

TOP 10 REASONS WATERLOO, IOWA IS OPEN FOR BUSINESS

1. **Record-Breaking Permit Valuations** - With an economic development team driving the process, the city is poised to break another record this year (nearly \$20 million dollars ahead) with the past five averaging nearly \$140 million in permits.
2. **Shovel Ready Land** - Hundreds of acres of city-owned land at the Waterloo Air and Rail Park (WARP) adjacent to the Waterloo Regional Airport are being primed for industrial and commercial development, with some 80% of available lots already taken.
3. **New Housing** - New housing is springing up, from Paradise Estates adjacent to Orange Elementary to the North Crossing area. Infill partnerships with Waterloo Schools and other builders are bringing investment back to former school sites.
4. **Downtown Rebirth** - From a new grocery store to the River Lights Experience on the 4th Street bridge, these points of pride in downtown Waterloo are attracting new business and residential growth. 80% of downtown space is occupied.
5. **Infrastructure Investment** - Thanks in part to federal funding support, tens of millions of dollars in infrastructure improvements are underway. From University Avenue to the La Porte Road corridor and downtown bridges, these award-winning projects are transforming the streetscapes.
6. **Innovation Push** - The city launched Waterloo Fiber, its locally owned and operated broadband utility, and partnered with the University of Northern Iowa and Hawkeye Community College on a downtown robotics center housed on the TechWorks campus. Technology upgrades are changing the way we pick up garbage, improve traffic flow and enhance law enforcement.
7. **Environmental Awareness** - According to the latest sewer rate survey, Waterloo continues to provide exceptional service while keeping rates low. City staff has taken on extraordinary measures to comply with state and federal environmental standards, and waste management continues working toward a carbon-free community.
8. **Public Safety Improvements** - When it comes to keeping our citizens safe from emergency response to police protection, we are happy to report our Waterloo police and fire departments are at full staff. Crime rates are dropping to record lows in recent years, with hundreds of illegal firearms seized.
9. **Recreational Opportunities** - From parks to pools, outdoor and indoor space is offering residents and visitors of all ages a chance to get out there. The Gates Park transformation is the biggest park project in city history, and a planned downtown hardcourt facility will continue to drive our goal of being Sportstown USA.
10. **Veteran Friendly Destination** - With Waterloo's recent designation by the National Park Service as an American World War II Heritage City, the only one in Iowa, the city is uniquely positioned to build on its Veterans Way concept that includes our museum district, Sullivan Brothers Memorial Plaza and other points of interest.

Contact our Economic Development team for confidential site-selection.



Noel Anderson
Community Planning & Development Dir.
noel.anderson@waterloo-ia.org
319-291-4366