

DOWNTOWN **HARRISONBURG**

SHOP SMALL

AT 40+ INDEPENDENT RETAILERS,
SPECIALTY STORES, & BOUTIQUES

DINE IN VIRGINIA'S FIRST CULINARY DISTRICT

WITH MORE THAN 35 LOCALLY-OWNED
RESTAURANTS & BREWERIES

EXPLORE DOWNTOWN'S ARTS & CULTURE DISTRICT

WATCH A SHOW,
ENJOY A GALLERY,
VISIT A MUSEUM,
OR CATCH A MOVIE

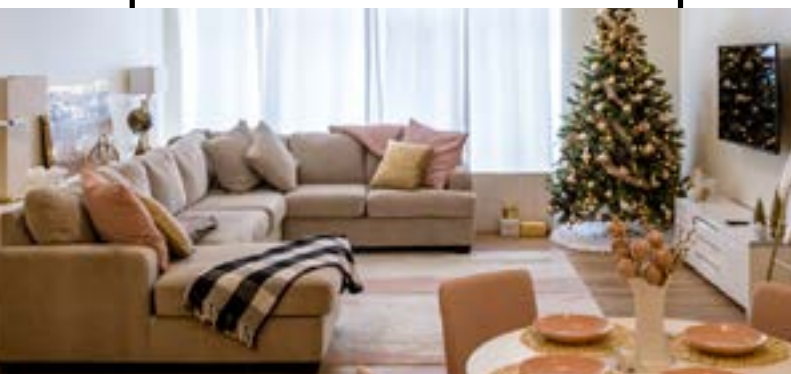


When minutes matter, live where you work and play.

Preservation and revitalization are what the owners of the Ice House community embraced as they took those historical building fronts and capitalized on their beauty. Not many of us could imagine the dilapidated, graffiti-ridden, paintball splattered walls of this compound to become a mecca for those wishing to live, shop, eat, study, relax, drink, exercise or do business within those same walls. Yet, here we are today with three very different buildings that constitute the Ice House, each with a different personality.

Ice House South was built upon a concrete pad that remained from the original, historic structure. In August 2019, the doors were opened to our first tenants who occupied all 38 condos within Ice House South. These homes consist of size options ranging from studio up to two-bedroom units, featuring the most amazing amenities. Stepping into the front corridor ensures the realization that you have stepped into luxury at its finest.

Choosing to live at Ice House South is choosing to live your best lifestyle. Escape the ordinary while living in luxury, improving your health, reducing your carbon footprint and preserving local history.



“ Escape the ordinary while living in luxury, improving your health, reducing your carbon footprint and preserving local history. ”



For more information about Ice House South
540.434.5150 ext.145 or icehouse@MatchboxRealty.com



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| • Jack Brown's Beer & Burger Joint | • Union Station |

Harrisonburg Downtown Renaissance is a nonprofit organization that builds downtown Harrisonburg as a destination where independent businesses thrive and people enjoy memorable experiences. HDR brings ideas and people together, helping to create an exciting and attractive place to live, work and invest. We find new uses for old buildings, fill the year with festivals, beautify downtown and provide businesses assistance and grants to help them succeed.

www.downtownharrisonburg.org • facebook.com/downtownharrisonburg

For daily and weekly events, visit downtownharrisonburg.org

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Welcome to Downtown!

Downtown Harrisonburg packs a lot of fun, food, and shopping into a small footprint, so leave the car behind and get ready to explore!

This magazine will help you choose your own adventure and enjoy:

- Five craft breweries
- 35+ restaurants
- 40+ independently owned shops
- Art galleries & museums
- Outdoor adventures
- and more!

There are little surprises around every corner for you to discover. Here are some hints:

- The owner of **The Lady Jane** fosters a cat in her boutique.
- The duckpin bowling alley in **Ruby's Arcade** is vintage, and the wood from the original lanes was repurposed as their benches and tables.
- **Blue Ridge Dog** bakes fresh dog biscuits a human can eat — look for the cannoli-shaped one!
- **The Golden Pony** has brownie pizza for dessert and pinball machines.
- Inside the **Hardesty Higgins House** there's the Harrisonburg Visitor center, Valley Turnpike Museum, Rocktown Gift Shoppe, and Heritage Bakery & Cafe
- There is an old jail cell in the **Virginia Quilt Museum**, which once served as a court house.
- The back wall of **Pale Fire Brewing** is a free lending library.
- **Larkin Arts** isn't just an art supply store; stroll through the back hallway and pop into artists' work studios to check out their latest pieces.

Enjoy your stay and come back soon!



Annual Festivals



Downtown Harrisonburg plays host to a calendar full of annual events and festivals. From family friendly 5Ks to one-of-a-kind film and arts festivals, there's something for everyone, in every season.

New events are still being added! Visit our events calendar for more at downtownharrisonburg.org

Spring

April 17: Chocolate Walk

April 18: Rocktown Beer & Music Festival
3,000 people converge on Turner Pavilion & Park to celebrate good beer, good music and a great community. With 60+ beers to sample, even savvy beer fans will find something new

May 16: Strawberry Festival

May 30: Downtown Dinner Party
HDR's annual fundraiser complete with 15 tasting stations, 2 bars and cocktails by downtown chefs.

Summer

June 20: Farm to City

July 4: Friendly City Fourth

The Fourth of July festival is packed with activities, including a 5k run, public reading of the Declaration of Independence, a \$250,000 raffle, kids' activities, an art market, food trucks, a craft beer garden, free live music, and fireworks.

Fall

Sept. 19: Shenandoah Valley Pride Festival

Sept. 26: Harrisonburg International Festival

Sept. 27: Alpine Loop Gran Fondo

Oct. 24: Skeleton Fest

Enjoy trick-or-treating at downtown businesses, costume contests, music, food trucks, and more!

Nov. 8: Veterans Parade

Nov. 26: Rocktown Turkey Trot

Nov. 28: Small Business Saturday

Winter

Dec. 4: Harrisonburg Holiday Parade

Dec. 12: Winter WonderFest

Free, festive community event celebrating the holidays with an art market, Cookie Tour, photos with Santa, and local shopping at more than 40 downtown shops.

Dec. 31: NYE Glow Run

Weekly Events & Specials

Whether you're in Harrisonburg for a short weekend or a week-long adventure, there's always something happening downtown. This is a sample of the great weekly events and special downtown has to offer — visit downtownharrisonburg.org for a full events calendar.

Monday

\$3 burgers at **Capital Ale House**, 4pm

\$5 lime margaritas at **Magnolias**

50 cent wings at **Finnigan's Cove**

Tabletop game night at **Restless Moons**, 4-10pm

Karaoke night at **The Golden Pony**, 10pm

Tuesday

Kids eat free at **The Golden Pony**, 5-9pm

Bingo is Life at **Ruby's Arcade**, 7:30 - 9:30pm

\$1 taco Tuesdays at **Sabor A Mexico**

½ price burger night at **Cuban Burger**, 7-9pm

Date night Tuesday at **Joshua Wilton House**
\$35 per person for a three-course dinner

Jazz night at **Clementine**, 7pm

Tasty Tuesday: \$2 for any taster glass at **The Friendly Fermenter**

Wednesday

All you can eat tacos for \$6.99 at **Latin's Flavor**

Wine Down Wednesdays at **Rocktown Kitchen** with bottles starting at \$10

Happy hour at **Brothers Craft Brewing**, 4-6pm

Karaoke night at **Ruby's Lounge**, 9pm

Wilton Wednesdays at **Joshua Wilton House**
Pair any appetizer with a beverage option for only \$14

Geeks Who Drink Trivia Night at **Pale Fire Brewing Co.**, 8pm

Bingo at **Restless Moons**, 8pm

Thursday

Game night at **Brothers Craft Brewing**, 4pm

\$4 sticky nuggs at **Billy Jack's**, all day

Team Trivia at **Clementine**, 8pm

Beer & wine tastings at **Friendly City Food Co-op**, 4-6pm

Friday

Gallery openings on the first Friday of every month at more than 40 locations downtown.

DJ Dance Party at **The Golden Pony**, 10pm

1/2 price sushi at **Beyond**, 8:30pm

Salsa Night at **Habana Cafe**, 9pm

Saturday

Year-round Harrisonburg Farmer's Market, 9am-1pm

Bend & Brews Yoga at **Three Notch'd Valley Collab House**, 10am

DJ Dance Party at **Ruby's Lounge**, 10pm

Sunday

Old Time Porch Open Jam at **The Friendly Fermenter**, 5pm



Three Notch'd Valley Collab House

Dining Downtown



AMERICAN

Billy Jack's Wing & Draft Shack

92 S Main St
(540) 433-1793
Southern chicken, wings, oyster raw bar, and craft beer

Capital Ale House

41 Court Square
(540) 564-2537
American regional cuisine, 100 beers on tap, and roof-top deck

Clementine + Ruby's Lounge

153 S Main St
(540) 801-8881
Seasonal menus, concert venue, and basement lounge

Finnigan's Cove

30 W Water St
(540) 433-9874
Seafood bar & grill

The Golden Pony

181 N Main St
(540) 901-2628
Restaurant, bar, and live music

Jack Brown's Beer & Burger Joint

80 S Main St (540) 433-5225
Wagyu beef burgers and mile-long beer list

Jimmy Madison's

121 S Main St
(540) 432-1000
Re-imagined Southern fare, bourbon bar, and rooftop deck

L&S Diner

255 N Liberty St
(540) 801-0110
Traditional diner fare

The Little Grill Collective

621 N Main St
(540) 434-3594
Vegetarian, vegan, and Americana cuisine

Lola's Delicatessen

122 S Main St #103
(540) 908-3253
Gourmet deli, market, desserts, and beverages

Magpie Diner

85 W Gay St
Coming Spring 2020
A modern take on the corner diner

Montpelier Restaurant & Bar

710 S Main St
(540) 214-2280
Southern-inspired regional fare

Rocktown Kitchen

217 S Liberty St #101
(540) 217-2425
Farm-to-table dining

TM TM

31 B E Market Street
(540) 246-8689
Juice, fruit, sandwiches, & dessert

Union Station

128 W Market St
(540) 437-0042
Modern menu recreated from old family favorites

Urgie's Cheesesteaks

245 E Water St
(540) 615-5455
Authentic Philly cheesesteaks

BAKERIES & COFFEE SHOPS

Black Sheep Coffee

217 S Liberty St #104B
(540) 217-5560
Coffee, teas, and espresso drinks

Bittersweet Bakery

120 W Wolfe St
(301) 616-5609
Sweet and savory pastries, cookies, and breads

Broad Porch Coffee Co.

