

WACO

CULTURE GUIDE





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ABOUT WACO

NAMED AFTER THE HUACO INDIAN 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 of 138,486 people, with a demographic makeup that is 44% white, 31% Hispanic and Latin American, 21% Black and 2% Asian American and Pacific Islander. Comprised of many different cultures, religions and identities, Wacoans take pride in celebrating and paying homage to its diversity collectively in a multitude of ways. Throughout the city are districts, restaurants and events that showcase the various populations that call Waco home. The Waco Culture Guide highlights the various cultures throughout the city with the belief that as Waco grows, so will its diversity.

BAYLOR UNIVERSITY LAND ACKNOWLEDGMENT

We respectfully acknowledge that Baylor University in Waco and its original campus in Independence are on the land and territories originally occupied by Indigenous peoples including the Waco and Tawakoni of the Wichita and Affiliate Tribes, the Tonkawa, the Nʉməñx̣x̣ (Comanche), Karankawa and Lipan Apache. These Indigenous peoples were dispossessed of and removed from their lands over centuries by European colonization and American expansionism. In recognition that these Native Nations are the original stewards of Baylor's campus locations, the University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships and community service.

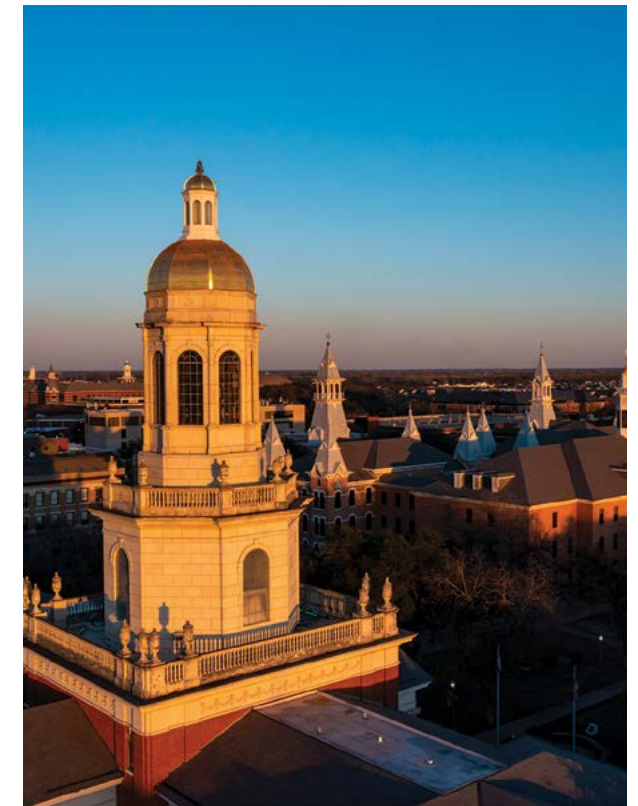
WHAT IS A LAND ACKNOWLEDGEMENT?

A *Land Acknowledgment* is a traditional custom that dates back centuries in many Native Nations and communities. Today, land acknowledgments are used by Native Peoples and non-Natives to recognize Indigenous Peoples who are the original stewards of the lands on which we now live. Baylor University's Land Acknowledgment provides a framework for today's work with Native Nations and Indigenous Communities.

LEARN MORE

To learn more about the named Native Nations and Indigenous Communities, visit their official websites:

- Wichita and Affiliate Tribes: wichitatribe.com
- Tonkawa Tribe: tonkawatribe.com
- Comanche Nation: comanchenation.com
- Karankawa: karankawas.com
- Lipan Apache Tribe: lipanapache.org



INDIGENOUS TRIBES IN WACO

wacohistory.org

The city of Waco derives its name from the agrarian indigenous group that originally resided in the area. The Waco, or Wi-iko, Indians were a tribe of the Wichita that arrived in Central Texas in the 1700s. The tribe's early history is difficult to establish because of a lack of written records due to their oral tradition. Spanish settlers first wrote of an encounter with the Waco Indians in 1772, when Athanase de Mésière noticed two villages during his trek up the Brazos River.

Some accounts say that a band of Cherokee from East Texas raided the Waco Indian Village in 1829 to avenge stolen horses. Others tell of a smallpox epidemic which devastated the village. Although it is not clear if these accounts speak specifically of this native settlement, it is known that a permanent Waco Indian village no longer existed upon the Brazos River after 1830. The loss of the village dealt a serious blow to the Waco Indians. Encroaching settlers forced them to move slowly farther and farther up the Brazos River.

The tribe signed several treaties in the mid-nineteenth century with the U.S. government. Each treaty referred to the Waco, Tawakoni and Wichita people by the name "Wichita." In 1900, the government broke up the reservation territory into individual plots, ending the Wichita Indians' communal way of life.





BLACK AMERICANS IN WACO

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 enslaved persons to white cotton farmers.

Within 10 years of the city's incorporation, however, the South had lost the Civil War and 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. In the areas of education, finance and religion, new institutions fostered the betterment of Black lives.

Black American success was evident in many fields, including politics, the military, sports and the arts. Notable names include NFL Hall of Famer Ladinian Tomlinson, Broadway artist Jules Bledsoe and World War II Hero Doris Miller, whose legacy is memorialized along the Eastern bank of the Brazos River.

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

POINTS OF INTEREST

BLACK GOSPEL MUSIC PRESERVATION PROJECT AND LISTENING CENTER



The rich and soulful sounds from the "Golden Age of Gospel" (roughly 1945-1975) are distinctly African American. They are the voices of men and women who loved to sing and raise their voices in praise. Black gospel groups moved from town to town to raise money to live daily and then moved on to the next church. Along their journey, they found time to record their unique renditions and compositions. These recordings, containing valuable history and culture, are rapidly disappearing and must be preserved. The Black Gospel Music Preservation Project and Listening Center at Baylor University does just that.

Black Gospel Archive & Listening Center: A State-of-the-Art Home for Black Gospel Research

The Black Gospel Archive & Listening Center is home to the University Libraries' projects dedicated to research and preservation in Black sacred materials.

Approximately half of the square footage of the BGA is dedicated to archival storage of materials in the BGMPP's physical collection. While outside loans still make up most materials digitized for the project, the University Libraries hold a significant number of Black gospel albums, tape formats and

ephemera as well. The BGA is designed with researching scholars in mind, including an insulated sound booth to allow for full immersion in the recordings made available by the project.



BRIDGE STREET

Though the buildings no longer stand, Bridge Street remains an important part of Waco's history. Not only did it provide a place for Waco's Black community to engage in commerce in the heart of downtown, but it served as a communal gathering place in which respite from prejudice and segregation could be found in the mid 20th century. A new festival plaza and developments revitalize this stretch of Waco's history. New apartment complexes, hotels, restaurants and a community-designed plaza adjacent to both downtown and Elm Avenue now serve as a point of connection between East Waco and downtown.

DORIS MILLER MEMORIAL

Born and raised in Waco, Doris Miller was the first African American to be awarded the Navy Cross for his bravery during the attack on Pearl Harbor. Highlighted for his heroics in the Academy Award-nominated film *Pearl Harbor*, Doris Miller is honored locally through the memorial located on the Brazos River banks in East Waco, the neighboring community center and the nearby YMCA. A true testament to the bravery of African Americans who fought for this country in World War II despite the adverse treatment they received at home, Doris Miller will forever represent Waco's best.

