

# **PLANNER'S GUIDE**

### Welcome to Ames!

I personally invite you to discover all that Ames, lowa, has to offer: outstanding event venues, extraordinary customer service, easy access, surprising attractions, and unique places for your participants to eat and drink. Named a "Top 10 Best College Town in America" (BestColleges, 2023), Ames is the perfect place for your next event.

In lowa and all around the Midwest, Ames is synonymous with great events. It's easy to drive here, easy to find your way around once you arrive, chock full of exceptional facilities, and packaged in an affordable, small city with a cool college-town vibe. Ames even has a top 10 "North American Gardens Worth Traveling For" with our very own Reiman Gardens. (A great excuse to stay an extra day!)

**Discover Ames knows events**, and we know how to help you with YOUR BEST EVENT. We've hosted huge, city-wide events – Odyssey of the Mind World Finals, RAGBRAI overnights, and national sporting events to name just a few – and we can also help plan high-end corporate workshops, youth competitions, intimate banquets, and specialized conferences.

Event planners come back to Ames year after year because they know they'll be greeted by friendly faces and our professional, efficient visitor experience team. One event manager\* recently told us, "Everyone in the organization is outgoing, personable, and always willing to assist in any way to make our event the best it can be."

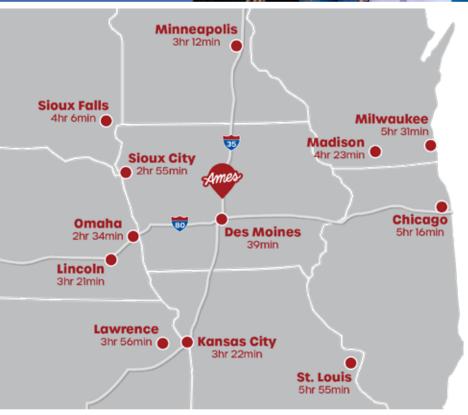
Here's our promise: We'll go the extra mile to make your events special and memorable, too. We think you'll find Ames and Iowa State University the ideal location for your next event, and we can't wait to see you here!

Kevin Bourke

President & CEO, Discover Ames

m. M. Bowle





### Drive times from Midwest cities

Centrally positioned along the I-35 and I-80 corridors, Ames can be easily reached from all points north, south, east, and west.

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# Why host your event in Ames?

# Plan your next event in Ames for all the right reasons!

- Discover Ames will connect you to the outstanding facilities at Iowa State University, including many venues for athletics, Hilton Coliseum, Stephens Auditorium, Reiman Gardens, University Museums, and more.
- You can experience the college-town vibe of Ames, named the #5 Best College Town in America 2024 by Best College Reviews. Visitors tell us they love our restaurants, bars, coffee shops, and cultural offerings.
- You'll be **close to the action**, whether you're looking for a Big 12 football game, farm show, art festival, botanical garden, golf course...or something else!
- Located smack dab in the center of the Midwest, Ames is easily accessible from all points north, south, east, or west.
- At Discover Ames, our service is exceptional, our hospitality is genuine, and we love to create extraordinary events for our visitors.







offer exceptional service and facilities, leading to unforgettable experiences and successful competitions for our athletes every summer. The strength of our partnership with Discover Ames is evident in the longevity of our relationship, having hosted the Special Olympics Iowa State Summer Games in Ames and at Iowa State University for almost 40 years."

John Kliegl, President & CEO, Special Olympics Iowa



#### Let our visitor experience and business development teams streamline your event from beginning to end.

Here are just some of our services:

- RFP preparation
- · Site visit coordination
- · Hotel accommodations assistance
- · Venue selection and planning
- Resource for local vendors, including catering, transportation, and event rentals
- Volunteer recruitment
- Tour ideas & itineraries
- · Equipment lending
- Staffing assistance with volunteer ambassadors for registration, welcome tables, and more
- Welcome materials & tools, including:
  - · Promotional materials
  - · Support letters/welcome remarks
  - · Welcome bags
  - · VIP bags
  - · Maps Ames/ISU, custom
  - · Discover Ames welcome table
- Event marketing and promotions



# Questions about hosting your event in Ames?

Connect with our helpful event specialists:



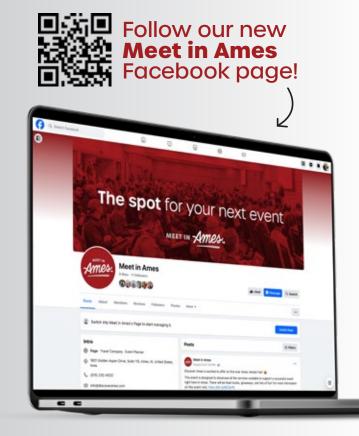






The Iowa High School Speech Association is most grateful to hold close Discover Ames as a partner – and even more so as a friend in arts education. Discover Ames exemplifies what it means to authentically support and value events. The team exudes vibrancy, a spirit of kindness and collaboration, as well as uplifting creativity and commitment. A true standing ovation to Discover Ames!"

