

THE OFFICIAL GUIDE TO AUGUSTA COUNTY, VIRGINIA

ALL AUGUSTA, ALL OUTSIDE

visitaugustacounty.com | augustavabusiness.com



THE SHENANDOAH VALLEY IS CALLING.

No matter where you begin, Augusta is exceptionally accessible.

Augusta County lives between the Blue Ridge and Allegheny Mountains, centrally located in Virginia's legendary Shenandoah Valley.

Augusta is an easy drive. Two major interstate systems (I-81 and I-64) go through Augusta County, along with multiple state highways and routes.

Fly in directly. The Shenandoah Valley Airport (SHD) offers air travel with commercial service from major hubs. Other options are Charlottesville-Albemarle Airport (CHO), 45 minutes away, and Dulles International Airport (IAD), 2.5 hours away. Car rental options are available at each airport.

Take the train. Amtrak provides service to Staunton (STA) on The Cardinal Route, which runs between Chicago and New York City.



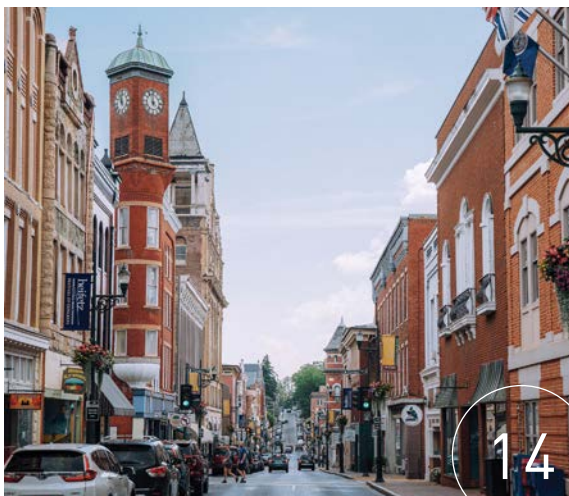
DRIVE TIMES	
Charlottesville, VA	< 1 hour
Richmond, VA	1.75 hours
Washington, DC	2.5 hours
Norfolk/VA Beach, VA	3 hours
Charlotte, NC	4.5 hours
Pittsburgh, PA	4.75 hours

WESTWARD HO! In the mid-1700s, Augusta County stretched westwards to the Mississippi River and encompassed much of what now makes up the states of Kentucky, Ohio, Indiana, Illinois, most of West Virginia, and a portion of western Pennsylvania. The County is home to two downtowns, the independent cities of Staunton and Waynesboro. Immerse yourself in the arts and culture of our nationally celebrated small towns, or step into the past at historical sites and museums.



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WELCOME

In Augusta, the outdoors is both a destination and a lifestyle. Get excited for our endless mountain and valley views, summit hikes, trail rides and underground caverns. In addition to our well-known natural and outdoor attractions, enjoy our local eateries, rolling fields and farms, historic sites and museums, charming small towns, brewery and vineyard trails, and a wide selection of unique family-owned shops. Read on to discover some of Augusta's favorite places and must-do activities.



VISITAUGUSTACOUNTY.COM





AUGUSTA
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Please consult visitaugustacounty.com for the most up to date information.

Make Memories



BLUE RIDGE TUNNEL



SWEET PASTORAL VIEWS





SUNSET AT RAVENS ROOST OVERLOOK



SHENANDOAH BEERWERKS TRAIL



SHERANDO LAKE



NATURAL CHIMNEYS




HISTORIC STAUNTON ARCHITECTURE



GRAND CAVERNS



BLUE RIDGE PARKWAY



AWESOME OUTDOOR CHALLENGES:

Only in Augusta

- Grindstone 100 Ultramarathon
- Southern Traverse Mountain Bike Adventure—3,000 feet of climbing over 36 epic miles.

Go Big: Outdoor Adventure



Augusta is your perfect base camp for Shenandoah National Park, Skyline Drive, the Blue Ridge Parkway, George Washington and Jefferson National Forests, the Appalachian Trail and more. In fact, Augusta is even located within driving distance of four ski resorts. Camping, hiking, hunting, bike riding, fishing, golfing, bird watching and horseback riding – the outdoors are our playground.



