

# Growing Businesses Choose Waterloo

- 5 Industrial Parks
- Certified Shovel Ready Site
- Rail with Transloading Service - Iowa Northern Railroad, Canadian National, Union Pacific
- High Water Pressure- Abundant, Affordable, Reliable
- Sewer: High Capacity – Low Rates
- Electricity: Redundant - Low Rates  
MidAmerican Energy is 70% Wind Energy
- Upper Midwest Location Within a Day's Drive to Major Midwest Markets – Hwy 20 (E&W), US Hwys 63 and 218, I-380 (N&S)
- Fast Track Design Build Process
- Incentives for New & Existing Businesses
- Access to Regional Labor Market Pull of 400,000
- Low Cost – High Value Living Attractive to Employees
- Waterloo Regional Airport: International Connections via O'Hare
- Industrial Scale Additive (3D) Manufacturing Center and Design Labs

**Waterloo**  
ranked **#35**  
"Best Small Places for  
Business & Careers"  
-Forbes, 2017

**Waterloo**  
ranked **#67**  
in "Top 100 Cities to  
Start a Business"  
-How to Start an LLC, 2017



Growth & development are taking place at a phenomenal pace in every part of our city and it shows! Developers, investors, residents, and the rest of the state are taking notice and are impressed with what they see! "I do not know where economic development and community development end because in my world they are one and the same. As I drive through (the Cedar Valley), your community is doing that."  
-Iowa Economic Development Director Debi Durham

Mayor Quentin Hart



City of Waterloo Development Update  
WINTER 2018/19

## WINTER 2018/19

### #PositivelyWaterloo

Downtown Waterloo is booming with new development and new small businesses opening at a phenomenal pace!

#### Seven New Businesses Since October 32 in 21 Months

- Blue Iguana
- Ivy Trellis
- Los Reyes
- Marin Art Gallery
- Metro PCS
- Sidecar at Grand Crossing
- The Spot
- Try Pie
- Absolute Cabinets
- Boujee Berries
- CIBO
- Epic Finds
- Family and Children's Council
- Five Seasons Hair & Beard
- Frugal Finds
- Grand Crossing
- Ink Attic Jimmy John's
- K&W Salon
- Lincoln Perk
- Locals
- On the Rocks
- Pretty Good Co
- Rockets
- Rodney's Kitchen
- SingleSpeed
- Trademark Printing
- Triple Diamond Tattoo
- Tropical Snow
- Two Line Jump
- Two Scoops Ice Cream

With more on their way in the next few months!



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City of Waterloo  
Development Update  
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Hwy 20/Hwy 63 Corridor

**Vandello Family Dentistry** began construction on a \$1.75M dental office near the northeast corner of Highway 63 and Ridgeway Avenue.

**Cedar Valley Crossing** will begin construction on a 10-lot subdivision this fall near the corner of Hwy 63 & Hwy 20. The area is designated for professional offices, commercial and light industrial uses and two lots will be occupied by Spring of 2019.

**Icon Donuts** is open for business across from United Medical Park on West Ridgeway.



Logan Avenue

**Unity Point Allen Hospital** is investing over \$900,000 on the remodel of their birthing center along Logan Avenue.

**Dr. Thomas Gorsche, Dr. Robert Bartelt & Dr. Mark Gorsche** - Construction for a new orthopedic office is set to begin in the spring of 2019 along Logan Avenue. The three will be investing approximately \$1.5 million in the new development.

Downtown

**John Deere** is making a \$1.8M investment to the 16,000 sq. ft.SPO 1020 building along Westfield Ave.



The Waterloo Convention and Visitors Bureau (CVB) has a new community destination brand – Experience Waterloo.



Rath

**Food Processing** - A 20,000 square foot beef processing facility will be locating near Vinton & Sycamore Streets along the Cedar River. The facility will bring in 71 new jobs for the area and is estimated to hold a value of \$800,000 when complete.

