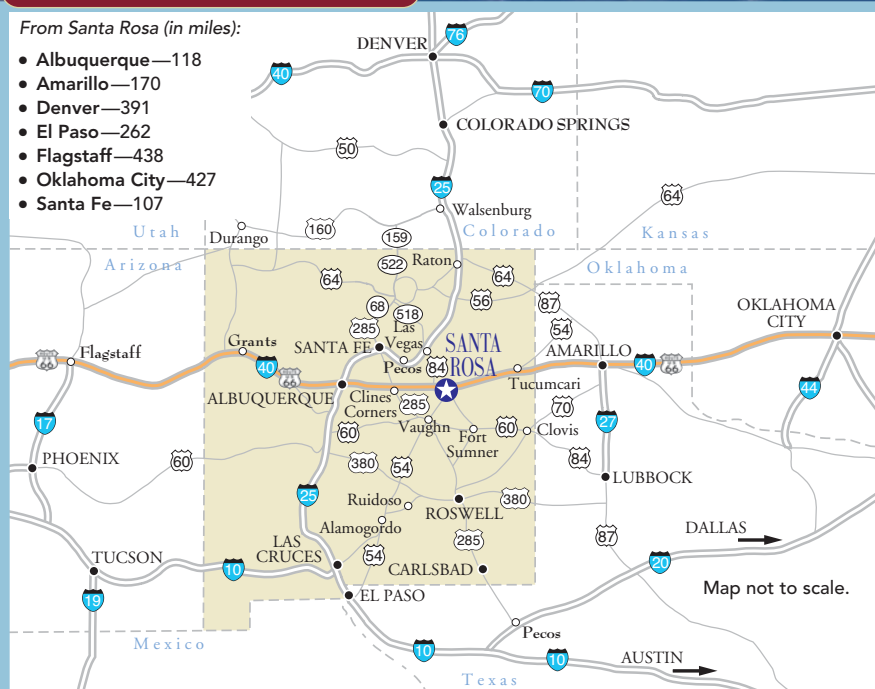


DRIVING DISTANCES

From Santa Rosa (in miles):

- Albuquerque—118
- Amarillo—170
- Denver—391
- El Paso—262
- Flagstaff—438
- Oklahoma City—427
- Santa Fe—107



CITY GUIDE

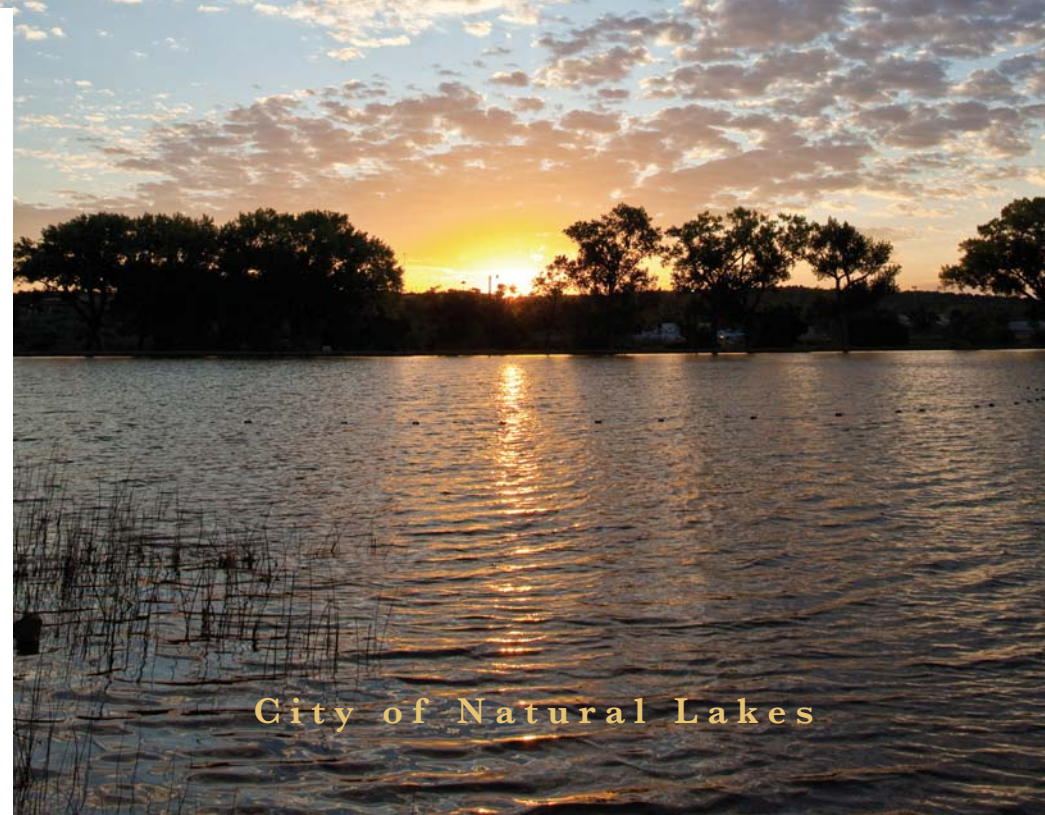


Santa Rosa
New Mexico



The City of Natural Lakes

Santa Rosa Information Center
244 South 4th Street, Santa Rosa, New Mexico 88435



City of Natural Lakes

SANTA ROSA

City of Natural Lakes

SANTA ROSA
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Santa Rosa

Santa Rosa
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244 South 4th Street
Santa Rosa
NM 88435
575-472-3763
FAX 575-472-3848
santarosanm.org
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Photos courtesy:
City of Santa Rosa
unless marked
otherwise.

Cover: Park Lake by
Laurence Parent. *Clockwise*
from top left: Diving board at
Park Lake; vintage postcard;
historic Santa Rosa Court
House; neon on Route 66.

Dive in!



