

2023/
2024



Cedar Valley FACT SHEET



Serving Waterloo/Cedar Falls,
Iowa MSA, and surrounding areas

*Photos courtesy of Cedar Falls Community Main Street,
Cedar Falls Tourism & Visitors Bureau and Experience Waterloo.

The Cedar Valley of Iowa

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.



POPULATION

Cedar Falls-Waterloo MSA	167,565
Black Hawk County	129,812
Cedar Falls	42,463
Dunkerton	2,604
Elk Run Heights	1,056
Evansdale	7,585
Gilbertville	825
Hudson	2,915
Janesville	1,528
La Porte City	3,265
Raymond	690
Waterloo	70,343
Bremer County	25,195
Waverly	12,877
Buchanan County	20,384
Butler County	14,380
Chickasaw County	11,926
Fayette County	19,082
Grundy County	12,559
Reinbeck	2,430
Tama County	16,966
Cedar Valley Region	250,303

Source: Lightcast 2023

CLIMATE

Spring March - May	Avg. Temp: 48.4
Summer June - Aug.	Avg. Temp: 70.8
Fall Sept. - Nov.	Avg. Temp: 49.9
Winter Dec. - Feb.	Avg. Temp: 21.4

Avg. Temperature (F) | Source: weatherbase.com

RAIN & SNOW

Spring March - May	Avg. Rain: 3.4" Avg. Snow: 6.6"
Summer June - Aug.	Avg. Rain: 11.7" Avg. Snow: 0"
Fall Sept. - Nov	Avg. Rain: 2.36" Avg. Snow: 1.3"
Winter Dec. - Feb.	Avg. Rain: 1.0" Avg. Snow: 6.3"

Source: weatherbase.com

RECREATION & SPORTING OPPORTUNITIES

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

Figures reflect Black Hawk County and the City of Waverly

ARTS & CULTURE

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

Grow Here



live
THE VALLEY

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 or scan the QR code.



HEALTH CARE

UnityPoint Health - Allen Hospital	204 Beds
MercyOne Waterloo Medical Center	366 Beds
MercyOne - Cedar Falls Memorial Center	100 Beds
Waverly Health Care	25 Beds

TOP INDUSTRY STATS

Transportation & Warehousing

\$63,547 | 4.6%

Finance & Insurance

\$89,042 | 3.8%

Manufacturing

\$91,252 | 18.1%

Healthcare & Social Assistance

\$61,579 | 12.1%

Retail Trade

\$38,949 | 11.2%

Source: Average Salary | % of workforce - Lightcast 2023

MAJOR EMPLOYERS

John Deere	5,800
UnityPoint Health	3,379
Tyson Fresh Meats	2,980
MercyOne	2,573
Waterloo Community Schools	1,700
Target Distribution Centers	1,700
University of Northern Iowa	1,650
VGM Group	1,521
Hy-Vee Food Stores	1,181
Cedar Falls Community Schools	1,168
City of Waterloo	1,025
Western Home Communities	962
Hawkeye Community College	730
Bertch Cabinet Manufacturing	727
Veridian Credit Union	647
Omega Cabinetry/Masterbrand	600
City of Cedar Falls	588
Central Rivers Area Educ.Agency	562
LSB/LSBX	450
Wartburg College	450
Martin Brothers Distribution	450
Cedar Valley Medical Specialists	437
TruStage	433
Black Hawk County	400
Professional Office Services	375
Viking Pump	325
The Isle Casino Hotel	300
CBE Companies, Inc	283
ConAgra Foods	238

Data Collected August 2023 from those reporting includes FT and PT.

COST OF LIVING



Cost of Living

Overall cost of living is 13.3% lower than U.S. average



Housing

29.9% lower than U.S. average



Groceries

0.8% lower than U.S. average



Utilities

14.6% lower than U.S. average

Source: COLI, 2022 Annual Avg. Cost of Living Index, Waterloo/Cedar Falls, IA MSA.
Cost of Living Interactive Calculator - livethevalley.com/cost-of-living/

TRANSPORTATION

Interstate Highways	I-380	Mass Transit	MET Transit
Federal Highways	US 20, 63, 218	Passenger Air Service	Waterloo Regional Airport
State Highways	IA 21, 51, 58, 218	Municipal Airports	9

For job opportunities, visit livethevalley.com/jobs or growcedarvalley.com/jobs

Learn Here

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 emphasis 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	5,920	24.6
Cedar Valley Catholic Schools	792	20.8
Hudson	767	23.1
Jesup	1,087	24.0
Waterloo	10,700	20.8
Waverly-Shell Rock	2,355	23.6
State Composite	--	21.5
National Composite	--	20.3

Source: Niche.com, school websites & Waterloo Courier 12/2022 article (2020-2021 data)

HIGHER EDUCATION

Institution	Enrollment
University of Northern Iowa - Regent University	10,888
Hawkeye Community College - Community/ Technical College	6,587
Wartburg College - Private	1,608
Allen College - Health Sciences Programs	552
Upper Iowa University - Private	400

Source: 2022 DFR Report (total unduplicated head count 12 mo. - 2020-21) NCES.edu.gov - UNI, Wartburg, HCC

EDUCATION ATTAINMENT

Level of Education	CV	IA	US
High School Diploma +	94.4%	93.3%	89.4%
Some College, No Degree	32.0%	n/a	n/a
Bachelor's Degree +	29.5%	30.5%	35.0%

Source: U.S. Census | (CV = 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



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TO VISIT OUR WEBSITE, SCAN THE QR CODE!



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