UNDER THE STARS

Stars-you-never-knew-existed sparkle overhead as the family laughs and marshmallows roast at Natural Chimneys Park and Campground. Pair boating, swimming, and fishing at Sherando Lake with an evening around the campfire. From backcountry shelters on the Appalachian Trail to resort-style camping at Stoney Creek, tent, RV, and primitive camping options abound.

HOOKED ON ADVENTURE

Cast your line at Mossy Creek, home to Virginia's most famous fly fishing destination. You'll be enveloped in a bubbling stream with the picturesque Blue Ridge Mountains above. Native trout streams attract fly fishing enthusiasts to St. Mary's and Ramsey's Draft Wilderness areas. Stocked waters at Braley Pond, Elkhorn Lake, Hearthstone Lake, Mills Creek and Coles Run Reservoirs, North River, and the South River offer brown and rainbow trout, largemouth bass, bluegill, and channel catfish.



"Endless cold water fishing abounds in Augusta County in close proximity to excellent warm water fishing. You can literally catch a native brook trout, smallmouth bass, and a world-class musky in a single day. This fishing diversity is why we located our school, shop, and guide service in the area. Add in the charm of nearby cities like Staunton, Harrisonburg, and Waynesboro, and traveling anglers have everything needed to enjoy first-rate fishing."

COLBY TROW, OWNER, MOSSY CREEK FLY FISHING

LURE OF COLD WATER

Mossy Creek is one of Virginia's most challenging fly-fishing destinations. Flowing through rolling farmland, it is a classic limestone creek with steep banks and tough-to-catch brown trout.