165 S Main St
(540) 324-8215
Small batch coffee roaster In Agora Downtown Market

El Paisano Bakery

56 E Wolfe St
(540) 209-8892
Mexican sweet breads, cakes for all types of events, and pastries

grace+main Coffee Shop

710 S Main St
(540) 564-0200
Coffee and quick bites inside Hotel Madison

Heritage Bakery & Café

212 S Main St
(540) 564-1200
French-inspired café serving breakfast, lunch, and pastries

Merge Coffee Company

425 N Main St
Coming Soon
Fresh roasted, sustainably sourced coffee

Shenandoah Joe

64 S Mason St
(540) 574-4563
Small batch roaster & espresso bar

BREWERIES & CIDERY

Brothers Craft Brewing

800 N Main St (540) 421-6599
Family-owned microbrewery



Lola's Delicatessen

In a town known as **The Friendly City**, it's no surprise that the vibrant downtown spaces where people gather around a table are our biggest asset. With over 35 locally-owned restaurants in a 40-block area, tables become the perfect backdrop for community building and welcoming guests. You'll find foods from all over the world, unique food trucks, rooftop dining, craft breweries, new Southern cuisine, a strong culture of farm-to-table, and even an authentic New-York style deli.

You'll see the first obvious signs of our farm-to-table commitment at the bustling Saturday morning Farmers Market where locals and visitors peruse the stands for seasonal produce, farm fresh eggs, and organic meats while getting to know the growers. The same vegetables we take back to our own tables end up in delectable dishes all over town.

Another cornerstone of the culinary district is the craft beer scene, one that has exploded here in the last several years. Now home to five breweries and a community of knowledgeable and experimental beer lovers, Harrisonburg is on the map. Combine the culture of beer drinking with our love of outdoors and you have the perfect combination. Breweries have become more than just places to enjoy a beer. They host live music, book talks, local art, even yoga and barre classes.

With the Valley's rich and diverse history, food and agriculture have always been an important thread in the fabric of downtown and continues today as Downtown Harrisonburg develops its strong reputation as a regional dining destination. In fact, Harrisonburg is proud to be named Virginia's first Downtown Culinary District. Titles are great, but what that really means is we have dozens of options to choose from, all explorable on foot, and no wrong answers!

The Friendly Fermenter

20 S. Mason St, Suite B10
(540) 217-2614
Nanobrewery & homebrewing shop with classes

Pale Fire Brewing Co.

217 S Liberty St #105
(540) 217-5452
Craft beer, tasting room, and great company

Three Notch'd Valley Collab House

241 E Market St
(540) 217-5939
Brewery at Urban Exchange

Restless Moons Brewing

120 W Wolfe St
(540) 217-2726
Brewery located in a renovated auto shop

Sage Bird Cidery

325 N Liberty St
Coming Spring 2020
Hand-crafted hard cider

INTERNATIONAL

Beyond

50 W Water St
(540) 432-0105
Asian-fusion, tapas, and sushi

BoBoKo Indonesian Cafe

217 S Liberty St #102
(540) 434-3542
Food inspired by the tropical islands of Indonesia

CubanBurger

70 W Water St
(540) 434-1769
Cuban-American cuisine

Food.Bar.Food

126 W Bruce St
(540) 433-3663
Global comfort food & cocktails

Habana Cafe

47 Court Square
(540) 434-1704
Cuban food and salsa dancing

Indian & American Café

91 N Main St
(540) 433-1177
Authentic Indian fare

Latin's Flavor

50 S Mason St
(540) 434-2020
Authentic flavors from Central America and the Caribbean

Magnolia's Taco & Tequila Bar

14 E Water St
(540) 217-5816
"Street" style tacos and more

Mashita

105 N Liberty St
(540) 810-1875
Korean-inspired fare

Sabor A Mexico

5 S. Main St
(540) 217-174
Authentic Mexican food

Taj of India

34 S Main St
(540) 615-5888
Authentic Indian food

FINE DINING

Joshua Wilton House Restaurant & Inn

412 S Main St
(540) 434-4464
Seasonal menu and award-winning wine list

Local Chop & Grill House

56 W Gay St
(540) 801-0505
Locally sourced meats, produce, and LOCAL bar

PIZZA

Bella Luna Wood-Fired Pizza

80 W Water St
(540) 433-1366
Thin-crust artisanal pizza & pasta

Benny Sorentino's Pizza

64 S Mason St
(540) 432-6400
Super-sized pizza by the slice

Ruby's Arcade

165 S. Main St #100B
(540) 615-5351
Wood-fired pizza & games

SWEETS & TREATS

Bella Gelato & Pastries

49 W Water St
(540) 217-5657
Italian ice cream, pastries, artisan breads, and handcrafted coffee

Kline's Dairy Bar

58 E Wolfe St
(540) 434-6980
Homemade ice-cream

PULP

135 S Main St
(540) 437-1922
Organic açai bowls & smoothies



Clementine Cafe

153 S MAIN ST • (540) 801-8881

At **Clementine**, you'll find one of the very first revitalization projects that helped shape downtown into what it is today. Originally built as the Strand Theater in 1929, Clementine is a restaurant but also a beautiful fusion of food, art, and music. Voted one of the best venues for live music in Harrisonburg, you'll find local bands and bigger names here on a regular basis. A smaller basement bar, **Ruby's Lounge**, hosts team trivia, open mic nights and DJ dance parties. Complemented by the rotating art exhibited on the walls, Clementine's menu changes frequently, highlighting seasonal dishes, Southern fare, and interesting international flavors. The addition of a covered patio makes an awesome outdoor dining space even when it's raining.

Next door in the 11,000 square foot basement, you'll find Clementine's newest family member—**Ruby's Arcade**. Wood-fired pizza and barbecue are served up alongside ping pong, foosball, darts, pool, shuffleboard, and table games. The highlight of the space is four duckpin bowling lanes. Ruby's Arcade owns 10 lanes, but because the equipment that sets the pins hasn't been manufactured since the 1970's, the other six are saved for parts to keep these lanes functioning for a long time to come. The original floor wood from the bowling alleys was repurposed into Ruby's tables and benches! Covered in funky wall murals, it's a fun place to take the kids for lunch and bowling, or go in the evening with friends for games and a pitcher of beer.



Klines
DAIRY BAR

HARRISONBURG
58 E. Wolfe St.
540.434.6980

2425 S. Main St.
540.434.4014

MCGAHEYSVILLE
10020 Spotswood Trail
Opening 2020

STAUNTON
906 Greenville Ave.
540.885.4664

WAYNESBORO
1235 W. Main St.
540.942.5282

WWW.KLINESDAIRYBAR.COM
[@KLINESDAIRYBAR](https://www.instagram.com/klinesdairybar)

Ruby's Arcade

165 S MAIN ST #100B • (540) 615-5351



Local Chop & Grill House

56 W GAY ST • (540) 801-0505

Downtown is bookended by two award-winning farm-to-table restaurants. On the north end, **Local Chop & Grill House** occupies the former City Produce Exchange building, a fitting location for a kitchen committed to locally produced fruits, vegetables, and meat. The creative, seasonal menu and hand-crafted cocktails make it a local favorite. Enjoy dinner in the two-story main dining room or in the more intimate bar for a relaxed atmosphere. You'll find everything from calamari to burgers, but the star player is the design-your-own entrée. Pick your protein—beautiful cuts of steak, pork, poultry, fish, seafood, and even vegetarian options; then choose your preparation, sauce, and sides. Don't skip dessert; the pastry chef here turns out some of the most heavenly desserts in town.



Joshua Wilton House

412 S MAIN ST • (540) 434-4464

At the south end of downtown, you'll find the elegantly-restored **Joshua Wilton House**. Built in 1888, the Queen Anne Victorian home is honored on the National Register of Historic Places and its octagonal turret has become a Harrisonburg landmark. Both an inn and a fine dining restaurant, the award-winning Joshua Wilton House serves refined Virginia cuisine in a gracious setting. Enjoy outdoor patio dining in warmer months or cozy up next to a roaring fire in the lounge on a winter evening. With an extensive wine list, in-house wine expert, classically-trained chefs, farm-to-table ingredients, and impeccable service, the Joshua Wilton House promises an unforgettable experience.



Bella Luna Wood Fired Pizza & Bella Gelato

80 W WATER ST • (540) 433-1366 | 49 W WATER ST • (540) 217-5657

In the middle of downtown, you'll find another champion of farm-to-table at **Bella Luna Wood-Fired Pizza**. Housed in a beautifully-renovated livery building, the space is lively, warm, and inviting. The centerpiece of the restaurant—a massive wood-fired oven—allows guests to watch as their pizzas are created and baked in the 900-degree oven. Even the wood they burn is sustainable and local. In addition to the smoky, crispy Neopolitan-style pizzas, diners enjoy rustic and refined hand-made pastas, fresh seasonal salads and sandwiches, and delectable desserts—all of which are made from scratch daily using the finest ingredients available from local Shenandoah Valley and Central Virginia farms. The bar boasts a wide selection of local microbrews and hard ciders on tap, hand-selected wines and fantastic cocktails. Make sure to stop at **Bella Gelato & Pastries** just across the street for espresso drinks, artisan pastries, and gelato made with milk from a local family-owned dairy.



