

# LUBBOCK

## *Texas*

VISITOR'S GUIDE 2022





@ALICE.KERLEY

NATIONAL RANCHING HERITAGE CENTER

# Howdy, Y'all!



 **LUBBOCK PRESTON SMITH**  
International Airport

## Airlines servicing Lubbock

 Southwest

 American  
Airlines

 UNITED  
AIRLINES

## How to get around town

Lyft, Uber & taxi services  
Rental car services  
Limo & town car services  
Charter buses

Lubbock Shuttle  
King's Highway  
New Mexico Texas Coaches

## Where to stay

Most hotels are within a short 15-minute drive from the airport and many of our attractions. See a full list of hotels behind the map in the centerfold!

Scan the QR code  
to find the perfect  
Lubbock souvenir



**Welcome**  
**TO LUBBOCK!**

[visitolubbock.org](http://visitolubbock.org)

806.747.5232

1500 Broadway, Ste. 600  
Lubbock, TX 79401



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*On the cover*

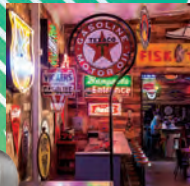
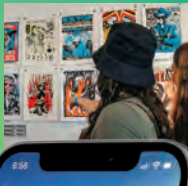
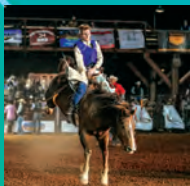
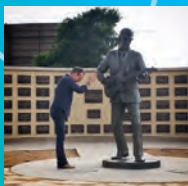
*Frida - painted by local artists Kelly Reyna  
& Sophia Villalobos from Grey Edges Studio  
& Art Gallery. Follow along @greyedges\_ge  
@greyedgespainter @sophiavillalobos\_art*

VISITOR'S GUIDE PRODUCED  
& DESIGNED IN-HOUSE.



# CONNECT WITH US

WHILE YOU'RE EXPLORING THE 806, SNAP A PICTURE AND  
TAG US USING **@visithubbock** AND **#LiveLoveLubbock!**



Have a question for us?  
We're just a DM away!

# LUBBOCK IN THE HEADLINES

Locals say Lubbock's outsized creativity comes from its uninterrupted horizons. Skyscrapers are absent here. Open sky and broad stretches of flat land are Lubbock's stocks-in-trade. They leave room for what Don Caldwell, owner of Lubbock's nearly 50-year-old Caldwell Recording Studios, once called "a reckless energy."

– *Amanda Cargill*, **ROADTRIPPERS MAGAZINE**

When it comes to romancing the Great Plains, Lubbock may have a cowboy past, but its future is great wine, great food and great arts and musical heritage.

– *Mary Ann Anderson*, **FORBES MAGAZINE**

I fell under the spell of the "Hub City" of West Texas; its quirkiness, the high plains (*Lubbock sits at 3,256 feet; you can see for miles*), its culture, food and people -- not to mention Lubbock is the hometown of rock 'n' roll pioneer Buddy Holly and the home of Texas Tech University.

– *Kristen Tucker*, **EVANSVILLE LIVING**

Lubbock, the West Texas town of nearly 300,000 people, where 1950s musician Buddy Holly was born and raised, is famed for a variety of reasons. It's a major college town with Texas Tech University. It's also one of the biggest producers of cotton in the U.S. The community's emphasis on art, creativity and diversity is blossoming.

– *Todd Wessell*, **JOURNALS AND TOPICS MAGAZINE**



# Coffee Fix

*Thin Mint  
Latte*

TUMBLEWEED + SAGE  
COFFEEHOUSE



MONOMYTH COFFEE



*Bourbon  
Maple Latte*

BARA' COFFEE SHOP



*Toffee  
Nut Mocha*

SUGAR BROWNS COFFEE CO.



*Slayer  
Latte*

*Lechera  
Latte*

GOLD STRIPE COFFEE ROASTERS



*Cuban*

TOVA COFFEEHOUSE



*Ninety-Two  
Latte*

NINETY-TWO BAKERY & CAFE



*Lubbock  
High*

J&B COFFEE



*Vietnamese  
iced coffee*

PEARL TEA



*Nitro  
Cold Brew*

HE-BREWS COFFEE



*See where to order one  
of these sips & others!  
→ PG. 35*

# CURATED BY US

TAKE TO THE STREETS AND SNAP A PIC WITH A FEW OF OUR TEAM'S FAVORITE LOCAL ART PIECES.

"*Oblique Intersection*, included in the Texas Tech Public Art Collection, was a piece of artwork that captivated me for days after seeing it. The minds that came up with this work of art truly astound me!"

– Ruth Tingey

"Every time I hop on I-27, I look to the west at the Charles Adams Studio Project, see the Buddy Holly mural and smile. Buddy was still a kid when he passed, and I love being reminded of his youth."

– Lacie Freelen

"There is nothing I love more than walking the campus of Texas Tech University and seeing the public art pieces. My daughter loves horses so *Wind River*, a bronze sculpture by Deborah Butterfield, is our current favorite."

– Katherine White

"The *Lubbock Tornado Memorial* tells the story of Lubbock's tragic past, while also looking ahead to its vibrant future. Every day as I pass the memorial, I am humbled at the resilience of a city that turned a devastating moment in its history into the growth and development we experience over 50 years later."

– McKenna Dowdle

"The *Frida* mural painted on Grey Edges Studio has to be a top favorite of mine. Not only is it a reminder of the vibrant culture and beauty Lubbock has to offer, but it is also a fun selfie spot while exploring Lubbock's First Friday Art Trail. Be sure to grab some local art from the studio while there!"

– Elizabeth Espinoza





# Foodie Favorites

FROM DELECTABLE CHEESECAKE TACOS TO CRISPY FRIED CHICKEN AND SLURPABLE NOODLES, CHECK OUT SOME OF OUR FAVORITE FOODIE FINDS IN THE 806!

**FRIED CHICKEN AT DIRK'S** Perfectly breaded chicken is the pride of this locally owned fried chicken stop. Savor each bite on its own or with one of their homemade sauces.

**CAULIFLOWER RICE AT CRAFTHOUSE GASTROPUB** As do most tasty dishes, this gluten-free/vegan option pairs with different flavors weekly. This week just so happens to feature sweet potatoes, fried baby kale and toasted almonds.

**BREAKFAST AT FLIPPER'S TAVERN** Make plans this Sunday to savor the weekly brunch flavors at Flipper's. We're drooling just thinking about two sunny-side up eggs with bacon and roasted potatoes. Served with a homemade biscuit and jam, it's the perfect balance of savory and sweet.

**DRUNKEN NOODLES AT MAI THAI KITCHEN** The secret is out, or at least it is now. The drunken noodles, also known as Pad Kee Mao, at Mai Thai are heavenly. Eggs, broccoli, bell pepper and green onion are just a few of the ingredients which comprise this noteworthy dish.

**CHEESECAKE TACOS AT RAVE ON** We are raving about this tasty sweet dish! They start with a cinnamon sugar fried tortilla and top it with cheesecake filling and fruit compote. Drizzled with butterscotch and sprinkled with macadamia nuts, this dessert will leave you wanting more.

**PENNE A LA VODKA AT STELLA'S RESTAURANT** Pancetta and Italian herbs meet in a delectable tomato vodka cream sauce to create this rich dish. Don't miss out on pairing this pasta with one of the signature martinis!

*For locations & more local foodie faves, flip to page 35!*





# 10 PET-FRIENDLY PLACES *in Lubbock*

Grab the leash and take your furry friend to our favorite dog-friendly spots around town. From running trails and dog parks to dog treat cafes and restaurants that are welcoming to pups, experience the LBK with your K-9 in mind!

