

2026-2027

TUCUMCARI

Official Visitors Guide



Cruisin'
through a
century
on Route 66!

visittucumcarinm.com



ABOUT TUCUMCARI, NEW MEXICO

The legacy of the past intersects with the promise of the future in Tucumcari. Tucked away in the shadow of Tucumcari Mountain, our relaxed, rural community is packed with vintage Route 66 nostalgia, old west history, and wide-open vistas.

Discover our stretch of the historic Mother Road, lined with classic neon and restored vintage motels. Explore our iconic museums, shops, and world-class murals. Savor local flavors at our one-of-a-kind restaurants and eateries. Indulge your sense of adventure under vibrant skies with area birding, boating, cycling, and hiking. Experience small town charm and hospitality in Tucumcari, New Mexico.

VISITTUCUMCARINM.COM



Welcome!

Welcome to Tucumcari (pronounced TOO-kum-kair-ee)! We are a rural community located on I-40 between Albuquerque, NM, and Amarillo, TX, on the historic Route 66. We are a destination for outdoor recreation, photographers, and Route 66 enthusiasts; and a cozy place to stop and spend the night for folks on the road.

There is a lot to do in our community. Play in the local lakes and disc golf course, take the historic talking tour, check out more than 100 murals, and visit our four museums. When you are ready to rest, we have more than 1200 hotel rooms and great local eateries to enjoy.

We know that you will come to love our community as much as we do, so come and explore Tucumcari. We look forward to seeing you!





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THE BLUE
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What's in a Name? The city's name was derived from Tucumcari Mountain, which is situated near the community. Although the origin of the mountain's name is uncertain, it may have been derived from the Comanche word tukamakaru, which means 'ambush'.



HISTORY OF TUCUMCARI

Our story begins in 1901 with establishment of a construction camp and siding during work to complete a junction that connected the Southern Pacific Railroad from El Paso, Texas with the Chicago, Rock Island & Pacific Railroad at Liberal, Kansas. Before the end of the year a small tent city called Rag Town had lured many residents from nearby Liberty. The rowdy nature of the camp inspired many people to call it Six Shooter Siding.

For reasons unknown, the burgeoning little town was named Douglas when the first post application was filed in 1901. It was amended to Tucumcari in 1902.

Shortly after designation as a railroad division point in 1908, construction commenced on a major railroad facility. Within two years more than sixty businesses had opened near the roundhouse, depot, and water tower. This is the city's historic heart.



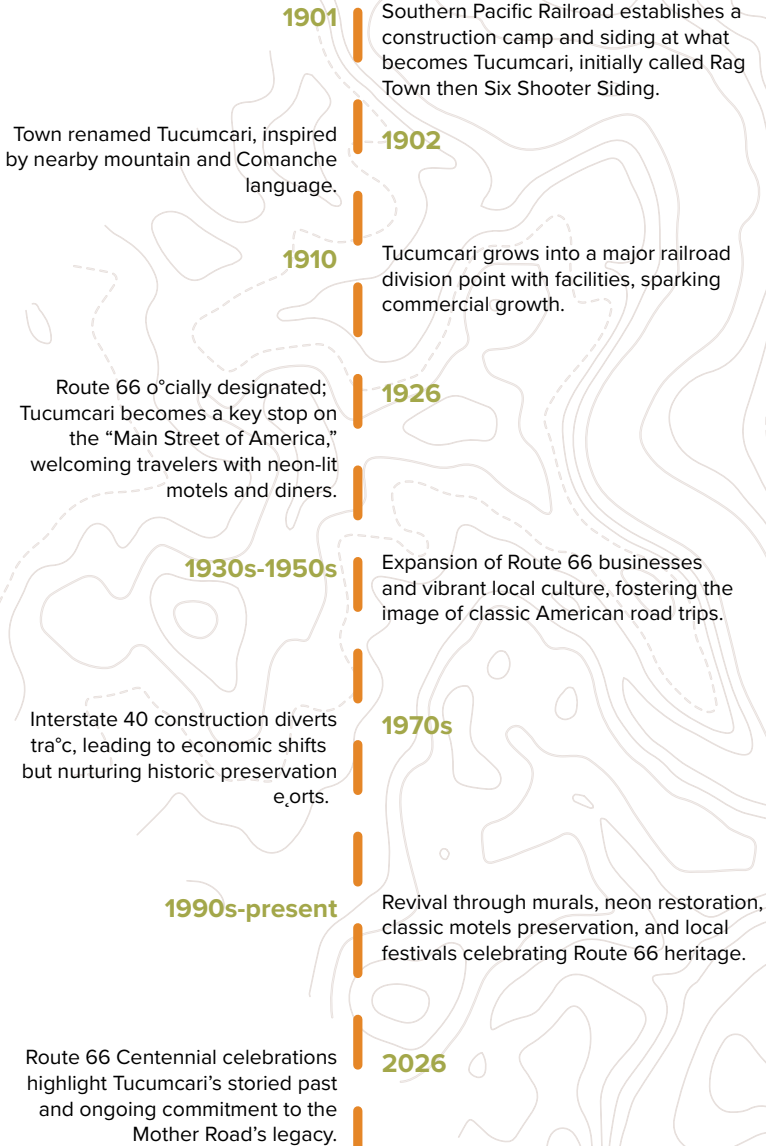
ROUTE 66

Drive along iconic Route 66 through Tucumcari and you will see why this storied highway has been billed as the Main Street of America. And you will experience a community passionate about its Route 66 history.

