



# Cedar Valley

## 2020 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 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 direct commercial flights to/from Chicago.



## 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
Jan - Mar		3.9"	18.3"
Apr - June		13.1"	1.5"
July - Sept		11.7"	0.0"
Oct - Dec		5.7"	9.0"

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

## Population

2020	
Waterloo-Cedar Falls MSA	169,565
Black Hawk County	132,195
Cedar Falls	42,788
Evansdale	8,150
Hudson	2,657
Waterloo	71,587
Bremer County	25,076
Waverly	12,728
Buchanan County	21,263
Butler County	14,398
Chickasaw County	11,857
Fayette County	19,346
Grundy County	12,294
Reinbeck	2,420
Tama County	16,740
Cedar Valley Region	253,169

Source: EMSI 2019.4

## 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

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## Cost of Living

**10.6%** lower than the U.S. Average



**19.7%** lower than the U.S. Average



**9.7%** lower than the U.S. Average



**5.7%** lower than the U.S. Average



For more cost of living information:  
[livethevalley.com/cost-of-living](http://livethevalley.com/cost-of-living)

Source: 2018 Annual Average Cost of Living Index, Waterloo/Cedar Falls MSA



# 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.

## Top Industry Stats for the Cedar Valley

### Average Earnings & Percentage of Jobs

### Transportation & Warehousing

\$59,551 — 3.8%

### Finance & Insurance

\$77,172 — 4.1%

### Retail Trade

\$32,704 — 10.8%

### Healthcare & Social Assistance

\$49,814 — 13.2%

### Manufacturing

\$79,030 — 17.5%

Source: EMSI 2019.1 (Cedar Valley Economic Area - salary and hourly positions combined)

## Major Employers

John Deere Waterloo Operations	Manufacturing	5,000
Tyson Fresh Meats	Food Processing	2,980
MercyOne	Health Care	2,653
University of Northern Iowa	Education	1,736
Waterloo Community Schools	Education	1,731
UnityPoint Health	Health Care	1,499
Hy-Vee Foods Store (4)	Grocery	1,200
Target Regional Distribution	Distribution	1,070
VGM Group	Diversified	1,056
Western Home Communities	Health Care/Housing	962
Cedar Falls Community Schools	Education	860
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	550
Wartburg College	Education	550
CUNA Mutual Group	Finance/Insurance	550
Veridian Credit Union	Financial	540
City of Waterloo	Government	525
CBE Companies, Inc.	Financial	500
Peterson Contractors, Inc	Construction	500
Waverly Health Center	Health Care	498
Viking Pump	Manufacturing	491
Black Hawk County	Government	435
The Isle Casino and Hotel	Entertainment	428
Cedar Valley Medical Specialists	Health Care	435
Waverly-Shell Rock Schools	Education	404
TriMark	Manufacturing	378
City of Cedar Falls	Government	362
NewAldaya Lifescapes	Health Care/Housing	350
GMT Corporation	Manufacturing	259
ConAgra Foods	Food Processing	222

Data collected February 2020 from those reporting; data includes permanent part-time positions.

(#) indicate multiple locations.

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





# 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.com](http://www.leadervalley.com) 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)

## Primary Education

	Avg ACT score	Enrollment
Cedar Falls	23.0	5,601
Cedar Valley Catholic Schools	20.7	810
Gladbrook-Reinbeck	21.2	605
Hudson	21.7	756
Independence	21.4	1,416
Waterloo	20.2	10,384
Waverly-Shell Rock	23.0	2,116
State Composite	21.6	
National Composite	20.9	

## Educational Attainment

	CV	IA	US
High school diploma or higher	87.7 %	92.3 %	88.3 %
Some college, no degree	20.6 %	20.6 %	20.3 %
Bachelor's degree or higher	19.4 %	29.0 %	32.6 %

Source: [data.census.gov](http://data.census.gov), Populations 25 and older

## Higher Educational Institutions

Title	Type	Enrollment
University of Northern Iowa	University	10,497
Hawkeye Community College	Community/Technical College	5,112
Wartburg College	Private University/College	1,505
Allen College	Health Sciences Programs	655
Upper Iowa University	Private University/College	364*

Data Collected Spring 2019

\*Waterloo location only



Joe Gerstandt, combines artful storytelling with the latest research and science to illustrate the importance of diversity and inclusion at the 2019 Economic Inclusion Conference.

## SPONSORED BY:



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