



GROW  
**Cedar Valley**

Business. Community. *Opportunity*

# 2019 Cedar Valley Fact Sheet

The Cedar Valley economic area consists of the following eight Northeast Iowa counties: Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Fayette, Grundy, and Tama.



# LIVE HERE

The Cedar Valley area in Northeast Iowa includes a total population of about 255,000. 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 direct commercial flights to/from Chicago.



## Cost of Living

4.9% lower than the U.S. Average



11.4% lower than the U.S. Average



10.7% lower than the U.S. Average



6.3% lower than the U.S. Average



For more cost of living information:

[live.thevalley.com/cost-of-living](http://live.thevalley.com/cost-of-living)

## Population

	2019
Waterloo-Cedar Falls MSA	170,101
Black Hawk County	132,745
Cedar Falls	43,029
Evansdale	8,288
Hudson	2,655
Waterloo	71,641
Bremer County	25,053
Waverly	12,750
Buchanan County	21,236
Butler County	14,482
Chickasaw County	11,892
Fayette County	19,483
Grundy County	12,304
Reinbeck	2,415
Tama County	16,920
Cedar Valley Region	254,115

Source: EMSI 2019.1

## Recreational & Sporting Opportunities\*

Public Parks	104
Dog Parks	4
Municipal Golf Courses	6
Disc Golf Courses	7
Public Swimming Pools/Aquatic Centers	7
Public Tennis Courts	28
Softball/Baseball Diamonds	23
Ice Skating/Hockey Arenas	6
Campgrounds: Sites	11:560+
Public Boat Launches	15
Soccer Complexes: Fields (outdoor)	2:25
Soccer Fields (indoor)	2

\*Numbers reflect only Waterloo, Cedar Falls, & Waverly

## Climate

		Avg Temp (f)
Spring	Mar-May	48.4
Summer	Jun-Aug	71.6
Fall	Sept-Nov	49.9
Winter	Dec-Feb	21.4

	Avg Rain	Avg Snow
Mar-May	3.4"	2.2"
Jun-Aug	4.7"	0"
Sept-Nov	2.4"	1.1"
Dec-Feb	1.0"	6.1"

Source: weatherbase.com

## Transportation

Interstate Highways	I-380
Federal Highways	US 20, 63, 218
State Highways	IA 21, 57, 58, 281
Mass Transit	MET Transit
Passenger Air Service	Waterloo Regional Airport
Municipal Airports	9

## Arts & Culture\*

Museums	15
Public Libraries	3
Visual Arts & Galleries	7
Performing Arts Venues	11
Amusement Centers	11
Symphony Orchestras	2

## Health Care\*

UnityPoint Health - Waterloo	204 Beds
MercyOne Waterloo Medical Center	366 Beds
MercyOne Sartori Memorial Hospital	100 Beds
Waverly Health Care	25 Beds

\*Numbers reflect only Waterloo, Cedar Falls, & Waverly



# Grow Here

## Live the Valley

Live the Valley, a talent attraction and retention initiative of Grow Cedar Valley in collaboration with the Cedar Valley Regional Partnership, promotes and celebrates the great opportunities the Cedar Valley has to offer.

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. For more information, visit [www.livethevalley.com](http://www.livethevalley.com) and follow @LiveTheValley on Facebook, Instagram and Twitter.



## Economic Development Services

Grow Cedar Valley places great emphasis on regular contact with existing businesses. We recognize the significant impact our existing businesses make to the Cedar Valley economy.

We can provide referral services and direct assistance on a variety of topics including talent retention/recruitment, data delivery and business development.

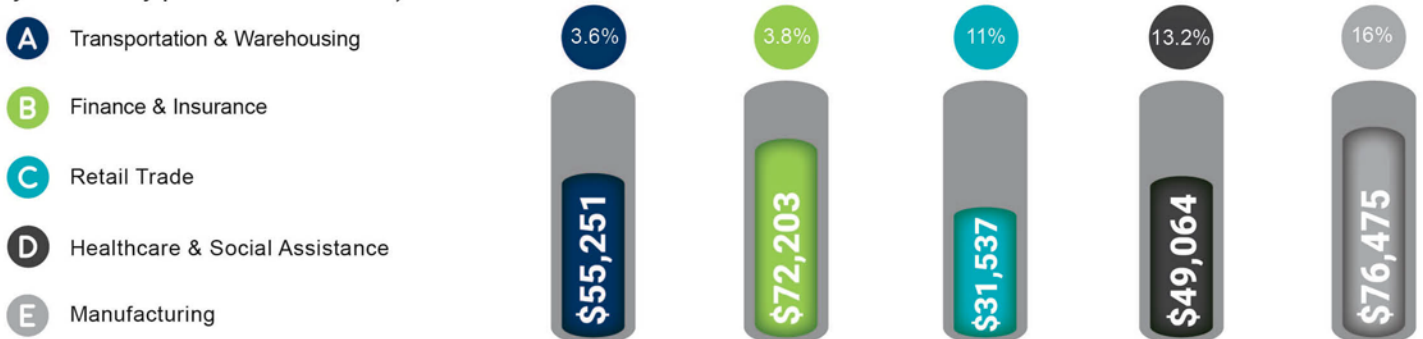
If you would like to discuss services further, please contact Lisa Skubal, CEcD, VP of Economic Development at 319-232-1156.

Grow Cedar Valley is a dispensary for data and engages in business recruitment to further diversify our existing business base.