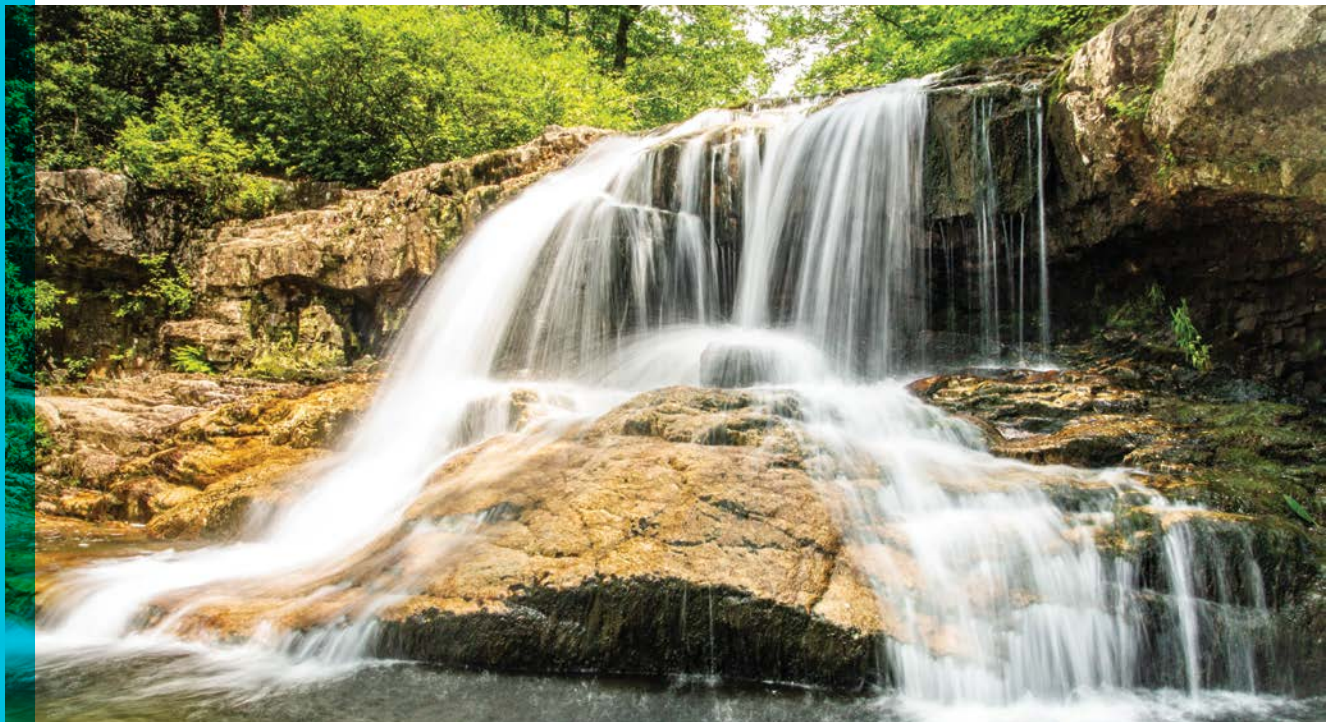


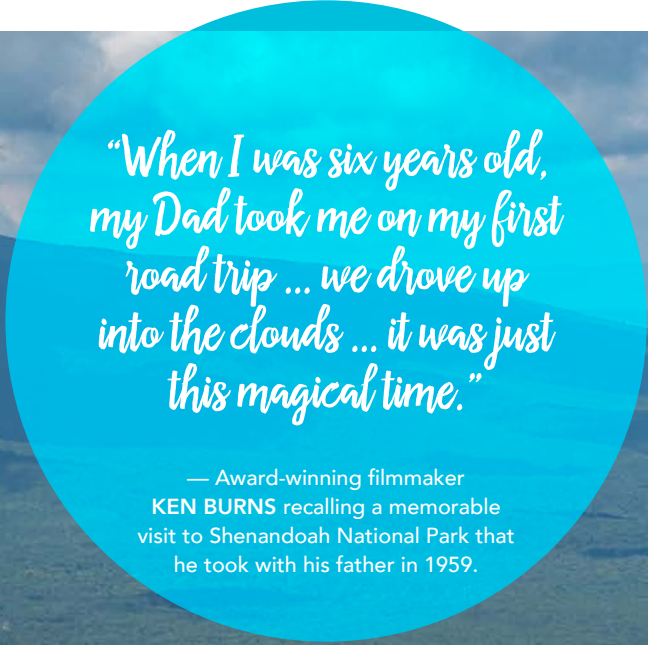
RIDE AUGUSTA

Mountain bike trails serve up bermed turns, rollers, and dirt jumps at destinations like the Tillman West Trail, part of a growing mountain biking trail network that includes Narrowback Mountain and Timber Ridge Trail. Road cycling enthusiasts enjoy wide-open vistas from the Valley floor to the Blue Ridge Mountains. Country roads and mountain colors shine in group rides like the Shenandoah Fall Foliage Bike Festival, touted as one of America's Best Fall Bike Rides by U.S. News and World Report. If you prefer horses to bicycles, saddle up and ride on mountain trails with North Mountain Outfitters or the open countryside with Star B Stables.

CHASING WATERFALLS

Bucket-list views from Humpback Rocks and the Blue Ridge Parkway are showy hiking summits not to be missed. Bring your flashlight and explore the dark of the Blue Ridge Tunnel, a historic railroad tunnel built during construction of the Blue Ridge Railroad in the 1850s. Don't forget to explore our moss-covered trails, leading to deep blue waterfalls and cold mountain streams. St. Mary's Falls is the perfect wilderness day hike, while Ramsey's Draft Wilderness offers solitude and awe for multi-day backpacking adventure. Crabtree Falls, the highest vertical-drop cascading waterfall east of the Mississippi River, is also nearby.





*“When I was six years old,
my Dad took me on my first
road trip ... we drove up
into the clouds ... it was just
this magical time.”*

— Award-winning filmmaker
KEN BURNS recalling a memorable
visit to Shenandoah National Park that
he took with his father in 1959.



