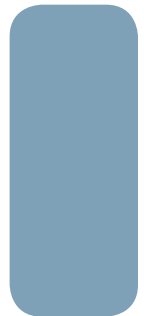
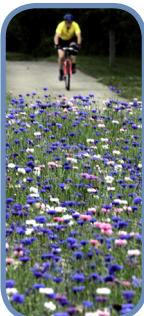


Cedar Falls, Iowa 2010

*Cedar Falls
Downtown
awarded*

2010 Distinctive Destination

NATIONAL TRUST FOR HISTORIC PRESERVATION



Destination Overview

- Metro population approximately 160,000
- Linked to Interstate 380, Highways 20, 63, 218/58/27 (Avenue of the Saints)
- Serviced by Northwest Airlines at Waterloo Regional Airport
- 2,200 hotel rooms; over 35 attractions; 30 annual festivals
 - 2 State Certified Arts & Entertainment Districts
- **2005 & 2009 Iowa Tourism Community of the Year**
 - 2010 Dozen Distinctive Destinations
 - Great American Main Street
 - Bicycle Friendly Community

Services

- Visitor Center open and staffed 7 days a week and conveniently located near the intersections of Hwys 27/58 (Ave. of the Saints) and Hwy 20 (exit 224)
- Promotional Video and/or Photo CD with story ideas for newsletters and other promotional publications
 - Friendly, knowledgeable Step-on Guides
 - Fam Tour and Itinerary Assistance
- Visitors Guides, Maps, Coupon books and other Welcome Materials
- Group Tour Manuals, Escort Notes and Welcome Receptions

Quarterly E-Newsletter

These quarterly publications offer ideas for trips, performing arts schedules and other pertinent information for group travel leaders.

To subscribe to our e-newsletter, please e-mail
visit@cedarfallstourism.org.

Geographic Location



Tourism & Visitors Bureau

6510 Hudson Road

Cedar Falls, IA 50613

800-845-1955

www.cedarfallstourism.org

visit@cedarfallstourism.org

2010 Performing Arts Schedule

Gallagher-Bluedorn Performing Arts Center

www.gbpac.org

February 23	Winter Dance Party
March 3	Soweto Gospel Choir
March 7	The Acting Company - Romeo & Juliet
March 11	In the Mood
March 31-April 2	Avenue Q
April 16	San Jose Taiko
April 18	Van Cliburn
June	2010-11 Artist Series Announced
July 10-11 & 17-18	Orchestra Iowa Follies: Viva Las Vegas

UNI School of Music

www.uni.edu/music

(Performances & Recitals weekly during the school year & arrangements may be made for organ recitals)

Strayer-Wood Theatre

www.uni.edu/theatre

April 15-18 & 22-25	The Wind in the Willows
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Waterloo-Cedar Falls Symphony

www.wcfsymphony.org

April 24	Spring Pops
December	Holiday Pops

Oster Regent Theatre

www.osterregent.org

Feb. 19-21 & 26-28	Moon Over Buffalo
2010-2011 100th Anniversary Season	
June 11-13 & 18-20	The Music Man
July 30-Aug 1 & 6-8	Kitchen Witches & A Variety Show (offering two different shows for Summer Sampler)
October 1-3 & 8-10	The Legend of Sleepy Hollow
Dec. 3-5 & 10-12	Uh Oh, Here Comes Christmas
Feb. 18-20 & 25-27	The Sunshine Boys

Riverview Conference Center

www.riverviewconferencecenter.com

July 12-17	Singin' in the Cedar Valley
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2010 Events & Festivals

February 26-28	Women's Outrageous Shopping Weekend (WOW)
March 23-24	Maple Syrup Experience
June 25-27	Sturgis Falls Celebration/Cedar Basin Jazz Festival
July 16-17	College Hill Arts Festival
July 24-August 1	Cedar Falls Bible Conference
August 6-8	Irish Fest
August 11-15	Cedar Valley Trails Festival
August 20-22	Old Time Power Show
September 9-11	John Deere Fall Fest

Although this is merely a partial listing and it is correct at the time of publication, it is subject to change. Please call 800-845-1955 to confirm dates and times.

2010 - 2011 Season Brochures

If you would like to receive the 2010-2011 Performing Arts Season Brochures for Gallagher-Bluedorn Performing Arts Center, The Cedar Falls Community Theatre @ the Oster Regent Theatre, the Waterloo-Cedar Falls Symphony Orchestra or the Strayer Wood Theatre, please call 800-845-1955 or e-mail visit@cedarfallstourism.org.

Attractions

Agricultural Related

- Antique Acres
- Hansen's Dairy Farm & Creamery
- Heritage Farm & Coach Company
- Ice House Museum
- John Deere Tractor & Engine Works Tours

Soft Adventure

- Cedar Valley Arboretum & Botanic Gardens
- Hartman Reserve Nature Center
- Maple Syrup, Apple Cider Making
- Hearst Woodland Sculpture Garden
- Over 106 miles of paved recreational trails

Historic Museums

- Dan Gable International Wrestling Institute & Museum
- George Wyth House & Viking Pump Museum
- Grout Museum of History & Science
- Little Red Schoolhouse #5
- Marshall Center One-Room School
- Rensselaer Russell House Museum
- Sullivan Brothers Iowa Veterans Museum
- University Museum
- Victorian Home & Carriage House Museum

For the Young at Heart

- Bluedorn Science Imaginarium
- Lost Island Water Park & Miniature Golf
- Phelps Youth Art Pavilion

Theatre & Arts

- Gallagher Bluedorn Performing Arts Center
- Galleria de Paco
- Hearst Center for the Arts
- Lampost Theatre
- Oster Regent Theatre
- Theatre UNI
- UNI Gallery of Art
- UNI Dome Entertainment Complex
- UNI School of Music Performances
- Waterloo/Cedar Falls Symphony Orchestra
- Waterloo Center for the Arts
- Waterloo Community Playhouse

Gaming

- Isle Casino Hotel Waterloo

Hub & Spoke Tours

- Amana Colonies
- Amish Communities
- Barn Quilts of Grundy County
- Czech Slovak Museum
- Field of Dreams
- Frank Lloyd Wright's Cedar Rock
- Hawkeye Buffalo Ranch
- Heartland Acres Agribition Center
- Little Brown Church in the Vale
- Vesterheim Nordic Museum