2018. We met with two business owners from the North End District, Steve & Tom and asked them to outline some of the challenges facing the North End:**

- **Mason City being unable to retain young adults**
- **Negative/Pessimistic Outlook**
- **Misrepresentation**
- **Abandoned Buildings**



# THE STRENGTHS

We derived some important internal strengths during our meetings and visit to the North End District that we feel can be capitalized on:

- **Community Driven**
- **Strong Public Education**
- **Growing Healthcare System**
- **Incentive Programs**
- **Hard-Working People**

CURRENT SITUATION



# OUR GOALS

## 1. Make Existing Citizens Happier

- Clean up days
- Improve communication between government and business owners
- Business branding program

## 2. Attract and Retain Millennials/Generation Z

- Partner with NIACC
- Music festival

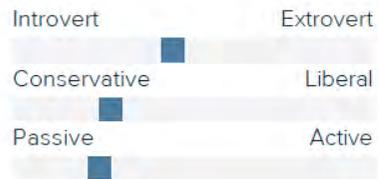
# Business Owner



*Benish Studio - Art and Framing*

**Age:** 50  
**Work:** Business Owner  
**Family:** Married with kids  
**Location:** Mason City, Iowa

## Personality



## Bio

Born and raised in Mason City, Iowa is home to me. My family has owned a picture framing business for the past 30 years which I took over and have been running for the past 10 years. I have a wife and two kids, who have since left Mason City for college.

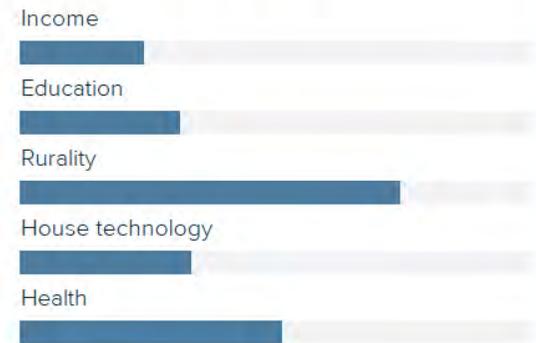
## Goals

- Update establishment
- Increase marketing efforts to increase sales
- Convert business district to more family friendly area

## Frustrations

- People keep leaving town
- The negative attitudes of the residents is contagious
- Layout of the business district does not bring people in

## Demographics



## Interests



# Resident



Recent College Graduate

**Age:** 25  
**Work:** Entrepreneur  
**Family:** Engaged  
**Location:** Mason City, Iowa

## Personality



## Bio

After recently graduating from The University of Iowa, I wanted to move back to Mason City to start a family and open my own business in the North End Business District. I've lived in Iowa my whole life and am attracted to the small town feel and the opportunity to open my own restaurant in a rural and uplifting town.

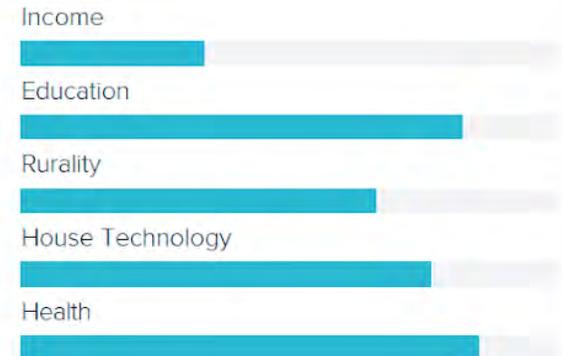
## Goals

- Open a successful restaurant in Mason City
- Start a family
- Become apart of a community where I can get more involved by volunteering

## Frustrations

- People dont plant roots in the town
- Negative attitudes of residents can hinder a positive experience
- Profitability after 5 years is challenging

## Motivation



## Interests



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# **BRAND VISION STATEMENT**

**To create a fun and inviting community that appeals to people of different demographics by personifying the neighborhood and giving its residents a sense of community in order to promote growth and prosperity for the North End District.**

