

2015 Edition

# CEDAR VALLEY OF IOWA

## FACT SHEET

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

# LIVE HERE.

The Cedar Valley region is located in northeast Iowa, totaling 236,000 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 only one of a dozen communities in the U.S. offering 1 gigabit service. 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.



## POPULATION

	2015	2020
Waterloo-Cedar Falls MSA	170,684	171,845
Black Hawk County	133,467	134,312
Cedar Falls	43,072	43,068
Evansdale	8,568	8,686
Hudson	2,828	2,917
Waterloo	71,925	72,430
Bremer County	24,728	24,986
Waverly	12,014	12,149
Buchanan County	20,886	20,827
Butler County	15,031	15,108
Chickasaw County	12,153	12,013
Grundy County	12,488	12,548
Reinbeck	2,597	2,566
Tama County	17,285	17,005
Cedar Valley Region	236,038	236,799

Source: EMSI - Courtesy of Mid American Energy Co.

## RECREATIONAL & SPORTING OPPORTUNITIES

Public Parks	94
Dog Parks	2
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

## 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 OFFICES

Physician	15
Dentistry	15
Chiropractic	15
Vision	9

## COST OF LIVING

**8.1% LOWER THAN**  
THE U.S. AVERAGE



**\$296,524**

Average 2,000 sq ft  
new home



**\$793**

Average 2-bedroom  
apartment



Utilities are on  
average **10.4%**  
lower in the  
Cedar Valley

Source: ACCRA Cost of Living Index.  
2014 Annual Average



# WORK HERE.

The Cedar Valley is home to a wealth of successful companies. Business owners and employees appreciate how the community fosters business and talent development, entrepreneurship, and creativity.

## TALENT SOLUTIONS

Talent Solutions is a collection of services designed to help Cedar Valley employers attract, retain and connect with prospective workforce both here locally and outside of the region. Events such as our "Live the Valley" summer intern/part-time student series and services to market investor job openings through our job board, social media promotions and representation at regional career fairs are just a few of the ways we seek connect your business to the talent you need to grow.

