

# Welcome

Welcome to Deming, the new frontier in the historic Old West. Situated in southern New Mexico, 33 miles north of the Mexican border, this friendly city of 14,000 residents and a few famous ducks offers something for everyone.

Enjoy outdoor adventures in scenic mountains and parks and explore historic sites of the early American West. At a treasured museum, discover stunning Native American pottery made a millennium ago by ancient tribes who lived in the area. Stroll through downtown Deming on the Historic Downtown Walking Tour and journey back in time to the city's railroad era as you visit unique buildings listed on the National Register of Historic Places.

A celebrated "Rock-Hunter's Paradise" known for geodes, opals and jasper, Deming also has a vibrant arts scene. A calendar of exciting annual events includes the Great American Duck Race, Salsa Festival, Winefest and more.

It's not hard to see why Deming draws visitors of all ages, from outdoor adventurers to history buffs, vacationing families and retirees. First-timers return again and again to experience the beauty of our parks and mountains, the thrill of unearthing a geode and the joys of cheering for your favorite duck. Use this guide to begin planning your Deming adventure, and we'll see you soon, pardner.

575.546.2674 DemingNMTrue.com







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# History

Deming was founded in 1881, but its history stretches back nearly a millennium, to the flourishing era of the Mimbres civilization. In villages along the Mimbres River, the Mimbres Indians lived, farmed and produced their world-famous pottery, painted with distinctive birds and animal figures. They vanished in the 13th century, following the arrival of Spanish settlers. After the Americans came to the Southwest around 1800, Deming was known as a notorious Wild West town, where outlaws were banished after they'd been captured elsewhere. Nonetheless, in the 1850s, Deming became a stop on the famous Butterfield Stage Trail, the world's longest stagecoach line, which carried passengers and U.S. mail between St. Louis and San Francisco. More fame came in 1881, when Deming was established as a prominent railway town, named for Mrs. Mary Deming Crocker, the wife of railroad baron Charles Crocker, Here, the Southern Pacific met the Atchison, Topeka & Santa Fe, thus completing America's second transcontinental railroad. Over the years, Presidents Hayes, Harrison, McKinley, Roosevelt and Truman all were met with a grand welcome at the Deming train depot, which sits across the street from Pit



Park. Today, Deming is a vibrant community in the heart of the Old West, known for its outdoor adventures, worldclass museum, award-winning wineries, annual events and more.



## Historic Downtown Walking Tour

For a time-traveling adventure, head out on downtown Deming's self-guided Historic Landmark Walking Tour. Of the city's 37 buildings with historical significance, 16 are on the State Historic Register and 4 are on the National Register of Historic Places. The tour will lead you to 16 of these architectural treasures spread out over four city blocks. Begin at the Deming Luna Mimbres Museum, built in 1916 as a redbrick National Guard Armory. Across the street lies the famous Custom House, built circa 1889 as the home and office of Judge Seaman Field, U.S. Customs Officer, with its long portico Greek columns. As you continue the tour, you'll stroll past a classic 19th-century brick hotel, a turn-of-the-century pool hall and restaurant, and a Masonic Hall built in 1917. You can't miss Morgan Hall, the city's original City Hall and fire station, and the Deming Arts Center, where an original metal vault



is now an office. Your journey ends at the imposing Luna County Courthouse, which dates to 1910 and is designed in the style of 19th-century Midwest public buildings.







## Deming Luna Mimbres Museum





Step inside the Deming Luna Mimbres Museum and you'll be surrounded by a remarkable history of place. The fascinating collections here chronicle the art and culture of an ancient civilization as well as the everyday lives of those who lived in Deming across the centuries. You'll see world-famous pottery made by the Mimbres people, who lived in the region nearly a thousand years ago and today, are worldrenowned for their culture and craftsmanship. Moving through history, visit period-furnished rooms, view an antique car collection and art gallery and see displays of china, crystal, teapots, Depression-Era glass and other household items. Some 1,000 dolls make up the antique doll and related-toys collection, spanning more than a century in time. The Western Area reflects cowboy life and includes a jail cell that dates to 1918. The Diamond-A Chuckwagon, built in Deming circa 1900, was used at cattle roundups for the Victoria Land Cattle Co. The reproduction of Deming's railroad station and Harvey House restaurant, which opened in the 1880s, features a life-like Harvey Girl greeting would-be diners at the front door. Don't miss the geode, gem and mineral exhibit featuring discoveries from around the world, though the mammoth tusk and tooth were found in nearby gravel pits.