Stacy Hansen
IHSSA Executive Director



# Come for your event, then **stay** and **play**

From a downtown area packed with unique shops and restaurants to world-class art museums and outdoor recreation, be sure to fully explore Ames and lowa State University while you're here.





#### 10 must-see attractions in Ames

#### 1. Reiman Gardens

With 17 acres of outdoor exhibits, meeting space, an indoor conservatory, and a butterfly wing, Reiman Gardens has been named one of the "Top 10 Garden Destinations in North America."

#### 2. Iowa State University campus

Visitors can enjoy lowa State's park-like campus, Cyclone athletics, art museums, theatre and music, dining, the Memorial Union, and more.

#### 3. Ames Main Street

Shop, savor, sip, and stroll in downtown Ames! Farmers' markets, community events, eclectic shops, and independent restaurants make the Main Street district a top Ames destination.

#### 4. Ada Hayden Heritage Park

Kayak, canoe, fish, walk, or bike at this scenic getaway on the northern edge of Ames.

#### 5. Art museums and galleries

You'll find world-class art museums and public art on the lowa State campus, plus the Octagon Center for the Arts in downtown Ames.

#### 6. Good eats

The Ames food scene is, at turns, sophisticated, casual, and just plain fun, with indie restaurants, farm-to-table fare, and cozy cafes in addition to some truly mouthwatering pizza and barbecue.

#### 7. Local brews

Ames has the best brews! From fresh-roasted coffee to lowa-brewed beers, you can't beat the taste of local!



#### 8. Live music and theatre

Throughout the year, you'll find live music at Stephens Auditorium, restaurants, breweries, City Auditorium, the M-Shop on campus, and more. During the summer months, outdoor music venues abound. Looking for a theatrical experience? Check out the Discover Ames event calendar for Broadway touring shows, regional theatre, and student performances.

#### 9. Cyclone athletics

If you're here during the fall, stay for the Big 12's most exciting football experience! Or, enjoy the thrill of Hilton Magic for basketball, gymnastics, volleyball, and wrestling. There's a sport for every fan!

#### **10.** Golf

Tee off at one of three public golf courses in Ames: Veenker Memorial, Coldwater Golf Links, and Homewood Municipal.

Some of the most vibrant food discoveries can be found in places you would least expect it. Take Ames, lowa, for example. Located in central lowa, roughly 30 miles north of Des Moines, this idyllic city with an informal vibe enjoys an eclectic mix of eateries that will dazzle your taste buds."

realfoodtraveler.com, Oct. 13, 2023

# **Beyond Ames:** 6 Boone County attractions

Just west of Ames, recreation and adventure experiences abound in Boone County.

- 1. Boone & Scenic Valley Railroad
- 2. Rail Explorers
- 3. Ledges State Park
- 4. Iowa Arboretum & Gardens + Treehouse Village
- 5. High Trestle Trail
- 6. Seven Oaks Recreation



Find your Ames itineraries here!

Discover Ames for your next meeting, conference, workshop, or special event!

Whether you're looking for small, intimate spaces for a meeting or reception; a venue with breakout rooms for a large conference; or an auditorium with theatrestyle seating, look to Ames to host your next event.

# GATEWAY HOTEL & CONFERENCE CENTER AT IOWA STATE UNIVERSITY

2100 GREEN HILLS DR.

Square footage: 24,401

Largest meeting room capacity: **400**Number of breakout spaces: **5-7** 

Set the tone for a successful business function at Gateway Hotel and Conference Center, located just a short distance away from Iowa State University. With 24,401 square feet of adaptable space, Gateway offers the largest conference facility in Ames.

Organize a theater-style conference for up to 850 guests in the Prairie Room, or divide the room into smaller spaces for breakout meetings. The Ada Hayden and George Washington Carver rooms are tailor-made for seminars, training sessions, and other types of events. Enjoy picturesque outdoor spaces for corporate cocktail functions and pre-meeting gatherings.

