

WACO &
**THE HEART
OF TEXAS**

Welcome. Enjoy. Explore.

The **Beat**

INSIGHT AND INFORMATION FROM
THE **HEART** OF TEXAS

OUR SUMMER TODO'S

A publication of Waco & the Heart of Texas

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OUR SUMMER TO DO'S



NAMED A TOP DESTINATION IN THE BIG STATE OF TEXAS, WACO & THE HEART OF TEXAS OFFERS A JAMMED-PACKED SUMMER WITH FUN TIMES FOR EVERYONE.

As a bonus, we are easy to find, and once you arrive you'll love our hassle-free traffic and friendly, helpful folks.

FOR KIDS



HAVE A HOUSE FULL OF KIDS OR GRANDKIDS TO KEEP OCCUPIED THIS SUMMER?

THESE ATTRACTIONS AND ORGANIZATIONS OFFER **SUMMER ADVENTURE CAMPS**.

BSR Cable Park, Art Center Waco, Dr Pepper Museum, Texas Ranger Museum, Cameron Park Zoo, Historic Waco Foundation, Waco Regional Tennis Center, Bicycle World, Skate World and City of Waco Parks & Recreation Department. Theatre workshops are available at Waco Civic Theatre and Jubilee Theatre. These will fill up quickly, so make sure to register for the camp of your choice today!

SUMMER IN THE HEART OF TEXAS IS NOT JUST FOR KIDS.

A VARIETY OF VENUES OFFER **LIVE MUSIC PERFORMANCES**

in addition to the Summer Sounds Concert Series and Brazos Nights. There are family events such as The Heart of Texas Airshow in June and 4th on the Brazos in July. Cameron Park Zoo will host their first Rattle and Roll event, and the Dr Pepper Museum and the City of Hewitt hold Dog Days of Summer events.

Then in late August and over Labor Day Weekend you can choose from: the Margarita & Salsa Festival, Homestead Labor Day Festival and Westfest. Each of these fun events include great food, music and fun.

LOOKING FOR ATHLETIC EVENTS?

THERE ARE PLENTY OF WALKS, RUNS, RIDES, AND TRIATHLONS TO KEEP YOU BUSY.



FOR FAMILIES

You can find details about these events and even more fun events by visiting the Waco & the Heart of Texas Calendar of Events at www.wacoheartoftexas.com/visitors/calendar-of-events/

Elizabeth Taylor

STRAIGHT FROM THE

HEART



A TEXAS TOP DESTINATION CALLS FOR INNOVATIVE SURPRISES.

AND WE'VE GOT THAT COVERED. You might already know that we have the best Zoo in the nation, one-of-a-kind attractions such as the Waco Mammoth Site, Texas Ranger Hall of Fame & Museum, Dr Pepper Museum, Armstrong Browning Library, Texas Sports Hall of Fame, multiple historic homes and the Mayborn Museum Complex to name a few. It's no surprise that we have become known as a family-friendly destination.

But, what you might not know are the surprises that await you. There is a new, creative air wafting through, bringing new experiences for singles and couples, young and old alike. With this sassy new

attitude comes hip downtown restaurants, food trucks, coffee houses, art venues, wine tastings, trash to treasure shops, bike and kayak rentals, and of course, our local celebs, "The Gaineses" hosts of HGTV's top show, "Fixer Upper."

Speaking of Chip and Joanna, their downtown Magnolia Market will soon be open but that is a whole other story to be covered in the future. Suffice to say, we are excited.

If you've visited us in the past, come back and see how creativity and reimagining are changing, growing and setting us free to be the city of surprises.

Carla Pendergraft

CONVENTION SALES & SERVICE

30% SUMMER OFF DEAL

We are offering a **30% DISCOUNT ON CONVENTION CENTER ROOM RENTALS.**

The Summer Special Discount must meet the following criteria:

- Sunday through Wednesday only
- New event (hasn't been held in Waco area for over three years)
- Must consume at least 50 hotel room nights total
- Must book event by August 31, 2015
- Event must take place within 18 months of booking
- Subject to availability

In addition, we will issue an automated Request for Proposal to all area hotels to obtain written price quotes for your room night business. This ensures you get the best rates possible! **To check date availability, please call Carla Pendergraft at 254-750-5806 or email carlap@wacotx.gov.**

Lori Kasparian

MARKETING & COMMUNICATIONS

TRAVEL WRITERS TOUT WACO

After hearing about Waco & the Heart of Texas during sales trips we made to various locations, Travel Writers are telling our story. Here are a few published in 2015:

"Five Reasons to Get off the Highway in Waco," "Walking Waco" and "Exploring Waco on Two Wheels." These positive articles, along with others have appeared in the *Dallas Morning News*, *Texas Highways*, the *Houston Chronicle*, *San Antonio Express-News* and *Ft. Worth Star-Telegram*. You can read these stories here: www.wacoheartoftexas.com/media-film/hot-articles/