*Mason City North End District*

**WE ARE ALL  
N.E.D.**

FOR MORE UPDATES, FOLLOW OUR SOCIAL MEDIA

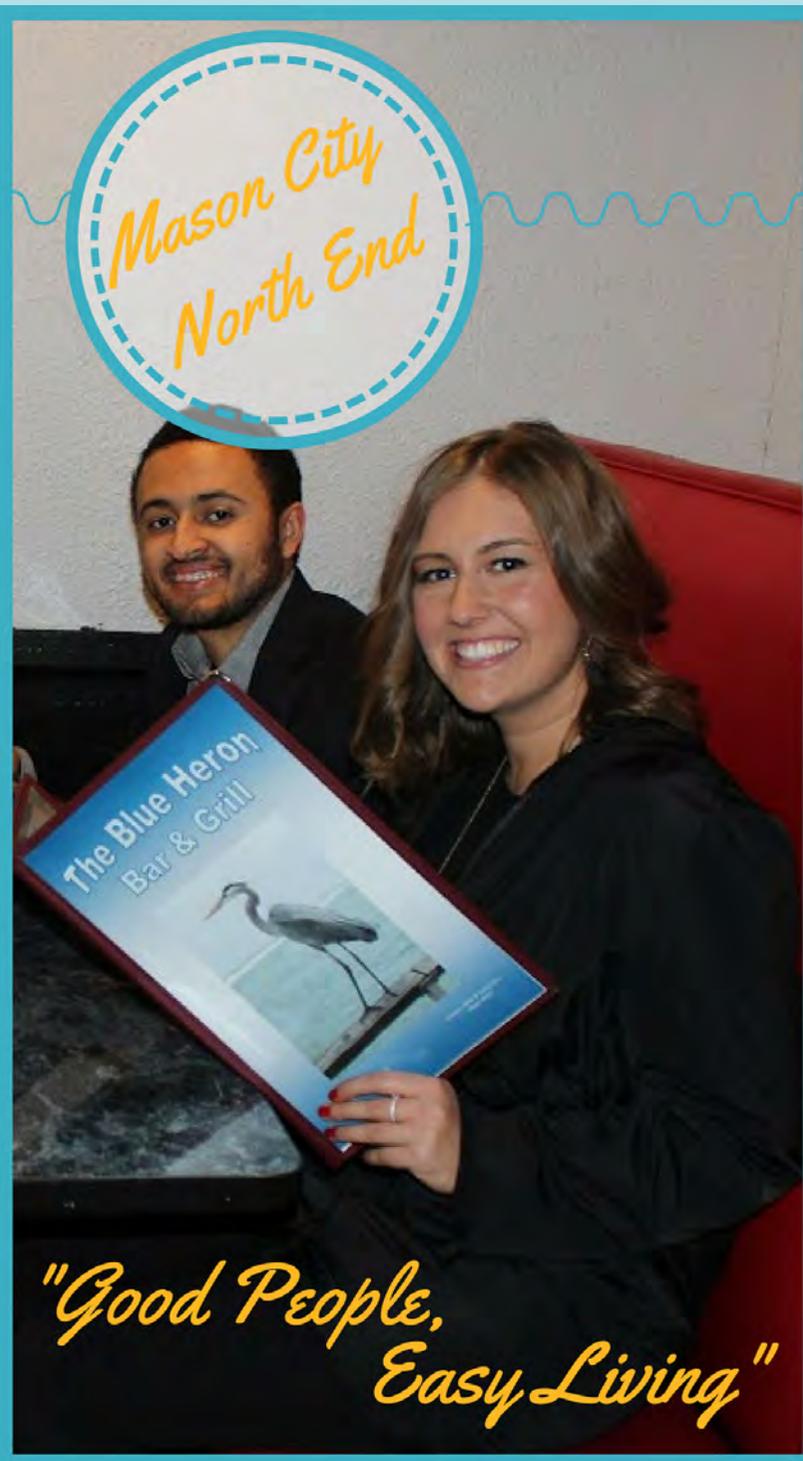


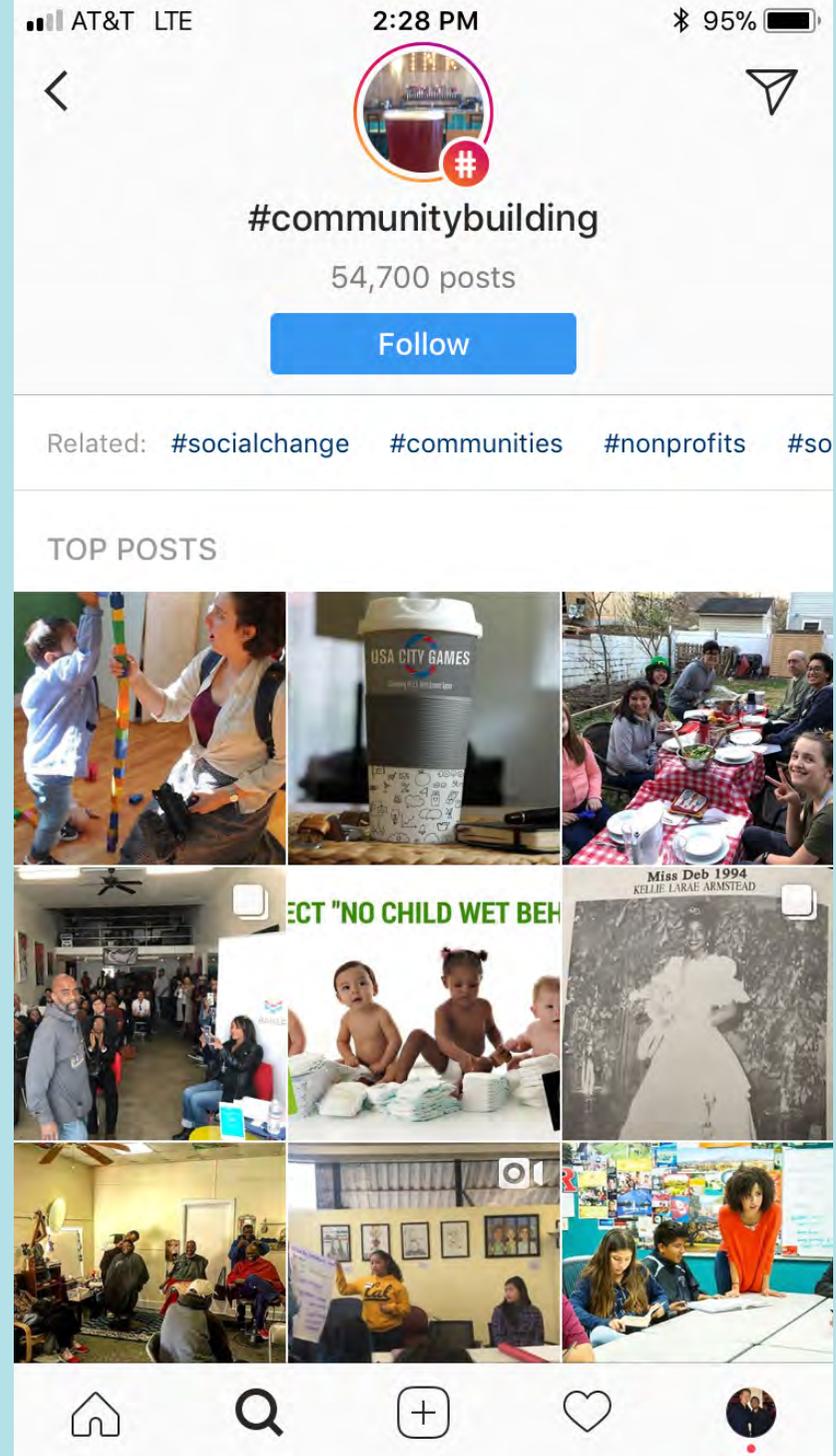
Mason City

I am...

**N.E.D.**

North End District



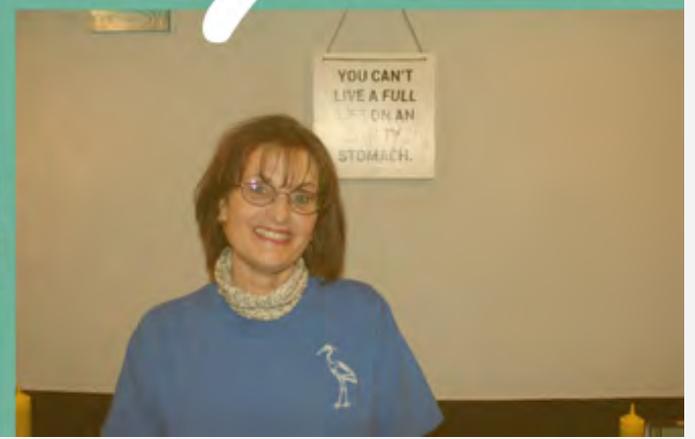




Good People,



Easy Living



# BUILDING THE N.E.D. COMMUNITY

## Our Ideas:

- **Community Service Day**
- **Farmers Market**
- **City 5k**
- **Taste of the North End**
- **Music Festival**
- **NIACC Partnership**

**BUILDING THE N.E.D.  
COMMUNITY**



# **NIACC PARTNERSHIP**

## **Programs**

- **Auto Service Technology**
- **Marketing**
- **Accounting**
- **Graphic Communications**
- **Business Technology Specialization**
- **Arts**
- **Building Trades**
- **Business Management**
- **Entrepreneurship and Small Business Management**
- **Finance**

## **Businesses**

- **Blue Heron Bar & Grill**
- **Karate Go-Ju-Ryu**
- **Stafford Clock & Watch Co.**
- **Little Chicago Pizza**
- **Mason City Auto Sales**
- **Ames Photo**
- **Allen Insurance**
- **Kozy Korner Bar**
- **Barts Auto Body and Frame**
- **Stebens Childrens Theatre**
- **Demaris Construction**