Certified as a U.S. highway in November 1926, Route 66 today is without a doubt the most famous highway in America. There are Route 66 associations throughout Europe, in Australia and in Japan that organize tours and events, and that print guidebooks. Companies that specialize in Route 66 tours are based in New Zealand, Europe, and Australia.

For this legion of international and domestic Route 66 enthusiasts, Tucumcari is a destination. Classic diners, time capsule motels, colorful neon signage, picturesque, faded vestiges from the highway's glory days and the New Mexico Route 66 Museum. Tucumcari is the infectious magic of the Route 66 experience distilled, refined, and purified.

100 YEARS ON THE MOTHER ROAD



ORIGINS & FORMATION OF ROUTE 66

Route 66 was born out of the need for a continuous highway connecting Chicago and Los Angeles, officially designated in 1926. The road stitched together existing local roads and farm-to-market routes, creating a vital artery that shaped the economic growth of the American West and Southwest. Route 66 was a symbol of progress and freedom, fostering the spirit of mobility and adventure that defined mid-20th century America. Tucumcari, situated strategically along this route, became a vital waystation for travelers and freight moving west.

Route 66 was one of the original highways within the U.S. Highway System created in 1926 and was designated as a National Scenic Byway in 2005, recognizing its cultural and historic significance.

Did You Know?

Route 66 was originally established as “The Will Rogers Highway” in 1926, honoring the famous American humorist and cowboy, Will Rogers. Its colorful history is filled with stories of pioneers, adventurers, and families seeking a new start in the West.

Fun Fact

The entire route from Chicago to Santa Monica is approximately 2,448 miles long and crosses eight states, connecting over 2,000 towns and communities.



GOLDEN ERA & CULTURAL IMPACT

During the 1930s through the 1950s, Route 66 experienced its golden era, becoming the backbone for migration, commerce, and tourism amid America's expanding car culture. The highway supported Dust Bowl refugees heading west, vacationers seeking national parks and desert landscapes, and businesses catering to travelers. Iconic roadside attractions, signage, and motels reflect this historic period, symbolizing a now nostalgic but deeply rooted American experience.

At the height of its popularity, Route 66 was so heavily traveled that the federal government had official "Route 66 Patrols" to help motorists navigate the highway safely.

The famous song "(Get Your Kicks on) Route 66," written by Bobby Troup in 1946, has been covered by dozens of artists, including Nat King Cole and The Rolling Stones, further embedding the highway in American pop culture.



Iconic Landmarks

Along its path, Route 66 is lined with unique landmarks such as the Cadillac Ranch in Amarillo, the Blue Swallow Motel in Tucumcari, and the Painted Desert in Arizona.

LEGACY, DECLINE, & CENTENNIAL REVIVAL

With the rise of the Interstate Highway System in the 1970s, Route 66 was gradually bypassed, leading to economic decline for many towns along the road. However, decades of decline gave way to a resurgence in the celebration of Route 66 heritage. The 2026 Centennial marks a key milestone, encouraging renewed tourism, cultural events, and investment in preserving Route 66's unique contributions to Americana.

Historic Route 66 signs and artifacts are treasured by collectors worldwide, with roadside diners and motels along the route often hosting memorabilia auctions to fund preservation efforts.

Tucumcari's neon signs, especially those restored for the Centennial, are part of a larger movement across Route 66 towns to preserve these glowing symbols of Americana, with some towns giving "neon tours" as a unique tourist attraction.

Fun Fact

The longest continuous stretch of original Route 66 signs and pavement in the United States is found in New Mexico, with Tucumcari serving as a shining example of preservation and pride.





GHOST TOWNS

The mere mention of the words “ghost town” conjure up images of abandoned storefronts, tumble down houses, and tumbleweeds rolling down an empty dusty street. Like Route 66, ghost towns have an international appeal. Some of these towns are now less than historic footnotes. Others offer endless opportunity for photo ops and for unleashing the imagination. All of them are manifestations of long forgotten dreams, hopes, and inspirations.

Before embarking on day trips in search of these forgotten places remember that there are unwritten rules for ghost town exploration. Respect private property and signs that restrict access. Take nothing but photos and leave nothing but footprints.



Here are some Quay County ghost towns you can explore:

Endee

Endee is located 37.5 miles east of Tucumcari and is named for the ND Ranch. This is one of the oldest communities in Quay County. It was established in 1882 by John and George Day, owners of the ranch, as an area supply center.



Glenrio

Glenrio is located 42 miles west of Tucumcari sits astride the New Mexico/Texas state line. The community was established in 1905 after completion of a survey and division of the surrounding area into farms, and construction of a siding on the Chicago, Rock Island & Pacific Railroad the following year. The most photographed site in Glenrio is the long-closed Texas Longhorn Motel and Café that opened in 1950. It was famous for a towering sign that read “First Stop In Texas” on one side and “Last Stop In Texas” on the other. In 2007 the seventeen remaining buildings that constitute the business district and the four-lane roadbed for Route 66 were added to the National Register of Historic Places.



