

News Release

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MASON CITY—"Tell it like it is Friday" is set for this Friday, March 10th.

It will include a series of events to encourage residents to participate in a community wide strategic planning survey.

North Iowans are developing a new strategic plan for economic development. The first phase of the Vision North Iowa plan includes gathering comments and suggestions from as many people as possible.

Local coffee shops and breweries will be giving a discount on purchases to people who complete the survey.

"The deadline to finish the survey is almost here," said Chad Schreck, President and CEO of the North Iowa Corridor Economic Development Corporation (NIEDC). "We wanted to make a special effort to get everyone involved and to have a little fun at the same time."

A \$1 discount will be given to anyone who completes the questionnaire at any of the following times and locations on Friday, March 10:

Jitters Coffee Bar, 124 4th St. SW, Mason City, 8-10 a.m.

Cabin Coffee, Clear Lake, 303 Main Ave, Clear Lake, 8-10 a.m.

Cabin Coffee, 1304 4th St. SE, Mason City, 10 a.m.-Noon.

Pro's Sandwich Shop, 629 S. Federal Ave, Mason City, 11 a.m.-1 p.m.

Borealis Station, 826 E. State St., Mason City, Noon-2 p.m.

Mason City Brewing Company, 28 East State St., 5-7 p.m.

Fat Hill Brewing, 17 N. Federal Ave., Mason City, 7-9 p.m.

Volunteers will be available to answer questions and provide assistance in filling out the survey. No purchase is necessary to complete the survey.

The survey is also available at Mason City City Hall, 10 First St. NW, the Mason City Public Library, 225 2nd St. SE, Clear Lake City Hall, 15 N. 6th St. and Clear Lake Public Library, 200 N. 4th St. It is available on line at www.visionnorthiowa.com.

Additional businesses, organizations or individuals wishing to participate in “Tell it like it is Friday” are also encouraged to download the survey and make it available, Schreck said.

In addition to the physical locations, the survey is being promoted on social media on Friday and residents are being asked to share it with their social media friends.

Mason City High School students in John Lee’s political science class and other classes are also participating. North Iowa Area Community College (NIACC) students in Bennett Smith’s social science classes and other classes are also getting extra credit for completing the survey.

The project is sponsored by the NICEDC, the Mason City and Clear Lake Chambers of Commerce, First Citizens Charitable Foundation and Alliant Energy.