GHOLSON HEIGHTS AND SHARONDALE NEIGHBORHOODS

Home for many African Americans in Waco took on a new meaning with the introduction of the two planned housing additions for East Waco in the 1950s and 1960s, according to the book *African-American Heritage in Waco, Texas* by Dr. Garry H. Radford Sr.

The Gholson Heights and Sharondale additions were a welcomed change for African Americans, who wanted the advantages of a planned neighborhood and high-quality homes with modern conveniences. In the mid-1940s, the availability of quality housing for Black residents was virtually unattainable and segregation prevented access to much housing. The Gholson Heights addition was a dream put in force by Van Pell Evans, public relations director at Paul Quinn College. Evans also assisted in organizing the first Negro Chamber of Commerce in Waco and served as the real estate agent who helped develop the Gholson Heights and Sharondale additions. Evans Drive, the connecting street between the two neighborhoods, was named in his honor.

Aided by the Federal Housing Administration, the Gholson Heights addition was built in 1956 followed by its sister neighborhood Sharondale addition in 1966. Gholson Heights featured more than 70 homes and, "represented the example of gracious living," Radford wrote. Sharondale featured five streets — all named for internationally acclaimed Black singers and musicians — and more than 100 quality homes.

JESSE WASHINGTON HISTORICAL MARKER



In an effort to recognize historical wrongs, a marker dedicated to Jesse Washington was placed in front of Waco City Hall February 12, 2023. The marker is in remembrance of Washington and serves as a physical reminder of Waco's history of lynching. Jesse Washington was a teenaged, Black farmhand arrested and accused of the murder of Mrs. Lucy Fryer of Robinson, Texas. Following a brief trial and four-minute jury deliberation, he was convicted and sentenced to death. Seized by a horde of onlookers and dragged several blocks, Washington was beaten, stabbed, hung, mutilated and burned to death as thousands cheered. The Community Race Relations Coalition and the City of Waco worked for seven years to put this historical marker in place.

JUNETEENTH

On June 19, 1865, news of Black emancipation from slavery made its way to Texas. This day became known as Juneteenth, an American holiday that originated in communities in the South. Waco's annual Juneteenth Weekend Extravaganza is the largest celebration of Black heritage in Waco, drawing a diverse crowd from across the Central Texas region and beyond to celebrate the importance of health, family and creative identity in Black communities. The Juneteenth Extravaganza includes a parade, scholarship pageant and festival.

QUINN CAMPUS

Formerly home of Paul Quinn College, the oldest Historically Black College and University in the state of Texas, Quinn Campus at 1020 Elm Avenue is a staple of the Waco Black community. The campus serves as a reminder of its vibrant past and as a glimpse into the promising future for the site and the community, with plans underway to renovate vacant buildings into a community hub. Quinn Campus is home to the newly-renovated Doris Miller Community Center, Rapaport Academy and the Waco multi-purpose center.





ASIAN AMERICANS & PACIFIC ISLANDERS IN WACO (AAPI)

Texas is a thriving, multicultural state thanks to the perseverance and the presence of Asian Americans and Pacific Islanders. Given the variety of countries and cultures represented within the term, AAPI may be considered more of a cultural definition than a homogeneous, geographical one.

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 and stayed once the line was completed. 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 and call this state home — the third-largest population hub in the United States. There are sizable communities across the state in Austin, Dallas-Fort Worth, Houston, Killeen and Port Arthur.

The 1950s saw the first influx of Asian American students at Baylor. In 1950, Asian students came from only two countries: China and Japan. By 1955, students from Korea, Indonesia, Thailand and India joined the student body. By 1959, students came from numerous Asian countries, including the Philippines, Taiwan, Hong Kong and Burma. In a span of nine years, Asian students became the majority international student population. Baylor's Asian student body became a diverse representation of Asian ethnic groups across the continent.

The AAPI community within Waco is ever-growing and represents nearly 3% of the population. A range of entrepreneurs from varying Asian cultures, including Cambodia, Korea, India, Taiwan and Vietnam, have chosen to share their culture through business, social and educational opportunities throughout the city.

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

POINTS OF INTEREST

BAYLOR ASIAN PACIFIC HERITAGE MONTH

Asian Pacific American Heritage Month, nationally celebrated in May, commemorates the first Japanese immigrants who arrived in America on May 7, 1843. This month of recognition also marks the completion of the transcontinental railroad, which was largely built by Chinese immigrants who overcame overt racism and violence during its construction to build one of America's most impactful transportation projects. Celebrated at Baylor from October through early November, this month-long recognition is filled with activities such as the Autumn Moon Festival, Asian Fest and Asian Heritage Banquet.

KITOK RESTAURANT

Over the past 40 years, Kitok Restaurant has gone from a humble diner to a local institution, known for its blend of American and Korean fare. Opened in 1975 by Kitok Moore, this cultural landmark is beloved for both its Korean and American dishes, including the customer-favorite combo — the Lip Locker burger with cheese and "oriental fries" — developed in the restaurant's kitchen. Korean American women have owned and operated Kitok Restaurant throughout its history. What began as a small burger joint has evolved over time into a unique fusion restaurant, offering American, Korean and mash-up dishes. Its distinctive menu coupled with its unchanging familiar, friendly atmosphere keeps customers coming back for more.

CHA COMMUNITY

chacommunity.com

Cha Community was inspired by the husband-and-wife team of Devin Li and Jaja Chen. As Asian Americans with immigrant backgrounds, Devin and Jaja found Central Texas to be a difficult area in which to find the food and drinks they loved growing up. In addition, they sought to find community and a place of belonging after graduation from Baylor. Devin and Jaja have created a hub for community, cultural celebrations and markets through their cooking, food, tea and hospitality, first as a food truck and now as beloved brick and mortar restaurants in downtown Waco and Temple.





HISPANIC AND LATIN AMERICANS IN WACO

Waco's Hispanic and Latin American 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 Latino-Anglo melting pot it is today. Before long, a Spanish immigrant by the name of Jacob de Cordova officially founded the city of Waco.

For more than a century, the Hispanic and 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 safe haven for immigrants and Latin Americans fleeing border violence. When Waco's red-light district (known as the Reservation) closed, an area flush with large houses in close proximity to downtown suddenly became available for little cost, and Calle Dos, a thriving Hispanic and Latin American community, was born. Anchored in this community, the local Mutualista, an organization that celebrates Hispanic and Latin American culture and aids immigrants, works for the betterment of the community by providing healthcare and education and fights for worker's rights.

Waco's Hispanic and 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 Hispanic and Latin American community throughout the city and in districts such as the 25th Street and LaSalle Avenue corridors.

Visit wacohistory.org for more information regarding the history of Hispanic and Latin Americans in Waco.

CALLE DOS

Calle Dos emerged in the early 20th century as a haven for Mexican immigrants fleeing border violence and rapidly developed into a center of culture and community for Waco's Hispanic and Latin American population.

