

JUNE 17-20

2024 ANNUAL CONFERENCE

ITHACA, NY

PBA

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SHOWCASE

FAM Tours Options

Ithaca/ Tompkins County Visitors Bureau Contact: Sarah Imes , Sarah@visitithaca.com

Monday June 17

FAM 1 : Totally Taughannock

1:00 PM-4:30 PM

- We start the afternoon off at the lakefront of Taughannock Falls State Park where you will enjoy a picnic lunch along the shores of Cayuga Lake.
- Afterwards, you will head across the street and enjoy a guided natural history walk through the gorge to the 225ft high Taughannock Falls! When you get to the base of the falls, marvel at the tallest plunge waterfall east of the Mississippi. Your naturalist guide will engage you throughout as you learn about how this region was formed millions of years ago. (1.5 mile round trip easy walk with stops).

Sub Shop Boxed Lunch: Individually packaged lunch. Comes with your choice of small sub on a plain white roll, chips, cookie and bottled water. Same options of sandwiches available made gluten free.

Sub choices are: (Choose one)

- ☐ Gluten Free
- ☐ Ham and American
- ☐ Turkey and American
- ☐ Tuna and American
- ☐ Roast Beef and Provolone
- ☐ Roasted Red Pepper Hummus.
- ☐ Danny's Favorite (Thinly sliced salami, capicola, and spicy ham with provolone cheese)

FAM 2 : Downtown Discovery

1:00 PM-4:30 PM

- Discover the wonders, history and culture of downtown Ithaca! Your guide will meet you at the hotel for a guided walking tour that celebrates Ithaca's cultural heritage. Discover the unique landmarks and natural features that are the bones of the city, as well as two of the gorge creeks that are its lifeblood. The tour goes through the Ithaca Commons. Those who wish to depart the tour from here to shop are able to do so. Those who complete the full 2-hour walking tour (1.75 mile non-strenuous loop) will still have plenty of time for browsing and shopping on the Ithaca Commons afterwards. Enjoy lunch on your own at a downtown restaurant of your choice.

Monday June 17

FAM 3: Cornell and its Fabulous Falls

1:00-4:30 PM

- Cornell University is not only a world-renowned academic institution, it is also a beautiful campus surrounded by stunning natural beauty. First, you will have the opportunity to visit the Cornell Botanic Gardens. We'll make sure to stop at the Newman Scenic Overlook in the arboretum, as well as the Nevin Welcome Center that is surrounded by flower and herb gardens and a Rhododendron trail that is expected to be in full bloom! Enjoy a boxed lunch in one of the peaceful nooks and crannies that exist among the gardens. Then as we continue our tour you will experience three waterfall stops in and around the Cornell University campus while your guide shares with you stories and history of Cornell and the city of Ithaca.

Sub Shop Boxed Lunch: Individually packaged lunch. Comes with your choice of small sub on a plain white roll, chips, cookie and bottled water. Same options of sandwiches available made gluten free.

Sub choices are: (Choose one)

- ☐ Gluten Free
- ☐ Ham and American
- ☐ Turkey and American
- ☐ Tuna and American
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Thursday June 20

FAM 1: Downtown Made in Ithaca Beverage Tour

10:00 AM-1:00 PM

- Ithaca is home to a host of wineries, breweries and cideries right within its city limits. On this tour, you will experience an artisan winery and a craft brewery right in downtown Ithaca. Visit Ports of New York, where sole proprietor Frédéric Bouche', a fourth-generation winemaker from Normandy France, shares with you a tour of his cellar and the port-making process. This is followed by wine and port tasting and exploration of his personal gallery that tells the Bouché Family story through his antique French wine-making collection.
- Afterwards we will head to Liquid State Brewing for lunch featuring Silo Fried Chicken, recognized as the best of Ithaca. Enjoy a flight of Liquid State craft beer with lunch, followed by a tour of the brewery from one of its owners.

Lunch Choices: (Choose one)

_____ **Silo Knuckle Sandwich:** Fried, boneless, dark meat chicken served on a chicken fat grilled Heidelberg bun with roasted red pepper mayo, Remembrance Farms greens, and your choice of side (coleslaw or truck-cut fries).

_____ **Hott Knuckle Sandwich:** Fried, boneless, dark meat chicken tossed in house Hott sauce, served on a chicken fat grilled Heidelberg bun with roasted red pepper mayo, Barrel & Brine's Fire & Ice pickles, and your choice of side (coleslaw or truck-cut fries).

_____ **Telekinetic Tofu Sandwich (Veg):** Fried Ithaca Soy tofu with Telekinetic BBQ sauce, served on a griddled Heidelberg bun with Asian Trio pickles, local organic greens, fresh cilantro, and your choice of side (coleslaw or truck-cut fries).

Thursday June 20

FAM 2 : Goats and Boats

10:00 AM - 1:00 PM

- Your day begins with a stop at Taughannock Falls Overlook to view the area's most impressive waterfall from across the gorge. Measuring 215 vertical feet, these falls are 40 feet higher than Niagara Falls and were created by the icy glaciers that covered the entire region tens of thousands of years ago. You will then continue on to one of Finger Lakes' favorite cheesemaking farms - Lively Run goat dairy. Sample a number of artisan crafted cow and goat milk cheeses, learn about the cheesemaking process, and even visit with the very friendly goats on the farm!
- Afterwards you will head to the shores of Cayuga Lake where you will board the M/V Teal for a sommelier-guided wine and cheese pairing cruise with Discover Cayuga Lake.