



# Behind the Scenes Tour

VALA'S | CENTER GROVE ORCHARD | BLOOMSBURY FARM ❖ JULY 29-AUGUST 2, 2024

## Monday, July 29

- 3:30 pm School bus will begin loop shuttling people from hotel to Vala's (for non-drivers)
- 3:45 pm Registration begins at Vala's entrance
- 4:00 pm Free time & rides at Vala's
- 6:00 pm Happy Hour at the Cider Mill  
*Charcuterie, pretzel bites, cider*
- 6:00 pm Cider basement tours with Cider Mill Team
- 7:00 pm Tractor rides begin to orchard
- 7:30 pm Farm-to-table dinner in the orchard  
*Live Fire Cooking; whole hog and steak, sides, cobbler*
- 9:00 pm Harvest Moon Cinema
- 9:45 pm School bus will depart for hotel (for non-drivers)

### **Attractions Open:**

- Jan's Carousel
- Freya's Egg Spinners
- Scarecrow Band
- Storybook Barn
- Egg Scramble
- Stefan's Country Drive
- Jumping Pillows
- P500 Carts
- Cousin Lauren's Racing Pigs
- Haunted House/Spook Shed
- Big Slide Ride

HOTEL: EMBASSY SUITES LA VISTA | 12520 WESTPORT PKWY, LA VISTA, NE | 402-331-7400

## Tuesday, July 30

- 8:10 am School bus will depart hotel to Vala's (for non-drivers)
- 8:30 am Arrive at Vala's – *Welcome message from Tim at admissions entrance*
- Explore the farm on own
- 9:30am Learning Sessions Round 1
- Ride Safety, Opening/Closing Procedures, Security
  - Landscaping
  - HR/Interviews
  - Food
- 11:00am Learning Sessions Round 2
- Ride Safety, Opening/Closing Procedures, Security
  - Landscaping

- HR/Interviews
- Food
- Tour of food warehouse

### Attractions Open:

- Haunted House/Spook Shed
- Scarecrow Band
- Pumpkin Creek Railroad
- Storybook Barn
- Jumbo Jumpers
- Apple Blasters
- Big Slide Ride

### Food Locations Open for Samples and Demos:

- Pie Barn
- Town Square Tots
- Cookie Coop
- Warehouse
- Ethan's BBQ
- Grandma's Fried Chicken
- Ben's Pretzels

- 12:00 pm Lunch and Q&A in Cider Mill Pavilion  
*BBQ Ribs and Pulled Pork, Corn, Baked Beans, Slaw, Slab Pie*
- Vala family talk about leadership structure with team leaders and area managers
- 3:00 pm Charter bus depart for Des Moines (for non-drivers)
- 5:30 pm Optional stop at Howell's along the way
- Goat cuddling & other activities
  - Dried flower displays & demos
  - Farm market & gift shop open
  - Light dinner
- 7:00 pm Bus depart to hotel in Ankeny

HOTEL: BEST WESTERN PREMIER | 2502 SE TONES DR, ANKENY, IA | 515-965-5678

### Wednesday, July 31

- 7:30 am Optional Early Start: Wellness on the Farm  
*Yoga in the Corn Pool with Deanna*
- 8 am Welcome and Plan for the Day with Steve
- Coffee/Donuts
  - Overview of food venues
- 9-11:30 am Areas to Explore – *staff at each area to answer questions*
- Production Bakery (*live demos at 9 and 9:30 am*)
  - Retail Store (*Chat and Q&A at 9:15 and 9:45*)
  - Animals/Care/Biosecurity
  - U-Pick and Country Corner Operations
  - Apple Orchard
  - Chicken Strip Demo (*live demos between 11 and 12*)
  - Inventory Tracking/Distribution (*chats and Q&A at 11 and 11:30 am*)
  - CGO Express Train Ride (*open 10 am – 2 pm*)
- 11:30-12:30 Lunch  
*Hand Breaded Chicken Strips, Homegrown French Fries, Homemade Applesauce, Farmhouse Pie*

- 1 pm Areas to Explore – *staff at each area to share info & answer questions*
- Cookies/Shakes (*live demos from 1 to 2 pm*)
  - Farmyard Operations - staffing/roles/open & close procedures
  - Farm Camp, School Tours, Winter Wonderland, and Project Coordination
  - Equipment/Shop
  - HR/Scheduling
  - Marketing, Website, Public Relations, Events
  - Infrastructure

