

FAMILY FUN!
FRESH FOOD!
FABULOUS FINDS!

AMES *Insider*



A local guide to **attractions,**
shopping, dining, events, and more

DISCOVER
Ames
IA



Discover Ames is the official destination marketing organization for the city of Ames and the surrounding area.

FIND US

The Discover Ames office is located at 1601 Golden Aspen Dr, Suite 110. Our hours are M-F 8 a.m. to 4:30 p.m.; our entryway is filled with visitor information and is open 24 hours a day. Additional Discover Ames visitor information can be found at Ames 1864, a retail shop located at 500 Main St. in Downtown Ames.

ONLINE

DiscoverAmes.com

PHONE

515.232.4032

EMAIL

info@DiscoverAmes.com

FOLLOW US AT



2025 AMES INSIDER

EDITOR: Carole Gieseke

DESIGN & PHOTOGRAPHY:

Andy Moore

MARKETING ASSISTANTS:

Emma Jensen,

Reese Scherder

On the cover:

Ames Main Street Farmers' Market



We **KNOW** you know your way around Ames.

But hear us out.

We think there's ALWAYS something new to discover here, whether you're a life-long Ames resident or you just unloaded your U-Haul.

This is our third-annual *Ames Insider* publication, created specifically for people who live and work in Ames. This year, we're celebrating Reiman Gardens at 30, University Museums at 50, the new Sixty Forward Center, and an expanded Ames History Museum.

We hope you'll be inspired to explore new places to hear live music, new places to eat and shop, and ways to have fun in Ames when the weather is great – and even when it's not.

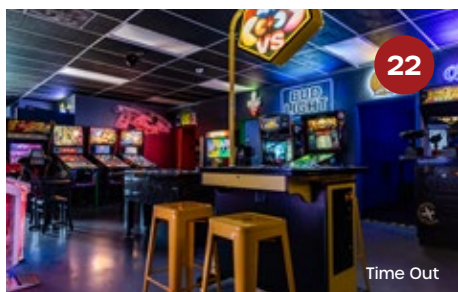
You can discover more Ames highlights, pro tips, and up-to-the-minute events at **DiscoverAmes.com**!

—The Discover Ames team

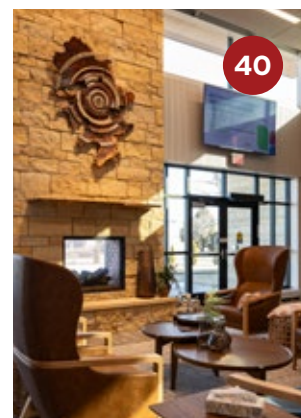
Scan the QR code to subscribe to our biweekly Ames Insider newsletter or visit **DiscoverAmes.com/newsletter**



What's inside?



Reiman Gardens @ 30	4
Ames History Museum	5
See Your Selfie in Ames	6
Downtown: The heart of Ames	8
Shop local	10
Ames eats	12
Outdoor adventure	16
Indoor fun	22
Arts & entertainment	24
2025 events	28
Daytrippin'	30
Byways	33
CyTown	34
As Seen on TV	36
Living Your Best Life	38
About Discover Ames	44



Reiman Gardens @30

From its beginnings in 1995 as a young botanical garden at the gateway of Iowa State University, Reiman Gardens covered just five acres featuring roses, herbs, and a campanile garden. Today, Reiman Gardens has expanded to 17 acres and has been named a “Top 10 North American Garden Worth Traveling For” at the 2023 International Garden Tourism Conference.

This fall, Reiman Gardens is celebrating its 30th anniversary with a series of special events:

Thursday, Sept. 11: Farm-to-table event

Saturday, Sept. 13: “Botanical Bash” community celebration, with a concert, children’s activities, food trucks, a drone show, and more

Monday, Sept. 15: Elwood’s Very Merry Unbirthday, with a petting zoo, cupcakes, costumes, and crafts

In addition, this year’s “Picture Perfect” exhibit will run from May 31 until Sept. 30. It’s a perfect time to take family pictures in the gardens!

Reiman Gardens timeline:

1995: Reiman Gardens dedicated Sept. 16

1999: Children’s Garden dedicated

2002: Butterfly Wing and Conservatory Complex opened

2010: Elwood, “The World’s Largest Concrete Gnome” unveiled

2021: Sycamore Falls dedicated

For a complete history of expansion, go to reimangardens.com/history

Reiman Gardens’ new year-round hours:

9 a.m.-5 p.m. daily.

From April 1 through Sept. 30, open Tuesday and Thursday until 8 p.m.

3 questions for *Christine Prescott*

Christine Prescott became director of Reiman Gardens on Aug. 1, 2024. She was director of education at Lauritzen Gardens in Omaha for eight years before coming back to Iowa State, where she received a degree in animal ecology.

1. Reiman Gardens has evolved in a lot of ways in the past 30 years. What changes would you like to see at Reiman going forward?

We’re expanding our long-term role in conservation, partnering with the university on plants that are struggling in native habitats in Iowa.

2. What are you most looking forward to in 2025?

I’m most excited about music in the gardens. We’re hosting the Iowa Songwriters Showcase concert series in June, July, and August. People can enjoy the music and explore the gardens.

3. You spend a lot of your time in gardens. Do you have a favorite flower?

My favorite is the pasque flower. It’s an early bloomer, a sign that spring is on the way!



Immerse yourself in Ames history

For many years, Ames History Museum has been the keeper of local history. The museum's artifact and archival collections tell the story of Ames, establish a unique sense of place, and strengthen the community's collective memory.

Now, the museum is telling that story with a larger, brighter, more interactive space. A year-long, \$4.5 million renovation and expansion culminated in a grand reopening in October 2024. The new space includes the historic Ames Pantorium, renovation of the museum building at the corner of 5th and Douglas, and an addition to the east.

CURRENT EXHIBITIONS

Permanent gallery: From Prairie to Present

Learn about the people, businesses, and innovations that made Ames the crossroads of culture, education, and transportation it is today. For longtime residents, this exhibit is a nostalgic walk down memory lane!

Changing gallery:

Quilted Together features nine quilts from the museum's collection (through Oct. 11)

Semiquincentennial Exhibit will feature local stories in commemoration of the country's 250th birthday (begins Nov. 8)

General admission	\$8
Ages 12-17, students / educators with ID	\$5
AHM members, children under 12	Free
Community meeting space is available for a nominal fee	

Open Tuesday through Saturday 10 a.m. to 4 p.m.



AHM AMES HISTORY MUSEUM

NOW OPEN!

Visit the newly expanded museum at 416 Douglas Avenue in Downtown Ames

www.AmesHistory.org

See your *selfie* in Ames



Let Discover Ames orchestrate your best selfie! Find selfie stations at Miracle Park and Ada Hayden, and new Reiman Gardens stations in 2025.