All venues showcase recently updated audiovisual equipment including a full HDMI wireless presentation system and digitally encrypted wireless microphones. Allow the talented culinary team to craft outstanding meals and delicious breakout snacks. Gateway's experienced event planners will be on hand to assist with venue set-up, room blocks for your guests, menu and agenda planning, and much more. Guest rooms were fully renovated in 2023.













#### **HILTON GARDEN INN - AMES**

1325 DICKINSON AVE.

Hilton Garden Inn, located in west Ames, is less than a 10-minute drive from Iowa State University, ISU Cyclones games at Hilton Coliseum and Jack Trice Stadium, Reiman Gardens, and Stephens Auditorium. Start your day with breakfast, unwind with dinner, and take advantage of evening room service from the on-site restaurant, with snacks available round the clock from the convenience shop. The restaurant features cooked-to-order breakfast and a seasonal menu of flatbreads and favorites galore! The full bar service allows attendees to relax and unwind at the end of the day. Facilities include standard guest rooms, suites, accessible rooms, meeting rooms, and gathering space.

Square footage: 4,831

Largest meeting room capacity: 176

Number of breakout spaces: 4

Board room size: 351 square ft.

Catering: Onsite; full service

Parking: Complimentary

Perfect for:

- · Conferences
- · Meetings
- · Banquets





# QUALITY INN & SUITES AMES CONFERENCE CENTER

2601 E. 13TH ST.

The Quality Inn & Suites Conference Center meeting space is ideal for everything from larger presentations to modest board meetings. Quality Inn offers more than 9,270 square feet of meeting space across seven well-appointed, customizable, and combinable rooms. Host a reception for up to 700 guests in the combined meeting rooms (A, B & C) at 6,300 square feet, or hold your next big business conference, wedding, or social gathering for up to 900 guests in the 8,400-square-foot Grand Ballroom. Let Quality Inn enhance your gathering with full-service catering and audiovisual equipment. Attached restaurant, Pasta Al Forno, serves Italian specialties for lunch and dinner.

Square footage: 9,270

Largest meeting room capacity:

900

Number of breakout spaces: 7

Catering:

Approved offsite or onsite

Parking: Complimentary

- · Conferences
- · Meetings with breakouts
- · Receptions





#### **SUKUP END ZONE CLUB**

1732 S. 4TH ST.

This spacious two-level event space is located at the south end of Jack Trice Stadium, with sweeping views of the football stadium. The Sukup End Zone Club is the premier hospitality section during Cyclone football games, with 46 HD televisions, a massive first-floor video wall, concessions, and full-service bars. In addition to game days, the upscale area is used to host events, including weddings, wedding receptions, corporate dinners, banquets, and more. The Sukup End Zone Club has become not only one of the best destinations in Ames but in central lowa.

Square footage: 30,000

Largest meeting room capacity:

600

Number of breakout spaces:

2 levels

Catering: Onsite; full service

Parking: Complimentary

Perfect for:

- · Check-in for major events
- · Weddings
- · Reunions
- · Galas
- **Fundraisers**





# STEPHENS AUDITORIUM AT IOWA STATE CENTER

1900 CENTER DRIVE

Stephens Auditorium, managed by VenuWorks, is the premier performing arts venue for Iowa State University, the City of Ames, and the surrounding counties. Stephens Auditorium is a full-service public assembly complex providing in-house stagehands, ushers, peer security, custodial, ticket offices, concessions, and conversion staff, and ensures top-notch services for all tenants, clients, and guests.

Square footage: 128,224

Auditorium capacity: 2,602

Number of breakout spaces: 9

Catering: Onsite; full service

Parking: Complimentary

- · Concerts
- · Theatre
- · Symphonies
- · Dance performances
- · Broadway musicals
- · Family shows





### SCHEMAN BUILDING AT IOWA STATE CENTER

1805 CENTER DR.

Located in the Iowa State Center, the Scheman Building offers conference and event space adjacent to the Iowa State University campus, Stephens Auditorium, Hilton Coliseum, and the ISU Alumni Center. Parts of the building are undergoing renovation, with a completion date in spring 2025.

Square footage: 119,476

Largest meeting room capacity:

450

Number of breakout spaces: 25

Catering: Onsite; full service

Parking: Complimentary

Perfect for:

- · Conventions
- · Trade shows
- · Weddings
- · Social gatherings
- · Athletics pre-game events





# HILTON COLISEUM AT IOWA STATE CENTER

1705 CENTER DR.

With a capacity of 14,267, Hilton Coliseum has been home to Cyclone basketball, gymnastics, volleyball, and wrestling teams and has hosted several NCAA events and countless memorable moments in Iowa State athletics history. Let Hilton Magic happen at your next large-scale event!

