WACO VISITORS GUIDE

CITY OF WACO
CONVENTION & VISITORS



A city to believe in

SCAN & PLAN

CITY OF WACO — CONVENTION & VISITORS

CHECK IT ALL OUT

#wacotx

SCAN & PLAN

EVENTS

SHOPPING

EAT

NIGHTLIFE



Welcome to WACO



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 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 symphony orchestra.

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

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Waco's ATTRACTIONS & MUSEUMS

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, capybaras and an African elephant. The Asian Forest features the critically-endangered orangutans, Sumatran tigers, and a Komodo dragon. 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. Be sure to stop by and see the new Penguin Shores exhibit, featuring South African black-footed penguins!

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) 757-1024
drpeppermuseum.com
Admission Charge

WACO MAMMOTH NATIONAL MONUMENT

In July 2015, this site was declared a National Monument due to its historical significance. This paleontological 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
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 Saturday craft market from 10am-2pm, March through October.

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
tshof.org
Admission Charge

WACO DOWNTOWN FARMERS MARKET

The Waco Downtown Farmers Market is much more than a place to buy fresh produce. It's also the place to hear live music, enjoy good food prepared on site, and shop locally-created artwork and crafts. The market brings together local agricultural producers and artisan vendors within 150 miles of Waco.

Saturday Market
9am - 1pm, Year-Round

Wednesday Night Market
5pm - 8pm, Seasonal

200 E. Bridge St.
(254) 307-1884
wacodowntownfarmersmarket.org
Free Admission



Waco's HISTORIC HOMES

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



Waco's

FRATERNAL & CULTURAL MUSEUMS

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

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



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.



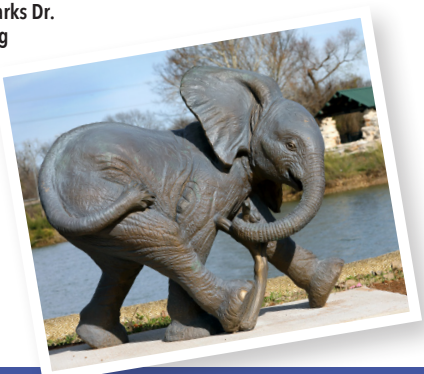
300 N. MLK, Jr. Blvd.
dorismillermemorial.org
Free Admission

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 Ave. Bridge and loops back along Martin Luther King, Jr. Blvd. to Franklin Ave. 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.

Waco Sculpture Zoo
407 N. University Parks Dr.
zoo.creativewaco.org
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.

101 N. University Parks Dr.
Free Admission



ALL THINGS

MAGNOLIA



MAGNOLIA MARKET AT THE SILOS

Magnolia Market features two landmark 120' high silos, 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 with picnic tables, a wiffle ball field, the Shops at the Silos (six rotating boutiques), the Silos Baking Co., Magnolia Press (coffee shop), Magnolia Home (home decor), Magnolia Seed & Supply, a restored historic church, and photo ops galore.

The Silos and all shops on the grounds are open **Monday - Saturday** *(closed Sundays)* from **9am - 6pm.** The only exception is Magnolia Press, which is open from **7am - 6pm.**

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





SPECIAL EVENTS AT MAGNOLIA MARKET

Annual events include Spring at the Silos (March-April), Silobration (October), and Christmas at the Silos. Special events typically feature artisan vendors, live music, and ticketed events.

PARKING AT MAGNOLIA MARKET

Free parking is available along 6th St., 8th St., and Webster Ave., as 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 St. and 8th St.

MAGNOLIA TABLE

Start your day at Magnolia Table, Chip and Jo's cozy breakfast and brunch spot. The restaurant is an 8-minute drive from Magnolia Market. Guests without a car can take the LaSalle-Circle Shuttle from downtown. Join the waitlist or make a reservation on the website.

2132 S. Valley Mills Dr.
7am - 3pm, Mon - Sat | Breakfast and Lunch
4pm - 9pm, Thurs - Sat | Dinner
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.
hotel1928.com

On-site Dining: *(check online 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 and reserve online.

3601 Hillcrest Dr.
magnolia.com/stay

MAGNOLIA TOURS

Treat yourself to a special Magnolia tour.

magnolia.com/tours
Admission Fee: Purchase all tour tickets online in advance.

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. This 1800s stone structure is located 30 minutes from Waco. The tour experience includes a sweet treat and a refreshment for each guest.

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

LOCAL HOTSPOTS FEATURED ON MAGNOLIA NETWORK

THE LITTLE SHOP ON BOSQUE

The original Magnolia Market is closed but still makes for a cute photo op!