Spruce up your Instagram feed or capture memories with family and friends with these selfie backgrounds:

1. Ada Hayden Heritage Park

Looking for a beautiful backdrop for your selfies or professional photos? Head out to Ada Hayden Heritage Park! Be sure to visit the Discover Ames selfie station near the main dock to get just the right background.

2. Reiman Gardens

You'll always be "picture perfect" at Reiman Gardens! During the spring and summer, take photos with sculptures and blooming flowers, but don't forget about fall and winter: snap photos with fall leaves, carved pumpkins, holiday lights, and snow-covered trees. Celebrate 30 years of Reiman Gardens in our community!

3. Downtown Ames

Take your selfies in front of murals and cute storefronts in downtown Ames! **Pro tip:** The Ames Main Street Farmers' Market is 10/10 for charming visuals.

4. Prairie Moon Winery

Sip on some wine while scouting for the perfect location to take a vineyards selfie at Prairie Moon Winery.

5. Miracle Park at Inis Grove

Visit this all-inclusive playground! Bring the kids to let out some energy and pose for selfies at the Discover Ames selfie station located at the playground.

6. Ames History Museum

Brush up on your Ames history at the newly renovated Ames History Museum! Make your way into the "Prairie to Present" exhibit and find the train car for a fun twist to your photo.

7. Brookside Park

Looking for a nature-walk selfie? You KNOW Brookside Park has some of the best scenery in Ames! Take a break, pack a lunch, and snap away.



Downtown: The heart of Ames

Spend just one day in downtown Ames and we guarantee you'll find something new to love.

That said, we hope you already love the downtown district, because, seriously, what's NOT to love? We are big fans of downtown bars and restaurants, retail shops, salons, coffee shops, bakeries, parks, arts and history, consignment shops, wine bar, and brewery. And don't forget the library – we love Ames Public Library!

We also hope you can take advantage of community events held downtown. You can find a fantastic Farmers' Market, the Octagon Art Festival, 515 Days, pub crawls, Snow Magic celebration, Fourth of July parade, art and music walks, trick or treating, a witches walk, makers' markets, Ames Pride celebration, Ames on the Halfshell concerts, and many more.

For the past several months, the Ames Main Street board of directors – along with the city of Ames and other partners – have collaborated to create a planning document titled "Downtown Ames: A Guiding Vision for the Future." Stay in the loop at downtownames.org/guiding-vision

3 questions for *Travis Toliver*

Since August 2024, Travis has been executive director of Ames Main Street and vice president of downtown development for the Ames Regional Economic Alliance. He is the former executive director of the Waverly, Iowa, Chamber of Commerce Main Street Program. Travis and his wife, Nicki, an associate professor of music at Wartburg College, have 7-year-old sons, Carson & Tiegan.



1. What's something you really love about downtown Ames?

The wide variety of businesses we have – everything from local entrepreneurs to amazing restaurants and service providers. It helps downtown be a destination for every demographic.

2. What can we expect from the new "Guiding Vision for the Future" document?

It's really a collection of ideas on how we can improve our downtown public spaces over the next 15-20 years. It's also a guide for local developers to find potential mixed-use commercial and living projects in downtown.

3. You're known for wearing bow ties. How many do you own?

Maybe a dozen, maybe two dozen. Here's the story: I worked with a hotel manager in St. Paul who wore bow ties. He gave me one and said I'd never go back to long ties. But it stayed in my closet. When we moved to Iowa, my wife was spring cleaning and said, "Are you ever going to wear this?" I said, "Yes, I'm going to wear it!" It took five YouTube videos to learn how to tie it. I wore it to work, got great compliments, then didn't wear it the next day and everyone asked, "Where's the bow tie?"

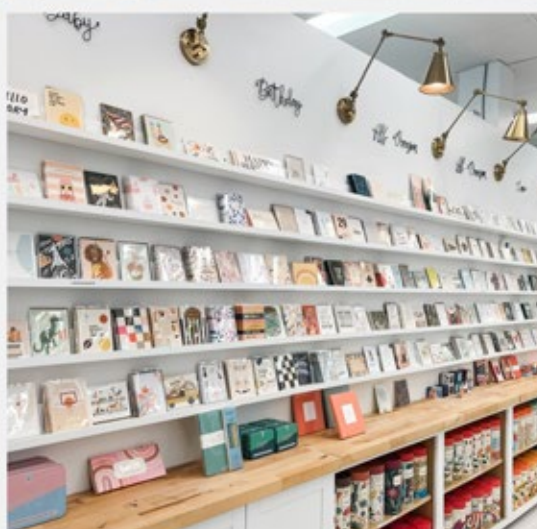
THE SHOPS AT CLARK & MAIN

Nook & Nest | Z.W. Mercantile | Ames 1864
500 Main Street, Suite 101 - Downtown Ames

www.ShopClarkAndMain.com

ALL IN ONE PLACE

Looking for the ultimate shopping experience? Visit The Shops at Clark & Main, where your favorite shops come together to bring you sustainable, quality stationery, home, lifestyle, personal care, and more—all under one roof!



Shop Local

Show your Ames and Cyclone pride with these downtown and campustown finds



1. **515 & Ames pint glasses:** Homegrown
2. **AMES "5 bar" hoodie:** Strawberry Patch, North Grand Mall
3. **"In My Cyclone Era" T-shirt:** Barefoot Campus Outfitter, Campustown
4. **"Ames to Please" T-shirt:** Raygun
5. **Ames pennant:** Ames 1864 & Homegrown

Located Downtown Ames | 301 Main St. Suite 109



LIFE DISTILLED
A MODERN DAY APOTHECARY



Nature made essentials
for body, bath, and home.
www.life-distilled.com



Iowa gifts, stationary, and
apparel - made by Iowans.
www.homegrownia.com



**HOME
GROWN**

Shopping in Ames: *What's new?*



The Shops at Clark & Main

New stores are popping up all the time. Here are a few notable additions and changes this year:

The Shops at Clark & Main: Nook & Nest and Z.W. Mercantile have moved from the 300 block of Main to a lighter, roomier space at the corner of Main & Clark – AND added **Ames 1864**, featuring Ames merch (and visitor information for when your friends come to town).

Savor on Main: Find gourmet meats and cheeses and everything else you need to create a perfect charcuterie board (300 Main).

Harbor Freight: Tool retailer now in the former location of T.J.Maxx at 2701 Grand Ave.

Dunham's Sports: Commercial sporting goods store in the former Younkers space in North Grand Mall.

Life Distilled / Homegrown: A larger space brought these shops together just down the block from their former locations. Find natural health/wellness items, plants, locally made goods, and Iowa-themed gifts at 301 Main, Suites 109-111.

Prairie Rose Needleworks: A new cross-stitch and embroidery shop at 500 Main, Suite 103.