Square footage: 241,642

Capacity: 14,267

Competition space: Arena floor

Catering: Onsite

Parking: Complimentary

- · Sporting events
- Tradeshows
- · Conferences
- · Youth programming
- · Major meetings, banquets, and special events





#### HANSEN AGRICULTURE STUDENT LEARNING CENTER

2508 MORTENSEN RD.

The Jeff and Deb Hansen Agriculture Student Learning Center offers 43,631 square feet of multifunctional space. From weddings and banquets to livestock shows and corporate events, the Hansen Agriculture Center has numerous spaces to meet your needs.

Square footage: 43,631

Largest meeting room capacity:

1,250

Number of breakout spaces: 4

Competition space: 132 x 268 ft. arena floor

Catering:

Offsite; approved catering list

Parking: Complimentary

Perfect for:

·Rodeos

- · Livestock shows
- · Home & garden shows





#### **CPMI EVENT CENTER**

2321 N. LOOP DR.

The CPMI Event Center is a great rental opportunity for your next event, whether you are planning a product launch, class seminar, club activity, fundraiser, anniversary, or other events.

Square footage: 9,600

Largest meeting room capacity: **350** 

Number of breakout spaces: 1

Catering: Offsite;

kitchen available if needed

Parkina<sup>.</sup>

Complimentary; 350 spots

- · Wedding receptions & rehearsal dinners
- · Class reunions
- · Business meetings
- · Banquets









#### **REIMAN GARDENS**

1407 UNIVERSITY BLVD.

Reiman Gardens offers a beautiful setting for weddings, corporate retreats, holiday parties, tailgates, anniversary celebrations, and more. Facilities and open spaces may be combined to create a flexible, affordable option for your next gathering.

Square footage: 17-acre garden

Largest meeting room capacity: 184

Number of breakout spaces: 5

Catering: Offsite; approved catering list

Parking: Complimentary; lot S1

- · Weddings and receptions
- · Corporate retreats
- · Workshops

# AMES-AREA VENUES FOR CONFERENCES, MEETINGS & SPECIAL EVENTS

VENUE	RENTABLE SQUARE FT.	LARGEST ROOM CAPACITY
1850 Homestead	3,800	150
Alluvial Brewing Company	1,700	125
Ames City Auditorium	-	881
Best Western Hotel	798	50
Clouds	450	200
Cobblestone Inn & Suites - Boone	5,650	685
Copper Spaces	3,500	80
Country Inn & Suites	1,200	40
Courtyard by Marriott	964	40
CPMI Events Center	9,600	350
Eagle's Ledge	8,900	420
Fisher Theater at Iowa State Center	3,600	450
Gateway Hotel & Conference Center	24,401	400
Gatherings	4,200	340
Hansen Agriculture Student Learning Center	43,631	1,250
Hilton Coliseum at Iowa State Center	241,642	14,267
Hilton Garden Inn – Ames	4,831	200
Homewood Golf Course Clubhouse	3,000	104
ISU Brunnier Art Museum	11,140	280
ISU Alumni Center	14,605	280
Jethro's	3,700	250
Johnny's at Hilton Coliseum	5,500	415
Memorial Union at ISU	37,982	500
Prairie Moon Winery	3,600	250
Quality Inn & Suites Ames Conference Center	9,270	900
Radisson Hotel & Conference Center	4,530	480
Reiman Gardens	10,290	184
Scheman Building at Iowa State Center	119,476	450
Seven Oaks	6,327	300
Stephens Auditorium at Iowa State Center	128,224	2,602
Story County Conservation Center	1,200	80
Sukup End Zone Club	30,000	600
Sunny Heights Event Center	1,560	75
Sweet Caroline's	1,800	150
The Alliance Laughlin Level	5,000	80
The Parlor	1,750	99
TownePlace Suites	2,500	150

# BREAKOUT ROOMS	CATERING ON/OFFSITE
1	Offsite
-	Offsite
-	Offsite
1	Offsite
-	Onsite
3	Offsite
3	Onsite
-	Offsite
-	Offsite
2	Offsite
-	Onsite
-	Onsite
7	Onsite
-	Onsite
4	Offsite
variable	Onsite
4	Onsite
1	Offsite
-	Onsite
6	Offsite
1	Onsite
-	Onsite
19	Onsite
-	Offsite
7	Onsite/Offsite
3	Offsite
5	Offsite
25	Onsite
2	Onsite
9	Onsite
-	Offsite
2	Onsite
-	Offsite
1	Onsite
2	Offsite
-	Offsite
1	Offsite







# Sports fans and competitors agree:

Ames is the place to be for your next sporting event or tournament. With indoor and outdoor venues for a wide variety of sports, Ames and Iowa State University have the high-quality facilities you're looking for.





