



In Cedar Rapids, welcome doesn't
just mean "we're open."

Welcome is an invitation to be part
of the community we've been building
for nearly 175 years.

Welcome means people coming together,
building a better city, while remaining
true to our roots. Welcome means
you are a part of this community.





WELCOME IS OUR LANGUAGE is a new campaign whose message elicits local pride in our community and positions the City of Cedar Rapids as a welcoming and inclusive place for visitors and prospective residents, employees and businesses. The campaign showcases the many diverse people and places of Cedar Rapids that make our community wonderful and welcoming. Together, we hope it will encourage residents to embrace and welcome diverse individuals and ideas to create a better, stronger community.



SMALL TOWN VIBES, BIG CITY FLAVOR.

As the second largest city in Iowa, Cedar Rapids is a hub for arts, culture, food and recreation.

- Our community's rich, storied history is seen and felt in vibrant destinations throughout the city.
- The local restaurant scene in Cedar Rapids is booming! Cuisine — from cultures around the world to traditional American fare — delight foodies of all types.
- There are 97 parks and trails for people to bike, walk, run and explore.
- Outdoor festivals and recreation are a major source of entertainment for residents and tourists.
- The Cedar Rapids Museum of Art, National Czech & Slovak Museum & Library, African American Museum of Iowa, The History Center and more provide connections to stories of our past and present.

A COMMUNITY OF INNOVATORS, CREATORS AND ENTREPRENEURS.

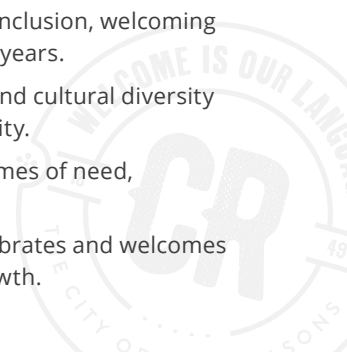
From Czech immigrants a century ago — to tech entrepreneurs today — Cedar Rapids has a history of finding new ways to innovate and prosper.

- We are a hard-working, industrious city with opportunities for people looking to build a better life for themselves and their families.
- From as early as the 1850's, Cedar Rapids was built on innovation and entrepreneurship. These values are embraced throughout the community today.
- The cost of living in Cedar Rapids is lower compared to larger cities, putting the American Dream within reach.
- Living in Cedar Rapids means residents have access to great schools and consistently ranks high in the nation as a great place to raise a family.

A PLACE WHERE YOU BELONG.

As an inclusive community, Cedar Rapids residents come together to share ideas, get involved and impact the momentum and growth of their beloved city.

- Cedar Rapids has a history of inclusion, welcoming immigrants for more than 150 years.
- There is a deep-rooted pride and cultural diversity seen and felt throughout the city.
- Neighbors come together in times of need, despite differences.
- Cedar Rapids is a city that celebrates and welcomes individual and community growth.





WELCOME IS OUR LANGUAGE



GET INVOLVED

This campaign is community-focused — and not exclusive to one organization or entity! Videos and materials can be shared and used by Cedar Rapids organizations to show their pride and connection to the community, by local businesses to help with recruiting prospective employees, and the Tourism Office to market Cedar Rapids to visitors and convention organizers.

If you're interested in utilizing the Welcome is Our Language message with your efforts, please contact us:
communications@cedar-rapids.org

CityofCR.com/Welcome