Raygun: Quirky, popular T-shirt shop on Main Street has expanded into the former Life Distilled space next door.

The Slow Era: Vintage clothing and handmade items at 130 Main.

GILGER  DESIGNS

— *Made In House* —

gilgerdesigns.com · (515) 232-0678
236 Main St., Ames



From Classically
Simple...
To Extraordinarily
Unique

Ames eats

What's new?

- **Piece & Freedom**, a Ukrainian bakery on Main St. Take home a Kyiv cake, honey cake, napoleon torte, opera cake, pavlova, fruit pies, "geese feet" cookies, sourdough bread, and other sweet and savory treats
- **The Dot**, a daytime café "where nostalgic fare meets culinary creativity" – 127 Dotson Drive in west Ames
- **Mullet's**, serving American breakfast, lunch & dinner – 4518 Mortensen Road in west Ames
- **El Jefe**, bringing the flavors of Mexico to Ames, with speedy service and a fun atmosphere – 524 Lincoln Way

INSIDER TIP

For a traditional lunch (think chicken pot pie, beef stew, ham balls) prepared by Iowa State University students enrolled in a food production and service management class, try the Joan Bice Underwood Tearoom in MacKay Hall on the ISU campus. Lunch is served daily when classes are in session; reservations are recommended. Call 515-294-3330.

Recommended

After a night out, try a Bloody Mary flight at Mullet's. It comes with a traditional, cucumber lime, bacon vodka, and jalapeño vodka Bloody Mary. Now that's what we call doing breakfast right!



COOKS' EMPORIUM

EST. 1979

FREE
TASTING OF
OUR ON-TAP
OLIVELLE
OLIVE OIL &
VINEGAR



313 Main Street - Downtown Ames, Iowa
Shop Online - Free In-Ames Delivery @ CooksEmporiumAmes.com



- Cooking Demonstrations
- Hands-on Workshops
- Private Parties
- Event Space & Kitchen Rental

Use "DISCOVERAMES" for 10% off* a Class

THE RECIPE

412 Burnett Ave, Downtown Ames

www.TheRecipeAmes.com

*One-time use only



A UNIQUE DINING EXPERIENCE!

*Looking for a spot for your next gathering
or special occasion? Reservations are
accepted and private dining is available.*

**Give us a call today
515-268-2238**

THE
IOWA STATER[™]
RESTAURANT

Located inside Gateway Hotel
2100 Green Hills Drive, Ames, IA 50014
TheIowaStaterRestaurant.com

For the love of *cooking*



The Recipe gives Ames community an opportunity to level-up their cooking skills

When Patrick Bergstrom was growing up in Ames, Cooks' Emporium on Main Street was a big part of his life.

"I started cooking at a very young age, like 5 or 6 years old, and my family always went to Cooks' Emporium," he said. The first time he brought his now-wife Mindy to Ames, they stopped by the store to buy his mom a gift. "Mindy said, 'If this ever comes up for sale, we should buy it.'"

In 2018, they did. They kept up the tradition of offering cooking-skills classes and expanded the demonstration kitchen. They dreamed of opening a larger space devoted exclusively to classes and events. In October 2023, after nearly three years of planning, The Recipe opened on

Burnett between Main Street and Fifth in downtown Ames.

The popular new space has high-end kitchen appliances and space for up to 24 people to attend demonstration and hands-on cooking classes. Six remotely controlled cameras help show preparation details to class participants as well as creating live streams for students following remotely. In addition, the space will accommodate up to 45 guests for a sit-down event or 60 guests at a networking-style party.

Regardless of the event, Patrick describes cooking as "the ultimate act of service. People who work in this profession love providing for people."

3 questions for *Patrick Bergstrom*

Patrick Bergstrom grew up in Ames, graduated from Gilbert High School and Iowa State University, served in the U.S. Army, and held a corporate IT job in Minneapolis. He and his wife, Mindy, have helped transform the Ames downtown district with their businesses: Cooks' Emporium, Z.W. Mercantile, Nook & Nest, Ames 1864, and The Recipe.

Photo by:
Dan McClanahan



1. What has been the most popular class at The Recipe?

Our really basic classes, such as knife skills, are very popular. The other one is Homemade Pasta 101, another basic class where we make pasta dough from scratch together, watch a demo, and then invite everyone to do it.

2. What has surprised you about the experience of owning The Recipe?

The response we've gotten from several people who discovered us early on and have become regulars – people who come to 2-5 classes a month – have pulled me aside and told me that we have fundamentally changed how they cook at home, which is such a powerful thing. Our goal is exactly that!

3. What's your go-to quick dinner you make at home?

Usually, I eat leftovers! I can make a down-and-dirty penne pasta with precooked diced chicken, vegetables, and pecorino cheese in about 10 minutes.

A woman with a long blonde braid, wearing a black tank top, is seen from behind as she paddles a bright yellow kayak on a calm river. The water reflects the kayak and the surrounding greenery. In the background, a wooden bridge spans the river under a clear blue sky. The overall scene is peaceful and scenic, suggesting a perfect day for outdoor recreation.

Your next outdoor *adventure*

Catch some rays while you meet your exercise goals. Check out these outdoor destinations, and don't forget the sunscreen!



Get *outside!*

Outdoor fun for
everyone in the family



Hike, bike, paddle & play

Get back to nature with Story County's 3,500 acres of parks, trails, lakes, and woodlands; 40+ city of Ames parks; or the always-incredible Ledges State Park in nearby Boone County.

Take the plunge

Furman Aquatic Center features three water slides, 50-meter pool, lazy river, and zero-depth splash pool. It's the ultimate in summer fun! Season passes are good May 24 through Sept. 1 and are available now.

Be a sport

Grab a friend, grab the kids, and get competitive! Ames has outdoor pickleball courts, disc golf courses, tennis courts, and three public (and one private) golf courses.

Furman Aquatic Center



Celebrating 30 Years!

Join us throughout 2025 as we commemorate three decades of beauty and fun with exciting displays, exhibits, and events.

1407 University Blvd, Ames, IA 50011
www.reimangardens.com • 515-294-2710



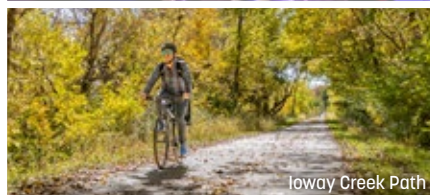
Parks & Recreation



Brookside Park



Ames City Auditorium



Ioway Creek Path



Homewood Clubhouse



Furman Aquatic Center



Ada Hayden Heritage Park

AMES HAS SO MUCH TO OFFER!