- **Cobweb Corners Antiques**



# TASTE OF THE NORTH END PREPARATION

## Steps:

- Pitch N.E.D. stickers to local businesses
- Launch website
- Print advertising promotions for Taste of the North End
- "N.E.D" Float in the North Iowa Band Festival





**Taste of  
The North End**

**When: July 21st, 2018  
@ 11 am**

**Where: North End Business  
District**

**Come out and try the new  
food of your community**

**Come out and join N.E.D!**

## **Taste of the North End (N.E.D. DAY):**

- **Put up stickers in store fronts**
- **Unveiling snapchat filters**
- **Birth of N.E.D. - implementation of annual N.E.D. day**
- **Get to know your neighbors**
- **Take pictures for new N.E.D. portrait**

## **HOW WILL WE IMPLEMENT?**



# We Are...



## Our brand strategy...

- **Snapchat Filters**
- **We are N.E.D.**
- **Good People, Easy Living**
- **Website**
- **Community Service Day**
- **Farmers Market**
- **City 5k**
- **Music Festival**
- **NIACC Partnership**
- **Taste of the North End**
- **N.E.D. collage**

**The  
New  
N.E.D.**

# Evolution of N.E.D

**N**ew businesses

**E**ngage community

**D**evelop relationships



**THANK YOU!**

Questions?

