

POSITIVELY WATERLOO



Main Street Waterloo welcomes you to historic Downtown Waterloo. Stretching from Walnut St. to Washington St. and 6th St. to the Techworks Campus, the downtown district serves as the City Center surrounded by vibrant businesses, government services, and community events. Showcasing a healthy community, Downtown Waterloo is a key element in the industrial, commercial, and professional recruitment to the community.

In recent years, Downtown Waterloo has been in the midst of an economic resurgence attracting new investment. Offering a wide variety of dining, retail, historic attractions, vibrant nightlife and entertainment options, one can indulge themselves in our vibrancy and uniqueness. More than 40 new businesses have opened since January 2018 ranging from gourmet grilled cheese, to retro clothing, to deliciously decorated strawberries, to kombucha. Downtown Waterloo is the place people and businesses want to be.



POPULATION

62,499

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 0.7%

Population	5 Min	10 Min	20 Min
2019 Estimate	18,003	62,499	127,336
Growth (2019-24)	0.5%	0.7%	1.6%

i Est. State Pop Growth (2019-24) | 3.0%



DAYTIME POP

71,488

10 MINUTE DRIVE TIME | 2019
DAYTIME CHANGE: 14.4%

Daytime Population	5 Min	10 Min	20 Min
Total Daytime Pop	21,479	71,488	140,684
Daytime Change	19.3%	14.4%	10.5%



HOUSEHOLDS

25,983

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 0.6%

Households	5 Min	10 Min	20 Min
2019 Estimate	6,967	25,983	51,171
HH Growth (2019-24)	0.4%	0.6%	1.6%

i Est. State HH Growth (2019-24) | 3.0%



MEDIAN HH INCOME

\$42,899

10 MINUTE DRIVE TIME | 2019
2019—24 GROWTH: 13.3%

Median HH Income	5 Min	10 Min	20 Min
2019 Estimate	\$33,852	\$42,899	\$50,778
Growth (2019-24)	12.2%	13.3%	11.8%

i 2019 State: \$58,745 | 2019-24 Growth: 14.0%

Source: [Esri Market Profile](#) | 02.20

ANNUAL EVENTS

- Funky Junk-a-Loo
- Taste of Loo
- FridayLoo
- My Waterloo Days
- Mayor's Independence Day Celebration
- Food Truck Festival
- Tour De Loo
- Downtown Trick-or-Treat
- Winter WonderLoo

I LOVE HOW DOWNTOWN WATERLOO ATTRACTS SUCH A DIVERSE CUSTOMER BASE. IT'S ALWAYS NICE TO MEET PEOPLE WHO ARE NEW TO THE AREA AND ARE EXPLORING ALL THE LOCAL BUSINESSES.

- JEN, TWO SCOOPS





Since its designation as a Main Street Community in 1996, Downtown Waterloo has experienced:

- Net new businesses: 228
- Net new full-time employees: 543
- Private dollars invested in projects: \$57,860,188
- Buildings sold: 114
- Private dollars invested in acquisition: \$35,669,020..... and growing every day!



\$17,797

PER CAPITA INCOME
5 MINUTES | 2019

10 Minutes	\$23,741
20 Minutes	\$27,861
State	\$31,195



33.3

MEDIAN AGE
5 MINUTES | 2019

10 Minutes	37.4
20 Minutes	36.0
State	39.1



91.8%

2019 EMPLOYED
5 MIN. CIVILIAN POP 16+

10 Minutes	95.5%
20 Minutes	96.7%
State	97.4%

MOVE TO DOWNTOWN WATERLOO! WE LOVE THE ATMOSPHERE WITH FESTIVALS AND FUN THROUGHOUT THE YEAR. JOIN OUR GROUP OF RETAILERS AS WE WORK TOGETHER FOR CONTINUED SUCCESS. WE LOVE DOWNTOWN WATERLOO AND SO WILL YOU!!!

-MARY

Why Downtown Waterloo? Visitors can experience the renewal and renaissance throughout the downtown district. Whether looking to visit museums and attractions, parks and activity areas, eateries, or retailers, Waterloo residents and visitors alike find high quality experiences celebrating the history of Waterloo and the small business owner. Main Street Waterloo has been leading the efforts toward reinvestment and revitalization through collaboration, volunteerism, business expansion and entrepreneurial development, while attracting people to the Main Street District. As the economic resurgence continues businesses continue to open in the downtown district. There has never been a better time to join this movement.



Main Street Waterloo is dedicated to maintaining and enhancing the vitality of our downtown center.

MAIN STREET WATERLOO

319.291.2038

www.mainstreetwaterloo.org

director@mainstreetwaterloo.org

212 E 4th Street | Waterloo, IA 50703