*“America’s Most
Iconic Drives”*

— TRAVEL+LEISURE, 2016

COUNTLESS WINDING BACK ROADS



Scenic Drives & Motorcycle Tours

Skyline Drive and the Blue Ridge Parkway are heralded as some of America's favorite mountain drives, with breathtaking views that celebrate Virginia's four seasons of splendor. Don't miss the roads less traveled, as these country routes explore rural gems and Shenandoah Valley surprises.



WE SUGGEST:

11 Tour the historic Wilderness Road, once a wagon road and now the famous **Route 11**, as it runs through the historic district of Mount Sidney. As the road guides you through the entire length of the Shenandoah Valley, be sure to stop by the largest antique mall in the U.S, the Factory Antique Mall.

Must-do: *Valley Pike Farm Market, Museum at Augusta Military Academy, Stonewall Brigade Museum, and Factory Antique Mall*

608 340 From Vesuvius to Grottoes, **Route 608** offers pastoral views, Civil War history, a cheese lover's paradise and unique plant varieties. When you intersect with **Route 340**, head north or south to see more lovely views.

Must-do: *The Cheese Shop, Sweet Scoops Ice Cream Parlor, Miller's Bake Shoppe, Battle of Piedmont marker, Milmont Greenhouse, and Edelweiss German Restaurant*

42 Explore **Route 42** following the Little Calpasture River through picturesque communities such as Craigsville, Buffalo Gap and Churchville. When hunger strikes, refuel at quaint mom and pop shops and continue your exploring.

Must-do: *Augusta Springs Wetlands Trail, Natural Chimneys Park & Campground (home to the annual Red Wing Roots Music Festival), BG's Family Restaurant, and Cestari Sheep and Wool Company.*

250 252 Venturing westward from Churchville to Monterey, **Route 250** is known for its Virginia Civil War Trails, dotting the George Washington and Jefferson National Forest. From downtown Staunton, pick up **Route 252**, and meander south to the historic village of Middlebrook, pausing for a snack or lunch.

Must-do: *The Necessary Mercantile, The Coffee Cave, The Buckhorn Inn & Tavern and Middlebrook Mercantile*

Landmark Wonders:

NATURE'S
GEOLOGIC
FORMATIONS





GRAND CAVERNS



BLUE RIDGE TUNNEL

The Shenandoah Valley was once a floor of a great inland sea. As the sea ebbed, it carefully etched out awe-inspiring formations of solid rock.

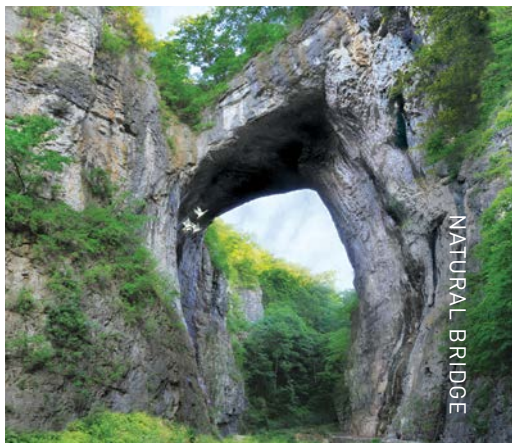
Natural Chimneys' towering limestone formations rise as much as 120 feet above the ground, displaying 500 million years of Earth's geologic history. Time your visit to enjoy modern Americana music under the Chimneys during the Red Wing Roots Music Festival in July.

Walk almost a mile through a mountain inside the **Blue Ridge Tunnel**, a former railroad. Built in the 1850s to cross the Blue Ridge Mountains, at the time of its completion it was the longest railroad tunnel in the United States. Bikers and hikers welcome for full family adventures. Bring a light!

At **Grand Caverns**, the oldest continually operating show cave in the US, visit Cathedral Hall – one of the largest rooms of any cavern in the East at 280 feet long and over 70 feet high. Massive columns, beautiful draperies, rippling flowstone, and rare "shield" formations create a variety of captivating sights. History buffs should look for more than 200 Civil War signatures, a testament to the Caverns' role when Major General Stonewall Jackson's troops camped nearby and trekked through the underground caverns.

