



w
EXPERIENCE
waterloo



Experience **WATERLOO**

Waterloo is a great place to work and live—we're also a great place to visit! From our extensive network of trails to our thriving arts district and our many locally-owned restaurants, sports venues and entertainment options—Waterloo offers a unique experience for guests that gets better with every visit.

Host your next event, convention or meeting in Waterloo, and create an experience worth repeating.

AN Experience THAT KEEPS GETTING BETTER

Welcome to Waterloo. We're a tight-knit, but welcoming community that prides itself on our rich history and culture. Our deep roots in manufacturing helped to shape our city more than 150 years ago, but today, it's our collective commitment to our home, our families and our visiting friends that pushes us to keep getting better.

THE DOWNTOWN RENAISSANCE

A transformation is underway in Downtown Waterloo, propelled by an increased public demand to fill long-vacant storefronts with locally-owned businesses and create spaces where the public can gather and celebrate. Head downtown and take a ride along the RiverLoop bike trail, grab a bite and a beer from SingleSpeed Brewing Co., or hit the courts with a friend at the Cedar Valley SportsPlex. We think you'll be surprised how much there is to experience in Downtown Waterloo.

FUTURE-READY, FORWARD THINKING

TechWorks is a manufacturing, research and development, innovation and educational center—the heart and soul of a brownfield redevelopment project that is reshaping the heart of our city. Spread across a 30-acre campus, it houses two historic John Deere buildings, several labs and advanced manufacturing businesses, an upscale hotel and a new bar and restaurant. It's the perfect backdrop for a forward-thinking event, or a convenient home base for weddings, reunions and large-scale celebrations.



Innovative new businesses bring life to historic buildings





CREATE YOUR
Experience

Turn a business trip or family visit into an excuse to explore, indulge or just get away. Mix and match your favorite places to eat, shop and play, and create a brand new experience every time you visit.

Downtown
RIGHT UP YOUR ALLEY



Brew Pubs



Live Music



Theatre



Ice Arena



Dining

The Great Outdoors
EXPLORE OUR NECK OF THE WOODS



Golf



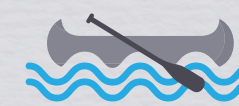
Trails



Camping



Sports



Row & Paddle

Family Fun
GREAT MEMORIES START HERE



Festivals



Waterpark



Arts & Culture



Interactive Museums



Go Karts & More

A Night on the Town
PLAY A LITTLE, LIVE A LITTLE



Casino



Craft Beer & Cocktails



Fine Dining



Live Performances



Hotels & Suites

Quick **FACTS**



WATERLOO REGIONAL AIRPORT
offers direct flights to Chicago O'Hare



70+
Locally-owned Restaurants

347,000
SQUARE FEET OF MEETING SPACE



1,400+
HOTEL ROOMS

1 MILLION DOLLARS
awarded to conventions in the past 5 years

8
PUBLIC GOLF COURSES
within 15 miles



MILEAGE TO WATERLOO

Cedar Rapids.....	55
Amana Colonies.....	71
Mason City.....	80
Iowa City.....	85
Dubuque.....	91
Des Moines.....	105
Quad Cities.....	135
Burlington.....	154
Minneapolis, MN.....	200
Sioux City.....	229
Council Bluffs.....	232
Omaha, NE.....	242
Milwaukee, WI.....	263
Chicago, IL.....	268
Sioux Falls, SD.....	287
Kansas City, MO.....	310
St. Louis, MO.....	356



Experience **THE** GOOD LIFE

The Isle Casino Hotel Waterloo is more than just a casino—it's also one of Waterloo's premium venues for weddings, reunions, meetings and conferences, group outings and more. On top of gaming and entertainment, the Isle boasts a hotel, multiple restaurants, a fitness room and indoor pool.

Close to Downtown Waterloo and conveniently located off I-380 next to Lost Island Waterpark, the Isle is only a short drive from the city's hottest attractions.

PERKS FOR PLANNERS

- › Complimentary event setup and teardown
- › Friendly staff help coordinate your event from start to finish
- › Casino hosts and valet parking for a VIP experience guests won't forget

5,000
SQUARE FEET OF MEETING SPACE
Accommodates up to 400



ONSITE ENTERTAINMENT, GAMING AND DINING

195
HOTEL ROOMS
Includes 27 suites

LOST ISLAND
IS RANKED
ONE OF THE
TOP 10
WATERPARKS
IN THE US

according to
USA Today

EXPERIENCES *for all ages*

MUSEUMS & TOURS

Waterloo is home to five museums, including the John Deere Tractor & Engine Museum and the Sullivan Brothers Iowa Veterans Museum. Each is unique and offers guided tours and hosted events.