**Job Opportunity Sources**  
[livethevalley.com/job-board](http://livethevalley.com/job-board)  
[workthevalley.com](http://workthevalley.com)

## Top Industry Stats for the Cedar Valley

Average Earnings & Percentage of Labor Force (Salary and hourly positions combined)



Source: EMSI 2019.1 (Cedar Valley Economic Area - 8 Counties)

## Major Employers

John Deere Waterloo Operations	Manufacturing	5,000
Tyson Fresh Meats	Food Processing	2,980
MercyOne	Health Care	2,669
University of Northern Iowa	Education	1,811
Waterloo Community Schools	Education	1,715
UnityPoint Health	Health Care	1,499
Hy-Vee Foods Store (4)	Grocery	1,325
Western Home Communities	Health Care/Housing	1,052
CBE Companies, Inc.	Financial	982
VGM Group	Diversified	950
Cedar Falls Community Schools	Education	849
Omega Cabinets, Ltd.	Manufacturing	812
Bertch Cabinet Manufacturing (2)	Manufacturing	750
Martin Brothers Distributing	Distribution	710
Hawkeye Community College	Education	700
Central Rivers Area Education Agency	Education	615
Wartburg College	Education	559
CUNA Mutual Group	Finance/Insurance	541
City of Waterloo	Government	530
Veridian Credit Union	Financial	513
Viking Pump	Manufacturing	491
Black Hawk County	Government	481
Waverly-Shell Rock Schools	Education	479
The Isle Casino and Hotel	Entertainment	456
Waverly Health Center	Health Care	450
Peterson Contractors, Inc	Construction	440
Target Regional Distribution	Distribution	431
Cedar Valley Medical Specialists	Health Care	407
TriMark	Manufacturing	378
City of Cedar Falls	Government	361
NewAldaya Lifescapes	Health Care/Housing	350
Cedar Valley Catholic Schools	Education	200
GMT Corporation	Manufacturing	192

Data collected 1/2019; data includes both full & permanent part-time positions. For a comprehensive list of area employers visit [www.growcedarvalley.com](http://www.growcedarvalley.com).

(#) indicate multiple locations.



# Learn Here

The Cedar Valley boasts strong public and private educational systems from early childhood education to Ph.D. programs. More than 3,500 degrees are awarded annually by the universities and colleges in the Cedar Valley, and the community colleges and technical schools graduate more than 3,000 students. The Cedar Valley is also the only region in the world with a collective emphases on developing leadership and employability skills in PreK-12 schools with Leader in Me®.

## Leader Valley

Grow Cedar Valley's priorities to develop a strong workforce and to strengthen business and education opportunities led to the development of Leader Valley. This talent initiative was formed to expand the reach of leadership to all students in the Cedar Valley. Leader Valley's primary focus is the implementation of The Leader in Me® across all school districts in the Cedar Valley. This whole-school program emphasizes 21st-century leadership and life skills based on Stephen Covey's "7 Habits of Highly Effective People."

Visit [www.leadervalley.org](http://www.leadervalley.org) for more information about Leader Valley, including Leader in Me®.

## TechWorks Campus

The TechWorks Campus is a 30-acre advanced manufacturing, research and development, innovation, education, commercial, and manufacturing center. Located in downtown Waterloo, the campus is comprised of 20 acres of commercial and industrial development sites and 300,000 square feet of flex space divided between two historic John Deere manufacturing buildings. Tech 1 is home to the Iowa Advanced Manufacturing Network Hub which includes the University of Northern Iowa (UNI) Iowa Metal Casting Center and Additive Manufacturing Center and the Additive Manufacturing Design Center, a partnership between UNI and Hawkeye Community College. Tech 2 opened in 2017 as the Courtyard by Marriott Waterloo Cedar Falls.

## ONLINE RESOURCES

Moving to the Area  
[livethevalley.com](http://livethevalley.com)  
[cedarfallstourism.org](http://cedarfallstourism.org)  
[experiencewaterloo.com](http://experiencewaterloo.com)  
[waverlyia.com](http://waverlyia.com)

Industrial/Office Buildings and Sites  
[growcedarvalley.com/SiteSelection](http://growcedarvalley.com/SiteSelection)  
[cedarvalleyregion.com](http://cedarvalleyregion.com)

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## Primary Education

	Avg ACT score	Enrollment
Cedar Falls	23.4	5,300
Cedar Valley Catholic Schools	22.3	1,704
Gladbrook-Reinbeck	19.9	589
Hudson	21.7	745
Independence	21.4	1,416
Waterloo	20.8	10,296
Waverly-Shell Rock	23.2	2,179
State Composite	21.8	
National Composite	20.8	

## Educational Attainment

	CV	IA	US
High school diploma or higher	91.6 %	92.1 %	88.0 %
Some college, no degree	64.0 %	63.3 %	56.2 %
Bachelor's degree or higher	28.8 %	28.9 %	32.0 %

Source: 2017 American Community Survey, Populations 25 and older

## Higher Educational Institutions

Title	Type	Enrollment
University of Northern Iowa	University	11,212
Hawkeye Community College	Community/Technical College	5,263
Wartburg College	Private University/College	1,503
Allen College	Health Sciences Programs	660
Upper Iowa University	Private University/College	584

Data Collected Winter 2018



UNI Metal Casting Center Staff giving tour to area high school students.

**GROW Cedar Valley**  
 Business. Community. Opportunity.

360 Westfield Ave., Ste. 200  
 Waterloo, IA | 319-232-1156  
[www.growcedarvalley.com](http://www.growcedarvalley.com)