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GEORGIA RAINBOW

Mark your calendars for Augusta Pride, taking place June 23-24. As one of the largest festivals of its kind in Georgia, this year's theme is All the Colors of the Rainbow, celebrating our movement in Augusta and throughout Georgia. The festival kicks off Friday with the Beats on Broad dance party at Augusta Common, with revelers bringing and wearing rainbow colors for pride. Saturday is the highly anticipated parade along Broad Street.



prideaugusta.com **1** augustapride



















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Raysean Ricks navigates the currents of the Savannah River.



SCAN FOR DEAL AUGUSTA WEEKEND

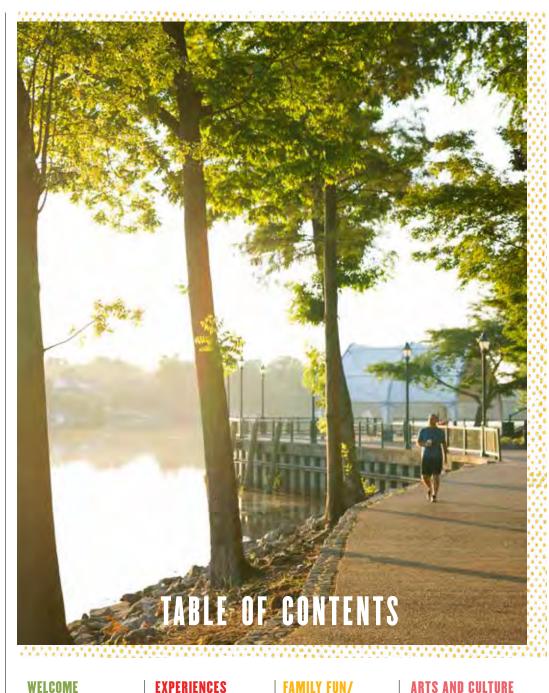
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AUGUSTA MARRIOTT AT THE CONVENTION CENTER

With stunning views of the Savannah River, the **Augusta Marriott at the Convention Center** features sleek, new accommodations that raise the bar on comfort and style. Guests can enjoy an updated fitness center, indoor and outdoor pools, and on-site restaurant, Augustino's Italian Eatery and Prime Steaks — plus 100,000 square feet of event space and an ideal location for exploring the city. **706.722.8900**





WELCOME TO AUGUSTA!

We are a **soulful**, **funky**, **artistic**, and **historic** destination adorned with natural beauty that beckons you to come and explore. You'll find a mosaic of cultures here along with legendary **Southern hospitality** all blended together to create incredible authentic experiences for you to enjoy.

During your visit to Augusta, you'll see that we've already anticipated your needs and interests. We have the ideal spot to launch your exploration at **Augusta & Co.**, our city experience center. Augusta & Co. is a one-of-a-kind space that adds a fresh new vibe to Augusta's energetic downtown. Inside, you'll meet our "Augusta Experts," who will help you

navigate the city, and local goods and unique gifts to commemorate your visit. It's the perfect first stop before venturing out on your own.

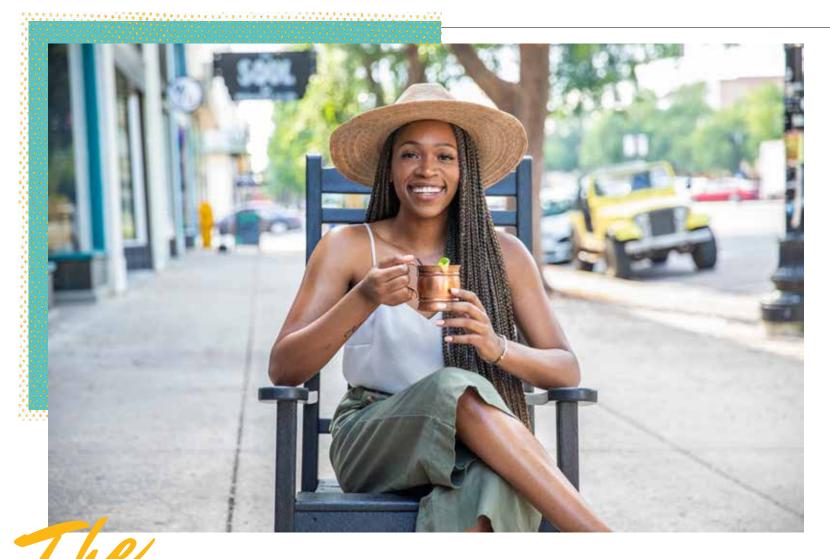
Whether old or young, museum enthusiast or trail trekker, music lover or foodie, the fabric of our thriving community is richly designed to welcome you and empower you to seek new experiences and share unforgettable memories.

We're always delighted to have you Come See Augusta!

Bennish D. Brown, President/CEO Destination Augusta







NEIGHBORHOODS

DISCOVER HISTORY, CULTURE, AND REAL GOOD FOOD

Downtown

Augusta's dynamic downtown is animated by a number of different neighborhoods, each with its own unique character and vibe.

A stroll through **Olde Town**, Augusta's very first neighborhood, will find you marveling at gorgeous historic homes dating back to the 19th century. History buffs will find much to explore from the Cedar Grove and Magnolia Cemeteries to the Amanda America Dickson Toomer Historic Home & Marker and the Augusta Canal National Heritage Area. Book an excursion with **Petersburg Boat Tours** to discover the scenic canal and the rich history behind it.

Affectionately referred to as the "Pinched Gut" neighborhood — possibly a reference to women's fashion at the time — Olde Town today caters to a more modern sensibility. Indulge in a double smash burger at Manny's Sports together to form the Laney-Walker and Off Broad before taking a relaxing

And what's a neighborhood without a brewery? Savannah River Brewing Co. is the place to be in this corner of downtown.

stroll on the Riverwalk.

In **Harrisburg**, continue your architecture education at Ezekiel Harris House — a fully restored Federal-style home on the National Register of

Historic Places. And don't miss the Mill Village Trailhead — once a trading post, then a textile mill town — now a charming nature walk.

Two historic neighborhoods come Bethlehem Historic District. Black

> history is at the heart of Augusta — and you can learn all about it at the Lucy Craft Laney Museum of Black History and the Golden **Blocks Walking Tour.** Plus, history meets the vibrant present at the Tabernacle Baptist Church, established in 1885.

Check out even more downtown highlights on pages 8-9!

Summerville

Commonly called "The Hill," Summerville is home to an array of historic estates dating back to the 18th century. It's also a destination for shopping and dining — between Surrey Center's trendy boutiques, Daniel Village Shopping Center (and the delightful Cantina Locale & Village Deli therein), and the cozy ambience of The Indian Queen, Beck's, and Sheehan's. Local roaster Buona Caffe - Artisan Roasted Coffee makes an unparalleled cup, and Arsenal Tap Room serves craft beers from around the globe. Plus, there's Forest Hills Golf Club and disc golf at Pendleton King Park. A great neighborhood to stay in as well as play, Summerville's The Partridge Inn is part of the Hilton's unique Curio collection.



North Augusta

SRP Park and Riverside Village are a major draw of North Augusta. The Augusta Green Jackets play minor league ball in the park, which sits adjacent to great eateries like Brinkley's Chop House, Southbound Smokehouse, and Crowne Plaza's Salt & Marrow Kitchen and Jackson's Bluff rooftop bar. Enjoy the outdoors at Riverview Park or the North Augusta Greeneway trail. The arts are also thriving here — between the galleries at North Augusta Arts & Heritage Center and concerts and events at The Sharon Jones Amphitheater. Plus, Hammond's Ferry, a cozy riverfront neighborhood, is home to beloved restaurants Manuel's Bread Café and The Hammond's Ferry Larder. But save room for dessert — at Pink Dipper or Sno-Cap Drive-In.



South Augusta

In South Augusta, bring your clubs to Goshen Plantation Golf Club or Pointe South **Golf Club**. And **Diamond Lakes Regional Park** has recreation in spades — offering boating, camping, fishing, hiking, and a range of sports fields, among other activities. For natural splendor — and gorgeous photos — visit the cypress trees and Spanish moss at Phinizy Swamp Nature Park. Get your fill of tasty Southern eats at Sconyers Bar-B-Que. And convenient for travelers, the Augusta Regional Airport can have you from terminal to tee box in minutes.



West Augusta

There's something for everyone in West Augusta. There's the Village at Riverwatch, featuring Topgolf, Riverwatch Cinemas, and Dave & Busters. Shopping highlights include malls and centers like Augusta Exchange, Augusta Mall, and Crane Creek Shopping Center — plus Good Earth Produce & Garden Center, an indoor farmer's market and greenhouse.



Fort Gordon

Formerly known as Camp Gordon, Fort Gordon is a United States Army installation stretching more than 55 thousand acres. Here, troops train in military occupational specialties and support the U.S. Army Cyber Center of Excellence. At the same time, Fort Gordon is a welcoming community center with numerous opportunities for recreation and entertainment. Hilltop Riding Stable offers horseback riding on more than 250 acres of trails. Gordon Lakes Golf Club is a gorgeously constructed public course. And Fort Gordon Dinner Theatre brings to life Broadway-style musicals, comedies, and mysteries for audiences of all ages. Fort Gordon also hosts festivals and attractions like carnivals, live music, and an annual Fourth of July Celebration. Learn more about this impressive site on page 59.











Destination DOWNTOWN

DINE, SHOP, AND PLAY IN THIS VIBRANT CENTER OF CULTURE



FUN TIMES

For concerts, touring broadway shows, and other exciting events year-round, get your tickets at Bell Auditorium and the James Brown Arena.

You can also catch outdoor shows or simply enjoy the sunshine at the **Augusta Common**, an oasis

of manicured green space in the middle of downtown. While you're there, snap your picture with the Godfather of Soul at the city's **James Brown Statue**. And if you're a music buff, you'll love the selection of classic vinyl at **Psychotronic Records** — just a block from the park.

Wet your whistle at **Draft Society Taproom**, which serves craft beer, wine, and kombucha.



LIVE SHOWS

Cultural events are omnipresent here.
The historic Imperial
Theatre and Miller
Theater host an array of concerts, plays, and other live engagements.
Le Chat Noir hosts film festivals and comedy shows in its intimate

space with full-service bar.

CULTURAL HERITAGE

You can also explore the Boyhood Home of President Woodrow Wilson, a museum to the 28th U.S. president, who spent his childhood in Augusta. Learn more about the city's rich heritage at the Augusta Museum of History, or wander through the artwork at Westobou Gallery.

CROSSOVER ARTISTRY

Take a stroll across the **5th Street Freedom Bridge**, spanning the Georgia/
South Carolina state line. This beautifully rehabilitated pedestrian bridge is adorned with history, shaded benches, and a children's play area. This historic bridge offers some of the best panoramic views in town of the Savannah River.
Plan to watch the sunrise or sunset here.

GOOD EATS

For a bite and some bocce, check out Edgar's Above Broad — an indoor-out-door space with a playful atmosphere and wide-ranging menu. The Brunch House's heaping breakfasts are hard to beat, though their lunch menu is just as good. Café 209 is known for soulful southern food. And long-time family -owned restaurants Hildebrandt's, a German-inspired delicatessen, and

Luigi's, a Greek-Italian collaboration, are not to be missed. For an evening out, grab some pub grub and watch the game at Sports Center Grill. Or, stop by Joe's Underground Café for lunch, dinner, drinks, and even karaoke. And for something sweet, try Shake City's heavenly milkshakes or Humanitree House's wholesome smoothies.



GLOBAL CUISINE

If you're craving global cuisine, try the wraps and bowls at Laziza Mediterranean Grill, eclectic Asian fare at Soy Noodle House, or unparalleled burritos at Nacho Mama's. And at Solé, the menu spans from sushi to grit fritters

to Brazilian street tacos.

GET INTRODUCED

Pop into **Augusta & Co.** for a fun and flavorful orientation to the city. Browse the rotating art gallery and curated local merchandise — and don't miss food and drink samples at the tasting bar.