DOWNTOWN WATERLOO

Features more than 25 local restaurants and 17 nightlife establishments with something for everyone.



ARTS & CULTURE

Waterloo Center for the Arts houses the world's largest collection of Haitian Art as well as interesting exhibits and an entertaining community theater.

104
MILES OF
TRAILS

Visitors can engage on an incredible ride and tour of Waterloo & the Cedar Valley.

6
SPORTS
TEAMS

hosted in Waterloo, including baseball, hockey, roller derby and more!





EXPERIENCE
waterloo

500 JEFFERSON STREET | WATERLOO, IOWA 50701

experiencewaterloo.com

FACILITIES

A Seamless EXPERIENCE

Choose from over 26 different and unique venues, including arenas and outdoor spaces, convention hotels and small meeting hotels, event and banquet facilities, sports venues and more.



19
VENUES

347,000+
SQUARE FEET OF
MEETING SPACE



HEARTLAND CONFERENCE

Waterloo is proud to be home to the VGM Heartland Conference



Waterloo's unique venues can help shape a great mixer for your attendees

PRIMARY VENUES	SQUARE FEET	HEIGHT	RECEPTION	BANQUET	THEATER	CLASSROOM	BOARD ROOM
COURTYARD BY MARRIOTT							
Cedar Oak Banquet Hall	4,500	-	180	180	260	260	140
FIVE SULLIVAN BROTHERS CONVENTION CENTER							
Exhibit Hall	19,080	50'	2,000	1,500	2,000	1,000	-
10	980	10'	100	56	80	48	-
11/13	700	10'	75	32	54	32	-
12	1,728	10'	200	80	175	84	-
21/23	3,984	16'	500	264	385	192	-
22	2,988	16'	380	168	288	160	-
24/25	900	16'	100	48	65	40	-
Seminar	1,200	10'	-	-	-	40	-
GROUT MUSEUM DISTRICT							
Board	875	9'	-	-	-	-	25
Classrooms (3)	378	8'	-	-	-	30 ea	-
Conference	1,660	9'	70	70	110	-	60
Ike Leighty Classroom	320	9'	-	-	-	20	-
Lobby	850	25'	100	100	120	-	100
Lobby with Mess Hall	1,900	25'	220	220	-	-	-
Mess Hall	1,300	10'	-	120	150	-	100
Snowden House	2,075	10'	80	80	-	-	30
Theatre	800	10'	-	-	65	-	-
ISLE CASINO HOTEL WATERLOO							
Ballroom	5,000	14'	400	270	300	250	-
Salon A	1,400	14'	120	80	100	70	-
Salon B	670	14'	60	40	60	35	-
Salon C	870	14'	60	40	60	35	-
Salon D	830	14'	60	40	60	35	-
WATERLOO CENTER FOR THE ARTS							
Allbee Room	460	9'	50	24	40	18	18
Hope Martin Theatre	2,655	22'	-	-	400	-	-
Hurwich Room	770	9'	75	48	60	24	30
Law Court Theater	1,035	9'	-	-	100	72	18
Media Gallery	478	9'	50	36	48	18	18
Petersen Town Hall	2,448	15'	350	120	200	100	-
Riverside Plaza (Outdoor)	10,000	-	1,500	250	200	-	-
Rotary-Lichty Gallery with Rotary Deck	2,835	15'	300	200	-	-	-
Rotary Room	488	15'	50	36	42	18	24
Schoitz River Rooms I-III							
1 Room	1,569	12'	200	80	-	-	30
2 Rooms	3,138	12'	400	160	-	-	-
3 Rooms	4,707	12'	600	240	500	-	-
Visual Arts Studio	1,302	10'	120	48	-	-	30
Visual Arts Studio with Hurley-McCoy Deck	3,669	10'	300	200	-	-	-
Watkins Grand Foyer / Longfellow Concourse	3,781	22'	300	144	-	-	-

LOOKING FOR SOMETHING LESS TRADITIONAL?

Consider these unique spaces for your next meeting, event or outing.