*Check out some of our  
favorite pup spots!*



ALOFT LUBBOCK



HAMPTON INN &amp; SUITES LUBBOCK SOUTHWEST



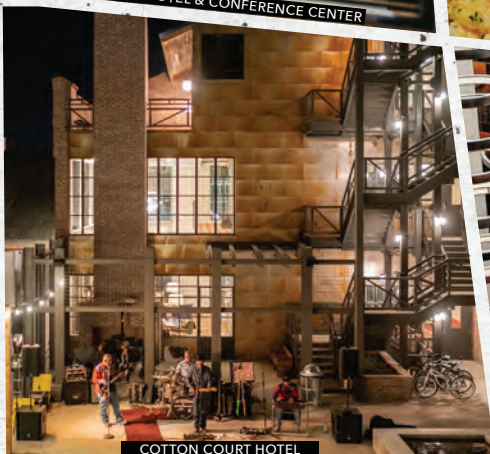
OVERTON HOTEL &amp; CONFERENCE CENTER



THE EMBASSY SUITES



COTTON COURT HOTEL



DOUBLETREE BY HILTON



# MEET IN THE 806

From accommodations and meeting spaces to wine tastings and team building activities, Lubbock brings to life ordinary gatherings with its dynamic culture and West Texas hospitality.

*Plan your next meeting in the "Hub City" today!* →





FROM PREHISTORIC TIMES TO THE MORE RECENT ERA OF ROCK 'N' ROLL, CHECK OUR GUIDE TO THE MUST-SEE MUSEUMS FOR HISTORY BUFFS AND THE CURIOUS-AT-HEART ALIKE.

**AMERICAN WINDMILL MUSEUM** *1701 Canyon Lake Dr.*

/ 806.747.8734 Visit the largest collection of windmills in the world at the American Windmill Museum. Visitors are immersed in the pioneering spirit of Lubbock, Texas, through exhibits and art including the 6,000-square-foot hand-painted mural titled Legacy of the Wind.

**BUDDY HOLLY CENTER** *1801 Crickets Ave.* / 806.775.3560

This permanent exhibit is dedicated to the life and music of rock 'n' roll legend, Buddy Holly. View memorabilia donated by family, friends and fans of Lubbock's favorite son, including the iconic Buddy Holly glasses found at the site of the airplane crash.

**CAVIEL MUSEUM OF AFRICAN AMERICAN HISTORY**

*1719 Ave. A* / 806.773.6046 This museum is named after the former owners of the building, Alfred and Billie Caviel, the first African American husband and wife to own and operate their own pharmacy in the U.S. See exhibits dedicated to celebrating art, culture and

identity with artwork from Africa and antiques donated by community members.

**FIBERMAX CENTER FOR DISCOVERY** *1121 Canyon*

**Lake Dr.** / 806.744.3786 Learn the history of American agriculture through an array of interactive exhibits at the FiberMax Center for Discovery. With over 70 pedal tractors, 700 toy tractors and a replica of a blacksmith shop, guests get a glimpse of the High Plains around every corner.

**LUBBOCK LAKE LANDMARK** *2401 Landmark Dr.*

/ 806.742.1116 Travel back 12,000 years at the Lubbock Lake Landmark. With archaeological digs, exhibitions featuring Ice Age creatures and a trail to explore, this hidden gem is the best way to experience nature and historical sites.

**MUSEUM OF TEXAS TECH UNIVERSITY** *3301 4th St.*

/ 806.742.2490 At the Museum of Texas Tech, visitors find an impressive collection featuring more than seven million objects. As you peruse the revolving exhibits, take notice of the thought given to each intricate detail.

**NATIONAL RANCHING HERITAGE CENTER** *3121 4th St.*

/ 806.742.0498 Dedicated to preserving the history of ranching, this 19-acre historical park is home to over 50 authentically restored ranch structures. See firsthand the evolution of ranching at this immersive museum.

**SCIENCE SPECTRUM & OMNI THEATER** *2579 S. Loop 289,*

**#250** / 806.745.2525 The Science Spectrum is a unique, hands-on museum featuring interactive science exhibits. Bring the kids to experience the public aquarium and catch an educational film at the Omni Theater.

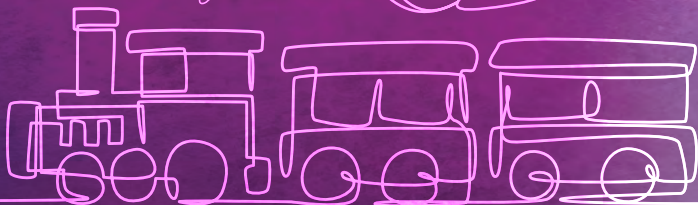
**SILENT WINGS MUSEUM** *6202 N. I-27* / 806.775.3049

View one of a few fully restored World War II glider planes in existence as you pay respects to our servicemen and women. The Silent Wings Museum features a C-47 airplane, a research library and multimedia theater for visitors to enjoy.



# AN *Accessibility* *Guide*

**TO LUBBOCK**



**PLANNING A GETAWAY FOR FAMILIES WITH SENSORY SENSITIVITIES REQUIRES THOROUGH RESEARCH AND UNDERSTANDING OF THE DESTINATION. LUCKILY, THE “HUB CITY” OFFERS AN ARRAY OF ACTIVITIES AND EVENTS THAT CATER TO EACH VISITOR. TAKE A LOOK BELOW AT A FEW LOCAL SENSORY-FRIENDLY VENTURES.**

**ADVENTURE PARK** In the summer months, Adventure Park is the place to play mini golf, steer bumper boats and race down the speedway. Adventure Park offers handicap accessible walkways and even two seater go-karts and bumper boats, ensuring both ease and companion comfort.

**BALLET LUBBOCK’S ANNUAL PERFORMANCE OF THE NUTCRACKER** Ballet Lubbock’s annual performance of The Nutcracker is a must-see! Be on the lookout for sensory-friendly showings with stage lights and music at half volume and an interactive, abridged version of the classic performance.

**JOYLAND AMUSEMENT PARK** This park is a great option when looking for an outdoor activity for the family. Don’t worry about waiting in lines, guests with specialized needs can enter through the exit gate with ease. If requested, Joyland is happy to adjust park music to half volume to accommodate guests.

**LUBBOCK PREMIERE IMAX** When planning your trip to the LBK, be sure to check the local theaters for sensory-friendly showings of popular movies. During the showings, the theater will turn the lights up and the volume down so movie-goers can get up and dance or sing along to the featured flick.

**MILESTONES DEVELOPMENT & PLAY PARK** Coming in 2022, Milestones Development & Play Park is a place where every child is special, regardless of their ability level. Milestones’ goal is to be a place where parents can connect with their children. Follow along at [milestonespark.org](https://milestonespark.org) for more details regarding the opening.

# EXPLORE LUBBOCK'S GREAT OUTDOORS

FROM HIKING TO PADDLEBOARDING, GET OUTSIDE AND EXPERIENCE ALL THAT LUBBOCK'S OUTDOOR ATTRACTIONS HAVE TO OFFER.

## **CAPROCK CANYONS STATE PARK & TRAIL** *(pictured right)*

**850 Caprock Canyon Park Rd., Quitaque, TX** With more than 90 miles of trails to explore, visitors can roam alongside the American bison at this park. With multiple hike-in primitive sites, outdoor enthusiasts are sure to find a spot that fits their adventure.

**PRAIRIE DOG TOWN** *Mackenzie Park* Say "hello" to Lubbock's cutest neighbors at Prairie Dog Town, the first prairie dog colony of its kind. Grab a bag of carrots and head to Mackenzie Park for an up-close look at these local celebrities!

## **SUPLBK** *Canyon Lake Dr. & M.L.K. Jr. Blvd.* / 806.773.3772

Put your skills to the test! Dunbar Historical Lake hosts Lubbock's premier stand-up paddleboarding, SUPLBK, for the ultimate balancing test.

**THE RANGE** *3116 122nd St.* / 806.445.0010 Tee up at The Range to practice your long drives, play for fun, or compete with your friends and family! We would be remiss if we didn't mention the pizza and drinks for guests to order as they perfect their golf swing. **Pro tip:** Don't forget your pup as it is pet-friendly!

## **LUBBOCK WATER RAMPAGE** *6602 Marsha Sharp Fwy*

/ 806.771.5953 At Lubbock Water Rampage, imagination runs as free as the lazy river. Not only is this a great option for the littles, parents can also sit back, relax and enjoy an adult beverage in the shade.





# ADMIRE THE ARTS

AS A HUB FOR THE ARTS, VISITORS FIND CREATIVE VENTURES AROUND EVERY TURN. CHECK OUT THESE GALLERIES AND LOCAL STUDIOS FOR A GLIMPSE OF LUBBOCK'S ARTS COMMUNITY.