# MASON CITY NORTH END REVITALIZATION

Sam Danielson, Austin  
Isaacs, Catherine  
McLaughlin, Becca Meyer,  
and Michele Siamis

# AGENDA

1. Issues Found & SWOT Analysis
2. Brand Vision Statement
3. Community Identity Initiative
4. Target Market
5. Fight the “Crime Stigma”
6. Create Unity with Businesses
7. New Events in North End
8. Initial Rollout Plan

## ISSUES WE FOUND

- No major community identity
- Bad Stigma Regarding Crime
- Not “Family Friendly”
- Lack of business unity



# SWOT ANALYSIS

## Strengths

Willingness for  
Change  
Cars Coming From  
US Route 65

## Weaknesses

Visually Unappealing  
Aging Demographics  
Spread Out  
Structures

Vacant buildings  
New Ice Arena  
Community  
Volunteering

## Opportunities

Clear Lake  
Big Companies  
leaving  
Crime Stigma

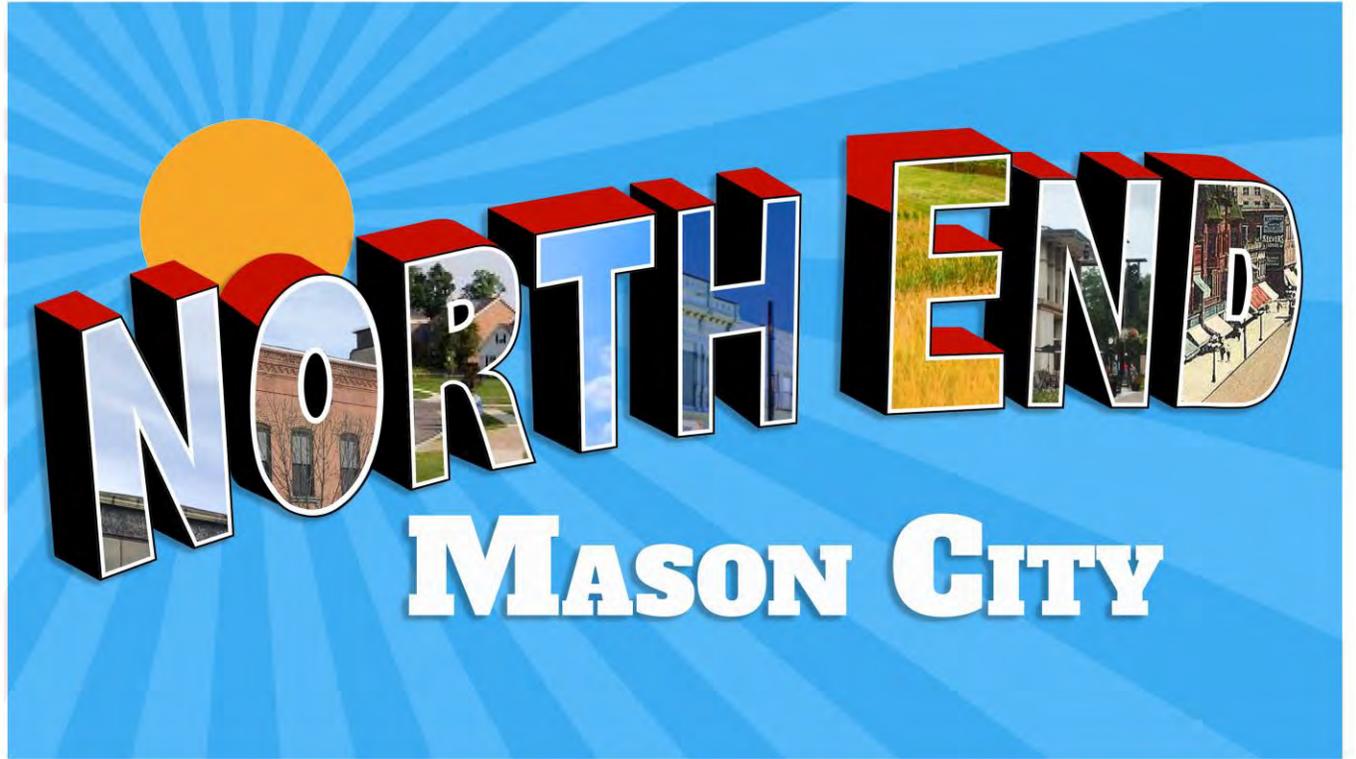
## Threats

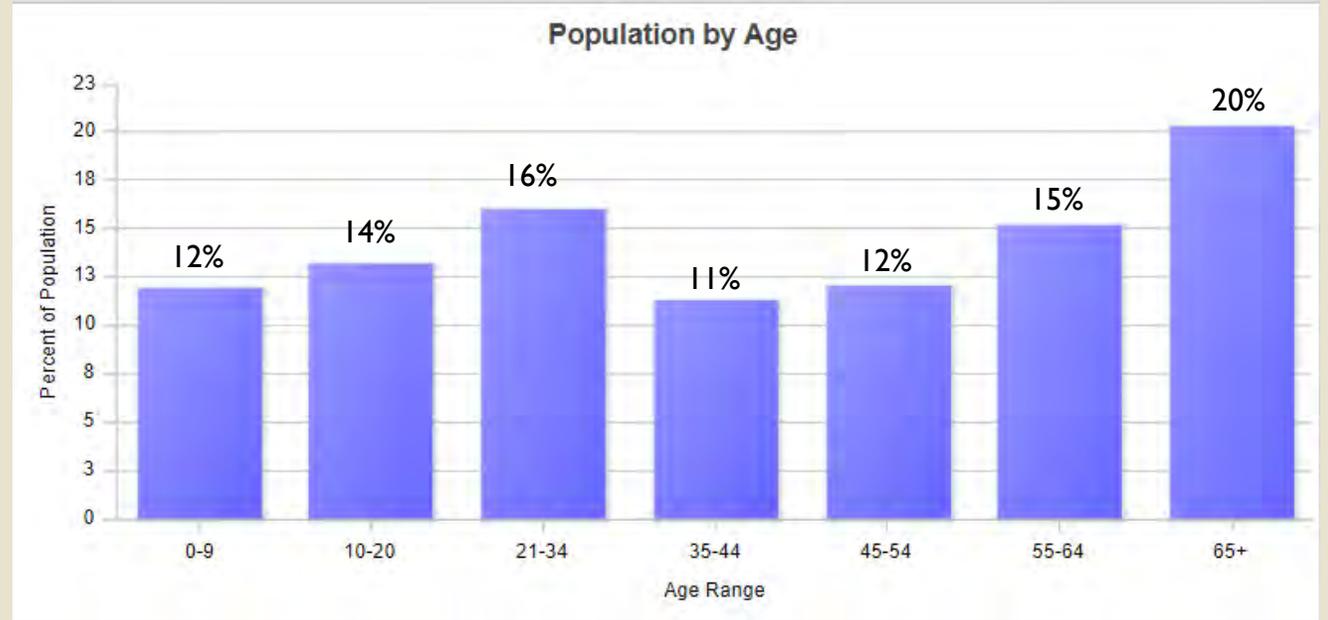
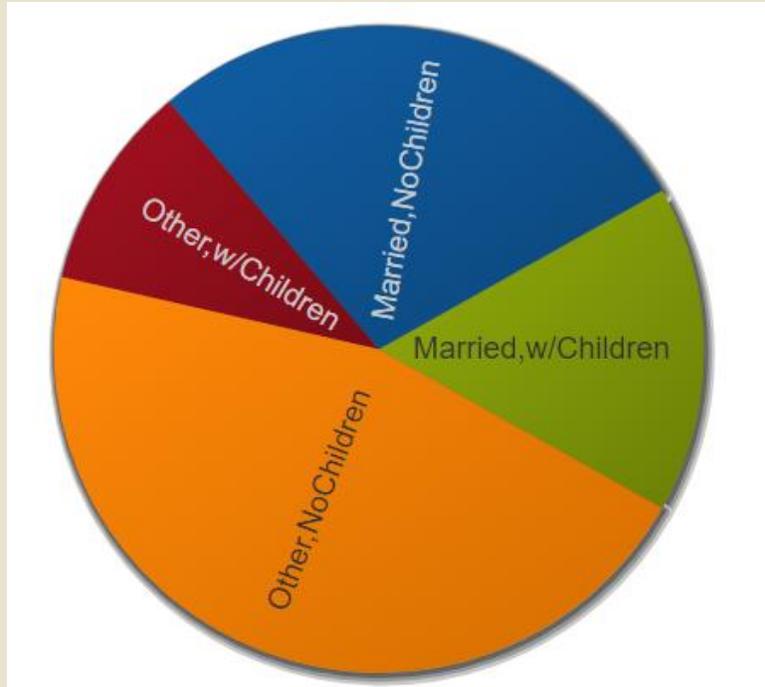
## BRAND VISION STATEMENT



Our vision is to re-establish Mason City's North End as an area that fosters creativity, local business growth, and community engagement.

