

Insider
For 10/0709
By Kim Burger

There's an old saying, "a picture is worth a million words," and isn't it the truth! As we work to promote the Cedar Valley as a quality visitor destination, it seems we are always in need of photos to help us tell the story. The charm of our downtown, the excitement of spectators enjoying sporting events, the passion evoked by dramatic theatrical performances – all of these are more accurately and convincingly described through visual representation. While we have a number of great photos we use for this very purpose, we are always seeking updates for our library.

We are also always evaluating our inventory of attractions. What sets us apart from other destinations? What's the one thing that makes us special and perhaps even a "must do" on a person's travel list?

During a recent Marketing Committee meeting, as we discussed these issues we came upon the idea of engaging the opinions of our local citizens. Why not ask you, our local friends and neighbors, what it is that makes Cedar Falls such a special place? Why not ask you to help us enhance our photo library for the purpose of promoting our community? We are also making plans for the 5th Annual Tourism Month Awards Celebration that will take place at the Holiday Inn in Cedar Falls in May. Why not honor those submitting entries and share them with others during this event? Our committee felt this was a fabulous way to celebrate Tourism Month, to learn what's on the minds of other folks, and to collect additional photographs.

The contest is open to all amateur and professional photographers. All images must be taken within Black Hawk County and will be due to the bureau by April 15, 2010. This will allow adequate time for processing before the May event. Images should be digital and should be a minimum of 5x7 at 200 dpi or larger. Selected photos will be on display at the Cedar Falls Visitor Center and at the awards event. They may also be used in future trade show displays, our web site, and printed publications like our visitor guide.

Complete details can be found in the resource section of our web site at www.cedarfallstourism.org and questions may be directed to our office at 268-4266. We hope you will consider joining in on the fun and sending us an image or two of what you think makes our community a special place to visit.