CASUAL AND FUN

When you've worked up an appetite, there are dozens of decadent restaurants

to try. For a low-key atmosphere with high-key taste, try Farmhaus Burger, Knuckle Sandwiches, or The Pizza Joint. Southern Salad offers build-your-own bowls with fresh, local ingredients.

OUT ON THE TOWN

There are many options for a fun-filled night out. The Soul Bar is James Brown-themed and promises a funky evening communing with Augusta's music culture. Craft + Vine is known for its farm-to-table platters and luxurious libations. Whiskey lovers can choose from American and Japanese styles at Whiskey Bar Kitchen. For a different kind of evening entirely, test out your aim at Broad Axe Throwing Club. Vance's Bakery Bar is unbeatable for dessert and cocktail pairings — open to those 21 and up.

COFFEE CULTURE

Augusta's coffee culture is positively buzzing. Highlights include local roasters like Buona Caffe and Ubora Coffee Roasters, both served all around the city. New Moon Café roasts in small batches and serves their brews with comfort food. For a homemade sweet treat with your cup, plus live music, try Metro Coffeehouse and Pub, a beloved landmark downtown.

LOCAL FINDS

Need some self-care? Browse indie skin and makeup products at Field Botanicals, or pour your own wax at Augusta Candle Company. For an even more hands-on experience, learn to throw your own pottery at Tire City Potters. Or, get happily lost in the shelves at The Book Tavern. Lastly, browse among Freshwater Design Co.'s handcrafted leather accessories, acrylic goods, jewelry, and gifts.



LETS MEET

Conferences and events shine at the Augusta Marriott at the Convention Center. The hotel's upscale Italian restaurant, Augustino's Italian Eatery and Prime Steaks, is the perfect place to entertain clients. The

Morris Museum of Art is another unique venue, with an auditorium and board room well-suited for events.

Nearby, the **Boll Weevil Café and**Sweetery is renowned for its giant —
and delicious — cake slices. **Beamie's**At the River serves seafood dishes in
a laid-back atmosphere. And **Noble**Jones brings modern twists to
Southern classics.







CROWNE PLAZA NORTH AUGUSTA

The Crowne Plaza opened in 2019 featuring a new modern design for guest comfort. Features include 180 premium rooms, an upscale restaurant, a rooftop bar, and over 10,000 sq. ft. of meeting and banquet space.

The hotel is located adjacent to the Savannah River across the 13th street bridge from Broad Street, downtown Augusta's dining, and entertainment district. Walk to a variety of restaurants and bars and the SRP stadium, home to the Augusta GreenJackets baseball team. The paved 12-mile Greeneway Trail runs next to the hotel, offering picturesque river views for bikers and joggers.

Enjoy breakfast and dinner in our upscale restaurant Salt and Marrow Kitchen with a wood-fired grill offering a delicious selection of steaks, seafood, and small-plate appetizers. Enjoy your favorite beers, cocktails, and wines by the glass in our Lobby Bar, or experience beautiful sunsets and spectacular views of the river from our rooftop bar Jackon's Bluff.

For an enjoyable and productive stay for business or leisure, choose the Crowne Plaza North August, a where you will find gracious hospitality at its best.

1060 Center Street, North Augusta S.C. 29841

GETTING HERE

AUGUSTA IS EASY TO FIND AND THE WEATHER IS JUST FINE.

DRIVE HERE

About 140 miles east of Atlanta, just west of the South Carolina border, Augusta is accessible to most of the Southeast via Interstate 20. Once you're here, our downtown is easily walkable and attractions throughout Augusta's River Region are a short drive away. For a ride elsewhere, Uber and Lyft drivers operate across the area, and there are also several taxi services available in Augusta.

FLY HERE

Augusta Regional Airport has terminals for Delta and American Airlines flights. Or, Atlanta's Hartsfield-Jackson International Airport is about a two-hour drive away.

THE FORECAST

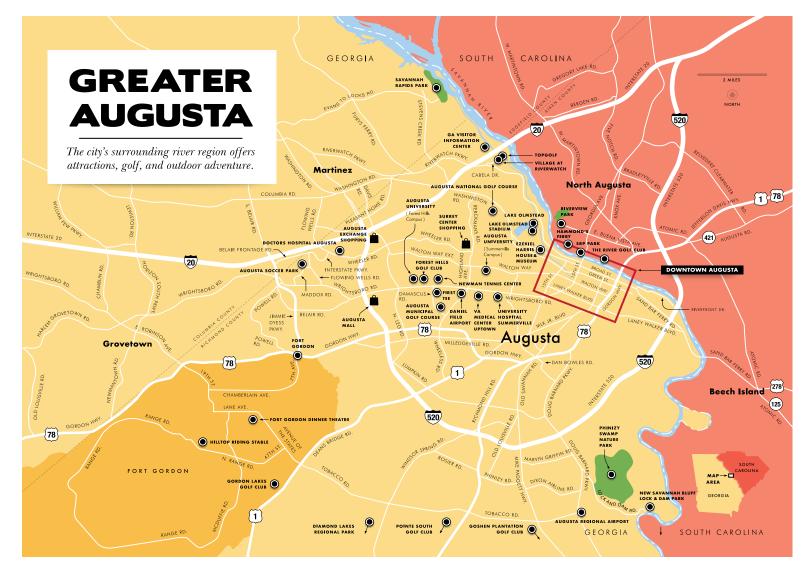
Augusta boasts characteristically mild, Southern weather. In the summer, expect highs around 90 degrees and lows around 68. In the winter, expect highs around 59 degrees and lows around 34. Spring and fall are gloriously in-between: The average high-low in April is 79-47, and in October, 77-50.

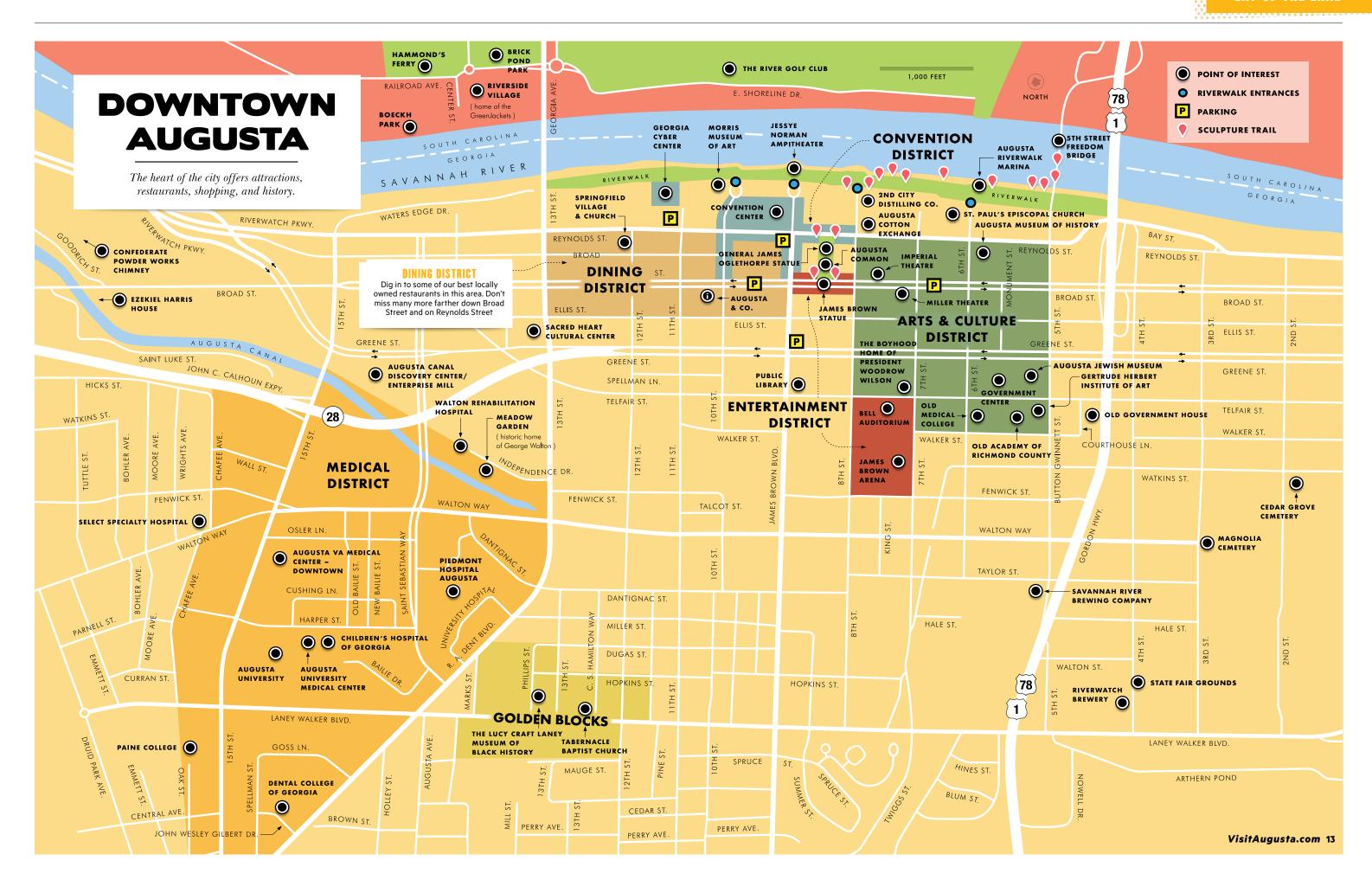
GETTING AROUND

Once you're here, turn to the helpful maps on the following pages to guide you around town.

NEED MORE INFO?

Your first stop in town should be to chat with the friendly experts at **Augusta & Co.**, full of city information, Southern goods, handcrafted Augusta gifts, and more; 1010 Broad St.

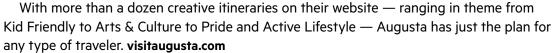




EXFERIENCE **STARTS HERE**

DESTINATION AUGUSTA IS YOUR PASSPORT TO THE CITY.

Whether you're traveling for business, pleasure, or a combination of the two, there's a lot to plan. Where will you eat, stay, and explore? How will you ensure everyone in your party is not only accommodated but enjoying themselves? **Destination Augusta**, a not-for-profit organization committed to promoting tourism in the Augusta area, is your answer to all of the above.





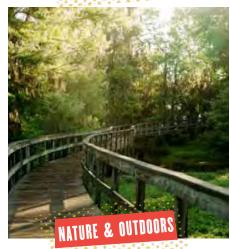
explore



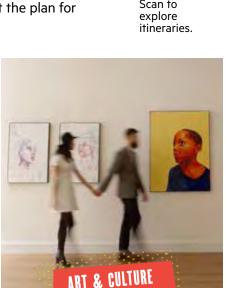


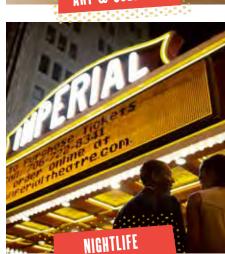














COME SEE US.

Your first stop is Augusta & Co., Augusta's Experience Center, a delight for your senses and a preview of the fun that's to come. Discover the work of local creatives in their rotating art gallery and curated shop of Augusta-made wares. There's also a tasting bar for sampling local food and drink — all while gathering ideas for your perfect stay in Augusta.

Whether you're planning months in advance or on a spontaneous getaway, Augusta & Co. is your guide to an unforgettable experience.



