

Farmington

CHAMBER OF COMMERCE

New Mexico



Farmington Chamber of Commerce

100 West Broadway

Farmington, NM 87401

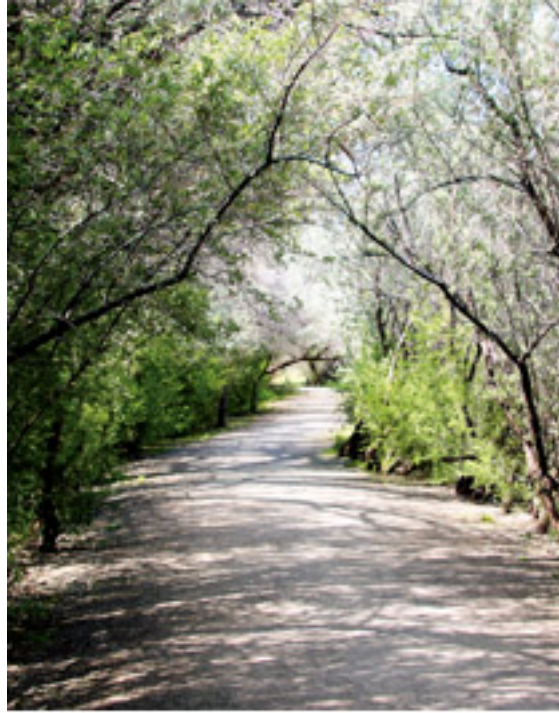
505-325-0279 • 888-325-0279

www.gofarmington.com



Introduction

While we still have many of the positive attributes of a small town, our phenomenal growth has caught the attention of the rest of the world. The most visible example of this is the growth in the retail sector. With a retail market of 250,000 people, Farmington is home to many large retail establishments. Throughout the coming years, residents should look for new national retailers to make announcements about their entry into our marketplace.



History

Initially, the Anasazi “basketmakers” laid roots in current-day Farmington more than 2,000 years ago, living in “pit houses” and later in pueblo edifices. These historic living quarters can still be seen today in the nearby countryside ruins. Upon the Anasazis departure from the area came the Navajo, Jicarilla Apache and the Utes, making Farmington home to this day.

In the late 1700s, the Spanish traveled through, ultimately settling in the eastern section of San Juan County in the early 1800s. Even with these new inhabitants, the area did not begin to grow in population until the mid 1870s when the veritable settlement of Farmingtown, eventually shortened to Farmington, was established. Pioneers from Animas City, Colorado settled the town at the convergence of the La Plata, Animas and San Juan Rivers. Farmington began to grow, boasting a thriving farm and ranch economy. The town was soon incorporated as a city in 1901. (Farmington celebrated its centennial year not long ago, in 2001.)

Apples proved to be a prime crop in Farmington in the early 1900s, with approximately 53,000 apple trees in the San Juan area producing a wide variety of product. During the 20th century, the city experienced a number of oil and gas booms, and at one point, Farmington was recognized as the chief oil and gas producing area in the state. Though the industry is still prevalent in the area today, standing strong as the largest employers, Farmington has enjoyed a diversified economy encompassing an assortment of businesses. The city has even earned the distinction of being a regional retail hub in this New Mexico region.



Recreation

CITY PARKS

A handful of parks dot the map of Farmington, providing ideal spots for both passive and active recreation. The River Corridor is characterized by nearly five miles of multipurpose trails and areas for recreation. Trails for jogging, bicycling and nature walks can be accessed here, along with a number of bird-watching observation areas and a picnic area. Brookside Park features a pool, picnic area, basketball court, skateboard bowl and a playground, while both Civitan Park and Kiwanis Park are equipped with picnic tables and playgrounds.

FISHING

Farmington is blessed with several lakes and rivers offering anglers excellent spots for fishing. Prime trout fishing is available year-round along the San Juan River and Jackson Lake, with La Plata River providing a site for brown trout fishing in the springtime. Further fishing spots not to be missed include Navajo Lake, stocked with trout, kokanee salmon and warm water species, and Morgan Lake, which provides year-round bass, crappie and catfish fishing.

GOLF

Both public and private golf courses are located within and surrounding the Farmington community, affording a challenge to golfers of all skill levels. Perhaps the most notable of them all, Pinon Hills Golf Course opened its public course in 1989 to rave reviews. Not only was Pinon Hills recognized as “one of the best new desert golf courses” by Golf World magazine, but it was also rated the #1 Municipal Golf Course in the Nation by Golf Digest in 2002. Additional public courses in the area include Civitan Municipal, Hidden Valley in Aztec and

Riverview Golf Course in Kirtland. And a private course sure to provide a day of golfing enjoyment is the 18-hole San Juan Country Club, featuring a 6,450-yard course for a par of 70.