- Homewood Golf Course and Clubhouse
- Furman Aquatic Center
- Youth Activities
- Adult Activities
- Social Gatherings
- 40+ Parks
- Ames/ISU Ice Arena
- Ames City Auditorium
- Fitness Classes
- Community Center and Weight Room

FACILITY RENTALS: Many Parks and Recreation facilities are available to rent! Reserve your next event, celebration, or meeting.

AmesParkRec.org • 515-239-5350 •

Conservation and recreation projects get the **green light**

When Story County residents overwhelmingly (77.75%) voted yes for the “Story County Water and Land Legacy Bond” measure in November 2024, they showed their strong support for critical conservation and recreational projects across the county. The resulting \$25 million bond initiative is dedicated to enhancing water quality and habitat, enhancing river and stream buffers, and improving parks and trails.

Matching grants and funding for initial projects have been secured, and several are already scheduled to move forward. These include:

- Hannum’s Mill Dam renovation
- Wicks Wildlife Area oxbow restoration
- Rental cabin at Dakins Lake
- Deppe Family Conservation Area (trails, signage, parking, picnic shelter)

There’s much more to come! Follow updates at storycountyiowa.gov/1697/Story-County-Water-and-Land-Legacy-Bond

With the new bond, Story County Conservation has pledged to spend the following:

Parks	36%	\$9 million
Water and Habitat	32%	\$8 million
Trails/Outdoor Recreation	32%	\$8 million
TOTAL:		\$25 million

CHOOSE YOUR ADVENTURE

Explore more than 3,600 acres of county parks



- Nature programs for all ages
- Hiking & biking trails
- Two public beaches
- Camping
- Hunting & fishing



McFarland Park



Hickory Grove Park



McFarland Park



Visit www.Storycountyconservation.org
or scan QR code to find a park near you!



@storycountyconservation

Indoor fun & games

Sometimes the weather isn't the greatest. We get that. Take your stir-crazy family or meet your friends at one of these indoor fun zones:

Bluestem Boulders, a cool, new rock-climbing gym near E. Lincoln Way & South Duff Ave.

Inside Golf & Games in North Grand Mall, with axe throwing, golf simulators, and duckpin bowling

Perfect Games in west Ames, with 24 lanes of bowling, laser tag, arcade games, and pizza

Time Out, an over-21 bar with classic arcade games (kids with an adult welcome until 7 p.m.)

No Escape Iowa, with technology-rich escape rooms in downtown Ames

CyBowl & Billiards in the Memorial Union – it's not just for ISU students!

Ames/ISU Ice Arena, open for drop-in public skating at select times

Ames Public Library, for story time, teen activities, art exhibits, lectures, speed friending, language circles, movies, and many other activities – something different every day!

Ames Community Center, for drop-in basketball, fitness classes, pickleball, volleyball, and many other activities

And – we're so excited! – the city of Ames is set to open the new **Fitch Family Aquatic Center** in early 2026





*We connect you to the
world of ideas.*



515 Douglas Avenue, Ames

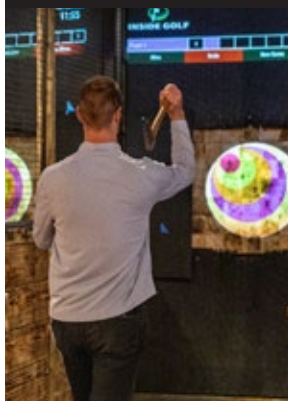
(515) 239-5646

www.AmesPL.org

YOUR FAVORITE PLACE IN AMES

FOR YOUR NEXT HANGOUT SESSION,
FAMILY OUTING, OR SPECIAL EVENT!

**Inside
& Golf
& Games**



Axe throwing, golf simulator, baseball simulator, duckpin bowling, full-service bar/kitchen, and more!

VISIT US TODAY! North Grand Mall, 2801 Grand Ave, Ames, IA • 515-715-1602 • insidegolfandaxe.com

Arts, entertainment, and all that *jazz*

Here are a few ways to
embrace the arts in 2025

University Museums: Celebrating 50 years

Iowa State University Museums encompasses two art museums, a National Historic Landmark historic home museum, a sculpture garden, and one of the largest campus public art collections in the nation. During this golden anniversary, you can take in lectures, art walks, exhibits, curator tours, and special events.

Octagon Art Festival: Sept. 28

This event is a highlight of the fall season. With this annual festival, the Octagon Center for the Arts brings the best of Midwest art to downtown Ames. Explore fine art, meet the artists, enjoy family-friendly crafts and food trucks – and bring home one-of-a-kind treasures.

Live, on stage!

Live music abounds in Ames, from cozy performances in bars and restaurants to major concerts at Stephens Auditorium and beyond.

Insider tip: Check out the lineups at Alluvial Brewing, Ames City Auditorium, Prairie Moon Winery, Roosevelt Park, Bandshell Park, Reiman Gardens, and the Maintenance Shop.

If you're looking for theatre, you'll find that here, too: Broadway musicals at Stephens Auditorium, shows by ACTORS and Story County regional theatre companies, Iowa State theatre, Ames High School productions, and more. Find upcoming events at discoverames.com/events-calendar

Big screen options

For movie buffs, don't forget that Ames has two great movie theaters:

- North Grand Cinema has bargain prices on Tuesdays, comfy reclining seats, five screens, and yummy treats at North Grand Mall
- Cinemark Movies 12 features luxury lounge seating, 12 screens, and film choices ranging from summer blockbusters to Oscar-nominated arthouse films
- And watch for occasional free family movie nights in Bandshell Park offered by Ames Parks & Rec



Octagon Art Festival



Brunner Art Museum



Alluvial Brewing Company



IOWA STATE
UNIVERSITY

Department of Music
and Theatre

Experience

world-class

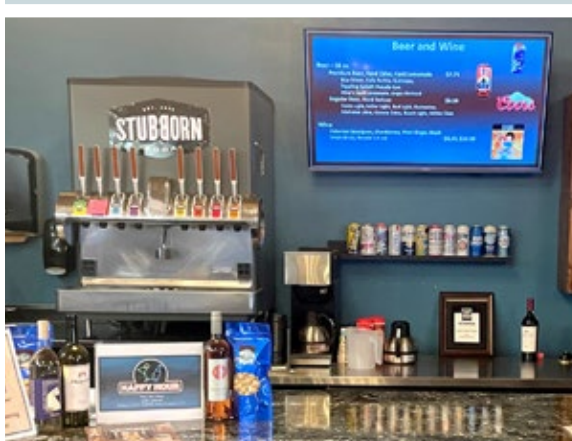
entertainment

See our upcoming concerts, theatre performances,
and other events at music.iastate.edu.

in Ames



North Grand Cinema
Ames' Independent Luxury Theatre



**Best of Story County
winner every year
since 2018!**

- ☒ Power Recliners
- ☒ Laser Projection
- ☒ 7.1 Surround Sound
- ☒ Kitchen & Bar



Inside North Grand Mall next to Harbor Freight
www.NorthGrandCinema.com

4 ways to create your own art

1. **The Workspace** is an arts and crafts studio located in the east basement of the Memorial Union. With a wide array of tools, materials, and knowledgeable staff, you'll find drop-in crafts, pottery, classes, and open studios. **Insider tip:** The Workspace is closed on Sundays and when Iowa State is on break.
2. **Board & Brush**, located at 3326 Lincoln Way Unit 102, is a wood project workshop, great for a night out with friends. **Insider tip:** Feed your inner DIY self with a new project without the mess and buying all the supplies!
3. **Octagon Center for the Arts** not only offers professional art exhibits but also private studio space, events, and in-person classes for kids and adults.
4. **Nathan & Clay** (AKA ceramics artist Nathan Moore) will bring pottery wheels and all the necessary materials to you and your friend group to make your own ceramics.