TRIP BUILDER

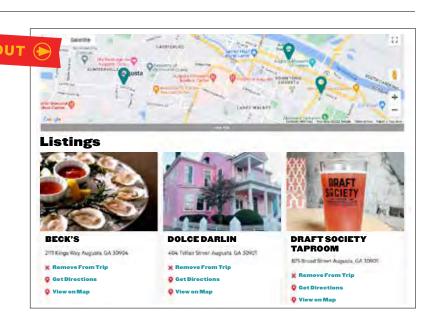
Don't miss the Trip Builder Tool,

which lets you select individual items from a range of itineraries and thematic lists to create a plan that's perfectly, uniquely you. Simply click "Add to **Trip Builder**" or the heart icon to start collecting your favorite things to do. The Trip Builder creates a unique link with your selected attractions and even auto-generates an interactive map of their

locations. From there, it's easy to share the URL with your fellow travelers and stay on the same page throughout your trip.



building your



AUGUSTA

A CURATED COLLECTION OF THE BEST SIGHTS
& EXPERIENCES OUR CITY HAS TO OFFER



It's time to experience Augusta in a whole new way. Step into the water as an Eco Explorer and be a scientist for the day, pick up your paintbrush and paint a mural in Promenade and Paint, Augusta's Public Art, or have tea and pie with President Woodrow Wilson's mother. Meet the Black Caddies; the Men on the Bag with stories of days on the greens at The Masters®, go through orientation as a new hire as an 1800s millworker and be paid in company scrip, or put on a badge and become a member of the Augusta Museum of History's Detective Agency to protect the history of Augusta. Cycle the Soul City and stop for drinks or samples at the local distillery or select restaurants, hear the Rest of the Story as a rogue "journalist" unveils the backstory about the art at the Morris Museum of Art. And don't miss the chance to curate your own charcuterie board influenced by contemporary art or to become a bartender for the day with All Equal Parts, a in a one-of-a-kind mixology experience. These 10 new Authentic Augusta Experiences are designed to immerse you in local culture, make you a part of the city's experience, and leave you with lifelong memories of your visit to Augusta.







CANAL TO CLOTH A DAY AT THE MILL

You're late to orientation for your first day as a millworker at Enterprise Mill! You'll play a role as a new hire and be put to work running the loom that creates the cloth manufactured in this 1800s-era manufacturing mill. Like any novice, you'll need to understand the business from the time a cotton bale arrives on a Petersburg boat to the time it's spun and woven on machines. As a "trainee," you'll earn \$2 a week for your six-day work week and be paid in company scrip to spend at the company store. Learn how to work alongside 10-year-old child laborers, handpicked from their school to work in the factory. In this one-of-a-kind experience, Canal to Cloth; A Day at the Mill, you'll see how the Augusta Canal continues to generate power for Augusta and plays a crucial role in the community of Augusta's River Region.

AUGUSTA'S BLACK CADDIES MEN ON THE BAG

Would that be Pappy Stokes, Dead Man? Stovepipe, or perhaps Marble Eye? The legends behind the legends of many professional golfers and VIPs while playing the Augusta National Golf Club are brought to life in Augusta's Black Caddies; Men on the Bag. The caddies' trove of stories captures some of the most significant moments in the game of golf from Gene Sarazen's "shot heard 'round the world" to Jack Nicklaus's victories, and personal moments, like riding with President Eisenhower. In this riveting experience you will be drawn into the drama of the lives of the caddies, as you learn about their highs and lows both on and off the golf course. The climax of this experience comes with a chance to meet a living legend, ask him questions, and munch a pimento cheese sandwich with an Arnold Palmer, a refreshing combination of iced tea and lemonade.











HEART OF AUGUSTA TOUR CYCLE THE SOUL CITY

Hop on a cruiser bike and put the pedal to the metal with Bike Bike Baby for the Cycle the Soul City: Heart of Augusta Tour. This highlight tour of downtown will acquaint you with the Riverwalk, historic landmarks like Springfield Village Park, adjacent to the oldest black house of worship in the United States, the vibrant mural and statue honoring Augusta's native son, the Godfather of Soul, James Brown! Explore museums, savor delicious food and drink, and take in the scenery—all while cruising to sultry soul sounds.

THE CURATED PALETTE INSPIRING CONTEMPORARY ART

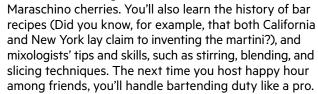
Get inspired by contemporary art and create your own work of art in a guided curation of a charcuterie board influenced by your observations of the art installation at the Westobou Gallery. In this behind the scenes experience you'll engage with the curators of the Westobou Gallery and learn the ins and outs of selecting art for the gallery, you'll use your own visual, verbal and spatial skills to relate your experience with the art into your own delectable and very delicious work of art. You'll enjoy the fruits of your artwork paired with a glass of wine in The Curated Palette; Inspiring Contemporary Art Authentic Augusta Experience.





ALL EQUAL PARTS BARTENDER FOR A DAY

Join Zach McCabe and become a bartender for a day with All Equal Parts. Under his tutelage, you'll measure, shake, stir, and best of all, sip three different drinks. Considerably more than a round of libations, the session is an education in the flavor profiles of various spirits and mixers, and how they complement one another along with finishing touches, whether botanical garnishes or









Step into your waders, grab your dip net, and get ready to venture into the water as you become an **Eco Explorer and Citizen Scientist** at **Phinizy Center and Nature Park**. As a Citizen Scientist you'll collect specimens from the wetlands and work with a staff scientist to analyze your findings. Then slip on your lab coat as you enter the lab of the Phinizy Center for Water Sciences, which monitors the health of the region's waterways. Fellow scientists will explain how their work keeps the drinking water safe for Augusta and the communities downstream all the way to Savannah. And don't miss the walk along the boardwalk of Phinizy Swamp, where you will see fish, waterfowl, and maybe an alligator or two!



BRINGING UP A PRESIDENT TEA WITH MRS. WILSON

Meet Mrs. Woodrow Wilson, mother of President Woodrow Wilson, who welcomes you as a guest into her home. As a delegate of a church conference, visit the Wilson family while they prepare to move on from Augusta and learn firsthand just how much life in Augusta influenced the future president. During your visit, Mrs. Wilson will reveal how young "Tommy," the president was then known, led the Lightfoot Baseball Club, sometimes ran into trouble, and carved his name into a windowpane! Enjoying true Southern hospitality, you'll take tea and pie with Mrs. Wilson and her neighbor Mrs. Lamar, mother to Tommy's childhood pal, Joseph Rucker Lamar, listen to the two ladies' tales of raising a president and a Supreme Court justice.







THE REST OF THE STORY

Works of art often raise more questions than answers: What is the work made of? What does it mean? How did the artist create it? What is the story behind it? As you tour this unique collection of art inspired by the South or created by Southern artists, watch out for a rogue "journalist," who attempts to reveal the Mystery at the Morris; The Rest of the Story. You'll be surprised by the artworks' backstories, the mysteries of hidden objects in paintings and you'll discover the Morris family's longtime connection to journalism. Become your own newspaper "printer" and leave with a tangible, treasured memory of this immersive experience.



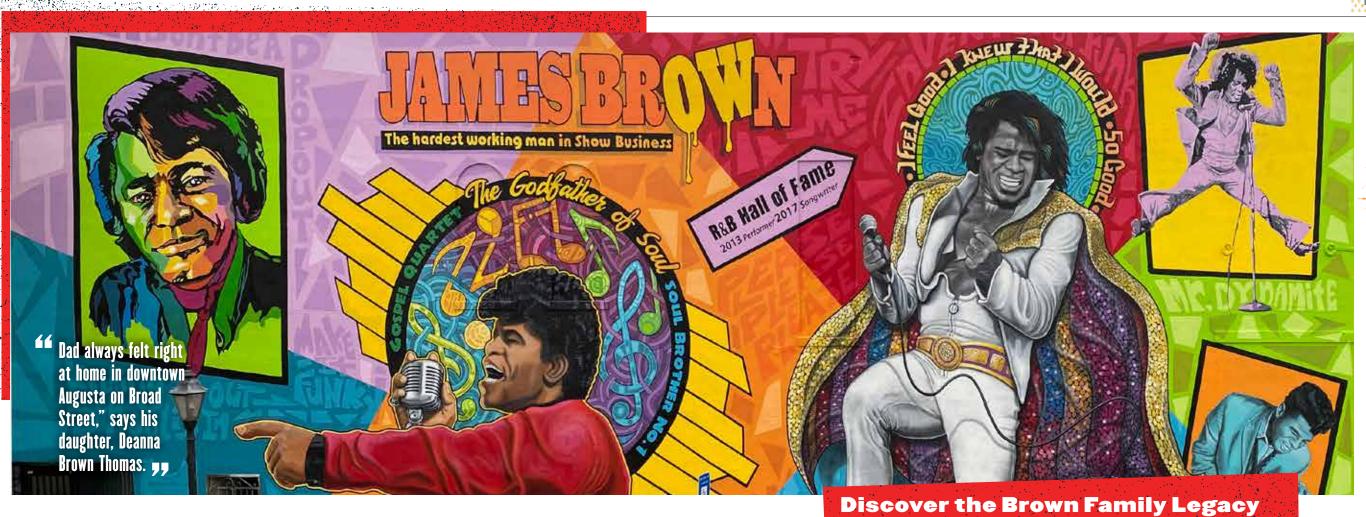
Whodunit? Col. Mustard in the dining room or Mrs. Peacock in the conservatory? Drat! Foiled again! Grab your magnifying glass and join the Augusta Museum of History's Time Detectives to help solve the mystery of Reggie Racoon and the museum's lost artifacts. Test your code-cracking skills and become a Time Detective to restore Augusta's historical timeline and the space time continuum.





PROMENADE & PAINT AUGUSTA'S PUBLIC ART

Put on your walking shoes, don an apron, pick up a paintbrush and leave your artistic mark on Downtown Augusta. In Promenade & Paint, Augusta's Public Art you'll take a guided stroll through downtown Augusta stopping to appreciate the public art sculptures, beautiful murals, and art projects like Art the Box which transforms a traffic box into a work of art. Then visit the wonderfully unique Humanitree House, an organic juice and vegan bar where you'll meet a local Augusta artist and enjoy a freshly pressed cold juice to quench your thirst from your art walk. Then you'll get to work on a piece of art as the local artist guides you through the steps of adding your paint and paintbrush to a mural to be installed later in downtown Augusta. Get a taste for the creative in this artfully expressive authentic Augusta experience.





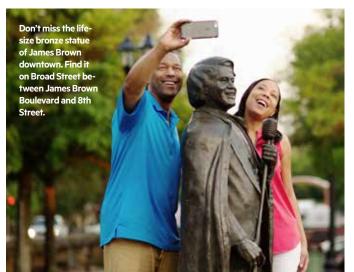
ART AROUND EVERY CORNER

Augusta is brimming with public artworks that will surprise and delight when you spot them. It's part of what makes Augusta such a fun city to wander through and explore. As you page through this magazine, keep an eye out for pops of public art — just as you would in Augusta.

HEART OF AUGUSTA

By Keidrian Cofer

JAMES BROWN'S SOUL STILL RESONATES



In 1993, The Godfather of Soul, James Brown.

recorded a mid-tempo single titled Georgia-Lina. It expressed the love Mr. Brown had for the city just across the state line: "I tasted the soil on both sides of the line." He would carry that sentiment throughout his life.

Born in Barnwell, S.C., Brown moved to Augusta in the early 1940s. Although he was poverty-stricken as a child, Brown went on to achieve worldwide stardom as a singer, songwriter, and show-stopping performer — thanks to a God-given gift and an incredible work ethic. He was dubbed "The Hardest Working Man in Show Business," and today he remains one of Augusta's most beloved sons.

THE JAMES BROWN FAMILY FOUNDATION TOUR

James Brown's daughter, Deanna Brown Thomas, is the president of the James Brown Family Foundation, a charity whose work includes the James Brown Turkey and Toy Giveaways, started by her father in the 1990s. The James Brown Family Tour highlights landmarks from Brown's early life — such as his elementary school, childhood home, and his namesake, the James Brown Arena. Tours take place every Saturday at 11 a.m. Book online at jamesbrownfamilyfdn.org.

JAMES BROWN MURALS

The city has memorialized James Brown in many ways, including a vibrant mural dubbed by creator Cole Phail, "The Spirit of Funk." Find it at 879 Broad St. (above)

AUGUSTA MUSEUM OF HISTORY'S JAMES BROWN EXHIBIT

James Brown and his family have left their imprint all across Augusta. Explore our top picks for experiencing the music, the history, and the soul.