LAURENCE PARENT



Welcome to our town
on New Mexico's Route 66.
Pull off I-40 halfway
between Albuquerque
and Amarillo to refuel,
rejuvenate, and reflect in
Santa Rosa—or stay a few
days and reconnect with
“Main Street USA.” Read
on to discover all you can
do in Santa Rosa!



LAURENCE PARENT



LAURENCE PARENT

FAST FACTS

- Blue Hole—diving, limited recreation swimming
- Janes-Wallace Park & Dam Lake—fishing
- Park Lake—family swimming, water park
- Blue Hole Ponds—kids and seniors only
- Perch Lake—diving, swimming, fishing
- Rock Lake State Fish Hatchery—warm water and cold water hatchery
- Santa Rosa Lake—boating, water skiing, camping, fishing



MARK HOLM



LAURENCE PARENT



LAURENCE PARENT

Water Anyone?

Do you love swimming in natural lakes? Boating? Fishing with the kids?

Choose between six spring-fed lakes all in the Santa Rosa area! The Southwest's largest swimming pool, Park Lake, features a 32-foot waterslide with pedal boats and canoes rented by the hour or the day. Kids and seniors can fish nearby in two stocked ponds.

Santa Rosa Lake, eight miles from town, was created to tame the wild Pecos River. These days, the lake gives visitors and locals exciting days of waterskiing, fishing, wind-surfing, boating, and jet skiing. In the surrounding piñon and juniper covered hills, Santa Rosa Lake State Park has campsites and well-equipped RV spots.

Our new fish hatchery stocks New Mexico lakes with bass, walleye, crappie, and trout. Grab your fishing pole!



PAUL EVANS



LAURENCE PARENT

Clockwise from top left:
Fish at Rock Lake State Fish Hatchery;
Blue Hole Ponds;
Twin Lakes; fishing at a spring-fed lake;
Park Lake play area;
El Rito Creek; swimming in Blue Hole.

FAST FACTS

- **Diameter**—80' at surface, 130' at bottom
- **Depth**—over 80'
- **Temperature**—constant 62°
- **Visibility**—80' when undisturbed
- **Flow**—3,000 gallons per minute; water recycles every six hours
- **Elevation**—4,600' above sea level; this makes the bottom equivalent to an ocean depth of 100'



LAURENCE PARENT



LAURENCE PARENT



Blue Hole, Our Blue Jewel

Scuba diving in the desert? Yes! Blue Hole is one of seven rare sinkholes near Santa Rosa formed by water erosion and connected by an underground river. The crystal-clear water in Blue Hole has a year-round temperature of 62 degrees. A premier inland dive site, visitors can watch scuba divers or cool off with a refreshing swim and relax. The new Blue Hole Dive Training and Conference Center provides warm rooms, locker rooms, and classroom space for divers. A privately-run dive store supplies air tank refills and rentals (bring certification card). Buy a permit at the Santa Rosa Visitor's Center, or check online at santarosanm.org.

There is also a concourse, canteen, and conference space (with full kitchen) for civic and convention use. Miles

of walking/running/cycling paths around Blue Hole assure a suitable activity for every member of the family.



JENNIFER GZYBOWSKI



RICHARD GZYBOWSKI

Clockwise from top left: Diving in Blue Hole; nearby running path; stone entrance to Blue Hole; the new Blue Hole Conference Center; diver prepares to go under; Koi fish; recreational swimmer in Blue Hole.

DON'T MISS

- Santa Rosa de Lima Chapel, on Hwy 91 to PDL, built in 1865
- Coronado Historic Marker on Pecos River
- Nuestra Señora del Refugio Church, built in 1882
- PDL Courthouse, built in 1880
- Grzelachowski Territorial House, built in 1865
- PDL Chile, a unique strain that has been cultivated here for over 100 years. Look for it on local menus!



PAUL EVANS



LAURENCE PARENT

Birthplace of Santa Rosa

Puerto de Luna, 10 miles south of Santa Rosa on the Pecos River, is an adobe village in a hauntingly beautiful landscape. It was once the region's center of commerce and politics. According to legend, Coronado's conquistadores built a bridge across the Pecos here in 1541 and watched the moon come up behind rock outcroppings, and gave it the name meaning "Gateway of the Moon." Early settlers found a beautiful, fertile valley with soft sweet spring drinking water and topography lending itself to river-fed irrigation.