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

JDH IRON DESIGNS

Visit Jimmy Don Holmes' new downtown location, just across from the main entrance to Magnolia Market at the Silos, or go to the original shop nearby in Valley Mills to watch the craftsmen at work. You are likely to find some of the great signs seen on *Fixer Upper,* or can even have them design a custom sign just for you.

Downtown Waco: 407 S. 8th St., Downtown Waco
Valley Mills (original): 9685 Lone Star Pkwy.
(254) 486-9150
jdhirondesigns.com





WACO WAFFLE CO.

Visit Homestead Craft Village to see this apple cider mill turned waffle shop - it 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 the show *Restoration Road* on the Magnolia Network.

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



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, Wed, Fri
10am - 7pm, Thurs
10am - 2pm, Sat
Closed Sun & Mon

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

BRAZOS THEATRE

The Brazos Theatre is home to the Brazos Theatre Group, 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

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 the Hooper-Schaefer Fine Arts Center)
(254) 710-6371
baylor.edu/martinmuseum

THE PERFORMING ARTS COMMUNITY CENTER

Discover The Performing Arts Community Center in Waco, the ultimate hub for music, dance, theatre, and film. Join us in celebrating and nurturing the performing arts in downtown Waco, and be part of the city's artistic revolution.

924 Austin Ave., Suite 150
(254) 300-4447
paccwaco.com

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, 624 Speight Ave.
(254) 754-0851
wacosymphony.com



Waco's GUIDED TOURS

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! In addition to the tours listed below, Brazos Tours also offers a Foodie Tour and a Brewery Tour.

(254) 870-1412
brazostours.com
Ticketed Tours

BRAZOS TOURS HAUNTED TOUR

The evening Haunts and Legends tour lasts 1.5-hours and visits some of Waco's spookiest locations! It takes place 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, stress-free experiences. Select one of the tours offered online, or even rent the trolley for your own private tour or event transportation!

thewacotrolley.com

Ticketed Tours & Private Rental Options

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

Named the #1 Best Boat Tour in North America in 2020 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