Nara Visa

Located 49 miles northeast of Tucumcari on U.S. 54 is the fascinating old town of Nara Visa. With a population that hovers near 50 people it is a stretch to call this a ghost town. Still, in 2000 the census listed the population of 112 people.

Trementina

The original town of Trementina located four miles east of highway 104 near the junction of highway 419 dates to about 1901. Settlement predates this by centuries as there is evidence that the Trementina Apache lived in this area along Trementina Creek.





THINGS TO DO IN TOWN

Museums

The Tucumcari Historical Museum is located at 416 South Adams and housed in a school built in 1903. In addition to the collections displayed on three floors that allows the visitor to feel a sense of discovery, there are also expansive outdoor exhibits set among landscaped grounds that showcase flora native to the area.

Established in May 2000, the **Mesalands Community College Dinosaur Museum and Natural Sciences Laboratory** with 10,000 square feet of exhibit space, and large well-equipped paleontology/geology laboratory is just of the college's surprises.

Displays at the museum in replicated and original fossils. They are as diverse as miniature footprint castings to a huge 40' long skeleton of a Torvosaurus, a rare relative of Tyrannosaurus rex. Exhibits are from private local dig sites and area fossil beds. An expansive viewing window allows guests to view paleontology students and the curator prepare as well as preserve specimens.

A collection of mineral specimens from throughout the world are also on display in the museum. Mineral specimens are also sold in the gift shop.





Tucumcari's story begins with the railroad, and its legacy comes to life inside the **Tucumcari Railroad Museum, located in the beautifully restored 1926 depot.** As the depot prepares to celebrate its 100th anniversary in 2026, visitors are invited to explore an expanding collection of exhibits that honor the people, places, and defining moments that helped shape the community.

Railroad enthusiasts, history lovers, and Route 66 travelers are invited to step into Tracks Through Time and discover the museum's interactive displays, historic collections, and the newly added Dawson Exhibit—a tribute to the coal mining community whose legacy remains an important chapter in New Mexico's past.



The **Tucumcari Historical Museum, located at 416 South Adams Street,** is one of the city's most treasured landmarks and a cornerstone of its cultural identity. **Housed in a three-story brick schoolhouse built in 1903,** the museum invites visitors to step back in time and experience the rich history of Tucumcari and Quay County. From Native American artifacts and pioneer tools to railroad relics, military memorabilia, and Route 66 treasures, the museum showcases the stories, struggles, and triumphs that shaped life on the High Plains.

In front of the convention center is the **Route 66 Monument** commissioned by artist Tom Coffin for the New Mexico State Highway and Transportation Department's Cultural Corridors: Public Art on Scenic Byways Program, and the Quay Council for Arts & Humanities. This world-famous photo op captures the glory days of Route 66, an era of I Like Ike buttons, tail fins and Edsels.

Art City is a 40-acre desert art park that wows with large-scale art. **Just off I-40,** it offers a place to wander scenic trails, stay the night under the stars, and experience the beauty of eastern New Mexico from a fresh perspective.



Murals

Tucumcari, New Mexico, is often called an open-air art gallery thanks to the **more than 100 vibrant murals** that color its downtown and Route 66 corridor. These large-scale works transform ordinary walls into storytelling canvases, capturing the city's western heritage, Route 66 nostalgia, and desert beauty. From cowboys and cattle drives to neon motel scenes and vintage cars, the murals offer a visual journey through time and celebrates the pioneering spirit and creative pulse of Tucumcari.

Many of the murals were created by renowned artist **Doug Quarles**, whose detailed and lifelike style helped bring Tucumcari's people, landmarks, and legends to life. His work continues to inspire artists and visitors alike, making each mural a piece of local history preserved in paint.

For travelers exploring Route 66, the murals serve as both a welcome sign and a walking tour. Many travelers stop to take photos at iconic sites like the **Route 66 Women of the Road** mural or the nostalgic **Tee Pee Curios** painting, each telling its story about the people and places that made Tucumcari "the Heart of Route 66."

The murals stand as symbols of community pride and artistic collaboration. They've helped revitalize Tucumcari's historic downtown, drawing photographers, mural chasers, and art enthusiasts from around the world. Whether viewed under the warm glow of sunset or the bright New Mexico sky, Tucumcari's murals capture the essence of a town that honors its past while boldly painting its future.



The Odeon

The Odeon is a privately owned historic movie theater. The name is derived from an ancient Greek term referring to “singing place”. This renovated Art Deco-style theater was built in 1936. In 2007 it was added to the National Register of Historic Places. With its restored marquee and upgrades to the latest digital and audio technology, the Odeon is a delightful blending of old and new. It is but one of many gems located in the historic heart of Tucumcari.

