

Cedar Falls Hospitality Highlights

July 19, 2010

Mission of the Bureau: To foster, promote, market, and service our community as a quality destination for visitors.

★ The 2020 Vision and Strategic Plan for the City of Cedar Falls is asking for the public's input as they weigh priorities for their strategic planning. A very brief survey was distributed with the Currents magazine and results will be collected August 15th. If you would like feelings on priorities considered and you didn't use the survey that was distributed in the last Currents, you can access one online by visiting www.surveymonkey.com/s/FYJXNNF

★ T-shirts for the upcoming Cedar Valley Trails Festival are available at Europa Cycle, Bike Tech, and in our gift shop at the Visitor Center. The cost is \$15 each with proceeds supporting trails enhancements.

★ The 134th Iowa Trap Shoot takes place this week at the Cedar Falls Gun Club. Thank you to our Envoys who have volunteered to staff our welcome booth the show. Also, a huge thank you to our Envoys who helped out with the survey at the College Hill Arts Festival.

★ Online registration is now available for this year's Iowa Tourism Conference. The conference is set for Wednesday, October 20, through Friday, October 22, at the Pzazz Entertainment Complex in Burlington. Registration for the conference is on a per person basis and covers all three registration days. There is no one-day conference fee. Early registration (by September 1): \$200; Regular registration (after September 1) \$240. Student rate: \$115. To register please visit <http://www.regonline.com/2010tourismconf>

★ The 2009 Cultural and Heritage Traveler Study found that of the 78 percent of U.S. adults, or 118 million people, who travel:

- 58 percent want their travel to be educational, and they make an effort to explore and learn about local arts, culture, environment and history.
- 45 percent spend more money on cultural and heritage activities than on other activities.
- 37 percent would pay more for lodging that reflects the culture/heritage of the destination they visit.
- Cultural and heritage travelers take more trips, spend more money and look for experiences that spark their interest.

★ Welcome to new subscriber Amy Anderson with the Greater Cedar Valley Alliance & Chamber.



Tourism and Visitors Bureau www.cedarfallstourism.org

6510 Hudson Road
Cedar Falls, IA 50613
(319) 268-4266
(800) 845-1955
fax (319) 277-9707

Upcoming Events

- 20,27 Cedar Falls Municipal Band Concert Series Overman Park. 7:30 pm.
- 20 Murder Mystery Night UNI Museum, 6:30 pm. 273-2188
- 20-25 Joseph and the Amazing Technicolor Dreamcoat Waterloo Center for the Arts 235-0367
- 20-25 134th Annual Iowa State Trap Shoot Cedar Falls Gun Club
- 21 Riverside Cafe Waterloo Center for the Arts, noon. 291-4490
- 21,28 Thunder Ridge Farmer's Market 3:30 pm, 273-7883
- 22 "Love of Iowa" Tour Stop Hearst Center, 7 pm. 268-5501
- 22-25 James and the Giant Peach Strayer-Wood Theatre, 273-6381
- 22,29 Live It's Thursday Night Byrnes Park, Waterloo. 7 pm. 273-2118
- 23 Movies Under the Moon - Annie Overman Park, 6:30 pm. 277-0213
- 23 Friday'loo Lincoln Park, Waterloo. 291-2038
- 24,31 Cedar Falls Farmer's Market Overman Park. 8:30 am
- 24-8/1 89th Annual Cedar Falls Bible Conference Riverview Conference Center, 268-0787
- 24,25 Bucks Baseball Riverfront Stadium. 6:30 pm. 232-5633
- 24 18th Annual Cedar Valley Hospice Ride N' Stride Gateway Park, 8 am
- 24 Night of Fire Cedar Falls Raceway, 6:30 pm. 987-2537
- 25 Concert Series - WAGG Lost Island, Waterloo, 1 pm. 233-8414
- 28 Jazz on the Cedar Waterloo Center for the Arts, 5:30 pm, 291-4490
- 29 RAGBRAI Overnight Waterloo, 233-8350

For a complete listing of events, visit www.cedarfallstourism.org

✓ We welcome your suggestions for events and other information of interest for inclusion in this publication. We also encourage you to share this newsletter with others. If you would like to subscribe or wish to be removed from our mailing list, please contact us at visit@cedarfallstourism.org.