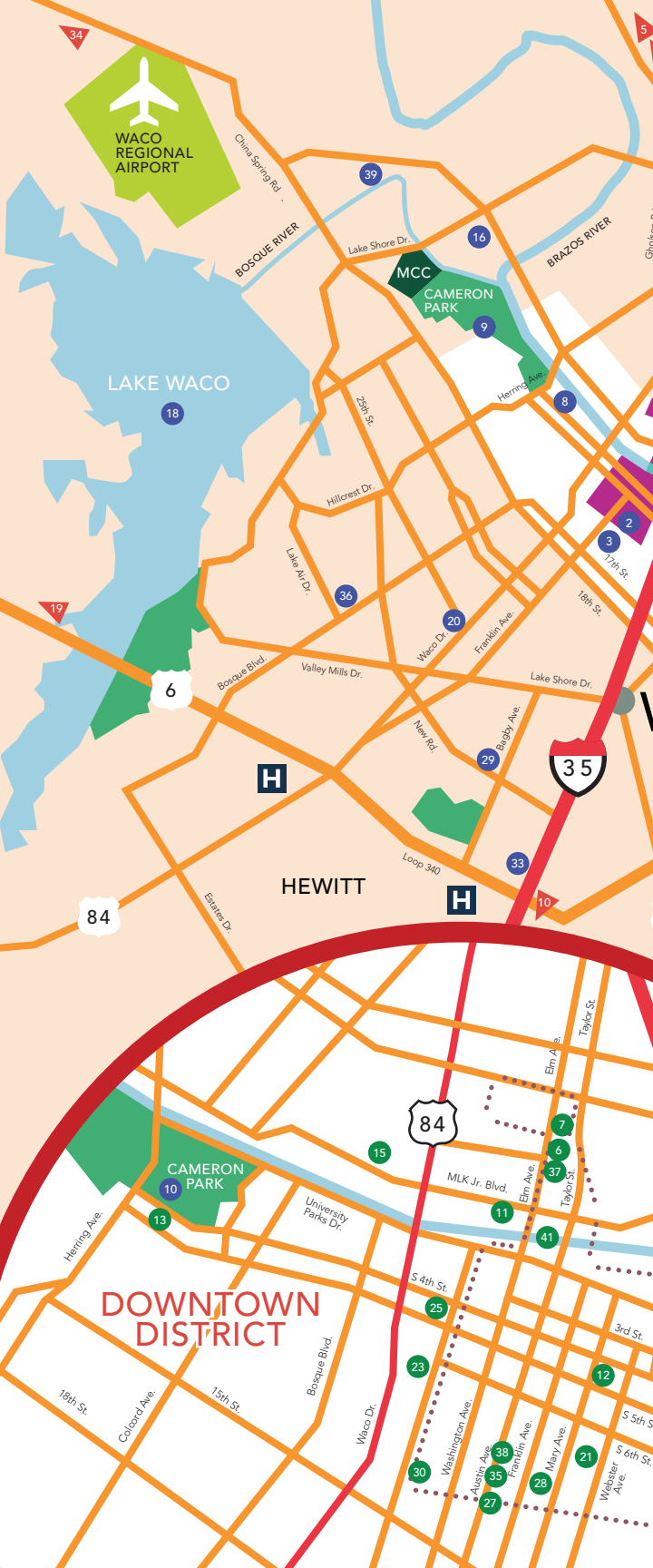


WACO WINE TOURS

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




WACO REGIONAL AIRPORT
China Spring Rd.
BOSQUE RIVER
BRAZOS RIVER
Lake Shore Dr.
MCC
CAMERON PARK
LAKE WACO
Herring Ave.
25th St.
Hillcrest Dr.
17th St.
18th St.
Lake Air Dr.
Waco Dr.
Franklin Ave.
Bosque Blvd.
Valley Mills Dr.
Lake Shore Dr.
New Rd.
Bagby Ave.
HEWITT
Loop 340
Estates Dr.
Elm Ave.
Taylor St.
MLK Jr. Blvd.
University Parks Dr.
DOWNTOWN DISTRICT
S 4th St.
3rd St.
S 5th St.
S 6th St.
15th St.
Colcord Ave.
Washington Ave.
Austin Ave.
Mary Ave.
Webster Ave.
34
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27



ATTRACTIONS & POINTS OF INTEREST

- WACO AREA
- DOWNTOWN
- OUTSIDE OF MAP
- CULTURAL DISTRICT

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

CITY OF WACO
CONVENTION & VISITORS

Waco's SPECIALTY TOURS

BALCONES DISTILLERY

Tours take visitors through the distillation process that creates world-class 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

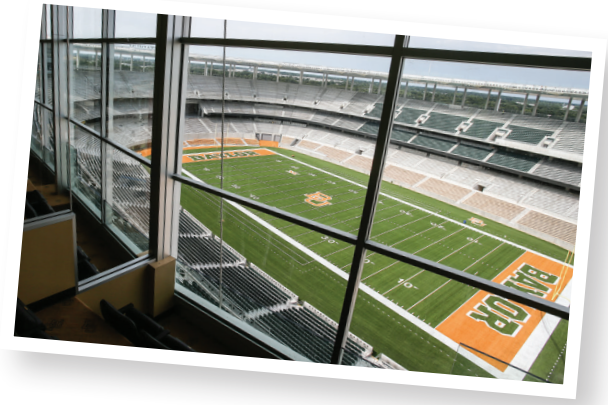
Visit pages 12-13 of this guide or visit **magnolia.com/visit/tours** to view Magnolia's tour offerings.

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 Bureau 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. MLK, 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.

420 Dallas St.
(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

WINERIES, DISTILLERIES & CRAFT BREWERIES

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.

New Location Coming Soon
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





COUNTRY SPRING VINEYARD 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 award-winning 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 E. State Hwy 6
(855) 294-9090
wacowinery.com

Waco's

RECREATION & OUTDOOR ATTRACTIONS

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 MP Daniel Esplanade
(Across from the Bill Daniel Student Center)
9:30am - 6pm, daily
Free admission

BRAZOS BLUFFS RANCH

Brazos Bluffs Ranch 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
cameronparkwaco.com
Free Admission



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 white-knuckler 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
lakewacowetlands.com
Free Admission



NEXUS ESPORTS

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

5200 Bagby Ave.
(254) 745-6009
waco-texas.com/departments/parks-recreation/cottonwood-creek-golf-course



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 SHOPPING

Waco is known as a destination for eclectic specialty shops. Visit downtown Waco for dozens of locally-owned shops within walking distance of attractions, restaurants, and lodging.

destinationwaco.org/shopping

SHOPPING









Waco's DINING & NIGHTLIFE

We couldn't possibly list all the great restaurants and hot nightspots in the Waco area. Check out the full list: destinationwaco.org/dining and destinationwaco.org/things-to-do/nightlife.



EAT



NIGHTLIFE





Major FESTIVALS & EVENTS

For more information about Waco festivals and events, check our online calendar: **destinationwaco.org/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

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 Food Truck Showdown - April
Cinco de Mayo - May
Juneteenth Family Fun Day - June

CURRENT CALENDAR OF EVENTS



JULY - SEPTEMBER

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

OCTOBER - DECEMBER

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

Waco's LODGING

Please note: No guarantee as to the suitability of these accommodations is implied. For a complete listing of lodging options, visit our website: **destinationwaco.org/lodging**

