

## CEDAR RAPIDS, IOWA: A HIGHLY PRODUCTIVE FORCE OF NEARLY 800,000 WORKERS



Cedar Rapids, Iowa is in the heart of an area with extensive workforce resources. In fact, within a one hour drive, we have more than 788,000 workers, many with the skill sets and educational attainment needed for today's technical, creative, and research jobs.

Local workers have long been known for being highly educated, hard-working, and more productive, thanks in no small part to the longstanding work ethic woven into the fabric of eastern Iowa. In fact, national companies with operations here have said that our workforce is as much as 25 percent more productive than comparable workers in other cities.

State and local governments are focused on keeping our area productive through workforce initiatives such as the Iowa Apprenticeship Program and the Iowa Industrial New Jobs Training Program. Our area's K-12 and higher education providers have strong partnerships that are ensuring a steady pipeline of workers with the skills local employers need. For example, the Cedar Rapids public schools have offerings that include Project Lead the Way, the Johnson STEAM Academy Magnet School, AP programs, robotics clubs, and the Iowa BIG program.

We're also home to a long list of higher education programs developed to support entrepreneurs and other employers. Kirkwood Community College has an array of employer-based programs delivered at multiple locations, and can even create custom on-site classes. Both the University of Iowa and Mount Mercy University have MBA programs, and Iowa State University has programs in the area that are suitable for the needs of nearly every industry. Other local providers and services include Coe College, Cornell College, and the Iowa Startup Accelerator.

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## A SOLID TRADITION OF STARTUP SUCCESS



Cedar Rapids, Iowa is fertile ground for people who want to transform their ideas into successful companies. For well over a century, our city has given birth to companies that have changed the way their industries did business. Companies with names like Quaker Oats and Transamerica started operations here; and companies whose names you'll know tomorrow are continuing that tradition.

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## Cedar Rapids: A STRONG, THRIVING MARKET SEEKING RETAILERS



Cedar Rapids enjoys a strong local economy that's diverse enough to withstand national downturns and ensure that local residents maintain a desirable standard of living. For retailers, that means a strong customer base — more than 695,000 residents within a 50-mile radius — throughout all economic climates.

Our area's population growth is outpacing current retail expansion, creating opportunities for new retailers to enter the market. A recent Buxton leakage report cited significant opportunities for food and beverage establishments, companies offering clothing and accessories, home furnishing stores, and other retailers. Traffic counts are high and residents have the disposable income retailers crave.

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## THERE'S SO MUCH TO SEE AND DO IN CEDAR RAPIDS



### Downtown District/Kingston Village

If a vibrant downtown with extensive shopping, dining, and entertainment is what you are looking for, then downtown Cedar Rapids is sure to meet your expectations. From trendy restaurants to theater and festivals, and even housing options for people who love to live, work and play in the same neighborhood, downtown Cedar Rapids has it all.

### Czech Village/NewBo

Cedar Rapids was the longtime entry point for thousands of Czech, Moravian, and Slovak immigrants. Today, the two neighborhoods have become the city's flagship district.

### Uptown District

A comeback neighborhood, Uptown features downtown housing, shopping, dining, and neighborhood activities that draw residents together.

### The MedQuarter

Every healthcare related need can be found in The MedQuarter.

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## WHERE YOU'LL ENJOY ALL FIVE SEASONS



Why is Cedar Rapids, Iowa known as the "City of Five Seasons"? It's simple — there's so much to do here and a lack of crowding and congestion, so you'll enjoy an abundance of free time and ways to use it. We're known for our family-friendly climate, with plenty of public and private school options, popular youth sports programs, and a wealth of healthy outdoor recreation, from walking and biking, to hunting and fishing, and more. Local residents enjoy a full calendar of activities like fairs, festivals, and farmer's markets.

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## WITHIN A DAY'S DRIVE OF 72 MILLION CONSUMERS



Look at a U.S. map, and you'll see that Cedar Rapids, Iowa is close to the center. More important, that central location puts us within a day's truck drive of more than 72 million consumers in North America. With Interstate Highway 380 and nearby Interstate 80 and U.S. Highways 30 and 151, your company has easy access to raw materials and the ability to quickly move your finished goods to market.

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