

ANNUAL REPORT FISCAL YEAR 2023

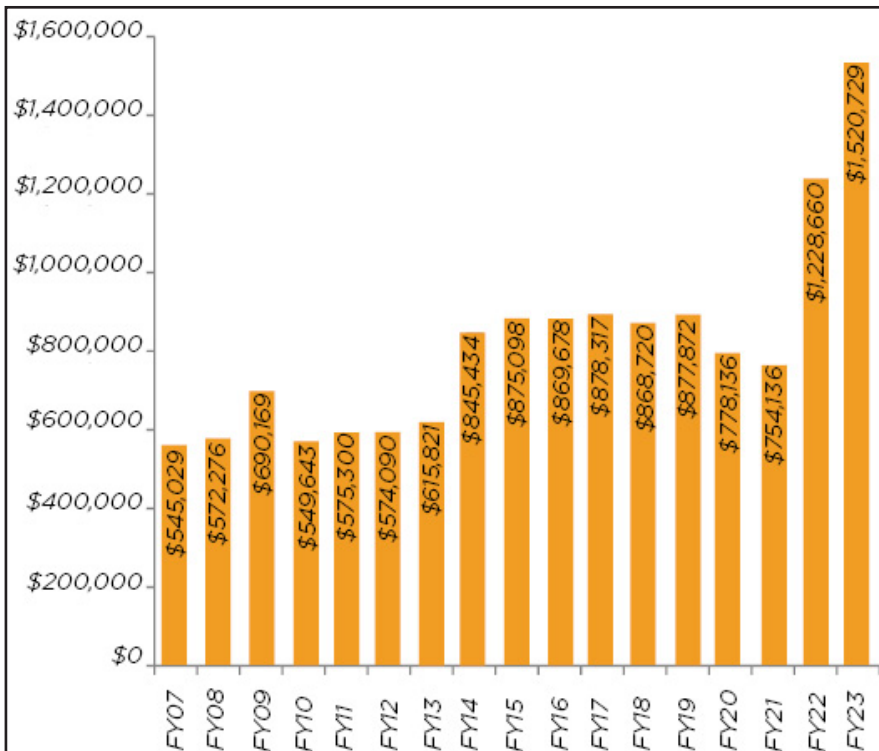


CEDAR FALLS

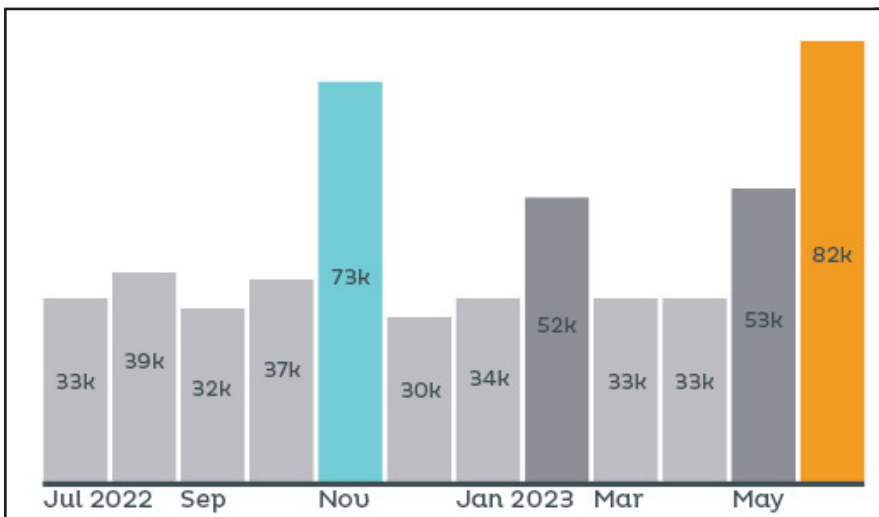
We know how to weekend!

VISITOR ECONOMIC IMPACT

RECORD Hotel Motel Tax Collections



Visitors to Cedar Falls by Month



FISCAL YEAR 2023 MAJOR ACCOMPLISHMENTS

Meetings, Conferences, Groups

- **25 meetings/conferences (20 new)**
 - › Attendees: 3,469*
 - › Overnights: 2,725*
 - › Economic Impact: \$890,574*
- **7 conventions/trade shows (2 new)**
 - › Attendees: 31,200*
 - › Overnights: 655*
 - › Economic Impact: \$2,647,811*
- Hosted 14 Site Visits with event planners
- Launched “The Hot Seat” to interview/promote events coming to Cedar Falls
- Received Iowa Tourism Award for Outstanding Marketing Collaboration with KWWL for our news at Noon Interviews promoting incoming conferences/events
- Hosted 3 group tours

**estimated*

Sports

- **21 sporting events (6 new)**
 - › Attendees: 83,790*
 - › Overnights: 5,339*
 - › Economic Impact: \$9,153,355*
- Launched Every Day is Game Day Social Media Campaign to promote sporting events/venues
- Continued financial support of the Cedar Valley Sports Commission
- Business & Industry Community Partnership Award for collaboration with UNI Athletics & Cedar Valley Sports Commission
- Part of the team working on IHSA State Football Championship renewal