## The Great American Duck Race



For nearly 40 years, folks have flocked to Deming from across the Southwest and beyond for the Great American Duck Race, held on the fourth weekend in August. Live duck races on land and water are the main event but tons of other family fun is scheduled all weekend long. Enjoy hot air balloon ascensions, horseshoe pitching, soft-pitch softball, an outhouse race and a tortilla toss... because why not throw a tortilla? There's also live entertainment, a carnival, arts and crafts vendors and food. Anyone willing to waddle and dress in a costume based on that year's race theme can compete in the Great American Duck Royalty Pageant and vie for the title of the Duck King and Duck Queen. Contestants are invited to ride on the pageant float in the annual Tournament of Ducks parade. Locals and visitors can participate, too, joined by classic cars, tractors, police and fire vehicles. To race, you don't have to bring your own duck. In fact, you can't, as they're provided to you. Elimination heats take place on wet and dry tracks and the fastest duck in Sunday's final race earns a cash prize. Don't miss this weekend of feathered fun. It is everything it's "quacked" up to be!



## Salsa Festival

Celebrate salsa, one of America's favorite condiments, at the Luna County Salsa Festival. This savory event takes over the historic Luna County Courthouse Park on the last weekend of July, when more than 10,000 locals and visitors turn out for cook-offs, eating contests, a wine and beer garden, live music and dancing, games and family-friendly entertainment.



### Wine Fest

Sample award-winning wines and craft beer at the St. Clair Winery of Deming's Wine Fest, held in the early fall for more than two decades. This festive weekend includes tastings of award-winning wines and craft beer as well as food, but there's much more on the menu, including live music and dancing, a silent auction, grape-stomping and cork-pulling contests, kid's activities, VIP winery tours and fireworks.

### Rockhound Roundup

Deming rocks when the Rockhound Roundup comes to town, four days in March devoted to geodes, gems, fossils, quartz and other treasures of the earth. Rock collectors join fossil fans, jewelry makers, lapidaries, quartz traders, beaders and people who simply admire rocks. The schedule includes a buyer's market, silent and live auctions, displays, demonstrations and guided field trips for rock collecting and sampling. People travel from all around the world to attend this event, held at the Southwestern New Mexico State Fairgrounds. No one leaves empty-handed.

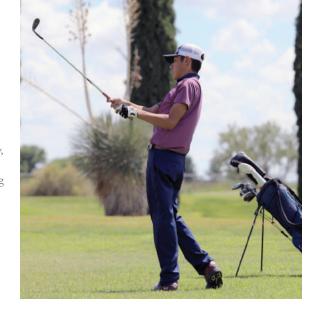


## St Clair Winery

New Mexico's largest winery, St. Clair Winery produces 70 different wines, including Hatch Chile Wines, infused with red or green Hatch chile peppers. The winery is owned by the Lescombes family, winemakers for six generations who also produce wines in France's fabled Burgundy region and Algeria. Get a behindthe scenes look when you tour the vineyard and winery and enjoy a VIP sixbarrel tasting.

### Luna Rossa Winery

The award-winning wines from Luna Rossa Winery are made exclusively with grapes grown in vineyards in the Mimbres Valley, near Deming. Founded in 2001 by Paolo and Sylvia D'Andrea, Luna Rossa's acclaimed wines include chardonnay, cabernet sauvignon and chenin blanc and you can sample them in the enchanting tasting room. You can also visit the winery for regular pizza night, live music and a painting class, which includes wine, dinner and a lesson with an artist.