COMMUNITY  
IDENTITY





# TARGET MARKET

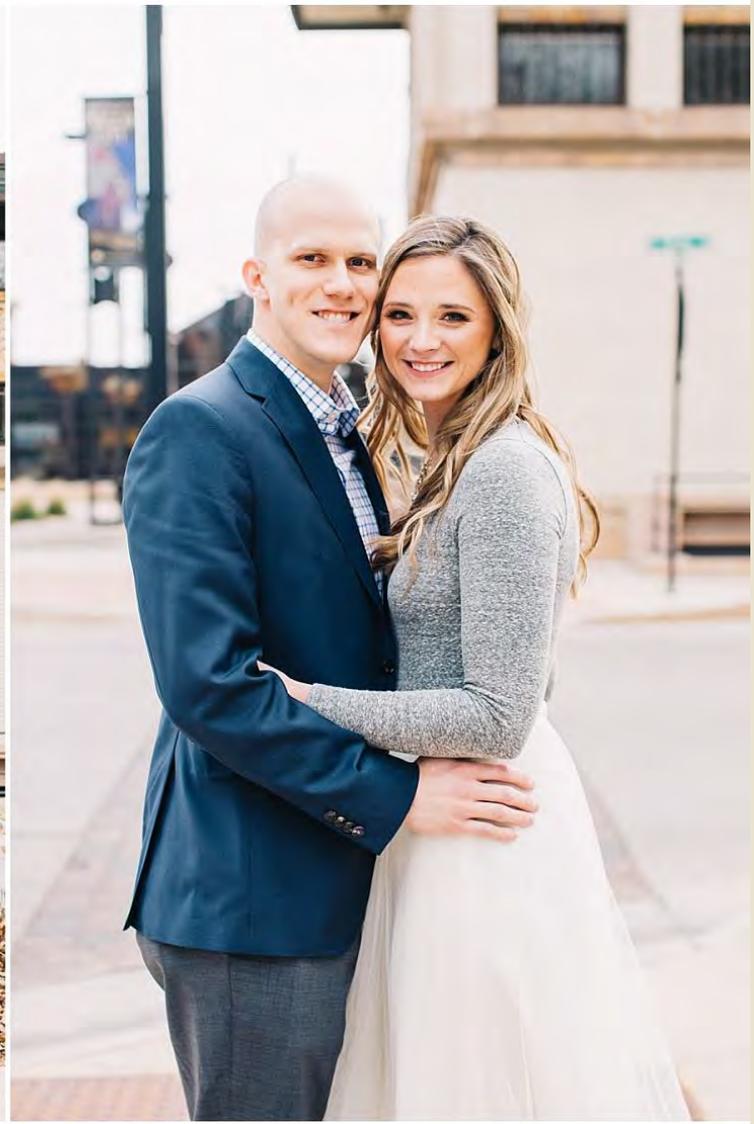
## THE FAMILY PERSONA

- Lower Middle/Middle Class Families
- People who want more time with children
- Children 5-14



# YOUNG COUPLES

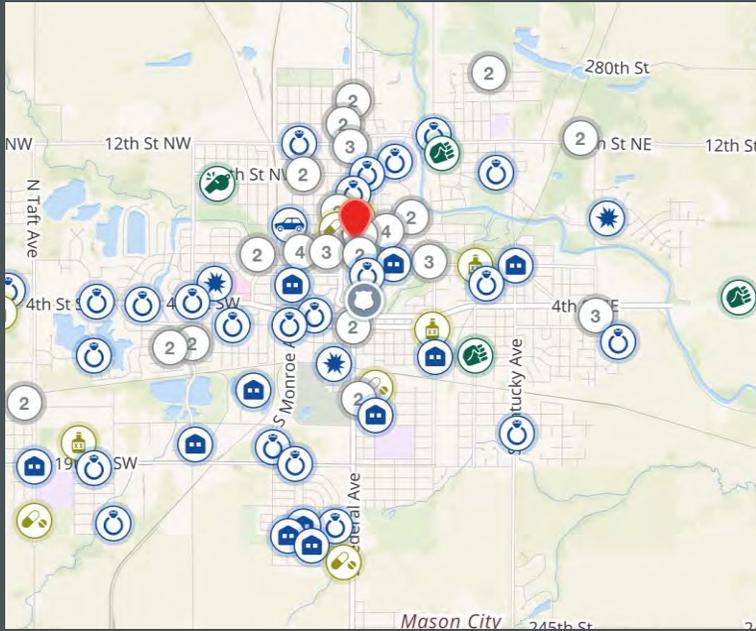
- Couples 21-35
- More disposable income
- Millennials focusing on jobs
- Can bring more youth to area
- Friends play a big role





## SMALL BUSINESS OWNERS

- Understand the North End Community
- Experienced Economic & Societal Issues
- Positive Attitude
- Won't give up their dreams



## CRIME REPORTS

- 122 crimes in Mason City in the last 6 months
- 14 crimes in North End District in last 6 months
- North End accounts for less than 12% of crime reports

### Incident trends



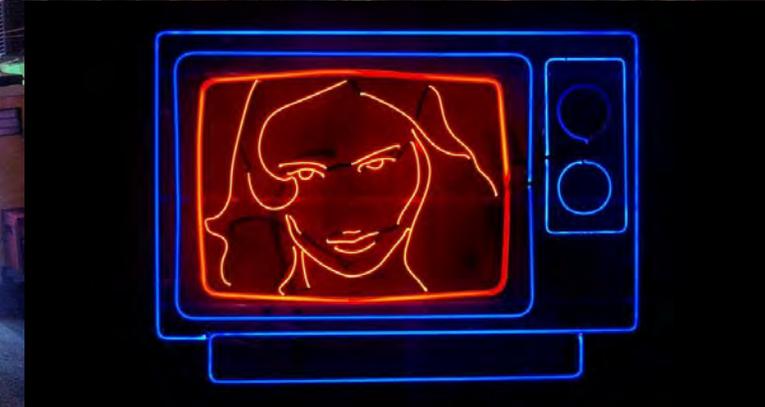


## PERCEPTION IS KEY

- Areas that look rundown are seen as unsafe
- Easy Ways to Handle a Safety Stigma
  - "NE Community Clean-Up Day"
    - 1 day a month, every 3 months
  - Painting outside of buildings
  - Get the speed limit changed

