



CEDAR FALLS

Cedar Falls Tourism & Visitors Bureau Strategic Plan for 2019-2022

Revised August 19, 2019

Mission: *To foster, promote, market, and service our community as a quality destination.*

2019-2022 Target Audiences

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Goals & Objectives



Goal 1: Establish Cedar Falls as a premier destination for meetings, conferences and business travel.

Objective 1.1 Create compelling content and publications to promote Cedar Falls as a quality destination for meetings.

Objective 1.2 Promote Cedar Falls through paid advertisements in appropriate print, digital, social, broadcast and other media.

Objective 1.3 Deliver 10 qualified leads to meeting or conference leads to Cedar Falls facilities annually.

Objective 1.4 Develop services, products and programming to support meetings, conferences and like events.

Objective 1.5 Create a nimble sponsorship program (modeled after competing communities) for offering financial incentives to prospective event organizers.



Goal 2: Maintain and enhance Cedar Falls as a preferred destination for sporting events.

Objective 2.1 Support the Cedar Valley Sports Commission in growing sporting events in the Cedar Valley.

Objective 2.2 Create compelling content and publications to promote Cedar Falls as a quality destination for sporting events.

Objective 2.3 Promote Cedar Falls through paid advertisements in appropriate print, digital, social, broadcast and other media.



Goal 3: Maintain and enhance Cedar Falls as a preferred destination for leisure travelers.

Objective 3.1 Create compelling content and publications to promote Cedar Falls as a quality destination for leisure travelers.

Objective 3.2 Promote Cedar Falls through paid advertisements in appropriate print, digital, social, broadcast and other media.

Objective 3.3 Provide easy access to visitor and new resident information by staffing and maintaining the CFTVB Visitor Center and satellite information centers throughout the community.

Objective 3.4 Elevate the customer service experienced within area restaurants, stores and hotels to levels that become a marketable asset for Cedar Falls.

Objective 3.5 Raise awareness of and endorsements for visiting Cedar Falls among Iowa, Midwest and national travel writers by hosting at least six travel writers in 2019.

Objective 3.6 Position Cedar Falls and the Cedar Valley as an annual must-do destination for Midwest bicyclists and cycling groups.



Goal 4: Coordinate and collaborate with tourism related businesses and organizations

Objective 4.1 Create compelling content and publications targeted specifically to visitors, residents and stakeholders.

Objective 4.2 Facilitate communications with members of the hospitality industry.

Objective 4.3 Work with University of Northern Iowa to welcome and engage students, alumni and their families.

Objective 4.4 Maintain awareness of trends and new technology through professional development opportunities.



Goal 5: Communicate Tourism Impact and Encourage the Development of New Attractions and Assets that Would Enhance Cedar Falls as a Tourism Destination.

Objective 5.1 Conduct an inventory and gap analysis of the community's existing tourism attractions and assets, competitors' current assets and planned projects, and opportunities for new projects in Cedar Falls by January 2021.

Objective 5.2 Improve the quantity and quality of wayfinding on city streets for bicycles and automobiles.

Objective 5.3 Seek and support unique capital improvements that will enhance our desirability to visitors.

Objective 5.4 Use reserves for large capital tourism promotion and/or investments.



Goal 6: Maintain and enhance Cedar Falls as a preferred destination for group tours.

Objective 6.1 Create compelling content and publications to promote Cedar Falls as a quality destination for groups.

Objective 6.2 Promote Cedar Falls through paid advertisements in appropriate print, digital, social, broadcast and other media.

Objective 6.3 Generate 10 qualified leads to host groups annually.



Goal 7: Ensure the community provides year-round events that appeal to diverse and continually changing demographics

Objective 7.1 Assist existing events to remain informed about the changing visitor demographics.

Objective 7.2 Support the development and expansion of events that do not compete with existing events.

Objective 7.3 Provide volunteer management and event-planning and marketing assistance to volunteer-led festival and events.

Objective 7.4 Engage in professional development opportunities to continue improving techniques and networking.



Goal 8: Increase Community Support and Resources for Tourism and the Bureau's Efforts

Objective 8.1 Launch proactive education and awareness efforts to increase the community's and city's understanding, appreciation, and support for tourism and the Cedar Falls Tourism and Visitors Bureau.

Objective 8.2 Develop and promote the use of metrics for measuring the impact and growth of tourism.

Objective 8.3 Add a new full-time professional staff person to enable to the Bureau to enhance its marketing, sales and programming.

Objective 8.4 Develop a manager succession plan to properly prepare for the transition to new staff leadership when the time arises.

Objective 8.5 Provide development opportunities for staff.

Objective 8.6 Advocate for 100% of CFTVB staff, volunteer and financial resources focused on visitor and tourism related marketing, sales, communication, asset advocacy, event coordination and support of economic development.