

# CEDAR VALLEY FACT SHEET

The Cedar Valley economic area consists of the following counties: Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Fayette, Grundy and Tama. Additional demographic information is available at [www.cedarvalleyalliance.com](http://www.cedarvalleyalliance.com).

Photo: Shades of Rhythm Amphitheater in Waverly, Iowa

# LIVE HERE

The Cedar Valley region is located in northeast Iowa, totaling 256,786 in population. We are home to one of three Regents' universities in the state, a 4-year private college, nationally recognized historic downtown districts, a state-of-the-art performing arts center, innovative schools, and communities offering gigabit services. The Cedar Valley is within a day's drive of all major Midwest markets, with direct commercial flights to/from Chicago and private charter air service. The Cedar Valley's commitment to quality-of-life shines through in its extensive recreational trails, parks, museums of every variety, and golf courses. The Cedar Valley's cultural scene rivals that of much larger metropolitan areas.



## COST OF LIVING

**6.2% LOWER THAN  
THE U.S. AVERAGE**



**\$304,024**

Average 2,000 sq ft  
new home



**\$775**

Average 2-bedroom  
apartment



Groceries are on average  
**15% lower in the  
Cedar Valley**

## POPULATION

	2016
Waterloo-Cedar Falls MSA	171,057
Black Hawk County	133,799
Cedar Falls	43,593
Evansdale	8,588
Hudson	2,882
Waterloo	71,814
Bremer County	24,913
Waverly	12,000
Buchanan County	21,032
Butler County	15,056
Chickasaw County	12,196
Fayette County	20,110
Grundy County	12,344
Reinbeck	2,572
Tama County	17,334
<b>Cedar Valley Region</b>	<b>256,786</b>

Source: EMSI - Courtesy of MidAmerican Energy Co.

## RECREATIONAL & SPORTING OPPORTUNITIES\*

Public Parks	94
Dog Parks	3
Municipal Golf Courses	5
Disc Golf Courses	2
Public Swimming Pools/Aquatic Centers	5
Public Tennis Courts	28
Softball/Baseball Diamonds	23
Ice Skating/Hockey Arenas	6
Campgrounds: Sites	7:559
Public Boat Launches	15
Soccer Complexes: Fields (outdoor)	1:15
Soccer Fields (indoor)	2

\*Numbers reflect only Waterloo and Cedar Falls

## CLIMATE

AVG TEMP		
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	13
Public Libraries	2
Visual Arts & Galleries	6
Performing Arts Venues	10
Amusement Centers	10
Symphony Orchestra	1

## HEALTH CARE\*

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

\*Numbers reflect only Waterloo and Cedar Falls

Source: Council for Community  
& Economic Research, First Quarter 2016.  
Published May 2016



### TALENT SOLUTIONS

Talent Solutions programming are services of the Greater Cedar Valley Alliance & Chamber for existing regional businesses. The program helps Cedar Valley employers attract, retain and connect with prospective workforce both locally and outside of the region with events such as “Live the Valley” summer intern series, access to the Alliance & Chamber job board, and career fairs. For more information on Talent Solutions programming, visit [www.cedarvalleyalliance.com](http://www.cedarvalleyalliance.com).

### CO-WORKING & MAKERSPACE

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

- Two locations offer co-working office space with more planned throughout the Cedar Valley Region.
- Makerspace housed at the TechWorks Campus is for inventors to use machinery and equipment to transform their idea to a product.

### Job Opportunity Sources

[workthevalley.org](http://workthevalley.org)  
[cedarvalleyjobs.com](http://cedarvalleyjobs.com)