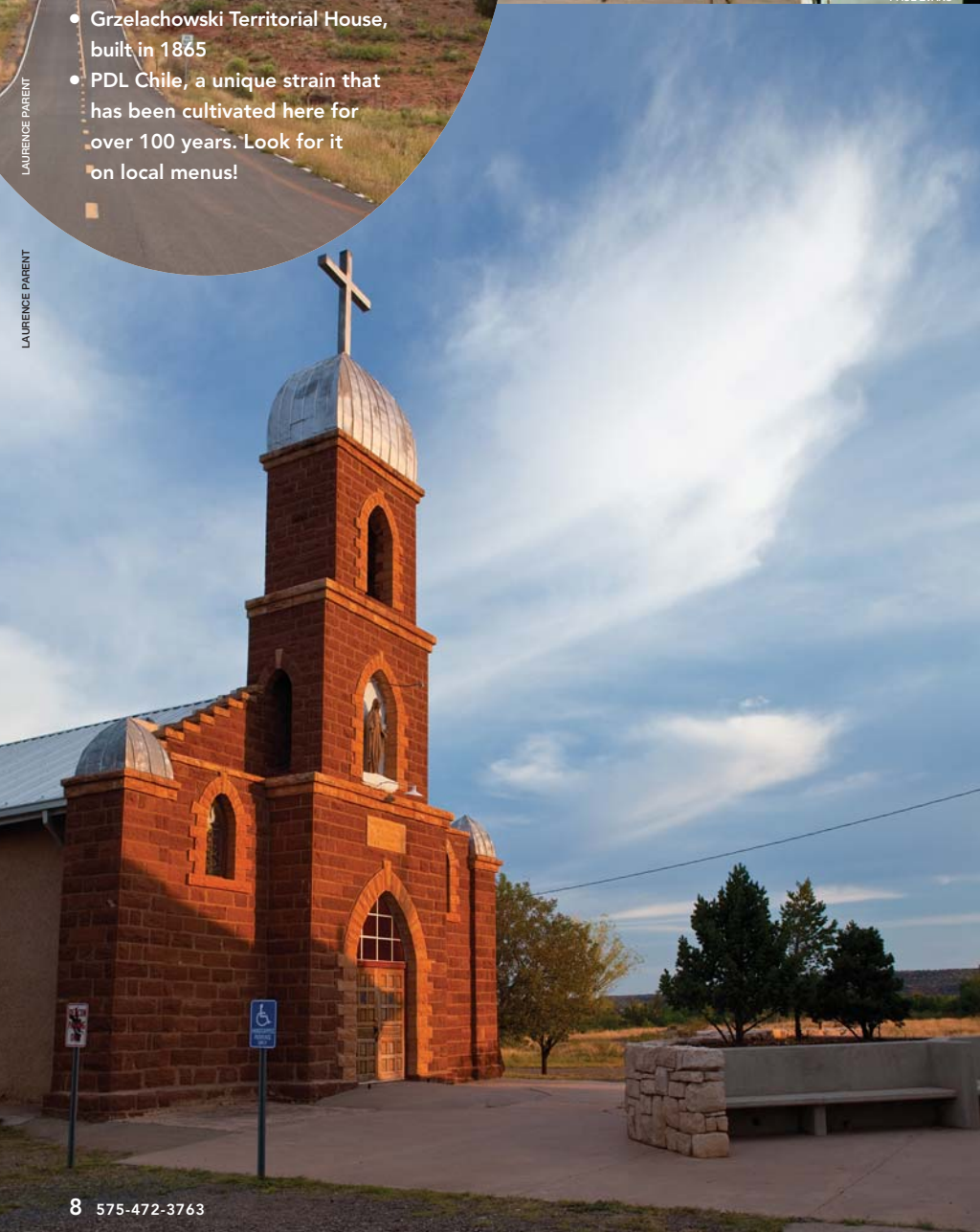
By the mid 1880s, "PDL," as the locals call the town, boasted a courthouse, a church, and the grand home of one of the area's most colorful historic figures, Alexander Grzelachowski. He was a Civil War chaplain and a business partner to the likes of Charles Ilfeld and Charles Goodnight of Goodnight-Loving Trail fame. He was also a friend to outlaw Billy the Kid who, by historical account, ate his last Christmas dinner at Grzelachowski's house in 1880 while being transported to stand trial in Las Vegas, New Mexico.

On Christmas Day 1901, PDL saw its place as commercial hub of the county begin to diminish. This was the day the first train steamed into the area—into a brand new depot erected not in PDL but in Santa Rosa. In 1903 Santa Rosa became Guadalupe County's seat, and fate bypassed Puerto de Luna.



PAUL EVANS

Clockwise from top left: Highway to PDL; kitchen of the Grzelachowski Home; the cemetery at Santa Rosa de Lima Chapel; Pecos River at PDL; stonework at the Grzelachowski Home. Nuestra Señora de Refugio Church in PDL.



DON'T MISS

- Guadalupe County Courthouse
- Santa Rosa history fountain and sculpture
- Ilfeld/Johnson Warehouse
- Railroad trestle over Pecos—
as seen in 1940s movie “Grapes of Wrath”
- Shopping along historic Fourth Street



All Aboard!

The arrival in 1901 of the railroad era brought new wealth to Santa Rosa, which had been a quiet multi-ethnic ranching and agricultural center. With the Chicago, Rock Island and Pacific Railroad, entrepreneurs, traders, and new business opportunities arrived.

“Main Street” in Santa Rosa developed along Fourth Street directly south of the railroad station and many downtown hotels including the old Midland Hotel. A burst of development in the early 1900s saw construction of a bank, stores, and a movie theater—which is the longest continually operating theater on Route 66. The grand Guadalupe County Courthouse was, and still is, central to the thriving downtown area.

Ilfeld Warehouse was built near the railroad tracks, at the foot of Fourth Street, and was for years vital to the railroad’s cross-country trade route. It will soon be the site of the Santa Rosa Visitor and Interpretive Center, a proposed New Mexico Route 66 Museum, and an indoor arts and crafts emporium.

The community has lost some of these beautiful red sandstone buildings to time but has renovated others, thanks in part to the State-funded MainStreet Project. A visit to the downtown area today allows one to appreciate the industry, aesthetic, and values of yesteryear.



