

2023/  
2024

# Cedar Valley FACT SHEET

Serving Waterloo/Cedar Falls,  
Iowa MSA, and surrounding areas

\*Photos courtesy of Cedar Falls Community Main Street,  
Cedar Falls Tourism & Visitors Bureau and Experience Waterloo.



# The Cedar Valley of Iowa

The Cedar Valley area in Northeast Iowa includes a total population of 250,000. The area is home to one of three Iowa Board of Regents universities, a four-year private college, innovative public and private Pre-K and K-12 schools, and nationally recognized historic downtown districts.

Life in the Cedar Valley is enhanced by an extensive system of recreational trails and bicycle paths, numerous municipal and state parks, golf courses, a variety of museums, music and cultural festivals, and a state-of-the-art performing arts center.

The Cedar Valley is within a day's drive of all major Midwest markets, with a 50-minute direct commercial flights to/from Chicago O'Hare.



## POPULATION

<b>Cedar Falls-Waterloo MSA</b>	<b>167,565</b>
<b>Black Hawk County</b>	<b>129,812</b>
Cedar Falls	42,463
Dunkerton	2,604
Elk Run Heights	1,056
Evansdale	7,585
Gilbertville	825
Hudson	2,915
Janesville	1,528
La Porte City	3,265
Raymond	690
Waterloo	70,343
<b>Bremer County</b>	<b>25,195</b>
Waverly	12,877
<b>Buchanan County</b>	<b>20,384</b>
<b>Butler County</b>	<b>14,380</b>
<b>Chickasaw County</b>	<b>11,926</b>
<b>Fayette County</b>	<b>19,082</b>
<b>Grundy County</b>	<b>12,559</b>
Reinbeck	2,430
<b>Tama County</b>	<b>16,966</b>
<b>Cedar Valley Region</b>	<b>250,303</b>

Source: Lightcast 2023

## CLIMATE

<b>Spring</b> March - May	Avg. Temp: 48.4
<b>Summer</b> June - Aug.	Avg. Temp: 70.8
<b>Fall</b> Sept. - Nov.	Avg. Temp: 49.9
<b>Winter</b> Dec. - Feb.	Avg. Temp: 21.4

Avg. Temperature (F) | Source: weatherbase.com

## RAIN & SNOW

<b>Spring</b> March - May	Avg. Rain: 3.4" Avg. Snow: 6.6"
<b>Summer</b> June - Aug.	Avg. Rain: 11.7" Avg. Snow: 0"
<b>Fall</b> Sept. - Nov	Avg. Rain: 2.36" Avg. Snow: 1.3"
<b>Winter</b> Dec. - Feb.	Avg. Rain: 1.0" Avg. Snow: 6.3"

Source: weatherbase.com

## RECREATION & SPORTING OPPORTUNITIES

<b>40</b> Public Parks	<b>1</b> Ice Skating/Hockey Arena (Indoor)
<b>1</b> Inclusive Park	<b>15</b> Public Boat Launches
<b>3</b> Dog Parks	<b>12:560+</b> Campgrounds: Sites
<b>10</b> Golf Courses	<b>5</b> Soccer Complexes: Fields (Outdoor)
<b>5</b> Disc Golf Courses	<b>1</b> Soccer Field (Indoor)
<b>7</b> Public Swimming Pools/ Aquatic Centers	<b>1</b> Theme Park (Outdoor)
<b>30</b> Public Tennis Courts	<b>2</b> Water Parks (Outdoor)
<b>23</b> Softball/Baseball Diamonds	

Figures reflect Black Hawk County and the City of Waverly

## ARTS & CULTURE

<b>15</b> Museums	<b>8</b> Performing Arts Venues
<b>7</b> Public Libraries	<b>2</b> Youth Museums
<b>2</b> Art Museums	<b>2</b> Symphony Orchestras

# Grow Here



**live**  
THE VALLEY

## Live the Valley

Live the Valley is a website, magazine and social media platform offering a look into what it is like to live and work in the Cedar Valley including an interactive cost of living calculator. For more information, visit [www.livethevalley.com](http://www.livethevalley.com) or scan the QR code.