**estimated*

Leisure Travel

- Ran digital advertising campaigns throughout the year promoting trails, weekend getaways, holiday events, family-friendly trips
- Purchased advertising including the Iowa Travel Guide, Bike Iowa, UNI Alumni newsletter and more
- Launched “Vibe Campaign” on social media to showcase/highlight amenities and attractions for leisure travel
- Sold-out Pocket Guide ad space and Visitor Guide ad space for a total of \$20,000
- Hosted four travel journalists and influencers
- Promoted Cedar Falls at the Iowa Bike Expo in Des Moines and Canoecopia in Madison, WI

Collaboration

- Communication with Hospitality Industry
 - › Created new Facebook group for hospitality partners
 - › Continued weekly Hospitality Highlights email
 - › Hosted Travel Iowa and ITIP for a Cedar Valley Hospitality Partners Meeting
 - › Hosted a virtual Hotel Meeting
- Attended numerous UNI Visit Days
- Assisted with All Roads Lead to Downtown to promote downtown retailers

Encourage Asset Development for Visitors and/or Residents

- Provided River Recreation Project funding support
- Reprinted Cedar Valley Trails Recreational Guide, included additional birding locations promoting our Bird Friendly Community status
- Project Manager from Great American Rail-Trail at the Rails-to-Trails Conservancy visited Cedar Falls, riding the Great American Rail-Trail between Cedar Falls and Waterloo, stopping at the George Wyth Prairie Pathway sign designating the northernmost point in Iowa on the trail
- Reconstruction of the 1.4 mile section of trail in George Wyth State Park started in June 2023

Foster Tourism-Related Community Events

- Provided numerous community events promotional assistance
- Shared visitation data with events and partners

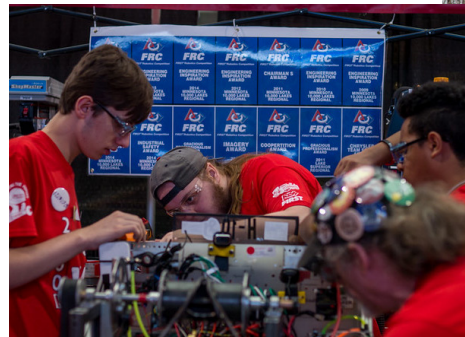
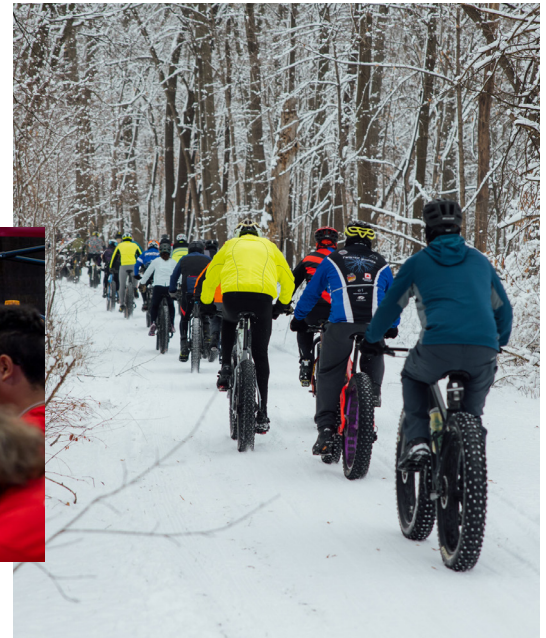
Increase Community Awareness and Resources for Tourism

- Continued investment in Cedar Falls visitation data
- Continuous involvement in tourism industry in Iowa and beyond including staff development opportunities



EVENTS SUPPORTED THROUGH TOURISM DEVELOPMENT FUNDING

Organization	Amount Awarded
ISI Wrestling Camps	\$1,500
Iowa Shrine Bowl	\$500
IHSAA Football Playoffs	\$16,000
Antique Acres Power Show	\$500
FIRST Robotics	\$5,000
Game 1 Bowl	\$1,000
7v7 Football	\$6,000
Cedar Valley Sports Commission	\$22,500
IAWrestle Night of Conflict	\$1,500



VISITOR RELATIONS

Service Provided	FY22	FY23
Visitor Center Traffic (Door Counter)	5,512	5,172
Visitor Guide/Pocket Guide Distribution (Individual, Bulk Ad Mailings, Bulk Delivery)	21,450	22,919
Trail Guide Distribution (Individual & Bulk Delivery)	6,144	6,609
Relocation Packets	249	267
Web Site Visits	150,054	113,187
Volunteer Hours (Events, Visitor Center, UNI Visit Days)	678	512

CEDAR FALLS
Tourism and Visitors Bureau

POCKET GUIDE
Attractions • Dining • Nightlife • Hotels

AWARDS



Cedar Falls Torch Award
Ninja U
Attraction of the Year

Cedar Falls Torch Award
GiANT Loaders North America
Event of the Year



Cedar Falls Torch Award
Bob Manning
Volunteer of the Year



Iowa Tourism Award
Cedar Falls Tourism & KWWL
Outstanding Marketing Collaboration



Cedar Falls Business & Industry Award
Cedar Falls Tourism/UNI Athletics/Cedar Valley Sports Commission
Community Development Partnership



MISSION STATEMENT: To foster, promote, market, and service our community as a quality destination.



CEDAR FALLS Tourism & Visitors Bureau

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319.268.4266 | cedarfallstourism.org