COURTESY OF THE CITY OF SANTA ROSA

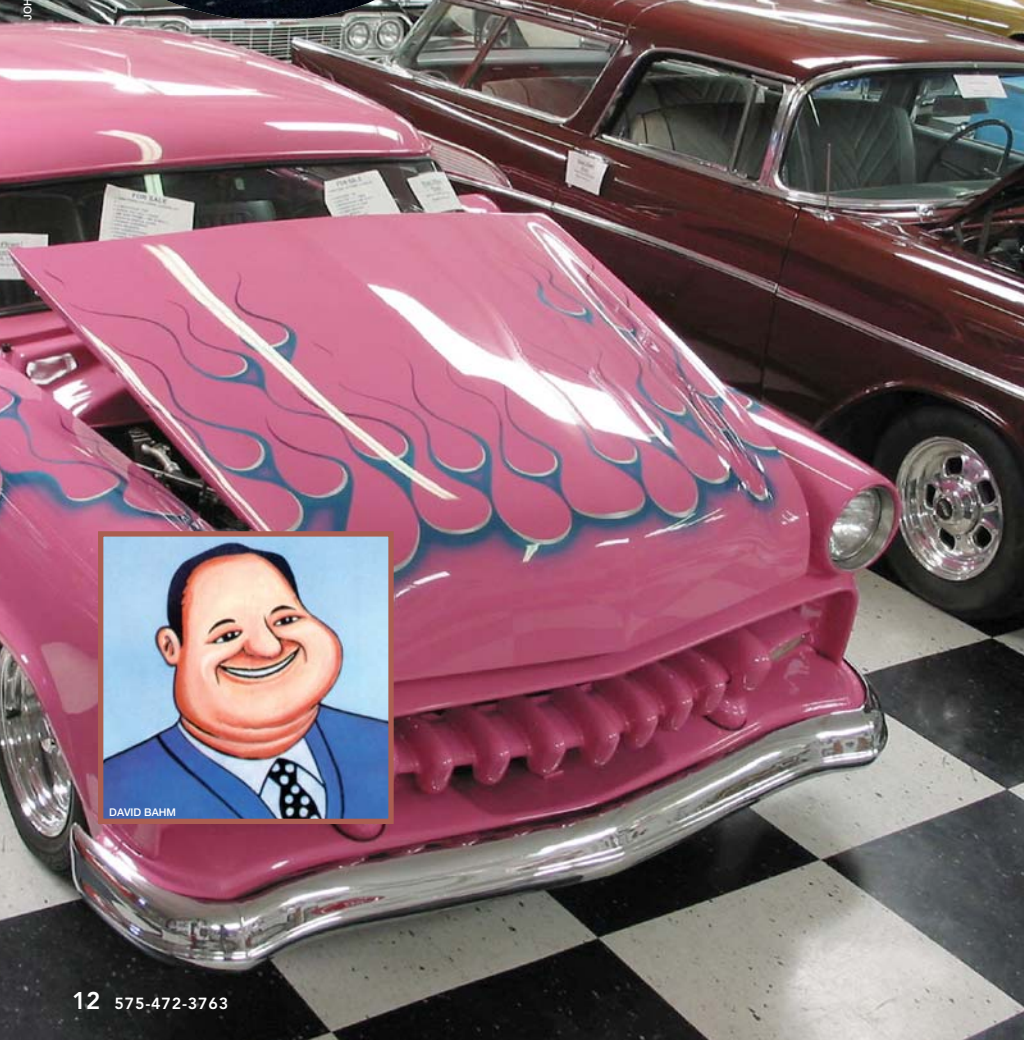


LAURENCE PARENT

Clockwise from top left:
Club Cafe circa 1945;
Ilfeld Warehouse: rail-
road crossing over the
Pecos River today and
circa 1928; Midland
Hotel stood at the
corner of Route 66
and Fourth Street circa
1955; former bank
building on Fourth
Street is now a diner;
historic Santa Rosa
Court House.

DON'T MISS

- Roadside boulder billboards on pre-1937 road
- Hundreds of Route 66 sidewalk imprints—how many can you find?
- Route 66 Auto Museum
- Classic neon signs
- Five original diners



DAVID BAHM



LAURENCE PARENT



LAURENCE PARENT



America's “New Main Street”

In 1926, Route 66 opened the gate for Americans to explore their country. Families heading west in hopes of a better life, sightseers, and truckers hauling goods from coast to coast all found respite in Santa Rosa's motels and cafés, which lined the highway through town.

A particularly scenic stretch of old Route 66 parallels Interstate 40 in this area. The Santa Rosa Visitor Information Center can assist road aficionados in locating remnants of the road.

Although Route 66 changed lanes for I-40 in 1972, it is not too difficult to relive the golden era of the Mother Road. You can still get a taste of the old days at some of the original neon-lit cafés that refuse to be forgotten—five still serve up American classics to twenty-first century travelers (see page 22). Don't miss Bozo and Anna's extensive car collection and 50s and 60s memorabilia at the Route 66 Auto Museum.



Bus Depot - Santa Rosa, N.M.

COURTESY OF RUDY J. SANCHEZ

Clockwise from top left: Original alignment of Route 66 is now Blue Hole Road; pre-1937 billboard on boulders; Sun 'n Sand Restaurant; Joesph's Bar & Grill; local café and bus depot circa 1940; Fat Man logo from Club Cafe; Route 66 Auto Museum.

FAST FACTS

- Town Population—2750
- County Population—4156
- Elevation—4620'
- Square miles in town—4.5
- Square miles in county—3.031
- Average Temperatures—high / low
 - January 55° / 34°
 - April 74° / 40°
 - July 89° / 63°
 - October 76° / 42°
- Average Annual Precipitation—12.8"
- Average Annual Snowfall—6.8"



Santa Rosa Today

Santa Rosa is a small town with a clear vision.

The community works hard to protect traditions that were part of the railroad era and the Route 66 heyday while allowing for thoughtful growth. It respects both the old and the new. This means improved medical services, an emphasis on education, and the preservation of open space.

The Wetlands Park Project is a 116-acre habitat to protect the Pecos Sunflower, an endangered species. This land became protected by the New Mexico State Forestry Division and provides valuable open space for recreation and education.

The Santa Rosa Visioning Plan is focused on the downtown area. The Guadalupe Courthouse has been renovated and has a new fountain and bas-relief sculpture in front that illustrates local history. The Ilfeld Warehouse will once again draw people in with innovative new uses including a business incubator and seasonal farmers markets.

Santa Rosa Softball Recreation Complex hosts USSSA-sanctioned tournaments at its four new replica fields: Wrigley Field, Yankee Stadium, Fenway Park, and Isotopes Field.

Rudolpho Anaya Landscape Park, is centered around a larger-than-life bronze statue honoring Santa Rosa author Rudolpho Anaya's book, *Bless Me Ultima*.



LAURENCE PARENT

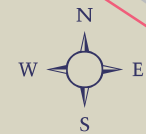
Clockwise from top left:
Historic movie theater on Fourth Street; softball recreation complex; downtown Fourth Street; Blue Hole road; sculpture in court house plaza; sculpture by Renaldo Rivera in Rudolph Anaya Landscape Park.

