2024 WACO VISITORS GUIDE





A city to believe in





CHECK IT ALL OUT #wacotx



Ft.Worth Dallas

San Antonio











SHOPPING











Conveniently located on I-35 in the center of the state, just 90 miles from Dallas and Austin, Waco has long been known as the "Heart of Texas." Named after the Waco Indian tribe, the village of Waco was established in 1849 and incorporated in 1856. The legendary Chisholm and Shawnee cattle trails both crossed Waco's historic Suspension Bridge on their way to northern cattle markets.

Today, Waco is a diverse, bustling city of 147,434, with a university, two colleges, over 40 hotels and 300+ restaurants. We are home to the famous Magnolia Market, owned by Chip and Joanna Gaines.

Waco is also the home of a lively cultural district. Discover open-air festivals and concerts by the river, sporting events, a popular Saturday morning farmers market, a vibrant downtown, theatre, live music, rodeo, comedy, dance, art galleries, and a world-class symphony orchestra.

Check out destinationwaco.org/events to find out what's happening during your visit.

We know you'll find plenty of "heart" at the center of our hospitality!

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CAMERON PARK ZOO

The Cameron Park Zoo rests on 52 acres adjacent to the Brazos River. Lush native vegetation, splashing waterfalls, a picturesque lake and ponds surround the different natural habitats that are home to giraffes, lions, rhinos and elephants. The Asian Forest features the critically endangered orangutans, Sumatran tigers, and Komodo



dragons. Other residents include gibbons, lemurs,

Galapagos tortoises and the Brazos River Country's variety of North American animals. Enjoy a 50,000-gallon coral reef saltwater aquarium and the playful river otters as they swim around the children who slide through the otter exhibit. Coming in August 2024 - the new Penguin Shores exhibit!

9am - 5pm, Mon - Sat 11am - 5pm, Sun Closed Thanksgiving, Christmas, and New Year's Day

1701 N 4th St (254) 750-8400 cameronparkzoo.com Admission Charge

MAYBORN MUSEUM COMPLEX

The Mayborn Museum Complex, on the campus of Baylor University, brings together the resources of hands-on discovery rooms and interactive natural science and cultural history galleries. This rich combination provides a wide spectrum of engaging learning opportunities for visitors of all ages. The complex also includes the Gov. Bill & Vara Daniel historic village, depicting life in Texas from the late 1800's to the early 20th century, a theater and gift shop.

Traveling exhibits vary throughout the year in the Special Exhibits Hall.

10am - 5pm, Mon - Sat 1pm - 5pm, Sun

1300 S University Parks Dr (254) 710-1110 maybornmuseum.com Admission Charge



DR PEPPER MUSEUM

The Dr Pepper Museum is dedicated to Dr Pepper, the nation's oldest major soft drink. The

museum offers two buildings of exhibits telling the story of the soda pop industry through memorabilia and advertising. Exhibits change regularly. Visit Frosty's Soda Shop and Peggy Pepper's Emporium anytime without paying admission.



10am - 5:30pm, Mon - Wed 10am - 7:00pm, Thurs - Sat 12pm - 5:30pm, Sun

300 S 5th St (254) 757-1025 drpeppermuseum.com Admission Charge

WACO MAMMOTH NATIONAL MONUMENT

In July 2015, this site was declared a National Monument due to its historical significance. This palaeontological site represents the nation's only recorded discovery of a nursery herd of Columbian mammoths. Visitors can view "in situ" fossils including female mammoths, a bull mammoth, and a camel that lived approximately 67,000 years ago.

9am - 5pm daily Closed Thanksgiving, Christmas, and New Year's Day

6220 Steinbeck Bend Dr (254) 750-7946 www.wacomammoth.com Admission Charge



HOMESTEAD CRAFT VILLAGE

Homestead Craft Village, located 5 miles outside Waco, offers shopping, dining, and self-guided tours. The 18 acre complex includes a 200-year old barn, the Potter's House, a woodworking shop, a restored 1760 gristmill, fiber arts, herb garden, and more.



Guided tours are available by appointment. Café

Homestead, serving natural beef and homemade baked goods, is one of the top-rated restaurants in the Waco area. Be sure to check out the weekly craft market each Saturday from 10am-1pm.

Village hours 10am - 5pm, Mon - Sat Closed Sun

Cafe Homestead cafehomestead.com Lunch 11am - 3pm, Mon - Sat Dinner 5pm - 8:30pm, Thurs -Sat

608 Dry Creek Rd (254) 754-9600 homesteadcraftvillage.com Free Admission

TEXAS RANGER HALL OF FAME & MUSEUM

The Texas Ranger Hall of Fame & Museum is the official State Hall of Fame and Museum for the Texas Rangers. History buffs, gun collectors and those enchanted by the Wild West and Ranger lore will love it here. The museum's 14,000 artifacts date back to the early days of Texas, and include badges, firearms, tack, and personal gear. Displays include a Bonnie & Clyde exhibit, and memorabilia from

The Lone Ranger and Walker, Texas Ranger. The Hall of Fame commemorates 30 brave Rangers who died in service and served with distinction.

9am - 5pm daily Last guest admitted at 4:30pm Closed Thanksgiving, Christmas, and New Year's Day

100 Texas Ranger Trail (254) 750-8631 texasranger.org Admission Charge





TEXAS SPORTS HALL OF FAME

Featuring Texas sports legends like Nolan Ryan, Troy Aikman, Tom Landry, and "Babe" Didrikson Zaharias, the Texas Sports Hall of Fame celebrates the athletes who have made a lasting impact on the state. The 35,000-square-foot building also includes the Southwest Conference Hall of Fame, the Nolan Ryan Museum, the Texas High School Football Hall of Fame, and the Texas Tennis Hall of Fame.

9am - 5pm, Mon - Sat

1108 S University Parks Dr (254) 756-1633 www.tshof.org Admission Charge

WACO DOWNTOWN FARMERS MARKET

Operating year-round, the Waco Downtown Farmers Market is much more than a place to buy fresh produce. It's the place to hear live music, enjoy good food prepared on site, and see locally created artwork and crafts. The market features the best local agricultural producers and artisan vendors within 150 miles of Waco. Be sure to check out the new Bridge Street Market location, too!

Waco Downtown Farmers Market 9am - 1pm, Sat, Year Round 500 Washington Ave

Bridge Street Market 5pm - 8pm, Wed (March to December) 200 E Bridge St

(254) 307-1884 wacodowntownfarmersmarket.org Free Admission







FRATERNAL & CULTURAL MUSEUMS

Waco offers four restored historic homes. These house museums contain furnishings typical of the period and, in some cases, are original to the house. Please check the websites for hours. Some are by appointment only.