## **BROADWAY CONTEMPORARY FINE ART GALLERY**

**1919 Broadway / 806.407.5318** Journey through this distinctive contemporary studio which features local and national artists with over 100 original pieces of artwork.

## **CASP (CHARLES ADAMS STUDIO PROJECT) 5th St. & Ave. J**

**/ 806.788.1008** This program fosters a creative community of artists by facilitating a live/work approach to the arts. Make sure to stop by the artist-in-residence studios during First Friday Art Trail to browse local art and meet the minds behind the craft.

## **CHARLES ADAMS GALLERY 602 Ave. J / 806.788.1008**

Step into one of the most popular galleries in the Lubbock Cultural District and experience permanent and rotating art collections including work from famous artists such as Andy Warhol.

## **EAST LUBBOCK ART HOUSE (ELAH) 405 M.L.K. Jr. Blvd.,**

**Ste. B / 979.338.9238** Danielle East, founder of ELAH, along with other local artists of color are facilitating conversations and challenging patrons through thought-provoking pieces that bring to light the impact of today's social climate on minority groups and people of color.

**GLASSYALLEY 1940 Texas Ave. / 806.535.2457** View the work of talented artists from around the South Plains. They also offer helpful and enjoyable classes for a variety of skill sets.

**GREY EDGES STUDIO & ART GALLERY** *1614 Mac Davis Ln.*

*/ 806.473.7475* Admire the art of Kelly Reyna and others at this local studio which pays tribute to the owner's Mexican heritage. This gallery highlights the work of under-represented and emerging artists and also provides space for workshops to support and bring awareness to families with autism.

**LHUCA** (LOUISE HOPKINS UNDERWOOD CENTER FOR THE ARTS)

*511 Ave. K / 806.762.8606* Made up of four multi-discipline spaces, LHUCA is sure to inspire with exhibitions, art installations, classes, film screenings, dance and many more ways to connect with the arts community. Browse permanent and rotating exhibits throughout the campus for an inside look into the arts of the "Hub City" and beyond.

**LUBBOCK'S FINE ARTS GALLERY** (INSIDE THE BUDDY HOLLY CENTER) *1801 Crickets Ave. / 806.775.3560* In this 2,500 - square-foot gallery, see rotating exhibits featuring contemporary art of local professionals.

*Learn more about the  
Lubbock arts scene*



LHUCA'S ICE HOUSE MURAL BY: BAYNE GARDNER & PETE GOLDLUST  
@LHUCALUBBOCK @BAYNEGARDNER @PETEGOLDLUST

# MOBILE MUNCHIES

**CALLING ALL FOODIES! LUBBOCK BOASTS A MYRIAD OF DIVERSE FOOD TRUCKS RANGING FROM INTERNATIONAL CUISINE TO FAN-FAVORITE TEXAS BBQ.**

**CARLITO'S WAY FOODS** If you're looking for savory international fare, Carlito's Way Foods is a food truck serving authentic Puerto Rican cuisine. To see what's on the menu and where the truck is located for the day, follow [@carlitos\\_way\\_foods](#) on Instagram.

**LOS VEGA'S TACOS** Being one of the newest participants in the Lubbock food truck scene, Los Vega's Tacos brings vibrant flavors from Michoacán, Mexico to the 806. With a menu that changes weekly, follow [@los\\_vegas\\_tacos](#) to see what fresh food this truck will be serving during your trip!

**HILL BARBECUE** From fall-off-the-bone ribs to a tasty potato salad, see what the hype is all about at Hill Barbecue! Check out [@hillbarbecue](#) for the latest menu and be sure to stop by at 16204 TX-493 Loop.

**KURBSIDE SWEETS** *(pictured right)* Satisfy your sweet tooth and indulge in some of the most delectable ice cream sandwiches. With a diverse selection of cookies and ice cream, you are sure to find your own delicious combination. Whether you prefer a sandwich, cone or cup, Kurbside has the perfect scoop! Follow [@kurbsidesweets](#) for the latest updates.

*For more food trucks to follow, visit our lineup*





WHAT to  
Cookie

CHOCOLATE CHIP

DOUBLE CHOCOLATE  
M+M

CINNAMON OATMEAL  
RAISIN w/WALNUTS

BIGWIC



**4ORE! GOLF** 6909 Marsha Sharp Fwy / 806.368.8334

Hit golf balls from state-of-the-art, climate-controlled tee boxes and virtually experience nationally acclaimed golf courses. With delicious drinks and live music, 4ORE! Golf is a great venue for a night out with friends.

**ADVENTURE PARK** 5110 29th Dr. / 806.793.7275

With Adventure Towers, Bumper Bayou, go-carts, ziplining, and more, this 20-acre park is fun for the entire family!

**ALTITUDE TRAMPOLINE PARK** 4525 Milwaukee Ave., Ste 1100 / 806.370.3725

Soar to new heights at Altitude Trampoline Park! With 20,000 square feet of wall-to-wall trampolines, you can rent out the park to host a high-impact event or birthday party.

**ELITE PAINTBALL** 10325 CR 6700 / 806.470.1334

At Elite Paintball, thrill-seekers are equipped to confront the ultimate challenge, on and off the battlefield. Aim for the target and put your skills to the test at this adrenaline junkie's oasis.

**MOUNTAIN BIKING** Dunbar Historical Lake Find your perfect speed on two wheels at Dunbar Historical Lake. With miles of trail to explore amidst the beautiful scenery, this is the ideal location for beginners and experienced bikers alike.

**RAIDER'S AXE GALLERY & ENTERTAINMENT** 1408 Ave. F

/ 806.782.4676 Grab your axes and keep your eye on the target! Raider's Axe incorporates Lubbock's culture into this up-and-coming sport.

**THUNDERZONE** 2769 N Frankford Ave. / 806.797.7223

Bring your A-game to Thunderzone! Ride go-carts, play laser tag and cosmic golf or get lost in the arcades.

# 806 BEER TRAIL

FROM DOWNTOWN VIEWS TO LUBBOCK'S NEWEST HIDDEN GEM, GRAB A PINT AT ONE OF THESE SIX LOCAL BREWERIES.

**AULD BREWING COMPANY** *515 Broadway* / 806.395.3472

With its location on Broadway, Auld Brewing Company pours delicious craft beer from the bottom up to ensure each glass showcases the maximum volume of beer by eliminating the foam at the top. Order a Steckling IPA for a refreshing drink!

**MANO NEGRA BREWING CO.** *2610 Salem Ave.* / 806.319.3073

Nestled in Cactus Alley, Mano Negra is Lubbock's first nano-brewery. Owner and Brewmaster Daniel Badillo first concocted his brewed ale in his former home in Puerto Rico. After deciding to move to Lubbock, the brewery quickly became an opportunity to connect with the Lubbock community through delicious craft beers like the house favorite, Guadalupe Peak.

**TWO DOCS BREWING CO.** *502 Texas Ave.* / 806.412.4888

Start off your weekend of stouts at Two Docs Brewing Co. This local brewery was started by a doctor and a veterinarian as a hobby. Now, their craft is a Lubbock mainstay. We recommend the Buddy Hoppy IPA, Two Docs Bock and Chilton Gose.

**THE BREWERY LBK** *1204 Broadway* / 806.993.9378

Down the street from the Cultural District sits The Brewery LBK inside the historic Pioneer Building. Named the No. 1 Brewpub in the Nation in 2021 by *USA Today*, The Brewery LBK pours seasonal craft brews and regulars like a New England style IPA called Lieutenant Dan, and a Belgian Tripel, the Kerb Crawler.

**TRIPLE J CHOPHOUSE AND BREW CO.** *1807 Buddy*

*Holly Ave.* / 806.771.6555 Continue the crawl downtown by making your way to the Depot Entertainment District. As a long standing hot spot for cold brews, Triple J serves an American amber-style ale called the Raider Red and a Vienna-style lager named Dos Czechies that are not to be missed.

**THE PLAINS BREW CO. 515 N FM 179 / 806.786.8583**

This hyper-local microbrewery focuses on “plain good beer” and an authentic, friendly atmosphere. Nothing feels more genuine to Lubbock than sitting on the patio and enjoying a glass of Raspberry Wheat.