Never an officially designated neighborhood, the boundaries of Calle Dos were often disputed. Some claimed the area simply to be an extension of Sandtown, while others claimed it as its own entity bounded by Fourth Street, Washington Avenue, modern-day Waco Drive and the Brazos River. In either case, it is clear the community along the Brazos grew to be a tight-knit center of Hispanic and Latin American culture.

Many Calle Dos residents opened businesses along 2nd Street, transforming the once avoided area into a busy thoroughfare. Various organizations established in the area to serve the immigrant community also contributed to the neighborhood's sense of identity. For half a century, Calle Dos provided cultural identity and community for Waco's Hispanic and Latin American population, and the efforts of community leaders today ensure that this legacy will not be forgotten.

CINCO DE MAYO

Hosted by the City of Waco and held during the Brazos Night concert series on the first Friday of May at Indian Spring Park, this free, family music festival is complete with food booths, vendors and games. The festival attracts more than 7,000 people each year to celebrate the 1862 victory of the Mexican army over the French Empire.



FIESTAS PATRIAS

Celebrated throughout Texas, this festival commemorates Mexico's Independence Day and Father Miguel Hidalgo y Costilla's calling for the end of Spanish rule in the country. Hosted by La Ley 104.1 and taking place mid-September at the Extraco Events Center, this is the largest Hispanic and Latin American festival in Central Texas, drawing a crowd of approximately 10,000 every year.

HISPANIC HERITAGE MONTH

September 15 marks the beginning of National Hispanic Heritage Month, a time where the nation celebrates the cultural contributions and important presence of Hispanic and Latin Americans to the United States. Wacoans celebrate this month in a number of ways, including a Floating Mercado/Vendor Market, an art show and a celebration highlighting local artists and their works that have been inspired by Hispanic and Latin American heritage. During this time, the church community also holds festivals such as Día Del Charro, providing other opportunities to celebrate the beauty present throughout Waco's Hispanic and Latin American community.

LA PILA

La Pila was a spring-fed fountain located in Calle Dos, an early 20th century neighborhood in Waco that was home to Mexican immigrants. Children often played and bathed in its waters, and the fountain served as a community hub and gathering place. In the 1950s, La Pila was plugged and covered up as the entire Calle Dos neighborhood and similar districts were bulldozed as part of The Waco Urban Renewal Project undertaken in 1958. Efforts are currently underway to excavate La Pila and establish a historical marker for the fountain which once centered an entire community.

MUTUALISTA HALL (LA MUTUALISTA SOCIEDAD DE JORNALEROS)

Mutualistas were first established in Texas during the late 19th century by Mexican immigrants. These mutual aid societies provided immigrants with a connection to their home country and a support network to meet basic needs as they forged a life in a new and unfamiliar country. The Waco mutualista, established in 1924, was initially located within the thriving Hispanic and Latin American community

living at and around Calle Dos. That same year, St. Francis on the Brazos was founded to serve the poor Mexican American community in the area. Likewise, the mutualista formed under principles of union, fraternity and progress, with its primary goal centered on watching over the Mexican working-class community. This idea is reflected in its name, La Mutualista Sociedad de Jornaleros, as the word *jornaleros* means "laborers" in English.

The Waco mutualista continues to provide aid to the community. The organization collects money for scholarship funds, toy drives and other service activities. While its focus remains on the Mexican American and Latin American communities, the mutualista also seeks to serve the community at large — a continuation of its rich history of service.

SANDTOWN

Sandtown was a vibrant and predominately Mexican American neighborhood that was active from the turn of the 20th century to the 1960s. It encompassed the area of downtown Waco between 3rd Street and the Brazos River, and the seven blocks between Mary Street and the present-day Umphrey Law Center of the Baylor Law School.

At its peak during the 1950s, approximately 50 working-class families resided in Sandtown. For many of the community's families, the neighborhood was the first place they called home within the United States after emigrating from Mexico.

The people of Sandtown added greatly to Waco's rich diversity, and its residents contributed to the economic growth of the city. Though small in size, there is no dispute over Sandtown's significance amongst its former residents.



DISCOVER WACO

Downtown Waco

DOWNTOWN ATTRACTIONS

- Bill & Eva Williams Bear Habitat
- Magnolia Table
- Magnolia Market at the Silo
- Waco Downtown Farmers Mkt

DOWNTOWN ARTS & CULTURE

- Art Center Waco
- Black Gospel Archive and Listening Center
- Cultivate 712waco
- Hooper-Schaefer Fine Arts Ctr
- Jones Concert Hall
- Martin Museum of Art
- Susan L. Sistrunk Fine Art Gallery
- Waco Hippodrome Theatre
- Waco Sculpture Zoo

DOWNTOWN MUSEUMS & POINTS OF INTEREST

- ALICO Building
- Armstrong Browning Library
- Bridge Street Plaza
- Doris Miller Memorial
- Dr Pepper Museum
- Earle-Kapler-Kinnard House
- Farell Center
- Masonic Grand Lodge of Texas
- Mayborn Museum Complex
- McCulloch House Museum
- Paul and Alejandra Foster Pavilion (Coming Soon)
- TX Ranger Hall of Fame & Museum
- TX Sports Hall of Fame
- Waco Suspension Bridge & Cattle Drive Sculptures
- Waco Welcome Center

DOWNTOWN WINERIES, DISTILLERIES, & CRAFT BREWERIES

- Balcones Distilling
- Bare Arms Brewing
- Brotherwell Brewing
- Provoor Brewery
- Southern Roots Brewing Co.
- Waco Ale Company

DOWNTOWN TOURS & RECREATION

- Brazos River Tours
- Nexus Sports
- Pura Vida Paddle
- Pullers
- Stumpy's Hatchery House
- Waco Adventure Tours
- Waco Ave Company
- Waco Escape Rooms
- Waco Paddle Company
- Waco Pedal Tours
- Waco Tours
- Waco Tours River Cruise
- Waco Wine Tours

DOWNTOWN HOTELS / MOTELS

- Alibi Waco Downtown
- University Riverfront
- Comfort Suites South
- Courtyard by Marriott
- Element Waco
- Even Hotel (Coming Soon)
- Hilton Waco
- Holiday Inn Express
- Waco Downtown (Coming Soon)
- Home2 Suites by Hilton
- Hotel 1928 (Coming Soon)
- Hotel Hawthorne (Coming Soon)
- Hotel Indigo Waco
- Hyatt Place Waco Downtown (Coming Soon)
- La Quinta Inn & Suites
- Provoor Hotel
- Red Roof Inn Waco
- Residence Inn by Marriott-Waco
- Springhill Suites
- Super 8-Waco University

WACO DOWNTOWN CULTURAL DISTRICT

LaSalle - Circle Shuttle

Riverwalk

Free Parking

0 1/8 1/4 3/8 1/2 Mile

DISTRICTS

25TH STREET CORRIDOR

Over the past two decades, the 25th Street Corridor has transformed into a thriving Hispanic and Latin American cultural district, home to shops, eateries and festivals that celebrate this heritage. Visitors can shop and savor treats from pan dulce through paletas or enjoy authentic Michoacana cuisine. A hub for creatives, local artwork adorns the walls of Ruffi's Cocina, and the Waco Art Forum and the Central Texas Artist Collective also call the corridor home. Festivals draw participants from the entire Waco community. The La Navidad Latina street festival takes place every year around Christmas, closing a portion of the corridor to traffic to create a pedestrian-friendly area complete with dancing and street vendors.