EAST TERRACE

(Italianate Villa, 1874 - 1884)

100 Mill St (254) 753-5166 historicwaco.org Admission Charge

EARLE-NAPIER-KINNARD HOUSE

(Greek Revival, 1858 - 1869)

814 S 4th St (254) 753-5166 historicwaco.org Admission Charge



EARLE-HARRISON HOUSE & PAPE GARDENS

(Greek Revival, 1858)

1901 N 5th St (254) 753-5166 earleharrisonhouse.com Admission Charge and Reservations Required

MCCULLOCH HOUSE

(Greek Revival, 1866 - 1872)

407 Columbus Ave (254) 753-5166 historicwaco.org Admission Charge



HELEN MARIE TAYLOR MUSEUM OF WACO HISTORY

701 Jefferson Ave (254) 752-4774 Admission Charge/ By Appointment

LEE LOCKWOOD **LIBRARY AND** MUSEUM

2801 W Waco Dr (254) 754-3942 leelockwood.org Free Admission/ Call for Appointment

MASONIC GRAND LODGE OF TEXAS

715 Columbus Ave (254) 753-7395 grandlodgeoftexas.org Free Admission/Call for Appointment

RED MEN MUSEUM

4521 Speight Ave (254) 756-1221 redmen.org/museum Free Admission

WACO HISPANIC MUSEUM

Located at the South Waco Community Center 2815 Speight Ave Free Admission/Call for Hours







Waco's POINTS OF INTEREST

DORIS MILLER MEMORIAL

Doris Miller was born and raised in the Waco area, and was awarded the Navy Cross for bravery after Pearl Harbor. He was the first Black American to receive the honor, given to sailors and marines for heroism during combat. Serving as a messman on the USS

West Virginia, Doris Miller helped pull the ship's mortally wounded captain to safety. Untrained in the use of heavy artillery, Doris then fired at the attacking planes. The memorial includes a stylized sculpture of the USS West Virginia and a sculpture of the hero.



Elm Ave at Martin Luther King Jr Blvd Dorismillermemorial.org Free Admission

RIVERWALK AND SCULPTURE ZOO

The Riverwalk is found on both sides of the Brazos River in downtown Waco. On the west side, the paved walk extends from Baylor University all the way to McLennan Community College, via Cameron Park. The riverwalk trail within Cameron Park is not paved, while the rest of the trail is made of concrete and is ADA accessible. The Riverwalk crosses the Brazos at the Herring Avenue Bridge and loops back along Martin Luther King Jr. Blvd to Franklin Avenue. In early 2020, 28 zoo animal sculptures were added along the riverwalk between Indian Spring Park and the entrance to the Cameron Park Zoo. Portions of the riverwalk near I-35 may be inaccessible at times due to construction.

Entrances all along the Brazos River ADA accessible entrance ramp near trail sign at Washington Ave. and University Parks Dr Free Admission



VIETNAM VETERANS MEMORIAL

Dedicated in 2004, this memorial honors all who served in Vietnam, including those missing in action, and memorializes those who lost their lives in the conflict. The Vietnam Veterans Memorial tells the story of the war and its effects on Waco and the nation. Pavilions in the sculpture walk include The Beginning, The Conflict, and The Honor. Under the third pavilion stands a monument listing the names of the fallen who were from McLennan County. Yaupon holly trees were planted for each fallen soldier.

Just past the Vietnam Veterans Memorial, the visitor can find memorials commemorating those lost in the Korean, Gulf, Iraq, and Afghanistan wars.

Located at Washington Ave and University Parks Dr Free Admission

WACO SUSPENSION BRIDGE (1870)

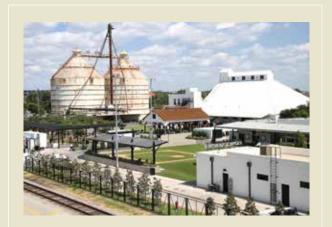
Waco's Suspension Bridge is the oldest suspension bridge still in use in Texas. Built in 1870, it was the first bridge to span the mighty Brazos River. Cattle drives crossed the river using the bridge, following the course of the Chisholm Trail or Shawnee Trail. An official Chisholm Trail marker can be seen on the east side of the bridge. On the west side, in Indian Spring Park, the "Branding the Brazos" cattle drive sculpture group pays homage to Waco's role in the historic Texas cattle drives.

Washington Ave at University Parks Dr to Martin Luther King Jr, Blvd at Elm Ave Free Admission



THE WACO CONVENTION & VISITORS BUREAU PRESENTS THE MAGNOLIA

WACO, TEXAS



Due to popular demand, the Waco Convention & Visitors Bureau offers the Magnolia Trail, a sampling of locations seen on the Magnolia Network.

Super Time at the Silos and Exploring Waco My wife, daughter and myself left Dallas to take a short trip to Waco to visit Magnolia Market at the Silos. We are all big fans of the HGTV show and we wanted to explore the shops and the town of Waco. We were glad we did. We had a great side trip to Waco and Magnolia Market. We highly recommend it and exploring Waco. It is a beautiful town. – CarpeDiem02 via TripAdvisor

I had to come and see what all the fuss was about, and let's just say I'm now a BELIEVER. So much stinkin' magic in this place. – @buckmcmurray via Instagram



MAGNOLIA MARKET AT THE SILOS

Magnolia Market at the Silos, located downtown, features two landmark 120' high silos which were built in 1950 as part of the Brazos Valley Cotton Oil Company. The complex now includes a 12,000 square-foot market located inside the historic grain barn, a food truck park, picnic tables, a whiffle ball field, the Shops at the Silos, Silos Baking Company, Magnolia Press Coffee Shop, Magnolia Home furnishings store, Magnolia Seed & Supply, a playground area, a historic restored church, and photo ops galore.

601 Webster Ave (254) 235-0603 magnolia.com/visit

Magnolia Market – 9am - 6pm, Mon - Sat, Closed Sun Magnolia Seed + Supply – 9am - 6pm, Mon - Sat, Closed Sun Shops at the Silos – 9am - 6pm, Mon - Sat, Closed Sun Magnolia Home – 9am - 6pm, Mon - Sat, Closed Sun Magnolia Press – 7am - 6pm, Mon - Sat, Closed Sun Silos Baking Co. – 9am - 6pm, Mon - Sat, Closed Sun Food Trucks – Hours Vary, Closed Sun

MAGNOLIA TABLE

Start your day at Magnolia Table, Chip and Jo's cozy breakfast and brunch spot. Be sure to try the biscuits and strawberry butter. Ride the LaSalle-Circle Shuttle from downtown. Check wait times at magnolia.com/visit/eat/magnolia-table.