Go in-depth and get to know the man behind the legend at the Augusta Museum of History's incredible James Brown Exhibit — the largest collection of memorabilia anywhere. Learn more at augustamuseum.org.

J.A.M.P., JAMES BROWN ACADEMY OF MUSIK PUPILS

James Brown's legacy is best appreciated through J.A.M.P., James Brown Academy of Musik Pupils. Daughter Deanna Brown Thomas founded the nonprofit youth music school in 2011 to keep the music going for generations to come. Check visitaugusta.com's calendar of events for J.A.M.P performances.

THE JAMES BROWN JOURNEY WALKING TOUR

Walk the same streets James Brown walked to explore historic locations such as his childhood home, his church, plus iconic theaters and the live music hotspot, Soul Bar. Learn more at soulstartshere.com.



OUR HISTORY

INNOVATION AND REINVENTION STAND THE TEST OF TIME.



1736

Britain establishes Augusta as a trading post in the Creek Nation, a Native American community, through the efforts of James Oglethorpe.



178

Jesse Peters, who successfully escaped from slavery during the Revolution, establishes Springfield Baptist Church, the oldest Black congregation in the nation.



1845; 1873-1875

Industrial development attracts Irish and Chinese immigrants, who become the nucleus of communities that continue to this day.

It was the mild Southern weather that first drew them.

U.S. presidents, industrialists, and socialites came to Augusta — named after Princess Augusta of Wales — in the late 1800s to escape the cold winters elsewhere. Moderate temperatures also allowed equestrians to house their horses, and polo matches became places to see and be seen.

Today, more than 100 restaurants, dozens of galleries and museums, and a plethora of live music and performing arts venues — not to mention a pioneering tech scene — make this a place of both charm and opportunity, no matter the weather. The best way to know is to visit; learn about our storied past for yourself at the Augusta Museum of History, the city's largest collection of historical information, and then feel it all around as you experience authentic Augusta.



1910s-1920s

Dubbed the "Golden Blocks" for its concentrated wealth, Augusta's Black business district flourishes, with pillars like the Penny Savings Bank and Pilgrim Health and Life Insurance.

940s-1960s

The establishment of Fort Gordon, the Savannah River Plant, and national industries like Continental Can Company bring thousands of jobs and spur dramatic growth.



1986

Lawyer John H.
Ruffin, Jr.
becomes the first
Black person to
serve on the
judicial circuit's
Superior Court
when he is
appointed judge.



1779-178°

As the temporary state capital, Augusta is a principal site of conflict during the Revolutionary War. It is occupied by British forces and becomes the site of two battles.



5-

Augusta is the official state capital

of Georgia.

1790s-1850s

Augusta expands as a market center for cotton and the domestic slave trade.



1870s-1910s

Augusta develops rapidly as an emblematic New South city with expanded rail lines, a burgeoning textile industry, recognition as a winter colony.



1934

Prominent golfer Bobby Jones
helps to develop the Augusta
National Golf
Course, where the Masters® has been held ever since.



1971

Realizing gains of the Civil Rights
Movement,
mortician Carrie
Mays becomes the first Black woman in the Southeast to hold citywide office when she is elected to the City Council.



concentrate its Cyber Command at Fort Gordon — and the state's investment in a **Georgia Cyber Center** — spur a new wave of reinvestment and growth.

The US Army's decision to



HEY, IISTORY BUFF!

Keep these fun facts in mind when you visit historic sites.



You can visit the home of George Walton, one of the youngest signers of the Declaration of Independence at Meadow Garden.



Look closely at the bedroom window in The Boyhood Home of President Woodrow Wilson to see the letters "TOM," etched by the young boy.



Paranormal activity investigators believe there are at least five ghosts living in the Gertrude Herbert Institute of Art.



The Lucy Craft Laney
Museum of Black History
is the region's only
African American-focused
museum and an absolute
must-visit.



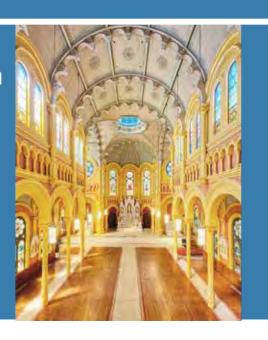
Visit Augusta's Most Beloved Historic Landmark





Free Tours and Gift Shop, Garden City Festival, Concerts, Art Hall, Celebration & Event Venue

1301 Greene Street, Augusta 706-826-4700 SacredHeartAugusta.org **Open Monday-Friday** 9:00 am-5:00 pm





Celebrating 125 years of faith, culture, and community







XPERIENCETH

F.A.T.S. Facts The Forks Area Trail System, or F.A.T.S., offers a series of loops through a thickly forested area perfect for hiking or mountain biking.





Whoop-de-doos biker term for mounds of earth in a trail, sort of like a speed bump. Going over the ripples makes riding the trail feel like a roller coaster -F.A.T.S. is full of them.





ADVENTURE AWAITS

By Brian Panowich

GET YOUR FIX OF FUN IN THE SUN

Augusta is rich with celebrated sporting history — you know about the Masters® Golf Tournament and maybe even the annual IRONMAN 70.3 Augusta competition. But this isn't a place just for professional athletes. Everyday active people have plenty of options all year round. Whether you want a simple dose of fresh air or a heart-pumping challenge, there are tons of things to do outside in Augusta.

drive from downtown. Cruise down the nearby red-dirt-packed trails: Bicycle rentals are available from The Bicycle Peddler, Outspokin' Bicycles, and Andy Jordan's Bicycle Warehouse. But if you really want to get your feet wet, you'll need a kayak. You can't go wrong with these local operators: Cole Watkins Tours, Two Dudes and a Boat Kayak Rentals, Outdoor Augusta Riverside Kayak Rentals, and Savannah Rapids Kayak

Enjoy the scenery of the Augusta Canal, a short

Rental. They're all experts at helping locals and visitors alike experience the unique wild of the Savannah River.

Kayaking sound a little less extreme than what you're looking for? Take it up a notch by renting a jet ski from Reserve and Ride Water Sports. Expert equipment and a trained crew can get you cutting a wake in no time.

> And we know that Augustans really love golf...disc golf, that is. Augusta's River Region is home to the **Professional Disc** Golf Association headquarters, where you'll find three courses. There are also excellent courses at Lake Olmstead Park, Pendleton King Park, Riverview Park, and The Levee Disc Golf Course. Go on now, get a move on!

















Best Tours of the outdoors

FIND YOUR PATH TO EXPLORATION





For Soulful Cyclists

Bike Bike Baby

Hop on a bike and experience the city through new eyes. Bike Bike Baby offers three unique tours: the Black History Tour, the Soul Tour—focused on soul music and James Brown's legacy—and the Rolling Art Tour, featuring the city's public artworks. Bring your own bike or rent one for an unforgettable ride.



For Music History Buffs

The James Brown Journey Walking Tour

Consider this funky self-guided walking tour to discover the sites where it all began for the "Godfather of Soul" — his childhood home, iconic theaters and auditoriums, among other legendary stops. The James Brown Journey Walking Tour is your passport to a music education only Augusta can provide.



For Kayak Connoisseurs

Two Dudes and a Boat and Cole Watkins Tours

Both operators are a portal to exploring the Savannah River up close. Two Dudes has a range of tours — through rapids, at nightfall, and during sunrise are just a few. Cole Watkins' most popular tour is through Betty Branch — a tributary teeming with exciting wildlife. And the route to Stallings Island is a fan favorite for spotting wild goats and donkeys.



For Thrill-Seekers

Haunted Augusta Adventures

Don your walking shoes for a guided, after-dark tour of downtown — and spirited glimpse into Augusta's past. The year-round, weekly circuits impart local history with eerie landmarks like The Old Medical College, notorious for body-snatching; the Cotton Exchange Building; Imperial Theatre and Miller Theater, rife with superstition; and — cue the goosebumps! — Saint Paul's Church Graveyard.

HOW TO CELEBRATE MASTERS® WEEK, OFF THE COURSE



BECOME A PIMENTO CHEESE CONNOISSEUR.

Pimento cheese is a tradition in the South, but it's perfection in Augusta. Here's where to find it:

- Abel Brown Southern Kitchen & Oyster Bar
- Craft & Vine
- Fat Man's Mill Cafe
- Finch & Fifth
- Frog & the HenNew Moon Cafe
- SolFood Kitchen
- Wifesaver

BOOK YOUR TEE TIME AT LOCAL GOLF COURSES AND ENTERTAINMENT CENTERS.

Tucked away like a well-placed hole on a green, you'll find both public and semi-private courses all around Augusta's River Region. Book your spot and practice your swing:

- The River Golf Club
- Forest Hills Golf Club
- Topgolf, includes minigolf and a gamified driving range

WATCH THE TOURNAMENT OFFSITE.

It's great to be a patron, in-person at the Masters®, but anyone in Augusta during this week can be soaking it all up. Try these lively spots for watching the tournament offsite:

- Solé Grill & Sushi Bar
- Farmhaus Burgers
- Southbound Smokehouse
- Soul City Pizza
- Manny's Sports off Broad









THE MASTERS® By Jessie Rumbley

MAKE THE MOST OF THIS RENOWNED ANNUAL EVENT.

Around here, it's not officially spring until the Masters® Golf Tournament. Millions of people around the world have watched the story unfold on television during Augusta's most famous, prestigious sporting event, but far fewer have entered the gates of the Augusta National Golf Club to see the course and the players firsthand. If you're one of those lucky few to get up close and personal, master your experience with these tips and tidbits.

Don't worry: You have a parking spot.

It's true, the Masters® offers ample free parking for badge-holders. You'll see prominent traffic signs posted all along major roadways. Don't try to get clever here; these signs direct you efficiently to the right place.

Soak in the scenery.

Pristine, beautiful, astoundingly silent
— the Augusta National course really is
more striking in person than imagined.
Phones are not allowed anywhere on the
course; leave them in your car or check

them at the entry gate. Meanwhile, make your way to the clubhouse to get a complimentary photo taken in front of the famous yellow flowers.

Embrace the title.

Pro tip: TV Commentators aren't allowed to call you a "fan" or a "spectator." You, lucky golf fan, are called a "patron.

Get the gear.

The Augusta National pro shop is the only place to buy Masters® gear, and

they stock it in abundance. There are more than 100 styles of hats alone! Still, some of the most coveted souvenirs are the green or clear cups with the distinctive Masters® logo that come with any drink ordered there.

The joy of the tournament never gets old. Welcome to April in Augusta — we're glad you're here.

Find more helpful information at visitaugusta.com/the-masters.





LADIES ON THE GREEN

Emilia Migliaccio is the world's #18 ranked amateur golfer. She has played in the Augusta National Women's Amateur for three years running, finishing second in 2021. She is also a member of the 2022 USA Curtis Cup team, a Golf Channel contributor, and a Wake Forest alumna.

In April of 2018, Chairman of Augusta National and the Masters Tournament® Fred Ridley announced the establishment of the Augusta National Women's Amateur. The three-day tournament was historic, gathering the top 72 women amateur players to compete for the ANWA title. The first 36 holes were held at nearby Champions Retreat Golf Club, and after a cut to 30 players, the final round was played at Augusta National — on the Saturday before the Masters. The creation of the event, the televised broadcast, and the dates the event was held, demonstrated Augusta National's mission to give back to the game of golf and moreover, to promote the women's amateur game.



Everyone who has ever played Augusta National remembers their first moment.

Mine was in 2019 at the inaugural Augusta National Women's Amateur. By Emilia Migliaccio

It's still hard for me to grasp that I was a part of that history. As a shuttle bus drove 21 of us down Magnolia Lane, we all scrambled to the windows, pressing our noses against the glass. A wave of adrenaline rushed through my body. This is really happening. I had only experienced Augusta National on TV and through other people's stories. Never did I think I would one day have an opportunity to travel to Augusta to watch the Masters, let alone play the course. But now I was going to step on the legendary course as one of 72 women to play the Augusta National, the first 72 women to be part of this historic event. As I stood behind the clubhouse looking out towards the course, it looked so different than I had imagined: It was open and green — there were no crowds of people blanketing the grass.