## Golf in Deming

The Rio Mimbres Country Club offers a popular public golf course with scenic views and challenging play. When you tee off at hole one of this 18-hole course, you're overlooking the striking Florida Mountains. The course's desert landscape features two lakes and 14 bunkers, and there's also three practice areas and a driving range.

### Starmax

For family fun, head over to Starmax, Deming's familyfriendly entertainment center. The six-screen movie theater, bowling alley, arcade games and restaurant offer something for everybody.

### Deming Shopping

When you shop in Deming, you can find everything from Western wear, hats and accessories to geodes and other rocks, arts and crafts, and antiques Be sure to visit the Deming Luna Mimbres Museum's gift shop for unique souvenirs such as turquoise jewelry, books about Deming's history, Mimbres-style pottery and more.



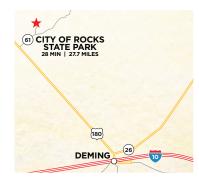


## City of Rocks State Park



Explore the otherworldly beauty of City of Rocks State Park, where stunning wind-sculpted, rain-worn volcanic rock formations resemble towers, temples, pinnacles and other fantastic shapes, some as high as 40 feet. Located 30 miles north of Deming, the park is one of New Mexico's most visited sites, formed more than 30 million years ago after the eruption of a large volcano. The rock sculptures seem to create a small city, made up of houses, chimneys and courtyards, all separated by paths that look like city streets. Arrowheads, pottery and other artifacts found here indicate that the Mimbres Indians once lived in the area. Later, Spanish conquistadors carved crosses on the rocks that some believe point the way to ancient buried treasure. The mesmerizing landscape of City of Rocks is a paradise for hikers, mountain bikers, picnickers, birdwatchers and wildlife viewers. Be on the lookout for antelope, javelinas, deer and jackrabbits as well as more than 35

species of birds, from finches to golden eagles. You can also visit a desert botanical garden filled with yucca, century plants, cow's tongue and bunny ear cacti. City of Rocks is a perfect place for bouldering and stargazing and plenty of camp sites are available, with restrooms and showers available at the Visitor Center.





Deming Visitor Center 800 E Pine St, Deming, NM 88030 | 575.567.1962

#### DISTANCES TO SURROUNDING CITIES

Alamogordo, NM	133
Albuquerque, NM	234
Amarillo, TX	482
Carlsbad, NM	
El Paso, TX.	102
Flagstaff, AZ	372
Hatch, NM	
Las Cruces, NM	60





## Rockhound State Park

You never know what treasure you might unearth at Rockhound State Park, situated on the rugged slopes of the Little Florida Mountains, 12 miles southeast of Deming. The 1,100-acre park, established in 1966, was the first in the country to allow visitors to leave with the natural objects they found there. You can prospect for geodes, jasper, opals and more, and take your findings with you, as long as the total weighs 15 pounds or less. You might also find quartz crystal, translucent chalcedony, onyx, agate, thundereggs and perlite, The park isn't just for rock hunting, though. You can mountain bike, hike and enjoy a picnic surrounded by stunning scenery. Spend the night in a spacious campsite with views that stretch across the desert plain. There's also a playground for kids. Plant life includes yucca and prickly pear cacti, mesquite, juniper, scrub oak and wildflower displays. You may see deer, antelope, prairie dogs, badgers and an array of birds, too.