Santa Rosa

New Mexico

The City of Natural Lakes

LAURENCE PARENT



Area Legend

- U.S. Highways
- Historic Roads
- State Highways
- County Roads
- Interstate Highways
- Secondary Roads
- Primary Roads
- Unpaved Roads
- Railroads
- Historic Marker
- Public Restrooms

Map not to scale.
Not all roads are shown.

Santa Rosa Information Center
244 South 4th Street, Santa Rosa, New Mexico 88435
575-472-3763 santarosanm.org

16 575-472-3763

Old Town



Clockwise from top: Aerial view
of Santa Rosa; Perch Lake.

santarosanm.org 17

DRIVING DISTANCES

From Santa Rosa (in miles):

- Anton Chico—37
- Conchas—46
- Cuervo—17
- Fort Sumner—45
- Las Vegas—63
- Lubbock—197
- Pecos—98
- Puerto de Luna—10
- Santa Rosa Lake—5
- Sumner Lake Park—35
- Vaughn—40



COURTESY OF BOSQUE REDONDO MEMORIAL



COURTESY OF LAS VEGAS CHAMBER OF COMMERCE

Day Trippin'

Go way back without driving very far. Nearby day trips take you to times past—ancient geology to frontier days of the old West.

FORT SUMNER

(90 miles round trip)



COURTESY OF MUSEUM OF NEW MEXICO

The Bosque Redondo Memorial commemorates the forcible relocation by the US Army of the Mescalero Apache and Navajo people to Fort Sumner in 1863-68. An audio tour includes haunting music of Navajo songs

which echo those tragic events when “The People” were removed from their traditional lands. The area is rich with history and features the Billy the Kid Museum and Billy’s nearby gravesite.

VAUGHN

(80 miles round trip)

The railroad depot and archaic neon signs are relics of a once-thriving area.

MESALANDS STATE SCENIC BYWAY

(Seven 30 to 52 mile loops)

Numerous caliche-capped sandstone mesas punctuate each unique segment of this byway surrounding Santa Rosa. Stop by the visitor center to learn about all seven loops. The most popular routes lead through Puerta de Luna to

the south and Santa Rosa Lake and State Park to the north.

Take a trip back in time with a visit to the picturesque Spanish village of Colonias, settled in the 1830s when its earliest residents farmed, ranched, and hunted buffalo. Note the abandoned, tin-roofed, cut-stone homes and buildings and the buttressed, three-steeped San Jose Church (built pre-1896).

Also plan to visit the village of Pastura, founded in 1901 by Southern Pacific Railroad employees and famed merchant Charles Ilfeld, who once operated a company store there. Be sure to bring your camera!

LAS VEGAS

(126 miles round trip)

Famous for its large number of buildings on the historical register, this town is also an antique and art collector’s dream. Head for the Bridge Street Historic District, Old Town Plaza, the Rough Rivers Memorial Museum, and Armand Hammer’s fabulous Montezuma Castle.

Clockwise from top left: the highway to PDL; Bosque Redondo Memorial; landscape on Mesalands drive; Las Vegas historic plaza; Bridge Street in downtown Las Vegas; Billy the Kid; Pecos Sunflower.



COURTESY OF LAS VEGAS CHAMBER OF COMMERCE





¡Viva las Fiestas!

Call Santa Rosa Visitor Information Center for exact dates and more information on all annual Santa Rosa events: 575-472-3763 or visit our website: santarosanm.org.

MAY-JUNE

Santa Rosa Days

USSSA-sanctioned softball tournament with over forty teams. Two weekends of food, live music, arts, crafts, carnival rides, concessions, rock climbing, pony rides, and kids' contests.

JULY

Nuestra Señora de Refugio Fiestas

A weekend of food, entertainment, and fiesta dancing in Puerto de Luna.

Annual Firecracker Tournament

Class C, D, and E state softball teams compete in USSSA-sanctioned event. Free fireworks display at Park Lake.

Independence Day Celebration

Have a family picnic at Park Lake, enjoy beach volleyball, food booths, with free fireworks and live entertainment.

AUGUST

Guadalupe County Fair

Something for everyone—flower show, rodeo with the Marla Lujan Memorial Team Roping, dance, horseshoe contest, pet parade, and the “real-thing” chile and barbeque cook-off. guadalupecountyfair.com

Santa Rosa de Lima Fiestas

A full weekend of dancing, food, games, live entertainment, mariachis, and big bingo. The Rosetta Dinner Fundraiser gives you a chance to win \$10,000.

SEPTEMBER

Labor Day Tournament

USSSA-sanctioned softball.

Route 66 Festival

Includes the Pecos River Motorcycle Rally, Billy the Kid Cash Poker Run, live entertainment, prizes, and a Wild West shootout.



COURTESY OF THE CITY OF SANTA ROSA

OCTOBER

Santa Rosa de Lima Parish Duathlon/Triathlon

For experienced and novice athletes. Prizes! At the Santa Rosa Multi-Use Center.

DECEMBER

Christmas Light Parade

This Main Street celebration includes a holiday parade, holiday lighting contest, and downtown Christmas promotions.

Clockwise from top left: National Guard marching at Puerto de Luna; Motorcycle rally in Santa Rosa; horses at Guadalupe County Fair; Christmas Light Parade; softball recreation complex.

Properties highlighted with a **number** are advertisers in this guide and are located on the map on page 16-17. Properties highlighted with a **66** are vintage Route 66 properties.

CARL'S JUNIOR at LOVE'S COUNTRY STORE

Hwy I-40 Exit 277 & Hwy 84
472-1169
Breakfast burgers, fresh salads,
& premium 100% beef burgers.

1 66 COMET II DRIVE IN CAFE

1257 Historic Route 66
472-3663
Mexican/Southwestern food, steaks,
seafood, & famous PDL Chile.

COUNTRY PRIDE RESTAURANT

Hwy I-40 Exit 277 & Hwy 84 South
472-3432
Full menu service—open 24/7!

