

2018

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 **260,000**. 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.

Quality of life 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 as well as private charter air service.



Cost of Living

5.2% Lower than the U.S. Average



\$342,156

Average new home 2,000 square feet



\$674/mo.

Average 2-bedroom apartment



Utilities on average cost

15.5% less in the Cedar Valley

Source: 2017 Annual Average Cost of Living Index

Population

	2018	2023
Waterloo-Cedar Falls MSA	174,244	179,125
Black Hawk County	135,882	139,449
Cedar Falls	41,741	43,435
Evansdale	4,873	4,975
Hudson	2,443	2,550
Waterloo	70,131	71,512
Bremer County	25,836	26,998
Waverly	10,280	10,651
Buchanan County	21,493	21,840
Butler County	15,532	15,941
Chickasaw County	12,144	11,888
Fayette County	20,471	19,813
Grundy County	12,526	12,678
Reinbeck	1,642	1,649
Tama County	17,747	17,676
Cedar Valley Region	261,631	266,283

Source: ESRI, 2018 - Courtesy of MidAmerican Energy Co.

Recreational & Sporting Opportunities*

Public Parks	104
Dog Parks	4
Municipal Golf Courses	6
Disc Golf Courses	2
Public Swimming Pools/Aquatic Centers	7
Public Tennis Courts	28
Softball/Baseball Diamonds	23
Ice Skating/Hockey Arenas	6
Campgrounds: Sites	11:559+
Public Boat Launches	15
Soccer Complexes: Fields (outdoor)	1:15
Soccer Fields (indoor)	2

*Numbers reflect only Waterloo, Cedar Falls, & Waverly

Climate

		Avg Temp (f)
Spring	Mar-May	47.7
Summer	Jun-Aug	71.3
Fall	Sept-Nov	49.7
Winter	Dec-Feb	20.7

	Avg Rain	Avg Snow
Mar-May	3.4"	2.3"
Jun-Aug	4.6"	0"
Sept-Nov	2.4"	1.1"
Dec-Feb	1.0"	6.7"

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

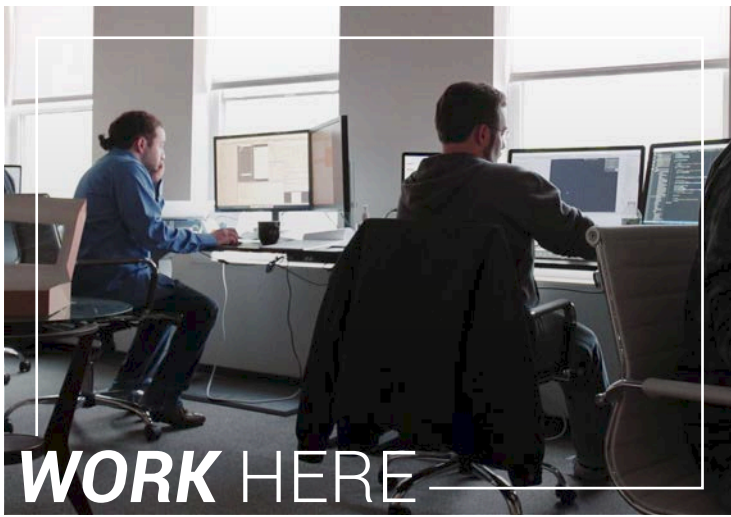
Arts & Culture*

Museums	15
Public Libraries	3
Visual Arts & Galleries	7
Performing Arts Venues	11
Amusement Centers	10
Symphony Orchestras	2

Health Care*

UnityPoint Health	204 Beds
Covenant Medical Center	366 Beds
Sartori Memorial Hospital	100 Beds
Waverly Health Care	25 Beds

*Numbers reflect only Waterloo, Cedar Falls, & Waverly



Talent Solutions

Workforce initiatives help Cedar Valley employers attract, retain, and connect with prospective employees both locally and outside of the area. The Greater Cedar Valley Alliance & Chamber provides resources to existing business, including access to the Work the Valley job board, the Economic Inclusion Toolkit, and the Live the Valley quality of life website. For more information about these initiatives, visit www.cedarvalleyalliance.com.

Co-working & Makerspace

The Cedar Valley has an array of social groups and events that connect like-minded entrepreneurs who are interested in the synergy that can happen when connections are made.