## Pancho Villa State Park





At the border of Mexico, a half-hour's drive from Deming, lies Pancho Villa State Park. With its historic buildings and exhibition hall, the park commemorates the famous raid of General Francisco "Pancho" Villa's soldiers, who attacked the small border town of Columbus and Camp Furlong, a military camp, on March 9, 1916. This raid marked the first armed invasion of the continental U.S. and the last one, too. In response, General "Black Jack" Pershing went after Pancho Villa, leading 10,000 American soldiers on an 11-month, 5,000-mile pursuit into Mexico, but failed to capture him. The park's exhibits and buildings explore this fascinating history, as Pershing's pursuit marked the first U.S. military expedition to employ airplanes and other mechanized transportation. That experience proved to be invaluable when Pershing served as commander of the Allied forces in World War

I. You'll see a Curtiss JN-3 "Jenny" aircraft and a 1916 Dodge touring car, the kind that Pershing used as his field office. Stop by the Visitor Center, which was a U.S. Customs House built in 1902. The park also offers hiking, picnicking, camping, wildlife viewing, and a native plant garden.



## HOTELS & MOTELS

#### Best Western Mimbres Valley Inn

Competitive rates, convenient location, complimentary continental breakfast, free high-speed Internet, and friendly staff make us an ideal location to rest and recharge! 1500 W Pine St.
Deming, NM 88030 575.546.4544 bestwestern.com

#### Butterfield Stage Motel

Newly renovated rooms for a great price with great hospitality from our friendly staff. 309 W Pine St. Deming, NM 88030 575.544.0011

#### Comfort Inn

Our relaxing accommodations and famous waffles will help you feel rested, refreshed and ready for the day ahead.
1010 W Pine St.
Deming, NM 88030
575.544.3600
choicehotels.com
/new-mexico/deming/

#### Days Inn

Our Days Inn Deming hotel, off I-10 and near Deming Luna Mimbres Museum, a location that is quiet yet convenient to plenty of activities. We offer comfortable, affordable accommodations.

1601 E Pine St.

Deming, NM 88030

575.546.8813

wyndhamhotels.com
/days-inn

#### Deluxe Inn

Arriving in Deming after a long drive? Get some rest and a satisfying meal at Deluxe Inn. 1309 W Pine St. Deming, NM 88030 575.546.2787

#### Executive Inn

1109 W Pine St. Deming, NM 88030 575.546.2681

#### Grand Motor Inn

From the crystal chandelier to the sweeping grand staircase you'll experience classic hotel charm!
1721 E Pine St.
Deming, NM 88030
575.546.2632
thegranddeming.com

#### Hacienda Motel

Reasonable prices and friendly staff! 2909 E Pine St. Deming, NM 88030 575.546.0817

Whether you're here for

#### Hampton Inn

business or on vacation with your loved ones, you'll enjoy free in-room high-speed internet access, a full-size heated pool and Hampton's free hot breakfast.

3751 E Cedar St.
Deming, NM 88030

575.546.2022
deming.hamptoninn.com

#### Holiday Inn Express

As the newest hotel in Deming, we are conveniently located off I-10 and minutes from US 180. The hotel is near a variety of restaurants, shopping and entertainment. 3801 E Cedar St. Deming, NM 88030 575.545.6500 ihg.com/holidayinnexpress/hotels/us/en/reservation

#### Motel 6

Clean updated cozy rooms with a great value and friendly staff. 4601 E Pine St. Deming, NM 88030 575.546.2623 motel6.com

#### La Quinta Inn & Suites

We're conveniently located within a 3-mile radius of all the major local points of interest. We're also stationed near several restaurants, shops and businesses. Enjoy free breakfast everyday along with many more luxurious amenities.

4300 E Pine St
Deming, NM 88030
575.546.0600
laquintademing.com

#### Quality Inn

Enjoy affordable rates and all the amenities you need including an on-site restaurant and Lounge at the Quality Inn° hotel in Deming, NM. We're located off Interstate 10 we are ranked in the top 1% of all Quality Inn's for Guest Service 4600 E Pine St. Deming, NM 88030 575.546.2661 choicehotels.com /new-mexico/deming /quality-inn-hotels/nm201

#### Super 8 Motel

Located off I-10 at Exit 81 near Gila National Forrest, our hotel offers many enjoyable amenities. 1217 W Pine St. Deming, NM 88030 575.546.0481 wyndhamhotels.com/super-8