### HEALTH CARE

UnityPoint Health - Allen Hospital	<b>204 Beds</b>
MercyOne Waterloo Medical Center	<b>366 Beds</b>
MercyOne - Cedar Falls Memorial Center	<b>100 Beds</b>
Waverly Health Care	<b>25 Beds</b>

### TOP INDUSTRY STATS

#### Transportation & Warehousing

\$63,547 | 4.6%

#### Finance & Insurance

\$89,042 | 3.8%

#### Manufacturing

\$91,252 | 18.1%

#### Healthcare & Social Assistance

\$61,579 | 12.1%

#### Retail Trade

\$38,949 | 11.2%

Source: Average Salary | % of workforce - Lightcast 2023

### MAJOR EMPLOYERS

John Deere	<b>5,800</b>
UnityPoint Health	<b>3,379</b>
Tyson Fresh Meats	<b>2,980</b>
MercyOne	<b>2,573</b>
Waterloo Community Schools	<b>1,700</b>
Target Distribution Centers	<b>1,700</b>
University of Northern Iowa	<b>1,650</b>
VGM Group	<b>1,521</b>
Hy-Vee Food Stores	<b>1,181</b>
Cedar Falls Community Schools	<b>1,168</b>
City of Waterloo	<b>1,025</b>
Western Home Communities	<b>962</b>
Hawkeye Community College	<b>730</b>
Bertch Cabinet Manufacturing	<b>727</b>
Veridian Credit Union	<b>647</b>
Omega Cabinetry/Masterbrand	<b>600</b>
City of Cedar Falls	<b>588</b>
Central Rivers Area Educ.Agency	<b>562</b>
LSB/LSBX	<b>450</b>
Wartburg College	<b>450</b>
Martin Brothers Distribution	<b>450</b>
Cedar Valley Medical Specialists	<b>437</b>
TruStage	<b>433</b>
Black Hawk County	<b>400</b>
Professional Office Services	<b>375</b>
Viking Pump	<b>325</b>
The Isle Casino Hotel	<b>300</b>
CBE Companies, Inc	<b>283</b>
ConAgra Foods	<b>238</b>

Data Collected August 2023 from those reporting includes FT and PT.

### COST OF LIVING



#### Cost of Living

Overall cost of living is 13.3% lower than U.S. average



#### Housing

29.9% lower than U.S. average



#### Groceries

0.8% lower than U.S. average



#### Utilities

14.6% lower than U.S. average

Source: COLI, 2022 Annual Avg. Cost of Living Index, Waterloo/Cedar Falls, IA MSA.  
Cost of Living Interactive Calculator - [livethevalley.com/cost-of-living/](http://livethevalley.com/cost-of-living/)

### TRANSPORTATION

Interstate Highways	<b>I-380</b>	Mass Transit	<b>MET Transit</b>
Federal Highways	<b>US 20, 63, 218</b>	Passenger Air Service	<b>Waterloo Regional Airport</b>
State Highways	<b>IA 21, 51, 58, 218</b>	Municipal Airports	<b>9</b>

For job opportunities, visit [livethevalley.com/jobs](http://livethevalley.com/jobs) or [growcedarvalley.com/jobs](http://growcedarvalley.com/jobs)

# Learn Here

The Cedar Valley boasts strong public and private educational systems from early childhood education to Ph.D. programs. The Cedar Valley is the only region in the world with a collective emphasis on developing leadership and employability skills in PreK-12 schools with Leader in Me®. The Cedar Valley is also home to River Hills School, a public sponsored special school for students with moderate, severe, and profound developmental disabilities employing innovative strategies serving students from kindergarten through age 21.



## PRIMARY EDUCATION

School	Enrollment	Avg. ACT Score
Cedar Falls	5,920	24.6
Cedar Valley Catholic Schools	792	20.8
Hudson	767	23.1
Jesup	1,087	24.0
Waterloo	10,700	20.8
Waverly-Shell Rock	2,355	23.6
State Composite	--	21.5
National Composite	--	20.3

Source: Niche.com, school websites & Waterloo Courier 12/2022 article (2020-2021 data)

## HIGHER EDUCATION

Institution	Enrollment
University of Northern Iowa - Regent University	10,888
Hawkeye Community College - Community/ Technical College	6,587
Wartburg College - Private	1,608
Allen College - Health Sciences Programs	552
Upper Iowa University - Private	400

Source: 2022 DFR Report (total unduplicated head count 12 mo. - 2020-21) NCES.edu.gov - UNI, Wartburg, HCC

## EDUCATION ATTAINMENT

Level of Education	CV	IA	US
High School Diploma +	94.4%	93.3%	89.4%
Some College, No Degree	32.0%	n/a	n/a
Bachelor's Degree +	29.5%	30.5%	35.0%

Source: U.S. Census | (CV = Waterloo/Cedar Falls, IA MSA)

## ONLINE RESOURCES

### Moving or Visiting the Cedar Valley

livethevalley.com  
cedarfallstourism.org  
experiencewaterloo.com  
waverlywelcomehome.com

### Industrial/Office Site Selection Resources

growcedarvalley.com/economic-development



### ADDRESS

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Waterloo, IA 50701

### PHONE

319-232-1156  
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TO VISIT OUR WEBSITE, SCAN THE QR CODE!



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