2132 S Valley Mills Dr 7am - 3pm, Mon - Sat magnolia.com/visit/eat/magnolia-table





PHOTO OPS

HOTEL 1928

The historic Grand Karem Shrine building, underwent an extensive restoration by Chip and Joanna and opened as Hotel 1928 in late 2023. The historic building features two restaurants, a coffee shop, a library filled with books from Larry McMurtry's personal book collection, a rooftop terrace, and 1920's decor. Watch the transformation on "Fixer Upper: The Hotel" on Max.

701 Washington Ave www.hotel1928.com Onsite Restaurants (check website for hours): The Brasserie at Hotel 1928 The Cafe at Hotel 1928 Bertie's on the Rooftop

HILLCREST ESTATE & HILLCREST COTTAGE

Hillcrest Estate is a beautiful, historic home in the heart of Waco that has been faithfully restored to its former glory. A renovation by the Magnolia Homes team infused fresh, updated features with the home's original details and character. Check availability at magnolia.com/stay.

Please note that this property is on a very busy street – DO NOT STAND in the street to take photos.

3601 Hillcrest Dr magnolia.com/stay

MAGNOLIA TOURS

Treat yourself to a special Magnolia tour.

magnolia.com/tours

Admission Fee - Purchase all Magnolia tour tickets in advance online.

THE COTTONLAND CASTLE

Chip & Jo purchased the historic Cottonland Castle in 2019. The castle was featured on a special series of Fixer Upper episodes on the Magnolia Network and HBO. Please be respectful of neighboring properties as this is a residential area.

3300 Austin Ave

MAGNOLIA STORY TOUR

Join Magnolia staff for a 45-minute guided tour of the Silos grounds to hear the story of how Magnolia came to be, the history behind the Silos property, and behind-the-scenes notes from Fixer Upper. Plus, visit the roof of Magnolia Market for the best photo op on the grounds!

GRISTMILL TOUR

One hour guided tour of The Gristmill - this historic building located in Valley Mills, TX was renovated by Chip and Joanna in 2019 and now serves as the set of Jo's cooking show, Magnolia Table with Joanna Gaines. This tour will take you behind the scenes of the show and share what a day in the life of filming looks like for Joanna and the crew. Located just 30 minutes from the Silos in Waco, this 1800s stone structure holds so much history and plenty of stories that we look forward to sharing with you! This tour experience includes a sweet treat and a refreshment for each guest.

LOCAL HOTSPOTS FEATURED ON MAGNOLIA NETWORK

THE LITTLE SHOP ON BOSQUE

This cute photo op spot was the home of the original Magnolia Market.

3801 Bosque Blvd magnolia.com/visit/shop/lsob

JDH IRON DESIGNS

Visit Jimmy Don Holmes' new downtown location, just across from the Silos, or go to the shop near Crawford to watch the craftsmen at work. You are likely to find some of the great signs seen on *Fixer Upper*, or have them design a custom sign just for you.

407 S 8th St, Downtown Waco or 9685 Lone Star Parkway, near Crawford, TX (254) 486-9150 jdhirondesigns.com





WACO WAFFLE CO.

Visit Homestead Craft Village to see this apple cider mill turned waffle shop which was featured on Season 2, Episode 3 of Clint Harp's show *Restoration Road*. This 1790 Dutch home was moved from New York to Waco in 2022!

224 Halbert Lane (254) 301-6183 wacowaffle.co

MOHAWK VALLEY INN

Originally built in 1817 in New York State, this historic inn was relocated to Homestead Craft Village and featured on *Restoration Road* on the Magnolia Network.

238 Halbert Lane (254) 716-4362 themohawkvalleyinn.com

SPECIAL EVENTS AT THE SILOS

Annual events include Spring at the Silos (March), Silobration (October), and Christmas at the Silos. Special events typically feature a free artisan market, concerts, and appearances by Chip & Jo.

PARKING AT THE SILOS & GETTING AROUND WACO

Free parking is available along 6th and 8th streets and Webster Ave, as a well as some nearby parking lots. You will also find some independently owned parking lots in the surrounding area.

Accessible parking spots are available along 6th and 8th streets.

Want to see some of your favorite homes from *Magnolia Network* and *Fixer Upper*? Visit https://destinationwaco.org/things-to-do/ tours/ to find a driving tour. Most include several houses featured on television.

Can't get enough of Magnolia and Chip & Jo's favorite Waco gems? Visit https://destinationwaco.org/magnolia-trail/.

Waco's ARTS & CULTURE

Waco has a thriving arts scene, including murals, sculptures, working artist studios, and much more throughout downtown and beyond.

CULTURAL DISTRICT

The Waco Downtown Cultural District is a walkable, connected area with a concentration of cultural activity encompassing Waco's historic and main street zones on both banks of the Brazos River. Murals, sculptures, artist studios, attractions, shopping, restaurants, and beautiful historic buildings are all part of this important district.

creativewaco.org/cultural-district/

ARMSTRONG BROWNING LIBRARY & MUSEUM

This Italian Renaissance-style building holds the world's largest collection of works and memorabilia of Robert and Elizabeth Barrett Browning, plus bronze sculptures, Renaissance paintings, books, and manuscripts from the 19th century. The stained-glass windows depict themes from the Brownings' poetry.

9am - 5pm, Mon - Fri Closed Sat & Sun

710 Speight Ave (254) 710-3566 browninglibrary.org Free admission





ART CENTER WACO

Art Center Waco serves as a creative force in the community for teaching, displaying, promoting, and preserving vital diverse visual arts that enrich and inspire.

10am - 5pm, Tues, Weds, Fri 10am - 7pm, Thurs 10am - 2pm, Sat Closed Sun & Mon

701 S 8th St (254) 752-4371 artcenterwaco.org

BRAZOS THEATRE

The Brazos Theatre Group is a collective of local actors and theater enthusiasts offering theatrical productions, improv comedy, musicals, dramas, mystery dinners and more.

