

TABLE 4 – WATERLOO/CEDAR FALLS, IOWA MSA
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NEW OR EXPANDING COMPANIES

	Company	Location	Product/Service	Facility Type	NAICS Code	Year Opened/Expanded	Employed
New Companies/Businesses							
	Sonic	Waterloo	Drive-in Restaurant	Branch	722211	2009	50-70
	Target Corporation	Cedar Falls	Retail Merchandise	Retail Branch	452112	2009	135
	Target Corporation	Cedar Falls	Perishable Foods Distribution	Regional Distribution	493120	2009	100
	Bridges Senior Living	Waterloo	Independent-Living, Senior Apartments	Headquarters	531110	2007	28
	The Isle of Capri Casino & Hotel	Waterloo	Casino & Hotel	Casino/Hotel Location	721120	2007	575
	HyPro, Inc.	Cedar Falls	Precision Machining	Manufacturing Branch	332999	2006	40
	Ferguson Enterprises Satellite Center	Waterloo	Plumbing Supply Outlet	Branch	444190	2006	5
	Ferguson Enterprises	Waterloo	Plumbing Supply Warehouse	Regional Distribution	493110	2005	185
Expansions							
	John Deere Waterloo Works	Waterloo	Tractors & Components	Manufacturing Branch	333111	2010	5,300
	Barmuda Corporation	Cedar Falls	Dining/Entertainment	Headquarters	551114	2009	200-300 new employees over the next 2-3 years (estimate)
	Brown National Lease	Cedar Falls	Truck & Trailer Leasing	Branch	532490	2009	Not available.
	DISTek Integration, Inc.	Cedar Falls	Software Development/ Computer Systems Display	Headquarters	541511	2009	16 new employees (estimate)
	Financial Resource	Waterloo	Asset Management/	Headquarters	523930	2009	Not available.

	Advisors		Financial Services				
	Grainger	Waterloo	Industrial Supply	Customer Service Call Center	423840	2009	200
	Healthcare Quality Association on Accreditation [HQAA]	Waterloo	Home Medical Equipment	Headquarters	423450	2009	47 new employees over 3 years (estimate)
	KBBG-FM	Waterloo	Radio Station	Headquarters		2009	Not available.
	Peregrine Financial Group	Cedar Falls	Financial Services	Headquarters	523130	2009	70 new employees (estimate)
	United Medical Park – Ambulatory Surgery	Waterloo	Health Care	Surgery Center	621493	2009	Not available.
	Fahr Beverage	Cedar Falls	Regional Beverage Distribution	Headquarters	424810	2008	70
	Iowa Laser Technology	Cedar Falls	Laser Cutting	Headquarters	332999	2008	161
	Mauer Eye Center and D'vine Medical Spa by Mauer	Waterloo	Eye Care and Medical Spa	Headquarters	812199/ 621111	2008	5-10 new employees (estimate)
	Advanced Heat Treat	Waterloo	Heat Treating – Advanced Manufacturing	Headquarters	332811	2007	10 new employees
	ConAgra Foods Inc.	Waterloo	Pudding Manufacturing	Branch Manufacturing	311999	2007	50 new employees
	LRT Manufacturing	Evansdale	Metal Fabrication	Headquarters	332313	2007	Not available.
	Mudd Advertising	Cedar Falls	Retail Automotive Advertising	Creative & Production Facility	541810	2007	174
	VGM Group (Homelink)	Waterloo	Healthcare Equipment Services	Headquarters	423450	2007	140 new employees
	Matcon (Con-Trol)	Waterloo	Returnable Packaging	Branch	326199	2006	6 new employees
	Bossard IIP	Cedar Falls	Distribution	Branch	332722	2005	175
	CBE Group	Waterloo	Credit Collection Services	Headquarters	561440	2005	628
	Denso International America, Inc.	Waterloo	Auto Parts Supplier	Branch	423120	2005	20
	DISTek Integration, Inc.	Cedar Falls	Software Development/	Headquarters	541511	2005	10 new employees

			Computer Systems Display				
	FedEx Ground	Waterloo	Small Package Ground Delivery	Branch/Truck Terminal	491110	2005	5 new employees

Source: Greater Cedar Valley Alliance, compiled July 2009.

*Number presented for “Employed” represents total employees unless followed by “new employees”. This indicates the number of employees that were or will be added as the result of expansion.

This information cannot be published or altered without the prior written consent of Greater Cedar Valley Alliance. We encourage the use of the information by site selection consultants and companies as deemed necessary to evaluate the community for business locations.