Craft Beer Downtown



Jack Brown's Beer + Burger Joint

Harrisonburg is a beer town. It's not that it has more breweries or bars than places like Asheville, N.C. or Bend, Oregon. It's just that Harrisonburg knows beer. Perhaps the earliest educator was the original (and pint-sized) **Jack Brown's Beer and Burger Joint**. When Jack Brown's first opened, there wasn't a single brewery in town and the residents were still for the most part drinking mainstream beers. Selling an unknown craft beer was harder than it sounded, so the owners started a loyalty program called the Notcher Club. Customers track the beers they drink and when they reach 100 different brews, they earn entry into the club — a privilege that not only gets them cool embroidered shirts, field trips, access to secret beers, but also makes them part of a community of beer experts. Just take a look at the sheer number of Notchers immortalized on the wall when you visit. Jack Brown's became such a popular hotspot, they opened **Billy Jack's Wing and Draft Shack** on the adjacent corner to handle the overflow, and "Jacktown" was born.

Soon, Harrisonburg found itself falling in love with craft beer. **Brothers Craft Brewing** was the first brewery on the scene, founded in 2012. Started by three brothers as a labor of love, it's grown large enough to service all Virginia markets. Housed in an old soda bottling plant, you can tour the operation and enjoy a tasting. Watch for live music and food trucks on their event page!

Three Notch'd Valley Collab House is an outpost of the main Three Notch'd operation over the mountain in Charlottesville. This brewery focuses on smaller batches, community collaborations, and local ingredients. **Pale Fire Brewing Company** opened in the Ice House and brews award-winning beers. The large tap room with a wall of bookshelves, cozy fireplace, large U-shaped bar, outdoor patio, and a collection of vinyl to spin is worth a visit. Or check out **Restless Moons Brewing Company** in an old auto service station garage. Brewing both large batches and small experimental kegs keeps things interesting. If you're a homebrewer, be sure to visit **The Friendly Fermenter**. The first brew-on-site shop in town is also a nanobrewery offering homebrew-inspired beers only available in the tasting room.

Looking for a broader spectrum of beers? **Capital Ale House** has 100 taps if you want to sample your way through a beer world tour—the perfect accompaniment to burger night or all-you-can-eat mussels.

Spring 2020 will bring Harrisonburg's first cidery, **Sage Bird Ciderworks**. Sage Bird will offer small-batch, hand-crafted "Apple-achian" cider made with locally sourced ingredients!



Brothers Craft Brewing Co.



Three Notch'd Valley Collab House



Pale Fire Brewing Co.

Hidden Gems



Little Grill Collective

Everyone knows there are restaurants written about in magazines and on travel blogs and then there are hidden gems that only the locals know about.

The beloved **Little Grill Collective** has been a consistent hub of counterculture for decades, yet home to everyone. Even Jesus, John Lennon, and James Dean have a place on the wall. Focused heavily on vegetarian and vegan entrees, they do serve free-range chicken dishes and local breakfast meats. Not that carnivores even notice. You'll find locals lined up around the block for weekend brunch, waiting patiently for Blue Monkey pancakes and Love Grinders.

Latin's Flavor serves up authentic Latin American food from their storefront on Mason Street. Famous primarily for their pupusas and tacos, they offer a wide array of Latin flavors including gluten free, vegan, and vegetarian options.

L&S Diner opened in 1947 and you'll still find some of the same regulars there when they open at 5:30am. The metal dining car restaurant is a staple in downtown and you can't go wrong with their classic American breakfast - omelets, home fries, biscuits and gravy, pancakes, french toast, grits, bacon, and more.

Mashita, long-beloved Harrisonburg food truck, now has a permanent location on Liberty Street! Serving up Korean-inspired dishes like kimchi fries and steamed buns, this downtown gem is not to be missed.

If you've got a sweet tooth, Harrisonburg has incredible bakeries in unexpected places! **Heritage Bakery & Cafe** is tucked inside the Harrisonburg Visitor's Center. Try their famous Italian macarons and jumbo-sized sticky buns. **Bittersweet Bakery** resides in a former auto shop and bakes up incredible special occasion cakes as well as offering a ready-to-go case of cookies, pastries, and more.



L&S Diner



Heritage Bakery & Cafe



50 Things to Eat and Drink in The Burg

1. Sticky nuggets and a psycho girl scout donut at **Billy Jack's**. Think grown-up chicken nuggets and a donut topped with peanut butter, chocolate chips and toasted marshmallow. Or check out the hidden oyster bar inside!
2. Outstanding Belgian fries at **Capital Ale House**. Delicious dipped in the three flavored mayonnaises.
3. **Clementine's** menu changes frequently but their salads are always a winner, and you shouldn't miss their brunch!
4. Deadly Rhythm at **Pale Fire Brewing Co.**—a smooth and slightly bitter pale ale. One of their flagships.
5. Quiche of the day at **Heritage Bakery & Café**. Served with a lovely little side salad, it's the perfect light lunch.
6. Steamed spiced shrimp at **Finnigan's Cove**. Old school seafood, but who doesn't love a pile of peel and eat shrimp?
7. The caramelized brussels sprouts at **Jimmy Madison's** will make a vegetable lover out of almost anyone.
8. Try one of the delicious sweet breads at **El Paisano Bakery** - fresh from the oven.
9. A holdover from the Ethiopian restaurant that previously occupied that location, Nile Nachos are a must try at the **Golden Pony**. Keye wat sauce replaces salsa and gives these nachos a cult following.
10. The Greg Brady burger topped with house made mac and cheese and Martin's BBQ potato chips is a classic at **Jack Brown's Beer and Burger Joint**. Finish with a fried oreo.
11. Start your day with the everything "garbage omelet" at **L&S Diner**.
12. We love everything at **Black Sheep Coffee**, but their breakfast sandwiches on a house made biscuit are a standout. The coffee is stellar, too.
13. **Brother's Craft Brewing** turns out some excellent classics, but if you happen to be there on a Cask for a Cause night, try whatever clever concoction is on tap.
14. The perfect pastrami at **Lola's Delicatessen**.
15. A small batch cold-brew coffee at **Broad Porch Coffee Co.**
16. Blue Monkey blueberry and banana pancakes at **The Little Grill Collective**.
17. The only place you can find sushi downtown, the rolls at **Beyond** are worth stopping for.
18. The steaks are fantastic at **Local Chop & Grill House**, but we always go for the pork belly or the calamari to start.
19. A sugar cone with the flavor of the week at **Kline's**. Bonus if it's black raspberry, peanut butter cookies and cream, or peach.
20. The biggest slice of cheese pizza you'll ever see at **Benny Sorrentino's**. Seriously.
21. Short Mountain Açaí Bowl at **PULP**, a healthy little smoothie bar inside Shenandoah Bicycle Company.
22. Pesto chicken salad and a glass of rosé for lunch at **Rocktown Kitchen**. There's nothing wrong with wine for lunch, right?
23. One of the homebrewer-inspired nanobrews at **The Friendly Fermenter**.
24. The delicious Germantown burger made with bratwurst and Italian sausage and topped with sauerkraut, lager mustard and Swiss cheese at **Union Station** will make your lederhosen fit a little tighter.
25. Is it Tuesday? Order \$1 tacos from the window at **Sabor A Mexico**.
26. A traditional cappuccino at **Shenandoah Joe**, a local, small-batch coffee roaster.
27. The El Vaquero burger at **Cuban Burger** is a winning combination of crispy flank steak, rum caramelized onions, and smoky aioli.
28. **Food.Bar.Food** serves awesome and interesting food, and their cocktails are stellar. We've probably tried them all but if we had to pick a favorite, the Hibiscus Ginger Greyhound is a winner.
29. Fill up a to-go box from the homemade hot bar at the **Friendly City Food Co-op**.
30. The prosciutto and arugula pizza at **Bella Luna Wood-Fired Pizza** is delicious and local. We also can't resist the caesar salad with its mustardy dressing.
31. Hydraulion Irish Red at **Three-Notch'd Valley Collab House**, a perfectly balanced beer in a cool tap room.
32. Beef randang at **BoBoKo Indonesian Café**. Perfect comfort food. Perfect dish to drink beer with. Perfect "I'm hungry" dish. You get the idea. And the shrimp chips are craveable.
33. Windy City popcorn at **Shirley's Gourmet Popcorn**. Sweet. Salty. Delicious.
34. Everything at the **Joshua Wilton House**. A lovely experience and even more elevated if you can enjoy it outside on the patio or next to one of the roaring fireplaces.
35. One of the small batch beers at **Restless Moons Brewing**.
36. Whatever you get at **Taj of India** will be yummy, but we love starting with vegetable pakoras and warm, buttery naan.
37. The folks behind **Ruby's Arcade** originally owned a great local bbq place so it's no surprise one of the best things on the menu is their perfected pork bbq sandwich, which you can eat while you bowl.
38. Masa crusted shrimp tacos at **Magnolia's**. Grab a rooftop table in nice weather and they taste even better.
39. Gelato at **Bella Gelato**. It's delicious plus the tiny bowls and spoons are fun.
40. Chicken saag sour at **Indian American Café**, an unassuming place with amazing love-infused food.
41. Stop in **Ten Thousand Villages** and indulge in their fair trade chocolate.
42. Visit the Saturday morning **Farmers Market** and take home the bounty of the Shenandoah Valley. Sample goat cheese, taste wine, and enjoy breakfast from one of the food vendors.
43. You can't go wrong with any of **Urgie's** cheesesteaks as long as you keep it Philly-style and add the Wiz.
44. Check out **Montpelier Restaurant's** Date night menu on Wednesdays. Their 3-course menu and wine pairing is a great deal at only \$35 per person.
45. Hand-crafted, small-batch hard cider made from locally sourced apples and other ingredients at **Sage Bird Ciderworks**.
46. Artisanal shrubs & bitters for your home bar at **Lineage Goods**.
47. Classic cocktails and a curated collection of bourbon and scotch in **Jack's Hideaway**, Harrisonburg's only speakeasy.
48. Korean fusion cuisine such as kimchi fries, Korean burritos, and steamed buns at **Mashita**. Be sure to check out the specials!
49. Fresh-made donuts in a variety of flavors from **Strite's Donuts**.
50. The Venezuelan cachapa criollo — corn pancakes stuffed with plantain and shredded beef at **Latin's Flavors**.