Between a professional make-up artist, fancy dinners with pristine food and LPGA guests, exclusive activities just for players, and two immaculate golf courses, the 2019 Augusta National Women's Amateur made me feel like a movie star. The tournament empowered me as a woman, making me believe I could do anything I set my mind to.

In my second year at the Augusta

National Women's Amateur in 2021, I was able to relive all my emotions from 2019, in addition to one more — I wanted more than anything to be one of the exclusive 30 that got to compete in the final round of the event.

On the second day at Champion's Retreat, I two-putted for par on the 18th hole to finish inside the cut line. My mom, who was my caddie, my coach, and my best friend, embraced me. We did it. We were going to play Augusta National.

The night before the final round, I spent the evening in a whirlwind at the party "A Night at Berckmans Place." I never laughed so much with friends and ate great food as much as I did that night. In my hotel bed I lay awake, adrenaline already pumping for the next day.

April 2, the day I played Augusta
National in a competitive setting for the
first time, felt surreal. I grew giddy
every time I glanced at my mom in her
white jumpsuit, the traditional attire for
an Augusta caddie. Even though
excitement and anticipation consumed
me as I waited to tee off, I wasn't
nervous — which surprised me. I was
enraptured by the scene and just
grateful to be a part of it.

When I think back to the 2021 Augusta National Women's Amateur, I don't think of the playoff, which I lost. I remember sitting with Chairmen Fred Ridley at the Champion's dinner. I remember "A Night at Berckmans Place." I remember standing on the first tee with my mom. I remember walking across the Hogan Bridge. I remember Bubba Watson shaking my hand after I finished my round. I remember my friend Rachel Heck rushing to hug me when the playoff ended. I remember feeling proud of myself. Proud that I gave myself a chance. And finally, I remember the crowds. The crowds of people that came to support women's golf — and I have everyone behind the creation of the Augusta National Women's Amateur to thank for that. Thank you for demonstrating to girls the ideal of women's golf. Thank you for giving girls the opportunity to dream. And thank you for giving me a dream I never thought I would get.

SWING TIME Tucked away like a well-placed hole on a green, you'll find both public and semi-private courses around Augusta's River Region. Local favorites include the challenging Jim Fazio-designed River Golf Club course along the banks of the Savannah River, the picturesque Pointe South Golf Club known for its doglegs, and beloved Forest Hills, a 1926 Donald Ross course at Augusta University "where Augusta plays." Augusta Municipal Course, aka "The Patch," is a great and affordable local-loved option and not to be missed is Gordon Lakes Golf Club, located at Fort Gordon, the original 18 holes were constructed by Robert Trent Jones Sr., a master of modern-day course design. The championship, 27-hole layout includes a 20 acre lake central

to the course's design and 81 bunkers, a staple of Jones' design style.

V.......





While beautiful enough for a gallery, this stunner is at 1051 11th St. Artist: Leigh Ann Culver

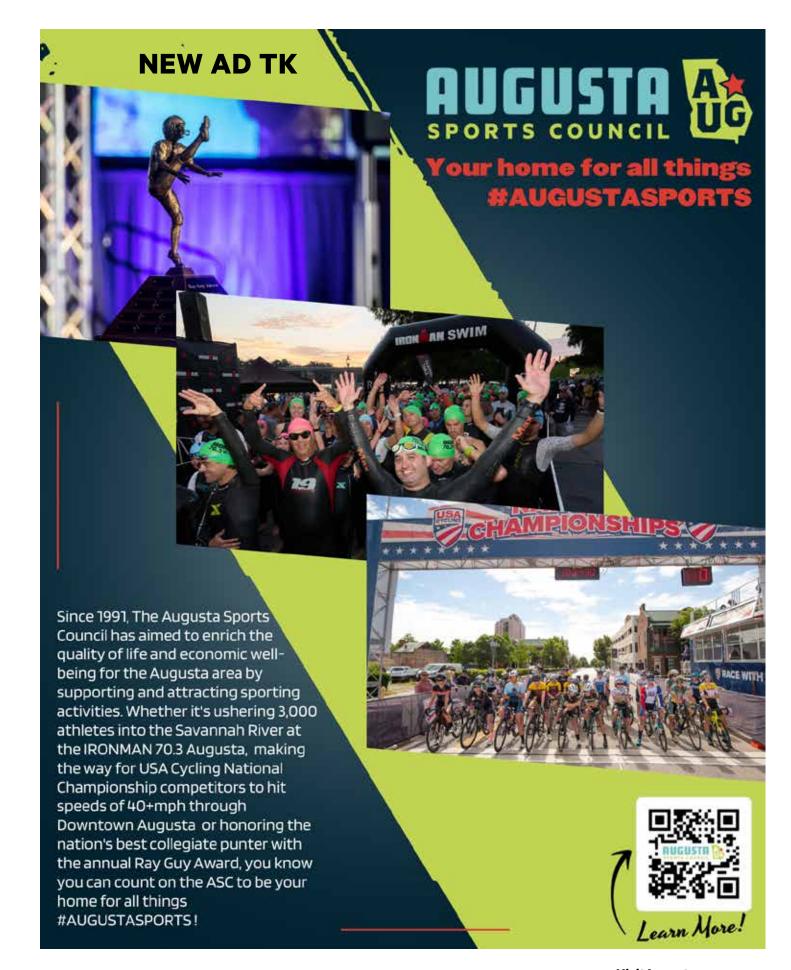
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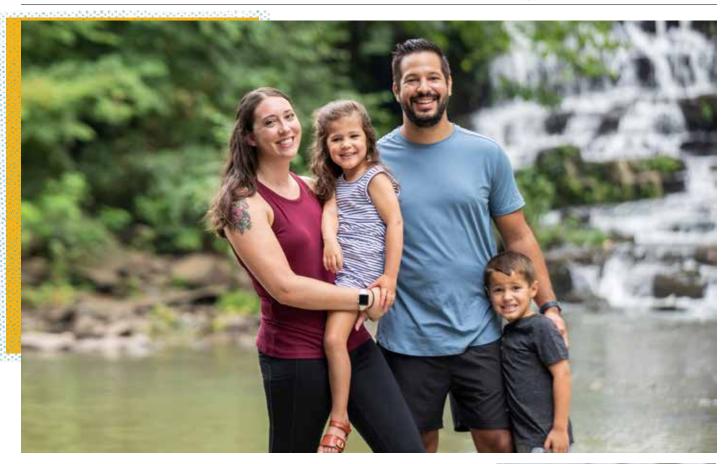
HYATT HOUSE ROOFTOP BAR 111

You've found the perfect setting for afternoon drinks and evening sunsets framed with unmatched panoramic views of Downtown Augusta and Savannah River. Set on the 8th floor of **Hyatt House Downtown Augusta**, **Hyatt House's Bar 111** serves handcrafted cocktails, beer, and wine with indoor and outdoor seating from 5 p.m. – 11 pm daily.

706.922.3150
hyatthouseaugusta.com
hyatthouseaugusta







FAMILY FUN

MAKE MEMORIES TOGETHER

Modern meets Southern tradition to create the perfect pace for families in Augusta's River Region. Families looking to slow down, relax, and enjoy a more rural setting will enjoy camping and exploring the 1,200 miles of shoreline on Clarks Hill Lake. The Phinizy Center & Nature Park maintains beautiful trails

and offers abundant opportunities to learn about the region's natural heritage. Other delightful options include bowling at either Bowlero Augusta or Stars & Strikes, or adrenaline-pumping play at Augusta Paintball.

The Augusta Canal National Heritage Area provides lots of active adventures to keep the family moving. Take a guided boat tour, or explore by foot on the Augusta Canal Trail. Rae's Creek Aqueduct, a remarkable pre-Civil War structure, is also part of the heritage area and well-worth a visit.

Swing your clubs toward giant outfield targets at **Topgolf** — a hightech golf experience plus a sports bar

and restaurant. Bounce 'til you drop at Urban Air Adventure Park, a large-scale trampoline center offering fitness classes, games, and children's parties. Test your aim and boost your adrenaline by throwing axes at targets with Broad Axe Throwing Club. (ages 16+) And Dave & Busters, the popular arcade and eatery, is fun for all ages.





PET-FRIENDLY AUGUSTA

TAILS WILL BE WAGGING THANKS TO THESE TIPS FOR EXPERIENCING AUGUSTA WITH PETS.

WHERE TO BRING YOUR BUD

Stay out of the doghouse by bringing your furry friend along on an adventure.

- Stay at Augusta Marriott, Partridge Inn, or Hyatt House Augusta Downtown.
- Hike at Phinizy Swamp Nature Park.
- Camp or explore at Mistletoe State Park.
- Roam Rae's Creek Aqueduct Park.
- Stand-up paddleboard at the **Augusta Canal**.
- Grab dinner and a dog treat at The Pizza Joint.
- Stroll **The Augusta Market at the River**, March November.
- Shop local goods and pick up information at Augusta & Co.
- Grab a beer at River Watch Brewery or Savannah River Brewing Co.

STAY COOL

Here's where to find a water bowl for your panting pal on a hot spring or summer day.

- Whiskey Bar Kitchen
- Nacho Mamas
- Grantski Records
- Augusta & Co.
- New Moon Cafe

LOCAL PET CELEBRITIES Keep an eye out for these charmers, who frequent these beloved businesses.



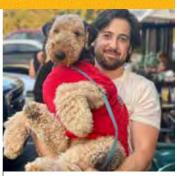
Otis from Grantski Records



Orry from Buona Caffe -Artisan Roasted Coffee



Jöla from Le Chat Noir



Ash from Bodega Ultima





SPOTLIGHT:

IRONMAN 70.3

#IM703AUGUSTA

Augusta is home to one of the largest Ironman 70.3 competitions in North America. Each year, participants complete an incredible feat — and their energy and determination energize the city all week long. Score a primo sideline seat with this handy list:

THE SWIM: Athletes swim for **1.2 miles** with the current in the **Savannah River**. Get a scenic view of the water and the swimmers at the **5th Street Bridge**.

THE BIKE: Competitors bike a whopping 56 miles from the Augusta Rowing Complex, through South Augusta, and back. The best viewing places are along East Boundary and Greene streets.

THE RUN: The half-marathon-length run — that's **13.1 miles** — ends at the **Augusta Common** downtown. We suggest staying on **9th Street**; from there, you can walk over a few blocks in many directions while runners loop through downtown, and you're close to the finish line.











Augusta's food scene is booming and wide-ranging, a beautiful representation of the global community that lives there. And despite all the prestige on the plate, there's not a touch of snobbery in the Garden City. You're sure to be met with a warm Southern welcome, whether at a white tablecloth or a backyard barbecue. That special combination is what makes Augustan fare shine: diverse flavors, creative fusions, and a family-style reception.