The oldest rocks in nearby **Shenandoah National Park** are more than a billion years old. Scramble over the park's ancient summits and rock outcroppings to look out over Augusta County and the Shenandoah Valley.

Listed among the "Seven Natural Wonders of the Modern World," **Natural Bridge** is a 215-foot tall arch that soars high above Cedar Creek just to the south of Augusta County. Once owned by Thomas Jefferson, today Natural Bridge is a state park.



NATURAL BRIDGE

GET AROUND:

Small Cities With Genuine Community Charm



**Staunton:
Most Beautiful Main
Streets Across America**
– *Architectural Digest*, 2018

**Staunton:
Best Small
Mountain Towns**
– *Southern Living* 2020

**Staunton:
Most Charming
Small Town in Virginia**
– *Reader's Digest*, 2021

**Staunton:
50 Best Cities to
Live in the U.S.**
– *USA Today* 2019

Bring your adventurous spirit to our historic downtowns, where live music, theater performances, art galleries, and culinary treats fill brick-lined Main Streets.

Staunton

Big Time Culture, Small Town Cool

Staunton's charming downtown is home to a vibrant arts and music scene, a sizzling reputation for local food, and a cool array of independent shops. Enjoy a fun-filled night of theater at the **American Shakespeare Center**, step back in time at the **Frontier Culture Museum**, discover your inner child at **Pufferbellies** or explore the legacy of **Woodrow Wilson** at his presidential library and museum. Grab a Mission-style burrito at **Chicano Boy**, an authentic pupusa at **Gloria's Pupuseria** and the finest, freshest, seasonal ingredients at **The Staunton Grocery**, **Zynodoa**, **Reunion Bakery & Espresso** and **The Shack**.

Waynesboro

Where Good Nature Comes Naturally

Divinely placed among the adventure, Waynesboro's **Wayne Theatre** is mere minutes from the **Shenandoah National Park**, **South River Trout Fishery**, **Blue Ridge Tunnel** and **Appalachian Trail**. Take in the galleries of the **Shenandoah Valley Arts Center** and the history of the **Waynesboro Heritage Museum** before lifting a glass at **Blue Ridge Bucha**, one of the first kombucha taprooms on the East Coast. **Green Leaf Grill**, **The River Burger Bar**, **Papa's Kitchen** and **Heritage on Main** will feed a hiker's hunger, while both **Farmhaus Coffee** and **The French Press** pour a perfect bean.



**Waynesboro:
50 Best Cities to
Live in the U.S.**
– *USA Today* 2019



FESTIVALS & FAIRS

AUGUSTA COUNTY

RED WING ROOTS MUSIC FESTIVAL • VIRGINIA CIDER FESTIVAL
VA FOOD TRUCK BATTLE • SHENANDOAH FALL FOLIAGE BIKE FESTIVAL
AUGUSTA COUNTY FAIR • QUEEN CITY MISCHIEF & MAGIC
SOUTH RIVER FLY FISHING EXPO • RIVERFEST
WAYNESBORO FALL FOLIAGE ART SHOW • SWEDISH FIRE FESTIVAL
SHENANDOAH ANTIQUES EXPO • VIRGINIA STREET ART FESTIVAL
WESTERN VIRGINIA SPORTS SHOW • AND MORE



"When we first started talking about creating a music festival, we immediately thought of Natural Chimneys as the location. It was this hidden jewel — the rock formations, the landscape, the trees, and the river. We knew the lineup, the music, and the location all needed to come together to emanate the perfect ethos. Now, the joy of the gathering and the place itself have such a connection I couldn't imagine it anywhere else."