CAMPING

Several areas for camping and recreational activities are available throughout this New Mexico region. Navajo Lake State Park offers campers three camping areas – The Pine River Site, the Sims Mesa Site and the San Juan River Recreation Site – as well as popular pastimes such as boating, water skiing and fishing. Located in the Nacimientos Badlands, Angel Peak Recreational Area features 16 family camping and picnic units, with Chaco Canyon's Gallo Campground providing 49 sites with available picnic tables.

Looking to hook up the RV? A number of RV Parks can be accessed in Farmington. Top picks within the city include Dad's RV Park, Lee Acres RV Park, Mom & Pops RV Park, Riverside RV Park and Sundowner. Additional RV facilities located nearby include Angel Peak RV Park, Archeleta's RV Park, Ruins Road RV Park, Desert Rose Resort, Navajo Lakes Campsites and Valley Meadows RV Park.

SWIMMING

The Farmington Aquatic Center is a fully-equipped, year-round facility offering its visitors an indoor Olympic-sized pool, diving boards, a 15-foot double loop water slide and a children's play area. Lions Pool offers indoor swimming as well, with Brookside Park providing an outdoor pool perfect for cooling off in the summertime.

FITNESS

Staying active is easy through such facilities as the San Juan College Human Performance Center and the Royal Spa Fitness Center. Equipped with a three-court gymnasium, a 1/8-mile running track, a weight room, cardiovascular equipment, fitness rooms and an indoor climbing wall, the San Juan College Human Performance Center is a choice facility for staying in shape. The Royal Spa Fitness Center houses a variety of modern cardiovascular equipment, an expansive weight room, an indoor pool, racquetball and handball courts, group exercise rooms and classes, a full-size basketball court, personal training and more.



Arts & Entertainment

PERFORMING ARTS

Farmington is fortunate enough to have a number of cultural outlets in the performing arts, with the only community theater group in San Juan County, the Theater Ensemble Arts, Inc., providing three productions each season (October through April). The Civic Center Foundation for the Performing Arts presents off-Broadway performances at its 1,200-seat performing arts theater at the Farmington Civic Center, while the Silhouette Performing Arts Series, sponsored by San Juan College, presents outstanding family entertainment each year.

The newly renovated Totah Theater, located in Downtown Farmington, is another option, which holds a modern 200-seat theater. And, in the summer months, make sure to check out the Outdoor Summer Theater, which presents popular productions Thursdays through Sundays at 8:00 p.m. What's more, the area is home to the 65-piece San Juan Symphony, which presents four concerts at the Henderson Fine Arts Center Performance Hall at San Juan College every season.

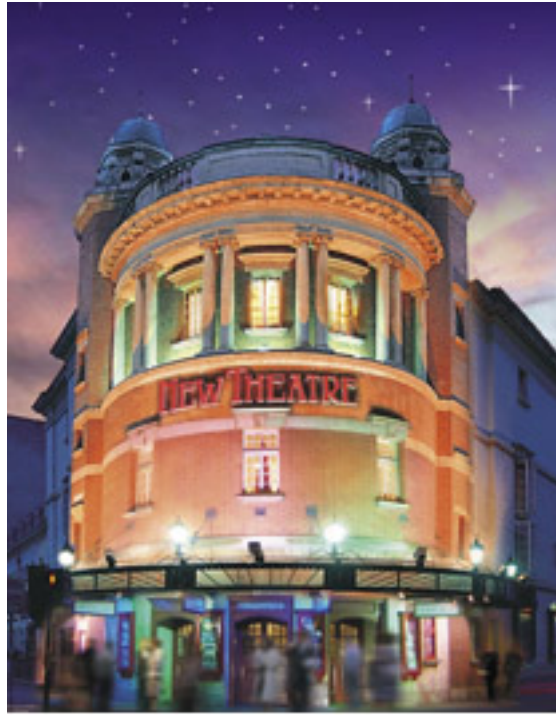
ART GALLERIES

Peruse through one of Farmington's fabulous art galleries; you are sure to find what you need, whether you are a shopper looking for the perfect piece of work or you are an artist in need of supplies. The Artifacts Gallery, Emerson Gallery and Wal-Art Gallery are all excellent choices when it comes to art.

GAMING ENTERTAINMENT

Taking a chance on Lady Luck is easy with three casinos located within proximity to Farmington. Situated in Ignacio, CO, the Sky Ute Casino is teeming with the newest slot machines, six card tables and Bingo, along with two delicious restaurants and comfortable accommodations, with the Ute Mountain Casino offering nearly the same amenities in Towaoc, CO.