#### GOLF

#### AMES GOLF & COUNTRY CLUB

5752 GEORGE WASHINGTON CARVER AVE.

18-hole private course with driving range, practice putting green, and spacious banquet facility

#### **COLDWATER GOLF LINKS**

1400 S. GRAND

18-hole premier golf facility with driving range, practice putting green and sand bunker, and snacks/lunch catering

#### **HOMEWOOD GOLF COURSE**

401 E. 20TH ST.

9-hole public course; 3,000-sq-ft clubhouse built in 2021 with meeting space

#### VEENKER MEMORIAL GOLF COURSE

2916 VEENKER DR.

18-hole premier golf facility with driving range, practice putting greens, and sand bunker; clubhouse with catering available

# TRACK & FIELD (OUTDOOR)

#### **CYCLONE SPORTS COMPLEX**

1022 WELCH AVE.

Features 400-meter 8-lane track, 3.5-acre throw space, 4 long jump/triple jump runways/pits, 2 pole vault areas, Olympic-size soccer field, practice soccer field, collegiate softball field, press box, bleachers, and more

### IOWA STATE CROSS COUNTRY COURSE

1111 HAYWARD AVE.

Competition space features 4k, 5k, 6k, and 8k courses; facility has been used to host NCAA Div. I Cross Country Championships, Big 12 Championships, and NCAA Midwest Cross Country Regionals.





# BASEBALL / SOFTBALL / SOCCER (OUTDOOR)

#### **HUNZIKER YOUTH SPORTS COMPLEX**

800 BILLY SUNDAY RD.

Competition features 14 soccer fields, 4 softball fields, 5 baseball fields, 12-14 beep baseball fields, and 12-14 ultimate fields

#### **RIVER VALLEY PARK**

725 E. 13TH ST.

6 fields (2 lighted); with concessions and green space

#### SCORE RECREATION COMPLEX

1543 FAWCETT PKWY., NEVADA

Competition space features 8 soccer fields, 4 softball/baseball fields, plus batting cages, tennis courts, and more

#### **SOUTHEAST RECREATION COMPLEX**

400 S. SHELDON AVE.

Competition space features 9 intramural-size soccer fields, 4 full-size soccer fields, 6 softball fields, 8 sand volleyball courts, and 9 ultimate fields

#### **SWIMMING**

#### **AMES HIGH SCHOOL NATATORIUM**

1801 RIDGEWOOD AVE.

Built in 2021, this state-of-the-art pool features 10 lanes, 5- to 12-ft depth, and seating for 500+ spectators

#### **BEYER HALL**

2625 UNION DR.

6-lane, T-shaped, 25-yd. competitive swimming pool with attached diving well; spectator seating for 800

#### **FURMAN AQUATIC CENTER**

1635 13TH ST.

50-meter outdoor pool with lazy river and other recreational features

#### **INDOOR FACILITIES**

#### **ALL IOWA ATTACK**

1010 DICKINSON AVE.

Features 6 basketball courts, 6 volleyball courts, and 12 pickleball courts with onsite concessions and complimentary parking

#### **BEYER HALL**

2625 UNION DR.

Features 3 basketball courts, 3 volleyball courts, gymnastics facilities, swimming pool, gaming and esports on the ISU campus

#### **HILTON COLISEUM**

1705 CENTER DR. IN THE IOWA STATE CENTER

With a large arena floor and seating for 14,267, Hilton Coliseum is the largest indoor venue for athletic competitions in Ames; inside Hilton Coliseum, Johnny's sports-bar-themed gathering space holds 415 people standing or 100 seated, with onsite food service

#### **LIED RECREATION CENTER**

518 BEACH RD.

ISU student rec center features 20 basketball courts, 8 badminton/volleyball courts, 50x60-yd artificial turf, 8 racquetball courts; 300-meter indoor track with 4 pole-vault, 2 long-jump/triple jump, and shot put