NEON ↓
→ *at Night*

Lighting the night and casting a colorful glow is Tucumcari’s world-famous neon signage. Dating to the glory days of Route 66 our wonderful signs enhance the time capsule feel of a night spent in our city. Looking for a one-of-a-kind photography opportunity? Try capturing a picture of the colorful glow set against the backdrop of a technicolor sunset.

ANNUAL EVENTS

Step away from the hustle and bustle to spend some time relaxing in Tucumari. You can find out more about our events throughout the year on our Facebook page or visittucumcarinm.com.

■ Mesalands Iron Pour — March

A week-long event that draws artists from across the nation to create iron sculptures. Hosted by Mesalands Community College.

■ Cinco de Mayo Celebration — May

Annual event celebrating Cinco de Mayo with food, vendors, and live entertainment for the whole family.

■ Tucumcari Rawhide Days — June

A celebration of western heritage and the filming of Rawhide in Quay County. Wild west gunfights, chuck wagon cooking, live music, and more!

■ Down at the Depot Concert Series — June - August

4th Saturday of each month at the historic Railroad Depot. Live music, food vendors, and a makers market. Hosted by Tucumcari MainStreet.

■ Farmers Market — July - October

A welcoming seasonal gathering where fresh produce, homemade goods, and small town hospitality come together.

■ Quay County Fair — August

Week-long event with livestock shows, a Catch It Heifer contest, 4-H Expo, Home Arts Sweepstakes, carnival, and more! Hosted by Quay County.

■ Fired Up & Wheels on Fire — September

Longest running family-friendly event. Fire performers, glass blowing, art, blacksmithing, live music, food vendors. Hosted by Tucumcari MainStreet.

■ Quay County on the Move Fun Run/Walk— September/October

3.1-mile course, 1.5-mile course for seniors/new walkers. Free event sponsored by the Quay County Health Council.

■ TucumScary — Halloween

Community trick or treat event hosted by the Chamber of Commerce, Mesalands Community College, and Tucumcari MainStreet.

■ Tucumcari Turkey Toss & Cornhole Tourney — November

A lively weekend of games and good times. Filled with friendly competition, community spirit, and plenty of Route 66 fun!

■ Very Merry Tucumcari — December

Fun-filled, month-long holiday celebration. Includes lighting of the Railroad Depot, christmas light parade, vendors, and more!



■ Christmas Expo — December



Celebrate with holiday cheer, festive shopping, and hometown warmth.



18 Features local vendors, seasonal activities, and unique gifts.












LODGING

 : Pets OK
 : Smoking Rooms

 : On-Site Dining, Breakfast
 : Fitness Center

 : Business Center
 : Large Rig Parking

LODGING	ADDRESS	PHONE	\$						
Almara Inn	406 E. Route 66	575.461.0431	\$	✓	✓				✓
Best Western Discovery Inn	200 E. Estrella Ave.	575.461.4884	\$\$	✓		✓	✓	✓	✓
Blazing Saddle RV	2500 E. Route 66	575.815.4085	\$				✓	✓	✓
Blue Swallow Motel 	815 E. Route 66	575.461.9849	\$\$						✓
Buckaroo Motel	1315 Route 66	575.461.1650	-	-	-	-	-	-	-
Days Inn By Wyndham	2623 S. 1st St.	575.461.3158	\$\$	✓					
Desert Inn Tucumcari	2420 S. 1st St	575.461.9882	\$	✓		✓	✓	✓	✓
EconoLodge	3400 E. Route 66	575.461.4194	\$	✓	✓	✓			✓
Fairfield Inn and Suites	1901 S. Mountain Rd.	575.461.7929	\$\$\$	✓		✓	✓	✓	✓
Historic Route 66 Motel	1620 E. Route 66	575.461.1212	\$\$	✓					✓
Holiday Inn Express	2624 S. Adams St.	575.461.3333	\$\$			✓	✓	✓	✓
La Quinta Inns & Suites	2623 S. Adams St.	575.461.2233	\$\$\$	✓		✓	✓	✓	✓
Motel Safari 	722 E. Route 66	575.461.1048	\$\$	✓					✓
Motel 6 Tucumcari	2900 E. Route 66	505.200.3275	-	✓	-	-	-	-	-
Mountain Road RV Park	1700 S. Mountain Rd.	575.461.9628	\$	✓	✓				✓
Palomino Motel	1215 E. Route 66	575.461.3622	\$	✓	✓				✓
Quality Inn	3716 E. Route 66	575.461.3780	\$\$	✓	✓	✓	✓	✓	✓
Roadrunner Lodge 	1023 E. Route 66	575.282.RT66	\$\$	✓					✓
Roadway Inn & Suites	2800 E. Route 66	575.461.4094	\$	✓	✓	✓		✓	✓
Super 8 by Wyndham	4001 E. Route 66	575.461.4444	\$	✓	✓	✓		✓	✓
Tucumcari KOA	6299 Quay Rd. AL	575.461.1841	\$	✓		✓			✓

Average Cost Per Night
 \$ - Under \$70 • \$\$ - \$71-\$150 • \$\$\$ - \$150+

- : No Information

 Souvenirs

DINING

Average Meal Cost Per Person
 \$ - Under \$10 · \$\$ - \$10-\$20 · \$\$\$ - \$20+