New Business & Expansion

**Best Buy** completed a \$650,000 investment at their retail location near Crossroads Mall.

**Iowa Cannabis Co.** has opened one of Iowa's first five medical marijuana dispensaries at 1955 LaPorte Road in the Crossroads Mall area.

**South Ridge Dental** is investing in over \$400,000 in their location along Kimball Avenue that includes an addition, remodel and a new elevator for better access to the second floor.



**Pepsi Beverages Co.** is constructing a \$1.3M expansion to their Burton Ave. location.

Quality of Life

**Lincoln Park Improvement Project** - \$970,000 has been raised for the \$980,000 project to provide much needed upgrades to Lincoln Park which serves as a primary gathering place for citizens and visitors in downtown Waterloo. Improved infrastructure, new seating, lighting, walkways, and interactive features will enhance youth programs, festivals, and community gatherings. Project funding came from the following: \$125,000 from McElroy Trust; \$35,000 from the City of Waterloo; \$600,000 from Black Hawk County Gaming Association; \$200,000 from Otto Schoitz Foundation; and \$10,000 from Max and Helen Guernsey Foundation. Ritland Kuiper is the landscape architect for the project.

TOURISM'S ECONOMIC IMPACT  
BLACK HAWK COUNTY:

- Employs 3,000 people
- \$59.9 million in payroll income
- Tourism is a \$360 million dollar business in Black Hawk County
- Tourism generates \$5 million in local tax receipts

Transportation

**Jefferson - Commercial Repavement & Streetscape** - The project will help connect new development in the area with existing landmarks and the rest of downtown. The project includes pedestrian friendly walkways, attractive landscaping, new street and pedestrian light fixtures, colored banners, colored concrete and brick pavers, limestone monuments, and connections to existing bike trails. The \$2,311,190 project is funded in part by a \$1.2M award from Black Hawk County Gaming Association, \$476,938 IDOT grants, \$180,000 from WDC, City funds. Ritland Kuiper is the landscape architect for the project.

**Highway 63** is officially open from Franklin Street to Highway 218. Construction will continue on the section from Franklin Street to Conger/Newell Street until the Fall of 2019 that includes an overpass for the Chicago Central Railroad crossing.

**University Avenue** - Phase I of University Avenue reconstruction, Greenhill Road to Evergreen Avenue will fully re-open mid- December 2018, and additional trail work, sidewalk and enhancements will be completed in the summer of 2019. Phase II of University Avenue construction, Midway Drive to Greenhill Road, will begin construction in the 2019 construction season.

**Ridgeway Avenue** - A study will begin shortly on Ridgway Avenue from Bellaire Road to Highway 63. The study is set to be finalized by the winter of 2019 and will analyze safety improvements, among other items, throughout the corridor. The study was funded by an Iowa Department of Transportation grant.

**La Porte Road** - The city received a \$750,000 grant to study the LaPorte Road corridor from Hawthorne Avenue to Shaulis Road. The study will look at enhancing the transportation system throughout the corridor. It is set to be complete by the Fall of 2019.

**Waterloo Regional Airport** received a perfect or ‘No Discrepancy’ inspection report by the Federal Aviation Administration in November.

Waste Management

**Regional Waste Water** - \$60,000 was awarded for an areawide sanitary sewer study. The Black Hawk County Gaming Association awarded \$60,000 (\$30,000 to the City of Waterloo and \$30,000 to the City of Cedar Falls) towards the regional waste water treatment study. The Iowa Northland Regional Council of Governments (Planning Agency) retained AECOM Technical Services to update an existing 1973 areawide sanitary sewer Study for the Waterloo-Cedar Falls Metropolitan Area.

**November Building Report** \$48,064,789 YTD (+ \$5.9M over 2017/18)

“This brand – the bold and colorful ‘W,’ is symbolic of the pride and success we are building upon here in Waterloo. It doesn’t just represent a destination brand, but rather the excitement we – the people who live, work and experience Waterloo daily – want to communicate to the world about our community,” - Tavis Hall, Executive Director of Experience Waterloo.