AUSTIN AVENUE DISTRICT

Austin Avenue, a major thoroughfare through downtown is steeped in Waco's past. Historic buildings mix with modern designs. Markers that accent the street tell Waco's stories — noting duels, information about the city's earliest residents, deadly tornado touchpoints and more. Boutiques stand alongside restaurants, entertainment options and residential lofts.

WACO DOWNTOWN CULTURAL ARTS DISTRICT

The state-funded Texas Commission on the Arts recognizes communities through cultural district designations that actively seek to cultivate vibrant artistic life and local creative opportunities. The city of Waco has received this special designation. Waco's Cultural District overlays portions of districts bounded by streets including Austin and Elm Avenues, along with the Silo District. The district is designed in a way that encompasses museums, art galleries, public art, performance venues, restaurants and bars serving locally produced cuisine, as well as stores selling locally designed and manufactured art, crafts, home furnishings, clothing and jewelry. Attractions include a thriving farmer's market, diverse festivals, live music, exhibitions, poetry readings and events for the whole family.

ELM AVENUE DISTRICT

Historic Elm Avenue is in the heart of East Waco. Once home to Paul Quinn College and The College View Court-Hotel (featured in *The Negro Motorist Green Book*, which served as a loose basis

for the movie *The Green Book*), Elm Avenue is a major thoroughfare for Black businesses, community members and travelers before desegregation. After desegregation, several mainstay businesses remained, but, over time, the area became an underutilized asset.

The Elm Avenue District is experiencing a resurgence as diverse new businesses, hotels, eateries, festivals and infrastructure improvements continue to develop. Elm Avenue's community connection and heritage are evident through vibrant murals on business exteriors and public spaces, as well as the redevelopment of the Historic Quinn Campus, creating a centralized location for a workforce, community engagement, a development hub for the youth, office space and educational purposes. Just minutes away from Waco's bustling downtown, Brazos River, Doris Miller Memorial and community parks, Elm Avenue offers a variety of shopping, experiences, history and culture.

LASALLE CORRIDOR

With roots as a booming local business area, this district has been transformed in recent years by an influx of housing. Now, many Baylor University students and longtime Wacoans call this district home. Up and down this two-mile corridor, unique businesses, including dining options and antique stores, can be found. Visitors to the corridor can tour Baylor University's beautiful campus or the historic Oakwood Cemetery, the final resting place for Texas governors, University presidents, inventors, educators, athletes and veterans from as early as the Civil War. Recent efforts from local entrepreneurs, property owners, and community leaders have kickstarted an economic development movement for the LaSalle Avenue District, with community efforts currently underway to make this corridor a family-friendly destination.

RIVER DISTRICT

Home to the iconic Waco Suspension Bridge and populated with a variety of restaurants, shops and opportunities for fun, the River District takes its name from the Brazos River that flows through the heart of the city. This district features some of Waco's best parks, recreation and public art, including the *Branding of the Brazos* installation in Indian Spring Park, and the Sculpture Zoo that lines the Riverwalk. It is home to two major shopping complexes (the River Square Center and the Stone's Throw Center) and stand-alone businesses. Shops include clothing boutiques, furniture shops and places to rent or purchase outdoor gear, including bicycles, paddleboards and kayaks.

SILo DISTRICT

With its collection of warehouses, former headquarters of industry and, of course, the namesake silos, the Silo District has a distinctly industrial feel. Without question, its largest draw is Magnolia Market, home to the iconic silos at Webster Avenue and

DISCOVER WACO

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6th Street, a bakery, coffeeshop, shopping, food trucks and a Wiffle ballpark. The area boasts a diverse roster of attractions, from the historic Dr Pepper Museum to the shops at Mary Avenue Market.

UPTOWN

Uptown District is an area with a distinguished past and a growing future. This district, starting around 11th Street and Austin Avenue, enjoyed a mid-century heyday as a business district and still is home to small local shops, although the area is now known for its unique blend of urban living with easily accessible activities and entertainment. The area mixes residential blocks, loft-style living alongside coffee shops, farm-to-table restaurants and retailers.

PARKS & RECREATION

Waco’s robust Parks and Recreation system includes parks spanning virtually every area of town, and showcase the unique landscape of the city. Amenities include trail systems, splashpads and playgrounds.

BRAZOS PARK EAST

Located just off Martin Luther King, Jr. Boulevard, Brazos Park East, a popular festival location, features many amenities, including river access with covered pavilions, horseshoe pits and beautiful view of Waco's chalk bluffs.

CAMERON PARK

As one of Texas’s largest urban parks, Cameron Park features many points of interest. Explore the trail system, walk the Riverwalk, enjoy playgrounds and splashpads — all in one of the city’s most scenic locales.



INDIAN SPRING PARK

The entrance to the historic Waco Suspension Bridge sits in Indian Spring Park, featuring picnic areas and the *Branding of the Brazos* — a public art display that pays tribute to the cattle drives that spurred growth and industry within Waco.

WACO LION’S PARK

Plans to revitalize this park are currently underway. This park is currently open to the public as a green space.



A complete list of parks can be found here.