D/I: Dine-In
 OD: Outdoor Dining

TO: Takeout
 Delivery

RESTAURANT	ADDRESS	PHONE	\$	D/I	OD	TO	
Arby's	1900 S. Mountain Rd.	575.461.1900	\$			✓	
Blake's Lotaburger	2523 S. 1st St.	575.461.0011	\$	✓		✓	
Chester's Chicken	1900 Mountain Rd.	575.461.1777	\$	✓		✓	
Del's Restaurant 	1202 E. Route 66	575.461.1740	\$\$	✓	✓	✓	✓
Denny's	2021 S. Mountain Rd.	575.461.3396	\$\$	✓		✓	
Frost 5 Lemonade	1214 E. Route 66	575.708.0661	\$	✓		✓	✓
Godfather's Pizza	1900 S. Mountain Rd.	575.461.1900	\$	✓		✓	
Golden Dragon	1006 E. Route 66	575.461.2853	\$	✓		✓	✓
Goodies Go Last (Inside Carlsons Coffee Shop)	417 E. Center St.	575.359.5822	\$	✓	✓	✓	
Kandels Street Sips	112 W. Main St.	575.403.4529	\$	✓		✓	
La Cita	820 S. 1st St.	575.461.7866	\$	✓	✓	✓	
Las Chapparitas	110 E. Main St.	575.403.5312	\$	✓		✓	
McDonald's	2608 S. 1st St.	575.461.4900	\$	✓	✓	✓	
Pizza Hut	2402 S 1st St.	575.461.3770	\$	✓	✓	✓	✓
Rubee's 2 Go	714 W. Route 66	575.461.1463	\$\$	✓	✓	✓	✓
Side Kix	321 E. Route 66	575.815.8955	\$	✓		✓	
Sonic	2423 S. 1st St.	575.461.1922	\$		✓	✓	
Taco Bell	3600 E. Tucumcari Blvd.	575.403.5499	\$	✓	✓	✓	

 Souvenirs



EXPLORE!

TUCUMCARI BUCKET LIST

- Fire up a conversation with a local
- Visit the Dinosaur Museum
- Visit the Railroad Museum
- Take a photo at the Route 66 Monument



1ST ST

MAIN ST

MOUNTAIN RD

ROUTE
66

TUCUMCARI

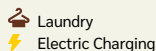
- Check out some murals
- Eat something with green chile
- Buy a Tucumcari souvenir
- Spend a night (or two!)
- Check out the Visitor Center
- Take a photo with the Route 66 Lady Liberty

SHOPPING

SHOP	ADDRESS	PHONE
Souvenirs		
Arteformz	117 W. Center St.	575.403.4462
Del's Souvenirs (Inside Del's Restaurant)	1202 E. Route 66	575.461.1740
TeePee Curios	924 E. Route 66	575.461.3773
Route 66 Townhouse Welcome Center & Gift Shop	901 E. Route 66	505.301.6367
Boutique Shopping		
Desert Rose Center	208 E. Main St.	575.461.2342
Blanco Creek Boutique	201 S. 2nd St.	575.403.6859
La Tienditas	100 S. 2nd St.	575.403.6236
Main Street Boutique	125 E. Main St.	575.461.1391
Watson's Shopping (Inside Watson's BBQ)	502 S. Lake St.	575.461.9620

REPAIRS/SERVICE

SHOP	ADDRESS	PHONE									
Pilot Flying J	2021 S. Mountain Rd.	575.461.6590	✓	✓	✓	✓					✓
Loves ⚡	1900 S. Mountain Rd.	575.461.1900	✓	✓	✓	✓	✓	✓			
Blazing Saddles RV	2500 E. Route 66	575.815.4085				✓					
Boss Truck Shops	2023 S. Mountain Rd.	575.461.8458						✓	✓		
D&A Autocare	605 S. Lake St.	575.461.3117						✓			
Jack's Truck Repair	900 S. Mountain Rd.	575.461.4601						✓	✓		
John's Truck Service Inc.	6297 Quay Rd. AP 0.6	575.461.2085						✓	✓		
Mountain Road RV Park	1700 S. Mountain Rd.	575.461.9628			✓						✓
Quality Lube & Tire	302 W. Route 66	575.461.0773						✓	✓		
Sandoval Engine Repair	3600 E. Tucumcari Blvd.	575.403.5499						✓	✓		
Todd's Garage & Mobile Repair	123 Route 66	575.461.2277						✓	✓		
Ray's Truck Service & Repair	I-40 Exit 333	575.461.3077		✓				✓	✓		
Dhillion and Son Truck Repair	1806 E. Route 66	575.403.1098		✓				✓	✓		





LOCAL OUTDOOR RECREATION

Lakes

To the casual observer, Tucumcari may seem an unlikely place for boating. But located just 32 miles from the city on scenic highway 104 is the water wonderland of Conchas Lake State Park.

Conchas Dam, constructed by the Corps of Engineers on the Canadian River, and the park offers an array of amenities including the Conchas Lake Airport, picnicking and camping facilities, a marina, store with bait, tackle, and food supplies, and boat ramps.

