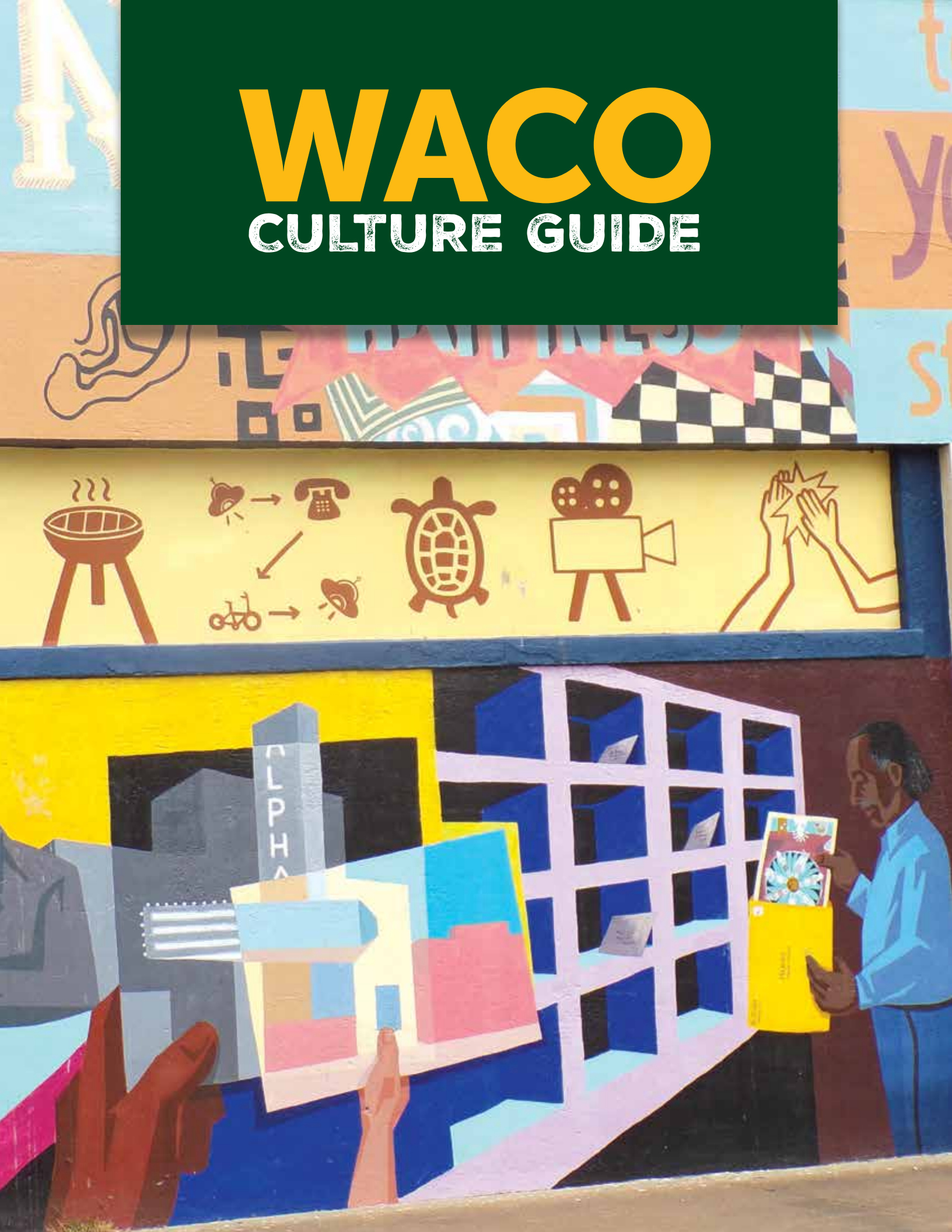


WACO

CULTURE GUIDE



WACO

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 of 138,183, with a demographic makeup that is 43 percent white, 32 percent Latinx American, 22 percent African American and 2 percent Asian American.