COMMUNITY PARKS

ALTA VISTA PARK

3709 Alta Vista Dr.

BELL’S HILL PARK

2400 Webster Ave.

BLED SOE-MILLER PARK

300 Martin Luther King Jr. Blvd.

BRAZOS PARK EAST

2000 Martin Luther King Jr. Blvd.

BROOKLYN PARK

1300 Orchard Ln.

BUENA VISTA PARK

2001 Madera Dr.

CAMERON PARK

2601 N. University Parks Dr.

CHAPEL PARK

9420 Chapel Rd.

COTTON PALACE PARK

1300 Clay Ave.

COUNCIL ACRES PARK

1500 Bagby Ave.

CRESTVIEW PARK

4700 Sanger Ave.

DEWEY PARK

925 N. 9th St.

WILBERT AUSTIN, SR. PARK

401 Hood St.

GURLEY PARK

3600 S. 4th St.

INDIAN SPRING PARK

101 University Parks Dr.

JAYCEE PARK

6300 Tennyson Dr.

KENDRICK PARK

4011 Bagby Ave.

LIONS PARK

1716 N. 42nd St.

MARTIN LUTHER KING JR. PARK

101 S. Martin Luther King Jr. Blvd.

MITCHELL PARK

3024 Mitchell Ave.

MOUNTAINVIEW PARK

2325 Mountainview Dr.

NORTH WACO PARK

2128 Edna Ave.

OAKWOOD PARK

2301 S. 7th St.

OSCAR DUCONGE PARK

1504 JJ Flewellen Rd.

SELEY PARK

1800 Bosque Blvd.

SJ GUTHRIE PARK

3400 Brookview Dr.

SOUTH WACO PARK

2815 Speight Ave.

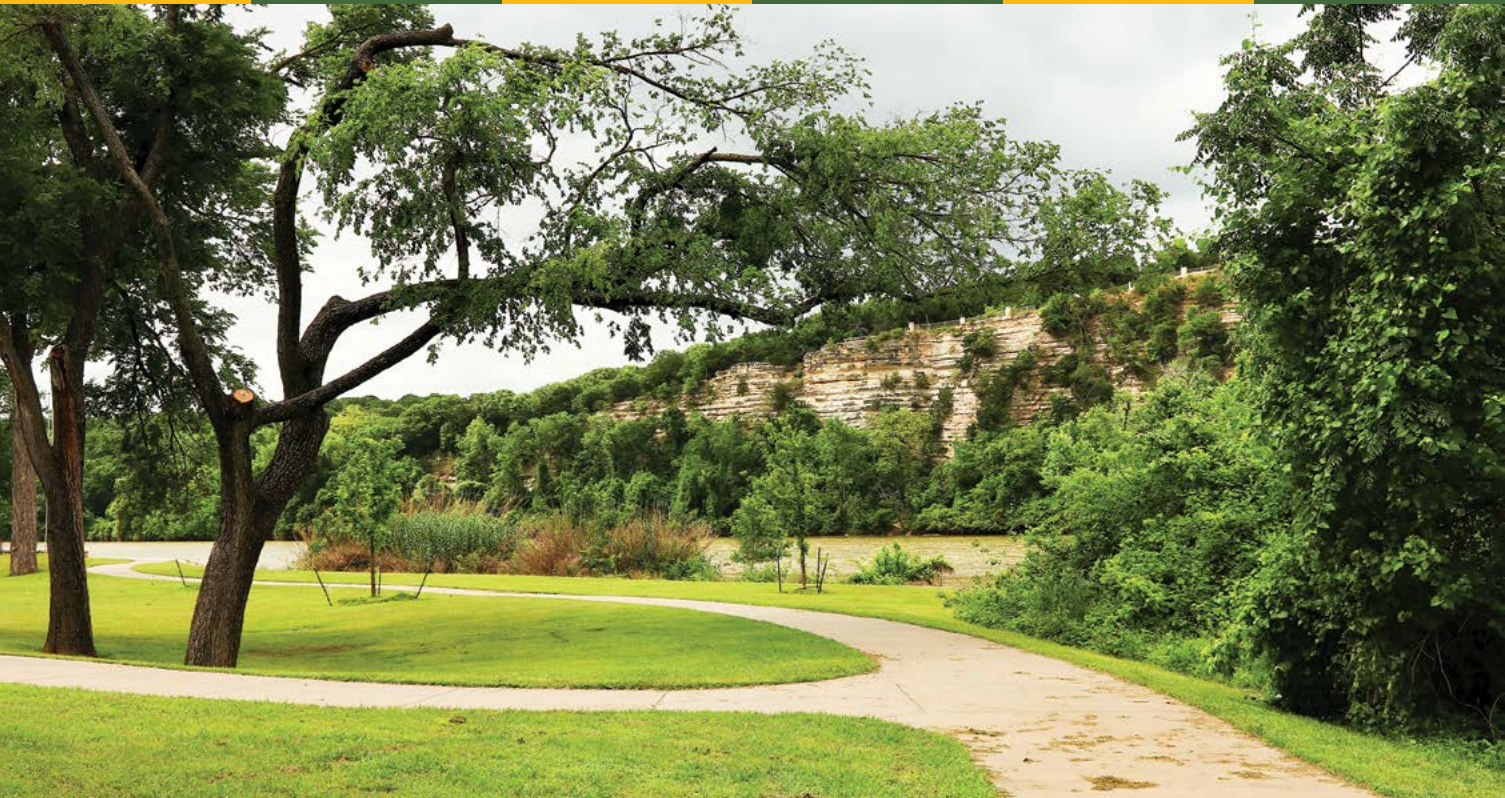
SUL ROSS PARK

1301 Barnard St.

VIKING HILLS PARK

7042 Viking Dr.

For a full list of Waco parks and amenities, visit waco-texas.com.



CHURCHES



This local church list is courtesy of Baylor Spiritual Life. For more information about the list or each church, visit baylor.edu/spirituallife or scan the QR code.

CHURCHES BY DENOMINATION

ANGLICAN CHURCH IN NORTH AMERICA

Christ Church

ASSEMBLY OF GOD

First Assembly of God
First Spanish Assembly of God Church

BAPTIST

Acts Church
Bosqueville Baptist
Brazos Meadows Baptist Church
Calvary Baptist Church
Carver Park Baptist Church
Chalk Bluff Baptist
Christ the King Baptist Church
Church on the Rock
Columbus Avenue
Cornerstone Baptist Church
Crossroads Baptist Church
Dayspring Baptist Church
Ecclesia Community Church
FBC China Spring
First Baptist Crawford
FBC Waco
First Baptist Church of Hewitt
First Baptist Woodway
Greater Waco Baptist Church
Grace Church Hewitt
Grace Church
Greater New Light Missionary Baptist Church
Harris Creek Baptist Church
Highland Baptist Church
Korean Church of Waco
Lake Shore Baptist Church
Landmark Baptist Church
Meadowbrook Baptist Church
Primera Iglesia Bautista Waco
Parkview Baptist Church
Seventh & James Baptist Church
Toliver Chapel Missionary Baptist Church
University Baptist Church
Waco Family Baptist Church
Western Heights Baptist Church

CATHOLIC

St. Francis on the Brazos Catholic Church
Saint John the Baptist Catholic Church
St. Peter Catholic Student Center
Christian Missionary Alliance
Alliance Bible Church

CHURCH OF CHRIST

Crestview Church of Christ
Lake Shore Drive Church of Christ
New Road Church of Christ
Northside Church of Christ

CHURCH OF GOD IN CHRIST

Living Word Church of God in Christ

DISCIPLES OF CHRIST

Central Christian Church

EPISCOPAL

Holy Spirit Episcopal Church
St. Alban's Episcopal Church
St. Paul's Episcopal Church

LUTHERAN

First Lutheran Church
St. Mark Lutheran Church
St. Matthew Lutheran Church
St. Paul Lutheran Church
Trinity Lutheran Woodway

METHODIST

Central United Methodist Church
Cogdell Memorial United Methodist Church
First Methodist Church, Waco
Korean United Methodist Church
Mooreville United Methodist Church
One Fellowship UMC
St. James United Methodist Church
Woodway First United Methodist Church

NAZARENE

Community Fellowship

NON-DENOMINATIONAL

Abundant Love Fellowship Church
Antioch Community Church
Christian Life Church
Church of the Open Door
Church Under the Bridge
Echo City Church
Fellowship Bible Church
Harvest Time Revival Center
Journey Christian Community Church
Loving Kindness Ministries
Mighty Wind Worship Center
Moldbreakers Fellowship
New Life Christian Fellowship
Radiant Church
Riverside Community Church
Victorious Life Church
Vinyard USA

ORTHODOX CHRISTIAN

Saint Andrew Orthodox Church
Saint Nicholas Orthodox Church

PRESBYTERIAN

First Presbyterian Church of Waco
Mosaic Waco
Redeemer Presbyterian Church
Trinity Presbyterian

REDEEMED CHRISTIAN CHURCH OF GOD

Living Faith Chapel

UNITED CHURCH OF CHRIST

St. Paul's United Church of Christ



ORGANIZATIONS & OPPORTUNITIES

There are numerous ways to engage with Waco's communities of color through affinity groups and community organizations. Opportunities to build connection and community within Waco are endless.