HARRISONBURG DOWNTOWN RENAISSANCE PRESENTS



**FRIENDLY
CITY
FORTUNE**



**HARRISONBURG'S
\$250,000
RAFFLE**

PRIZES DRAWN EVERY FIVE MINUTES FOR FOUR HOURS



SATURDAY JULY 4TH
FROM 5-9PM @ THE
ICE HOUSE
IN DOWNTOWN H'BURG: 217 S. LIBERTY ST.



FOLLOW @DOWNTOWNHARRISONBURG ON  

LEARN MORE AND BUY TICKETS AT FRIENDLYCITYFORTUNE.COM

DO NOT HAVE TO BE PRESENT TO WIN ★ MUST BE 18+ TO PURCHASE A TICKET

WINNERS WILL BE CONTACTED DIRECTLY + ANNOUNCED ONLINE



Downtown Harrisonburg Directory

1. Capital Ale House

American regional cuisine, 100 beers on tap, and rooftop deck

2. The Golden Pony

Restaurant & bar engaged with music and culture

3. L&S Diner

Traditional diner fare

4. The Little Grill Collective

Vegetarian, vegan, and Americana cuisine

5. Union Station

Modern menu recreated from old family favorites

6. Bittersweet Bakery

Sweet and savory pastries, cookies and breads

7. Restless Moons Brewing

Brewery located in old auto repair shop on Wolfe Street

8. Indian American Café

Authentic Indian fare

9. LOCAL Chop & Grill House

Locally sourced meats, produce, and LOCAL bar

10. The Frame Factory

Custom framing, framed art, mirrors, and ready-made frames

11. Merge Coffee Company

Fresh roasted, sustainably sourced coffee

12. Mashita

Korean-inspired fare.