Wacoans come from many backgrounds and are comprised of different cultures, religions, and identities. They celebrate and pay homage to their diversity collectively in a multitude of ways. Throughout the city are districts, restaurants, and events that showcase the various populations that call the city home. The Waco Culture Guide highlights the cultures throughout the city with the belief that as Waco grows, so will the diversity present within the city.

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 the culture guide possible. Waco is better because of you.

CONTRIBUTORS

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DISTRICTS

Waco is home to a number of districts showcasing the richness of the places and people that call the city home.

25TH STREET CORRIDOR

Over the past two decades, the 25th Street Corridor has transformed into a thriving Latinx 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 Michoacána cuisine. A hub for creatives, local artwork adorns the walls of Rufi's Cocina, host to the Waco Poets Society's open mic night and local arts organizations, 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 accent the street, telling stories from Waco's past — noting duels, information about the city's earliest residents, or deadly tornado touchpoints. Boutiques stand alongside restaurants, entertainment options, and residential lofts. On the first Friday of every month, visit Austin Avenue for special deals and performances featuring music groups of all kinds, karaoke, and more, or enjoy dinner and a movie at the iconic Waco Hippodrome Theatre.



WACO DOWNTOWN CULTURAL 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, and restaurants 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 located 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 was a major thoroughfare for African American 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 into a community hub, including a charter school, community YMCA, and the African American Chamber of Commerce. 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 AVENUE DISTRICT (LASALLE CORRIDOR)

With roots as a booming local business area, in recent years, this district has been transformed 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), stand-alone businesses and food trucks. 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 6th Street, a bakery, coffeeshop, and additional features currently under development. 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 and Austin Avenue, enjoyed a mid-century heyday as a business district and still is home to small local shops today, 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.



Central Texas African American Heritage Foundation

AFRICAN AMERICANS IN WACO

African 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, African Americans worked to build new lives as freedmen and freedwomen. Within this work toward social and economic equality, African Americans shaped the history of local communities as they moved into the twentieth 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 religion fostered the betterment of Black lives.

African American success was evident in many fields, including politics, the military, sports, and the arts. Notable names include NFL Hall of Famer Ladainian Tomlinson, Broadway artist Jules Bledsode, 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.

