


2022/2023 CEDAR VALLEY FACT SHEET

Produced by Grow Cedar Valley

serving Waterloo/Cedar Falls, Iowa MSA and surrounding areas

THE Cedar Valley OF IOWA



Courtesy of: Cedar Falls Tourism & Visitors Bureau & Experience Waterloo



The Cedar Valley area in Northeast Iowa includes a total population of 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 a 50 minute direct commercial flights to/from Chicago O'Hare.

2022 POPULATION

168,323	Cedar Falls-Waterloo MSA
130,434	Black Hawk County
42,327	Cedar Falls
8,018	Evansdale
3,512	La Porte City
2,574	Hudson
70,438	Waterloo
25,651	Bremer County
12,986	Waverly
21,409	Buchanan County
14,226	Butler County
11,796	Chickasaw County
19,064	Fayette County
12,239	Grundy County
16,741	Tama County
251,558	Cedar Valley Region

Source: EMSI 2022

HEALTH CARE



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

RECREATION & SPORTING OPPORTUNITIES

- 40 Public Parks
- 3 Dog Parks
- 10 Golf Courses
- 5 Disc Golf Courses
- 7 Public Swimming Pools/
Aquatic Centers
- 30 Public Tennis Courts
- 23 Softball/Baseball Diamonds
- 1 Ice Skating/Hockey Arenas
(indoors)
- 12:560+ Campgrounds: Sites
- 15 Public Boat Launches
- 5 Soccer Complexes: Fields
(outdoor)
- 1 Soccer Fields (indoor)
- 1 Inclusive Park
- 1 Theme Park (outdoor)
- 2 Water Parks (outdoor)

• Figures reflect Black Hawk County & City of Waverly

CLIMATE

Avg. Temp (F)

Spring: March-May
Avg. Temp: 48.4

Summer: June-August
Avg. Temp: 71.6

Fall: September-November
Avg. Temp: 49.9

Winter: December-February
Avg. Temp: 21.4

RAIN & SNOW

Spring: April - June
Avg. Rain: 13.1" Avg. Snow: 1.5"

Summer: July - September
Avg. Rain: 11.7" Avg. Snow: 0"

Fall: October - December
Avg. Rain: 5.7" Avg. Snow: 9"

Winter: January - March
Avg. Rain: 3.9" Avg. Snow: 18.3"

Source: weatherbase.com

ARTS & CULTURE

- 15 Museums
- 7 Public Libraries
- 2 Art Museums
- 8 Performing Arts Venues
- 2 Youth Museums
- 2 Symphony Orchestras

TRANSPORTATION

Interstate Highways
I-380

Federal Highways
US 20, 63, 218

State Highways
IA 21, 51, 58, 218

Mass Transit
MET Transit

Passenger Air Service
Waterloo Regional
Airport

Municipal Airports - 9



Courtesy of: L-R Experience Waterloo, Lost Island Theme Park & Cedar Falls Tourism & Visitors Bureau

THE CEDAR VALLEY OF IOWA

Grow Here

MAJOR EMPLOYERS

John Deere	5,000
UnityPoint Health	3,162
Tyson Fresh Meats	3,000
MercyOne	2,597
Waterloo Community Schools	1,900
Target Distribution Centers	1,800
University of Northern Iowa	1,650
VGM Group	1,400
Hy-Vee Food Stores	1,256
Western Home Communities	891
Cedar Falls Community Schools	879
Bertch Cabinet Manufacturing	725
Veridian Credit Union	626
CUNA Mutual Group	550
Omega Cabinetry	550
Central Rivers Area Educ. Agency	530
LSB/LSBX	500
Peterson Contractors, Inc	500
Wartburg College	500
Viking Pump	491
Martin Brothers Distribution	450
Cedar Valley Medical Specialists	405
CBE Companies, Inc	400
NewAldaya Lifescapes	370
City of Cedar Falls	366
Black Hawk County	348
The Isle Casino Hotel	267
Trinity Rail Maintenance Service	250
ConAgra Foods	230

Data Collected May-October 2022 from those reporting includes FT and PT.

Job Opportunities:
livethevalley.com/jobs
growcedarvalley.com/jobs

LIVE THE VALLEY

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 including an interactive cost of living calculator. For more information, visit www.livethevalley.com



COST OF LIVING



Overall Cost of Living is 13.8% lower than U.S. Average



20.2% lower than U.S. Average



15.4% lower than U.S. Average



12.2% lower than U.S. Average

Source: COLI, 2021 Annual Avg. Cost of Living Index, Waterloo/Cedar Falls, IA MSA

ONLINE RESOURCES

Moving or Visiting the Cedar Valley

livethevalley.com
cedarfallstourism.org
experiencewaterloo.com
waverlywelcomehome.com

Industrial/Office Site Selection Resources

growcedarvalley.com/economic-development

TOP INDUSTRY STATS FOR THE CEDAR VALLEY

Transportation & Warehousing

\$60,648 | 4.4%

Healthcare & Social Assistance

\$55,189 | 13.2%

Manufacturing

\$85,166 | 17.2%

Finance & Insurance

\$82,806 | 4.0%

Retail Trade

\$36,833 | 11.0%

Source: EMSI 2022 - Average Salary / % of workforce

Learn Here



Courtesy of: Experience Waterloo & Waterloo Community Schools

The Cedar Valley boasts strong public and private educational systems from early childhood education to Ph.D. programs. The Cedar Valley is the only region in the world with a collective emphases on developing leadership and employability skills in PreK-12 schools with Leader in Me ®. The Cedar Valley is also home to River Hills School, a public sponsored special school for students with moderate, severe, and profound developmental disabilities employing innovative strategies serving students from kindergarten through age 21.

PRIMARY EDUCATION

School	Enrollment	Avg. ACT Score
Cedar Falls	5,808	24.6
Cedar Valley Catholic Schools	1,018	20.8
Hudson	767	23.1
Jesup	1,060	24.0
Waterloo	10,741	20.8
Waverly-Shell Rock	2,335	23.6
State Composite	485,630*	21.5
National Composite	48.3M*	20.3

Source: 2021 - NCEs.edu.gov & Waterloo Courier 12/2021

* Students enrolled in public schools.

EDUCATION ATTAINMENT

	CV	IA	US
High School Diploma +	93.1%	92.3%	88.7%
Some College, No Degree	20.9%	20.5%	20%
Bachelor's Degree +	27.2%	30%	33.6%

Source: EMSI 2022 (CV = Cedar Valley)



Courtesy of: Cedar Falls Tourism & Visitors Bureau
Robotic League Competition at University of N. Iowa

HIGHER EDUCATIONAL INSTITUTIONS

Enrollment	Institution
9,217	University of Northern Iowa - Regent University
5,085	Hawkeye Community College - Community/Technical College
1,541	Wartburg College - Private
552	Allen College - Health Sciences Programs
400	Upper Iowa University - Private

Source: 2021 - NCEs.edu.gov



Published by:

Grow Cedar Valley

360 Westfield Avenue, Suite 300, Waterloo, IA 50701

319-232-1156 info@growcedarvalley.com

growcedarvalley.com