Brunnier Art Museum

Second Floor of the Scheman Building
1805 Center Drive, Ames, Iowa 50011
Tuesday – Friday, 10:00 a.m. – 4:00 p.m.
Saturday & Sunday, 1:00 p.m. – 4:00 p.m.
Closed to the public Mondays and University holidays.



Christian Petersen Art Museum

1017 and 0003 Morrill Hall
603 Morrill Road, Ames, Iowa 50011
Monday – Friday, 10:00 a.m. – 4:00 p.m.
Closed weekends and University holidays & breaks.



Farm House Museum

National Historic Landmark
601 Farm House Lane, Ames, Iowa 50011
Monday – Friday, noon – 4:00 p.m.
Closed weekends and University holidays & breaks.



Anderson Sculpture Garden

603 Morrill Road, Ames, Iowa 50011
The Anderson Sculpture Garden is located around Morrill Hall, central campus.
Open 24 hours a day, year-round



Art on Campus Collection

The Art on Campus Collection is located on the exterior and in the interior of buildings across the Iowa State University campus.
Open 24 hours a day, year-round (some restrictions apply to art located inside buildings).

Free admission and events.

515.294.3342
museums.iastate.edu



2025 calendar of events



Spring Enchantment



SPRING

St. Patrick's Day / Luck of the Irish (March 17)

Shamrock Tenors at Stephens Auditorium (March 25)

Reiman Gardens Spring Enchantment (April 1 - May 12)

Ames Renaissance Faire (April 12-13)

Ballet Des Moines' Romeo & Juliet (April 26)

515 Days (May 15-16)



Fourth of July Parade



SUMMER

Ames Main Street Farmers' Market (May through October)

Reiman Gardens "Picture Perfect" exhibit (May through September)

Downtown Art Walk (June 5)

Independence Day Celebration (July 3)
Fireworks)

Fourth of July Parade (July 4)

Reiman Gardens Art Fair (July 13)

Swimming: Furman Aquatic Center

Summer music series throughout Ames

For an up-to-date list of Ames events, go to **DiscoverAmes.com/events-calendar**



FALL

Cyclone football gamedays
(Aug. 30, Sept. 6, Sept. 27, Oct. 25,
Nov. 1, Nov. 22)

Reiman Gardens' 30th Anniversary Celebration
(Sept. 13)

Elwood's Very Merry Unbirthday at Reiman Gardens (Sept. 15)

Downtown Music Walk (Sept. 18)

Octagon Art Festival (Sept. 28)

Downtown Witches Walk
(Oct. 9)

Reiman Gardens Spirits in the Gardens (Oct. 10-12)

Boone & Scenic Valley Railroad's Pumpkin Express
(select weekends)



WINTER

Small Business Weekend
(Nov. 28 - Dec. 1)

Merry & Bright Holiday Weekend (Dec. 4-7)

Reiman Gardens Winter Wonderscape (December weekends)

Downtown Snow Magic
(December)

Boone & Scenic Valley Railroad's Santa Express
(select weekends)

Winter Sports at Seven Oaks

Daytrippin'

Ames is surrounded by fun, family-friendly attractions that are no more than 25 minutes away

Rail Explorers

When Discover Ames posted a 14-second POV TikTok video about riding the rails last April, it took off like a rocket, amassing more than a million views. Apparently the thrill of soaring high above the Des Moines River Valley on an electric-assist pedal cart is appealing to a LOT of folks. We agree – it's worth a drive to Boone County, and your Instagram friends will think it's really cool. railexplorers.net/tours/boone

Iowa Arboretum & Gardens / Treehouse Village

Attendance at Iowa Arboretum & Gardens went through the roof last fall, and for good reason. The long-awaited Treehouse Village opened in September to crowds of families and school groups. Now this state Arboretum, located in Madrid, is truly a destination for everyone. At Treehouse Village, kids of all ages will love the suspension bridge and the huge play yard with a climbing wall, ropes and ladders, bouncing nets, and slides. Even better, the playground is built with accessible features such as a wheelchair swing. Adults will love the interconnected wooden treehouses built under a canopy of large oak trees, with stunning views of the valley. iowaarboretum.org

Center Grove Orchard

Find year-round events, from the strawberry patch and farm camp to the popular fall pumpkin patch. Kids and adults can pick apples, get lost in a corn maze, and have brunch with Santa. Located in Cambridge, just a few miles southeast of Ames. centergroveorchard.com

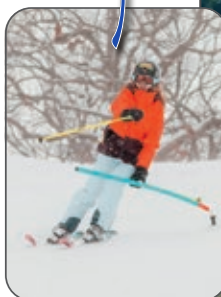
Continued on page 32



ENJOY YEAR-ROUND ACTIVITIES AT **SEVEN OAKS RECREATION**



SEVEN OAKS



www.SevenOaksRec.com

515-432-9457 • Only 15 miles west of Ames on Hwy 30



Daytrippin' cont.

Boone & Scenic Valley Railroad

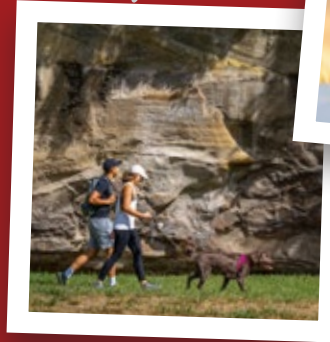
Your family will love the Pumpkin Express, Santa Express, and Day Out with Thomas. You'll love the dinner train. Everyone will enjoy the view. bsvrr.com

Seven Oaks Recreation

Downhill ski, snowboard, snow tube, river float, kayak, and shoot your friends with paintballs at this fun, year-round destination. sevenoaksrec.com

Ledges State Park

Ledges is one of the gems of the Iowa state park system, and it's practically in our own backyard. Hike the trails, explore the canyon, wade through the creeks, camp, and picnic at this premier outdoor location. iowadnr.com



Ride the trains in Boone, Iowa

BOONE & SCENIC VALLEY RAILROAD
& JAMES H. ANDREW MUSEUM
Your ticket to learning and family fun!