GLOBAL CUISINE FOODIES, LOOK NO FURTHER. **MEETS SOUTHERN HOSPITALITY**



EUROPE

Hildebrandt's (Germany) This family-owned delicatessen is known for its sandwiches and bratwursts. 226 6th St #1416. Augusta, GA 30901 (706) 722-7756 hildebrandtsaugusta.com

Luigi's Family Italian Restaurant

(Italy and Greece) This beloved family-owned restaurant brings together both Mediterranean flavors. 590 Broad St, Augusta, GA 30901 (706) 722-4056 luigisinc.com

Edgar's Bakehouse

(France) The staff here are experts at whipping up authentic French-style bread and pastries. 3179 Washington Rd suite b, Augusta, GA 30907 (706) 863-3669

Augustino's Italian Eatery and Fine Steaks (Italy)

edgarsbakehouse.com

Creamy seafood risotto, a sizzling, 12-ounce New York strip, or good ole pizza. "Mangia" is your mantra at this upscale Italian restaurant. 2 10th Street Augusta, GA 30901 (706) 823 6521 augustinos.net

ASIA

Pho-Ramen'L

(Korea and Japan) This hip spot serves noodles, dim sum, bao buns, and cocktails. 990 Broad St. Augusta, GA 30901 (706) 842-7800 Phoramenl.com

Soy Noodle House

(Korea, Vietnam, China, Thailand, and Japan) Bringing together a variety of Asian favorites, Soy Noodle House offers the best of all worlds. 1032 Broad St, Augusta, GA 30901 (706) 364-3116 soynoodlehouse.com

Solé Augusta (Japan)

With a menu ranging from jerk shrimp tacos to specialty sushi rolls, Solé Augusta takes fusion cuisine to a whole new level. 1033 Broad St. Augusta, GA 30901 (706) 432-9898 soleaugusta.com

Edgar's Above Broad

What's more fun than a restaurant with bocce ball, a putting green, and signature cocktails? 699 Broad St Suite 300, Augusta, GA 30901 (762) 320-4320 edgarsabovebroad.com

THE AMERICAN SOUTH

Brunch House of Augusta On Yelp's Top 100 list of U.S.

restaurants, Brunch House has a robust breakfast and lunch menu — plus chicken and waffles to die for. 573 Greene St, Augusta, GA 30901

Knuckle Sandwiches

Brunchhouseofaug.com

(706) 305-1508

Pulled pork, cheeseburgers, and chicken wings: come and get a Southern-style barbecue. 1149 Broad St, Augusta, GA 30901 (706) 828-4700 facebook.com/ **Knuckle-Sandwiches**

THE MEDITERRANEAN AND THE MIDDLE EAST

Laziza Mediterranean Grill (Lebanon) Kebabs, falafel, and shawarma are the satisfying comfort

foods of the Mediterranean. 901 Broad St, Augusta, GA 30901 (706) 814-7710 lazizagrill.com

Ephesus Restaurant

(Greece and Turkev) Authentic flavors from Greece and Turkey include grape leaves, doner kebab, and grilled platters. 3102 Washington Rd, Augusta, GA 30907 (762) 994-0180 ephesusgreekturkishga.com

LATIN AMERICA

Nacho Mama's (Mexico) Burritos are the main event here, but the tacos, nachos, and margaritas are worth a trip themselves. 976 Broad St, Augusta, GA

30901 (706) 724-0501 nachomamasaugusta.com

Pineapple Ink Tavern

(Cuban) Inspired by Cuban family favorites, enjoy empanadas, croquetas, ropa vieja, and don't forget the craft cocktails. 1002 Broad Street Augusta, GA 30901 (706) 842-4401 pineappleinktavern.com

Tacocat (Mexico) With fillings such as anchoroasted sweet potato or fried shrimp, the tacos here are purrrr-fection on a plate especially when you wash 'em down with a Tacocat Margarita. 208 10th St. Augusta, GA 30901 (706) 842-7800 tacocataugusta.com

SAY "CHEERS" IN ANY LANGUAGE

Vance's Bakery Bar

This mid-century modern bakery and cocktail lounge is best known for its boozy desserts and craft cocktails. 123 James Brown Blvd. Augusta, GA 30901 (706) 250-3936 vancesbakervbar.com

Draft Society Taproom

A self-serve taproom, Draft Society offers a massive selection of beer, wine, and kombucha. 875 Broad St, Augusta, GA 30901 (706) 305-1152

draftsocietytaproom.com







CHEFS TO KNOW

GET TO KNOW THE PEOPLE THAT MAKE AUGUSTA'S FOOD SCENE SO SPECIAL.



"What makes my food so unique is the combination of two different cultures: urban food, which is soul food, infused with a hint of Asia." - Reggie White, **Black Lotus Cuisine**



from New York to

Augusta.

"Consumption of Michael Romano, a five-star chef and Food Network champion, crafts decadent pastries from scratch at **Edgar's** on every single one Bakehouse. "Southern to create an overall hospitality is a thing," experience." he told WRDW-TV, of – Melanie Harvey, The SolFood Kitchen his decision to relocate



Sean Wight owns • food is one of the only activities in which | Frog Hollow Tavern, we use all of our senses — and I try to touch

five local eateries: Craft & Vine, Frog & the Hen, and two Farmhaus Burgers. To Forbes Travel Guide, he said: "We're just real fortunate to live where we live, with the proximity to some great farms and dairies."



We combine Iflavors of Southern cooking and traditional breakfast to create an amazing taste. Augusta has so many diverse local options, and we all bring something unique to the city!" - Asian Brown, **Brunch House**

WAKE ME UP BEFORE YOU GO-GO

TRY THESE COFFEESHOPS AND CAFÉS.

You can learn a lot about a city from its coffee shops.

After all, they're where people gather — whether to connect, relax, or jump-start their day. Augusta has a vibrant coffee scene, with a number of roasters, plus speciality shops and cafés.







BODEGA ULTIMA

Father and son restaurateurs run Bodega Ultima, where you can grab a coffee in the morning and return for a beer later on.

BUONA CAFFE -ARTISAN ROASTED COFFEE

Buona's beans are served widely throughout the city, and their coffee shop is a cozy place to catch your breath.

CAVALIER'S COFFEEHOUSE

With a charming outdoor patio and cozy indoor space, Cav's serves delicious coffee and a rotating selection of wines and regional beers.

INNER BEAN CAFÉ

Inner Bean has a robust menu of breakfast and lunch items, plus coffee, tea, and smoothies.

LILY COFFEE. TEA & BREAD

A Vietnamese bubble tea shop located in the Laney Walker Neighborhood. Offering delicious coffee, tea and vietnamese sandwiches and street food.

METRO COFFEEHOUSE AND PUB

A landmark in downtown, Metro has a long list of coffee cocktails, plus non-alcoholic cups.

NEW MOON CAFÉ

New Moon serves comfort food made from fresh and local ingredients, as well as house-roasted coffee, American-grown teas, and pastries from scratch.

UBORA COFFEE ROASTERS

A beloved roaster of beans, Ubora also serves espresso drinks and drip coffee in its charming café.





Augusta's Oldest Restaurant Four Generations - Since 1949

Tournament Week Sunday April 2nd through Saturday April 8th 5 - 10PM

Regular Hours
Open for Dinner Wednesday through Saturday at 5PM
Lunch on Friday from 11:30 - 2PM

Mediterranean Cuisine in Downtown Augusta 590 Broad Street • 706.799.4056

www.luigisaugusta.com



Located inside **Crowne Plaza** North Augusta, **Salt + Marrow Kitchen** prepares its signature entrees on a wood-fired grill that infuses a deliciously unique flavor. Start with a selection of small plate appetizers, and savor mouth-watering steaks, seafood, lobster, pork chops, and other entrees. Enjoy your favorite cocktails or their selection of fine wines. The restaurant offers a private dining room that seats up to 20 guests. Reservations recommended; visit OpenTable at **opentable.com/r/salt-and-marrow-kitchen-north-augusta.**

crownenorthaugusta.com

saltandmarrowkitchen
 saltmarrowkitchen









HOP TO THE BREWERY SCENE IN AUGUSTA.

WHAT'S BREWING?

There's something special about a local brew. When locally grown ingredients are brought together by local brewers and distillers, they create something completely unique. It's the essence of the community in a glass. It's your tastebuds' introduction to Augusta. And with a number of cool spots to choose from, you're sure to find your match made in hop heaven.

SAVANNAH RIVER BREWING CO.

With a brewhouse of more than 16,000 square feet, containing eight fermenters working 450 barrels at a time, this impressive operation churns out nearly two million cans of beer annually. From flagships to seasonals and small batches, they have it all — plus beer yoga and a running club.

2ND CITY DISTILLING CO.

2nd City's team strives to reclaim the craft and culture of small-scale distilling. They are proud to use quality corn and fresh, local ingredients to create delicious vodka, gin, rum, bourbon, and specialty liqueurs.

RIVER WATCH BREWERY

Located in a renovated warehouse space, River Watch has revitalized a piece of Augusta's history with a lot of love and elbow grease. Brewers Brey and Anne Sloane offer up three core drafts plus limited releases and experimental recipes.

DRAFT SOCIETY TAPROOM

Draft Society Taproom has 43 rotating taps including beer, wine, cider, kombucha, and soda. Guests get set up with a bracelet that allows them to serve themselves from the expansive beer wall.

selves from the expansive beer wall.
With a setup like this, the choosing
is almost as fun as the tasting.

ARSENAL TAP ROOM

Serving more than 150 craft beers from around the globe
— plus gourmet grilled cheese and tater tots — Arsenal Tap
Room has something for everyone. Their charming beer garden and cozy interior offer comfort and style wherever you sit.

JUST PEACH

Mix up this easy, refreshing cocktail featuring local spirits.

When Prosper K. Berckmans arrived in Augusta from Belgium in the mid-1800s, he began planting peach trees on his Fruitland Nurseries farm. He ended up planting more than three million peach trees on his property and came to be known as the "Father of Georgia Peaches." His former farmland is now the Augusta National Golf Course, and his original residence today serves as the course's clubhouse. Berckmans' legacy lives on in our **Fruitland** Augusta Peach and Peach Tea Vodka.

Augusta Lemonade

Combine equal parts
Fruitland Augusta Peach
Tea Vodka and your favorite
lemonade. Serve over ice.
(Best enjoyed with company
on the front porch.)





NIGHT AND DAY

CHOOSE YOUR OWN ADVENTURE.

From rooftop bars to improv shows, concerts, and axe throwing, Augusta's nightlife is always exciting. Whether you're craving a booze-filled dessert or a game of bocce ball, the night is yours.

BROAD AXE THROWING CLUB

What's all this about axe throwing? This unconventional "sport" has you hurling axes at wooden targets to earn points — and it is a *blast*. It's great for team building events, birthday parties, or any old night when you're in the mood for something different.

LE CHAT NOIR

This intimate theater and cocktail lounge takes inspiration from 19thcentury cabarets. It's a great place to catch a comedy show, film festival, or burlesque performance — or to simply enjoy a beverage in a unique and charming environment.

VANCE'S BAKERY BAR

A mid-century modern bakery and cocktail lounge, this is not your typical bar. Offerings include lemon pound cake bites with Limoncello and vodka inside. brownies infused with Grand Marnier, and cinnamon whiskey cherries atop cheesecake in a shot glass.

DAHMAN'S REVENGE RAGE ROOM

Get your smash on at this Veteran -owned rage room where you can throw an adult-sized temper tantrum in a controlled and fun environment. Bonus! they clean up the mess so you don't have to. Grab friends or family and release the beast!

PEDAL PUB AUGUSTA

Hop aboard the original party bike for a one-of-a-kind sightseeing experience. Their pilots will guide you to all the best local hot spots. Sign up for a private or custom tour of your choosing, ideal for birthday parties, bachelor/ bachelorette parties, and other special occasions.

TASTE WINE ROOM

Taste Wine Room offers an upscale yet unpretentious atmosphere to savor their curated wine, beer and charcuterie lists. Consider attending one of their wine school classes to grow your knowledge and love for wine or sit back and relax to the sounds of local jazz musicians at one of their Jazz Nights.

ROOFTOP BARS

HYATT HOUSE AUGUSTA DOWNTOWN

From the eighth floor's glamorous outdoor lounge, you can watch the sun set over the skyline with a cocktail or craft beer in hand.

JACKSON'S BLUFF

The rooftop bar of Crowne Plaza North Augusta, Jackson's Bluff offers panoramic views of the city and the Savannah River — and of course cocktails, wine, beer, and small plates. Still hungry? Partake in an intimate dining experience at Salt + Marrow.

EDGAR'S ABOVE BROAD

Edgar's Above Broad promises a fun and laid-back vibe, with a putting green and bocce ball court, plus a diverse menu with tapas, sliders, and dozens of drink options.

SIX SOUTH ROOFTOP BAR

After dining at 8595 in the Partridge Inn, grab an after-dinner drink and enjoy the incredible view at the newly renovated Six South Rooftop Bar.



