



# National Cattle Congress Site

204-250 ANSBOROUGH AVE, WATERLOO, IA 50701

**CBRE**

**NATIONAL  
CATTLE  
CONGRESS**

# Development Opportunities

## 53 ACRE SITE

The National Cattle Congress organization provides year-round events and activities for the Cedar Valley, surrounding communities and states. Along with providing excellent facilities for private events such as weddings, school proms, workplace celebrations, and fundraising events, they offer many events that provides community evolvment, education, culture diversity, and other oppourtunities.

The National Cattle Congress has brought entertainment to Waterloo and beyond for over 100 years, we would like to assist NCC in ushering the next 100. The current site, located at 204-250 Ansborough Ave, Waterloo, IA 50701 is ideally located near the heart of Waterloo. This redevelopment opportunity aims to draw people, talent and industry to this site, creating a pivotal entertainment destination for the Cedar Valley and the potential to provide a transformational effect to the Waterloo area for the next 100 years.

The redevelopment of this land could include:

- ▶ Sports and Entertainment opportunities
- ▶ Mixed -use development
- ▶ Live, work, play opportunities to activate the site
- ▶ Activate access to adjacent natural resources, parks, trails, attractions creating a sum that is greater than the individual parts



# The Site



DOWNTOWN WATERLOO

SANS SOUCI PARK



ANSBROUGH AVE

HIPPODROME

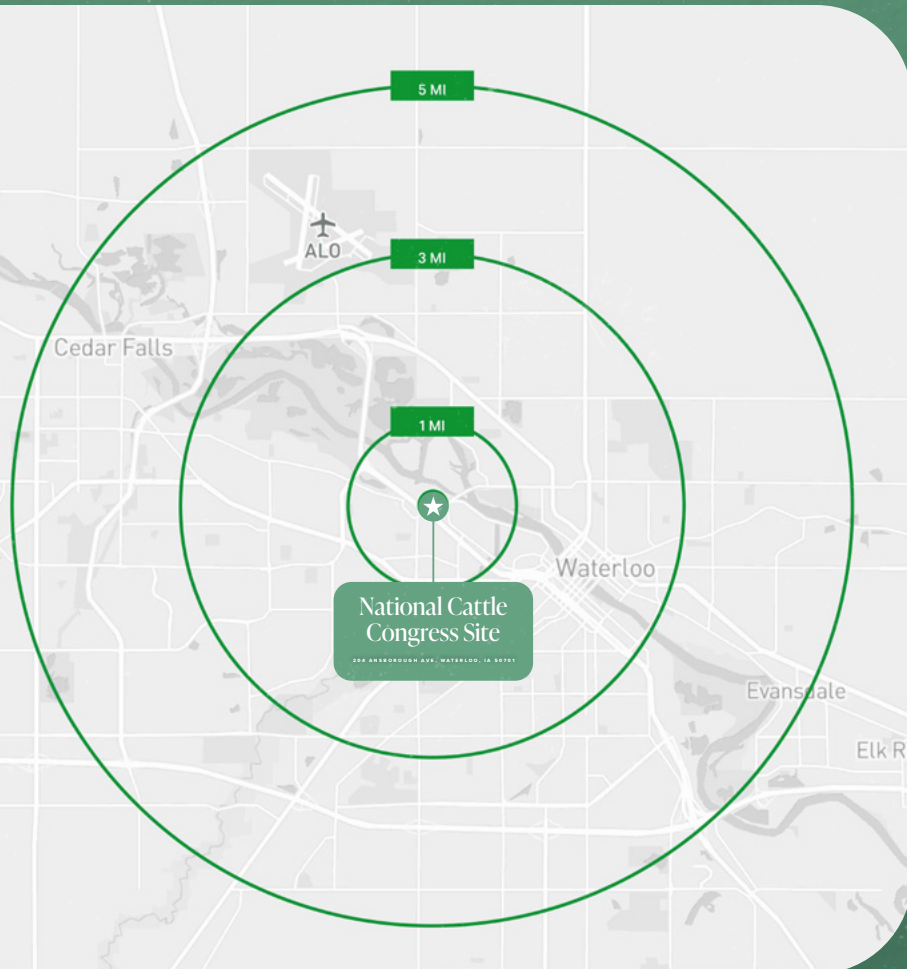
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# Live & Work in Waterloo

Ongoing revitalization of the Waterloo includes strengthening our neighborhoods, reinvesting in downtown, improving opportunities for local businesses and industries, and making strategic public investments. Overall, the goal is to ensure **Waterloo is the place to live, work, play, and raise a family.**

Source: [thenewwaterloo.com](http://thenewwaterloo.com)



## DEMOGRAPHICS (WITHIN 5 MILES)



**92,700**

Population



**108,592**

Daytime Population



**\$79,724**

Average Household Income



**3,919**

Businesses



**70,093**

Employees

## ENVIABLE COST OF LIVING

Housing Costs in the  
Cedar Valley are

**23.6%**

Lower than the  
U.S. Average

Cost of Groceries are

**10.7%**

Lower than the  
U.S. Average

Healthcare Costs are

**4.5%**

Lower than the  
U.S. Average

# Waterloo, IA

## A Thriving Community

The City of Waterloo is among six communities statewide recently named a Thriving Community by the Iowa Finance Authority and Iowa Economic Development Authority. The honor comes because Waterloo serves as a model for other communities on both a statewide and national level in attracting housing development for all income levels. City projects will get over \$1.7 million in tax credits.

Economic Development Groups in the Market:  
*(click below to learn more)*

- ▶ **CITY OF WATERLOO, IA**



### BY THE NUMBERS



## \$34.3 Million

- ▶ Total Permit Valuation
- ▶ Highest Two-Month Total in Waterloo History



## 374 Units

- ▶ New housing projects being planned and underway in Waterloo



## \$70 Million

- ▶ New Commercial And Industrial Projects in the Works



## 87,000 SQ. FT

- ▶ New Building On Marnie Ave

Source: [cityofwaterlooia.com](http://cityofwaterlooia.com)

# Amenities & Accessibility



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