TRENT WAGLER, THE STEEL WHEELS/RED WING ROOTS MUSIC FESTIVAL





VIRGINIA

#1 for Business

CNBC (2021)

#1 for Higher Education

SMARTASSET.COM (2019)

**#1 State for Workforce
Development –
Atlantic Region**

SITE SELECTION MAGAZINE (2018)

**#10 Best Place to Work in
Manufacturing (Staunton-
Augusta-Waynesboro MSA)**

SMARTASSET.COM (2020)

augustaVAbusiness.com

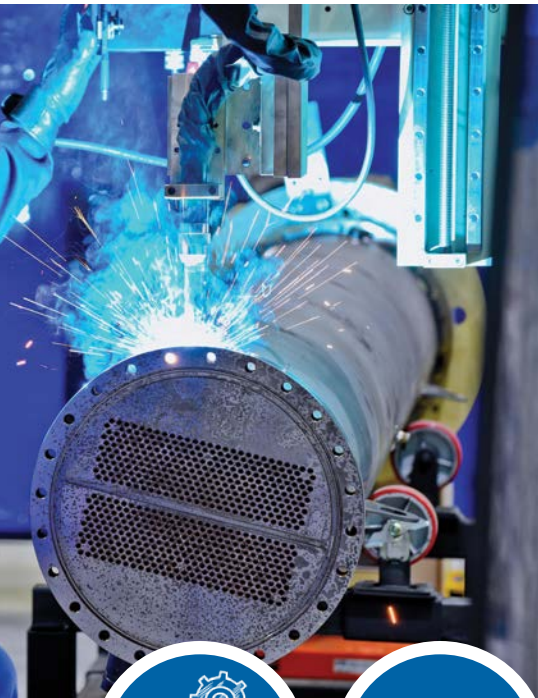


FOCUSED ON BUSINESS

Where Industrial Growth Meets Exceptionally Beautiful Living

Touted for our hospitality and livability, several of America's most well-known companies have located, expanded, and thrived here. Vibrant small cities and breathtaking natural attractions complement a tremendous location, a business-friendly environment, and a talented workforce.

#1 State for Quality of Life in the US
- Forbes, 2019



HAPPY AND TALENTED WORKFORCE



AGRICULTURE



LOCATION & ACCESS



SPEED-TO-MARKET



GROWTH



LOW COST OF DOING BUSINESS

OFF THE BEATEN PATH: EAT LIKE A LOCAL

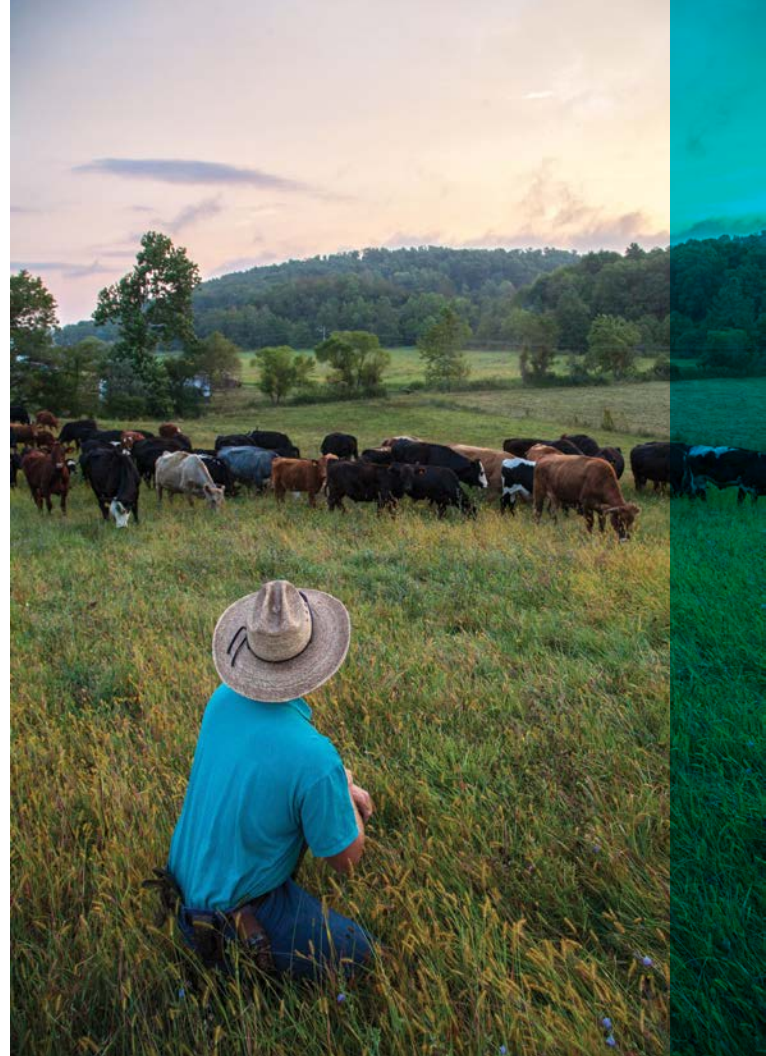
If you are looking for a little something just off the beaten path, follow the lead of locals. Here are a few longtime favorites.