7524 Bosque Blvd Suite Q (254) 313-8920 brazostheatre.com

CULTIVATE 7TWELVE

Cultivate 7Twelve is more than just an art gallery. It provides a premier space for cultural experiences: art exhibitions, special events, working artist studios, a shopping experience complete with local artisan goods, fine art, and art prints. Check the website for current events and exhibits, including farm-to-table dinners, special live music experiences, and art workshops.

712 Austin Ave (254) 401-1443 cultivate712.com

JUBILEE THEATRE

Originally called the Texas Theatre, this 1930's movie house was renovated in the 1990's and now hosts plays, meetings, creative dance, summer youth camps, and special events.

1319 N 15th St (254) 753-4900 missionwaco.org/our-programs/family-adult/jubilee-theatre/

MARTIN MUSEUM OF ART

(on Baylor campus)

This museum features exhibits by national and international artists and touring art shows, along with the museum's permanent collection of modern and contemporary painting, sculpture and prints.

10am - 5pm, Tues - Sat 1pm - 5pm, Sun Closed Mon

60 Baylor Ave (inside Hooper-Schaefer Fine Arts Center) (254) 710-6371 baylor.edu/martinmuseum

STANTON STUDIOS

Stanton Studios has grown from a workbench in a humble loft to a nationally known studio offering custom glass, metal and woodworks found in homes and public spaces across Texas and beyond.

8am - 4pm, Mon - Fri Weekends by appointment only.

318 Rogers Hill Rd (254) 829-1151 stantonstudiostx.com



STUDIO GALLERY

Studio Gallery features art in styles ranging from traditional to contemporary.

10am - 6pm, Tues - Fri Closed Sat, Sun, Mon

4712 W Waco Dr (254) 772-0907 studiogallerywaco.com

TEXAS MUSIC CAFE

Texas Music Cafe is a 100 seat theater/listening room and live television recording studio located in the Cultural Arts District of downtown Waco, featuring rising stars and Texas music legends.

110 S 6th St texasmusiccafe.com

WACO CIVIC THEATRE

Classical & modern plays are presented in this circa-1950 theater.



1517 Lake Air Dr (254) 776-1591 wacocivictheatre.com

WACO HIPPODROME THEATRE

Constructed in 1914, the theatre originally hosted vaudeville acts and silent movies. Today, the Hippodrome is a premiere live music venue offering events all year long.

724 Austin Ave (254) 296-9000 wacohippodrometheatre.com

WACO SYMPHONY ORCHESTRA

The Waco Symphony Orchestra has been a cornerstone of Waco culture since 1962. The season runs from September through April and features world-class guest artists and beautiful music from the most celebrated composers. Lawrence Loh, Conductor/ Music Director.

Concerts performed at Waco Hall, 7th and Speight (254) 754-0851 wacosymphony.com







BRAZOS TOURS

The 2.5-hour driving tour features the custom homes, shops and history of Waco, and you never know where it might stop! The evening Haunts and Legends tour lasts 1.5-hours and visits some of Waco's spookiest locations! Brazos Tours also offers Wine Tours, Foodie Tours, a Brewery Tour, and the new Waco River Tour.

(254) 870-1412 brazostours.com Ticketed Tours

BRAZOS TOURS HAUNTED TOUR

There are plenty of certifiably haunted locations to visit! The tour starts out in downtown Waco and visits sites affected by the tornado of 1953, the former red light district (it was legal!), and eventually makes its way into historic Cameron Park.



(254) 870-1412 brazostours.com Ticketed Tours

BRAZOS RIVER TOURS

Enjoy this fun and easy-going 2.5-hour tour as guides show you the sites and share the history of the city from this unique perspective. Sit back and de-stress as you glide down the Brazos.

(254) 870-1412 brazostours.com Ticketed Tours





THE WACO TROLLEY

Hop on board this nostalgic trolley for a variety of fun, unique, stressfree experiences. Pick your tour on the website and sit back and enjoy the ride!

thewacotrolley.com

Ticketed Tours

WACO TOURS

This multi-hour sightseeing tour shows guests Fixer Upper highlights, downtown Waco, Cameron Park and gorgeous neighborhoods you've seen on television. Learn the secrets of Cameron Park, the history of Waco, and end your excursion with a treat of local coffee or ice cream!

(254) 300-8725 407 S 8th St waco-tours.com Ticketed Tours



WACO TOURS RIVER CRUISE

In 2020 named #1 Best Boat Tour in North America by readers of USA Today, Waco Tours River Cruise is a relaxing two-hour experience along the Brazos and Bosque rivers. Enjoy this luxurious outing as your captain and guide share entertaining and intriguing stories of the area's life-giving rivers, its history and its people.

(254) 300-8725 407 S 8th St waco-tours.com Ticketed Tours



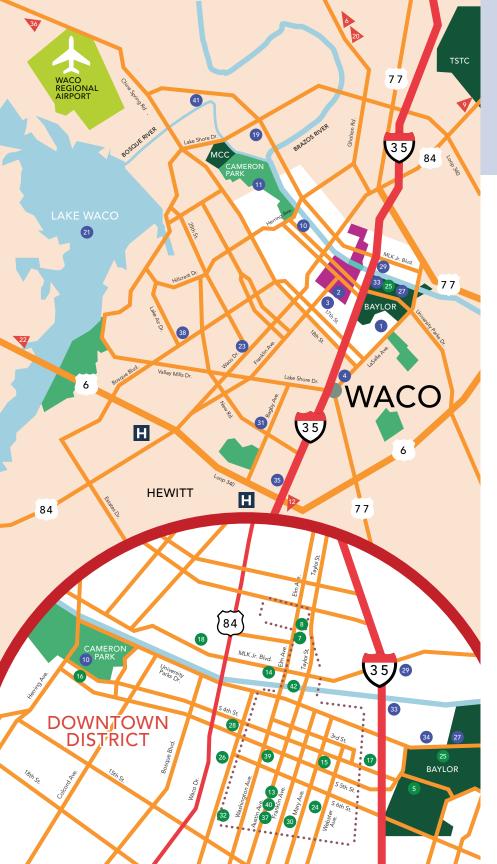


WACO WINE TOURS

Explore area wineries, vineyards, or breweries. Enjoy a Classic Wine Tour, a Brewery Tour, or book a private custom tour.