@TWOODOCSBREWING



@AULDBREWING



@THEBREWERYLBK



@MANONEGRABREWINGCO



@TRIPLEJCHOPHOUSE



@PLAINSBREW



# VISIT LUBBOCK

## *Downtown*

See what's new in  
downtown Lubbock



# THE HEART OF THE CITY

FROM WORLD-CLASS DINING TO LIVELY ENTERTAINMENT, VISITORS WILL FIND THE CULTURE OF LUBBOCK COMES TO LIFE HERE.

**CULTURAL DISTRICT** With The Buddy Holly Hall of Performing Arts and Sciences and renowned art galleries including LHUCA and the Charles Adams Gallery, visitors are immersed in the emerging culture of Lubbock, Texas.

As art that takes form both on stage and on display, it's no wonder Lubbock boasts one of the first cultural districts designated in the Lone Star State!

**BUSINESS DISTRICT** The cornerstone of Lubbock's growth, history is preserved in the form of revitalized buildings and boutique hotels. Down the red brick-paved road of Broadway, the Cotton Court Hotel, designed to replicate a vintage cotton gin, pays homage to the roots that planted the city we know today. Local Chef Cameron West shares his version of "Hub City" fare at The West Table Kitchen & Bar; and Chef Finn Walter showcases the taste of the South Plains in each delectable menu item at The Nicolett.

Taste the Texas High Plains in each glass of vino perfectly paired with cuisine from the upscale bistro menu at Burklee Hill Vineyards (*pictured left*) located in the historic Kress Building. For those with a sweet tooth, stop by for an afternoon treat at Cakes by Marsha!

**DEPOT ENTERTAINMENT DISTRICT** Where Lubbock nights come to life, the Depot Entertainment District is the birthplace of many musicians we know and love today like the Josh Abbott Band and Flatland Cavalry.

Whether you prefer patio nights sipping Texas wine at McPherson Cellars, indulging in Spanish tapas at La Diosa Cellars, rocking out with a Chilton at the Blue Light or enjoying a show at the Cactus Theater, there is something for everyone. Be sure to stop by the Buddy Holly statue (*pictured left*) to pay tribute to Lubbock's favorite son.

# LUBBOCK'S FRESHMAN IS

FOR THOSE NEW TO LUBBOCK, OUR TEAM PUT TOGETHER  
A BUCKET LIST OF LOCAL FAVORITE MUST-DOS.

- ☐ VISIT FIRST FRIDAY ART TRAIL (FFAT)
- ☐ GET YOUR CAFFEINE FIX (P. 35)
- ☐ PLAY A ROUND OF DISC GOLF AT MACKENZIE PARK
- ☐ SAVOR A DESSERT AT PIE BAR
- ☐ WATCH A MOVIE AT STARS AND STRIPES  
DRIVE-IN THEATRE
- ☐ EAT LIKE A LOCAL AT EVIE MAE'S BBQ *Named No. 8 BBQ joint  
in TX by Texas Monthly*
- ☐ TAKE YOUR PUP TO MCALISTER PARK
- ☐ FEED THE CRITTERS AT PRAIRIE DOG TOWN
- ☐ ORDER FRIED CHEESE AT SPANKY'S
- ☐ PRACTICE YOUR SWING AT THE RANGE
- ☐ DATE NIGHT AT TRIPLE J CHOPHOUSE & BREW CO.
- ☐ ROCK OUT AT JAB FEST *Tip: Try the  
Bobby Chop Nachos!*
- ☐ GET LOST IN THE CORN MAZE AT AT'L DO FARMS
- ☐ BE SPOOKED AT NIGHTMARE ON 19TH STREET
- ☐ GO TO BIG BLUE CHRISTMAS AT  
LUBBOCK CHRISTIAN UNIVERSITY



Disc Golf



Ernie Mae's



Monomyth



Pie Bar



FFAT



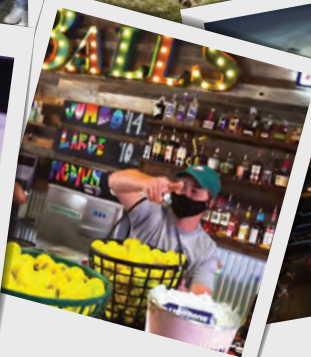
JAB FEST



Prairie Dog Town



Choppy Bob Nachos



Drive-In

# HALFWAY TO THE SLOPES

WHETHER YOU'RE ON THE HUNT FOR NEW SKI GEAR OR JUST NEED A REST STOP FOR THE NIGHT, THE "HUB CITY" SERVES AS YOUR BASECAMP TO THE MOUNTAINS.

**BURRITO TOWER** *3001 34th St.* / 806.791.5813 When fueling up before hitting the slopes, Burrito Tower is the perfect go-to for traditional Mexican dishes and burritos. The authentic Mexican flavors are a step-up from normal Tex-Mex and is the perfect way to start your trip!

**MOUNTAIN HIDEAWAY** *4816 50th St.* / 806.797.1064 Bundle up with winter sport must-haves like coats, gloves and hats. Whether you need an extra pair of goggles or hand warmers, this shop offers all of the necessities to make your day shredding fresh powder an unforgettable experience.

**TROY'S SKI SHOP** *(pictured below) 3403 34th St.* / 806.748.7400 At Troy's Ski Shop, wax your board or grab a new pair of skis with bindings and boots for your ride down the mountain.



# COFFEE SHOPS

## **BARA' COFFEE & PASTRY SHOP**

4404 122nd St. • 806.368.8141

## **GOLD STRIPE COFFEE ROASTERS**

2610 Salem Ave., Ste. 5 • 806.412.7303

9816 Slide Rd., Ste. 102 • 806.407.3444

## **HE-BREWS COFFEE**

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## **J&B COFFEE**

2701 26th St. • 806.796.1114

## **LUBBOCK'S BREAKFAST HOUSE & GRILL**

7006 University Ave., Ste. 17 • 806.687.8912

2422 19th St. • 806.701.5351

3515 50th St. • 806.308.0010

## **MONOMYTH COFFEE**

2024 Broadway • 806.368.8183

## **NASHWELL CAFE**

1212 Ave. K • 806.559.1112

## **NINETY-TWO BAKERY & CAFE**

6303 82nd St. • 806.853.5459

## **PANCAKE HOUSE**

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## **PEARL TEA**

2605 Boston Ave. • 806.701.1103

## **SUGAR BROWNS COFFEE CO.**

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## **THE LOBBY BY SUGAR BROWNS**

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## **TOVA COFFEEHOUSE**

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## **TUMBLEWEED & SAGE**

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Wolfforth, TX • 806.855.2033

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## **BACK 40 GRILL**

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## **BAR PM**

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3402 73rd St. • 806.793.0012

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5217 82nd St. • 806.771.2233

3405 34th St. • 806.784.0300

**CAST IRON GRILL**

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**CHRISTAKIS BURGERS**

1111 34th St. • 806.744.6833

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**COPPER CABOOSE**

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**THE CRAFTHOUSE GASTROPUB**

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**CUJO'S SPORTS BAR AND GRILL**

5811 4th St. • 806.791.2622

**DIRK'S**

1636 13th St. • 806.368.3915

**ESCONDIDO GRILL**

701 Regis St. • 806.762.6201

**FARMHOUSE**

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11804 Indiana Ave. • 806.806.993.1180

**FLIPPERS TAVERN**

1406 Ave. Q • 806.701.5130

**GEORGE'S CAFE**

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**GILBERT'S BAR & GRILL**

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**GLAZED HONEY HAM CO.**

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**LEE'S CAFE**

7604 Milwaukee Ave., Ste. 400 • 806.368.8537

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**MIDNIGHT SHIFT RESTAURANT & BAR**