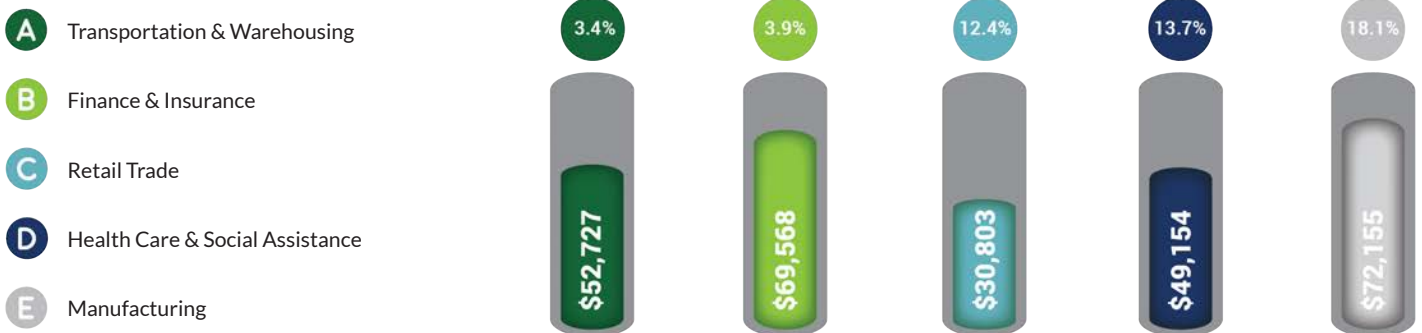
Co-working office space is offered in Waterloo and Cedar Falls. TechWorks Campus in Waterloo houses Cedar Valley Makers, a makerspace for inventors and hobbyists to use machinery and equipment to transform their ideas into products.

Job Opportunity Sources

workthevalley.org
cedarvalleyjobs.com
cedarvalleyregion.com/jobs

Top Industry Stats for the Cedar Valley

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



Source: EMSI 2017.4 -- QCEW Employees

Major Employers

John Deere Waterloo Operations	Manufacturing	5,000
Tyson Fresh Meats	Food Processing	2,900
Wheaton Franciscan Healthcare	Health Care	2,883
UnityPoint Health	Health Care	2,520
University of Northern Iowa	Education	1,816
Hy-Vee Foods Store (5)	Grocery	1,733
Waterloo Community Schools	Education	1,604
Omega Cabinets, Ltd.	Manufacturing	994
Bertch Cabinet Manufacturing (2)	Manufacturing	925
Target Regional Distribution	Distribution	840
Cedar Falls Community Schools	Education	752
Black Hawk County	Government	725
VGM Group	Diversified	700
Hawkeye Community College	Education	700
Western Home Communities	Health Care/Housing	668
Peterson Contractors, Inc	Construction	605
Wartburg College	Education	559
The Isle Casino and Hotel	Entertainment	550
Martin Brothers Distributing	Distribution	548
City of Waterloo	Government	530
Central Rivers Area Education Agency	Education	529
CUNA Mutual Group	Finance/Insurance	526
CBE Companies, Inc.	Financial	515
Viking Pump	Manufacturing	500
Veridian Credit Union	Financial	486
Waverly-Shell Rock Schools	Education	479
Waverly Health Center	Health Care	450
Cedar Valley Medical Specialists	Health Care	400
NewAldaya Lifescapes	Health Care/Housing	380
TriMark	Manufacturing	378
City of Cedar Falls	Government	346
Ocwen	Financial	300
GMT Corporation	Manufacturing	205
Cedar Valley Catholic Schools	Education	200

Data collected Spring 2018; data includes both full & permanent part-time positions. For a comprehensive list of area employers visit www.cedarvalleyalliance.com. () indicate multiple locations.



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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.

Leader Valley

The Greater Cedar Valley Alliance & Chamber'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 and 21st-century employability skills development 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." For more information about Leader Valley, including The Leader in Me®, visit www.leadervalley.org.

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.

Primary Education

	Avg ACT score	Enrollment
Cedar Falls	24.5	5,382
Cedar Valley Catholic Schools	22.8	1,079
Gladbrook-Reinbeck	20.7	587
Hudson	21.5	825
Independence	22.5	1,430
Waterloo	20.9	10,935
Waverly-Shell Rock	22.6	2,025
State Composite	21.9	
National Composite	20.8	

Source: ACT Condition of College and Career Readiness 2017, Area Schools

Educational Attainment

	CV	IA	US
High school diploma	92.3 %	91.8 %	87.5 %
Some college, no degree	64.0 %	63.3 %	56.2 %
Bachelor's degree or higher	28.0 %	28.4 %	31.3 %

Source: 2016 American Community Survey, Populations 25 and older

Higher Educational Institutions

Title	Type	Enrollment
University of Northern Iowa	University	11,907
Hawkeye Community College	Community/Technical College	5,400
Wartburg College	Private University/College	1,527
Allen College	Health Sciences Programs	575
Upper Iowa University	Private University/College	610
Purdue University Global	Private University/College	410

Data Collected Spring 2017



Courtyard Marriott Waterloo Cedar Falls

ONLINE RESOURCES

Moving to the Area

- homesofia.com
- livethevalley.com
- facebook.com/LiveTheValley
- cedarfallstourism.org
- travelwaterloo.com

Industrial/Office Buildings and Sites

- cedarvalleyalliance.com/SiteSelection
- cedarvalleyregion.com

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