ORGANIZATIONS

CEN-TEX AFRICAN AMERICAN CHAMBER OF COMMERCE
centexchamber.com

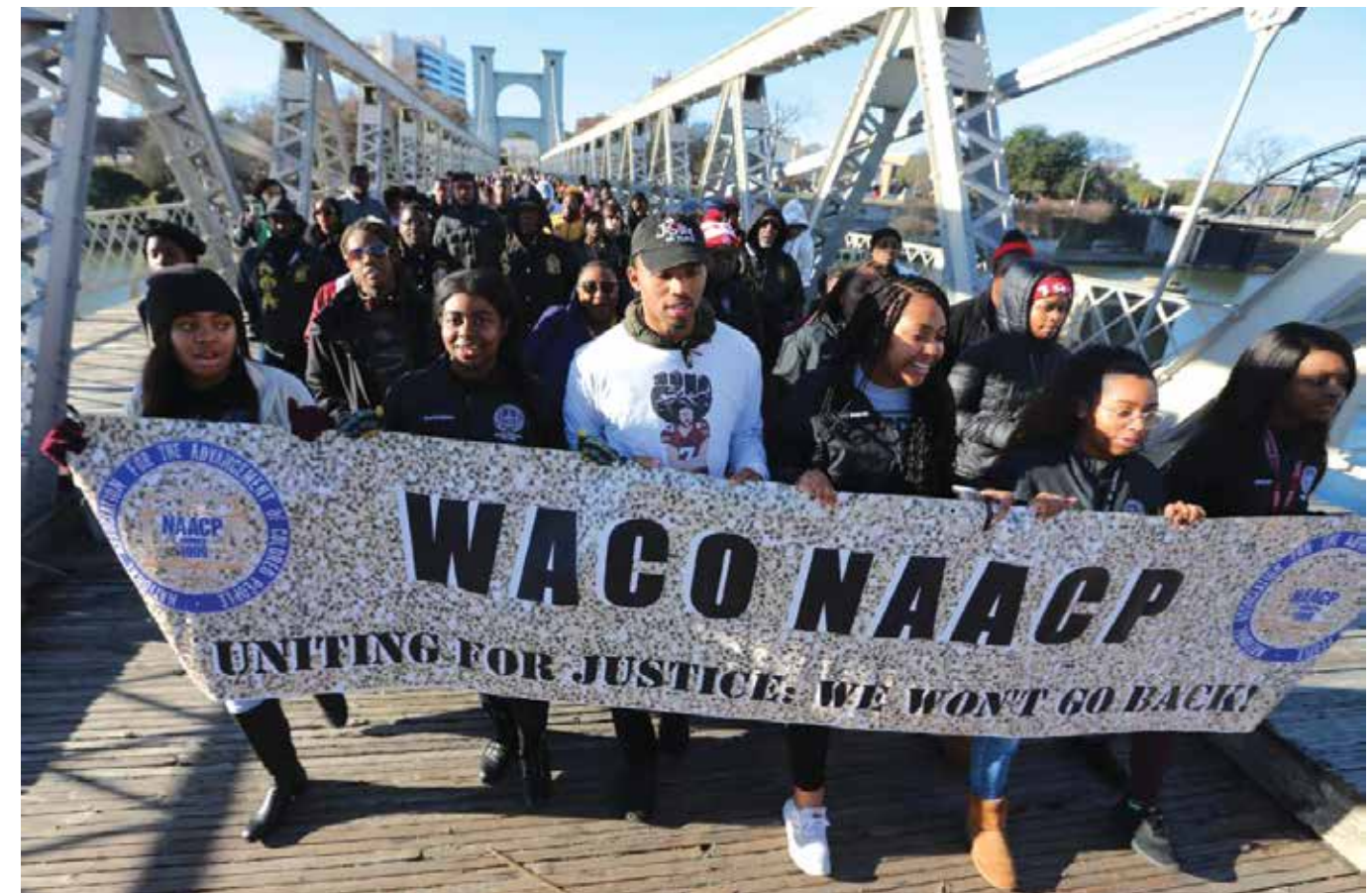
The mission of the Cen-Tex African American Chamber of Commerce is to participate in economic development efforts designed to strengthen and expand the growth of all African American businesses within the Central Texas area. The Cen-Tex Chamber spearheads multiple community activities designed to encourage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

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. Meetings are held every fourth Monday of the month at the Waco Central Library.



Cen-Tex African American Chamber of Commerce



CULTURAL LANDMARKS AND CELEBRATIONS

Waco is home to numerous events and locations that are special to its African American community, including those mentioned here.



Bridge Street

BRIDGE STREET

Though the historic buildings no longer stand, Bridge Street remains an important part of Waco's history. Not only did it provide a place for Waco's African American community to engage in commerce in the heart of downtown, but it also served as a communal gathering place in which respite from prejudice and segregation could be found during the mid-20th century. Construction currently underway aims to revitalize this stretch of Waco's history. New apartment complexes, hotels, restaurants, and a community-designed plaza adjacent to both downtown and Elm Avenue will serve as a point of connection between these booming districts.

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 '60s, according to the book *African-American Heritage in Waco, Texas*, by Dr. Garry H. Radford Sr.

The Gholson Heights and Sharondale additions were a welcome 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 African Americans was virtually unattainable, and segregation prevented access to much housing. The Gholson Heights addition was a dream put in force by Van Pell Evans, then 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 African American singers and musicians — and more than 100 quality homes.

DORIS MILLER

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.

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 African American 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, gospel celebration, vendor market, and scholarship pageant.

QUINN CAMPUS

Formerly home to Paul Quinn College, the oldest of the Historically Black Colleges and Universities in the state of Texas, Quinn Campus at 1020 Elm Avenue is a staple of the Waco African American 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. Quinn Campus is home to a collective of entities working together to further the East Waco community, including the Cen-Tex African American Chamber of Commerce, the Doris Miller YMCA, Rapaport Academy, and the Waco multi-purpose center.