808 N 15th St (254) 360-9463 wacotours.wine Ticketed Tours





ATTRACTIONS & POINTS OF INTEREST

WACO AREA DOWNTOWN OUTSIDE OF MAP CULTURAL DISTRICT

1 Armstrong Browning Library

- 2 Art Center Waco
- 3 Balcones Distillery
- 4 Bare Arms Brewing
- 5 Baylor Bear Habitat
- 6 Brazos Bluffs Stables
- 7 Bridge Street Plaza
- 8 Brotherwell Brewing
- 9 Waco Surf
- 10 Cameron Park Zoo
- 11 Cameron Park
- 12 Country Spring Vineyard
- 13 Cultivate 7Twelve
- 14 Doris Miller Memorial
- 15 Dr Pepper Museum
- 16 Earle-Harrison House
- 17 Earle-Napier-Kinnard House
- 18 East Terrace House
- 19 Hawaiian Falls Waterpark
- 20 Homestead Craft Village
- 21 Lake Waco
- 22 Lake Waco Wetlands
- 23 Lee Lockwood Library & Museum
- 24 Magnolia Silos
- 25 Martin Museum of Art
- 26 Masonic Grand Lodge of Texas
- 27 Mayborn Museum Complex
- 28 McCulloch House
- 29 McLane Stadium
- 30 Pivovar Brewery
- 31 Red Men Museum & Library
- 32 Southern Roots Brewing Company
- 33 Texas Ranger Hall of Fame & Museum
- 34 Texas Sports Hall of Fame & Museum
- 35 TopGolf
- 36 Valley Mills Vineyards
- 37 Waco Ale Company
- 38 Waco Civic Theatre
- 39 Waco Downtown Farmers Market
- 40 Waco Hippodrome Theatre
- 41 Waco Mammoth National Monument
- 42 Waco Suspension Bridge & Riverwalk





BALCONES DISTILLERY

Tours take visitors through the distillation process that creates worldclass whiskies in the heart of downtown Waco, starting at the grain silos and finishing with a sampling of Balcones whisky. Tours fill up quickly so book your spot today!

225 S 11th St (254) 755-6003 balconesdistilling.com



MAGNOLIA TOURS

Storytelling is the core of Magnolia. Visit pages 12-13 of this guide or visit https://magnolia.com/visit/tours/ to view Magnolia's tour offerings.

MCLANE STADIUM TOURS

Take a 90-minute guided tour of McLane Stadium, home to the Baylor football team. All public tours start at the Texas Farm Bureaus Ticket Office, located off parking lot 2, between Gates B and C.

The tour includes: Baylor locker room, presidential level, press box, recruit lounge, suites and field access (route may be altered depending on other stadium events).

1001 S M.L.K. Jr Blvd (254) 710-8069 mclanestadium.com/mclane-stadium-tours



WACO PEDAL TOURS

Waco Pedal Tours is Waco's one and only pedal bike tour. Ride along on one of the core packages, or schedule a private tour.

Tours begin in front of Waco Axe Company - 311 Austin Ave (254) 307-8489 wacopedaltours.com



LIVING HISTORY TOURS OF WACO[©] BY SNOBBY TOURS', INC.™

Each "Living History Tour" may be guided by either a local historian or by a costumed historical reenactor portraying a real person from Waco's colorful past. Guided, themed heritage tours cover 170-plus years of Waco history, gathered through personal stories, written records, oral accounts, and even some local "legends and lore." Reservations must be made at least 45 days in advance of the group's desired tour date. There is a 10 person minimum.

(254) 754-8687 Toll-Free: 1 (866) 284-8687 (from inside USA) International: 011-254-754-8687 www.linkedin.com/in/snobbytours/ Pre-arranged Group Tours

Waco's



BALCONES DISTILLING

Balcones is a highly awarded craft distillery, earning more than 40 internationally recognized awards from panels such as *Whisky Magazine's* Icons of Whisky, Wizards of Whisky, Best in Glass and the San Francisco International Wine & Spirits Competition.

225 S 11th St (254) 755-6003 balconesdistilling.com

BARE ARMS BREWING

The owners believe if you are passionate about something you shouldn't be afraid to roll up your sleeves, bare your arms, and go to work. They are passionate about their product and unafraid of hard work, thus the name.

2515 La Salle Ave (254) 759-8480 barearms.beer

BROTHERWELL BREWING

Born in Waco, Brotherwell Brewing exists to serve the Central Texas community with locally crafted beer of the highest quality.

400 E Bridge St brotherwell.com





AND WINE GARDEN Located on 33 acres 10 miles south of Waco, Country Spring Vineyard and Wine Garden offers great wines and park-like settings. The tasting room has comfortable seating areas, a fireplace for the cooler days, and window walls that open to the wonderful vistas and courtyard.

1685 Country Spring Rd, Lorena, TX (254) 366-2681 Countryspringvineyard.com

PIVOVAR BREWERY

Texas' Czech and German heritage inspired Pivovar to introduce traditional beer styles brewed according to centuries-old recipes. The Pivovar philosophy goes back to the roots of Czech lagers, having a singular focus, and trying to perfect a small portfolio of beers by using only noble hops and malt directly imported from the Czech Republic.

320 S 8th St Pivovar.com/brewery



SOUTHERN ROOTS BREWING COMPANY

Whether it's your very first foray into craft beer or you're a self-identified beer aficionado, you are invited to try a flight.

219 N 8th St (254) 732-2309 southernrootsbrewingco.com



VALLEY MILLS VINEYARDS

Valley Mills Vineyards is a full-production, boutique winery. VMV farms over 30 acres of local vineyards and makes all of its wines in house from Texas-grown grapes. This vineyard specializes in the production of dry red wines but offers a range of other varieties.



1686 FM 1637 (254) 848-4343 valleymillsvineyards.com

WACO ALE COMPANY

Waco Ale Company uses the highest quality ingredients to create awardwinning craft beers for every palate, whether you're a beginner looking for a little more flavor or a connoisseur looking for the rarest of brews.

806 Austin Ave wacoaleco.com

WACO WINERY & VINEYARDS

Waco Winery & Vineyards is open for tours and tastings each weekend.

6826 East State HWY 6 (855) 294-9090 www.wacowinery.com



BILL & EVA WILLIAMS BEAR HABITAT

The Bear Habitat is home to two American black bears, Belle and Indy. The bear was chosen as Baylor University's mascot in 1914, when students voted to name the bear the official "Patron Saint of all Baylordom." The first bear to arrive on campus was a gift from soldiers stationed in Waco in 1917 during World War I.

Intersection of 5th St and ML Daniel Esplanade (Next door to the Bill Daniel Student Center) 9:30am - 6pm, daily Free admission

BRAZOS BLUFFS STABLES

Brazos Bluffs Stables offers fun and scenic trail riding tours through beautiful ranch land, high bluffs and wooded valleys along the banks of the Brazos River.