**Attractions Open:**

- |                             |                                |                            |
|-----------------------------|--------------------------------|----------------------------|
| ● Storybook Land            | ● Plinko Barn                  | ● Corn Maze                |
| ● 1800's Schoolhouse        | ● Pedal Carts                  | ● Tractor Pull             |
| ● Farm Animals              | ● Jumping Pillows              | ● Combine Slide            |
| ● Discovery Barn            | ● Apple Slingshot              | ● Confusion Corral         |
| ● Ollie the Singing Tractor | ● Black Gold Super Slide       | ● Bubble Bin               |
| ● Pedal Tractors            | ● Homer's Barn (Pig Race Area) | ● Wagon Ball               |
| ● Corn Pool/Truck Slide     | ● Hay Bale Hoist               | ● Honey Bee (mini-zipline) |
| ● Chalk Truck               | ● Log Cabin                    | ● U-Pick Apples            |
| ● Duck Races                | ● Potty Barn                   | ● U-Pick Flowers           |
| ● Spider Web                | ● Straw Pyramid                | ● Pumpkin Valet            |
| ● Sand Box                  | ● Hay Bale Maze                | ● Hayrides                 |
| ● Bull Ride                 |                                |                            |

**Food Locations Open For Viewing:**

Farmyard Locations

- Hay Cafe
- Coffee Shop
- Lemonade
- Apple Jacks
- Feed Bunk
- Corn Dogs

Country Corner Locations

- Apple Nachos/Donut Tower
- Funnel Cakes
- Corn Crib

**Other Areas Open For Viewing**

Warehouse 1

- Food Service Storage
- Apple Cooler
- Apple Sorting
- Kettle Corn

Mechanics

- Shop
- Warehouse 3
- Grain Elevator

- 2:45 pm Wrap up and Q&A  
 3:00 pm Depart for Bloomsbury Farm

5:00 pm Arrival & Welcome from Petersen Family

- 5-6:45 pm Cocktail Hour, Appetizer Spread, Live Music
- Scream Acres FX makeup demos and information
  - Farm Market / Wine Room open
  - Self-guided farm enjoyment and hayrack rides

6:45 pm Pumpkin Blaster Show

7:00 pm Buffet Dinner  
*Pork loin, garlic mashed potatoes, corn, green beans, rolls, salad, dessert*

7:45 pm Scream Acres 3 Indoor Attractions (*live actors*)

8:45 pm Charter bus depart for hotel

HOTEL: HOME 2 SUITES WESTDALE | 4000 WESTDALE PKWY, CEDAR RAPIDS | 319-536-8000

### **Thursday, August 1**

8:00 am Bus load at hotel (for non-drivers)

8:30 am Arrive at Bloomsbury Farm, light breakfast & coffee in Party Barn  
*Mixed fruit, pastries, bagels, coffee, orange juice*

9:30-11 am Seasonal Festivals, Special Events, Corporate Events, local business partnerships/non-profits

11-12:30 pm Deep Dive into Pick Your Own Crops (*flowers, pumpkins, lilacs*)

12:30 pm LUNCH in the Harvest Barn  
*Sandwiches & summer salads*

1-2:30 pm Retail / Seasonal Specialty Food & Drinks / Specialty Slush, Milkshake & Drink Demos/ Per Patron Spend

2:30-4 pm Photo Ops, Social Media, Branding

4-5 pm Optional Learning Sessions

- Attraction planning, building & implementing - walking tour
- Employee Management / HR / Hiring / Electronic Systems

5-9pm Flower Date Night, Live Music (open to the public) & Backyard Summer BBQ  
*Burgers, grilled chicken sandwiches, party potatoes, pasta salads, fruit, pumpkin bars, apple crisp*

8 pm Bus depart for hotel (for non-drivers)

### **Attractions & Areas Open During Free Time**

- Jumping Pillow
- Corn Palace
- Super Slide
- Animal Town
- Rock Shop & Geodes
- Flower Fields
- Bird Houses
- Pig Racers
- Photo Ops
- 3 Indoor Haunted Attractions
- Barnyard Ball Zone
- Straw Mountain
- Western Town
- Bubble Barn
- Dry Creek Mining
- Tikes Track
- Mini Golf
- Bouncy Town
- Butterfly Garden
- Beer Garden & Games
- Wine Room Garden
- Farm Markets & Food Areas
- Tire Mountain
- Challenge Area
- Giant Cornhole
- Hula Cows
- Bee Line Mini Zip Lines
- Apple Blasting Gallery
- Corn Maze
- Kid's Maze
- Haunted Cornfield
- Lil' Farmerville
- Lil' Tots Corn Bin & Slides

### **Friday, August 2**

4-9 pm Option to stay for Iowa Flower Fest public opening