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**PETE'S DRIVE IN**

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**RANCH HOUSE**

1520 Buddy Holly Ave. • 806.762.3472

**RED ZONE CAFE**

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**SAMBURGERS**

4447 34th St. • 806.799.1987

**SAVAGE TAVERN**

1625 University Ave. • 806.368.9060

**SKOONERS GRILL & BAR**

1617 University Ave. • 806.749.7625

**SOMETHING DIFFERENT GRILL**

4317 50th St. • 806.797.9797

**SPANKY'S**

811 University Ave. • 806.744.5677

**TECH CAFE**

1524 50th St. • 806.744.5990

4631 50th St. • 806.701.5002

11703 University Ave. • 806.748.1999

2611 E. Slaton Rd. • 806.771.5048

**TEXAS CAFÉ & BAR**

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10305 Quaker Ave. • 806.403.0311

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117 University Ave., Ste. 200 • 806.763.5424





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### **BIG E'S BARBEQUE**

1802 Buddy Holly Ave. (Rear) • 806.441.6703

### **BIGHAM'S SMOKEHOUSE**

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4302 19th St. • 806.793.6880

### **CHOPPED AND SLICED BBQ**

3501 50th St., Ste. 110 • 806.317.1920

### **EDDIE'S BARBEQUE**

1324 E. 50th St. • 806.747.3736

### **EVIE MAE'S PIT BARBECUE**

217 US-62, Wolfforth, TX • 806.782.2281

### **HILL BARBECUE**

16204 TX-493 Loop • 806.632.3313

### **J&M BAR-B-Q**

3605 34th St. • 806.796.1164

7924 Slide Rd. • 806.798.2525

### **PINKIE'S BARBECUE**

4704 4th St. • 806.687.0795

### **THE BENT NAIL**

5217 98th St., Ste. 900 • 806.205.6244

### **ROOSTERS TEXAS BBQ**

1602 Main St. • 806.317.3840

### **THE SHACK BBQ**

2309 N. Frankford Ave. • 806.416.1283

### **TOM & BINGO'S HICKORY PIT BAR-B-Q**

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### **WILEY'S BAR-B-Q**

1805 Parkway Dr. • 806.765.7818



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1109 Broadway • 806.993.1195

### **CAFÉ J**

2605 19th St. • 806.743.5400

### **CLARABOYA SCRATCH KITCHEN & BAR**

505 Ave. Q • 806.516.0417

### **KING STREET PUB**

8004 Indiana Ave., Ste. B18 • 806.993.1010

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### **RAVE ON**

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### **THE NICOLETT**

511 Broadway • 806.993.0144

### **THE WEST TABLE KITCHEN AND BAR**

1204 Broadway Ste. 103 • 806.993.9378

### **ITALIAN GARDEN**

1215 Ave. J Ste. 102 | 806.771.2212

### **ORLANDO'S ITALIAN RESTAURANT**

2402 Ave. Q • 806.747.5998  
6951 Indiana Ave. • 806.797.8646

### **STELLA'S RESTAURANT**

6015 82nd St. • 806.785.9299

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### **ALBARRAN'S MEXICAN BAR & GRILL**

7722 Milwaukee Ave. • 806.771.2869

### **ANNA'S MEXICAN RESTAURANT**

6909 Indiana Ave. • 806.771.8783

### **ARANDAS TAQUERIA**

4001 34th St. • 806.687.1939

### **CANCUN MEXICAN RESTAURANT**

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2417 Broadway • 806.763.7369

### **EL CHARRO**

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Wolfforth, TX • 806.855.2023

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5604 Slide Rd. • 806.792.0097

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5101 Aberdeen Ave. • 806.793.7752  
5719 66th St. • 806.741.0588  
6606 19th St. • 806.793.1921  
2332 19th St. • 806.796.0192

### **LA CABANA**

1105 E. 50th St. • 806.620.0410

### **LOS TACOS**

3501 Ave. A • 806.771.0836

### **MAMARITA'S BORDER CAFE**

6602 Slide Rd. • 806.794.4778

### **MARY TIERRA**

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2531 82nd St. • 806.784.2008



**MI TACO VILLAGE**

220 Regis St. • 806.747.9700

**MONTELONGO'S MEXICAN RESTAURANT**

3021 Clovis Rd. • 806.762.3068

**NORA'S MEXICAN FOOD RESTAURANT**

4102 34th St. • 806.771.2047

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8207 US-87 • 806.745.9531

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**PICOSO'S MEXICAN KITCHEN**

7611 Milwaukee Ave. • 806.319.6740

**RAIDER BURRITO**

2102 19th St. • 806.771.1178

**RASPADOS COLIMA**

2203 Clovis Rd. • 760.521.8574

**THE TAMALE LADY**

709 Main St., Wolfforth, TX • 806.789.2665

**THE PLAZA RESTAURANT**

5029 Milwaukee Ave. • 806.687.3823

**TAQUERIA AUTLAN**

2722 50th St. • 806.785.1717

**TAQUERIA GUADALAJARA**

1925 19th St. • 806.765.8321

**TAQUERIA JALISCO**

2211 Ave. Q • 806.763.7605

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**CAPITAL PIZZA**

2705 26th St. • 806.368.3603  
8211 Slide Rd. • 806.701.4062

**DARIO'S PIZZA & CALZONES**

6810 Milwaukee Ave. • 806.317.1100

**GIORGIO'S PIZZA**

1018 Broadway • 806.765.9330

**LA BELLA PIZZA**

2112 50th St. • 806.712.5000

**ONE GUY FROM ITALY**

1101 University Ave. • 806.747.1226  
4320 50th St. • 806.791.1210

**PEPE'S PIZZA ICE CREAM**

3407 98th St. • 806.993.7373

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### **SIMPLE SIMON'S PIZZA**

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### **WOODY'S BRICK OVEN PIZZA & GRILL**

3135 34th St. • 806.368.5263

### **BRYAN'S STEAKS**

1212 50th St. • 806.744.5491

### **CAGLE STEAKS & BBQ**

8732 4th St. • 806.795.3879

### **LAS BRISAS SOUTHWEST STEAK HOUSE**

4701 112th St. • 806.687.6050

### **LISA WEST'S DOUBLE NICKEL STEAK HOUSE**

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1807 Buddy Holly Ave. • 806.771.6555

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### **BAKED BLISS BAKERY**

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### **THE CAKERY**

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3404 34th St., Ste. 3 • 806.792.2756

### **HONEYCOMB PIE SHOPPE**

3833 50th St. • 806.701.4133

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5101 82nd St. • 806.687.7775

### **MI LINDA MICHOCANA**

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### **OTTO'S GRANARY**

4119 Marsha Sharp Fwy • 806.797.1728

### **PIE BAR**

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**LA DIOSA CELLARS**

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**THE FUNKY DOOR BISTRO & WINE ROOM**

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**BANGKOK THAI**

4624 34th St. • 806.791.7787

**BEIJING HOUSE**

3605 50th St. • 806.793.9593

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**CHINA MAX**

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**CHINA STAR**

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**CHINA TOWN RESTAURANT**

5217 82nd St., Ste. 114 • 806.794.9898

**CHINA WOK**

6302 Frankford Ave. • 806.783.8888

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7411 Milwaukee Ave. • 806.792.9142

**CHOOCHAI THAI CUISINE**

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**EAST MOON**

5028 50th St. • 806.712.8888

**FORTUNE COOKIE CHINESE RESTAURANT**

7006 University Ave. • 806.745.2205

**HAYASHI JAPANESE HIBACHI & SUSHI BAR**

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**HAYASHI MIDTOWN**

3701 19th St. • 806.701.5486

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3021 34th St., Ste. A • 806.799.6772

**IT'S GREEK TO ME**

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**LINDA'S CAFÉ**

1901 W Loop 289, Ste. 6 • 806.791.0233

**LITE BITE MEDITERRANEAN CAFÉ**

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**LUCKY CHEN**

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**MANARA CAFE**

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**O'HANA STEAKHOUSE & SUSHI BAR**

114 W Loop 289 • 806.792.0144

5217 82nd St. • 806.783.8298

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**SAKURA NOODLE HOUSE & SUSHI BAR**

4520 50th St. • 806.368.7046

**SEOUL KOREAN CUISINE**

4620 50th St. • 806.687.8835

**THAI KITCHEN**

2302 Texas Ave. • 806.782.8689

**THAI PEPPER**

3702 20th St. • 806.795.7444

**THAI THAI RESTAURANT**

5018 50th St. • 806.791.0024

**UNCLE CHIEN'S CHINESE & THAI**

3004 34th St. • 806.795.1148

**VIZO'S AFRICAN BAR & RESTAURANT**

4930 S. Loop 289, Ste. 204 • 806.368.6490

**YAMAGATA JAPANESE STEAKHOUSE**

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**YUYO JAPANESE RESTAURANT**

5130 80th St. • 806.368.7861

**SHOPPING CENTERS****CACTUS ALLEY COURTYARD**

2610 Salem Ave.

**CANYON WEST SHOPPING CENTER**

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**KK'S CORNER MALL**

6409 Indiana Ave. • 806.795.6169

**KINGSGATE SHOPPING CENTER**

82nd St. & Quaker Ave. • 806.745.9718

**RAVENWOOD SHOPPING CENTER**

10305 Quaker Ave.

# ANTIQUES

## **SOUTH PLAINS MALL**

6002 Slide Rd. • 806.792.4653

## **THE HUB SHOPPING CENTER**

7320 Milwaukee Ave. • 806.745.9718

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82nd St. & Quaker Ave.