The picturesque lake is popular for an array of water sports activities including boating and water-skiing. Anglers fish for walleye, blue gill, largemouth bass, channel catfish, and crappie.



Ute Lake State Park

Ute Lake State Park is located 25 miles to the northeast on U.S. 54. At almost 13 miles long, it is one of New Mexico's longest lakes. Scenic and secluded coves make the lake quite popular with boaters and campers. Abundant wildlife, hiking and mountain bike trails, and old-fashioned swimming holes make Ute Lake a true desert oasis.

There are more than 130 developed camping sites, some with electric hookup, and an RV dump station. There is also a visitor center, marina, large picnic shelter ideal for groups, and showers.

Golfing

Tucumcari is full of surprises. Did you know that the city has not one, but two, challenging golf courses?

Designed by Dr. T.B. Hoover the Tucumcari Municipal Golf Course opened in 1948. Established in 2009 is the Nicklaus Design championship 12 Shores course at Ute Lake. Amenities at the 12 Shores Golf Club include a well-stocked golf shop. There is also a grill above the 9th hole with a patio that provides panoramic views of the lake and south to Liberty Mesa.

The Robert Lumpkin Disc Golf Course is a challenging blend of long and short holes in a scenic desert landscape with panoramic views of mesas. The course is located at Five Mile Park that was built by the Civilian Conservation Corps in 1940 along Route 66.

Established as the Metropolitan Park Bathhouse and Pool, the complex contained one of the largest swimming pools in the state as well as a bathhouse, a campground and playground. The site was placed on the National Register of Historic Places in 1996.



DAY TRIPS FROM TUCUMCARI

Like the hub of a wheel Tucumcari is at the center of a diverse array of great day trips. Just imagine a day of scuba diving, swimming in a desert oasis, making a scenic drive to the original Las Vegas, taking in an authentic western rodeo, or following the trail Billy the Kid.

Find a place to hang your hat at one of Tucumcari's modern campgrounds or at a vintage motel so you have a place to come home to, and then set out on some amazing adventures.



Las Vegas

Highway 104, Tucumcari to Las Vegas is a 107-mile drive with awe inspiring photo stops at nearly every turn. Be sure to plan your day trip so that on the return to Tucumcari you can catch the sunset at the Canadian Escarpment Historic Marker and scenic overlook.

The drive starts with a wonderful view of the renovated depot. The highway courses through quintessential western landscapes and past the shores of Conchas Lake. Be sure and get a picture of the old Tremontia school at the intersection of highway 419.

The views become ever more spectacular as the highway climbs the Canadian Escarpment. Be sure to make use of the frequent pullouts.

The drive continues across rolling high desert hills studded with cedar, juniper, and picturesque old ranches. And then after cresting a hill and crossing the Pecos Arroyo it enters historic Las Vegas.



Mosquero and Roy

The trip to Mosquero makes for a wonderful loop drive that blends stunning landscapes, historic sites, and a most interesting county seat. This village with a population of around 100 people is the county seat of Harding County.

The diminutive business district includes colorful facades and murals at Mosquero Town and Country Market, Headquarters Restaurant, and the Harding County Courthouse that was built in 1922 as a school. The murals were painted by local students under the leadership of Doug Quarles, the artist behind many murals in Tucumcari. Students still maintain the murals and also publish a local newspaper.

Fort Sumner and Lake Sumner

Fort Sumner and Lake Sumner are also delightful day trip destinations.

Named after former New Mexico military governor Edwin Vose Sumner, Fort Sumner was a key military outpost in the eastern New Mexico territory. The site was purchased by Lucien B Maxwell and on his death in 1875, his son Pete assumed control of the ranch.

Pete was a friend of a young cowhand and drifter known by several names - Henry McCarty, Henry Antrim or William Bonney. He was best known as Billy the Kid.

On the night of July 14, 1881, the Maxwell ranch was the scene of one of the most famous moments in western frontier history. It was here that Sheriff Pat Garrett shot and killed Billy the Kid.

Billy the Kid is buried in the old military cemetery in Fort Sumner. This is also the final resting place of Lucien Maxwell and several members of his family. The cemetery is located south of the Old Fort Sumner Museum.

The centerpiece of the Billy the Kid Museum are artifacts associated with the legendary gunman. This museum also has an operating blacksmith shop and living-history homestead and gift store.

Scenic Sumner Lake State Park

Scenic Sumner Lake State Park is located on the Pecos River. It is ideal for picnics or bird watching as it is on the Pecos River Flyway. It is easily accessed off the highway between Fort Sumner and I-40 (Santa Rosa).





Photo: New Mexico Tourism Department

Blue Hole and WIBIT Park Lake in Santa Rosa

How about a day of swimming and scuba diving at a true desert oasis? And you can still be back in Tucumcari for a delightful dinner and an awe-inspiring sunset.

The Blue Hole on the original alignment of Route 66 in Santa Rosa is as advertised, a blue hole. More than 3,000 gallons of water flow from this sink hole into Santa Rosa Creek every minute! The clarity of the water allows for visibility of at least 100 feet. And the water is a consistent 62-degrees and is open 7:00 am to 7:00 pm year-round.