Visit wacohistory.org for more African American cultural landmarks within Waco.



Gholson Heights/Sharondale Neighborhood Reunion



BUSINESSES

Below is a list of some of the many Waco-area African American owned businesses providing a range of services. For more African American owned businesses within Waco, please contact the Cen-Tex African American Chamber of Commerce.

2 PICKLE'D GOURMET FLAVORED PICKLES

214-893-2475

4 SONS TRUCKING COMPANY

254-339-4443

AMBER BERNARD ATTORNEY AT LAW

600 Columbus Ave., Ste. 106

ARTIST-N-U

825 Elm Ave., Suite A

BAKI'S HAIR SALON

2405 W. Waco Dr.

BEYOND THE CHAIR HAIR SALON

2230 Washington Ave.

BOARDWALK ON ELM

904 Elm Ave.

BOSS CLEANING SERVICES

254-981-1235

BRYLDERS GROUP EVENT PLANNING

2426 Washington Ave.

CAMERA COACH PHOTOGRAPHY

254-749-5039

CLASE VINTAGE AND GOODS

108 N. 25th St.

DA SHACK FARMERS MARKET

925 Houston St.

FLOYD'S AUDIO

1313 Dallas St.

FLUFF WASH & FOLD LAUNDRY SERVICES

254-661-7611

GAMEDAY CUTS BARBER SHOP

3608 Bellmead Dr.

INK & STICHES DESIGN AND SCREEN PRINTING

2000 W. Loop Ste. 201

JOCKEY CLUB BARBER SHOP

815 Elm Ave.

JUST STICKERS (CAR INSPECTION)

429 W. Waco Dr.

LINDA MCDONALD (REALTOR) COLDWELL BANKER JIM STEWART

500 N. Valley Mills Dr.

MARILYN'S GIFT GALLERY

818 Elm Ave.

MITCH'S CORNER STOP

2524 Colonial Ave.

MO COOKIES

914 Lake Air Dr., Suite G

MOTIONS HAIR SALON

1318 E. Waco Dr.

PAPA JACKS BBQ

700 E. Waco Dr.

PROSPERITY TAX SERVICE

605 Austin Ave.

PROSPERITY TRAVEL GROUP

605 Austin Ave.

R & S BARBECUE

1101 Richland Dr.

ROC MY STYLE BARBERSHOP

200 Hillsboro Dr.

SASCEE'S SOUTHERN STYLE EATERY

719 S. 11th St.

SISTER EMPOWERMENT FITNESS

254-523-5751

THE EATERY

821 Clifton St.

TRU JAMAICA

937 Taylor St.

WAFFLE CHIC

2223 Austin Ave.





ASIAN AMERICANS IN WACO

Texas is a thriving, multicultural state thanks to the perseverance and the presence of Asian Americans. Given the variety of countries and cultures within the continent of Asia, the term Asian American 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 Asian American 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.

CULTURAL LANDMARKS AND CELEBRATIONS

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.

EAST MARKET AND GOODS

eastmarketandgoods.com

Recognizing an opportunity to increase the diversity of experiences within Waco, market founder Tim Kulkarni has set out to create East Market and Goods, an international grocery store that promotes exploration through diverse, high quality products and experiences. The selection focuses on Eastern/Asian offerings that stretch from India to the Philippines and everything in between. East Market and Goods plans to host different activities throughout the year to provide context and education to celebrations, holidays, and events that happen throughout the world. Located at the intersection of Highway 6 and Highway 84 in the new Shoppes at 6 Eighty Four Crossing development, East Market and Goods is on track to open late 2020.

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 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 unique menu coupled with its unchanging familiar, friendly atmosphere keeps customers coming back for more — and bringing their family and friends.

LUNAR NEW YEAR

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 during 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 in and perform at the event, which is hosted by Baylor's Asian Student Association.

WACO CHA

wacochoa.com

Waco Cha 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 found it challenging to find community and a place of belonging after graduation from Baylor. Devin and Jaja have led the community in bridging cultures and community through their cooking, food, tea, and hospitality, first as a foodtruck, now as a beloved brick and mortar restaurant in downtown.