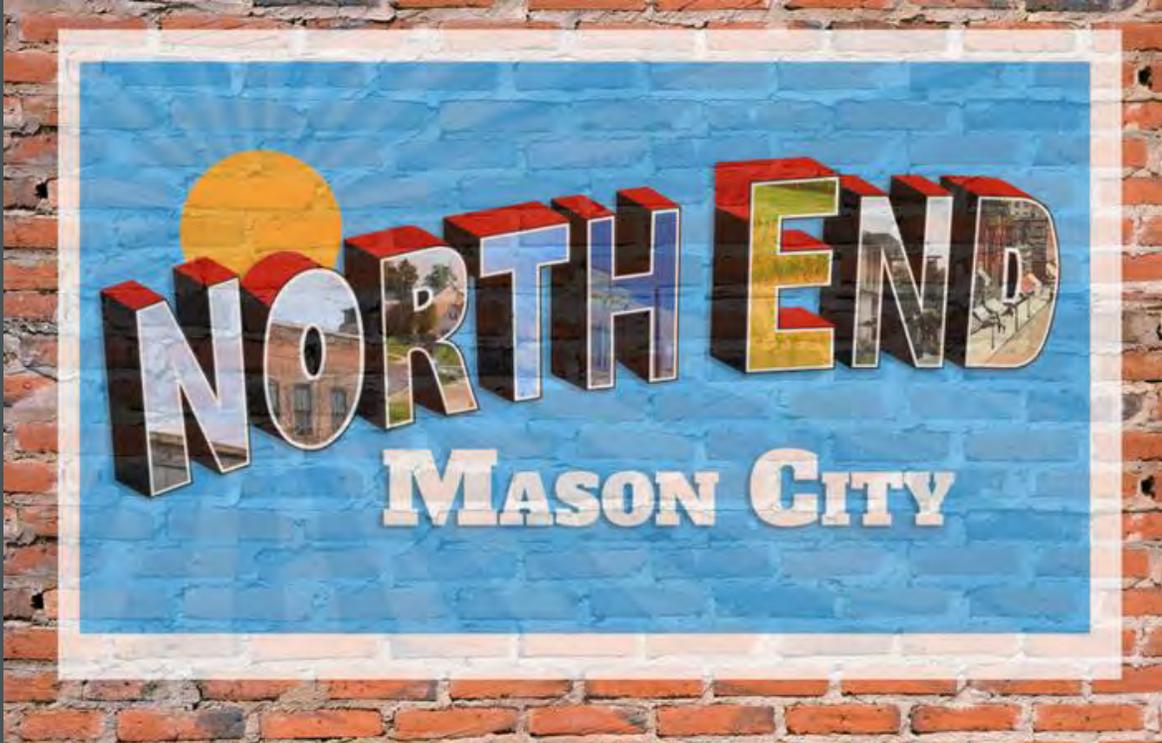
# HOW TO HANDLE CRIME STIGMA

- Light deters crime
- Neon walls
- Attraction
- Stimulates conversation



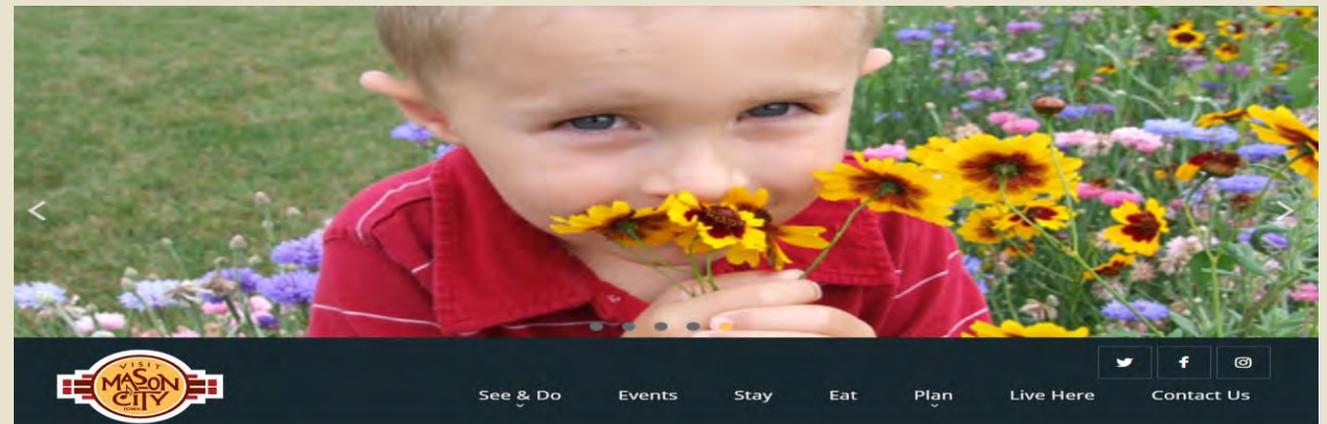


# MURAL MANIA



# MASON CITY BUSINESS UNITY

- North End businesses struggle to compete
- Redesigning website would drive traffic