13. Bluetique

Women's clothing, jewelry, and accessories

14. Habana Cafe

Cuban food, salsa dancing, and DJ nights

15. Sage Bird Ciderworks

Small-batch, hand-crafted hard cider

16. Magpie Diner

A modern take on the corner diner

17. Blue Ridge Florist & Gift Shop

Designer fresh flowers, pottery, and delivery service

18. Glen's Fair Price Store

Cameras, costumes, party supplies, toys, and collectibles

19. Horizon Gifts

Rocks, gems, fossils, art, board games, and historical prints

20. Court Square Theater

250-seat theater presenting films, and live performances

21. Harrisonburg Fire Museum

Historic fire fighting memorabilia

22. Sparrow's Floral Design

Floral design studio also offering gifts, houseplants, and everyday arrangements

1. Brothers Craft Brewing

Family owned microbrewery

2. Kline's Dairy Bar

Homemade ice-cream made daily

2. El Paisano Bakery

Fresh made breads and pastries

3. Friendly City Food Co-op

Community grocery store with salad and hot bar

4. Mossy Creek Fly Fishing

Fly shop, guide service, and school

5. Walkabout Outfitter

Lifestyle and active clothing, footwear & gear

6. Rocktown Hot Yoga

90 minute sessions to hydrate, meditate, practice, and sweat

7. La Confianza Tienda Latina

Groceries, baked goods, and everyday necessities

8. Friendly City Dance Room

Drop-in dance classes and parties featuring a variety of genres and styles

1. Billy Jack's Wing & Draft Shack

Southern chicken, wings, oyster raw bar, and craft beer

1. Jack's Hideaway

Speakeasy with classic cocktails

2. Jack Brown's Beer & Burger Joint

Wagyu beef burgers & mile-long beer list

4. Heritage Bakery & Café

French-inspired café serving breakfast, lunch, and pastries

5. Shenandoah Joe

Small batch roaster & espresso bar

6. Three Notch'd Valley Collab House

Brewery located at Urban Exchange

7. Latin's Flavors

Authentic Central American & Caribbean dishes

8. Magnolia's Taco & Tequila Bar

Mexican-inspired tacos, burritos, drinks, and rooftop deck

9. Taj of India

Authentic Indian food & daily lunch buffet

10. Joshua Wilton House Restaurant & Inn

Seasonal menu & award-winning wine list

11. Benny Sorentino's Pizza

Super-sized pizza by the slice

12. Green Hummingbird Fair Trade Clothing

Artisan-made clothing & accessories

13. grace + main coffee shop

Coffee and quick bites inside Hotel Madison

14. Shirley's Gourmet Popcorn

Gourmet popcorn created locally

15. Laughing Dog T-Shirts & Gifts

Custom-printed apparel, art gallery, and gift shop

16. Rocktown Gift Shoppe

Gifts, souvenirs, and décor items inside of the Visitor's Center

17. withSimplicity

Natural & clean skincare and cosmetics

18. Rocktown Bicycles

Full-service shop carrying specialized bikes & repairing all brands

19. 150 Franklin Street Gallery

Multicultural fine arts gallery

20. Explore More Discovery Museum

Interactive children's museum

21. Massanutten Regional Library

Public library & genealogy collection

22. The Friendly Fermenter

Nanobrewery & homebrewing shop with classes

23. Strite's Donuts

Fresh-made donuts

24. Cat's Cradle

Cat supplies & adoptions

25. The Yellow Button

Women's apparel & accessories

26. Lola's Delicatessen

Delicatessen & gourmet market

27. Pink Ambition Dance and Fitness

Welcoming, beginner-friendly pole fitness and dance studio

28. Urgie's Cheesesteaks

Authentic Philly-style cheesesteaks

29. Montpelier Restaurant & Bar

Southern-inspired regional fare located inside of Hotel Madison

30. TJ's Dermagraphics + Ballou Studio & Gallery

Tattoos, removals, glass etchings, carvings, and gallery

1. Clementine

Seasonal New American cuisine, concert venue, and patio dining

1. Ruby's Lounge

Late night bar with weekly events: Hip Hop/Trivia/Open Mic

2. Finnigan's Cove

Seafood bar & grill

3. Jimmy Madison's Southern Kitchen & Whiskey Bar

Re-imagined Southern fare

4. Rocktown Kitchen

Casual, yet upscale farm-to-table dining

5. Black Sheep Coffee

Coffee, teas, and espresso drinks

6. Pale Fire Brewing Co.

Craft beer, tasting room, and great company

7. Beyond

Asian-fusion, tapas, and sushi

8. BoBoKo Indonesian Cafe

Food inspired by the tropical islands of Indonesia

9. Cuban Burger

Cuban-American cuisine

10. Food.Bar.Food

Global comfort food & inspired cocktails

11. Sabor A México

Family owned restaurant serving authentic family recipes

12. Bella Luna Wood-Fired Pizza

Neopolitan-inspired pizza made with local ingredients

13. Ruby's Arcade

Wood-fired pizza & BBQ, full bar, duckpin bowling, billiards and more

14. Bella Gelato & Pastries

Italian ice cream, pastries, artisan breads, and desserts

15. PULP

Organic acai bowls & smoothies

15. Shenandoah Bicycle Company

Bicycles & accessories, repair services, and trail info

15. Shenandoah Yoga

Classes & private, prenatal, and yoga therapy sessions

16. Larkin Arts

Art supplies, Wine-Riner Galleries, classes, and studios

17. OASIS Fine Art & Craft

Harrisonburg's premiere artist cooperative

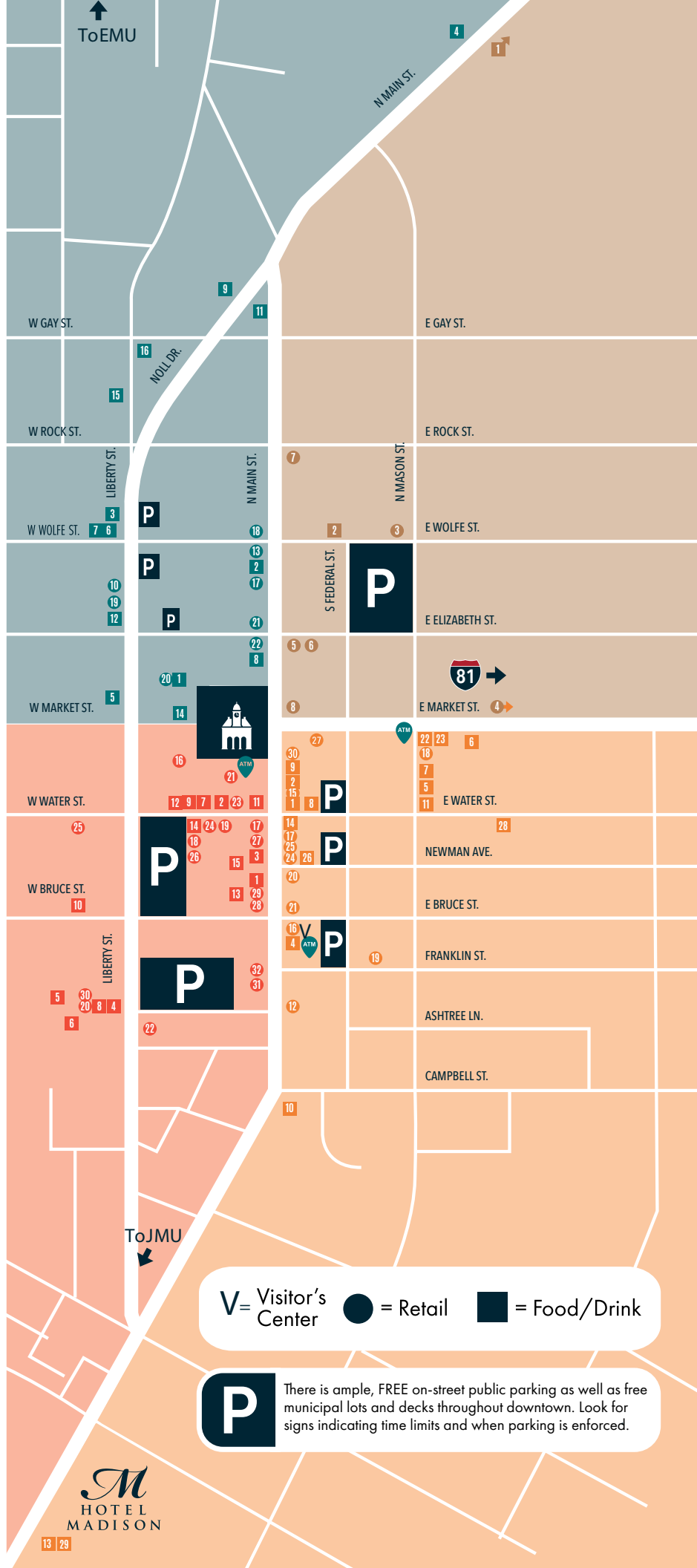
18. Downtown Books

New & used books, comics, movies, music, and cards

19. Wonder

Skateboards, clothing, and records

- 20. Hugo Kohl Jewelry Boutique**
Boutique & jewelry repair
- 20. Hugo Kohl Museum of American Jewelry Design & Manufacturing**
Workshop & vintage jewelry
- 21. James McHone Jewelry**
Antique & estate jewelry, and appraisals
- 22. Harrisonburg Farmers Market**
Locally grown produce & crafts
- 23. Midtowne Market**
Craft beer & convenience store
- 24. Water Street Vintage & Bohemian**
Clothing, jewelry, home decor & collectibles
- 25. Blue Ridge Dog**
Canine outfitter & fresh baked treats
- 26. Elk Run Mining Company**
Mined, cut, and polished Virginia gemstones
- 27. The Lady Jane**
Home decor, gifts, and locally made goods
- 28. Ten Thousand Villages**
Global, handmade fair trade home goods, jewelry, and more
- 29. Broad Porch Coffee Co.**
Small-batch coffee roaster in Agora Market
- 29. Bring Your Own**
Practical and sustainable non-disposable products in an airstream
- 29. Heartworn Vintage**
Vintage clothing, accessories, housewares, and furniture
- 29. New Creation**
Clothing, jewelry, and accessories
- 29. Charlee Rose Boutique**
Clothing, jewelry, and accessories
- 29. Timeless Toys**
Classic, quality toys
- 29. Lineage**
Bags, wallets, and accessories handcrafted from waxed canvas and leather
- 29. Shenandoah Hemp Supply**
Sustainable, organic, local hemp and CBD products
- 30. Ice House Studios + Massage**
Yoga and pilates, clothing, mats, candles, and accessories
- 31. Darrin-McHone Art Gallery**
Art gallery operated by the Arts Council of the Valley
- 32. Virginia Quilt Museum**
Preserving & celebrating Virginia's quilting heritage



V = Visitor's Center

● = Retail

■ = Food/Drink

P

There is ample, FREE on-street public parking as well as free municipal lots and decks throughout downtown. Look for signs indicating time limits and when parking is enforced.

M
HOTEL
MADISON



ELK RUN MINING CO.

49-E WEST WATER ST. 540-421-7663



I MINE, CUT & SET **VIRGINIA** GEMSTONES
100% HANDMADE 100% MADE WITH LOVE



WELCOMING

Local and organic grocery store with grab 'n go deli options, hot food bar, salad bar, beer and wine. Open daily 8am-9pm. friendlycity.coop
150 E Wolfe Street ■ Harrisonburg, VA 540.801.8882





56 West Gay Street, Harrisonburg VA

540.801.0505

www.localchops.com



THE JOSHUA WILTON HOUSE

412 S. Main St.
Harrisonburg, VA

540.434.4464

www.joshuawilton.com

"Bringing elegance to the valley since 1888"



Shopping Downtown

ART & PHOTOGRAPHY

The Frame Factory

139 N Liberty St #101
(540) 433-2667

Framed mirrors, art, and custom matting and framing services

Larkin Arts

61 Court Square
(540) 236-4223

Art supplies, gallery, classes, and studios

OASIS Fine Art & Craft

103 S Main St
(540) 442-8188

Harrisonburg's premiere artist cooperative

TJ's Dermagraphics

30 S Main St
(540) 564-1671

Tattoos, removals, glass etchings, and carvings

BOOKS & MUSIC

Downtown Books

49 W Water St # B
(540) 433-1155

New & used books, comics, movies, music, and cards

Wonder

29 W Water St
(540) 442-7528

Skateboards, clothing, and records

CLOTHING & ACCESSORIES

Bluetique

187 N Main St
(540) 432-5552

Women's clothing, jewelry, and accessories

Charlee Rose Boutique

165 S Main St
(540) 466-3455

Women's clothing, jewelry and accessories

Green Hummingbird Fair Trade Clothing

320 S Main St
(540) 421-1441

Clothing & accessories made by artisans around the world

Hugo Kohl

217 S Liberty St Suite #103
(540) 574-4306

Boutique, workshop, and vintage jewelry museum

Heartworn Vintage

165 S Main Street Suite 101
(540) 705-1047

Vintage clothing, accessories, housewares, furniture, and odds & ends

James McHone Jewelry

75 Court Square
(540) 433-1833

Antique & estate jewelry & appraisals

New Creation

165 S Main Street Suite 101
(540) 208-5556

Fair trade jewelry & accessories

Water Street Vintage & Bohemian

29 W Water Street
(540) 810-0211

Vintage & Bohemian clothing, home decor and collectibles

The Yellow Button

122 S Main St #102
(540) 801-8110

Women's apparel & accessories

FOOD & BEVERAGES

Friendly City Food Co-op

150 E Wolfe St
(540) 801-8882

Grocery store with prepared food to-go

The Friendly Fermenter

20 S Mason St #B10
(540) 217-2614

Homebrewing supplies

Harrisonburg Farmers Market

228 S Liberty St
(540) 476-3377

Locally-grown produce & crafts

La Confianza Tienda Latina

288 N Main St
(540) 568-1882

Groceries, baked goods, and everyday necessities

Midtowne Market

20 W Water St
(540) 383-7249

Craft beer & convenience store

Shirley's Gourmet Popcorn

102 S Main St
(540) 208-7601

Gourmet popcorn created locally

GIFTS & SUPPLIES

Blue Ridge Dog

115 W Water St
(540) 908-9536

Canine outfitter & fresh baked treats

Blue Ridge Florist & Gift Shop

165 N Main St
(540) 434-9931

Designer fresh flowers, pottery, and delivery service

Bring Your Own

165 S Main St
(540) 209-7722

Sustainable, non-disposable products

Cat's Cradle

122 S Main St, Suite 102
(540) 433-1135

Printed apparel and all of your cat needs

Elk Run Mining Company

49 W Water St (540) 421-7663

Mined, cut, and polished Virginia gemstones

Glen's Fair Price Store

227 N Main St (540) 434-8272

Cameras, costumes, parties, toys, and collectibles

Horizon Gifts

111 N Liberty St (540) 810-0816

Rocks, gems, fossils, art, board games, and historical prints

The Lady Jane

117 S Main St
(540) 421-3252

Vintage items, accessories, antiques, and event rentals

Laughing Dog T-Shirts & Gifts

82 S Main St
(540) 564-0928

Custom printed apparel, art gallery, and gift shop

Lineage

165 S Main St
(540) 744-2961

Bags, wallets, and accessories handcrafted from waxed canvas and leather

Rocktown Gift Shoppe

212 S Main St
(540) 432-8935

Gifts, souvenirs, and décor items

Sparrow's Floral Design

91 N Main St
(540) 209-8074

Floral design studio also offering gifts, houseplants, and everyday arrangements

Shenandoah Hemp Supply

165 S Main St
doahhemp.com

(Opening Spring 2020)
Sustainable, organic, local hemp and CBD products

Ten Thousand Villages

181 S Main St
(540) 442-1010

Global fair trade artisan items & hand-knotted rugs

Timeless Toys

165 S Main St
(540) 432-8697

Classic, quality toys

withSimplicity

108 S Main St
(540) 209-9862

Handmade beauty products

RECREATION

Ice House Studios

217 S Liberty St Suite 201
(540) 383-0438

Yoga and pilates clothing, mats, candles, and accessories

Mossy Creek Fly Fishing

480 E Market St
(540) 434-2444

Fly fishing & guide service

Rocktown Bicycles

50 S Mason St
(540) 689-0070

Bike shop carrying Specialized, Seven, and Surly & repair services

Shenandoah Bicycle Company

135 S Main St
(540) 437-9000

Bicycles & accessories, repair services, and trail info

Walkabout Outfitter

90 N Main St
(540) 434-9900

Lifestyle clothing, footwear, and recreational gear

The Yellow Button

122 S. MAIN ST #102 • (540) 801-8110

Occupying a prominent corner of the Keezell Building is **The Yellow Button**, a gorgeous women's clothing boutique, its windows and racks filled with the kind of outfits women will make a bee line across the street for. Owner Miranda Ebersold has carefully curated her inventory with clothing, shoes, and accessories on par with metropolitan trends while retaining relaxed and approachable comfort and timeless classics. Here you'll find upscale brands like Johnny Was, Frye, and Free People alongside jewelry by local artisans. Ebersold and her staff love helping customers put together outfits and introducing them to new styles, making this shop a must-visit for any fashionista.



Yellow Button



withSimplicity

withSimplicity

108 S. MAIN ST • (540) 209-9862

Lirina Dovganetskiy grew up gardening, growing herbs, and making things from scratch. Now she's taken those same principles of simple, natural, and handmade and turned them into a line of skin care and beauty products you can find inside her shop, **withSimplicity**. The cruelty-free, gluten-free, and vegan-friendly product lines include makeup, customized skin care, bath and body products, 15-free nail polish, and more. withSimplicity will do makeovers and consultations and also hosts a variety of fun workshops, like create-your-own lip scrub or introduction to essential oils. Once you're hooked, they'll ship products all over the country so you don't have to go without.

Agora Market

165 S. MAIN ST • (540) 705-1047

In ancient Greece, the *agora* often served as the central marketplace for local artisans to sell their wares. It's no surprise what you'll find at the appropriately-named **Agora Downtown Market**. This funky, open, indoor marketplace brings several small businesses together under one roof making it a unique retail destination and exciting shopping experience. These are the things that make Harrisonburg better." It's true. Here you'll find everything from local hemp products by **Shenandoah Hemp Supply** to locally-roasted **Broad Porch Coffee**. **Heartworn Vintage** and **Charlee Rose** clothing and accessories boutiques sit next to **Timeless Toys**. In this same space, you'll also find **Bring Your Own**, a shop that sells reusable and non-disposable products in an effort to reduce waste; beautiful, timeless handcrafted leather bags at **Lineage**; fair trade items at **New Creation** and more.