BUSINESSES

Waco is home to a growing number of Asian American-owned businesses providing a range of services, including those listed here.

BANGKOK ROYAL

215 S. University Parks Dr.

BLASIAN ASIAN

720 Franklin Ave. (Union Hall)

CLAY POT

416 Franklin Ave.

CLUB SANDWICH

601 Webster Ave. (The Silos)

EAST MARKET AND GOODS

6500 Woodway Dr., Woodway, Tx

J PETAL & POKE

315 S. University Parks Dr.

KITOK RESTAURANT

1815 N. 18th St.

KOKO RAMEN

720 Franklin Ave. (Union Hall)

LEE MART FURNITURE

921 N. 18th St.

SAFFRON INDIAN AND PAKISTANI RESTAURANT

416 N. Valley Mills Dr.

STONE HEARTH

506 Austin Ave.

TERIYAKI PARK

220 S. 2nd St.

VIETNAMZ

601 South 11th St.

WACO CHA

1001 Franklin Ave.

WAKO ROLL

2804 W. Loop 340





Waco Hispanic Museum



CULTURAL LANDMARKS AND CELEBRATIONS

Waco is home to numerous events and locations that are special to its Latinx community, including those mentioned here.

25TH STREET FIRE STATION

Once the location of the historic 25th Street Theater, this site now houses the Waco Fire Administration offices and the 25th Street firehouse. The firehouse includes a community room with plans for the space to be used for neighborhood association meetings and afterschool art lessons for youth.

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 Latinx 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 that the community along the Brazos grew to be a tight-knit center of Latinx American culture.

Many Calle Dos residents opened up 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 Latinx population, and the efforts of community leaders today ensure that this legacy will not be forgotten.



Calle Dos

LATINX AMERICANS IN WACO

Waco's Latinx 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 Latinx-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 Latinx 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 Latinx immigrants and Latinx 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 Latinx American community, was born. Anchored in this community, the local Mutualista, an organization that celebrates Latinx culture and aids immigrants, works for the betterment of the community by providing healthcare and education and fights for worker's rights.

Waco's Latinx 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 Latinx 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 Latinx Americans in Waco.

ORGANIZATIONS

CEN-TEX HISPANIC CHAMBER OF COMMERCE wacohispanicchamber.com

The Cen-Tex Hispanic Chamber of Commerce (CTHCC), established in 1975, strives to unite the Latinx 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 Latinx 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 Latinx American community in Waco and Central Texas.

LULAC 254-235-2458

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

LA PUERTA lapuertawaco.com

La Puerta Waco, a faith-based ministry in Waco, was founded in order to support the Latinx 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.



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.

FIESTA PATRIA

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 Latinx 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 Latinx Americans in the United States. Wacoans celebrate this month in a number of ways, including through a Floating Mercado/Vendor market, art show, and celebration highlighting local artists and their works that have been inspired by Latinx heritage. During this time, the church community also holds festivals, such as Dia Del Charro, providing other opportunities to celebrate the beauty present throughout Waco's Latinx American 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 Latinx 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 Latinx 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.

Visit wacohistory.org for more Latinx American cultural landmarks within Waco.

BUSINESSES

Waco is home to a range of Latinx American owned businesses and services. Contact the CTHCC for more Latinx American owned businesses within Waco.

25TH STREET BAZAAR

1217 N. 25th St.

25TH STREET FURNITURE

1108 N. 25th St.

B&C PEST CONTROL

254-301-7790

BERTHA'S BAKERY & RESTAURANT

2418 Grim Ave.

DEVORA CAR AUDIO

2426 Bosque Blvd.

DOM PHOTOS

254-717-2950

DOS MUNDOS

2515 Clay Ave.

EL CHARRO CAFÉ

2303 LaSalle Ave.

EL CHARRO TAPATIO

1615 W. Waco Dr.

EL PUEBLO BOUTIQUE

2500 Gorman Ave.

GONZALEZ BOUNCE HOUSE RENTALS

254-301-7790



HELADOS LA AZTECA

3302 Franklin Ave.

HUACO EATERY

720 Franklin Ave.

HUECO PEDI CAB TOURS

811 Webster Dr.

JESSE'S TORTILLA FACTORY

1226 Webster

JIMENEZ BAKERY

1915 Dutton Ave.

KURBSIDE COFFEE

720 Franklin Dr.

LA FIESTA

3815 Franklin Dr.



LA MEXICANA MEAT MARKET

1300 Richland Dr.

LA NUEVA MICHOACANA (PALETERIA & NEVERIA)

