

# CATCH DES MOINES HIDDEN GEMS

Catch a ride to the Des Moines area and discover the world-class attractions and culinary hot spots awaiting your group! Central Iowa is the perfect group travel destination and a best kept secret of the Midwest. Experience eateries made famous on TV and learn about the impact Iowa makes on the world. Discover these hidden gems for a memorable experience perfectly packaged for your group!



**Proposed Date: September 27-30, 2017**

## **SPECIALTY MARKETS THAT THE PDT WILL FOCUS ON**

Culinary travel and Agriculture - We want your taste buds to experience what Greater Des Moines is made of. A city of flavor and a city with a food scene that's heating up! In addition, you'll have the opportunity to see where your food comes from and the science behind it.

## **HOW WILL THE LAND AND/OR AIR COSTS (IF APPLICABLE) BE UNDERWRITTEN OR SPONSORED**

The transportation cost for planners getting to and from Des Moines will be at his/her own expense. However, when they are in Des Moines, coach transportation will be at no-cost to the planners.

## **PROPOSED NETWORKING EVENT DETAILS**

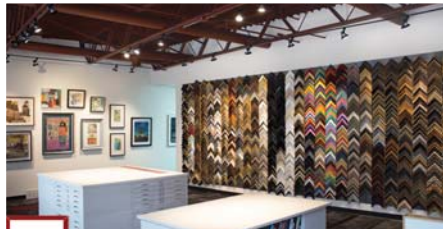
Throughout the entire FAM, there will be opportunities to network and learn from other planners through our interactive environment. In addition, there will be opportunities for even more networking with partners and suppliers on the coach and over dining.

## **MARKETING SUPPORT THAT WILL BE INCORPORATED TO PROMOTE THE TRIP**

The Greater Des Moines Convention and Visitors Bureau will be a valued partner to NTA with marketing support. We'd be happy to have discussions on the strategic approaches to take. Some of our channels may include our quarterly e-newsletter, development of marketing material, theme development, etc. When the attendees are in Des Moines, you can guarantee that their experience will be customized and one-of-a-kind!

## **PROPOSED MINIMUM AND MAXIMUM NUMBER OF PARTICIPANTS**

We would prefer that there is a minimum of 8 participants and there is no maximum.



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Catch an insider perspective. Looking for local hot spots and hidden culinary gems? This tour will point you in the right direction. From a historic farmhouse meal to a \$42 million dollar sculpture park, hear what locals rave about. Whether you want to shop for the holidays, dine, or just have fun, this Greater Des Moines tour will help you experience the city like a local and catch all Greater Des Moines has to offer!

Wednesday, September 27, 2017

## Afternoon

## Attendees Arrive

## Travel to Ames/Hotel Check-In

## Evening

## Dinner and Brewery Tour - Olde Main Brewing Company [oldemainbrewing.com](http://oldemainbrewing.com)

Participate in an interactive murder mystery comedy dinner show. Solve a hilarious murder case while you feast on a fantastic four-course plated dinner. The killer is hiding somewhere in the room, and you may find yourself as a prime suspect.



Thursday, September 28, 2017

## 9:30 - 10:30 a.m.

## ISU BioCentury Research Farm

Learn about one of the newest focuses in Iowa's agriculture at ISU's BioCentury Research Farm! This first-in-the-nation facility was designed specifically to research and address some of the most critical questions facing the ever-expanding biorenewables industry. The farm includes on-site plots of biomass crops and biorenewable processing facilities. Participants will be able to view, literally from the ground up, some of the latest research that is taking place for real-world usage of biorenewable products. Visit the pilot plant where biomass is converted to bioenergy compounds.

## 10:45 - 11:45 a.m.

## ISU Ag Engineering /Agronomy Research Farms

The Ag Engineering/Agronomy Research Farms provide more than 1,200 acres of intensive plot research that serve two of the leading departments in U.S. Research. The demonstration focuses on corn, soybeans, oats, sorghum and biomass perennial crops. Plant breeding for improved varieties and sustainable and organic cropping systems are also being studied. ISU and USDA scientists conduct research related to tillage, nutrients, runoff, soil tilth and drainage. Ag engineers perform research related to farm machinery and mechanization. An extensive shop is used by staff, faculty and students to fabricate and modify equipment.

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Noon - 2 p.m.

## Reiman Gardens [reimangardens.com](http://reimangardens.com)

Reiman Gardens is quickly becoming a top tourist attraction in Iowa. Situated on 14 acres, Reiman Gardens creates a stunning gateway to Ames and Iowa State University and features a variety of unique and colorful gardens where there is something for everyone to enjoy. Each year, the gardens develop new exhibits and growing displays around their annual theme.

The Conservatory Garden and Butterfly Flight House at Reiman Gardens, showcases tropical butterflies in a lush, relaxing environment. A reflecting pool and cascading waterfall is the centerpiece of the Butterfly Flight House along with a display of tropical butterflies in various stages of development. The Conservatory Garden also houses a gift shop and learning center.

2:30 - 3:30 p.m.

## ISU Horticulture Research Station

Horticultural research and teaching have been active at ISU since the college was founded in 1858. The ISU Horticulture Research Station has extensive apple orchards, vineyards, fruit and vegetable plantings, turfgrass research, and ornamental plantings, along with aquaculture ponds and a 15-acre lake. The station is used by students and faculty from horticulture, forestry, botany, ecology, plant pathology, entomology, natural resource ecology and management, and animal ecology. From strawberries to turtles, the Horticulture Station may have several research projects being conducted depending on the season.

4 - 5 p.m.

## Travel to Des Moines

5 - 6 p.m.

## Hotel Check-In

6:30 - 7:30 p.m.

## Dinner - TBD



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Friday, September 29, 2017

1 - 1:30 p.m.

**Meredith Test Gardens**  
[bhg.com](http://bhg.com)

Located next to the headquarters of Better Homes and Gardens, the Test Garden serves as a display garden, a testing ground for plants, and a photography studio for the magazine.

1:45 - 2:15 p.m.

**Pappajohn Sculpture Park**  
[desmoinesartcenter.org](http://desmoinesartcenter.org)

The 4.4 acre sculpture park in the heart of downtown features 28 works of art from Mary and John Pappajohn's private collection. Valued at more than \$42 million. This is a world-class attraction not to miss!

2:30 - 3:30 p.m.

**Crème Cupcake**  
[cremecupcake.com](http://cremecupcake.com)

Experience dessert and drink pairings like never before. As featured on Food Network's Cupcake Wars. The perfect stop for a mid-day treat.

3:45 - 4:45 p.m.

**Historic Valley Junction**  
[valleyjunction.com](http://valleyjunction.com)

Explore this charming, renovated railroad district with a collection of more than 120 hidden gems, including art galleries, fashion boutiques, antique shops, restaurants, speciality shops and more!

Evening

**Dinner Detective Show**  
[thedinnerdetective.com](http://thedinnerdetective.com)

Participate in an interactive murder mystery comedy dinner show. Solve a hilarious murder case while you feast on a fantastic four-course plated dinner. The killer is hiding somewhere in the room, and you may find yourself as a prime suspect.

Saturday, September 30, 2017

6 a.m. - Noon

**Downtown Des Moines Farmers' Market**  
[desmoinesfarmersmarket.com](http://desmoinesfarmersmarket.com)

Wander through the country's top Farmers' Market. Featuring 300+ Iowa producers, you'll find fresh herbs, beautiful flowers, farm fresh eggs, local wineries, a delicious assortment of goat cheese, an endless selection of baked goods and more!

Depart