ORGANIZATIONS

ASIAN LEADERS NETWORK

[Instagram.com/ALNWaco](https://www.instagram.com/ALNWaco)

Asian Leaders Network Waco is a grassroots organization founded, led and co-created by local Waco Asian leaders. The mission of the Waco-area Asian Leaders Network (ALN) is to build community among Asians in the Greater Waco area to identify, support and uplift Asian leaders in our community and to connect Asian leaders to resources to elevate their influence in positive ways.



BAYLOR BLACK FACULTY AND STAFF ASSOCIATION

The Black Faculty & Staff Association is dedicated to providing Black faculty, staff and graduate students professional development, support and mentoring through critical dialogue, cultural awareness, networking, recruitment and retention in order to further enrich academic excellence, worldwide leadership and service, and Christian commitment within a caring community. BFSA membership is open to all faculty, staff, graduate students and post-doctoral students at Baylor University.



BAYLOR FACULTY OF COLOR ALLIANCE

The Faculty of Color Alliance, established in Spring 2017, serves as an important voice in faculty initiatives. Members of the Alliance

also serve as mentors for underrepresented faculty and contribute insights to University-wide initiatives.



BAYLOR LATINX FACULTY AND STAFF ASSOCIATION

The mission of the Latinx Faculty and Staff Association is to provide Hispanic and Latin American faculty, staff and graduate

students professional development, support and mentoring through critical dialogue, cultural awareness, networking, recruitment and retention in order to further enrich academic excellence, worldwide leadership, service, and Christian commitment within a caring community.

CEN-TEX AFRICAN AMERICAN CHAMBER OF COMMERCE

[Centexchamber.com](https://www.centexchamber.com)

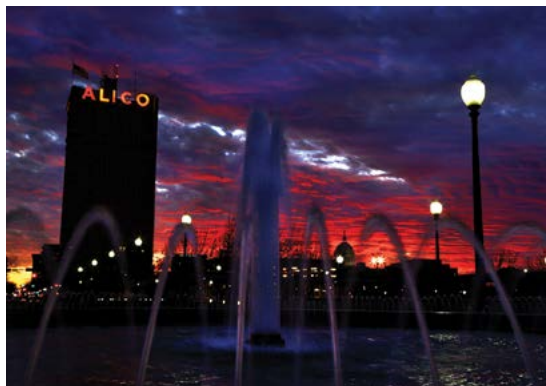
The mission of the Cen-Tex African American Chamber of Commerce is to participate in economic development efforts designed to strengthen and expand the growth of all Black businesses within the Central Texas area. The Cen-Tex Chamber spearheads multiple community activities designed to encourage new business and prosperity.



CEN-TEX HISPANIC CHAMBER OF COMMERCE

Wacohispanicchamber.com

The Cen-Tex Hispanic Chamber of Commerce (CTHCC), established in 1975, strives to unite the Hispanic and Latin American community in Central Texas, developing partnerships that create stronger community relationships, networking opportunities and economic growth for its members. Governed by a board of directors, the CTHCC is composed of Hispanic and Latin American community leaders and other professionals in the community who recognize increasing cultural diversity. Chamber members and volunteers work with the community to successfully promote the business, economic, educational and social development of the Hispanic and Latin American community in Waco and Central Texas.



GREATER WACO CHAMBER OF COMMERCE

Wacochamber.com

The Greater Waco Chamber of Commerce works with a wide array of partners to help existing Greater Waco-area businesses overcome challenges that can hinder growing, thriving and maintaining operations in our area. For most area businesses, these economic development activities result in new jobs and capital investment that strengthen the flow of dollars in our economy.

Their mission is to prepare and market the Greater Waco area for businesses and jobs of the future and outstanding quality of life, educate, attract and retain the workforce businesses and institutions necessary to succeed and be a model of sustainability — in our economy, ecology and equity.

HISPANIC LEADERS' NETWORK

Hln-waco.org

The Hispanic Leaders' Network provides personal, cultural and professional opportunities to inspire Hispanic and Latin American leaders to serve and make a positive impact. Through this work, the HLN seeks to develop and empower current and future leaders to make a difference in the Greater Waco community.

LA PUERTA

Lapuertawaco.com

La Puerta Waco, a faith-based ministry was founded in order to support the Hispanic and Latin American community. La Puerta Waco provides an array of non-traditional programs that prioritize family support and technology, together with the provision of life skills training — all within a faith-based environment.

LULAC

254-235-2458

LULAC is the largest and oldest Hispanic and Latin American organization in the United States. LULAC advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic and Latin Americans through community-based programs operating at more than 1,000 LULAC councils nationwide. The organization involves and serves all Hispanic and Latin American nationality groups.

WACO NAACP

www.waconaACP.org

The mission of the Waco NAACP, like that of the National NAACP, is to ensure the political, educational, social and economic equality of rights of all persons and to eliminate race-based discrimination. Since its founding in 1936, the Waco NAACP has worked to secure the social and political equality of all citizens of McLennan County.



LEADERSHIP OPPORTUNITIES

In partnership with local community organizations, these leadership programs are available for individuals seeking to develop leadership skills and connect with a network of professionals working to improve the city.

AIR COLLABORATIVE

Creativewaco.org/air

Air Collaborative is a program that sparks arts and business collaboration, invites curiosity and leads to the exchange of skills and ideas by bringing community members of diverse backgrounds to the table together. Waco is the first community in Texas to launch Air Collaborative's creative business development program of this kind bilingually — in English and Spanish.

LEADERSHIP PLENTY INSTITUTE

Lpiwaco.org

The Leadership Plenty® Institute (LPI) is a 10-module transformational leadership development program for people interested in developing and enhancing their leadership skills to work more effectively within the Waco community and their respective organizations. This program aims to strengthen the skills of those holding leadership positions and make civic leadership training available to those who may not necessarily consider themselves leaders but have much to offer their communities.

LEADERSHIP WACO

Wacochamber.com/leadership-waco

The Greater Waco Chamber of Commerce conducts the Leadership Waco program to identify potential community leaders and provide these individuals with information about various facets of our community, which improves the quality of life of area residents. Solutions to community needs demand the active participation of informed citizens. Leadership Waco offers structured learning opportunities in an atmosphere that stimulates creative thinking and encourages participants to work together to utilize both new and proven tools to meet the challenges of today and to prepare for tomorrow.

WACO YOUNG PROFESSIONALS

Wacoyp.org

The Waco Young Professionals host over 30 events each year. They provide a number of leadership opportunities as well as monthly luncheons, industry tours, social networking opportunities and monthly service events.





ARTS, EVENTS & ENTERTAINMENT

With more than 20 museums, attractions and cultural institutions across Waco, there is always something new to discover. Visit the home of the nation's oldest soft drink, Dr Pepper, at the Dr Pepper Museum downtown. Explore the Waco Mammoth National Monument. Go on an adventure at the Cameron Park Zoo. Walk the Brazos River trail. From iconic museums to parks and recreation, activities and adventures await in Waco.