THE LIVE MUSIC GUIDE

SMALL VENUES

- StillWater Taproom • The Soul Bar
- Metro
- The Loft
- Humanitree House
- Fox's Lair (at Olde Town Inn)

LARGE VENUES

- Augusta Entertainment Complex (James Brown

- Soul City Pizza
- Doc's Porchside • Capri Lounge
- Studio Neighborhood Bar
- Joe's Underground

- Imperial Theatre
- Miller Theater
- Arena & Bell Auditorium)
- Grantski Records
- The Jessye Norma **Amphitheater** • The Sharon Jones
- **Amphitheater** (North Augusta, S







Please, Please, Please Find these and other James Brown lyrics painted on the 800 block of Ellis St. Artists: Leonard Zimmerman, Jay Jacobs & Brian Stewart

Get ULT URED

THE ARTS ARE ALIVE AND WELL IN AUGUSTA. HERE, CULTURE LOVER, IS YOUR OFFICIAL AUGUSTA CHECKLIST. By Jessie Rumbley

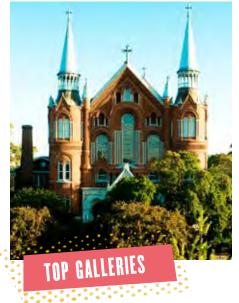
Calling all culture enthusiasts, art history buffs, and clever creativity fanatics: Augusta is the place for you. Whether you love a classic museum experience or unexpected public art, you'll find it here. Catch a show. Happen upon a mural. Spend a day with Southern masterworks. Hit the theater for a comedy show. Even take a class for yourself. Augusta's arts community has funky flair and formal roots — there's something for every creative soul. Find all the details and addresses at visitaugusta.com.



Nowhere is Augusta's commitment to the arts clearer than in the city's abundant public art.

1. Murals all around

- 2. Art the Box decorated traffic signal control cabinets, a collaboration between City of Augusta, the Downtown Development Authority, and the Greater Augusta Arts Council
- **3. Painted Pianos** by the Jessye Norman School of the Arts
- 4. Augusta Sculpture Trail
- **5.** James Brown Journey Walking Tour, a fun-filled lesson in music history



Gallery-hopping in Augusta is one-of-a-kind.

- **1. Sacred Heart Cultural Center**, a community gathering place
- Morris Museum of Art, a celebrated collection of Southern works
- **3.** Gertrude Herbert Institute of Art, contemporary art in an historic setting
- **4. Tire City Potters**, where pottery meets punk
- 5. Arts and Heritage Center of North Augusta, with both art and history exhibits
- **6. Art on Broad**, for blown glass, local pottery, and more
- 7. Augusta & Co., for hyperlocal specialties
- **8. 523 Gallery**, where every piece has an inspiring maker story
- **9. Westobou**, Rotating contemporary art exhibitions by local and regional artists.
- **10.** Ann and Ellis Johnson Gallery of Art, showcasing work from students at the Jessye Norman School of the Arts



Immerse yourself in the spirit of Augusta at some of our favorite festivals.

- 1. The Augusta Market at the Riverwalk, every Saturday, where you'll find food, art, and more (Open Mar.–Nov.)
- **2.** Augusta Craft Beer Festival, a city-wide cheers (May)
- **3.** Garden City Festival at Sacred Heart, where stunning private garden tours are just the beginning (April)
- **4. Augusta Pride**, applauding our LGBTQA community (June)
- **5.** Arts in the Heart of Augusta, awardwinning and one of the biggest festivals in the South! (September)
- **6.** Augusta Greek Festival
 Seriously, save your appetite for this one. (Fall, Spring)

Performance art is thriving; many of our local companies have been around for decades. Join in the encore at the 6 Augusta signatures.

- 1. Symphony Orchestra Augusta
- Augusta Ballet
- 3. Colton Ballet Company of Augusta
- 4. Augusta Choral Society
- 5. The Augusta Chorale
- 6. The Augusta Players



Scan to discover more arts and entertainment opportunities.



Treat yourself to the drama of live theatre.

- **1. Miller Theater**, home of the Augusta Symphony and recently restored to its Art Moderne glory
- **2.** The Imperial Theatre, home to some of the city's most distinguished acts
- **3. Fort Gordon Dinner Theatre**, starring military and civilian volunteer cast and crew members, and serving a buffet meal
- **4.** Le Chat Noir, where you'll find standup comedy, improv, plays, burlesque, and more
- **5. Enopion Theatre Co.**, which brings Bible stories to life
- **6.** Aiken Community Theater, showcasing drama and musicals
- Grover C. Maxwell Performing Arts
 Center, the performing arts center of Augusta University
- **8.** Augusta Mini Theatre, offering affordable arts classes and performances to develop cultural and life skills for youth



For star-studded performances and the city's most diverse lineup, head to James Brown Arena & Bell Auditorium, a.k.a the Augusta Entertainment Complex. You can catch everything from a home-and-garden expo to hip-hop concerts and comedy to Christian rock shows. Just like James Brown, this place embraces all kinds of music and entertainment.





MEET AN AUGUSTAN

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"I am grateful to the arts and cultural community in Augusta for continuing to demand excellence and for pushing the needle forward... The community keeps me inspired, always looking for something different, unusual, inspiring, thought-provoking, surprising."

—Kristi Jilson Sykes, executive

director, Westobou art gallery

Discover beautiful sculptures by renowned artists as you walk along a peaceful trail.

SEE YOU AT THE GALLERY

MUSEUMS, GALLERIES, AND OUTDOOR EXPERIENCES MAKE ART COME ALIVE.

The Morris Museum of Art

The Morris Museum of Art is the oldest museum in the country devoted to the art and artists of the American South. Stroll through its rich permanent collection of more than 5,000 works, or explore continually changing special exhibitions and public programming.

Westobou Gallery Westobou Gallery, a contem-

porary art venue, showcases innovative and experimental works by national, regional, and local artists. They also host unique events such as film screenings and artist dinners. With a focus on contemporary and emerging artists, this gallery is a must-see for fans of new and cutting edge art.

The Augusta Sculpture Trail

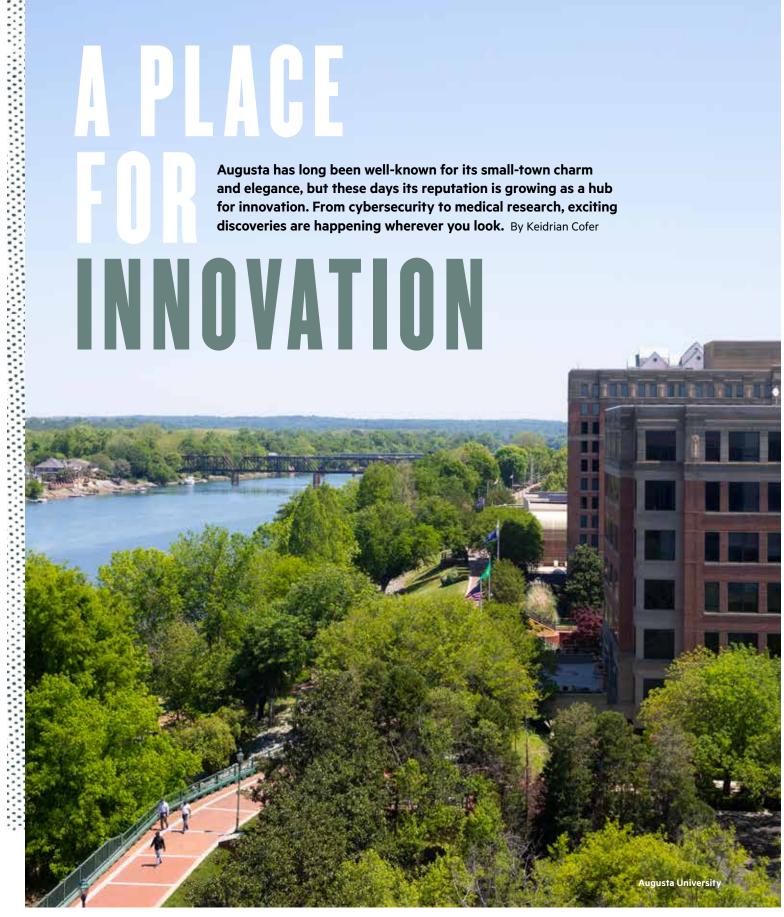
The Augusta Sculpture
Trail makes the great
outdoors its gallery space.
Discover sculptures created
by nationally-renowned
artists as you walk along a
peaceful trail. A free audio
tour, accessible by mobile
device, shares detail about
each work of art as you
come upon it.





Augusta has long been well-known for its small-town charm and elegance, but these days its reputation is growing as a hub for innovation. From cybersecurity to medical research, exciting discoveries are happening wherever you look. By Keidrian Cofer

INNOVATION









AUGUSTA IS MAKING A NAME FOR ITSELF AS A TECH, RESEARCH, AND BUSINESS HUB.

High Tech Haven

Tech companies and new start-ups are increasingly setting up shop in downtown Augusta's posh office spaces, inspiring others to follow their lead. But the premier influencer in Augusta's tech space is the Army Cyber Command, which moved to **Fort Gordon** in 2020. There, cyber soldiers work on the cutting edge of cybersecurity, continuously upgrading their systems as the field evolves.

The Georgia Cyber Center is another huge tech entity, dynamically serving the community by hosting government, academic opportunities, and private industry all in one place.

Research & Development

Augusta University, one of Georgia's four major research universities, is at the forefront of medical research at the Medical College of Georgia. The university is involved in nearly 300 funded research activities that work to improve health outcomes in myriad ways.



Find Your Innovation

It's inspiring to live in a city where so many people are working together across fields and industries to help others. And it's inspiring to visit. Many companies choose Augusta for conferences and events because of its spirited atmosphere, affordable options, and luxury accommodations. Popular spots include the Augusta Marriott at the Convention Center and Crowne Plaza North Augusta.

We hope you join us for your next event and help further the story of innovation, discovery, and the future we're creating together.



Learn more and get customized event support at meetinaugusta.com

MEET IN AUGUSTA

THERE ARE SO MANY GREAT REASONS TO HOLD YOUR UPCOMING MEETING, EVENT, OR CONFERENCE IN AUGUSTA.

Unparalleled attention to detail

Destination Augusta — the city's not-for-profit tourism organization — works tirelessly to support unforgettable events. The team provides trusted insight and knowledge from their perspective as locals. And since every event is unique, they create customized resources like group-specific culinary guides and landing pages.

Location, location, location Whether you're coming from another state or within Georgia, Augusta is easy to access from Interstate 20 or Highway 25. The city is centrally located — within 2.5 hours of Atlanta, Charlotte, Savannah, and Charleston. Plus, Augusta Regional Airport welcomes folks comfortably from all around.

Get your money's worth

Augusta is dedicated to delivering the highest quality at nominal cost, so you can savor instead of stress. You'll find lodging and event spaces are affordable and elegant — plus, they're a stone's throw away from unique and wide-ranging dining options.

Come hungry

Augusta's thriving culinary scene uses locally sourced ingredients to deliver exciting twists on Southern favorites — and dishes inspired by global cuisines. From the best traditional Southern barbeque to the latest modern fare, this chef-driven city has it all.

Downtown walkability

While in Augusta, there's rarely a need to hail a ride. Augusta's walkability and mild climate allow for quick transportation by foot from meeting space to restaurants, museums, shopping, and nightlife.

- Augusta Marriott at the Convention
- Hyatt House
- Crowne Plaza North Augusta
- DoubleTree by Augusta
- Courtyard by **Marriott Augusta**
- Sheraton Augusta
- Hilton Garden Inn
- The Partridge Inn Augusta, Curio **Collection by Hiltor**



LET'S TALK BUSINESS

FIND YOUR TEAM'S HOME BASE.