In addition to working with Travel Writers, we've been super busy this spring producing materials for tourists and those traveling on business. **We've just published a 40-page Visitors Guide, a coupon brochure and an arterial map.**



The Beat GOES 'ROUND



SUMMER CAMPERS

STEP INTO THE BOOTS OF A RANGER

LEARN WHAT IT TAKES TO BE A TEXAS RANGER at the Texas Ranger Hall of Fame and Museum Camp Friday, June 26 from 8 AM to 4 PM. Campers will step into the boots of a 19th-century Texas Ranger and learn about the skills critical to survival on the frontier. In addition, they'll learn the duties of the modern Texas Rangers, including their work as criminal investigators. Campers may even get to meet a real Texas Ranger! Registration is open to children entering third, fourth and fifth grade. **Scouting groups are welcome based on availability. Cost: \$25 Register by June 19.**

GUNFIGHTEROLOGY On Saturday, August 1 at 2 PM, the Texas Ranger Museum will host "Gunfighterology," a presentation by Texas State Historian Bill O'Neal. Entrance to the presentation is included with museum admission.



DOG DAYS OF SUMMER

The Dr Pepper Museum's 6th annual Dog Days of Summer will be **AUGUST 15**. There will be games and activities in the courtyard and the Museum plus friendly competition between **10 AM – 2 PM**. Museum admission is **FREE throughout the day**. Enjoy prizes, music and fun for the entire family. Sweet treats and soft drinks will be served.

SUMMER YACHT CRUISES ON THE BRAZOS

CRUISES ON THE 51-FOOT SEA RAY YACHT, "SIC'EM OR SWIM" include views of historic bridges, Baylor University waterfront, McLane Stadium and the cliffs of Cameron Park. While the yacht is available for private charters including sailgating at McLane Stadium, public cruises will be offered three times per month. Up to 25 people can enjoy a scenic sunset cruise, full moon cruise, or daytime cruise set against Waco's most picturesque backdrops.

This summer, the vessel will move from Manny's Restaurant to a new landing and beer garden on the river behind the Clifton Robinson Baylor University Tower. According to owners Michael Wilson and Lisa Spitz, the venue will be "an old school beer garden" with picnic tables, umbrellas, music, special events and 'parking' for guests' private boats.

TO BOOK A CHARTER CRUISE for a special event or to purchase tickets for a public cruise, visit www.wacorivercharters.com



ODYSSEY'S SHIPWRECK! PIRATES & TREASURE

AT THE MAYBORN MUSEUM COMPLEX

MAY 2 - SEPTEMBER 16: SHIPWRECK! Pirates & Treasure will capture your imagination and take you on an incredible voyage from the glory days of pirates to modern-day shipwrecks! This exhibit features over 500 authentic artifacts, including gold and silver treasures, as well as the amazing science and technology used to work thousands of feet below the ocean's surface. Visitors can experience hurricane winds and recover treasure with a real robotic arm.



TREASURE TUESDAYS IN JULY:

Special activities and events related to Shipwreck! Pirates and Treasure

JULY 7: Ahoy - Treasure! Join ventriloquist and storyteller Nancy Worcester and her friends as she artfully blends education and entertainment with an engaging performance for all ages.

JULY 14: Oceans Rock! Walt Whittington gives a hands-on presentation that includes fossils such as ammonites and troglodytes, prehistoric

Megalodon shark teeth, and a hungry Great White Shark!

JULY 21: Pirate Magic! Experience interactive pirates and a treasure-themed performance by our favorite master magician, Cody Fisher.

JULY 28: Pirates Ahoy! Brian Whittington invites audience members to join in the show as characters in a pirate adventure story complete with costumes and props.



All **TREASURE TUESDAY** performances: 11:00 AM and 1:00 PM in the SBC Theater.

Admission: \$5 per person includes admission to the museum, Shipwreck! Pirates and Treasure, and all special activities and events.

FREE SUNDAYS are held the first Sunday of May, June and July from 1-5 PM.

The Beat GOES 'ROUND

THRILL TO THE U.S. AIR FORCE THUNDERBIRDS, THE GOLDEN KNIGHTS PARACHUTE TEAM, A D-DAY COMMEMORATION AND A FULL LINEUP OF NON-STOP AIR SHOW ACTION SURE TO ENTERTAIN EVERY AGE! This two-day event at TSTC is June 6 & 7. Public flights in historic warbirds will be offered throughout the day. Bring the family to enjoy the Air National Guard Band, vendors, food, large aviation-themed kids area and more. This show celebrates TSTC's 50th anniversary and L-3 Communication's 30th anniversary.

DISCOUNTED TICKETS AVAILABLE

online at www.HeartOfTexasAirshow.com.



THE HEART OF TEXAS AIRSHOW IS BACK!