## No other place but here...

Located in the heart of the Midwest, #MasonCityIA offers award-winning attractions, one-of-a-kind shops, eateries, and fabulous shopping – all blended with rich history and stunning architecture. >> [LEARN MORE](#)

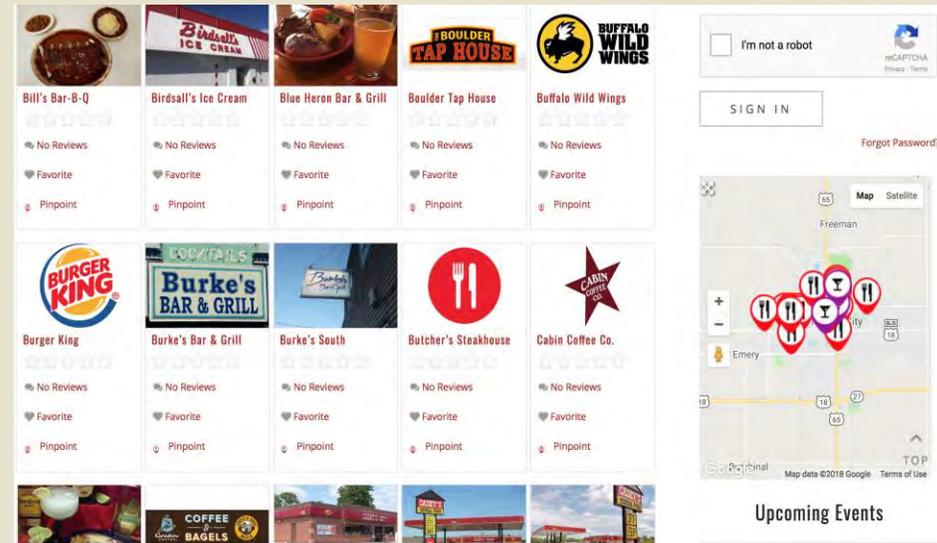


**FREE TRAVEL**



# WEBSITE ROLLOUT PLAN

- Website Overhaul
- Currently isolated by type of restaurant/location
- Create Tab where businesses can advertise
- Specific “North End” tab
- Target tourists



All Posts Published

Reach: Organic / Paid | Post Clicks | Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement
04/17/2018 6:12 pm	Historic North End, Mason City shared a post.	📄	🌐	428	20 6
04/14/2018 12:13 pm	Historic North End, Mason City shared a post.	📄	🌐	369	7 1
04/02/2018 5:58 pm	Rescheduled date for "North End Planning Event"...see you there!	🗓️	🌐	334	9 0
04/02/2018 5:55 pm	Historic North End, Mason City shared a post.	📄	🌐	235	8 0
04/02/2018 5:54 pm	Historic North End, Mason City shared a post.	📄	🌐	294	34 1
04/02/2018 5:53 pm	Historic North End, Mason City shared a post.	📄	🌐	295	7 5
03/30/2018 3:31 pm	Historic North End, Mason City shared a post.	📄	🌐	401	10 7



COMMUNITY ENGAGEMENT CAN CHANGE  
THE IDEA ABOUT THE NORTH END



## COMMUNITY CARNIVAL

- Monroe Park
- Get local businesses involved
- Blow up houses, face painting
- Classic carnival games
- Pie in the face with local officials

## BUILD A BENCH

- Students paint benches & businesses sponsor benches
- Creates a family friendly area
- Develops a community/place to spend time
- Get art clubs, sports teams, music groups involved



## CHALK A SPOT

- Businesses buy a parking spot
- Students decorate spot
- Creates a pedestrian mall
- Businesses can bring food trucks, games, samples to the event
- Allows businesses to interact with locals
- Locals see North End as a good area



# BRANDING EXAMPLES



SAVE THE DATE  
JUNE 15TH-16TH MONROE PARK

## NORTH END CARNIVAL

Please join us at Monroe Park for the first annual North End Community Carnival! There will be several activities for all ages including a Ferris wheel, carnival games, and face painting. In addition local businesses will be serving "street vendor" food and selling items in a farmer's market fashion. You won't want to miss the grand fireworks display at the end of the night, starting at 9 pm!

VISITMASONCITY.COM



1 North End Business are locally owned and full of pride. Visit one of 7 restaurants, 6 retail establishments and several other businesses! #BuyLocal



2 Mark your Calendars for the Monroe Park Community Carnival! Join us for local food tasting stations, kids games, and more!

3 We are so excited to share our newest art initiatives within the North End. We have recently installed a neon wall and amazing murals! Stop by and see the beauty yourself!



COME VISIT THE NORTH END!

# THE INITIAL ROLLOUT PLAN

## 01

Mason City Globe Gazette

- Front page story to help push out the branding initiative
- U of I has already utilized this source for MC Projects

## 02

Create Unity with North End and Downtown MC online

- Different than Historic Facebook page
- Twitter should be utilized for younger demographic

## 03

One page information sheet will be provided

- Will have an overview of the “real” North End and what it has to offer
- Can be used for online distribution, business distribution, and door to door advertising