DAIRY QUEEN of SANTA ROSA

2538 East Historic Route 66
472-5576
Great tasting meals & tempting
cool treats.

2 DENNY'S RESTAURANT

2483 Historic Route 66
472-5999
Easy-going, something-for-everyone
menu.

DIEGO'S N.Y. STYLE PIZZA at JOSEPH'S BAR & GRILL

1775 Historic Route 66
472-7575
Homemade N.Y. style pizza with
a New Mexico flare.

3 66 JOSEPH'S BAR & GRILL

1775 Historic Route 66
472-3361
Bar & grill with the best margaritas
on the Route!

LAKE CITY DINER

101 S 4th Street
472-5253
Nuevo Mexicano cuisine—
or steak & pasta.

MCDONALD'S of SANTA ROSA

2262 Historic Route 66
472-3336
The right sizes to fit every active lifestyle.

PAPO'S PIZZA

1973 Historic Route 66
472-4950
Pizza & Buffalo Wings.

66 ROUTE 66 RESTAURANT

2287 Historic Route 66
472-9925
American & Mexican home cooking,
especially their chile rellenos.

SANTA FE GRILLE

2249 Historic Route 66
472-5568
American & Mexican food, including
homemade specialties.

SANTA ROSA CAMPGROUND WESTERN BBQ RESTAURANT

2357 Historic Route 66
472-3126
BBQ baby back ribs & other smoked &
BBQ favorites.

4 66 SILVER MOON CAFE

2545 Historic Route 66
472-3162
New Mexican, Southwestern,
& American fare.

STUCKEY'S PECAN SHOP & DELI

Hwy I-40 Exit 267
472-3810
Deli sandwiches, soda fountain,
& famous Pecan Log Rolls.

SUBWAY at TRAVEL CENTERS

Hwy I-40 Exit 277 & Hwy 84 South
472-3432
Have-it-your-way kinda sandwich!

66 SUN & SAND RESTAURANT

2050 Historic Route 66
472-3092
Open for breakfast, lunch, & dinner. Try
sopapillas, home-made fries & pastries.

Santa Rosa's area code is 575.



COMET II RESTAURANT

Fine Mexican food with
a Southwestern flair.
Often imitated, seldom equaled.
Steaks • Chops • Seafood • Mesquite grill
Open Tue.-Sun. 11am-9pm, closed Mondays
AARP discounts
Major credit cards accepted
Johnny Martinez, owner
1257 Historic Route 66, Santa Rosa 88435
575-472-FOOD (3663) **1**



JOSEPH'S BAR & GRILL

On America's Main Street Since 1956

Serving breakfast, lunch & dinner
from 7am-10pm
Charbroiled steaks • Seafood
Mexican food • Full bar & nightclub
Banquet facilities for 150
"Best Mexican food & margaritas
in Town." • Gift shop

1775 Historic Route 66, Santa Rosa 88435
575-472-3361
route66.com/Josephs
joecampos@live.com **3**



DENNY'S RESTAURANT

Santa Rosa's Finest Restaurant

Open 24 Hours
Visa, MasterCard, Discover,
American Express welcomed
Violet Abeyta, GM

2483 Historic Route 66,
East I-40 Exit 277, Santa Rosa 88435
575-472-5999 **2**



SILVER MOON CAFE & GIFT SHOP

Mexican & American
Home cooked meals
Beer & Wine
Complete Souvenir & Gift Shop

Right off Hwy I-40 Exit 277, Santa Rosa 88435
(Between Comfort Inn & Budget Inn)
575-472-3162 **4**

Santa Rosa Hotels, Motels & RV Parks

Properties highlighted with a **letter** are advertisers in this guide, and are located on the map on page 16-17. Properties highlighted with a **66** are vintage Route 66 properties. (Number of units in parenthesis.)

- AMERICAN INN** (32)
1818 East Historic Route 66
Hwy I-40 Exit 275
472-3481
- A BEST WESTERN ADOBE INN** (56)
2255 Historic Route 66
Hwy I-40 Exit 275
472-3446
- B BEST WESTERN SANTA ROSA INN** (44)
2491 Historic Route 66
472-5877
- BUDGET 10 MOTEL** (55)
120 Hwy 54 West
472-3898
- 66 BUDGET INN MOTEL** (12)
2553 East Historic Route 66
East Hwy I-40 Exit 277
472-3889
- C COMFORT INN SANTA ROSA** (45)
2524 Historic Route 66
472-5412
- DAYS INN** (50)
2298 Historic Route 66
472-5985
- D HAMPTON INN** (64)
2475 Historic Route 66
472-2300
- E HOLIDAY INN EXPRESS** (97)
2516 East Historic Route 66
472-5411
- 66 LA LOMA LODGE** (21)
1709 Historic Route 66
472-4379
- 66 LA MESA MOTEL** (17)
2383 Historic Route 66
472-3021
- F LA QUINTA INN** (60)
2277 Historic Route 66
472-4800
- MOTEL 6** (90)
2532 Historic Route 66
472-3045

- G QUALITY INN** (45)
2533 Historic Route 66
472-5570
- 66 RANCHO MOTOR LODGE** (14)
1012 West Historic Route 66
472-3414
- 66 SUN & SAND MOTEL** (32)
2026 Historic Route 66
472-5268
- 66 SUNSET MOTEL** (24)
1835 Historic Route 66
472-3762
- H SUPER 8 MOTEL** (88)
2075 Historic Route 66
472-5388
- 66 TOWER MOTEL** (22)
1834 Historic Route 66
472-3463
- 66 TRAVELODGE** (38)
2295 Historic Route 66
472-3494

RV PARKS

- DONNIE'S RV PARK**
2334 Historic Route 66
472-0077
- LA LOMA RV PARK**
1709 Historic Route 66
472-4379
- I RAMBLIN' ROSE RV PARK**
602 Black Street
472-3820
- J SANTA ROSA CAMPGROUND**
2136 Historic Route 66
472-3126
- SUNDOWN RV PARK**
613 West Historic Route 66

