

Growing Businesses Choose Waterloo

- 5 Industrial Parks
- Certified Shovel Ready Site
- Mega Site – 1,000 Contiguous Acres in Planning
- 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 70% Wind
- 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 through O'Hare.
- Industrial Scale Additive (3D) Manufacturing Center and Design Labs



Waterloo is an epicenter of innovation: Waterloo has a legacy of innovation and ingenuity that continues today. New ideas are formed in Visual Logic's ID8 co-working space. Inventors are given the tools to create in the Cedar Valley Makerspace –the best equipped space of its kind in Iowa. New advanced manufacturing processes and products are taking shape thanks to revolutionary 3D printing technology on the TechWorks Campus. **Waterloo is the place to bring your ideas and watch them materialize."**

Mayor Quentin Hart



City of Waterloo Development Update
FALL 2017

Featured Project

All In Grocers

All In Grocers is under construction near the corner of Franklin Street and Highway 63. The total investment for the store is estimated at \$8.5 million. The store will be a total of 26,000 square feet. Local developers Rodney Anderson and Dan Levi worked with a professional grocery store consultant to bring a grocery store to downtown Waterloo.



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Building Community

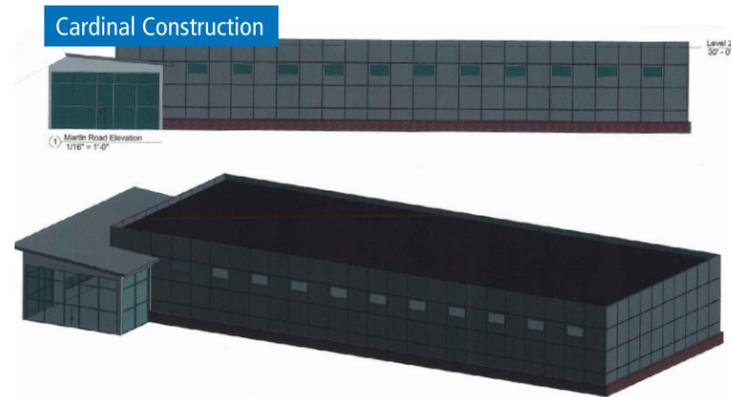
City of Waterloo Development Update

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Martin Road

Cardinal Construction is moving forward with plans for a new \$1.1 million (assessed tax value) headquarters. Construction is set to begin in 2018 on the 20,000 square foot building. The new structure will be on a total of 12 acres of land along Martin Road just north of Ridgeway Avenue.



Kwik Trip is set to begin construction on a new fuel blending station just west of Denso along Ridgeway Avenue. It is hoped to complete by year end 2017.

Amy Wienands Real Estate is now occupying their new offices on Ridgeway Avenue. There is continued interest for development in the immediate surrounding area.

Loves Travel Stop began construction in June near the intersection of U.S. Highway 63, the U.S. Highway 20 westbound off-ramp. The completed project will have a minimum assessed value of \$3.35 million. The Travel Stop, opening fall 2017, will include a gas station, fast food restaurant and truck service shop.

Downtown

The Downtown construction boom continues. Construction is underway for Grand Crossing Phase II, Hawkeye Community College Adult Learning Center and Courtyard by Marriott.

US Highway 63 through downtown Waterloo is being reconstructed bringing new life to the corridor. The two-year reconstruction project affects traffic patterns, pedestrian usage, and business and residential access. The City is working with Iowa DOT to re-route traffic and update other infrastructure.

Construction is well underway for the 4 story Grand Crossing Phase II development near the corner of Mullan Avenue and Highway 63. The first floor will consist of commercial development with the upper 3 floors of residential.



Hawkeye Community College is investing over \$10.9 million in downtown with construction of a 3-story Adult Learning Center. The Center is along Jefferson Street between U.S. Highway 63 and Mullan Avenue. The Center will offer a number of programs including Basic Education, College Credit Classes, English Language Learning classes, Citizenship Classes and many more.



Renovations are underway at the Hotel RL and Waterloo Convention Center at Five Sullivan Plaza. When complete, the hotel and convention center will have a taxable value of \$17 million, in comparison to its current value of \$3.5 million. 100 jobs will also be created with the transfer of ownership.

In August, 2017, Edwin Leslie of Leslie Hospitality, the City purchased the 5 Sullivan Brothers Convention Center and Ramada Hotel from the City of Waterloo. Leslie is an Omaha developer specializing in hotel and convention center renovation.

The Courtyard by Marriott Waterloo Cedar Falls, formerly TechWorks II, opens for business at the end of November 2017. Hotel staff provides tours at 10:00 a.m. Thursdays to showcase the transformation of the historic structure.

Rath

Crystal Distribution is beginning a \$5.5 million facilities expansion near the corner of Sycamore Street and Vinton Street. The 50,000 square foot expansion will allow room for their growing client base. This is the second 50,000 square foot addition by Crystal Distribution at this location in the past 5 years.

Midport

The City is finalizing plans and looking to begin construction on a rail-served industrial park west of the Waterloo Regional Airport. The City currently owns 310 acres of developable land in the area and has received interest from businesses for rail-served parcels close to the airport. Construction on utilities infrastructure to this area will begin in the fall of 2017 with rail development to follow.

Logan

Logan Plaza is transformed with a new medical office near completion and another in the beginning stages of construction. Additional development opportunities are in discussion, strengthening momentum in the area.



Housing

The City Limits Urban Revitalization Area (CLURA), is a 3-year 100% abatement program for any one- or two-family dwelling within the city limits of Waterloo. The City has seen exponential growth in new residential structures since the adoption of the CLURA in 2011. The CLURA was recently re-adopted through December 31, 2022. The GROW Committee recommended the 5-year extension to allow for the further development and growth of residential opportunities in Waterloo. Committee members indicated that the CLURA is a program that keeps Waterloo competitive with surrounding communities when families are looking for new homes.



A vibrant airport is essential to our economy. Fly ALO!