The Lady Jane

17 S MAIN ST • (540) 421-3252

The Lady Jane, a vintage-inspired home and gift shop, is a nod to owner Sara Christensen's favorite author, Jane Austen. One visit to this store and you'll feel like Sara has been a long-time friend. Her love for the community and vintage items is reflected in the curated selection of gifts and decorative items. More than 30 Virginia-based artisans sell their jewelry, art and designs here.



Heartworn Vintage in Agora Market



540-574-4306

217 South Liberty Street, Harrisonburg VA

hugokohl.com

50th VIRGINIA
IS FOR
LOVERS



HARRISONBURG|VA
FRIENDLY BY NATURE

Vibrant, modern and diverse, Harrisonburg Virginia boasts a happening atmosphere infused with a serious passion for local food and libations, cutting-edge arts and culture, and the historic roots that anchor it to the famous Shenandoah Valley landscape.

**Harrisonburg
is Friendly By
Nature!**

Visit HarrisonburgVA.com
#hburgrocks

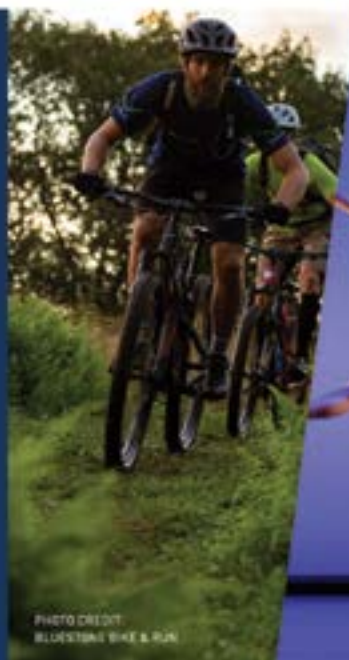


PHOTO CREDIT:
BLUESTONE BIKE & RUN



**LET ROCKTOWN ROCK
YOUR NEXT VACATION.**

Downtown Attractions



HORIZON GIFTS AND GAMES 111 NORTH LIBERTY STREET



FEATURING UNAKITE JEWELRY, A VIRGINIA STATE STONE
TOUCH THE STONES AND TAKE THEM HOME.

Moments of wonder happen in museums. Where else can we let our imagination transport us, explore ideas and technologies old and new, learn about history, discover new facts, or stand in awe? Downtown Harrisonburg is home to more than a dozen museums and galleries worth exploring.

Start your exploration at the **Museum of American Jewelry Design and Manufacturing**. Here you'll learn how local jeweler, Hugo Kohl, salvaged Industrial Age machines, tools, and jewelry dies from a dump truck bound for the scrap yard. Kohl has put them back into production, combining traditional manufacturing techniques with modern technology to create his exquisite jewelry designs. If manufacturing interests you, be sure to wander around the Ice House complex where the jewelry museum and showroom are housed. Vestiges of the large machinery required for ice manufacturing can be found throughout the nooks and crannies of the building. Kohl's collection includes thousands of antique, hand-engraved hubs, dies and rolls, and is one of the largest libraries of American ornament and jewelry design in existence. After touring the workshop and watching the artisans work, leave plenty of time for shopping.

The popular family destination, **Explore More Discovery Museum**, welcomes more than 65,000 visitors every year. Providing opportunities for planned discovery and the freedom to explore, this magical museum is in the business of imagination. Children can have a look at the inside of the human body, crawl through a real ambulance or airplane cockpit, brush cavities away in the dental exhibit, or produce a news broadcast in front of a green screen. Budding foodies can cook in a kid-sized kitchen, shop at a farmer's market, or milk a cow. A science lab lets children perform experiments and, in the art area, a new masterpiece. Curiosity works overtime in the construction zone as children engineer structures, or figure out how to change oil in the auto service center. Creativity abounds on the theater stage or in a puppet show. At the makeup table, faces become wild animals who then climb through the giant treehouse or build a lion's den out of giant blue blocks. The possibilities are endless and will keep children of all ages entertained for hours. Even the littlest visitors can enjoy a soft play environment with a rolling hills raceway, fishing dock, and climb and slide in a specially designated area.

For older kids, the museum's Maker City allows ages 8 and up to design, invent, and create using the same tools, materials, and processes used by artists, builders, programmers, and entrepreneurs. The studio is equipped with woodworking materials, laser cutter, 3D printer, stop animation studio, sewing machines, soldering equipment, weaving looms, and more. If your child is comfortable staying, Maker City is well-staffed with skilled facilitators and doesn't require parental supervision, giving you an hour or so to explore other places downtown.

Be sure to check the museum's online calendar or ask at the front desk about any special events, scheduled workshops and classes, and the Maker City hours. Visiting without your kids? The Discovery Store offers a great selection of fun and educational toys to take home with you.

Galleries & Museums

ARTS & CULTURE

150 Franklin St Gallery

150 Franklin St
(540) 435-2791

This is the first multicultural fine arts gallery in Harrisonburg. It features work in a variety of mediums, from oils and acrylics to sculpture and mono prints.

292 N. Gallery

292 N Liberty St

A rotating gallery located inside The Church of the Incarnation.

Court Square Theater

41 Court Square
(540) 433-9189

This 250-seat theater once operated as the Rockingham Motor Co., one of the premier car dealers in downtown from the 1920s to the 1970s. Today, you can enjoy first-run films, plays, and other live performances.

Darrin-McHone Art Gallery

311 S Main St
(540) 801-8779

Operated by the Arts Council of the Valley in the historic Smith House, art exhibitions take place on the first Friday of each month in conjunction with First Fridays Downtown.

OASIS Fine Art & Craft

103 S Main St
(540) 442-8188

Artists' cooperative in vibrant and newly renovated gallery and gift shop. Artwork in every media, style and price range. Unique opportunity to meet the artists on location with a variety of programs that enhance the local art scene.

Wilson Downtown Gallery

83 S Main St
(540) 437-3535

The Wilson Downtown Gallery is housed in the offices of The Harrisonburg Homes Team at Kline May Realty.

Wine-Riner Galleries at Larkin Arts

61 Court Square
(540) 236-4223

Artwork at the Wine-Riner Galleries ranges from solo and curated shows to juried, invitation, and group exhibitions.

MUSEUMS

Explore More Discovery Museum

150 S Main St
(540) 442-8900

Plan for your kids to have an awesome time at this interactive children's museum.

Harrisonburg Fire Museum

101 North Main St #3
(540) 432-7703

Historic firefighting memorabilia.

Hugo Kohl Museum of American Jewelry Design & Manufacturing

217 S Liberty St #103
(540) 574-4306

Combination workshop & vintage jewelry museum.

Virginia Quilt Museum

301 S Main St
(540) 433-3818

Preserving and celebrating Virginia's quilting heritage.

Valley Turnpike Museum & Civil War Orientation Center

212 S Main St

(540) 432-8935

History of US Route 11 & Civil War sites through the area.



experience the arts during
your harrisonburg visit!

smith house galleries
311 south main street

exciting works by emerging
and established artists

court square theater
41-f court square

culturally enriching films and live performances
in the heart of downtown harrisonburg

check out current offerings at valleyarts.org

Galleries & Museums



Hugo Kohl Jewelry Boutique

On beautiful Main Street, you'll find The **Virginia Quilt Museum**. Not only does this museum offer a unique perspective on Virginia's quilting traditions, but the historic home that houses the museum also makes it worth a visit. Built in 1856, the **Warren-Sipe house** once served as a Civil War hospital for soldiers following the Battle of Gettysburg. One of Stonewall Jackson's young officers died here of gangrene and is now linked to ghost sightings in the upstairs hallway. A Civil War exhibit with period quilts and other artifacts tells the story of this important time in the Shenandoah Valley.

Other quilt exhibits feature works by both early and contemporary quilters and delve into the role that quilting has played in our cultural heritage. Visitors can learn about the variety of styles, techniques, and themes quilters use. Explore the antique sewing machine exhibit and don't miss the museum store filled with unique items made by Virginia artisans as well as needle keepers, patterns, quilting books, and more.

Downtown Harrisonburg was designated the first Arts & Cultural District in Virginia and is home to dedicated galleries, working

art studios, and businesses that host rotating gallery space. Most can be visited any time during your stay but if you happen to be here on the first Friday of the month, you're in for a treat! Go downtown that evening and you'll find yourself among hundreds of other art enthusiasts for the **Arts Council of the Valley's First Fridays** art walk, an evening of art and community at over 30 different venues. Walk throughout downtown and enjoy art openings, live music, food, fun, and friends from 5-8pm. A good place to start your First Friday experience is the **Darrin-McHone Art Gallery** operated by the Arts Council, where you can get the lowdown on exhibit locations.

While you're here, don't miss the **150 Franklin Street Gallery**, Harrisonburg's first multicultural fine arts gallery. It features original works by both local and national artists in a variety of mediums, and regularly hosts community activities such as readings, civic and social meetings, and lectures. Gallery owner and curator Joanne V. Gabbin was honored as the 2017 recipient of the Circle of Excellence award in recognition of her incredible commitment to advancing the arts in the Shenandoah Valley.

Also be sure to visit **Larkin Arts**, located in the heart of Downtown on Court Square. A community-minded art center dedicated to supporting artists and enthusiasts of all ages and levels, owners Scott and Valerie provide the community with an art supply store, an art school, five artist studios, and the Wine-Riner Galleries. They regularly host solo and curated shows, and there's always great art to gaze at — and if you'll be in town for a while, be sure to check out their community-favorite classes!