Water sports, paddleboats, water slides and a water play on the WIBIT are also available during the summer at Park Lake outside of Santa Rosa. If you are in the area and love water, you don't want to miss an afternoon on the WIBIT.



Norman & Vi Petty Rock 'n' Roll Museum

Complete with old-fashioned diner booths and lots of real neon, the Norman & Vi Petty Rock 'n' Roll Museum transports visitors back to the 1950s and offers never-before-seen artifacts and many interesting stories through video and audio adventures.

Offering a re-creation of two of the iconic studio rooms, including working equipment and the original mixing board used during Buddy Holly's recordings, the museum is a celebration of Clovis' musical heritage and the legacy of two of its most remarkable citizens — Norman and Vi Petty. Memorabilia from the Petty's personal collections are also on display, providing a behind-the-scenes look at their lives and careers of these rock legends.

COMMUNITY PARTNERS

■ **Tucumcari MainStreet**

Historic Railroad Depot
100 Railroad Ave.
Tucumcari, NM 88401
575.461.3701
tucumcarimainstreet.org

Since 2007, Tucumcari MainStreet has worked to revitalize the historic district in Tucumcari.

Their mission is to “Promote economic development by providing the resources to create opportunities through desirable business growth, expansion, retention and attraction.”

■ **Quay County**

300 S. 3rd St.
Tucumcari, NM 88401
575.461.2112
quaycounty-nm.gov

Low Cost of Living. High Quality of Life.

Quay County has a rich history and a local economy based on agriculture, tourism, interstate transportation and outdoor recreation. The County was created in 1903 and named after Matthew S. Quay.

We are dedicated to maintaining a safe, healthy environment for the community of Tucumcari and Quay County – especially for the growth and development of children.

■ **Local Radio**

KQAY 92.7 FM
KTNM 1400 AM



■ Mesalands Community College

911 South Tenth Street
Tucumcari, NM 88401
575.205.4075

mesalands.edu

Start here, go far! Mesalands Community College offers affordable tuition and credits that will transfer to any university.

Whether you want to build a great foundation for a four-year degree, pick up skills and technology to advance your current career, or earn a high-demand technical degree, Mesalands Community College is here to help develop your unique path to achieving your goals.

■ Tucumcari Public Schools

700 W. Amarosa Ave.
Tucumcari, NM 88401
575.461.3910

tucumcarischools.com

Excellence in Education! Tucumcari Municipal Schools offer children in grades K-12 a standard of education rarely found in rural school districts.

A low teacher-student ratio is enhanced by a well-rounded program of academics and extracurricular activities that encourages wholesome development.

State-of-the-art facilities, including an innovative outdoor classroom with its own amphitheater at Tucumcari Elementary, and a professional-quality auditorium at Tucumcari High School, demonstrate the school system's progressive, comprehensive approach to education. GO RATTLEERS!

QUICK FACTS

14,000
Square Foot
Venue

5,500
Square Foot
Main Exhibit Hall

1,000
Meeting
Attendees

450
Banquet/Reception
Attendees

CONVENTION CENTER

The **Tucumcari Convention Center** is a single level, **14,000 square foot** venue located on historic Route 66 and just off of I-40. Tucumcari has a variety of restaurants, shopping, art galleries, golf, fishing, museums and beautiful scenery to help you mix business with pleasure. With over 1,200 guest rooms within two miles (from quirky vintage drive up motels to standard four-star lodging) and our spacious, affordable venue, we are a great fit for **trade shows, conventions, private parties, and conferences.**

The Tucumcari Convention Center has a large parking area to accommodate your event. The 5500 square foot main exhibit hall can host banquets and receptions up to 450 attendees, and a flexible meeting space for up to 1,000. Our executive break-out meeting rooms, and an outdoor patio offer additional spaces to customize your event. All of our rooms have communication and Internet/WiFi capability, and we offer in-house equipment and services to make your event run seamlessly. We also have a warming kitchen and bar and can offer assistance with catering from several local restaurants.

The Tucumcari Convention Center is located next to the Quay County Fair Grounds and City baseball fields. Less than a block away is Mesalands Community College and the Tucumcari Football Field, giving access to local events.

Why Choose Tucumcari?

Because sometimes you need to get away from the hustle and bustle.

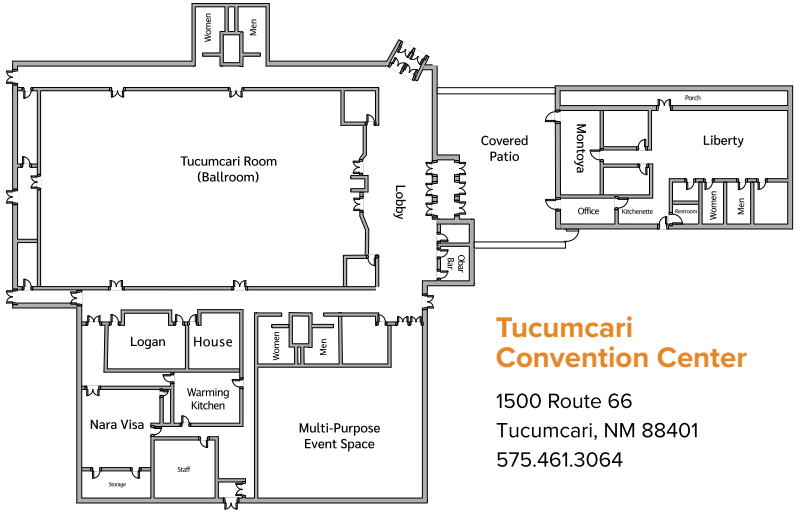
Hosting your event in Tucumcari gives you access to all the amenities you will need for a reasonable cost. We are centrally located for access from many larger communities and draw attendees for public events from a 90-mile radius.