For tickets or information:
www.bsvrr.com • (515)432-4249
Depot and museum located at 225 10th Street, Boone, Iowa

Schedule and equipment subject to change without notice.
Latest schedule available on our website. We're a nonprofit 501 (c) (3) organization.

A large photograph of a steam locomotive pulling several passenger cars across a tall trestle bridge. The bridge spans a deep valley filled with trees in bright autumn colors of orange, yellow, and red. A river is visible in the distance.

Meet you on the *byways!*

Did you know that Ames is located at the
convergence of two national historic motor routes?

Lincoln Highway Heritage Byway

Established in 1913 as the first transcontinental highway in the U.S., the Lincoln Highway spans 14 states from San Francisco to New York City. Iowa's section takes motorists 460 miles through the center of the state, from the Missouri River to the Mississippi, and right through Ames. Drive the byway and explore:

- **Jefferson:** 14-story Mahanay Carillon Bell Tower
- **Marshalltown:** Fisher Art Museum in the Marshalltown Arts & Civic Center
- **Tama:** Historic Lincoln Highway Bridge at East 5th Street & Taylor Park Drive
- **State Center:** Three-day Rose Festival in June and Watson's Grocery Store Museum

Jefferson Highway Heritage Byway

Created in 1915, the Jefferson Highway runs north and south from Winnipeg to New Orleans. Its 220 Iowa miles roughly follow U.S. Highways 65 and 69 (Lamoni to Northwood), with a loop in Ames. Drive the byway and explore:

- **Colo:** Niland's Café at the Reed/Niland Corner, 24 Lincoln Way; classic roadside diner located on both the Jefferson and Lincoln Highways
- **Mason City:** Music Man Square and Historic Park Inn Hotel, the last remaining Frank Lloyd Wright designed/built hotel
- **Indianola:** National Balloon Classic and National Balloon Museum

Follow Iowa Byways: iowadot.gov/iowasbyways

*Visit
Story City*

WWW.STORYCITYGCC.ORG

ANTIQUE CAROUSEL (OPEN MAY-SEPTEMBER) - PARKS - PUBLIC GOLF COURSE
HISTORIC SWINGING BRIDGE - ANTIQUES - AND SO MUCH MORE

JUST A QUICK
10 MILES NORTH OF AMES

CyTown takes shape

**A new community
entertainment district
is coming to life in the
Iowa State Center**

CyTown, the multi-year building project taking shape between Jack Trice Stadium and Hilton Coliseum, came one step closer to reality in February when ISU Athletics Director Jamie Pollard unveiled new renderings and expanded tenant information.

Previously, Iowa State University had selected Midwest-based Goldenrod Companies as the master developer for CyTown, and the Board of Regents had approved a 30-year development agreement.

Key to the project is The Cardinal, a Marriott hotel located just south of the Scheman Building. The 200-room hotel will feature a rooftop bar and patio. Other announcements included the “Sukup Cylo,” an amphitheater that Pollard called the “crown jewel of the project” and a 15,000-square-foot food and beverage “destination” located at the southern gateway of CyTown.

Other features include 90,000 square feet of office space, 60 residential suites, retail space, kids’ playground, gathering space, and distinct “neighborhoods” between each building.

“We have received over 300 overtures from various retailers and businesses interested in learning more about potentially locating in CyTown,” Pollard said. “We are evaluating those that desire to be in CyTown and will choose those that can be the most successful.” He added that the Sukup Cylo will be a great venue for concerts, pep rallies, game watches, alumni gatherings, and other outdoor events.





CyTown CONSTRUCTION TIMELINE

Spring 2025:
McFarland Clinic
breaks ground

Fall 2025:
Other construction
begins

2026:
BIG year for
construction

Fall 2027:
Up and operating

3 questions for *Jamie Pollard*

Jamie Pollard has been Iowa State University's director of athletics since September 2005. During his tenure, Cyclone athletics has had unprecedented success in measures of academics, athletics, and fan attendance, in addition to phenomenal facilities expansion.



1. How do you envision Ames residents benefiting from the creation of CyTown?

CyTown will help attract new major events, concerts, conferences, businesses, and visitors that will all drive revenues and further enhance Ames and Central Iowa.

2. To everyone who says this project is taking up too much of the parking space, what say you?

The university's investment in the parking lots and infrastructure has actually increased the overall number of available parking spaces in and around the Iowa State Center by over 10 percent (approximately 150 net additional spaces)!

3. How will CyTown change the gameday experience for Cyclone fans?

CyTown will significantly enhance the gameday experience for Cyclone fans by providing restaurants and shopping, all within walking distance of Hilton Coliseum and Jack Trice Stadium. In addition, The Cardinal hotel will provide those that stay overnight in Ames with the opportunity to stay at an Iowa State-branded hotel within walking distance of both facilities.

Ames: As seen on TV

When the RV There Yet? television show came to Ames and Boone County, the stars aligned

Last fall, Discover Ames, the Ames Regional Economic Alliance, and Visit Boone County joined forces to host the cast and crew of the Discovery Channel's "RV There Yet?" television series.

This TV series, hosted by RVers Patrice and Kevin McCabe, features tourism attractions and outdoor spaces throughout the United States. Discover Ames, The Alliance, and Visit Boone County worked with the McCabes to develop an itinerary for an Ames/Boone County episode that features Reiman Gardens, downtown Ames, an Iowa State University football tailgate experience, Rail Explorers, the High Trestle Trail, and Ledges State Park.

Ames highlights include Reiman Gardens' butterfly wing, tailgating in the ISU football RV lot, the ISU Cyclone Marching Band, and barbecue cooked up on site by Ryan Newstrom of Cornbred Barbecue.

You can watch the episode starting April 19 on The Discovery Channel.



You juggle a lot in your world.



We know life can be a balancing act.