#### **NEVADA FIELD HOUSE**

1625 FAWCETT PKWY, NEVADA

Part of the SCORE complex in Nevada; features 3 basketball courts, large artificial turf field, indoor track, and more

#### **SPORTS IOWA**

2176 232 LANE (WEST OF AMES)

Hosts elite clubs; features 2 basketball courts, 2 volleyball courts, 200x100 ft turf field

#### STATE GYM

2642 UNION DR.

ISU student facility features 5 basketball courts, 3 badminton/volleyball courts, and more

#### THE PLEX COMMUNITY CENTER

5501 GEORGE WASHINGTON CARVER

Part of Christ Community Church; features 2 hardwood courts and other amenities



#### **SPECIALTY VENUES**

#### **AMES-ISU ICE ARENA**

1507 GATEWAY HILLS PARK DR.

For ice skating, hockey, broomball, and curling; with onsite concessions and locker rooms

### HANSEN AGRICULTURE STUDENT LEARNING CENTER

2508 MORTENSEN RD.

Features a 132 x 268 arena floor for rodeos and other competitions

#### **JACK TRICE STADIUM**

IN THE IOWA STATE CENTER

Features 100-yd. MidAmerican Energy Field, with stadium capacity of 61,500 and concourse concessions area.

#### **PERFECT GAMES**

1320 DICKINSON AVE.

24 bowling lanes, with restaurant and concessions



The IHSAA truly values its partnership with Discover Ames and the entire Ames community. Our collaboration with Discover Ames for our golf championships, meetings, and conferences allows us to conduct all at a first-class level. Through their volunteers, as well as connections to venues and businesses, the Discover Ames team has been instrumental in supporting the young people involved in high school activities!"

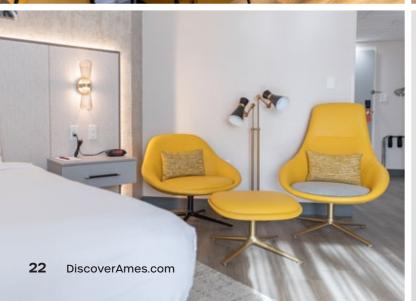
Tom Keating, Executive Director lowa High School Athletic Association

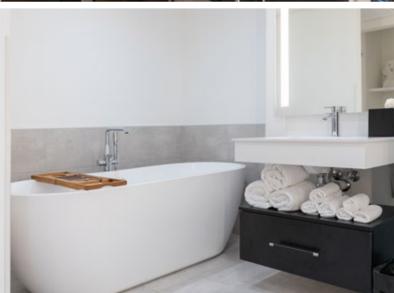












#### **AMES HOTELS**

HOTEL NAME	TOTAL # ROOMS	RESTAURANT	COMP B'FAST	FIT CENTER	BIZ CENTER	РООГ	KITCHENETTE
AmericInn	66		Х		Х	×	
Baymont by Wyndham	51		Х	x	Х	x	
Best Western Hotel	86		Х	x	Х	x	
Comfort Inn & Suites	82		Х	×	Х	x	
Country Inn & Suites	78		Х	×	Х	×	
Courtyard by Marriott	119	Х		x	Х	x	x
Days Inn	47				Х		
Econolodge	85		Х		×	×	
Fairfield Inn & Suites	76		Х	x	Х	x	
Gateway Hotel & Conference Center	187	Х		x	х	x	
Grandstay Hotel & Suites	53	x	Х	×	×	×	x
Hampton Inn & Suites	90		Х	x	Х	x	
Hilton Garden Inn - Ames	112	x		×	×	×	
Holiday Inn Express	75		Х	x	×	x	
Microtel Inn & Suites	66		Х	x	Х		
Quality Inn & Suites Ames Conf Center	120	Х	Х	x		x	
Radisson Hotel & Conference Center	75	Х		x	Х	×	
Red Roof Inn	77		Х	x	х	x	
Sleep Inn & Suites	67		Х	Х	Х	Х	
Springhill Suites	102		х	х	х	х	
Staybridge Suites	82		Х	Х	Х	Х	x
Super 8 by Wyndham	60						
TownePlace Suites by Marriott	89		Х	Х	Х	Х	x



#### HOMESTAYS / B&BS

If you're looking for alternative lodging, check out our B&B / homestay options! Some Ames-area homestays and inns include Ames AirBnBs / Sam's Estates, Ames Best Short-term Stays, Iowa House Inn, Loya's Little House B&B, Riverside Retreat, and Sunny Heights B&B.

DiscoverAmes.com/stay/bed-breakfasts