WiFi
in every room

1,200
Guest Rooms
within 2 miles

**In-House
Services Team**

Outdoor Patio
Available to use



Tucumcari Convention Center

1500 Route 66
Tucumcari, NM 88401
575.461.3064



SERVICES

We have an in-house team that can assist with:

- Technology
- Catering
- Utilities
- Security
- Lodging Room Blocks
- Community Tours & Activities

QUICK FACTS

1901
Founded

Quay
County

4,091'
Elevation

Mountain
Time Zone

RELOCATION

Tucumcari has been through some challenging times, but the people are resilient and revitalization efforts are showing fruit. The Tucumcari MainStreet program is working to improve the historic commercial district and has received multiple grants to improve the streetscape and support business development. Entrepreneurs have invested in businesses and we have a flourishing cluster of unique shops, restaurants, and hotels. The region is filled with possibilities, and we welcome the opportunity to visit with you about relocation or starting a business.

Education

Tucumcari School District

An elementary, middle school, and high school make up the Tucumcari School District and serve 972 students. The district's average test ranking is in the top 50% of New Mexico Schools. The student teacher ratio is 15:1 with a 75-79% graduation rate.

Mesalands Community College

Mesalands Community College, with a student population of approx. 1,100, is Tucumcari's main higher educational institution. Mesalands offers associate degrees in key industries for Tucumcari such as Agri-Business, Wind Energy Technology, and Business Administration. Tucumcari's certificate programs include Wind Energy Technology and Metal Fabrication, producing a pipeline of talent with highly in-demand skills. Mesalands Community College is also home to the North American Wind Research and Training Center, giving students access to a training wind turbine and allowing them to develop hands on, practical experience that sets them apart. Mesalands granted over 125 associates degrees and certificates in 2018, with Electromechanical and Instrumentation and Maintenance Technologies/Technicians being the most common.

In addition, Tucumcari and Quay County achieved ACT's Certified Work Ready Community status in 2017, with 366 individuals currently holding the National Career Readiness Certificate, achieved by completing Work Keys assessments in workplace documents, applied mathematics, and graphic literacy.

4,919
Population

3,018
Employed

\$92,501
Avg. Housing Cost

\$28,159
Median Income



Business

Quay County provides a strong value-proposition for both businesses and residents. The yearly median earnings for full time, year-round workers is \$31,120, 67% of the national average (2017 ACS survey via the Census Bureau); ensuring that employers have access to a strong, high-quality workforce while simultaneously achieving significant savings relative to competitors located elsewhere. This is possible because Quay County continues to provide one of the lowest costs of living in New Mexico with an average home price of only \$92,501, approximately 1/3 of the average cost nationally of \$254,000. Other assets for businesses include city-wide fiber for connectivity, and a convenient location on I-40 between Albuquerque, NM and Amarillo, TX.

Industries

Quay County's climate and readily available land make it a solid location for solar and wind generation operations. Its high plains environment and rolling hills creates the year-round, consistent windy conditions required for wind power generation. In 2018 Quay County generated 833,314 MWh of power from three wind farms. Tucumcari is also home to the North American Wind Research and Training Center, providing a pipeline of trained technicians for the industry. Solar generation is also rapidly growing in Quay County; just recently reaching 25 MW of capacity courtesy of the Duke Energy Caprock Solar Farm.

The abundance of land, the mild climate, and easy access to water in Quay County are the foundations of the robust agricultural industry that has flourished here for decades. An extensive canal system irrigates 55,000 acres of farmland where crops such as alfalfa, wheat, sorghum, and cotton are grown in over 600 farms throughout the county. The average size of farms in Quay County is 2,526 acres, this is more than 5 times the national average of 444 acres. The county is also one of the top producers of cattle in the state, having over 40,000 cattle in inventory in 2017.

This historical strength in farming and ranching presents an opportunity for value-added agriculture and food production industries; providing close proximity to suppliers along with the ability to get finished products to consumers nationally and internationally via the major road and rail infrastructure serving the county.



VISITTUCUMCARINM.COM



City of Tucumcari

215 East Center Street
PO Box 1188
Tucumcari, NM 88401
575.461.3451
cityoftucumcari.com

Front cover photo by
Julian Docherty

VINTAGE LODGING · DINING · SHOPPING · MURALS · HISTORY · CLASSIC NEON



CELEBRATE
100 YEARS OF
ROAD TRIPS
PAGES 8-11



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