7007 Gholson Rd (254) 722-9182 brazosbluffsranch.com



SANCHO RANCHO

Sancho Rancho is a locally owned and operated ranch that offers horseback riding and guided trail rides.

981 Coyote Run (954) 629-7404 sanchorancho.com

BRAZOS RIVER

The Brazos River winds through downtown Waco and is a recreational hub for visitors and Wacoans alike. Rent a kayak, canoe, or paddleboard and enjoy yourself!

CAMERON PARK

The 416-acre park, a gift of the William Cameron family, offers towering oaks, breathtaking cliffs overlooking the Brazos and Bosque Rivers, and a National Recreation Trail system. Mountain bikers and hikers share the park with disc golfers, picnickers, and bird watchers. Cameron Park is a natural treasure, and it's yours to explore.

(254) 750-5980

6am - midnight, daily www.waco-texas.com/Departments/Parks-Recreation/Cameron-Park





HAWAIIAN FALLS WACO

This Waco water park features a wave pool, 800-foot-long lazy river (with free tubes), splash zones, and lots of slides like the six-story whiteknuckler Tempest Tower. The park is open from Memorial Weekend through Labor Day.

900 Lake Shore Dr (254) 892-0222 hfalls.com/waco Admission Charge

HEART O' TEXAS SPEEDWAY

Heart O' Texas Speedway is a 1/4-mile oval dirt track located 7 miles north of Waco on I-35. The speedway races multiple classes every Friday night March-September.

784 N McLennan Dr, Elm Mott (254) 829-2294 Heartotexasspeedway.com

LAKE WACO

Lake Waco is open to all watersports - boating, jet skiing, water skiing, and swimming. The lake is operated by the US Army Corps of Engineers. Fishing, bird watching, hiking and biking trails are also options.

(254) 756-5359 swf-wc.usace.army.mil/waco

LAKE WACO WETLANDS

These wetlands offer 3.5 miles of nature trails for hiking, bird watching, and photography. The Research and Education Center teaches school groups about water quality and conservation.

1752 Eichelberger Crossing Rd (254) 848-9654

www.waco-texas.com/Departments/Water-Utility-Services/Lake-Waco-Wetlands/ Free Admission



NEXUS ESPORTS

Nexus is a gaming center with weekly tournaments and events offering esports, TCG, & dining.

1603 Washington Ave (254) 732-1115 nexuswaco.com

PURA VIDA PADDLE

Pura Vida offers stand up paddle boards for rent so you can enjoy the river up close and personal. PVP also offers yoga classes on paddle boards. Seasonal.

Brazos Park East 3516 N MLK, Jr Blvd (254) 242-8370 puravidapaddle.com

SKATE WORLD WACO

Roller skating for all ages at a family roller rink offering lessons, hockey, laser tag and events.

401 Towne Oaks Dr (254) 772-0042 skatewaco.com Admission charge

THE BEAR MOUNTAIN

The Bear Mountain offers bicycle and kayak rentals, sales and repair.

4425 W Waco Dr (254) 772-4327 thebearmountain.com



WACO AXE COMPANY

Waco Axe Company allows anyone 13 years and older to enjoy themselves by tossing axes at targets.

1526 Washington Ave (254) 300-6697 wacoaxeco.com

WACO ESCAPE ROOMS

Test your wits against challenging clues, perplexing puzzles, and maddening mysteries that are embedded in the Waco Escape Rooms.

711 Washington Ave (254) 294-7550 wacoescaperooms.com

WACO PADDLE COMPANY

Rent paddle boards, single kayaks, double kayaks, and canoes for some fun on the Brazos River! Seasonal.

200 S University Parks Dr (254) 424-3253 wacopaddlecompany.com

WACO REGIONAL TENNIS AND FITNESS CENTER

The center features 18 outdoor lighted hard courts. Many tournaments and events are held here throughout the year. The center provides excellent youth and adult tennis programs.

900 W Lake Shore Dr (254) 753-7675 wacotennis.com

WACO SURF

This state-of-the-art surf and wakeboard water park offers watersport experiences for all skill levels. Waco Surf includes the Waco Surf Resort, Waco Surf Cable Park for wakeboarders, The Wedge water slides, and the Lazy River. Seasonal. Check website for open dates.

5347 Old Mexia Rd info@wacosurf.com wacosurf.com





BEAR RIDGE GOLF CLUB

Bear Ridge is nestled along the banks of the South and Middle Bosque Rivers on the outskirts of Waco. Designed by PGA Tour Professional Peter Jacobsen and PGA Member Jim Hardy.

1000 Bear Ridge Dr (254) 848-7800 bearridgewaco.com

COTTONWOOD CREEK GOLF COURSE

The 18-hole, par 72 municipal golf course winds through rolling plains and features pristine greens and landscaping. The golf course also features a pro shop and snack bar.



DISC GOLF COURSES

Waco and Hewitt offer several disc golf courses for leisure use and tournaments.

- Brazos Park East
- Cameron Park
- Hewitt Park

wacodga.com

LAKE WACO GOLF CLUB

Lake Waco Golf Club is open to club members and public patrons.

5608 Flat Rock Rd (254) 756-2161 lakewacogolf.com

TOPGOLF

Topgolf features signature games with ball-tracing technology in climate controlled hitting bays. Guests of all ages can enjoy fun both on the tee-line and in the backyard-style outdoor area, which offers multiple yard games, seating areas, fire pits and picnic-style dining tables.

2301 Creekview Dr (254) 379-9210 topgolf.com/us/waco/







Waco's DINING & NIGHTLIFE

Waco is known as a destination for eclectic specialty shops. Visit downtown Waco for dozens of locally owned shops with walking distance of attractions, restaurants, and lodging. https://destinationwaco.org/shopping/





We couldn't possibly list all the great restaurants and hot nightspots in the Waco area. Scan the QR codes below or visit https:// destinationwaco.org/dining/ and https://destinationwaco.org/ things-to-do/nightlife/.









For more information about Waco festivals and events, see our online calendar at destinationwaco.org/events or scan the QR code.