OASIS Fine Art & Craft is a long-standing Main Street fixture, instantly recognizable by its large art-filled windows and red exterior. An artist cooperative, OASIS exhibits and sells the work of about 40 area artists and artisans. At OASIS, you can find everything from paintings and photography to fabric crafts and woodworking in their vibrant and newly-renovated gallery. You also have the unique opportunity to meet the artists and engage with their art through classes, workshops, and other community art events. The perfect place to find one-of-a-kind gifts and décor, there's always something new at OASIS!



OASIS Fine Art & Craft

AGORA

DOWNTOWN MARKET

A COMMUNITY OF BUSINESSES UNDER ONE ROOF

165 SOUTH MAIN STREET
TUESDAY – SATURDAY 10–6



BRING YOUR OWN
BROAD PORCH COFFEE CO.
CHARLEE ROSE BOUTIQUE
HEARTWORN VINTAGE
SHENANDOAH HEMP SUPPLY
LINEAGE
NEW CREATION
TIMELESS TOYS



@agoradowntownmarket



@agoradowntownmarkethburg



HOME OF *EL VAQUERO*

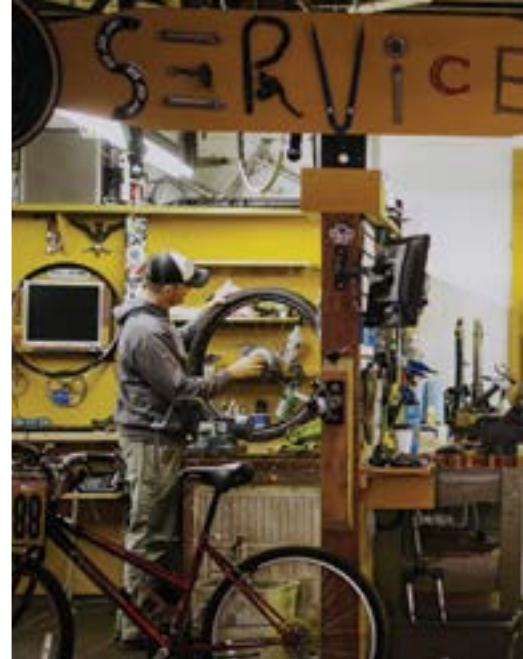
20 BEST BURGERS IN VA - THRILLIST

70 W Water St
Harrisonburg, Virginia 22801
[540]434-1769

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Biking Downtown



Weekly Rides with SVBC

Monday

- **5:30pm Massanutten Mondays** (moderate, 1.5-2hrs)
- **8:30pm Monday Post-kid Bedtime Ride** (social, 1-1.5hrs)

Tuesday

- **5:30pm Tuesday Night Fast Ride** (drop ride, 20mph, 2hrs)
- **5:30pm Women's Road Ride** (slow/moderate, 1.5-2hrs)

Wednesday

- **5:15pm Wednesday Social Ride** (social, no drop, 1.5-2hrs)

Thursday

- **5:30pm Thursday Steady Ride** (drop ride, multiple routes, 2hrs)

Friday

- **3pm Friday Fatty Mountain Biking** with Shenandoah Bicycle Company (3-4hrs)

Sunday

- **9am Sunday Bridgewater Road Ride** (moderate, no drop, 2-4hrs)
- **9am Harrisonburg Road Ride** (casual, no drop, 20-40 miles)

Most rides will start back up in March 2020. Visit www.svbcoalition.org/ride/weekly-rides for departure points and more information.

Some cities work hard to turn themselves into biking destinations for the sake of bringing visitors to town, but Harrisonburg became one organically. Thanks to a passionate community of local mountain bikers and road cyclists, you'll find a welcoming group of riders who are more than happy to share their knowledge and enthusiasm with anyone who asks.

With Massanutten and Shenandoah National Park to the east and the George Washington National Forest to the west, this area is home to some of the best, most challenging mountain biking trails and scenic road rides in the country. *National Geographic* named Harrisonburg one of the 20 Best Mountain Bike Towns in America and *Blue Ridge Outdoors* calls us one of the 10 Best Blue Ridge Bike Towns. Harrisonburg has also been designated a Bicycle Friendly Community by the League

of American Bicyclists and a Bronze Level Ride Center by the International Mountain Bicycling Association.

Thomas Jenkins, co-owner of Shenandoah Bicycle Company and an integral part of the **Shenandoah Valley Bicycle Coalition**, a group that has worked diligently to make biking a part of the local culture says, "We want to create cyclists; people with a passion for riding bikes. I think one of the magical things about a bike is that you can connect with people that you might not have otherwise connected with."

As a visitor, you'll find that to be true the minute you set foot in his or any of the other bike shops in town where you can find all the gear, guides, and local knowledge you need. **Shenandoah Bicycle Company** is a full-service shop and will rent mountain, hybrid, and road bikes if you didn't bring yours along.

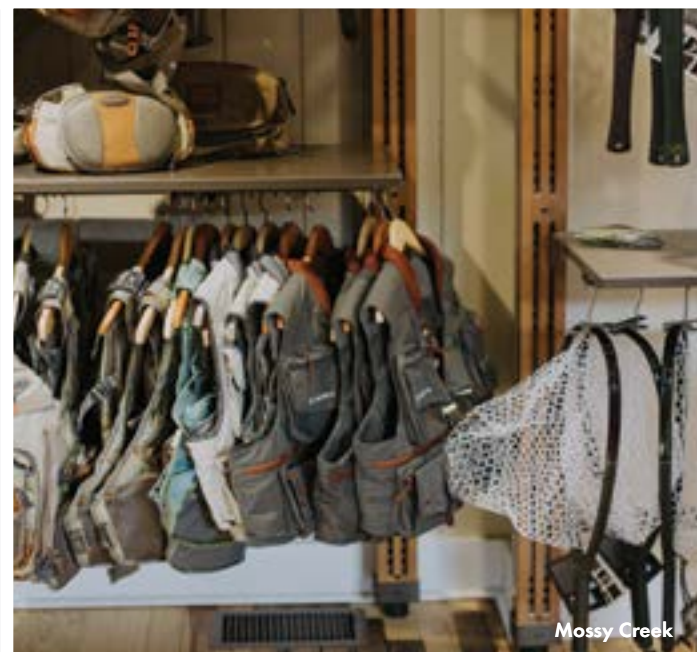
They are also home to **Pulp**, an açai smoothie bar to fuel up before or after a ride. Enjoy your smoothie or a beer in their back courtyard.

Rocktown Bicycles is another great bike shop that offers quality service and products from top-notch vendors like Specialized. They'll do bike fittings and trade ins if you're looking to upgrade. Both shops are awesome resources for ride routes and trails.

Be sure to check out **Rocktown Trails** at Hillendale Park just south of downtown. The system of stacked loop trails offers three different levels of difficulty from novice to expert and are tons of fun. Have your kids with you? Try **Bluestone Trail**, a 1-mile, hard-surfaced path with a terminus at Purcell Park—a 67-acre park with playground, tennis courts, walking trails, and fishing lake.



Shenandoah Bicycle Co.



Mossy Creek



Walkabout Outfitter

Outdoor Recreation

Experienced anglers know this area for its more than 2,000 miles of mountain brook trout water, spring creek rainbows, and some of the best smallmouth, carp, and musky fishing in the country. The Orvis-Endorsed **Mossy Creek Fly Fishing** is a fly shop, guide service, and school named after Virginia's most famous fly fishing destination, Mossy Creek, just a few miles away. The downtown shop offers lessons and clinics, personalized guide services, and stocks brand-name product lines and the largest selection of flies and fly tying material in the state.

Book a half or full-day guided trip with Mossy Creek and you'll have friendly, outgoing, and experienced guides who have fished these local waters for years. Not only that, but Mossy Creek manages nine sections of private water and has several landowner agreements

giving you exclusive access to trophy trout water and float trips that take you away from high-traffic areas to secret spots with reduced fishing pressure. The South Fork of the Shenandoah River is easily accessible just east of Harrisonburg and is regarded as one of the best smallmouth rivers in the world.

Always wanted to learn to fly fish or improve your skills? Take a private class or a casting clinic. Mossy Creek provides all the equipment you'll need. Already know what you're doing? Get excited for your Shenandoah Valley fly fishing experience by streaming *Blood Knot* on iTunes, a film about owners and twin brothers, Brian and Colby Trow.

The surrounding mountains not only provide awesome opportunities for mountain biking and fishing beautiful trout streams, but they also hold an endless array of hiking trails. Just

a short drive from Harrisonburg, you'll find Shenandoah National Park and the scenic 105-mile long Skyline Drive. The park has over 500 miles of hiking trails including 101 miles of the Appalachian Trail. The George Washington National Forest to the west is also a haven for hiking and camping. The city itself is dotted with nearly a dozen local parks if you're looking for an easier walk.

Whatever gear you need — from serious camping and backpacking to active lifestyle wear — you can pick up at **Walkabout Outfitter**. The staff organizes group hikes, special events and clinics and can even recommend some of their favorite hikes if you need help deciding where to adventure next. Before any adventure, pick up a freshly made pre-packaged lunch for your pack or cooler at the **Friendly City Food Co-op**.



Run & Dance

If you happen to be here over a holiday like July 4th or Thanksgiving, chances are you'll wake up to more than 1,000 runners hitting the streets of downtown. **VA Momentum**, a local running company whose motto is "energizing communities for good," works hard to make these events accessible to people of all skill levels. There is professional chip timing and awards for the serious runner, shorter distances for the youngest kids, and an encouraging vibe for the novice. Judging by the number of finish line high fives and the massive range of age and abilities, they are doing exactly what they set out to: creating a sense of community around being active.

The fun runs include a New Year's Eve Glow Run, a "grit and wit" race straight up the side of Massanutten mountain; a Thanksgiving morning turkey trot complete with turkey pardoning and a pumpkin pie way station; a quarry run; a stand up paddleboard triathlon; plus various vineyard and brewery runs. The free and popular **Run, Sweat & Beers** is held the fourth Friday of the month (March-September) at Brothers Craft Brewing. With 1-, 3- or 5-mile options, no pre-registration required, and discounted brews for participants, it's a happy hour for runners. Most of VA Momentum's events allow walk-up registration, so be sure to check out what's going on while you're in town.

