



The Waterloo Convention & Visitors Bureau and Cedar Falls Tourism & Visitors Bureau are seeking nominations for the annual Cedar Valley Tourism Awards. These awards recognize the outstanding tourism products in the Cedar Valley and celebrate the achievements in the visitor industry in the Cedar Valley over the past year.

Nominations are being accepted for four categories.

- Attraction/Event of the Year:** A local attraction or event that substantially contributed to the local tourism industry and local economy by bringing in a significant number of visitors and enhancing the quality of life for the community.
- Restaurant of the Year:** A restaurant that exhibits excellence in service, an attentive staff with a positive attitude, quality food and beverage options, ambience and the ability to provide visitors with a memorable dining experience.
- Lodging Establishment of the Year:** A lodging establishment that exhibits excellence in service, an attentive staff with a positive attitude, outstanding facilities, ambience and the ability to provide visitors with a memorable stay.
- Outstanding Customer Service:** Recognizing a business or individual whose efforts to serve customers consistently exceeds what is expected, providing visitors with a memorable and engaging experience.

Nominations should include specific information showcasing how the business, individual or event exhibits the traits listed for each category (50% of total score). In addition, nominations should recognize how nominee is engaged in the community and has a positive impact on the Cedar Valley (10%); provides a unique value proposition (20%); and has done new or innovative things over the past year (20%). In the event of a tie, online reviews using sites such as Yelp and Trip Advisor will be used to assist the judging panel.

The second place nominee in each of the four categories will be placed on an online ballot and will compete for the Cedar Valley Choice award, using a public voting process.

Nominations of one page or less should be emailed to Samantha Steffensmeier – Samantha.Steffensmeier@cedarfallstourism.org – by no later than 5:00 pm on Friday, April 6.

The Cedar Valley Tourism Awards ceremony will occur on Thursday, May 17 at 4:00 pm at the Hartman Reserve Nature Center.

Tourism is a \$360 million dollar business in Black Hawk County, generating nearly \$5 million in local tax receipts, \$59.9 million in payroll income and employing 3,000 people.