The Beat GOES 'ROUND



NEW WEST MUSEUM OPENS JUNE 20

The History of West Museum's journey starts with the European Immigrants who settled West, Texas in 1890. Galleries include a replica of the pioneer town, farming & ranching, military & veterans, and a celebration of the rich Czech heritage. Visitors can explore their roots among the photos and stories in the Ancestor's Gallery and visit the Memorial Gallery dedicated to the heroes of the April 17, 2013

Fertilizer Plant explosion. **The museum is open Thursday - Saturday,**

10 AM - 4 PM. FREE ADMISSION. 112 E. Oak Street, West Texas. 254-826-4639.
www.historyofwestmuseum.com

SIP & SWIRL AT VALLEY MILLS VINEYARDS

Every Saturday night there is live music and great wine at Valley Mills Vineyards! Check out the calendar at www.valleymillsvineyards.com for upcoming bands or join their Facebook or Instagram page. **The summer harvest is coming up, so go and be in the know!**



HAWAIIAN FALLS

There's no better place to indulge in some cool summer fun! Hawaiian Falls Waco's season passes and group rates make it easy and affordable to splash the days away. Call 254-892-0222 or visit www.hfalls.com/waco



Welcome GROUPS

WACO & THE HEART OF TEXAS IS PROUD TO WELCOME THE FOLLOWING GROUPS

Please note: This is not a complete list of all convention groups coming to the Waco area, but rather a list of groups we assist with hotel rooms and/or convention meeting space. **For a more comprehensive list, please click on the calendar links below.**

DATE	GROUP & EVENT	EXPECTED ATTENDANCE
June 4-7	TX State Federation of Square & Round Dancers Annual State Festival	1,000
June 5-6	DD Marketing Heart of Texas Airshow	40,000
June 19-26	Texas Association Teachers of Dance Annual Convention	1,000
June 23-29	International Order of the Rainbow for Girls Grand Assembly of Texas	1,100
July 5-10	No. & East TX County Judges & Commissioners Assn. Annual Conference	175
July 12-16	Varsity Inc. NCA Cheer Camp	200
July 17-19	Double Toe Jam Cloggers Annual Rally	400
July 21-26	A.J. Moore High School All School Reunion	700
July 26-31	Vocational Agriculture Teachers Association of Texas Professional Development Conference	1,200
August 6	Texas Workforce Commission Texas Business Conference	300
August 14-17	Race Revolutions XTERRA Cameron Park	500
August 27-29	Central Texas Showdown	1,000

For more information on what is happening in the Waco Convention Center, [CLICK HERE.](#)



For more information on what is taking place in Waco & the Heart of Texas, [CLICK HERE.](#)

REIMAGINED AND ENHANCED CUSTOMER SERVICE

Since the completion of our renovation, customer inquiries about our space and availabilities have grown

exponentially. To enhance our customers' experience and decrease response time, we've reimagined the way we handle incoming requests for dates and space. Customer inquiries are now distributed based on workload and availability rather than strictly by market, helping us to offer fast and exceptional customer service.

See the "30% OFF SUMMER DEAL" for more information on this new program.

Our sales and service staff work hard to retain existing customers, some of whom have been with us since the Waco Convention Center opened, while also soliciting new customers to fill open dates. Every one of us sells, and every one of us works to deliver superlative customer service.



WACO & THE HEART OF TEXAS wacoheartoftexas.com

Waco & the Heart of Texas The Beat is published quarterly by the City of Waco. It is distributed to business, civic, and association leaders, those in the travel industry and those interested in the tourism business. If you would like to receive a digital copy, please contact us by email at lorik@wacoheartoftexas.com or by phone at 254-750-5810 or 800-321-9226.

Social Networking

Waco & the Heart of Texas has both a Facebook page and a Twitter page! You can see all the upcoming events and information at the Facebook page: facebook.com/WacoCVB or the Twitter handle: twitter.com/WacoAndTheHoT



Feedback

- If you have changed your email address, please let us know by emailing lorik@wacoheartoftexas.com or call 254-750-5804.
- We Welcome comments and contributions! Please send to Lori Kasparian at lorik@wacoheartoftexas.com
- A Special Thanks to all who contributed!



WACO & THE HEART OF TEXAS INNS WIN MAJOR AWARDS

SLEEP INN & SUITES IN HEWITT WINS GOLD STATUS The rooms match our gold status with new bedding, new TVs and a complete renovation! This Sleep Inn & Suites is a "Designed to Dream" property that won the Choice Hotels 2015 Gold status, meaning they are in the top 10% of Sleep Inns nationwide.

- THE RESIDENCE INN BY MARRIOTT, DOWNTOWN WACO RECEIVES CHAMPIONS AWARD
- IN CUSTOMER SERVICE One of the highest honors at Marriott, this award, makes them Number One in the United States for customer service!

Bravo for a job well done!