MUSEUMS & ATTRACTIONS

ARMSTRONG BROWNING LIBRARY

Dedicated to the study of the lives and works of Victorian poets Robert and Elizabeth Barrett Browning, this museum and research center on Baylor University's campus houses the world's largest collection of Browning material and other fine collections of rare 19th-century books, manuscripts and works of art.

CAMERON PARK ZOO

Nestled in Cameron Park, this 52-acre natural habitat zoo is home to more than 1,500 animals representing 300 species from around the world.



DR PEPPER MUSEUM

With more than 100,000 pieces of historical memorabilia, this museum highlights Waco as the birthplace of the nation's oldest soft drink, Dr Pepper, while telling the story of the soft drink industry.

HISTORIC WACO

Historic Waco shares the story of Waco through historic homes, including the Earle-Napier-Kinnard House, East Terrace, McCulloch House, and the Earle-Harrison House & Pape Gardens. Annually, Historic Waco hosts exhibits, lectures and special events at their properties.

MAIN EVENT

Fun for everyone, all under one roof! Main Event offers bowling, virtual reality, laser tag, games and so much more.

MARTIN MUSEUM OF ART

Located on Baylor University's campus, the Martin Museum of Art features a permanent collection, new exhibitions and special events.



MAYBORN MUSEUM COMPLEX

This natural science and cultural history museum with a focus on Central Texas is located on the Baylor University campus. The complex includes walk-in exploration stations for geology,

paleontology, archaeology and natural history; themed discovery rooms that encourage hands-on learning for all ages; and the Gov. Bill & Vera Daniel Historic Village.

TEXAS RANGER MUSEUM

Located along the banks of the Brazos River, the Texas Ranger Museum and Hall of Fame pays tribute to the Texas Rangers, a legendary symbol of Texas and the American West.

TEXAS SPORTS HALL OF FAME

Dedicated to preserving the athletic history of Texas, the Texas Sports Hall of Fame is home to over 300 Texas legends.

WACO HISPANIC MUSEUM

Dedicated to preserving Waco's Hispanic culture, this museum showcases photos, news articles and clothing from Waco's past.

WACO MAMMOTH NATIONAL PARK

Waco's only national park explores the history of Columbian mammoths, inhabitants of the land during the Ice Age, and serves as a hub for scientific research and education.

TOP-GOLF

Enjoy a golf experience like no other: take aim at giant outfield targets while high-tech golf balls score themselves.

WACO CIVIC THEATRE

The Waco Civic Theatre provides the Heart of Texas community with quality live theatre, presenting a variety of shows, including musicals, annually.

WACO SYMPHONY ORCHESTRA

The Waco Symphony Orchestra delights audiences by presenting live classical music that enriches the cultural life of our community, including an annual performance of the Nutcracker ballet during the holiday season.

Discover more at wacoheartoftexas.com.

PUBLIC ART



Waco's thriving community of artists and makers contribute to the abundance of murals, sculptures and public art that decorate the town. Many of the murals and sculptures around town are shepherded by Creative Waco — the local arts agency that exists to grow and support a thriving cultural and creative community in Waco and McLennan County. More information on public art in Waco can be found by scanning the QR code.

ARTPRENTICESHIP MURALS



Each ARTprenticeship mural represents a collaboration between student artists and professional muralists. Annually, the program facilitates new murals as a hands-on learning experience where students participate in the creative process from development through execution. More information and locations of all Artprenticeship murals can be found by scanning the QR code.



WACOTOWN MURALS

Some of Waco's first murals were imagined through a grassroots, civic initiative. These murals, located on the side of Patrick's Dry Cleaners, Fabled and Dichotomy, encourage hometown spirit through creative depictions of the city name and term "Wacotown."



SCULPTURE ZOO

Spanning the Brazos Riverwalk up to the entrance of the Cameron Park Zoo, Waco's Sculpture Zoo depicts 28 unique animal species that can be found within the zoo. View

a full list of Waco's public art and learn more about each installation by visiting creativewaco.org/public-art-map.

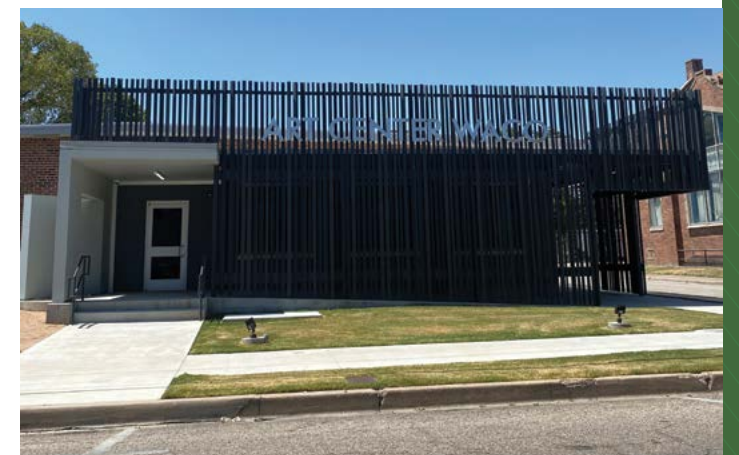
ART GALLERIES

ART CENTER WACO

Art Center Waco is a public, nonprofit institution committed to teaching and deepening understanding, displaying first-class exhibitions and inspiring new ideas through engagement with programs, exhibitions, collections and collaborations. Art Center Waco strives to present engaging exhibits, programs and outreach experiences to the local community, schools, youth groups and partner organizations to reach an audience that celebrates all aspects of human differences.

CULTIVATE 7TWELVE

Located on Austin Ave., Cultivate 7Twelve features art exhibitions that rotate to showcase the work of Waco's many talented artists. Additionally, this space hosts local musicians and performance artists for shows within the main gallery.



FESTIVALS

BLACK GLASSES FILM FESTIVAL

Each spring, discover films created by Baylor students and enjoy the best student work in filmmaking and screenwriting, sponsored by Baylor's Department of Film and Digital Media.

DIA DE LOS MUERTOS PARADE AND FESTIVAL

Dia De Los Muertos is a celebration of life, a tradition where we remember our loved ones, cherish the moments we had with them and reflect on our own life. The Dia De Los Muertos Parade and Festival bridges the gap between communities around Waco and showcases an amazing representation of the culture in our city.

WACO FAMILY & FAITH INTERNATIONAL FILM FESTIVAL

During this festival, discover films curated by creatives, community leaders, educators and business professionals who believe in equitable storytelling that represents all and celebrates shared humanity.

WACO FOOD TRUCK SHOWDOWN

Hosted by the Greater Waco Chamber of Commerce, each spring, food trucks from across the nation set up shop in downtown Waco for a weekend competition. Sample signature dishes and flavors!

LUNAR NEW YEAR FESTIVAL

Chinese New Year, also known as Lunar New Year or Spring Festival, is China's most important festival. At Baylor, students, faculty, staff and guests celebrate this time in February through various activities and performances, including professional Lion Dancers — a tradition found in China and other Asian countries in which dancers dress and mimic the movements of a lion. Numerous student organizations take part and perform at the event, which is hosted by Baylor's Asian Student Association.

