



March, 2016

Cedar Valley Tourism Partner,

We are preparing to celebrate Tourism Month in May, and we're contacting YOU to seek input for the 2015 Cedar Valley Tourism Awards! Honorees will be selected through a three-step process – step one is collection of nominations – step two is voting – and step three is celebrating!

First we are seeking nominations from the public. Self-nominations are encouraged. **Simply send a short description – 25-50 words** (not a coupon, deal, or “pitch”) to Marshall.Boyer@cedarfallstourism.org. If you prefer US mail, send your nominations to Marshall Boyer, Cedar Falls Tourism and Visitors Bureau, 6510 Hudson Road, Cedar Falls, IA 50613. **Nominations are due March 28.** They will be evaluated by a committee and used to create a ballot.

The second part of the process is the voting. The public will be invited to vote online using a ballot produced with the nominations we receive. **If your event, attraction or business is not nominated, it will not appear on the ballot.** Voting will take place April 1 to April 30.

Honorees will be announced at our celebration at the Island Park Beach House at 4pm on Wednesday, May 4. You are invited to attend and help us celebrate!

Here are the award categories:

Attraction of the Year	A local attraction that substantially contributed to the local tourism industry by bringing in a significant number of visitors and enhanced the quality of life in our community.
Event of the Year	A hallmark event or festival that took place during calendar year 2015 and created significant economic impact, attracted substantial out-of-town visitors, generated positive media attention, and/or positively promoted the Cedar Valley as a visitor destination.
Restaurant of the Year	A restaurant that exhibits excellence in service, a positive attitude and attentive staff, quality menu items, ambiance, and ability to provide visitors with a memorable dining experience.
Lodging Establishment of the Year	A lodging establishment that exhibits excellence in service, a positive attitude and attentive staff, an availability of outstanding facilities, ambiance, innovation, and the ability to provide visitors with a memorable stay.
Business/Organization of the Year	An organization that offers a unique product or service that contributes to the local tourism industry. The organization excels in product and service innovation, quality of product experience, and supports higher quality of life and tourism-related goals.

Events, attractions and businesses that have been honored in the past three years are ineligible. We congratulate the following for recent recognition and encourage you to consider them for future nominations – just not this year.

Recent Attraction Honorees	2015 Cedar Falls Main Street 2014 Cedar Valley Trails 2013 Gallagher-Bluedorn Performing Arts Center
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Recent Event Honorees	2015 Heartland Conference 2014 My Waterloo Days 2013 Iowa Irish Fest
Recent Restaurants	2015 Newton's Paradise Café 2014 The Brown Bottle, Waterloo 2013 Texas Roadhouse
Recent Lodging Establishments	2015 Comfort Inn & Suites 2014 Hampton Inn 2013 Cedar Falls Hilton Garden
Recent Business/Organizations	2015 Cedar Valley Arboretum 2014 Waterloo Community Schools 2013 Scratch Cupcakery

In observance of our special focus on customer service this year, we're adding a NEW award. We invite you share an outstanding experience you've enjoyed while at a tourism-related business. **These nominations can be up to 250 words and are also due March 28.** We'll share these experiences and honor the best during the Tourism Awards Celebration AND at a special Customer Service training session we are offering on Thursday, May 5, 10:00am – 11:30am at the Elks Club.

We hope you will want to be a part of our celebration on May 4 and help us honor the many outstanding events, attractions, businesses and experiences in our community. Please nominate – vote – and celebrate!

Sincerely,



Aaron Buzza
Waterloo Convention & Visitors Bureau



Kim Manning
Cedar Falls Tourism and Visitors Bureau