

DOWNTOWN HARRISONBURG



**DINE IN VIRGINIA'S
FIRST CULINARY DISTRICT**
WITH MORE THAN 35 LOCALLY-OWNED
RESTAURANTS & BREWERIES

SHOP SMALL
AT 40+ INDEPENDENT RETAILERS,
SPECIALTY STORES,
& BOUTIQUES

**EXPLORE
DOWNTOWN'S
ARTS & CULTURE
DISTRICT**
WATCH A PERFORMANCE,
ENJOY AN ARTS GALLERY,
VISIT A MUSEUM, OR
CATCH A MOVIE



Welcome to Downtown!



Shenandoah Bicycle Co.

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 and one cidery
- 35+ restaurants
- 40+ independently owned shops
- Art galleries & museums
- Outdoor adventures
- and more!

But, 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, but 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.
- There is an old jail cell at the **Virginia Quilt Museum**, which once served as a court house.
- The back wall of **Pale Fire Brewing** is a free lending library.

Enjoy your stay and come back soon!



Alpine Loop Gran Fondo



Friendly City Fourth



Music on Court Square

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- Agora Downtown Market
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- Explore More Discovery Museum
- Friendly City Food Co-op
- Horizon Gifts
- Hugo Kohl
- Jack Brown's Beer & Burger Joint
- Joshua Wilton House
- Kline's Dairy Bar
- Lineage
- Local Chop House
- Matchbox Realty
- Psychic of Harrisonburg
- Ruby's Arcade
- Ruby's Lounge
- Shirley's Gourmet Popcorn
- Ten Thousand Villages

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

Special Digital Edition: Published 2022



Annual Festivals



Best Weekend Ever.

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.

Find more events like these on our downtown calendar at downtownharrisonburg.org

Spring

March: Restaurant Month

Celebrate Virginia's first and only Culinary District with events, promotions, giveaways and social media features on local restaurants, breweries, and cafés.

April: 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: Downtown Dinner Party

HDR's annual fundraiser complete with 15 tasting stations, 2 bars and cocktails by downtown chefs at an elegantly transformed Turner Pavilion

Summer

June: Best Weekend Ever.

Experience a downtown-wide block party with free, family-friendly music, entertainment, and activities for all ages around every corner!

July: Independence Day Fireworks

Fireworks light up our community's spirits as we celebrate the nation's independence!

July: Friendly City Fortune

Harrisonburg's most exciting fund raiser! The Friendly City Fortune, features a slate of prizes that value \$250,000!

August: Block Party in the 'Burg

As part of JMU's 1787 Orientation, Block Party welcomes thousands of incoming freshman to downtown Harrisonburg.



Fall

October: Skeleton Fest

This event blends aspects of Halloween and Dia de los Muertos. Enjoy trick-or-treating at downtown businesses, costume contests, music, food trucks, a community ofrenda and more!

November: Veterans Parade

Our community lines Main Street to honor our nation's veterans.

Winter

December: Cookie Tour

Sell-out event that attracts families and shopping buddies who stroll downtown collecting fresh-baked cookies by local bakers and restaurants while shopping for the holidays.

December: Winter WonderFest

Free, festive community event celebrating the holidays with carriage rides, art markets, photos with Santa, and local shopping at more than 40 downtown shops.

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

Duke's Bar & Grill

47 Court Square
(540) 434-1704
Sports bar offering burgers, beer, wings, and nightlife

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 Street
(540) 383-4813
Full-service breakfast and lunch restaurant serving a modern diner-inspired menu

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

Urgie's Cheesesteaks

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

Village Juice & Kitchen

126 W Bruce St
(540) 534-1002
Cold-pressed juices, nut milks, and clean food

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

Chestnut Ridge Coffee Roasters

85 W Gay St
(501) 336-4494
Specialty coffee roaster next to The Perch

Coffee Hound

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

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
(540) 209-8425
Responsibly and sustainably sourced coffee

BREWERIES

Brothers Craft Brewing

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

The Friendly Fermenter

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



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, rooftop dining, craft breweries, new Southern cuisine, a strong culture of farm-to-table, and even an authentic New-York style deli.

A 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.

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 located at Urban Exchange

Restless Moons Brewing

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

Sage Bird Ciderworks

325 N Liberty St
(540) 607-8084
Locally-sourced, small-batch, hand-crafted hard cider

ETHNIC

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

Cuban Burger

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

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

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

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

Branch's Soft Serve Ice Cream

54 S Main Street
(540) 209-7300
Food truck serving up ice cream, milkshakes and baked goods

Capitol Waffle (Coming Soon!)

31 E Market St
Waffles, waffles & waffles!

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 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 has been 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.