1205 N. 25th St.

LIBRERIA CRISTIANA CASA DE BENDICION

1409 N. 25th St.

MONTOYA'S FASHIONS & ALTERATIONS

1105 Spring St.

RUDY'S TRANSMISSION

1100 N. 25th St.

RUFI'S COCINA

1801 N. 25th St.

SERGIO'S FOOD TRUCK

608 Austin Ave.

SUPERMERCADOS TELOLOAPAN

834 N. Valley Mills Dr.

TAGLE-HERNADEZ INSURANCE

254-652-7922

TAQUERIA ZACATECAS

2311 LaSalle Ave.

VALLEJO AUTO SERVICES

701 N. 25th St., Waco, TX

VALLES MEXICAN RESTAURANT

900 N. Valley Mills Dr.

VANESSA'S BOUTIQUE

2301 N. 18th St.

WALDO HERNANDEZ (REALTOR) ERA COURTYARD REAL ESTATE

254-227-2352





ENGAGE

There are countless ways to engage with Waco's communities of color. The opportunities — whether it is through an affinity group, place of worship, or leadership program — to build connection and community within the city are endless.

AFFINITY GROUPS

BAYLOR BLACK FACULTY AND STAFF ASSOCIATION baylor.edu/hr/bfsa

The Black Faculty and 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 our 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 sites.baylor.edu/bufoca

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.

WACO HISPANIC LEADERS NETWORK

The Hispanic Leaders Network provides personal, cultural, and professional opportunities to inspire Latinx 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 community. Meetings are held every second Friday of the month at various locations throughout Waco beginning at noon. Contact the Cen-Tex Hispanic Chamber of Commerce for more information.



LESTER GIBSON LEADERSHIP LUNCHEON

Named after a longtime McLennan County Commissioner, the Lester Gibson Leadership Luncheon is a monthly gathering of Waco area African American leaders who come together for the purpose of sharing information and resources, to empower the city's African American community. Meetings are held at the Bledsoe Miller Community Center every second Monday of the month at noon.

WACO YOUNG PROFESSIONALS OF COLOR wacoypc@gmail.com



Waco Young Professionals of Color is a collective of young professionals of color ages 21-40 in the greater Waco area. Their mission is to create a welcoming and safe space to engage in honest and empowering dialogue. They also cultivate a sustainable network that enriches personal and professional growth and development, and they connect members to a sense of support and community. WYPC holds monthly gatherings with panel discussions or presentations on topics beneficial to the culture, followed by a networking hour. Follow [@wacoyoungprofessionalsofcolor](https://www.instagram.com/wacoyoungprofessionalsofcolor) on Instagram for more information.

CHURCHES

Waco is home to a large list of places to worship in a multicultural setting, including those listed here.