BOARDING HORSES

SANTA ROSA MULTI-USE ARENA
472-3763 / 472-3404

Lodging



BEST WESTERN ADOBE INN

FREE high-speed internet access
Deluxe king rooms • Oversized double queens
Seasonal heated pool • Free continental
breakfast • AAA & AARP rates
Children under 17 stay free • Pet-friendly
Divers welcome

2255 Historic Route 66, Santa Rosa 88435
575-472-3446 ♦ FAX 575-472-5759
32043@bestwestern.com

A



BEST WESTERN SANTA ROSA INN

Ground floor rooms • Front parking
Laundry • Heated pool • Pet friendly
Free continental breakfast • In-room coffee
HBO • AAA ♦ ♦ ♦ • AARP & senior rates

2491 Historic Route 66, Santa Rosa 88435
575-472-5877 ♦ FAX 575-472-5880
BestWestern.com
32091@bestwestern.com

B



COMFORT INN

Indoor pool & spa
In room coffee
Full hot breakfast
with hot waffles & eggs
Guest coin-op laundry
Free HBO & Showtime
High speed internet
Pets welcome

2524 Historic Route 66, Santa Rosa 88435
575-472-5412 ♦ FAX 575-472-5556

C



HOLIDAY INN EXPRESS

"Stay You"
Complimentary hot breakfast • Business center
High speed internet with wireless connection
in all public spaces • Fitness center, indoor
pool, & whirlpool • Multi-game room with
pool table & foosball • Handicap accessible
rooms • Smoking & non smoking rooms
Guest laundry facility • In-room high speed
internet • Microwave, refrigerator
Coffee maker • Iron & board • Hair dryer
Cable TV with HBO • Alarm clock
Wireless data connection & free local calls

2516 Historic Route 66, Santa Rosa 88435
575-472-5411 ♦ FAX 575-472-3537
hiexpress.com ♦ sronmhie@yahoo.com

E

Santa Rosa's area code is 575.

Lodging



HAMPTON INN

"We love having you here"™

Complimentary high speed wireless internet • Hot breakfast buffet • Local calls, & USA Today • Indoor heated pool & spa • In-room microwave, refrigerator, coffee maker, hair dryer, iron & board • Game room—fitness center • Business center Board room • Laundry facility • Truck & trailer parking • AAA♦♦♦♦•AARP

2475 Historic Route 66, Santa Rosa 88435

For reservations call 1-800-HAMPTON ♦ 575-472-2300 ♦ FAX 575-472-2301

santarosa.hamptoninn.com ♦ hamptoninn_srm@yahoo.com

Facebook: <http://ow.ly/391r8> ♦ Twitter: @HamptonInnSR

D

Lodging



SUPER 8 MOTEL

Clean & Friendly!

King & queen beds • Free coffee & continental breakfast • In-room coffee Free high-speed internet • Free Showtime Truck parking • Microwaves & fridges Guest laundry • Free local calls • Cable TV Fax/copy service • Children under 12 Free Senior/Government discounts

2075 Historic Route 66, Santa Rosa 88435

800-800-8000 ♦ PHONE / FAX 575-472-5388

super8.com

H



Learn More About
Santa Rosa Online
santarosanm.org
srnm.org

RV Parks



"Wake up on the bright side"™

Exquisite outdoor seasonal spa • Indoor year-round pool • Guest laundry Complimentary breakfast • Pet friendly Executive suite • Microwaves/fridges in all guestrooms • Complimentary high speed internet

2277 Historic Route 66, Santa Rosa 88435

575-472-4800 ♦ FAX 575-472-4809

lq.com

lq0275gm@laquinta.com

F



QUALITY INN

Indoor pool & spa
In room coffee

Deluxe continental breakfast with hot waffles & eggs Guest coin-op laundry Free HBO & Showtime High speed internet Pets welcome

2533 Historic Route 66, Santa Rosa 88435

575-472-5570 ♦ FAX 575-472-5575

G



RAMBLIN' ROSE RV PARK

Travel Trailers, Motor Homes Drive Thru's, Full Hook Up 30 amp & 50 amp Bathrooms, Showers Laundry Available

602 Black Str., Santa Rosa 88435

575-472-3820

marquezsue@plateautel.net

I



SANTA ROSA CAMPGROUND & WESTERN BBQ RESTAURANT

Large Southwest gift shop • Groceries RV & tenting supplies • Propane

DINING: BBQ Restaurant Baby back ribs (our specialty) • Dining room Outdoor patio • Take out orders

CAMPING: RV's • Tents • Cabin • Motorhomes Travel trailers • Fifth wheels • Tent trailers

2136 Historic Route 66, Santa Rosa 88435

575-472-3126 ♦ FAX 575-472-3883

santarosacampground.com

santarosacampground@speakeasy.net

J

Community Services

EMERGENCIES 911

BLUE HOLE DIVE & CONFERENCE CENTER

1085 Blue Hole Road
472-3763

FIRE DEPARTMENT

244 South 4th Street (in City Hall)
472-3601

GUADALUPE COUNTY

1448 Historic Route 66
472-3306

GUADALUPE COUNTY EXTENSION

244 South 4th Street (in City Hall)
472-3652

GUADALUPE COUNTY HOSPITAL

535 Lake Drive
472-3417

GUADALUPE COUNTY SHERIFF

565 River Road, Suite 1
472-3711 or 472-3200

MOISE MEMORIAL PUBLIC LIBRARY

208 5th Street
472-3101

NM FISHING & HUNTING LICENSE

Visitor Center in City Hall
472-3763

NM MOTOR VEHICLE DIVISION

244 South 4th Street (in City Hall)
472-5297

NM ROAD/WEATHER CONDITIONS

800-432-4269

ROCK LAKE FISH HATCHERY

2 miles South of Santa Rosa on River Road
472-3690

SANTA ROSA AMBULANCE SERVICE

244 South 4th Street (in City Hall)
472-3605

SANTA ROSA CITY HALL

244 South 4th Street
472-3404

SANTA ROSA MUNICIPAL AIRPORT

South Hwy 84
472-3404

SANTA ROSA LAKE STATE PARK

State Hwy 91 North
472-3110

SANTA ROSA POLICE DEPARTMENT

244 South 4th Street (in City Hall)
472-3605

U.S. POSTAL OFFICE

120 South 5th Street
472-3743

Retail

SANTA ROSA V&S Variety

The EVERYTHING Store

Crafts • Fabric • Quilting

Sewing notions

School & office supplies

Candy • Greeting cards

Cosmetics

Health & beauty aids

Toys

Men's, ladies'