#### **RV PARKS**

#### A Deming Roadrunner RV Park

2849 E Pine St. Deming, NM 88030 575.546.6960

Desert Vista RV Village 2020 Hatch Hwy. Deming, NM 88030 575.275.3878 desertvistarvvillage.com

#### Diamond Arrow Ranch Horse Hotel

5590 Franklin Rd. SE Deming, NM 88030 575.546.1115

Dreamcatcher RV Park 4400 E Pine St. Deming, NM 88030 575.544.4004 escapees.com/benefits/ rv-parking/escapees-rainbow-parks/deming-nm/

#### El Rancho Lobo

(No children allowed, no tenting, cash or check only) 12235 Maricopa Rd. NE Deming, NM 88030 575.544.4144 elrancholoborvpark.com

#### Hitchn' Post

RV Park 611 W Pine St. Deming, NM 88030 575.546.9145

#### Hidden Valley Ranch RV Resort

Nestled in the high New Mexican desert, surrounded by the foothills of the Cooke's Mountain Range. The resort is but a small portion on the 7,000 acres of open range framed by endless skies, a setting that makes it truly one of the hidden treasures of the southwest. 12100 Hidden Valley Rd Deming, NM 88030 575.546.3071 hiddenvalleyrvranch.com

#### Little Vineyard RV Park

2901 E Pine St. Deming, NM 88030 575.546.3560 littlevineyard.com

#### Low-Hi RV Ranch

Nestled in between the Floridian Mountains and the Cooke Mountain which is a paradise for geology and rock lovers of all ages. Also these mountain ranges are favorite places for ATV'ers.

1795 O Kelley Rd. SE Deming, NM 88030

575.546.4058 lowhirvranch.com

#### Ol' West RV Park

5115 Country Club Rd. SE.

#### 81Palms RV Park

A spacious senior RV park located in Deming, NM, with easy access off Interstate 10 (I-10), Exit 81. Long pull thru sites accommodate big rigs. Highly rated clean restrooms, hot showers, heated indoor pool, and laundry room await your arrival.

2800 W Pine St.
Deming, NM 88030

575.546.7434

81 palmsrvdeming, blogspot.com

#### Stagecoach RV Ranch

Stagecoach RV Ranch offers quiet surroundings, allowing you the ability to enjoy the amazing scenery of Luna Co. New Mexico, and yet, we are just a few miles away from old downtown Deming. Additionally, we are only thirty minutes from the Mexican border town of Columbus and Palomas Mexico. 545 O Kelley Rd. SE Deming, NM 88030 575.543.5119 stagecoachrvranch.com

#### Sunrise RV Park

2601 E Pine St. Deming, NM 88030 575.546.8565

#### Temperate Zone RV Park

This park is surrounded with beautiful scenery and has an abundance of birds and other wildlife and endless enchanting night skies.