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## **ANTIQUEOLOGY**

11703 Indiana Ave. • 806.392.4040

## **AS TIME GOES BY**

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2321 34th St. • (806) 793-1855

## **GRAND CENTRAL STATION ANTIQUES**

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## **JUX-TA-POSH**

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## **KATIE'S KORNER**

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## **THOSE IOWA GIRLS ANTIQUES**

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## **VINTAGE ETC. ANTIQUE MALL**

2127 50th St. • 806.744.4400

## **ALWAYS, MELROSE**

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## **B&B'S BOUTIQUE**

6002 Slide Rd. • 806.784.0993

## **BUCKETHEADS**

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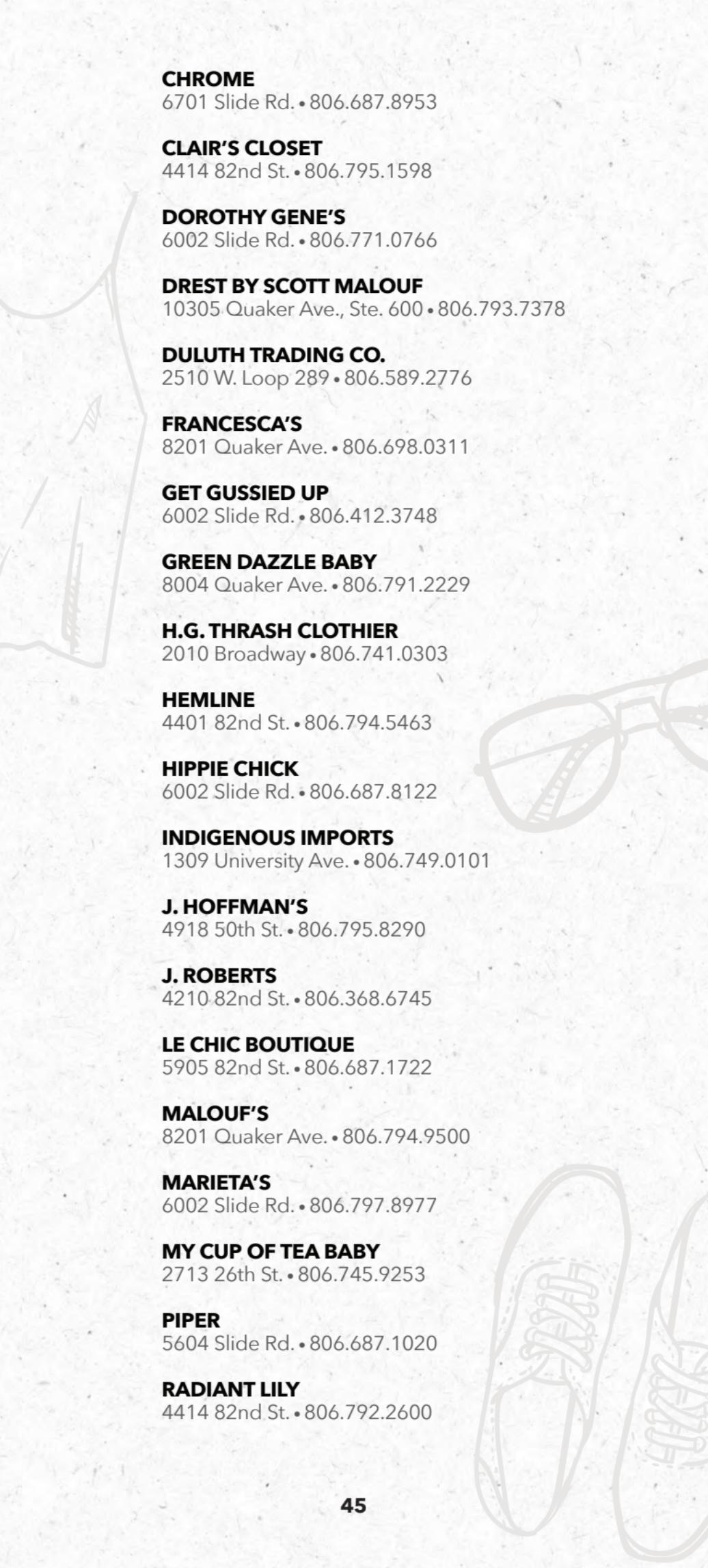
## **BYBEE'S**

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## **CALIFORNIA T'S**

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# FASHION



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**DOROTHY GENE'S**

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**T.C. ELLI'S**

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5505 126th St. • 806.368.9175

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**CARDINAL'S SPORT CENTER**

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413 University Ave., Ste. 100 • 806.771.9357  
6816 Slide Rd., Ste. 13 • 806.771.1070  
6002 Slide Rd. • 806.771.2244

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2424 Broadway • 806.368.9030  
10305 Quaker Ave. • 806.771.2614

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**GIFTS/HOME DECOR**

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3636 50th St. • 806.787.2554

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**BASKET HOUSE**

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**BED BATH & BEYOND**

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**CLASSY COUNTRY**

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**COYOTE CANDLE CO.**

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**HOMEGOODS**

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5103 98th St. • 806.722.2495

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6074 Marsha Sharp Fwy • 806.771.3417

**LUGGAGE SHOP**

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806.445.6846

**OUTDOOR CHEF**

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**CAVENDER'S WESTERN OUTFITTER**

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5801 50th St. • 806.793.2818

**WESTERN WEAR**

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## **BUFFALO SPRINGS LAKE**

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3720 4th St. • 806.742.4653

## **MEADOWBROOK CANYON CREEK GOLF CLUB**

601 E. Municipal Dr. • 806.765.6679

## **REESE GOLF CENTER**

1406 Quitsna Ave. • 806.885.1247




## **SHADOW HILLS GOLF COURSE**

6002 3rd St. • 806.793.9700

*Have a favorite local business  
not listed above? Let us know!*



# LUBBOCK KNOWS SPORTS

With premier sporting venues and first-class hospitality, Lubbock Sports runs an impressive game for tournaments of all sizes. Share your game plan with us, and we'll prepare for a great competition. #LUBBOCKKNOWSSPORTS   

**LUBBOCK**  
SPORTS

*Watch our Lubbock  
Sports Video*





# HUB CITY *Happenings*

WITH ANNUAL WINE FESTIVALS, LOCAL TUNES AND SEASONAL CELEBRATIONS, THERE IS ALWAYS SOMETHING EXCITING TO SEE AND DO IN LUBBOCK.