It takes two to tango, and luckily Downtown is always willing to be your dance partner. Even if you're only in town for a night, the **Friendly City Dance Room** and **Pink Ambition Dance & Fitness** welcome drop-ins with open arms and no experience or partner necessary. At the Friendly City Dance Room, you'll find a wide variety of genres and styles from salsa to kizomba to swing, as well as community dance nights. Pink Ambition offers pole-based fitness in a welcoming and supporting environment as well as exotic dancing, strength training, and a fan-favorite cardio dance class that aims to give you buns of steel.



Yoga, Pilates & Massage



Shenandoah Yoga offers flow, beginner, and multi-level yoga classes as well as private instruction. Classes at Shenandoah Yoga are small and personalized to accommodate all levels of practice.

Ice House Studios is home to The Center Yoga and the Grace Pilates and Fitness. The beautifully-renovated industrial space is a peaceful haven in the southwest corner of downtown. At **The Center**, students are led by some of the area's top instructors in a wide range of yoga styles for all levels, ages, and backgrounds, including private instruction, qi gong, tai chi, and Thai Yoga Bodywork.

In the same complex, **the Grace**, a boutique studio, specializes in Pilates mat and reformer work, TRX, and barre conditioning. They're a welcoming, intimate, no-judgement studio for all fitness levels with ten talented instructors to lead you on your fitness journey.

Do you like to unwind after exercise with a nice cold beer? Head to **Three Notch'd Valley Collab House** every Saturday at 10:30am for their Bend & Brews yoga session, where the cost of entry also gets you a pint of beer. Check their calendar for their once-monthly Sunday Barre at the Bar barre-and-beer morning as well!

Several **certified massage therapists** are part of Ice House Studios and offer custom therapeutic massage, Thai massage, Ayurveda, aromatherapy, hot stone, acupressure, Reiki, acupuncture and traditional Chinese medicine.

Sweat, stretch and breathe your way to glowing health at **Rocktown Hot Yoga** with Bikram style classes in a heated studio.

On the east side of downtown, massage therapists **Carol Yoder** and **Becky Bartells** listen and respond to each body's unique needs, offering deep tissue, myofascial release, trigger point therapy, and neuromuscular personalized sessions. Check each yoga studio's website for special events, workshops, and visiting instructors.

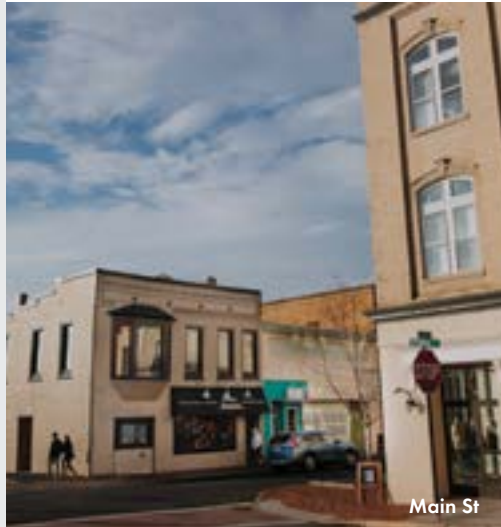


Itineraries

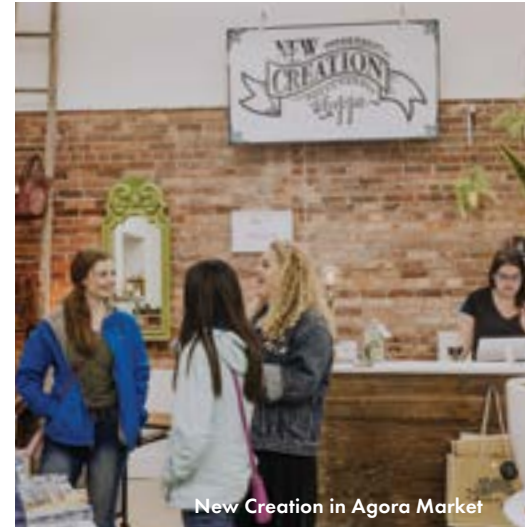
Harrisonburg is situated on a major north-south connector that can take you from Tennessee to the Canadian border, making it a great stop for travelers who need a break from I-81. Maybe you're here for a conference or university-related event and have a free day to explore. Or perhaps you're visiting simply because Harrisonburg is one of Virginia's beautiful small towns. Regardless of what brought you here, we're glad you found us! Need some ideas of things to do to get you started? Try one of these itineraries below.



The Golden Pony



Main St



New Creation in Agora Market

One-Day

Start your day with a stop at **Heritage Bakery**, a cozy little French-inspired café for coffee and a light breakfast. It happens to be attached to the **Visitor's Center** in the historic Hardesty Higgins House so it becomes the perfect spot to fuel your day and explore your options.

Spend your morning at one of the museums or galleries learning about local history, playing at the **Explore More Discovery Museum**, or enjoying the work of local artists. Walking to any of these will give you a chance to explore the streets of downtown.

Our favorite warm-weather lunch recommendation is to either grab a sandwich to go from **Lola's Delicatessen** or a salad from the **Friendly City Food Co-op's** salad bar and take it to the Denton Pocket Park tucked between **Agora Market** and **Ten Thousand Villages**. The sounds of the splashing waterfall fountain and the nice wrought iron tables make a lovely spot for lunch. If it's not great outdoor weather, try **BoBoKo Indonesian Café** with its intimate dining room and delicious, soul-

warming cuisine.

After lunch, do a little shopping. There are lots of options but be sure to visit Ten Thousand Villages for handcrafted products from around the globe, **Agora Market** and its array of interesting shops, and the **The Lady Jane** for a collection of beautifully curated, independently-made goods. Looking more for outdoorsy and active things? Stop by **Walkabout Outfitter** or one of the great bike shops downtown.

For an afternoon snack, you can't go wrong with popcorn from **Shirley's Gourmet Popcorn**, a hot and fresh-made donut from **Strite's Donuts**, or an ice cream cone from one of the oldest and most iconic places in town, **Kline's Dairy Bar**. Take a little time to stroll around the streets of Old Town, a neighborhood full of beautifully-restored historic homes, or the campus of James Madison University which has been ranked the #2 public school in the south by *U.S. News and World Report*.

It's hard to pick one place to recommend for dinner, so ask around or check out the recommendations in the magazine (or be inspired by something on the 50 Things to Eat list) and decide for yourself. We promise you,

you can't make a bad choice! We can however, recommend that you start your evening with a fantastic pre-dinner cocktail from **Food.Bar. Food** who mixes some of the most creative in town.

After dinner, be sure to find out what local bands are playing at venues like **Clementine**, the **Golden Pony**, or any of the local breweries or see what's showing at **Court Square Theater**.

Three-Day Weekend

Skip out of work a day early to get a jump start on your weekend. Whether you stay downtown the entire weekend or use it as a point for venturing out to all the Shenandoah Valley has to offer, there is plenty for everyone to enjoy in Harrisonburg.

Friday

Arrive in town in time for lunch at one of the must-visit stops in town, **Jack Brown's Beer and Burger Joint**. This tiny spot is great for a straight-up cheeseburger, but you'd be remiss



not to try one of their specialty burgers like the Elvis with peanut butter and bacon.

Use the afternoon to plan your adventure tomorrow by visiting one of the local outdoor shops. **Mossy Creek Fly Fishing, Walkabout Outfitter, Shenandoah Bicycle Company,** and **Rocktown Bicycles** can all equip you with routes, expert advice and all the gear you need to take advantage of downtown's premium location for outdoor recreation. Looking for something a little more low-key? Check out our one-day itinerary and get started on museums and shopping. There is plenty to keep you busy for two days!

Stop for a mid-afternoon coffee at **Black Sheep** to fuel you through the evening. Make plans for dinner at **Ruby's Arcade** where you can enjoy a wood-fired pizza while playing ping pong, table top shuffleboard, or duckpin bowling. If you'd rather chill, try the patio at **Pale Fire Brewing Company** and order dinner from **GiddyUp! Courier** who will deliver via bicycle right to your table from several downtown restaurants. We're partial to the hearty "hat trick works" cheesesteak from **Urgie's** with an IPA. Or check out **Rocktown**

Kitchen's lovely dining room for a more upscale dinner. Peek into the kitchen from the window in the back room.

Saturday

Start your day at the **Harrisonburg Farmers Market**. Vendors start setting up around 7 am and it's the place to be on Saturday mornings until it closes at 1 pm. Browse the vendors and pick up some things to take with you. If the Waffle Yum truck is there, be sure to try one of their Belgian liege waffles or pick up breakfast from Sugar and Bean Baking Company.

After a visit to the Farmers Market, set out on your outdoor adventure, enjoying all the Shenandoah Valley has to offer. Or continue your exploration of downtown museums and shops. If you're a wine aficionado, you might want to visit one of the many nearby wineries as much for the wine as the gorgeous settings. If schedules allow, see if you can catch an independent film at **Court Square Theater** in the afternoon.

Reward yourself with a great dinner. We love the homemade pastas and desserts at **Bella Luna**, the inspired Southern cuisine at **Jimmy Madison's**, or the elegant fine dining at the

iconic **Joshua Wilton House**. Looking for something more casual? Try a slice of pizza as big as your face at **Benny Sorrentino's** or tacos on the roof overlooking downtown at **Magnolia's**.

If you want to keep rolling, there's always nightlife happening. From salsa dancing at **Habana Cafe** to live music at the **Golden Pony** or **Clementine** to a show at James Madison University's five-venue **Forbes Center for the Performing Arts**, you'll find something for every taste.

Sunday

Line up for brunch at one of the popular hot spots—**Food.Bar.Food**, **Billy Jack's**, **The Little Grill**, **Clementine**, **The Golden Pony**, or **Jimmy Madison's**. With a variety of food options, you won't walk away hungry. Enjoy an after-brunch stroll through downtown. You won't find many shops that are open then, but you can take in the historic architecture and friendly city. Or venture out to one of the local parks for a longer walk or even swing a club at the city's public **Heritage Oaks Golf Course** before packing up and heading home.



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