ABUNDANT LOVE FELLOWSHIP CHURCH

7459 Interstate 35

ACTS CHURCH

300 S. 13th St.

AMISTAD BAPTIST CHURCH

2433 N. 43rd St.

ANTIOCH BAPTIST CHURCH

814 S. 12th St.

CARVER PARK BAPTIST CHURCH

1020 Herring Ave.

CHRIST THE KING BAPTIST CHURCH

4777 Lake Shore Dr.

CHURCH UNDER THE BRIDGE

713 N. 18th St.

FAMILY OF FAITH WORSHIP CENTER

4112 Memorial Dr.

FIRST SPANISH ASSEMBLY OF GOD CHURCH

3301 Clay Ave.

GREATER BOSQUEVILLE BAPTIST CHURCH

6802 Logue Lane

GREATER NEW LIGHT MISSIONARY BAPTIST CHURCH

925 N. 18th St.

HOOD ST. CHURCH OF CHRIST

228 Hood St.

HOPE FELLOWSHIP CHURCH

1721 Sanger Ave.

MARANATHA CHURCH

1000 Ashleman St.

MIGHTY WIND WORSHIP CENTER

1100 Washington Ave.

MOSAIC WACO

301 Garrison St.
(Held inside J.H. Hines Elementary School)

ONE FELLOWSHIP UMC

1005 LaSalle Ave.

PRIMERA IGLESIAS BAUTISTA DE WACO

510 N. 4th St.

SACRED HEART CATHOLIC CHURCH

2621 Bagby Ave.

SECOND MISSIONARY BAPTIST CHURCH

2001 Dallas St.

ST. FRANCIS ON THE BRAZOS CATHOLIC CHURCH

315 Jefferson Ave.

ST. JOHN BAPTIST CHURCH

301 Tyler St.

ST. JOHN THE BAPTIST CATHOLIC CHURCH

1312 Dallas St.

ST. LUKE AME CHURCH

117 Church St.

ST. PETER CATHOLIC CHURCH

1415 S. 9th St.

TOLIVER CHAPEL MISSIONARY BAPTIST CHURCH

1402 Elm Ave.

UNIVERSITY BAPTIST CHURCH

1701 Dutton Ave.



LEADERSHIP PROGRAMS

Are you looking to grow your leadership and join a network of Wacoans actively working to improve the city? These are two of the many available leadership programs available to Wacoans.

LEADERSHIP PLENTY

wacofoundation.org/Community-Impact

The LeadershipPlenty® Institute-Waco, housed with the Waco Foundation's Community Impact, is designed for people of varying backgrounds, occupations, and



experiences who are passionate about improving the local community and developing and enhancing their own leadership skills. Founded in 2011, the program has trained more than 200 community members using 10 instruction modules that equip participants with critical leadership skills such as managing conflict, meeting facilitation and management, communicating effectively, and building community partnerships.

LEADERSHIP WACO

waco-chamber.com/leadership-waco

The Waco Chamber 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 use both new and proven tools to meet the challenges of today and to prepare for tomorrow.



DISCOVER



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 and Free Enterprise Institute downtown. Catch a movie and bite to eat at the historic Waco Hippodrome Theatre. 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 regardless of your path.

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

- actlocallywaco.com
- downtownwacotx.com
- wacoheartoftexas.com
- wacomuseums.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.

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.

• 1000 HOPES FOR WACO

Featuring abstract paper cranes taking flight, this mural, located at the corner of University Parks Drive and Jackson Avenue, spreads a message of optimism through symbolism and bright, vibrant colors.

• THE SPIRIT OF WE

Located on Brotherwell off of Bridge Street and Elm Avenue, this mural represents the history and rebirth of the surrounding neighborhood.

• THE COLOR OF HEALTH

This mural, located on the side of the Family Health Center's MLK Jr. Community Clinic, tells the story of women in healthcare—the contributions of midwives, nurses, and healers dedicated to the wellbeing of their neighbors.

WACOTOWN MURALS

Some of Waco's first murals were imagined through a grassroots, civic initiative. These murals, located on the side of Patrick's Drycleaners, 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

CULTIVATE 7TWELVE

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

KIERAN-SISTRUNK FINE ART GALLERY

Works within this former home turned fine art gallery are illuminated with vibrant colors and intricate details. Owners Mark Kieran and Susan Sistrunk encourage individuals to step away from their everyday tasks and relax by enjoying vibrant art at this local gallery.

CHECK OUT THESE CALENDARS TO STAY UP ON LOCAL EVENTS

- actlocallywaco.org/events
- centexchamber.com/events
- downtownwacotx.com/events
- web.waco-chamber.com/events
- wacoheartoftexas.com/event
- wacohispanicchamber.com/events
- waco-texas.com

MUSEUMS

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.