Augusta's River Region is a thriving business and cultural center, with ample opportunity for hosting conferences and gatherings of all kinds. Choose your home base from dozens of world-class hotels that provide elegant spaces

The Augusta Marriott at the Convention Center, which overlooks the scenic Savannah River, offers the perfect mix of southern tradition and upscale sophistication plus dozens of meeting rooms and 40,000 square-feet of exhibition space.

Another excellent option is the **Hyatt House Augusta** Downtown, which provides a range of event spaces to suit both intimate and large-scale gatherings. And with sweeping views of the city, its rooftop lounge is sure to impress.





CONVENE & COLLABORATE

Hotel

GETTING HERE & GETTING AROUND



TRAVEL TO AUGUSTA

AUGUSTA IS 140 miles east of Atlanta and is easily accessible to most of the Southeast via its location on Interstate 20.

ATLANTA, GA | 140 Miles

- » BIRMINGHAM, AL | 294 Miles
- CHARLESTON, SC | 138 Miles

CHARLOTTE, NC | 122 Miles

- » CHICAGO, IL | 829 Miles
- CLEVELAND, OH | 543 Miles

DALLAS, TX | 927 Miles

- » JACKSONVILLE, FL | 245 Miles
- » KNOXVILLE, TN | 272 Miles
- » **NEW ORLEANS, LA** 612 Miles
- » ST. LOUIS, MO | 699 Miles
- » SAVANNAH, GA | 122 Miles

WASHINGTON, D.C. | 547 Miles



AUGUSTA REGIONAL AIRPORT

flyags.com

(706) 798-3236

Carriers: Delta / American Airlines

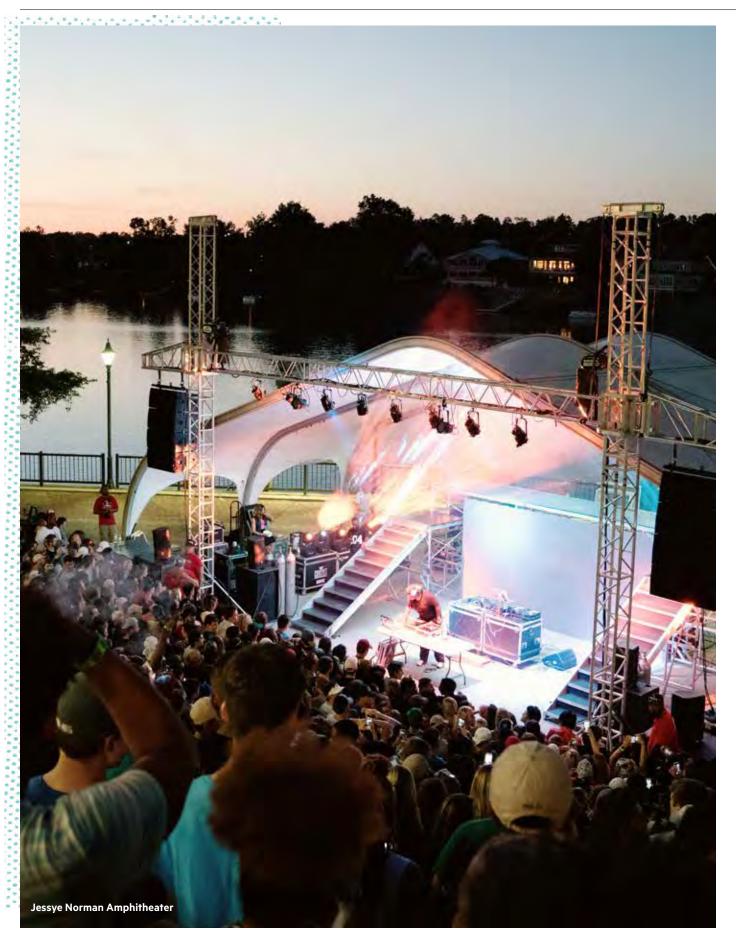
DANIEL FIELD AIRPORT

(SERVING PRIVATE AIRCRAFT)

augustaaviation.com

(706) 733-8970







UNITED BY SERVICE

AUGUSTA'S FLOURISHING MILITARY COMMUNITY INVITES EVERYONE TO BE A PART. By Jessie Rumbley

support our veterans in one fell swoop at these top five:

• River Watch Brewery

• Ubora Coffee

• The Broad Axe

Throwing Club

• Vance's Bakery

The U.S. Army's Fort Gordon is a beloved fixture in Augusta, fostering culture, recreation, and community. Annual events include a carnival with rides, food, and a flea market, as well as their Independence Day Celebration, featuring live music, good eats, and fireworks. Plus, there's fun to be had all year round: Fort Gordon hosts smaller events like races as well as fishing and shooting tournaments. And they offer horseback riding, golf and disc golf courses, and the award-winning Fort Gordon Dinner Theatre.



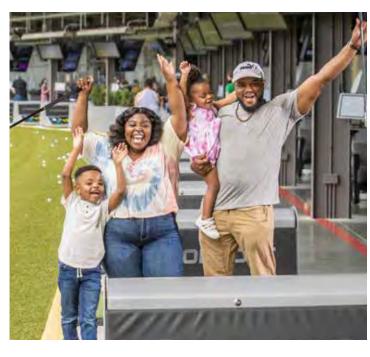
"The Fort Gordon Community is a very important asset to Augusta. As the largest employer in the region, its economic impact is more than \$2 billion, with service members, retirees, contractors, and their families investing and spending in the community." -Cathy Shaw, Family and MWR Sponsorship and Advertising Manager

MEET THE LOCALS

EXPERT ADVICE FROM AUGUSTA'S COOLEST RESIDENTS







ARTS AND CULTURE

Meet Katie Brooks, a colorful marketing professional and your guide to an unforgettable weekend of arts and culture in the Garden City.

KATIE'S TOP PICKS

Miller Theater: A cultural epicenter, this historic theater is home to the Augusta Symphony and hosts a wide range of music and entertainment events.

Vintage Ooollee: This shop is a veritable wonderland, with clothes and accessories from the 1880s through the 1980s.

Morris Museum of Art: The oldest museum in the country specifically devoted to the art and artists of the American South, the Morris Museum hosts a rich variety.

Bedford Greenhouse: Shrubs, trees, and expertise: That's what's on offer at Bedford. Both novice and expert gardeners will find themselves leveling up.





Scan for the

HISTORY

Meet Bonita Jenkins, an education professional and your guide to a weekend exploring Augusta's history and heritage.

BONITA'S TOP PICKS

Augusta Museum of History: Permanent exhibitions showcase Augusta's history as a transportation corridor, a hub for golf enthusiasts, a cultivator of legendary individuals.

The Lucy Craft Laney Museum of Black History
Explore both permanent and rotating exhibitions that
showcase Black history and artworks from well-known
and emerging artists.

Canal Trail along the Savannah River: In 1736, founder James Oglethorpe was drawn to the opportunities afforded by the river. Today, its recreational activities are a chance to explore nature and history together.





Scan for the full itinerary.

HEALTH & WELLNESS

Meet Bethany Smith, a yogi influencer and your guide to health and wellness throughout your trip.

BETHANY'S TOP PICKS

The Southern Salad: This is the spot for "clean greens in the dirty South," including delicious salads, rice bowls, and smoothies.

Augusta Riverwalk: Affectionately called the "front porch of the city," the Riverwalk has playgrounds, a weekend market, and even hosts live concerts.

Savannah Rapids Kayak Rental: There's no better way to both exercise and explore than by kayak. Tours are available to see wildlife, sunsets, and more.





Scan for the full itinerary.

KID FRIENDLY

Augusta is a rare gem, as rich in arts and culture as it is in nightlife, natural beauty, and family activities. There's no one right way to do Augusta. But local experts can point you in all the right directions.

Meet the Osborne Family, your guides to an adventure-packed weekend with your crew.

THE OSBORNE'S TOP PICKS

Topgolf: Whether celebrating a birthday or simply a Tuesday, it's always the right time for food and games at Topgolf.

The Big Mo: Drive-in theaters are timeless, and The Big Mo offers double features plus snacks and a kids' play area.

Pink Dipper: An old-fashioned ice cream parlor, Pink Dipper serves sweet nostalgia on a cone.





Scan for the full itinerary.







ZIKE MONDAY MORNING

GO AHEAD, MAKE IT A THREE-DAY WEEKEND.

TO DO

- 1. Take a stroll along the Augusta Riverwalk.
- **2.** Jam to soul music at the **James** Brown Statue.
- **3.** Explore Augusta's many murals.
- **4.** Experience history at **Meadow Garden**, the home of George Walton, the youngest signer of the Declaration of Independence.
- **5.** Hike and bird-watch at **Phinizy Center 8.** Rhinehart's **Oyster Bar** is the spot for & Nature Park.
- **6.** Discover public artworks on The Augusta Sculpture Trail.
- **1.** Learn about the legacy of America's oldest Black church at Springfield Village Park.
- **8.** Get your paddling on with **Two Dudes** & A Boat Kayak Rentals.
- **9.** Hike, cycle, or jog through the **Augusta Canal Trails.**

TO EAT

- 1. Finch & 5th is known for its craft cocktails and creative twists on Southern classics.
- 2. Oliviana's Italian serves classics like pizza, pasta, wine, and cocktails.
- 3. Whiskey Bar Kitchen has unforgettable burgers and Asian cuisine, plus much more.

- **4.** Solé Augusta dishes out tapas, craft cocktails, and sushi.
- 5. Laziza Mediterranean Grill has authentic cuisine built upon family recipes.
- **6. Edgar's Grille** offers American cuisine with a Southern flair, including steaks and seafood.
- **7.** Curry Hut, an Indian eatery, serves curries, birvani, and tandoori breads.
- seafood, including shrimp and grits, po'boys, and catfish chowder.
- **9.** Top Dawg Tavern, a family-owned sports bar, has burgers and wings to die for.
- **10.** World of Beer has drool-worthy German pretzels, loaded tater tots, and, of course, beer.

TO DRINK (AM AND PM!)

- 1. New Moon Café serves delicious coffee, smoothies, and fizzy lemonade.
- **2. Metro Coffeehouse** is a downtown landmark, offering hot drinks and cool company.
- **3.** Stillwater Taproom, a neighborhood tavern, has rotating drafts and rocking chairs out front.
- **4.** The Soul Bar is like a night out with James Brown — soulful and unforgettable.

- 5. The Indian Queen offers both experimental and classic cocktails to match vour mood.
- **6.** Lily Coffee, Tea & Bread serves Vietnamese coffee, Boba tea, Vietnamese sandwiches & delicious street food.

TO PUT A CHERRY ON TOP

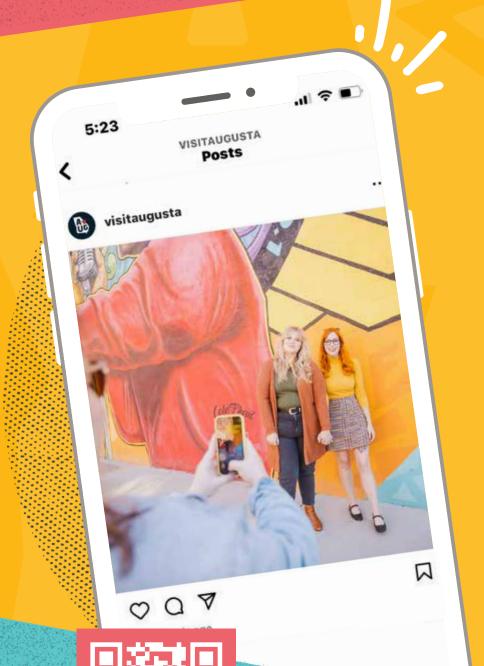
- **1.** Boll Weevil is known for its decadent cakes, cheesecakes, and pies.
- **2.** The Pink Dipper, an old-fashioned ice cream parlor, serves generous scoops and cones.



Innovation Mural of Augusta This tribute to innovation is at 100 Grace Hopper Lane. Artist: Aort Reed

FOLLOW OUR SOCIAL MEDIA CHANNELS!





















VISITAUGUSTA.COM