75 YEARS
Klines
DAIRY BAR

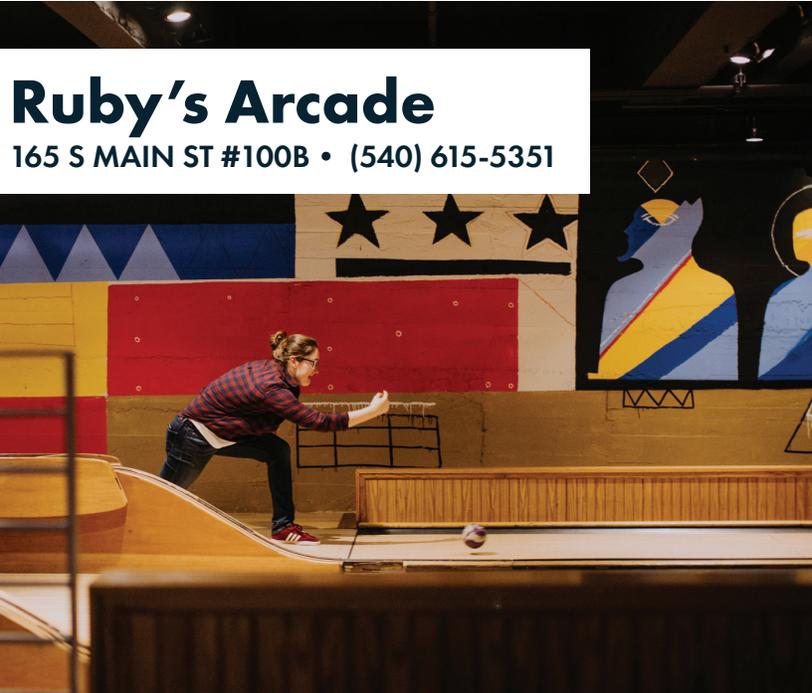
HARRISONBURG
58 E. Wolfe St.
540.434.6980

2425 S. Main St.
540.434.4014

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.



40 Things to Eat and Drink in The Burg

1. Sticky nuggs 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. Currently crushing on the duck confit and brie salad.
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. Try the Frida-Kale-O, a fried kale, cheddar, black beans pizza with red onion and chipotle crema drizzle at the **Golden Pony**.
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. We love everything at **Black Sheep Coffee**, but the lavender oat milk latte a standout.
12. **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.
13. The perfect pastrami at **Lolo's Delicatessen**.
14. A small batch cold-brew coffee at **Broad Porch Coffee Co.**
15. Blue Monkey blueberry and banana pancakes at **The Little Grill Collective**.
16. The only place you can find sushi downtown, the rolls at **Beyond** are worth stopping for.
17. The steaks are fantastic at **Local Chop & Grill House**, but we always go for the pork belly or the calamari to start.
18. 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.
19. The biggest slice of cheese pizza you'll ever see at **Benny Sorrentino's**. Seriously.
20. Short Mountain Açai Bowl at **PULP**, a healthy little smoothie bar inside Shenandoah Bicycle Company.
21. Pesto chicken salad and a glass of rosé for lunch at **Rocktown Kitchen**. There's nothing wrong with wine for lunch, right?
22. One of the homebrewer-inspired nanobrews at **The Friendly Fermenter**.
23. The El Vaquero burger at **Cuban Burger** is a winning combination of crispy flank steak, rum caramelized onions, and smoky aioli.
24. Fill up a to-go box from the homemade hot bar at the **Friendly City Food Co-op**.
25. 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.
26. Hydraulic Irish Red at **Three-Notch'd Valley Collab House**, a perfectly balanced beer in a cool tap room
27. 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.
28. Windy City popcorn at **Shirley's Gourmet Popcorn**. Sweet. Salty. Delicious.
29. 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.
30. One of the small batch beers at **Restless Moons Brewing**.
31. Whatever you get at **Taj of India** will be yummy, but we love starting with vegetable pakoras and warm, buttery naan.
32. 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.
33. Masa crusted shrimp tacos at **Magnolia's**. Grab a rooftop table in nice weather and they taste even better.
34. Gelato at **Bella Gelato**. It's delicious plus the tiny bowls and spoons are fun.
35. Chicken saag at **Indian American Café**, an unassuming place with amazing love-infused food.
36. Stop in **Ten Thousand Villages** and indulge in their fair trade chocolate.
37. 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.

38. You can't go wrong with any of **Urgie's** cheesesteaks as long as you keep it Philly-style and add the Wiz.
39. Try the soup of the day with a slice of sourdough bread for lunch at **Magpie Diner**.
40. Seize the day with the Carpe Diem bowl at **Village Juice and Kitchen**.

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 - newspaper in hand, eggs sunnyside up and a cup of coffee. The metal dining car restaurant is a staple in downtown and you can't go wrong 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.

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 beers (how's that for motivation to try something new?), 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.



Brothers Craft Brewing Co.

Soon, Harrisonburg found itself falling in love with craft beer. **Brothers Craft Brewing** was the first brewery on the scene and makes stellar beer. Started by three brothers as a labor of love, it has grown large enough to service all of the Virginia markets. Housed in an old soda bottling plant, you can tour the operation and do 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.



Three Notch'd Valley Collab House

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.



Pale Fire Brewing Co.