CURRENT

CALENDAR OF EVENTS

EVENTS

JANUARY - MARCH

Waco Family and Faith International Film Festival - February Bearathon - March Mammoths on the March - March Spring at the Silos - March Waco Charity Open Disc Golf Pro Tour - March Texas Food Truck Showdown - March

APRIL - JUNE

Levitt AMP Music Series - Spring/Summer Brazos Nights - April through July Art on Elm - April Party for the Planet - April Rootstock: A Texas Wine Festival - April Texas Rowing Championships - April Cinco De Mayo - May Juneteenth Family Fun Day - June Starburst Junior Golf Classic - June

JULY - SEPTEMBER

Fourth on the Brazos - July TriWaco - July Waco Independent Film Festival - July Duel on the Brazos - July Margarita and Salsa Festival - August Westfest - September Labor Day Sorghum Festival - September Beast of the Brazos - September

OCTOBER - DECEMBER

Brew at the Zoo - October Christmas Lights in the Village (Mayborn) - October, November, December Heart O' Texas Fair & Rodeo - October Fall Fossil Festival - October Ironman 70.3 - October Silobration - October Waco Cultural Arts Fest - October Waco Wild West Century Bike Ride - October Día de los Muertos - October, November Wild Lights (Cameron Park Zoo) - October, November, December Homestead Craft Fair - November Waco Rowing Regatta - November Christmas on the Brazos - November, December Christmas at the Silos - December North Pole Palooza - December Waco Wonderland - December

Please note: No guarantee as to the suitability of these accommodations is implied. For a more complete listing of lodging options, please scan the QR code or visit our website at destinationwaco. org/lodging/hotelsmotels/#hotel.

HOTELS/MOTELS

1700 South 2nd: Boutique Hotel 1700 South 2nd St (254) 709-3288

AC Hotel Waco Downtown 600 Mary Ave (254) 910-8900

Aloft Waco Downtown 900 South 11th Street (254) 870-4644

Americas Best Value Inn 4201 Franklin Ave (254) 772-9440



Cambria Hotel Waco University Riverfront 110 South Martin Luther King Jr. Blvd, Building A (254) 347-5511

Camp Fimfo Waco Cabins 1000 Chickadee Lane (254) 651-3697

Candlewood Suites 2700 S New Rd (254)662-0520



Comfort Suites North 810 I-35 North (254) 799-7272

Comfort Suites South 2700 La Salle Avenue (254) 537-0413



Courtyard by Marriott 101 Washington Ave (254) 752-8686

Days Inn by Wyndham Waco University Area 3120 Jack Kultgen Fwy (254) 633-2638

Element Waco 2200 North Robinson Drive (254) 452-3111





EVEN Hotel Waco – University Area 110 South Martin Luther King Jr. Blvd, Building B (254) 633-3836

Hampton Inn & Suites Waco South 2501 Marketplace Dr (254) 662-9500

Hilton Garden Inn 5800 Legend Lake Pkwy (254) 633-4233

Hilton Waco 113 S University Parks Dr (254) 754-8484

Holiday Inn Express & Suites Waco South

5701 Legend Lake Parkway (254) 732-1028

Home2 Suites Waco by Hilton 2500 Bagby Ave (254) 752-4400

Homewood Suites by Hilton 5620 Legend Lake Pkwy (254) 644-4663



Hotel 1928 701 Washington Ave (254) 342-3911 Hotel Herringbone 319 South 4th St (254) 342-2220

Hotel Indigo 211 Clay Ave (254) 754-7000

Hyatt Place Waco – South 5400 Bagby Avenue (254) 313-0800

Knights Inn & Suites 3829 Franklin Ave (254) 754-0363

La Quinta Inn & Suites Waco Downtown 911 S 10th St (254) 756-2929



Pivovar Hotel 320 S 8th St (254) 224-6552

Quality Inn and Suites 2410 South New Road (254) 296-0550

Ramada Inn Hewitt 778 Sun Valley Boulevard Hewitt, TX 76643 (254) 732-9823

Red Roof Inn 720 Martin Luther King Jr Blvd (254) 752-3388

Residence Inn 501 S University Parks Dr (254) 714-1386

Residence Inn Waco South 2424 Marketplace Drive (254) 294-4586

Sleep Inn & Suites 209 Enterprise Boulevard Hewitt, TX 76643 (254) 420-3200 Springhill Suites Waco 115 South Jack Kultgen Expressway (254) 262-8151

Super 8 University 1320 Jack Kultgen Freeway (254) 754-1023

Super 8 Waco Mall 6624 Woodway Dr (254) 776-3194

TownePlace Suites Waco South 5621 Legend Lake Pkwy (254) 420-3000

Tru by Hilton 2408 Marketplace Dr (254) 294-4888

BED AND BREAKFAST/ VACATION RENTALS

Prefer a vacation rental or B&B? Waco offers hundreds of vacation rental properties. Visit the website or scan the QR code for the most current list of permitted properties.



Woodspring Suites 2320 Creekview Drive

StayAPT Suites 2340 Creekview Drive

Everhome Suites 4301 S IH-35

Holiday Inn Express 101 Taylor Street

Hyatt Place 301 S. 3rd Street N



destinationwaco.org/lodging/vacationrentals/#rental





Transportation to & AROUND WACO

WACO CONVENTION CENTER

Waco's premier meeting and event facility, the Waco Convention Center regularly fills area hotels with convention and event attendees. Meetings, conventions, and important social events are all part of the event mix at this beautiful facility, located across the street from the Waco Suspension Bridge and adjacent to two hotels, restaurants,

and the bustling downtown area. Largest spaces include Chisholm Hall at 32,000 sq. ft., McLennan Hall at 15,000 sq. ft., and Brazos Ballroom, 13,818 sq. ft. There are 15 smaller rooms available, too.



100 Washington Ave (254) 750-5810 wacocc.com

EXTRACO EVENTS CENTER

The Extraco Events Center is the home of the Heart O' Texas Fair & Rodeo. It hosts more than 225 events annually, with an attendance of 420,000. Venues include a 6,000 seat Coliseum, 24,000 sq. ft. Extraco Exhibits Building, 14,000 sq. ft. Extraco Creative Arts Building, 710 horse stalls, and more.

4601 Bosque Blvd (254) 776-1660 extracoeventscenter.com

BASE AT EXTRACO EVENTS CENTER

BASE – Business, Arts, Sports, Entertainment Center opened in 2021. This 80,000-square-foot building hosts a variety of events, including sports tournaments, trade shows, conferences, banquets, car shows, and more!

4601 Bosque Blvd (254) 776-1660 extracoeventscenter.com

MCLANE STADIUM

McLane Stadium is home to Baylor football games and other exciting events. The stadium has a capacity of 45,140 spectators. Events take place year-round, and tours are available. The stadium also includes the members only Baylor Club, an area with panoramic views of downtown available for private events.