BROWN DERBY

Event Venue

Ballroom > 5,500 Sq. Ft. > 275 - Reception > 220 - Banquet
Lobby > 1,500 Sq. Ft. > 50 - Reception

CEDAR VALLEY ARBORETUM

Event Venue

Education Center > 50 - Capacity
Garden (Outdoor) > 250 - Capacity
Welcome Center > 40 - Capacity

CEDAR VALLEY SPORTSPLEX

Event Venue

Conference > 400 Sq. Ft. > 15 - Capacity
Field House > 30,000 Sq. Ft. > Capacity Varies
Gymnasium > 12,750 Sq. Ft. > 500 - Capacity
Multi-Purpose 1 > 1,000 Sq. Ft. > 56 - Capacity
Multi-Purpose 2 > 2,000 Sq. Ft. > 92 - Capacity
Multi-Purpose 1 & 2 > 3,000 Sq. Ft. > 148 - Capacity
Pool Party 1 > 230 Sq. Ft. > 30 - Capacity
Pool Party 2 > 230 Sq. Ft. > 30 - Capacity

NATIONAL CATTLE CONGRESS

Event Venues

Electric Park Ballroom > 5,103 Sq. Ft. > 1,100 - Capacity > 600 - Seated
Estel Hall > 60,000 Sq. Ft. > 8,500 - Capacity > 8,000 - Seated
The Hippodrome > 20,000 Sq. Ft. > 6,000 - Capacity > 7,000 - Seated
Pavilion > 11,200 Sq. Ft. > 1,000 - Capacity > 500 - Seated

RIVERLOOP VENUES

Event Venues

Boat House* > 160 - Capacity
RiverLoop Amphitheatre (Outdoor)* > 1,000 - Capacity > 600 - Seated
RiverLoop Expo Plaza (Outdoor)* > 5,000 - Capacity

SINGLESPEED BREWING CO.

Event & Restaurant Venue

Patio (Outdoor) > 1,100 Sq. Ft. > 14' Height > 135 - Capacity > 110 - Seated
Private Room > 1,200 Sq. Ft. > 10' Height > 80 - Capacity > 60 - Seated

SKY EVENT CENTER

Event Venue

Black's Sky Room > 4,312 Sq. Ft. > 359 - Reception > 300 - Banquet > 359 - Capacity > 300 - Seated
Black's Tea Room > 1,745 Sq. Ft. > 91 - Reception > 56 - Banquet > 91 - Capacity > 91 - Seated

WATERLOO ELKS LODGE

Event Venue

Ballroom > 5,050 Sq. Ft. > 350 - Banquet
Gatsby > 2,300 Sq. Ft. > 100 - Banquet
Lodge > 2,300 Sq. Ft. > 125 - Banquet
PAL > 1,900 Sq. Ft. > 150 - Banquet
Red Stag > 1,900 Sq. Ft. > 60 - Banquet

YOUNG ARENA

Event Venue

Arena > 20,000 Sq. Ft. > 3,000 - Seated
Meeting > 500 Sq. Ft. > 20 - Seated



DEDICATED HOTEL MEETING SPACE

Country Inn & Suites	625 Sq. Ft.
Days Inn & Suites	1,540 Sq. Ft.
Econo Lodge & Suites	720 Sq. Ft.
Fairfield Inn & Suites	1,000 Sq. Ft.
Hampton Inn	1,064 Sq. Ft.
Holiday Inn Express	1,150 Sq. Ft.
Ramada	2,500 Sq. Ft.

*Separate venue managed by Waterloo Center for the Arts

HOTELS & ACCOMMODATIONS

A Comfortable EXPERIENCE

Experience accommodations and amenities that make you feel at home.

Baymont Inn & Suites

1945 La Porte Road
(319) 234-5411

54 Rooms



Comfort Inn & Suites

2011 La Porte Road
(319) 234-5452

57 Rooms



Country Inn & Suites by Radisson

4025 Hammond Avenue
(319) 233-2336

64 Rooms



Courtyard by Marriott

250 Westfield Avenue
(319) 233-5531

166 Rooms



Days Inn & Suites

1809 La Porte Road
(319) 235-4461

112 Rooms



Econo Lodge Inn & Suites

226 W 5th Street
(319) 235-0301

67 Rooms



Fairfield Inn & Suites

2134 La Porte Road
(319) 233-2500

81 Rooms



Hampton Inn

2034 La Porte Road
(319) 233-2044

101 Rooms



Holiday Inn Express

2127 La Porte Road
(319) 274-7000

79 Rooms



Howard Johnson

3052 Marnie Avenue
(319) 232-7467

54 Rooms



Isle Casino Hotel Waterloo

777 Isle of Capri Blvd
(319) 833-4753

195 Rooms



Motel 6

2141 La Porte Road
(319) 233-9191

50 Rooms

Motel 6

2343 Logan Avenue
(319) 236-3238

48 Rooms

Quality Inn & Suites

2056 La Porte Road
(319) 235-7000

72 Rooms



Ramada

205 W 4th Street
(319) 233-7560

208 Rooms



Super 8






1825 La Porte Road
(319) 233-1800

62 Rooms



KEY

Hotel Amenities

-  Business Center
-  Complimentary Breakfast
-  Fitness Center
-  Shuttle
-  Meeting Rooms