DR PEPPER MUSEUM

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

HISTORIC WACO FOUNDATION

The Historic Waco Foundation shares the story of Waco through four historic homes, the Earle-Napier-Kinnard House, East Terrace, and McCulloch House, each featuring exhibits, lectures, and special events.

MARTIN MUSEUM OF ART

Located on Baylor University's campus, the Martin Museum of Art features collections, innovative exhibitions, interpretive programs, 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 & Vara 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.

Discover more to explore at wacoheartoftexas.com!

PARKS AND RECREATION

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

BRAZOS PARK EAST

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

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.

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.

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 LIONS PARK AND KIDDIELAND

Owned and operated by Waco's Lions Club, the park features amusement park-style attractions, including a carousel, go-karts, and more! The park also features facilities available for rent.



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.

FORT FISHER PARK

100 Texas Ranger Trail

GURLEY PARK

3600 S. 4th St.

INDIAN SPRING PARK

101 University Parks Dr.

JAYCEE PARK

6300 Tennyson Dr.

KENDRICK PARK

4011 Bagby Ave.

LION'S 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/cms-parksandrecreation



Across town, your Baylor ID card unlocks discounts and deals from partnering restaurants, including these partners:

- 3 Spoons
- Baylor Club

- Guess Family Barbeque
- Hecho En Waco
- Helados La Azteca – Colcord Location
- Helberg Barbeque



- Billy Bob's Burgers
- Boardwalk on Elm
- Bru Artisan Coffee Works
- The Catch Seafood Restaurant
- Cheddar Box
- Club Sandwich
- Common Grounds
- Fazoli's
- Firehouse Subs



- Heritage Creamery
- Honky Tonk Kid BBQ
- Jimmy John's
- J-Petal
- Kurbside Coffee
- La Fiesta
- Luna Juice
- Magnolia Press
- Marco's Pizza
- Milo All Day
- Oh My Juice
- The Olive Branch
- Pokey O's
- The Raleigh Diner
- Revival Eastside Eatery
- Sabor
- Sironia
- Sub Zero Nitrogen Ice Cream
- THRST Coffee
- Torchy's Tacos
- Vitek's BBQ
- World Cup Café & Fair Trade Market



- Franklin Avenue Mac House
- George's

DINE

From upscale cafés, farm-to-table restaurants, gourmet dining, and more, there are many options to discover in Waco. Savor the flavors of Waco through dining at our Go Gold. partner establishments. Cook your own cuisine with fresh ingredients from the Downtown Waco Farmers Market. Grab a bite from one of Waco's mobile vendors, or uncover tastes of Waco through food festivals and events like Waco Restaurant Week, the city's annual celebration of the vibrant food scene through curated, pop-up experiences. The city offers something for everyone's palate.

Also, check out these helpful resources:

- downtownwacotx.com/dine
- wacodowntownfarmersmarket.org
- wacoheartoftexas.com/dining
- wacorestaurantweek.com

SPECIAL EVENTS

WACO RESTAURANT WEEK

Waco Restaurant Week celebrates locally owned dining establishments across the city. Dine out to give back! Proceeds from the event support Caritas of Waco.

WACO FOOD TRUCK SHOWDOWN

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



WANT MORE DISCOUNTS? GO GOLD!

Use your Baylor ID to unlock discounts and deals from more than 60 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. Visit baylor.edu/waco/discounts to view the full list of partners so you can shop, dine, and explore Waco.



This publication was created by the Office of External Affairs at Baylor University to highlight the rich diversity, culture, and community of Waco so that residents and visitors alike may appreciate all that Waco has to offer. The Waco Culture Guide is a publication intended to continue the work of the Solid Gold Neighbor initiative which serves as a point of connection, coordination, engagement, and innovation – helping to marshal the resources of the University in support of goals and opportunities that are important to our community in the areas of economic development, education, health, cultural wealth, and city growth. To learn more about engaging the work of Baylor’s Solid Gold Neighbor initiative, visit baylor.edu/externalaffairs.



Baylor University

baylor.edu/waco