

Progress Report – Fall 2025

Waterloo 2030 COMMUNITY VISION



Fly the “W”

Waterloo is growing stronger by breaking records, honoring veterans, investing in neighborhoods, and connecting our community to the world. Flying the W celebrates a city on the rise!



ELEV8 Housing

267 new residential units were permitted last year, with 250+ more already in the pipeline. One of six Thriving Communities in Iowa, unlocking \$1.7M in housing tax credits to support 1,000+ new or rehabbed units.

CELEBR8 & CONNECT Neighborhoods



A generous donation from the Donna Bartley Reed Estate fully funded a brand-new Hope Martin Park playground at no cost to taxpayers. Over 2,000 youth did Leisure Services summer programs.



Waterloo Works

Waterloo set a \$304M construction permit record in FY2025 and have already hit \$166.5M this year, on pace to top \$220M. That means more homes, more jobs, and more opportunities.

CROSSROADS Doubledown



ATI Group finalized property closings for the Crossroads redevelopment. Demo begins in early 2026, paving the way for retail, restaurants, housing, and commercial space to breathe new life into one of Waterloo's most visible corridors.



POWER UP Downtown

Known as a veteran-friendly community, the city is advancing the WWII American Heritage Plaza downtown, a space that honors local veterans and connects to the broader Veterans Way corridor.

SPORTSTOWN USA



Waterloo CourtWorks (Opening 2027): 100,000 sq. ft. indoor sports facility, being developed by Waterloo Dev. Corp. with 8 full-size basketball courts and 16 volleyball courts, plus space for wrestling, gymnastics, pickleball.



COMMUNITY Of Opportunity

Jobs & Wages: FY2025 projects supported 2,029 construction jobs and generated \$219M in labor income, \$217M in wages, and \$578M in total economic output. As a result, more than 3,100 job-years were supported in the Cedar Valley economy.



Waterloo Police Department launched a wellness program of mandatory mental health visits, peer support, and heart health screenings. Already three officers discovered serious heart issues—a gamechanger in protecting those who protect us.