WACO RESTAURANT WEEKEND

Waco Restaurant Weekend celebrates locally owned dining establishments across the city. Dine out and give back! Proceeds from the event support Keep Waco Beautiful.

WACO WONDERLAND

Waco Wonderland ushers in the holiday spirit across three days of activities, including a tree lighting, vendor market, parade and special attractions.

WACO INDEPENDENT FILM FESTIVAL

Established in 2016 and consistently ranking in FilmFreeway's Top 100 Best Reviewed Festivals in the world, the Waco Independent Film Festival (formerly Deep in the Heart Film Festival) brings our Central Texas community together through independent film. They engage audiences with films from major festivals and Texas talent and believe that presenting new viewpoints and stories with the community makes us all more understanding of the world we share.



SPORTS & OUTDOORS

IRONMAN 70.3 WACO

Run, swim and bike through Waco's most picturesque scenery during the Ironman 70.3. Enjoy a course that takes you down the Brazos River, through Texas countryside and across the Historic Waco Suspension Bridge.

TRIWACO

Hosted by the Greater Waco Chamber of Commerce, TriWaco is an annual triathlon featuring sprint and Olympic distance events using the Brazos River, Cameron Park and a spectator friendly bike course.

WACO ROWING REGATTA

Annually, the Waco Rowing Center welcomes athletes from across the nation to compete in the Waco Rowing Regatta, taking place on the Brazos River and launching out of Brazos Park East.



For a full list of things to do in Waco, visit these helpful resources:

- actlocallywaco.com
- thewacoinsider.com
- wacoheartoftexas.com

SHOP LOCAL

MARKETS

WACO DOWNTOWN FARMERS MARKET

The Waco Downtown Farmers Market is a year-round market, located across from the McLennan County Courthouse at 500 Washington Ave., featuring the best local agricultural producers, artisan vendors and local cuisine within 150-miles of Waco.

BRIDGE STREET FARMERS MARKET

This seasonal market takes place on Wednesdays at Bridge Street Plaza in East Waco at 200 E. Bridge St., bringing favorites from the Saturday Waco Downtown Farmers Market together alongside food truck vendors and outdoor activities.

DA'SHACK FARMERS MARKET

Da'Shack Farmers Market, located at 925 Houston St., is a seasonal market open March through June, but they're expanding to seasonal gardening and composting

workshops throughout the year. In addition to offering a variety of organic produce, herbs, and houseplants, you can also pick your own produce.

BIPOC MARKET

The BIPOC Market started as a collaboration of Cha Community and local artist, Jamie Wong of Designs with Jamie. The market highlights and provides a space for BIPOC/ minority-owned small businesses and creatives to showcase their creations. Both Cha Community and Designs with Jamie intentionally curate this market to feature a variety of small businesses and creatives at various stages of their business journey, from new start-ups that are launching on day one at the market to seasoned creatives and small business owners. Currently hosted twice a year — spring and fall — at the Cha Community Waco location, the market also offers guests another tangible way to support BIPOC/minority-owned small businesses and creatives in the Waco community.

DINING

From upscale cafes, farm-to-table restaurants, gourmet dining and more, there are many culinary options to discover in Waco. Savor the flavors of Waco through our list below, a snapshot of eateries curated from wacoheartoftexas.com, or check out Waco Perks at baylor.edu/Waco to see where faculty, staff and students receive discounts. New eateries open frequently around town — get out and explore Waco to discover the latest additions to the foodie scene!

DOWNTOWN

SASCEE'S SOUTHERN STYLE EATERY

719 S. 11th St.

WAFFLE CHIC

601 Webster Ave.

BANGKOK ROYAL

215. S. University Parks Dr.

BLASIAN ASIAN

506 Austin Ave.

CLAY POT

416 Franklin Ave.

CLUB SANDWICH

601 Webster Ave.



J PETAL & POKE

315 S. University Parks Dr.

CHA COMMUNITY

1001 Franklin Ave.

WAKO ROLL

2804 W. Loop 340

TERIYAKI PARK

220 S. 2nd St.

DOS MUNDOS

2515 Clay Ave.

HUACO EATERY

720 Franklin Ave.

HUACO LOUNGE

112 Mary Ave.



UNION HALL

720 Franklin Ave.

GUESS FAMILY BARBECUE

2803 Franklin Ave.

EAST WACO

REVIVAL EASTSIDE EATERY

704 Elm Ave.

TONY DEMARIA'S BBQ

1000 Elm Ave.

JASPER'S BBQ

105 Clifton St.

TRU JAMAICA

937 Taylor St.

BOARDWALK ON ELM

904 Elm Ave.

THE FOODBOX WACO

200 Hillsboro Dr.

BAYLOR TRADITIONS

GEORGE'S

1925 Speight Ave.

SCHMALTZ'S

105 S. 5th St. #2102

VITEK'S BBQ

1600 Speight Ave.

CAFÉ CAPPUCCINO

100 N. 6th St. #101

THE BRAZOS LANDING

100 N. Interstate 35 Frontage Rd.

BARIS

904 N. Valley Mills Dr.

SHORTY'S PIZZA SHACK

1712 S. 12th St.



Explore More BAYLOR TRADITIONS HERE:



Like Waco, the culture guide is composed of a diverse collection of stories told by people and organizations dedicated to highlighting all parts of our community. Each contributor has provided valuable information that will continue to educate both visitors and residents alike on the cultural wealth present throughout the city. Thank you to each of our contributors whose work made this culture guide possible. Waco is better because of you.

INDIVIDUALS

Mark Arias
Josh Caballero
Shelby Roth
Wendy Gragg
Rachel Pate
Charley Ruiz
JB Smith
Irwin Tang
Ashley Yeaman
Amanda Sawyer
Michael Woodward

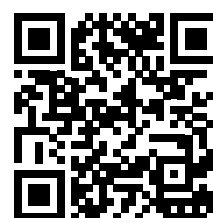
ORGANIZATIONS

Baylor Department of Multicultural Affairs
Baylor Institute for Oral History
Cen-Tex African American Chamber of Commerce
Cen-Tex Hispanic Chamber of Commerce
Creative Waco
Hispanic Leaders Network
La Puerta
Greater Waco Chamber of Commerce



WANT MORE DISCOUNTS?

Use your Baylor ID to unlock discounts and deals from more than 70 Solid Gold Neighbor Partners. When faculty, staff and students spend dollars locally, the entire community thrives, businesses flourish and new developments set up shop and call Waco home.



Waco Perks partners span the community from downtown and beyond.

Visit baylor.edu/waco/discounts to view the full list of partners so you can shop, dine and explore Waco.



The Waco Culture Guide was created by the Office of External Affairs at Baylor University to acknowledge Waco's complex history and celebrate the rich diversity of our city. Composed of a distinct collection of stories highlighting all parts of our community, our hope is the valuable information within will continue to educate both visitors and residents alike on the cultural wealth present throughout the city. Thank you to each of our contributors whose work made the culture guide possible. Waco is better because of you.



Baylor University

baylor.edu/waco