& kids' apparel

Swim wear & swim aids

Housewares & Domestic

123 4th Street, Santa Rosa 88435
575-472-5052

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Churches

CHURCH OF CHRIST

3rd Street & Pecos
472-5433

FIRST ASSEMBLY OF GOD

725 El Rito
472-5843

FIRST BAPTIST CHURCH

6th Street & Blue Hole Road
472-3622

KINGDOM HALL of JEHOVAH'S WITNESS

South 3rd Street
472-1031

SAINT ROSE of LIMA CATHOLIC CHURCH

439 South 3rd Street
472-3724

THE DOOR CHRISTIAN FELLOWSHIP

300 Smith Avenue
472-1161

UNITED METHODIST CHURCH

401 4th Street
472-3842

Santa Rosa's area code is 575.

Services



BLUE HOLE DIVE & CONFERENCE CENTER

New in 2011, the Center provides warm rooms, lockers and classrooms for Blue Hole divers. The conference area provides 9,500 spacious square feet of meeting space with a convenient catering kitchen for business meetings, educational and social activities. This versatile space can accommodate up to 450 people.

1085 Blue Hole Road, Santa Rosa 88435
575-472-3763 ♦ FAX 575-472-3848
bluehole@srmn.org

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SANTA ROSA RADIO



KSSR
95.9 FM
"THE LION"

OPERATING WITH 50,000 WATTS OF POWER
THROUGHOUT THE TRI-COUNTY AREA.

Serving Northeastern New Mexico Since 1989
The Esquibel Family

2818 Historic Route 66, Santa Rosa 88435
575-472-5777
kssrradio.com ♦ kssrradio@yahoo.com

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**WELLS
FARGO**

Lobby Hours
M-Th 9-4pm, Fri 9-5pm
Drive-Up Hours
M-Fri 8-5pm
ATM located at
Wells Fargo Bank
Available 24 hours

490 Corona Avenue, Santa Rosa 88435
575-472-3411 ♦ FAX 575-472-5927
wellsfargo.com

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- 9 BOSQUE REDONDO MEMORIAL AT FORT SUMNER**
NEW MEXICO STATE MONUMENTS
3647 Billy the Kid Road
Fort Sumner 88119
575-355-2573
nmmonuments.org
bosqueredondomemorial.com

WE REMEMBER

During the 1860s, hundreds of Mescalero Apache & thousands of Navajo Indians were forced into new lives on a short-lived reservation. The Bosque Redondo Memorial tells of their suffering.. & of their healing.

Open seven days a week.

Single adult admission, \$5.

Children 16 & under free.

Free Sundays for New Mexico residents with ID.

Free Wednesdays for New Mexico seniors, 60+.



New Mexico State Monuments



- 10 BILLY THE KID MUSEUM & GIFT SHOP**
1435 East Sumner Avenue
Fort Sumner 88119
575-355-2380
billythekidmuseumfortsumner.com
60,000 Museum items • Antique cars
Billy the Kid memorabilia • Gifts & souvenirs • Indian jewelry • T-shirts
Billy the Kid books.
Admission: Adults \$5.00. Seniors over 62 \$4.00. Children 7-15yrs \$3.00



- 11 ROUTE 66 AUTO MUSEUM**
2436 Historic Route 66
Santa Rosa 88435
575-472-1966
FAX 575-472-1966
route66automuseum.com
Dedicated to the preservation of Route 66 custom cars & memorabilia. Bozo & Anna Cordova welcome car culture aficionados.
Open seven days a week.
Admission \$5. Gift shop.



RICHARD DELGADO

- 12 SANTA ROSA BLUE HOLE**
SANTA ROSA VISITOR CENTER
575-472-3763
FAX 575-472-3848
santarosanm.org
Must have PADI or NAUI or other certification card. Tanks filled, equipment rentals. Night diving allowed.
Open 365 days a year.
Dive Center open weekends from 8am.
Permits \$8 weekly, \$25 annually.
(Find application online.)



LAURENCE PARENT

- 13 SANTA ROSA GOLF COURSE & COUNTRY CLUB**
Chuck & Dale Lane
North of Historic Route 66
Santa Rosa 88435
575-472-GOLF(4653)
Nine hole course is owned & operated by the City of Santa Rosa. Annual Charity Tournaments.
Open year-round, 7 days a week 8am-6pm.
Greens fees \$15 for eighteen holes.



- 14 SANTA ROSA LAKE STATE PARK**
NEW MEXICO STATE PARKS
1-888 NM PARKS or 888-667-2757
P.O. Box 384, Santa Rosa 88435
575-472-3110
A recreational paradise offering water skiing, wind surfing & excellent fishing—catfish, bass & walleye. The lake, a high plains Pecos River reservoir, is 7 miles from Santa Rosa on NM 91. There are 76 developed camping sites & 25 electric sites, restrooms, showers, RV dump station, & an informative visitors center. View wildlife from hiking trails winding through 500 acres of park land.



BOB KUMFORD

- 15 SANTA ROSA PARK LAKE**
SANTA ROSA VISITOR CENTER
575-472-3763
FAX 575-472-3848
santarosanm.org
Beach volleyball • Group shelter • Company picnics
Certified lifeguards.
Open for swimming Memorial Day through mid-September. Entrance Free.
Water slide & Pedal boat all-day pass \$2.
No overnight camping.