## *Art*

Lubbock Arts Festival • *April*  
Ranch Day • *April*  
National Cowboy Symposium & Celebration • *September*  
Flatland Film Festival • *September*  
CASP FEST • *October*

## *Music*

The Day the Music Died • *February*  
William Clark Green Cottonfest • *May*  
The Blue Light Live Street Party • *July*  
JAB FEST • *October*

## *Wine/Beer*

Wine and Chocolate Fantasia • *February*  
Texas Wine, Hops & Shops Wine & Beer Festival • *April*  
Wine and Clay Festival • *June*  
Salsa & Sangria Fest • *July*  
Grape Day • *October*  
Lubbock Uncorked • *November*

## *Seasonal*

Cinco de Mayo Parade • *May*  
4th on Broadway • *July*  
"Vamos a Pescar, Let's Go Fishing" Event • *August*  
Buddy's Birthday Bash • *September*  
Hub City BBQ Cookoff • *October*  
The Maze at At'l Do Farms • *October - November*  
Veterans Day Parade • *November*  
Holiday Happening • *November*  
Santa Land • *December*  
Carol of Lights • *December*  
Ballet Lubbock's The Nutcracker • *December*  
Candlelight at the Ranch • *December*

Follow along for more  
events, tickets & dates →





# LUBBOCK HONORS *Your Sacrifice*

Home to the nation's first Purple Heart hotel chain and the first designated Purple Heart university in Texas, Visit Lubbock welcomes military groups from around the U.S. to gather in remembrance of their time in the service.

With the largest collection of Vietnam documents outside of the federal government, a museum dedicated to the WWII glider pilots, a Gold Star Families Memorial Monument (*pictured above*) and a Veterans hospital, Lubbock honors the sacrifice of the men and women who provide for the freedoms we hold dear.

*Learn more about hosting a  
military reunion in Lubbock*



# A HUB FOR *Music*

LUBBOCK IS A TEXAS MUSIC  
FRIENDLY COMMUNITY

With more live music venues per capita than any other city in Texas, it is no wonder Lubbock is a hub for music. Home to rock 'n' roll legend Buddy Holly, Lubbock inspires musicians of all genres.

A sample of Lubbock's robust live music scene is heard on the stages of the Cactus Theater, the Blue Light and the Lonestar Amphitheater. If you prefer a more intimate setting, music lovers will enjoy local tunes paired with a dinner out on the town. *Musicians Pictured: Jennifer Hanners Gutierrez, Mark Morton, Hannah Jackson, Cary C. Banks & Jeremy Couture*

*Check out musical performances  
happening in the "Hub City" →*



# Music Venues



**BLUE LIGHT** *1806 Buddy Holly Ave.* / 806.762.1185 As the live music capital of West Texas, you'll want to arrive early and stay late at this vibrant venue. Visit the stage that inspired artists like William Clark Green, Josh Abbott and Flatland Cavalry.

**CACTUS THEATER** *1812 Buddy Holly Ave.* / 806.762.3233 Boasting some of the best live music in the region, the stage at the Cactus Theater hosts showstopping performances from traditional country stars to tribute bands touring the nation.

**CHANCES R NIGHTCLUB** *5610 Frankford Ave.* 806.799.3993 Looking to scoot a boot? Be sure to check out this local honky-tonk. The solid oak dance floor is perfect for two-stepping. Boots and pearl snaps are welcome!

**COOK'S GARAGE** *11002 US-87* / 806.893.2491 Catch your favorite artist performing at this outdoor venue! Visitors can also browse through the extensive collection of neon and vintage oil and gas signs during a pit stop at Cook's Garage.

**HIGH NOON AT THE LUBBOCK COUNTY COURTHOUSE** *904 Broadway* / 806.775.1000 Hosted by Lubbock County, the High Noon concert series takes place every Wednesday at noon from June to August at the Lubbock County Courthouse gazebo. With food trucks and plenty of green space, listen to local talent and enjoy an hour downtown during your lunch break!

**LONESTAR AMPHITHEATER** *602 E. 19th St.* / 806.749.7625 With a diverse lineup of concerts, Lonestar Amphitheater is one the largest indoor and outdoor amphitheatres in West Texas. Regardless of the performance, music fans can expect an exciting show and lively crowd!

**LUBBOCK MOONLIGHT MUSICALS** *413 E. Broadway* / 806.722.0556 Be inspired throughout the summer with fun and exciting musicals at the Lubbock Moonlight Musicals Amphitheater located in Mackenzie Park. This group also hosts shows year-round at the Christine DeVitt Icehouse and Lubbock Memorial Civic Center theater.

**RODEO 4** *5402 4th St.* / 806.781.0151 Two-step on a 27,000-square-foot dance floor at Rodeo 4 and enjoy popular performances with a cold one in hand!

**THE BUDDY HOLLY HALL OF PERFORMING ARTS AND SCIENCES** *1300 Mac Davis Ln.* / 806.792.8339 Here, Broadway productions and headliner performances take the stage in the 2,200 seat, NC-15 rated Helen DeVitt Jones Theater for world-class performances in West Texas.

**THE GARDEN** *1801 Buddy Holly Ave., Ste. 5136* / 806.407.3636 Enjoy live music and patio games at this fun outdoor spot. While here, savor food truck fare and cold ones from a full-service bar. This venue also is dog friendly!

*Check out where to find  
live music when visiting Lubbock* →



# PERFORMING AT THE HALL

WITH AN NC-15 SOUND CRITERIA RATING, EVERY TICKET IS THE BEST SEAT IN THE HOUSE AT THE BUDDY HOLLY HALL OF PERFORMING ARTS AND SCIENCES. TAKE A LOOK BELOW FOR CAN'T-MISS EVENTS THIS SEASON.

## **DANCING WITH THE STARS LIVE 2022** *March 5, 2022*

America's favorite dance show is back and making its way through Lubbock on tour to celebrate its 30th season.

## **RENT 25TH ANNIVERSARY FAREWELL TOUR** *March 15, 2022*

Get your tickets today for your last chance to celebrate 25 years of "La Vie Bohème."

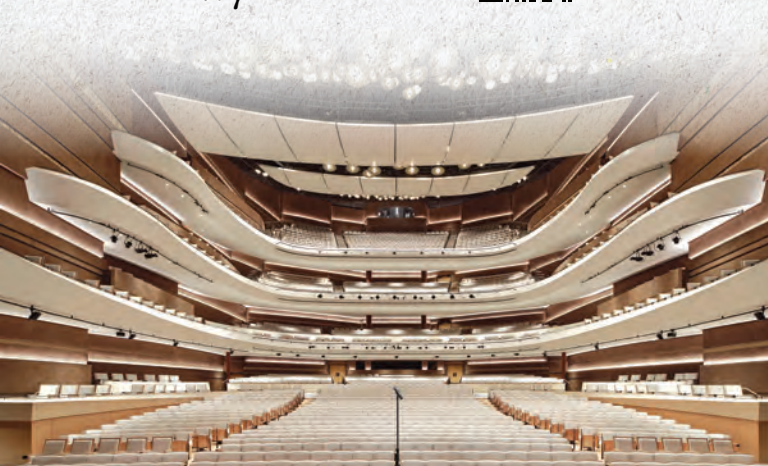
## **BOYZ II MEN WITH LUBBOCK SYMPHONY ORCHESTRA**

*April 30, 2022* The Lubbock Symphony Orchestra brings a soulful sound to the "Hub City" with their performance accompanying Boyz II Men.

**TIM ALLEN** *May 7, 2022* Catch award-winning actor and comedian Tim Allen during his performance this spring. A show sure to have you rolling in laughter, don't miss out on this one!

**ANASTASIA** *June 20-21, 2022* Inspired by the beloved film, this romantic and adventure-filled new musical is making its debut on the Lubbock stage!

*Follow Visit Lubbock for more performances at The Hall as they are announced!*



# LUBBOCK



# Libations

FROM SIGNATURE MARTINIS TO LUBBOCK'S FAVORITE COCKTAIL, YOU'LL FIND ALL THE SIPS AND POURS TO BE CRAFTED THE WAY YOU PREFER IN THE "HUB CITY."

**GUNPOWDER & RED MARGARITA** at *King Street Pub*

*8004 Indiana Ave., Ste. 18 / 806.993.1010* The Steampunk

Bar at King Street serves an extensive list of cocktails.

The most notorious being the Gunpowder & Red with El Jimador Silver, triple sec, cranberry juice and lime with a black salt rim along the glass.

**SANGRIA** at *La Diosa Cellars 901 17th St. / 806.744.3600*

Here, patrons indulge in sangria and Spanish tapas.

Everything on the menu from Albondigas De Madrid to the Tortilla Espanola should be paired with a pitcher of the house-made Sangria.