Mrs. Rowe's
The Cheese Shop
Donuts Delight
Miller's Bake Shoppe
Armstrong's
Pecks BBQ

visitaugustacounty.com/food-drink/

DAILY SPECIALS: Farms & Eateries

It doesn't get fresher than this. From grass-fed beef and free-range poultry to all-things organic and sustainable, more than 1,700 farms dot Augusta County's countryside. Our pastoral landscape, preserved by generations of farming and a rich agricultural heritage, forms the backdrop of our communities.



Visit the Farms

Over 40 Augusta County farms and farmers markets are open for guided or free-range exploration. When at a local farmers market or farm-to-table restaurant, keep an eye out for **Ballerino Creamery** cheese – it's a result of the partnership between an Augusta County organic dairy farmer and an artisan cheese maker. Agricultural heritage meets modern taste!

Polyface Farms is a beyond-organic food production oasis, featuring environmental-friendly farming practices. America's most famous farmer, Joel Salatin, can often be seen, and farm tours are available. While not typically open to the public, foodies may recognize **Autumn Olive Farms** on the menus of several Michelin star restaurants in the mid-Atlantic area.

JMD Farm Market and Garden Center, tucked away in the rolling hills of Barren Ridge, offers pottery, plants, local meats, produce, eggs, honey, and artisan crafts. While kids use their imaginations on the natural playground, adults can peruse the Garden Center's flora and fauna.

Craft your own on-farm experience at
visitaugustacounty.com/farm-fresh
and fieldsofgold.org



If the kids want to see (and cuddle!) a goat up close and personal, head to **My Peeps Farm**. Check out the homemade goat's milk soap while you're there, and then head over to **Calixto Farm**. Located in Augusta County for over 15 years, the farm offers hanging baskets, plants and seedlings, and quality produce.

Eateries for Every Appetite

Sample **Edelweiss'** wiener schnitzel for a dose of Valley German heritage. Open wide for **Old School Burgers'** full-pound "Ron Swanson" and make sure to stop by **Fishersville Lunch Box & Market** or **New Hope Grocery** for a homemade lunch to go. Blue-plate special lovers should check out **Mrs. Rowe's** and save room for pie, while **Valley Pike Farm Market** joins the local food revolution with honeys, jams, jellies, and over 300 Virginia wines, beers, and ciders. Try **Smoking Rooster's BBQ Pit & Caribbean Cuisine** for jerk chicken, curry goat or pulled pork. **Augusta Kitchen** brings the "make-your-own" into the Southern Fresh mentality, and think about **Sweet Nana Cakes** to end the day on a sweet note.



"Augusta County offers a working landscape that enchants and empowers. That's a unique combination, one you'll never forget. The beauty and serenity of this area just can't be captured in pictures. I never tire of visitors' breathless exclamations about the landscape when they make the pilgrimage to our farm." JOEL SALATIN, POLYFACE FARM

America's Most Famous Farmer

Polyface Farm's Joel Salatin is a sustainable farmer, author, and entrepreneur, winner of a MacArthur Genius Award, and featured in the bestseller *Omnivore's Dilemma* and award-winning documentary *Food Inc.*



DRINK IT IN:

Vineyards & Craft Breweries



Outdoor adventures – check. Next up, wind down with award-winning local wine and beer. Drink in the unique tastes and flavors of the Shenandoah Valley, handcrafted and locally grown.