That's why we're here to help you protect what matters most, your todays and tomorrows. **Contact us today.**



Dan Siegfried, CLU®, CLF, CIC, LUTCF

Agent, Financial Advisor

515.233.4411

Dan.Siegfried@fbfs.com



Stephan York

Agent

515.233.2480

Stephan.York@fbfs.com

2010 Philadelphia St., Ste. 8 | Ames, IA



Registered Representative/Securities & services offered through FBL Marketing Services, LLC,* 5400 University Ave., West Des Moines, IA 50266, 877/860-2904, Member SIPC. Advisory services offered through FBL Wealth Management, LLC.* Farm Bureau Property & Casualty Insurance Company,** Western Agricultural Insurance Company,** Farm Bureau Life Insurance Company+*/West Des Moines, IA. Individual must be a registered representative of FBL Marketing Services, LLC to discuss securities products. Individual must be an investment adviser representative with FBL Wealth Management, LLC to discuss advisory services. Individual must be licensed with issuing company to offer insurance products. *Affiliates. *Company providers of Farm Bureau Financial Services. PR-GB-A (5-24)



Living your *best life*

With the combined resources of Iowa State University, the city of Ames, Story County, and private businesses, Ames is a great place to be an older adult. Here are four local amenities to enhance your life:



1. Coming in early 2026, the **Fitch Family Indoor Aquatic Center** will provide warm water aquatic opportunities for all ages. The new 38,900-square-foot facility is located near Lincoln Way and Grand Ave. at 115 N. Elm Ave. The aquatic center will include amenities such as a lazy river, a water slide, and three warm-water basins. The building will offer year-round swimming lessons, exercise classes, water walking, lap swimming, open recreation, and additional exercise opportunities.
2. **OLLI at ISU** (Osher Lifelong Learning Institute at Iowa State University) is a program of the ISU Alumni Association. Classes and lectures for adults 50+ range from single sessions to multiple weeks on topics such as technology, climate, art, cooking, history, current events, and writing.
3. Who doesn't love **Pickleball**? It's a great game for all ages & skill levels. Ames has outdoor courts at Emma McCarthy Lee Park, Inis Grove Park, and Brookside Park (some are shared with tennis). Indoors, find pickleball courts at Ames City Gym and Harvest Vineyard Church. Watch for renovated courts at Ames Fitness Center South.
4. Since 1995, the **Senior Variety Show** has provided a way for Story County seniors to showcase their talents. More than 100 performers age 60+ attend auditions each spring; the theme of the 2025 show is "Catch a Radio Wave" (Aug. 15-16).



Northridge
VILLAGE



*Aging doesn't
require growing up!*



**Come find your fun
at Northridge Village**

*Schedule a tour at 515.232.1000
or at NorthridgeVillage.com*



**Scan the
QR code to
book a tour!**

Moving *forward*



Sixty Forward brings services together in stylish new headquarters

Walk into the Sixty Forward Center's spacious, light-filled atrium and you'll immediately feel welcome.

"You can find a lot of information on our website: menus, hours of operation, a calendar of activities," said Deb Schildroth, executive director of Heartland of Story County. "But the best way to learn about our services is by coming here in person."

Heartland of Story County is one of three organizations that partnered in the creation of the Sixty Forward Center, which opened in September 2024 at 205 S. Walnut in Ames. The other two are city of Ames Parks and Recreation and Mary Greeley Medical Center. Those three partners provide facilities, services, and events to residents of Story County who are 60 and older.

The partners encourage residents to live an active lifestyle, foster a sense of community, and take advantage

of health services and resources in support of living independent lives.

The center offers a Bistro (open to all ages); an adult day center; state-of-the-art strength and cardio equipment; duckpin bowling; and multipurpose rooms for gathering, classes, and more.

Learn more at SixtyForward.org, and sign up to take an in-person orientation session.

3 questions for *Deb Schildroth*

Deb Schildroth is executive director of Heartland of Story County. She was the assistant city manager for the city of Ames for four years, and she has worked more than 30 years in a variety of roles with Story County human services.



1. What do you want the community to know about 60 Forward?

We are creating a whole new experience for people 60-plus by coordinating services from Mary Greeley, Heartland of Story County, and the city of Ames, focusing on physical activity, health and nutrition, and social networking.

2. What have been the most popular offerings since the center opened?

More than 300 people are using the strength and cardio room, and more than half have never used fitness equipment before. The dementia-prevention program is so popular that we now have two classes going. And, of course, everyone loves The Bistro.

3. What is the best thing on The Bistro menu?

The chicken salad croissant!

VILLAGE COOPERATIVE OF AMES

Housing option for active seniors 62+



Secure Building/Elevator



Snow/Lawn Care



Appliances/Cable TV/Water



Fitness Center/Woodworking



Heated Garage/Carwash



Games/Potlucks/Coffee

South of ISU football field
University Blvd. to
roundabout Oakwood Rd.

Contact Us!
515-292-4849
2525 Bobcat Dr., Ames, IA



Medicare can be complicated.

A Farm Bureau agent makes it *easy*.

Call us to find a Medicare supplement plan that's right for you.



AUTHORIZED INDEPENDENT AGENTS FOR



Products available at Farm Bureau Financial Services

This is a solicitation of insurance. Wellmark Medicare Supplement insurance plans are not affiliated with any government agency. To be eligible, you must reside in the service area of the plan. Wellmark Blue Cross and Blue Shield of Iowa is an independent licensee of the Blue Cross and Blue Shield Association. W5018029 6/24



Dan Siegfried
Agent,
Financial Advisor
515.233.4411



Stephan York
Agent
515.233.2480
2010 Philadelphia St., Ste. 8
Ames, IA

America's Choice in Home Care



LIVING ASSISTANCE SERVICES

426 4th St. Ames, IA
515-446-4316
VisitingAngels.com/Ames



SERVICES PROVIDED:

Bathing Assistance, Dressing Assistance, Fall Risk Safety, Medication Reminders, Errands, Shopping, Light Housekeeping, Meal Preparation, Friendly Companionship, Flexible Hourly Care, Respite Care for Families, Live In Care, Alzheimer's/Dementia Care



- Same-day, next-day appointments
- Common illness, immunizations
- 6 months of age or older
- Brief work and sports physicals

Services vary by location - call for more information.

AMES

Lincoln Center Hy-Vee
640 Lincoln Way, Ames
515-956-4044

MARSHALLTOWN

Hy-Vee
802 South Center Street
641-844-5200

West Ames Hy-Vee
3800 Lincoln Way, Ames
515-956-4100



- Same-day appointments
- Non-life threatening illnesses & injuries
- Physician staffed
- X-Rays and Lab on site

AMES

3815 Stange Road, Ames
515-956-4044

CARROLL

1214 S. Grant Road
712-792-7500

McFarlandClinic.com/NeedCareNow



Each year Mary Greeley Medical Center's Emergency Department treats an average of **30,000** people.

At the Emergency Department at Mary Greeley, the focus is on using the medical center's extensive resources to provide high-level emergency care. That includes:

- 24-hour-a-day, 365-days-a-year staffing.
- A team of physicians specially trained in emergency care, and registered nurses with certifications in emergency medicine.
- Experienced paramedics who are trained to be life-saving first responders when a health emergency arises.



Mary Greeley
MEDICAL CENTER

Emergency (Fire/Police/Ambulance) **911**

First Nurse 515-239-6877
. 800-524-6877

Poison Center 800-222-1222

Mary Greeley Medical Center
(non-emergent). 515-239-2011

www.mgmc.org





Ames Surgery Center:

A new option for outpatient procedures

The next time your doctor recommends an outpatient surgical procedure (such as a colonoscopy), chances are good that you'll be able to schedule it at the new Ames Surgery Center.