## Job Opportunity Sources

workthevalley.org  
cedarvalleyjobs.com

## MAJOR EMPLOYERS

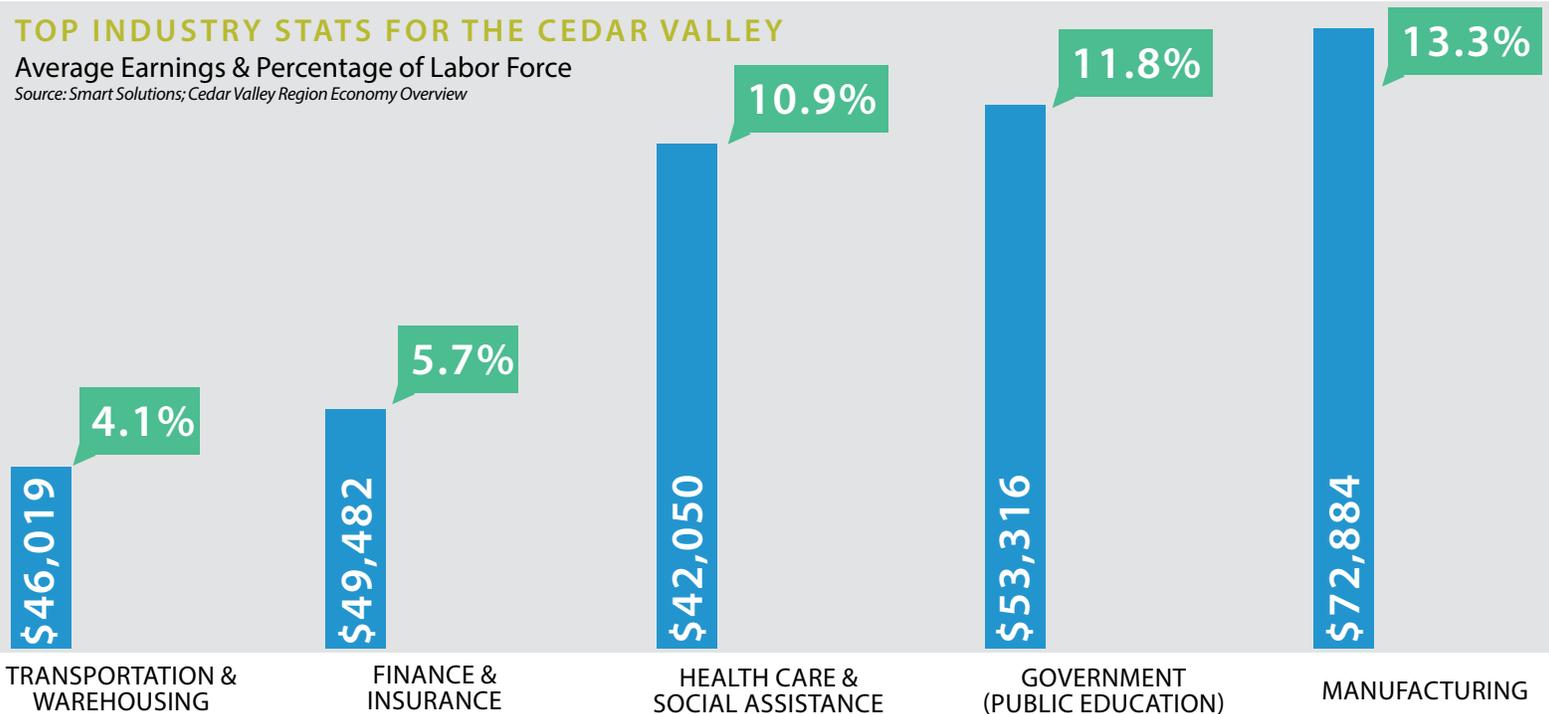
John Deere	Manufacturing	5,500
Wheaton Franciscan Healthcare	Health Care	2,799
Tyson Fresh Meats	Food Processing	2,600
University of Northern Iowa	Education	2,214
Unity Point Health	Health Care	1,851
Waterloo Community Schools	Education	1,707
Hy-Vee Foods Store(6)	Grocery	1,432
CBE Companies, Inc	Financial	982
Bertch Cabinet Manufacturing	Manufacturing	839
Target Regional Distribution	Distribution	800
Omega Cabinetry Ltd	Manufacturing	750
Cedar Falls Community Schools	Education	736
VGM Group	Diversified	725
Black Hawk County	Government	713
City of Waterloo	Government	699
Hawkeye Community College	Education	664
Ocwen	Financial	650
Area 267 Education Agency	Education Support	615
Martin Brothers Distributing	Distribution	600
Isle Casino & Hotel Waterloo	Entertainment	542
Western Home Communities	Health Care/Housing	520
CUNA Mutual Life Insurance	Financial	515
Peterson Contractors, Inc	Construction	510
Viking Pump	Manufacturing	504
Wartburg College	Education	500
Waverly Health Center	Health Care	436
Cedar Valley Medical Specialists	Health Care	430
Veridian Credit Union	Financial	425

*Data collected Fall 2014; 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

Source: Smart Solutions; Cedar Valley Region Economy Overview





# LEARN HERE.

The Cedar Valley boasts strong public and private educational systems from early childhood education to master's degree 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

Leader Valley, dubbed for its focus on youth leadership development, is a blossoming collaborative partnership between Cedar Valley businesses, the community and our schools. Leader Valley assists K-12 schools in providing opportunities for their students to develop essential life skills and competencies for the 21<sup>st</sup> Century through innovative programming. For more information, visit [www.leadervalley.org](http://www.leadervalley.org).

## JOHN DEERE TRACTOR & ENGINE MUSEUM

The John Deere Tractor & Engine Museum opened in 2014. The museum documents the history of the company. These stories are told with exhibits including 19 tractors from different eras, 7 engines and 25 hands-on interactive exhibits, a theater and a retail gift shop.

## PRIMARY EDUCATION

	Avg ACT score	Enrollment
Cedar Falls	24	5,194
Cedar Valley Catholic Schools	22.4	1,059
Gladbrook-Reinbeck	21.4	554
Hudson	23.6	738
Independence	23.3	1,457
Waterloo	20	10,933
Waverly-Shell Rock	22.5	2,203

## 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	11,928
Hawkeye Community College	Community/Technical College	5,294
Wartburg College	Private University/College	1,661
Allen College	Health Sciences Programs	575
Kaplan University	Private University/College	410
Upper Iowa University	Private University/College	500



## ONLINE RESOURCES

**Economic Indicators, Demographics**  
[data.cedarvalleyalliance.com](http://data.cedarvalleyalliance.com)

**Moving to the Area**

[wcfbor.com](http://wcfbor.com)  
[cedarvalleylife.com](http://cedarvalleylife.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)  
[cedarvalleyregionofiowa.com](http://cedarvalleyregionofiowa.com)

## SPONSORED BY:

BLACK HAWK COUNTY  
**GAMING ASSOCIATION**  
 HELPING THE CEDAR VALLEY PROSPER



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