Experience our special terroir in reds and whites at **Barren Ridge Vineyards**. Bonus – Barren Ridge is Fido-friendly. Augusta’s newest vineyard, **Above Ground Winery** also creates wine blends using its own fruit such as raspberries and apples. If a downtown tasting room is more your vibe, check out **Ox-Eye Vineyards Tasting Room** in Staunton. If you happen to be visiting Ox-Eye on a Sunday evening, explore the latest art gallery collection upstairs. For serious wine lovers, stretch your palate at nearby **King Family Vineyards** and **Veritas Vineyards**.



With over 18 breweries on the **Shenandoah Beerwerks Trail**, discover your custom craft brew whether you're a hops, lager, pilsner, or full-flavor aficionado. Watch sunset speckled ridgetops under the hand-hewed beams of **Stable Craft Brewing's** tap room, then progress to nearby **Seven Arrows Brewing Company** and **Skipping Rock Beer**. Grab a Shenandoah Beerwerks passport at any brewery on the Trail, visit at least eight breweries, and bragging rights are yours with a commemorative Beerwerks Trail t-shirt.

>> Hop on the trail at beerwerkstrail.com <<



TREASURE HUNTING:

Antiques & Vintage Treasures

The **Factory Antique Mall** in Verona is the country's largest antique mall, featuring more than 200 dealers. Wander the aisles to your heart's content, searching for that hidden gem. **Rocky's Gold, Silver & Antiques** houses jewelry, furniture, signs, coins, guns and more. If you are looking for unique art, be sure to stop at **Verona Antiques**.

The Alpha & Omega Antique Mall stocks vintage memorabilia and rare, one-of-a-kind items, ripe for the picking. Branch out into our small communities, where dozens of antique shops wait to be discovered. If you're here in May or October, make time for the **Fishersville Antiques Expo**, the largest indoor/outdoor antiques and collectibles show in the mid-Atlantic region.





A PICKER'S PARADISE AWAITS.



SPRING

March – May

63°/39°

Perfect time to enjoy: Fly fishing, rafting, canoeing, golfing, historic garden week



WINTER

December – February

44°/23°

Perfect time to enjoy: Professional and community theater, museums, seasonal holiday events, skiing

SIX HIDDEN GEMS

- Natural Chimneys Park & Campground
- Sherando Lake
- Ramsey's Draft Wilderness Area
- Augusta Military Academy Museum
- Oak Grove Theater
- Stonewall Brigade Museum



SUMMER

June – August

82°/59°

Perfect time to enjoy: Flower farms, hiking, mountain drives, swimming holes, berry picking



FALL

September – November

65°/42°

Perfect time to enjoy: Fall foliage, horseback riding, bicycling, apple and pear orchards, pumpkin patches

Places to Stay

Choose from brand hotels, historic inns, cabins, or follow the call of the wild at a campground. From romantic to relaxed, Augusta accommodates every style and every price point.

For a complete listing of all hotels, motels, bed and breakfasts, inns and RV parks and campgrounds, go to visitaugustacounty.com/lodging/.

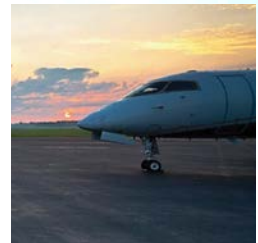
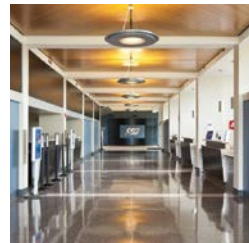


The Shenandoah Valley Airport (SHD) offers Valley visitors, residents and the business community commercial flights to major hubs with the great convenience of a local airport.

- Access to hundreds of domestic and international destinations
- Free parking
- Quick check-in process
- Close proximity to I-81/I-64
- Three rental car brands located on-site





flyshd.com



PLAN NOW TO EXPERIENCE All Augusta, All Outside

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 @visitaugustava