The Ames Surgery Center (ASC) is a joint venture between Mary Greeley Medical Center and McFarland Clinic. The facility is located at 2120 Bailey Avenue, just north of East 13th Street and accessible from Dayton Avenue. The ASC is a multi-specialty, outpatient surgery center equipped for a variety of surgical specialties including gastroenterology, general surgery, gynecology, ophthalmology, orthopedic surgery, ENT, and urology.



FAQ

Here are some commonly asked questions about the Ames Surgery Center:

What are the benefits of the ASC?

There are several, including the following:

- **Cost:** Procedures can cost 40-60 percent less than hospital surgeries.
- **Convenience and accessibility:** Parking and wayfinding are easier to navigate.
- **Scheduling:** Efficient scheduling practices and workflows can be adopted.

What kinds of procedures are performed at the ASC?

Most same-day procedures that do not require hospital services can be performed at the ASC.

Can all patients be seen at the ASC?

Some patients who have complex medical needs must have their surgery within a hospital setting, even if the surgery does not require an overnight stay.



About Discover Ames

Get to know Discover Ames! Formerly known as the Ames Convention and Visitors Bureau, Discover Ames is the official destination marketing organization for the city of Ames. The organization helps bring meetings, conventions, events, and leisure travelers to Ames and the Iowa State University campus and provides services to groups and visitors.

Discover Ames produces an annual visitors guide, weekly newsletters, a tourism website, and social media aimed at visitors and the Ames community alike.

Last year was a big year for Ames with Odyssey of the Mind World Finals in May, the George Strait concert in Jack Trice Stadium May 25, and the 2024 Farm Progress Show in August, among many other events. And 2025 is shaping up to be another great year, with the Campustown Showdown cattle show April 25-26 and a number of state and national competitions taking place during the spring and summer months.

8 WAYS TO CONNECT WITH DISCOVER AMES

- Find things to do in Ames on the online event calendar, blogs, and itineraries
- Follow Discover Ames on Facebook, Instagram, and Pinterest
- Watch our videos on YouTube and TikTok
- Subscribe to the bi-weekly Ames Insider newsletter
- Request a 2025 visitors guide to have handy when friends and family come to town
- Volunteer to be a Discover Ames Ambassador
- Stop by our office at 1601 Golden Aspen Drive, Suite 110 – right off South 16th St.
- Find maps and additional visitor information at Ames 1864 at the Shops at Clark & Main in downtown Ames

Find everything you need at **DiscoverAmes.com**



Zook's Look, Inc.

PROFESSIONAL PAINTING

Quality Counts & Details Matter

For all of your professional painting and staining needs.

Interior Painting
Exterior Painting
Cabinets
Custom Finishing
Light Commercial



515.450.4882 ♦ www.zookslookinc.com



dahlia darling & co
Reserve at DahliaDarlingCo.com

*rides as memorable
as their destinations
to honor life's
biggest celebrations*



Learn how to fly!



FAA Part 141
Certified Flight School

For more info visit
centraliowaair.com

515-292-9056



**Central Iowa
Air Service**

DISCOVER AMES Community Grant

— PROGRAM —

Since 2007, Discover Ames has administered a community grant program, distributing more than **\$1.3 million** to local organizations. This year, 39 special events will receive a total of **\$92,000**. You can thank our visitors for this support – grant funding comes from a portion of the local hotel/motel tax.

Events range from an arts festival in Ames to a pizza fest in Nevada, from stage shows to the annual 4th of July fireworks show. What do they have in common? They improve the quality of life for Ames-area residents and attract more visitors to our community.

Applications for 2026 grants are due in October. You'll find requirements and an application form at discoverames.com/community-grant



2025 DISCOVER AMES COMMUNITY GRANT RECIPIENTS

Enjoy these 2025 community-grant-supported events!

- Ames Fly-In
- Ames Main Street Farmers' Market
- Ames Renaissance Faire
- Ames TUBACHRISTMAS
- Ames Turkey Trot
- Anime Ames
- Beautiful Land Pop-up at Downtown Fareway
- Campus Service Day
- CASA Holiday Art Sale
- CASA Spring Open House
- Disney's Descendants: The Musical (Story Theater Co.)
- Friendship Ark's Tropical Sangria Escape
- Goldfinch Room Reunion Festival
- Illuminate Contemporary Dance Concert
- Independence Day Fireworks
- Iowa Games Athletic Tailgate
- Kevin Zhu Concert (Ames Town & Gown)
- Lincoln Highway Days
- Midwest Children's Choir Festival
- Mural Week Community Mural
- Nevada Community Rodeo
- Nevada Truck and Tractor Pull
- Octagon Art Festival
- Opening Night Event at ACTORS
- Pizza Pie Looza in Nevada
- Resistance: A Community Tour (Eco Theatre Lab)
- Roosevelt Summer Sundays Concert Series
- See the Music (Hear the Dance)
- Semiquincentennial Exhibit at Ames History Museum
- Senior Variety Show
- Snow Magic Kick-Off Event (Ames Main Street)
- Spirits in the Gardens
- Stacks for Stead Pancake Breakfast
- Step Into Story Books
- Story County Fair
- The Bill Bergan 5k on the 4th
- WinterFest
- Words Meet Art (Ames Writers Collective)
- Zearing Days Celebration



SHOPPING ENTERTAINMENT ART FOOD DRINKS & MORE

Follow Downtown Ames on
social media or visit us online

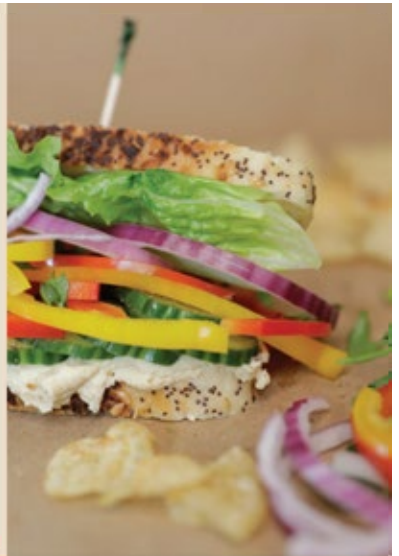


DowntownAmes.org





1601 Golden Aspen Dr.
Suite 110
Ames, IA 50010



*Whether your event is
for 10 or 500+ people,
we have you covered.*

**YOUR FAMILY
OWNED,
LOCAL, FULL
SERVICE
CATERING
COMPANY**



***ELEVATED
FOOD WITH
UNPARALLELED
SERVICE***

Menus: Breakfast, Lunch,
Feasting Trays, Snacks,
Desserts, Hot Lunch and
Dinner, Hors d'oeuvres

On-Site Services:
Pancake, Belgian Waffle,
Grill Out