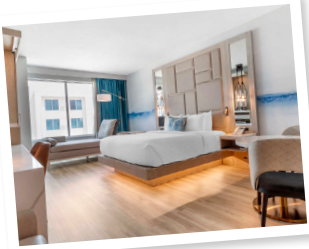
STAY

HOTELS/MOTELS

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

Aloft Waco Downtown
900 S. 11th St.
(254) 870-4644

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



Cambria Hotel Waco University Riverfront
110 S. MLK, Jr. Blvd.
Building A
(254) 347-5511

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

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

NEW BOUTIQUE HOTELS

Hotel Herringbone
319 S. 4th St.
(254) 342-2220

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

Hotel 1928
701 Washington Ave.
(254) 342-3911

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

Comfort Suites Waco South
2700 La Salle Ave.
(254) 537-0413

Courtyard Waco
101 Washington Ave.
(254) 752-8686





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

Element Waco
2200 N. Robinson Dr.
(254) 452-3111

EVEN Hotel Waco – University Area
110 S. MLK, Jr. Blvd.
Building B
(254) 633-3836

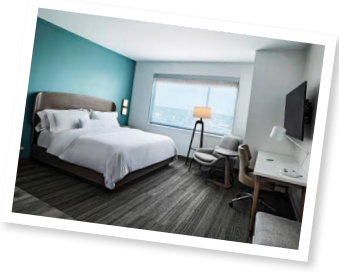
Everhome Suites Waco
4301 S. IH-35
(254) 265-9983

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

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

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

Holiday Inn Express & Suites Waco Downtown
101 Taylor St.
(254) 236-6288



Holiday Inn Express & Suites Waco South
5701 Legend Lake Pkwy.
(254) 732-1028

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

Homewood Suites by Hilton Waco, Texas
5620 Legend Lake Pkwy.
(254) 644-4663

Hotel Indigo Waco – Baylor
211 Clay Ave.
(254) 754-7000

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



Knights Inn Waco South
3829 Franklin Ave.
(254) 754-0363

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

Quality Inn & Suites Near University
2410 S. New Rd.
(254) 296-0550

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

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

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

Sleep Inn & Suites Hewitt - South Waco
209 Enterprise Blvd.
Hewitt, TX 76643
(254) 420-3200

Springhill Suites Waco
115 S. Jack Kultgen Expy.
(254) 262-8151

stayAPT Suites Waco
2340 Creekview Dr.
(254) 342-2112

Super 8 Waco University Area
1320 Jack Kultgen Fwy.
(254) 754-1023

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

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

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

Woodspring Suites Waco South
2320 Creekview Dr.
(254) 777-8319

HOTELS UNDER CONSTRUCTION

Hyatt Place Waco / Downtown
301 S. 3rd Street

STAY

BED AND BREAKFAST / VACATION RENTALS

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

destinationwaco.org/lodging/vacation-rentals/#rental







Major VENUES

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 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 also 15 smaller rooms available.



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, a restaurant and venue space with panoramic views of downtown available for private events.

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

Baylor Club
(254) 710-8080
thebaylorclub.com

For a full list of all area venues, visit:
destinationwaco.org/meeting-planners/find-a-venue

Transportation to & AROUND WACO

GROUND TRANSPORTATION

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

Waco Streak
(Transportation to DFW and Love Field)
(254) 772-0430
waco-streak.com

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

Lyft
lyft.com/cities/waco-killeen-tx

Uber
uber.com/cities/waco/

AIR TRANSPORTATION

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

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 St. between Franklin and Austin Ave., behind the Dr. Mae Jackson Development Center. Enter on 4th St. and follow the signs.
401 Franklin Ave.

Free parking is available on most Waco streets and in 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 Ave. and 3rd St. if space is available.
311 Austin Ave.



About DESTINATION WACO, DMO

Destination Waco, DMO is responsible for marketing Waco as a destination for visitors, meeting planners, and other types of groups. The department is funded by City of Waco hotel occupancy tax, along with contributions from its partner city of Hewitt, and also manages the Waco Welcome Center.

Destination Waco, DMO
Administration and Sales / Service
Roosevelt Tower
400 Austin Ave. | Ste. 900
Waco, TX 76701

Toll-free: (800) 321-9226
Main Office: (254) 750-5695
8am - 5pm, Mon - Fri

Waco Welcome Center & Gift Shop
New location coming Fall 2025!

106 Texas Ranger Trail
Waco, Texas 76706

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

destinationwaco.org | mywacoshop.com



Notes about this guide:

This visitor 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 for a more complete listing. If you see something missing, please email us at: ***visitus@destinationwaco.org*** *We'll be glad to take a look at it.*

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

2025-4

Tourism & ALLIED ORGANIZATIONS

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



Waco's CULTURAL DIVERSITY

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 University Institute for Oral History.

DESTINATION WACO, DMO
destinationwaco.org

P.O. Box 2570
Waco, TX 76702-2570