



Cedar Falls Community School District
Janelle Darst, Communications Director

August 16, 2022

FOR IMMEDIATE RELEASE:

Cedar Falls Community Schools is excited to announce a record-setting gift from SCHEELS. SCHEELS is donating \$1 million dollars in the naming of the Tiger Performance Center (TPC).

“As an employee-owned company, our associates are what make us special. Over the past 3-4 months, they have been working hard to support this project. We are extremely proud of what they have accomplished. The Scheels Tiger Performance Center will be a GREAT addition for our community,” said Toby Theisen, Assistant Store Leader, Cedar Falls SCHEELS.

The SCHEELS Tiger Performance Center will be a multi-purpose facility that will be built adjacent to the new Cedar Falls High School. This facility will serve as a transition from the main building structure and the stadium, supporting a wide variety of programs including academics, athletics, and activities.

Included in the design will be a 50 yard artificial turf field, running track, and multipurpose flooring along with additional amenities. The space will accommodate tennis, basketball, volleyball, batting cages, and golf nets.. Additionally, the space will also provide much-needed indoor space for student clubs and organizations like robotics and the marching band and can be used as a classroom extension for daily use.

“The design intent is for this building to be a focal point for all district activities to expand the district's potential as an integral part of the community and region. The SCHEELS TPC will allow our school and Cedar Falls area groups to host large weekend tournaments or events, which we do not have the capacity to do currently,” said Cedar Falls Athletic and Activities Director ,Troy Becker. This increased traffic created by these tournaments will boost the local economy through local restaurants, hotels, and other businesses.

Both the newly proposed Aquatics Center and the Tiger Performance are part of the [One Team, One Dream](#) initiative and were not part of the original school district bond. Private donations and support from the community, school, and city are needed for the facilities.

Cedar Falls Superintendent, Dr. Andy Pattee, added, "On behalf of the District, we cannot be more excited for this lead gift from SCHEELS. Thank you to the entire staff who have supported this project. I am continually overwhelmed by the amazing support in our community."

SCHEELS has 30 locations across 13 states, featuring the world's largest selection of sporting goods, apparel, footwear, and more from top brands. As an employee-owned company SCHEELS takes pride in offering the best customer service as well as being an active member of the community through volunteering, donations, and local partnerships.

For more information on the Tiger Performance Center and Aquatics Center, visit the [Cedar Falls Athletics website](#).

Contacts -

Toby Theisen, Assistant Store Leader Cedar Falls SCHEELS, tjtheisen@scheels.com

Troy Becker, Activities and Activities Director, CFHS, troy.becker@cfschools.org

###