Shopping Downtown

ART & PHOTOGRAPHY

The Frame Factory

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

Framed mirrors, art, and custom matting and framing services

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

Tuning Fork Repair

61 Court Square
(540) 746-7882

Buy, sell, trade, and consign instruments

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

Dart Resale & Trade

205 S Liberty St. Suite E
(540) 416-1781

Curated, secondhand clothing, shoes 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

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

A Little Bit Gilded

165 S Main St
Curated gifts and accessories

Alakazam Toys

165 S Main St
Well-designed, playable toys for all ages and backgrounds

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

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

Gamer Oasis

140 E Wolfe St
(540) 17-2672

Video game store, hobby shop, and hang-out spot

Glen's Fair Price Store

227 N Main St
(540) 434-8272

Cameras, costumes, parties, toys, and collectibles

Great.full Goods

165 S Main St
(540) 987-0668

Refills and sustainable goods

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

Lineage

165 S Main St
(540) 744-2961

Bags, wallets, and accessories

Rocktown Gift Shoppe

212 S Main St
(540) 432-8935

Gifts, souvenirs, and décor items

Rocktown Yarn

165 S Main St
(540) 658-3955

Yarn shop and fiber community

Shenandoah Hemp Supply

165 S Main St
(540) 421-1860

Hemp and CBD products.

Sparrow's Floral Design

91 N Main St
(540) 209-8074

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

Ten Thousand Villages

181 S Main St
(540) 442-1010

Global fair trade artisan items & hand-knotted rugs

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

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, date night massage oil, men's products, beard oils, 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.



withSimplicity

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. Chris Howdyshell, Agora's property manager, sums it up well, "Convenience, fun, creativity, and local shopping. These are the things that make Harrisonburg better." It's true. Here you'll find everything from candles to locally-roasted coffee. Vintage and new clothing and accessories sit next to a hardware store. In this same space, you'll also find **Great.full Goods**, 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 and more.



Heartworn Vintage in Agora Market

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.

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.

Smith House 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.

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



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 might find yourself among hundreds of other art enthusiasts for the **Arts Council of the Valley's First Fridays** art walk through over 30 venues. A good place to start is the **Smith House 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. **OASIS Fine Art & Craft** is an artist cooperative that exhibits and sells the work of about 40 area artists and artisans.



Hugo Kohl Museum of American Jewelry Design & Manufacturing



Explore More Discovery Museum



VA Quilt Museum

Downtown Attractions

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.

Biking Downtown



Rocktown Bicycles



Alpine Loop Gran Fondo

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.

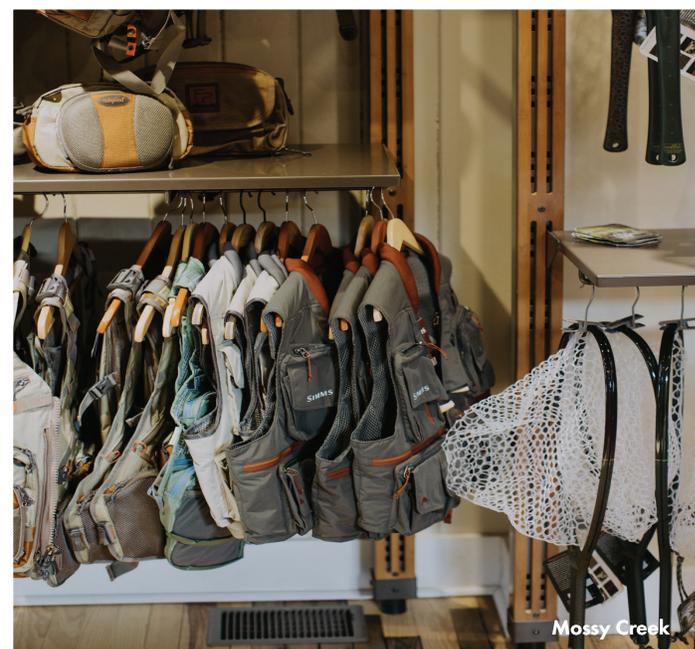
They are also home to **Pulp**, an açai smoothie bar to fuel up before or after a ride. Enjoy your smoothie or a beer in their back courtyard.

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**.



Running Downtown

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.



Yoga, Pilates & Massage



Ice House Studios

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 Breathe 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 apparatus work, TRX, and barre conditioning. If you're lucky, you might catch one of their tough but fun-filled "Barre at the Bar" classes held at Pale Fire Brewing Co. downstairs.

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

You can also find wellness services at **Kait's Body Wellness** offering a variety of massage modalities to help relieve chronic pain, insomnia, headaches, stress and anxiety, muscle tension and more.



VA Momentum's Run, Sweat & Beers

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 are. Need some ideas of things to do to get you started? Try one of these itineraries below.



Pale Fire Brewing Co.



Main St

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 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** 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 45 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 **Rocktown**

Kitchen 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



Explore More Discovery Museum



Black Sheep



Farmer's Market

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 **Village Juice** for a wholesome, clean dinner.

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 **Duke's** bar scene to live music at the **Golden Pony** or **Clementine** to performing arts at **The Forbes Center**, you'll

find something for every taste.

Sunday

Line up for brunch at one of the popular hot spots—**Magpie Diner, Billy Jack's, The Little Grill,** or **The Golden Pony**. 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.