**OLD FASHIONED** *Manhattan 9 (pictured left) 6015 82nd St.,*

*Ste. 1 / 806.785.9299* The Manhattan 9 lounge is a unique

speakeasy that offers expertly crafted drinks using the highest quality alcohol. For whiskey lovers, M9's Old Fashioned is created with Heaven's Door Bourbon, dark simple syrup and Angostura bitters. Each glass is garnished with a house-made Maraschino cherry and a candied orange twist.

**WATERMELON CHILTON** at *The Funky Door Bistro &*

*Wine Room 6801 Milwaukee Ave. / 806.687.0505* The Funky

Door mixes watermelon vodka, club soda and lemon juice for a tasty take on the traditional Lubbock Chilton. We suggest pairing it with the Fiesta Fondue!

**MERMAID WATER** at *Cocina de La Sirena 2610 Salem Ave.*

*/ 806.368.7960* The perfect refreshing sip of Cimarron

Blanco Tequila, Topo Chico and fresh lime juice, the Mermaid Water is the ideal pairing for any of the delicious Latin American dishes served at Cocina de La Sirena.

# Texas Wine: A BUDDING INDUSTRY



WITH A SEMI-ARID CLIMATE, THE CONDITIONS ARE IDEAL FOR GROWING WINE GRAPES ON THE TEXAS HIGH PLAINS. IN FACT, THE REGION ACCOUNTS FOR OVER 90% OF TEXAS' WINE GRAPE PRODUCTION. CHECK OUT THESE REGIONAL WINERIES FOR A TASTE OF THE TEXAS HIGH PLAINS.

**BURKLEE HILL VINEYARDS** *1109 Broadway* / 806.993.1195

Burklee Hill Vineyards is a family owned vineyard, winery, and bistro, producing locally grown and bottled wine served with the most delightful food pairings. The Hill family has been growing wine grapes on the Texas High Plains since 2002. Sourced across 50 acres of land farmed for five generations, their wines exceed excellence.

**ENGLISH NEWSOM CELLARS** *408 E. Woodrow Rd.* /

806.863.2704 Owned by Tommy English and Steve Newsom, English Newsom Cellars is one of a select few wineries in the country that have full control of their product from how it is grown in the vineyard to how it is produced and bottled. With 100% Texas grapes, their award-winning wines need to be on your list to try.

**FARMHOUSE VINEYARDS** *702 Old Lamesa Rd., Brownfield, TX* / 806.752.7377

This family owned venture features four vineyards at three different sites, producing grapes for some of Texas' top wineries. **Must try:** the West Texas Boyfriend, a sparkling delight of a white wine.

**LLANO ESTACADO WINERY** *3426 E. FM 1585* / 806.745.2258

Llano Estacado is not only Texas' second oldest winery, but its wines have been enjoyed by Her Royal Highness Queen Elizabeth II. The facility produces an impressive 1.7 million bottles of wine each year. Enjoy a glass in the new tasting room or reserve a private tour and let Llano's winemaker take you through each step of the winemaking process.

**MCPHERSON CELLARS** *1615 Texas Ave.* / 806.687.9463

The McPhersons have been pioneers in the grape growing and winemaking industry for over 40 years. Owner and Winemaker Kim McPherson restored the historic Coca-Cola bottling plant, located in Lubbock's Depot Entertainment District, into a world-class winery that is not to be missed.

**PHEASANT RIDGE WINERY** *3507 E. County Rd. 5700*

/ 806.746.6033 After 15 acres were planted in 1978, Pheasant Ridge grew to become one of the most successful wineries in Texas. The vineyard continues to produce French vinifera wine grapes, which are transformed into savory glasses of cabernet sauvignon, pinot noir and more.

**REDDY VINEYARDS** *2149 Tahoka Rd., Brownfield, TX*

/ 214.247.6042 A fifth-generation farmer, Dr. Vijay Reddy, founder of Reddy Vineyards, started planting vines in 1997 along with his wife, Subada. Together, the Reddy family pursues the art of perfecting the wine grape to produce premium quality wines. With more than 300 acres and 38 varietals, there is something to satisfy every wine aficionado.

**TEXAS WINE COMPANY** *510 US Hwy 62/82 Meadow, TX*

/ 806.530.0012 Located southwest of Lubbock, this wine production facility offers full-service crush, fermentation and barrel aging. Home of local favorite Church House wine, we recommend their perfectly sweet Texas Moscato or Texas Blush.

*Check out yearly wine  
festivals & plan now!*



# WORLD-CLASS DINING *at the Nicolett*

"When you dine in the greenhouse and then consider the atmosphere together with cuisine, preparation, presentation, pacing and service, The Nicolett is likely the greatest in Texas and, possibly, one of the finest restaurants in the nation.

It sits at the table with local history and European technique, and through plates and bowls, The Nicolett deftly tells a series of stories literally and figuratively rooted in the high plains of West Texas.

Save for audible gasps our four hour meal on Friday night, beneath string lights and glass, encased in brick, vines and succulents, left me and my group speechless.

Eat too much of the frybread, slathering it generously with salted honey butter. Close the curtain with the chocolate and whipped honey. In between, order whatever you damn well wish, trusting that what arrives in front of your eyes will teach you about the topography, climate and flora of Lubbock as well as the true latent potential for food and food service.

This potential is for nourishment, of course, but also for understanding a sense of place and fostering a sense of community.

A transcendent dining experience awaits at The Nicolett in @visitlubbock. I'm so fortunate for having had a dinner there." - *Jeff Bogle, @OWLTK*



# TREAT YOURSELF TO HEALTH

LOOKING TO MAINTAIN WELLNESS WHILE TRAVELING? CHECK OUT THESE LOCAL SPOTS TO CONTINUE TRAINING, FIND YOUR SAVASANA AND FUEL UP WITH LUBBOCK'S FAVORITE HEALTH FOODS.

**VITALITY BOWLS** *2400 Glenna Goodacre Blvd., Ste. 106-D*

/ 806.701.4011 Fill up on antioxidants and essential vitamins at this smoothie bowl cafe.

**HEALTHY ESSENTIALS** *8008 Abbeville Ave.* / 806.771.5959

This one-stop-shop serves a menu of gluten-free dishes, creamy smoothies and offers a wall of supplements for all your vitamin and mineral needs.

**BODY BY INDIGENOUS** *1309 University Ave.* / 806.749.0101

Center your balance and focus your mind at BODY by Indigenous. This local favorite offers yoga and pilates with lunch hour drop-in rates for a midday break.

**THE WOODHOUSE DAY SPA** *8201 Quaker Ave., Ste. 108*

/ 806.794.1772 With signature services such as the Hydrafacial, Seaweed Leaf Pedicure and a Four-Handed Massage, you'll feel completely relaxed and rejuvenated at this luxury spa.

**PURE HEALTH** *8004 Quaker Ave., Ste. D* / 806.256.7873

Pure Health is a local biohacking health and wellness center. If you are looking to detoxify your body and boost your immune system, Pure Health offers IVs, shots, Cryotherapy, Hocatt and more.

**HUBCITY NUTRITION** *4525 50th St.* / 806.300.9388

Established in 2012, this local gem serves meal replacement shakes and energy teas along with healthy meals, wellness coaching and weight loss challenges.



@VITALITYBOWLSBK



@HUBCITYLBK



@BODYBYINDIGY



@PUREHEALTH\_LBK



@WOODHOUSEDAYSALBK



@HEALTHYESSENTIALSNUTRITION



# HUB CITY

## ★ S P O K E S ★

PODCAST HOSTED BY



LUBBOCK  
ECONOMIC  
DEVELOPMENT  
ALLIANCE™

From local winemakers and brewers to CEOs and artists, see why entrepreneurs choose unexpected ventures in Lubbock, Texas.

*Stream Hub City Spokes  
anywhere you listen to podcasts*



#LUBBOCKLEADS



# MOVE *To The 806*

## TOP 30 BEST CITIES FOR YOUNG PROFESSIONALS

*Yahoo Finance 2021*

The robust arts community, thriving nightlife and eclectic culinary scene coupled with unlimited opportunities and an affordable cost of living are a few reasons why people find the “Hub City” to be an enviable way of life.

*See more reasons  
to make the move!* →



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DEVELOPMENT  
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**LUBBOCK**

#LIVELOVELUBBOCK



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