1001 S Martin Luther King, Jr. Blvd (254) 710-1000 mclanestadium.com Ticketed Tours Available

Baylor Club (254) 710-8080 thebaylorclub.com For a list of all area venues, visit lestinationwaco.org/ meeting-planners/ find-a-venue

GROUND TRANSPORTATION

GoGoWaco.com

(Luxury shuttle service from Grapevine/DFW to Waco/Magnolia and back) (214) 374-7000 gogowaco.com

Lyft

lyft.com/cities/waco-killeen-tx

Uber uber.com/cities/waco/

Waco Streak

(Transportation to D/FW and Love Field) (254) 772-0430 waco-streak.com

Waco Transit (City Bus System) (254) 750-1900

AIR TRANSPORTATION

Waco Regional Airport (ACT) is serviced by American Eagle flying to and from D/FW.

Waco Traveler Hotline 1-866-FLYWACO (359-9226)

American Eagle (800) 433-7300



PARKING AND GETTING AROUND WACO

We encourage you to park in the City of Waco's free downtown garage, located on 4th Street between Franklin and Austin, behind the Dr. Mae Jackson Development Center. Enter on 4th Street and follow the signs. **401 Franklin Ave**

Free parking is available on most Waco streets and several parking lots. Independently owned paid parking lots are also available.

We recommend that you park your RV or Bus in the Heritage Square parking lot at Washington Avenue and 3rd Street if space is available. **311 Austin Ave**







CEN-TEX AFRICAN-AMERICAN CHAMBER OF COMMERCE

CEN-TEX HISPANIC CHAMBER OF COMMERCE

- **CITY CENTER WACO**
- **CITY OF HEWITT**
- **CITY OF WACO**
- **CREATIVE WACO**

GREATER WACO CHAMBER OF COMMERCE

GREATER WACO HOTEL AND LODGING ASSOCIATION GREATER WACO SPORTS COMMISSION HEWITT CHAMBER OF COMMERCE MUSEUM ASSOCIATION OF WACO PREHISTORIC TEXAS TRAIL TEXAS BRAZOS TRAIL REGION WACO TOURISM PUBLIC IMPROVEMENT DISTRICT



The Waco Convention & Visitors Bureau (CVB) is responsible for marketing Waco as a destination for visitors, meeting planners, and other types of groups. The CVB is funded by City of Waco hotel occupancy tax, along with contributions from its partner city of Hewitt. The CVB also manages the Waco Convention Center and Waco Welcome Center.

Waco Convention & Visitors Bureau

PO Box 2570 Waco, TX 76702-2570 destinationwaco.org

Toll-free: (800) 321-9226 Main Office: (254) 750-5810 8am - 5pm, Mon - Fri

Waco Welcome Center & Gift Shop

106 Texas Ranger Trail destinationwaco.org mywacoshop.com

Toll-free: (800) 922-6386 Direct line: (254) 750-8696

Watch for our new location in late 2024/early 2025.



Notes about this guide.

This visitor's guide is meant to introduce you to some of the attractions and things to do in the Waco area. No printed guide can list everything that might be of interest. We hope you'll consult our website at destinationwaco.org for a more complete listing. If you see something missing, please send an email to visitus@ destinationwaco.org and we will be glad to take a look at it.

Hours are noted for some attractions. For others, please check the website or call.

2024-7



Named after the Huaco Native American tribe, the village of Waco was established in 1849 and incorporated as a city in 1856 by a Jewish, Jamaican-born Spaniard named Jacob de Cordova.

Today, Waco is a diverse, bustling city with a demographic makeup that is 43 percent white, 32 percent Latin American, 22 percent African American, and 2 percent Asian American.

Wacoans come from many backgrounds and differing cultures, religions, and identities. They celebrate and pay homage to their diversity collectively in a multitude of ways.

Waco's Latin history far predates the city. The land of Central Texas once belonged to the Spanish empire, and then Mexico, until Texas fought for its independence in 1836.

After almost another decade of struggle, Texas joined the United States and started down the path to becoming the Latin-Anglo melting pot it is today. Before long, a Spanish immigrant by the name of Jacob de Cordova came to town and officially founded the city of Waco.



For more than a century, the Latin American population of Waco has had a tremendous impact on the growth and development of the city. During the Mexican Revolution, Waco's Sandtown neighborhood proved to be a haven for Latin immigrants and Latin Americans fleeing border violence. When Waco's red-light district, known as the Reservation, closed, an area flush with large houses near downtown suddenly became available, and Calle Dos, a thriving Latin American community, was born.

Waco's Latin American community continues to share its gifts and strengths with the larger Waco community through art, food,

music, and houses of worship. Today, you can experience the beauty of Waco's Latin American community throughout the city.

Black Americans have held a central role in the development of Waco and McLennan County since the first permanent settlements were established in the mid-nineteenth century. The first Black residents came to Central Texas primarily as slaves to white cotton farmers.

When the South lost the Civil War within 10 years of the city's incorporation, Black Americans worked to build new lives as freedmen and freedwomen. Within this work toward social



and economic equality, Black Americans shaped the history of local communities as they moved into the 20th century. Tenant farmers and sharecroppers produced the cash crop which brought prosperity to the city, and Black entrepreneurs opened businesses on Waco's Bridge Street. New institutions in the areas of education, finance, and ushered in a higher standard of living.

Texas is a thriving, multicultural state thanks in part to the perseverance and the presence of Asian Americans. The first Asian immigrants to arrive in Texas in 1870 were Chinese laborers employed to build the Houston and Texas Central Railroad. Additional Chinese workers arrived in 1881 to follow the construction of the Southern Pacific Railroad. A Chinese exclusion law enacted by Congress the following year prevented any more Chinese from arriving in the states until 1943. Since that time, nearly 1.2 million Asian Americans have settled in Texas – the third-largest population hub in the United States. There are sizable communities in Austin, Dallas-Fort Worth, Houston, Killeen, and Port Arthur.

Visit wacohistory.org for more information regarding the history of Waco.

This information was provided by the Baylor Institute for Oral History.



WACO CONVENTION & VISITORS BUREAU destinationwaco.org

 Waco Convention Center
 Waco Wedome Center & Gift Shop

 100 Washington Avenue
 106 Texas Ranger Trail

Toll-Free: (800) 321-9226 Main Office: (254) 750-5810

Toll-Free: (800) 922-6386 Office: (254) 750-8696 Watch for new location in 2024/2025.