14890 Perrin Rd. NW Deming, NM 88030

575.545.3061 temperatezonervpark. business.site

#### Wagon Wheel RV Park

2801 E Pine St. Deming, NM 88030 575.546.8650

#### DINING

#### AMERICAN

#### 5R Travel Center

1695 Silver City Hwy. NW Deming, NM 88030 575.544.7725

#### Adobe Deli

3970 Lewis Flats Rd. SE Deming, NM 88030 575.546.0361 adobedeli.com

#### Apache Homelands Casino at Akela

20885 Frontage Rd. Deming, NM 88030 575.544.0073

#### Balboa

708 W. Pine St. Deming, NM 88030 575-546.6473

#### Denny's

120 N. Platinum Ave. Deming, NM 88030 575.546.2258 dennys.com

#### Elisa's House of Pies & More

208 1/2 S Silver Ave Deming, NM 88030 575-494.4639

#### Grand Motor Inn

1721 E Pine St. Deming, NM 88030 575.546.2632 thegranddeming.com

#### IHOP

813 E. Pine St. Deming, NM 88030 575.544.9903 ihop.com

#### Lazy Lizard Bar and Grill

Inside the Quality Inn 4600 E Pine St Deming NM 88030 575-546-2661

#### Mango Maddie

722 W Florida St. Deming, NM 88030 575.546.3345

#### Pepper's Deli in Pepper's Supermarket

812 E. Florida Deming, NM 88030 575.546.3922 demingpeppers.com

#### Yoya's Market and Gas Station

1620 S. Columbus Rd. Deming, NM 88030 575.546 4109

### COFFEE • BAKERY DESSERTS

#### The Cookie Jar

113 S. Silver Ave. Deming, NM 88030 575.652.1328

#### Rise-n-Shine Bakery and Cafe

110 S. Gold Ave. Deming, NM 88030 575.546.4245

#### Copper Kettle Coffee Company LLC

200 S. Gold Ave Deming, NM 88030 575.993.1927

#### FAST FOOD

#### Blake's Lotaburger

600 N. Gold St. Deming, NM 88030 575.544.7302 lotaburger.com

#### Burger King

125 N. Gold Ave. Deming, NM 88030 575.546.3087 bk.com

#### Dairy Queen at Butterfield Station

3890 Gage Station Rd. SW Deming, NM 88030 575.635.1482 dairyqueen.com

#### Kentucky Fried Chicken

516 E. Cedar St. Deming, NM 88030 575.546.2336 kfc.com

#### McDonald's

721 W. Pine St.
Deming, NM 88030
575.546.7736
mcdonalds.com

#### Sonic Drive-In

910 W. Pine St. Deming, NM 88030 575.546.8079 sonicdrivein.com

#### Subway

422 W. Pine St. Deming, NM 88030 575.544.3030 order.subway.com

#### Subway (Walmart)

1021 E. Pine St. Deming, NM 88030 575.544.0107 order.subway.com

#### Taco Bell

606 W. Pine St. Deming, NM 88030 575.544.4484 tacobell.com

#### Wendy's

812 E. Pine St. Deming, NM 88030 575.544.3028 wendys.com

#### ITALIAN • PIZZA

#### Domino's Pizza

780 S. Gold St. Deming, NM 88030 575.544.3232

#### Forghedaboudit Pizza

115 N. Silver Ave. Deming, NM 88030 575.275.3881

#### Little Caesar's Pizza

800 E. Cedar St. Deming, NM 88030 575.546.4206

#### Marie's Italian Grill

110 S. Silver Ave. Deming, NM 88030 575.546.5760

#### Pizza Hut

300 E. Cedar St. Deming, NM 88030 575.546.6587

#### MEXICAN

#### Amigo's Mexican Food 1202 E. Poplar St. 575,546.6841

#### Bellshore Restaurant 1030 E. Pine St. 575.546.6289

#### Benji's Restaurant 821 W. Pine St. 575.546.5309

Campos Restaurant 105 S. Silver Ave. 575,546,0095

#### El Camino Real

900 W. Pine St. 575.546.7421

#### El Mirador

510 E. Pine St. 575.544.7340

#### Irma's Restaurant

123 S. Silver Ave. 575.544.4580

#### La Fonda Restaurant

601 E. Pine St. 575.546.0465

#### La Parrilla Restaurant 120 N. Granite St.

120 N. Granite St. 575.544.9100

#### Si Senor

200 E. Pine St. 575.546.3938

#### Tacos Mirasol

309 E. Pine St. 575.544.0646

#### ASIAN

#### China Restaurant

110 E. Pine St. 575.546.4146 deming.chinesemenu.com

#### Golden Star Chinese

500 E. Cedar St. 575.544.0689 goldenstardeming.com

#### BREWERIES, DISTILLERIES & WINERIES

### Lescombes Family Vineyards & Tasting Room

1325 De Baca Rd SE Deming, NM 88030 1.888.799.4637 stclairwinery.com/deming

#### Luna Rossa Winery

3710 W Pine St Deming, NM 88030 575.544.1160 lunarossawinery.com