RESTAURANTS

A Tasty EXPERIENCE

From Japanese steakhouse, Neapolitan pizza and Mexican cantina to Irish pub, Balkan café and American soul food, Waterloo has enough flavor for everyone.

70+
LOCALLY
OWNED
RESTAURANTS

14
DINING
CATEGORIES



Wood fired
flavors from
Basal Pizzeria

The following restaurants offer a mix of private dining rooms and catering to meet your group's needs.

PRIVATE DINING ROOMS

1850 Patio & Grill

Private Room - 16 people
Patio - 75 people
(319) 274-9589

Brown Bottle

Crest Room - 40 people
Tuscan Room - 150 total people (when divided, one room holds 110, the other holds 50)
(319) 232-3014



Galleria de Paco

Downstairs - 60 people
(319) 833-7226

Highway 63 Diner

Private Room - 80 people
(319) 232-0635

Laughing Tree Cafe

(319) 610-7525

Local's

Separate Side - 200 people
(319) 888-4700

The Other Place (Ridgeway)

Separate Area - 20 people
(319) 287-9400

Screaming Eagle

Downstairs - 150 people
(319) 235-8865

SingleSpeed Brewing Co.

Private Room - 60 people
Beer Garden - 110 people
(319) 883-3604

Blue Iguana

Private Room - 40 people
(319) 888-7245



Jameson's

Holds 20-25 people
(319) 233-0701



Restaurant also offers Catering

CATERING ONLY

Carlos O'Kelly's

(319) 236-8730

Hy-Vee

(319) 234-7523

Moment in Thyme

(319) 505-3029


Randall's Catering

(319) 988-3377

Rodney's Kitchen

(319) 234-3663

For a full list of restaurants, visit
www.experiencewaterloo.com/eat



A hometown favorite—chicken and waffles from SingleSpeed Brewing Co.

THINGS TO DO

A *Unique* EXPERIENCE

Explore Waterloo's many group outing options. Ask about special group rates and catering options to complete your custom, crowd-pleasing experience!

GET INSPIRED

- › Cedar Valley Arboretum & Botanic Gardens
- › Grout Museum / Sullivan Brothers Iowa Veterans Museum
- › John Deere Tractor & Engine Museum
- › NWHOF Dan Gable Museum
- › Waterloo Center for the Arts / Phelps Youth Pavilion

CATCH A GAME

- › Cadillac Xtreme Bowling Center
- › Cedar Valley SportsPlex
- › Maples Lanes Bowling Center
- › Waterloo Black Hawks Hockey
- › Waterloo Bucks Baseball
- › Waterloo CourtKings Basketball
- › Waterhawks Ski Shows

HAVE SOME FUN

- › Cedar Valley Trails / Waterloo Bicycle Works (Bike Rental)
- › Get Air Waterloo
- › Golf Courses: Gates Park, Irv Warren Memorial, Red Carpet, South Hills, SunnySide Golf & Country Club
- › Isle Casino Hotel Waterloo
- › KW Paintball
- › Lost Island Waterpark, Golf & Go-Karts
- › Palmers Family Fun
- › RiverLoop Amphitheatre (Live Music)
- › SingleSpeed Brewing Company
- › Waterloo Community Playhouse



SERVICES

A *Great* EXPERIENCE FOR VISITORS AND PLANNERS ALIKE

Experience Waterloo can help you plan and execute your next event in Waterloo, so you can focus on the bigger picture. Our complimentary services include:

BIDS, PROPOSALS & PRESENTATION ASSISTANCE

- › Check venue availability and guest room rates
- › Assist in site selection
- › Arrange site tours for planners to view facilities and attractions
- › Prepare proposals and presentations
- › Provide letters of support

EVENT PLANNING

- › Coordinate off-property excursions
- › Assist with transportation logistics
- › Press releases and publicity
- › Convention flyers and posters

EVENT SUPPORT

- › Arrange welcome address by city official and/or Experience Waterloo staff
- › Customized name badges
- › Supply maps, visitor guides and coupons to local restaurants and attractions