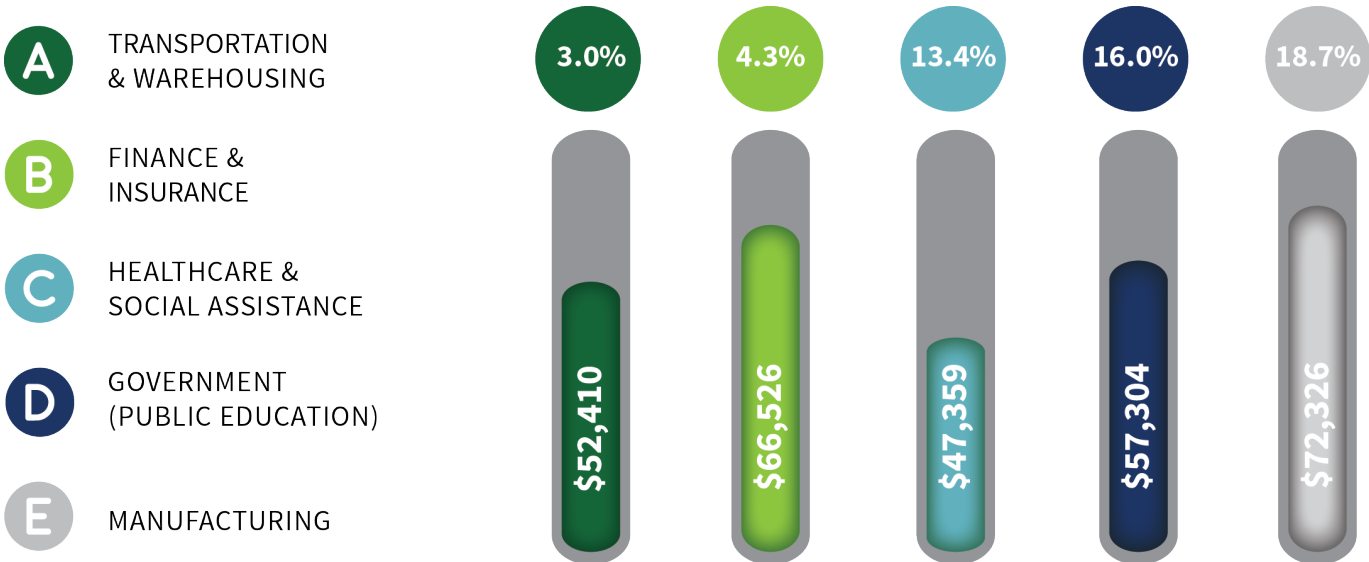
### MAJOR EMPLOYERS

John Deere	Manufacturing	5,500
Tyson Fresh Meats	Food Processing	2,910
Wheaton Franciscan Healthcare	Health Care	2,893
UnityPoint Health	Health Care	2,520
University of Northern Iowa	Education	1,819
Hy-Vee Foods Store (6)	Grocery	1,719
Waterloo Community Schools	Education	1,604
Target Regional Distribution	Distribution	950
CBE Companies, Inc.	Financial	900
City of Waterloo	Government	800
Bertch Cabinets, Ltd.	Manufacturing	770
Cedar Falls Community Schools	Education	752
Omega Cabinets, Ltd.	Manufacturing	750
VGM Group	Diversified	720
Black Hawk County	Government	717
Hawkeye Community College	Education	671
Western Home Communities	Health Care/Housing	668
Area 267 Education Agency	Education Support	605
Martin Brothers Distributing	Distribution	600
CUNA Mutual Group	Finance/Insurance	575
Wartburg College	Education	572
Isle Casino & Hotel Waterloo	Entertainment	551
Viking Pump	Manufacturing	520
Veridian Credit Union	Financial	486
Peterson Contractors, Inc	Construction	440
Waverly Health Center	Health Care	440
Cedar Valley Medical Specialists	Health Care	436
TriMark	Manufacturing	378

*Data collected Spring 2016; data includes both full & permanent part-time positions. For a comprehensive list of area employers visit [www.cedarvalleyalliance.com](http://www.cedarvalleyalliance.com).*

### TOP INDUSTRY STATS FOR THE CEDAR VALLEY

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



Source: EMSI; Cedar Valley Region Economy Overview





The Cedar Valley boasts strong public and private educational systems from early childhood education to PhD programs. The universities and colleges serving the Cedar Valley award more than 3,500 degrees annually, and the community colleges and technical schools graduate over 3,000 students per year.

## LEADER VALLEY

The Leader Valley talent initiative, born out of the Greater Cedar Valley Alliance & Chamber's priority to develop a strong workforce and to strengthen business and education collaboration, has been formed to expand the reach of leadership and 21<sup>st</sup> century employability skills development opportunities to all students in the Cedar Valley. Leader Valley's primary focus is implementation of Leader in Me® across school districts in the Cedar Valley. The Leader in Me® is based on the Stephen Covey's *7 Habits of Highly Effective People*.

For more information on Leader in Me® and other Leader Valley talent initiatives of the Greater Cedar Valley Alliance & Chamber visit [www.leadervalley.org](http://www.leadervalley.org).

## TECHWORKS CAMPUS

The TechWorks Campus is a 30-acre advanced manufacturing, research & 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 among two historic John Deere manufacturing buildings: Tech 1 and Tech 2. It is home to the Iowa Advanced Manufacturing Network Hub including the University of Northern (UNI) Iowa Metal Casting and Additive Manufacturing Center and the Additive Manufacturing Design Center – a partnership of UNI and Hawkeye Community College. Also on campus is the John Deere Tractor and Engine Museum and Cedar Valley Makerspace. The Courtyard Waterloo Cedar Falls hotel is under construction along with other amenities.



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## SPONSORED BY:



## PRIMARY EDUCATION

	Avg ACT score	Enrollment
Cedar Falls	24.5	5,251
Cedar Valley Catholic Schools	22.8	1,079
Gladbrook-Reinbeck	21.4	587
Hudson	21.9	679
Independence	22.6	1,430
Waterloo	20.3	10,935
Waverly-Shell Rock	22.5	1,953

## EDUCATIONAL ATTAINMENT

	CV	IA	US
High school diploma	90.3 %	91.0 %	86.0%
Some college, no degree	53.6 %	58.1 %	57.9 %
Associate's degree	33.5 %	36.4%	36.7 %
Bachelor's degree	22.5 %	25.8 %	28.9 %
Graduate or professional degree	6.9 %	8.1%	10.8 %

Source: US Census Bureau, ACS 2014

## HIGHER EDUCATIONAL INSTITUTIONS

Title	Type	Enrollment
University of Northern Iowa	University	11,981
Hawkeye Community College	Community/Technical College	5,300
Wartburg College	Private University/College	1,537
Allen College	Health Sciences Programs	625
Upper Iowa University	Private University/College	540
Kaplan University	Private University/College	410



## ONLINE RESOURCES

### Moving to the Area

[homesofia.com](http://homesofia.com)  
[livethevalley.com](http://livethevalley.com)  
[cedarfallstourism.org](http://cedarfallstourism.org)  
[travelwaterloo.com](http://travelwaterloo.com)  
[facebook.com/LiveTheValley](https://facebook.com/LiveTheValley)

### Industrial/Office Buildings and Sites

[cedarvalleyalliance.com/SiteSelection](http://cedarvalleyalliance.com/SiteSelection)  
[cedarvalleyregion.com](http://cedarvalleyregion.com)