The region's newest and largest casino, located a mere 15 minutes from Farmington, is the SunRay Park and Casino. More than 500 modern slot and video machines and live and simulcast horseracing can all be accessed here, along with the favorite SunRay Sports Bar & Grill.



Attractions

ANASAZI RUINS

A number of Anasazi Ruins dot the surrounding areas, with the Mesa Verde National Monument providing insight into the Anasazi's "cliff dwelling" era and the Aztec Ruins National Monument, which is deemed the "religious center" of the Anasazi. About eight miles from the city sits an ancient town at the Salmon Ruins, with one of the largest settlements, Chaco Canyon, situated 75 miles from Farmington.

MUSEUMS

The Farmington Museum oversees four separate facilities that highlight an array of art, science and culture. The Farmington Museum and Visitors Center at Gateway Park offers patrons a variety of exhibits displaying the history of the area's cultures through traveling exhibits and regional and national juried art shows, in addition to lectures, workshops and events. Children can find hands-on, science-related exhibits at the Children's Museum and Science Center or observe a variety of species of birds and animals at the Riverside Nature Center. The fourth facility operated by the Farmington Museum is the Harvest Grove Farm & Orchards, which features antique tractors and other early agricultural equipment.

Also not to miss is the Bolack Museum, the Aztec Museum & Pioneer Village in nearby Aztec and the Durango & Silverton Narrow Gauge Railroad Museum in Durango.

CONNIE MACK WORLD SERIES

Each August, Farmington hosts the American Amateur Baseball Congress-sponsored Connie Mack World Series, which provides youth and adult baseball players seven league divisions in the United States, Canada and Puerto Rico. The World Series has become amateur baseball's largest and most acclaimed tournament since its inception in 1965.



Shopping, Dining & Lodging

SHOPPING

Recognized as a regional retail hub, Farmington has plenty to offer its shoppers. From malls and flea markets to quaint antique shops and an excellent downtown district, Farmington has it all!

For over 25 years, the Animas Valley Mall has been a part of the Farmington community, providing shopping, dining and entertainment all under one roof. Anchored by Dillard's, JC Penney, Ross Dress for Less and Sears, and lined with over 60 specialty stores, the mall also features a 10-screen movie theater and dining at such casual restaurants as Fuddrucker's and Applebee's Grill and Bar or the extensive 400-seat food court.

DINING

Diners have a wide selection of food options in Farmington, ranging from casual environments and finer cuisine to fast-food fixes and ethnic cuisine. Choose among American, Italian, Chinese or Mexican fares – among others. Enjoy!

LODGING OPTIONS

Hotels/Motels

Best Western Inn & Suites
700 Scott Avenue

Farmington, NM 87401
(505) 327-5221
www.newmexicoinnandsuites.com

La Quinta Inn
675 Scott Avenue
Farmington, NM 87401
(505) 327-4706
www.lq.com

America's Best Value Inn
600 East Broadway
Farmington, NM 87401
(505) 325-2288
www.bestvalueinn.com

Comfort Inn Motel
555 Scott Avenue
Farmington, NM 87401
(505) 325-2626
www.choicehotels.com

Courtyard by Marriott
560 Scott Avenue
Farmington, NM 87401
(505) 325-5111
www.marriott.com

Farmington Super 8 Motel
1601 East Broadway
Farmington, NM 87402
(505) 325-1813
www.super8.com

Holiday Inn Express
2110 Bloomfield Road
Farmington, NM 87401
(505) 325-2545
www.farmington-hotel.com

Super 8 Motel
4751 Cortez Way
Farmington, NM 87402
(505) 564-8100
www.super8.com

The Region Inn
601 East Broadway
Farmington, NM 87401
(505) 325-1191
www.theregioninn.com

The Strater Hotel
699 Main Street
Durango, CO 81302
(970) 247-4431
www.strater.com

Travel Inn
1510 West Main Street
Farmington, NM 87401
(505) 325-0233

Travelodge Farmington
510 Scott Avenue
Farmington, NM 87401
(505) 327-0242
www.travelodge.com

Bed & Breakfasts

Casa Blanca Inn
505 East La Plata Street
Farmington, NM 87401
(505) 327-6503
www.casablancanm.com

D's Bed and Breakfast
10 CR 4265
Navajo Dam, NM 87419
(505) 632-0044
www.dsbandb.com

Silver River Adobe Inn Bed and Breakfast
3151 West Main Street
Farmington, NM 87499
(505) 325-8219
www.silveradobe.com

The Inn at McElmo Canyon

19601 Road G
Cortez, CO 81321
(970) 564-0240
www.theinnatmcelmocanyon.com

Kokopelli Cave
206 West 38th Street
Farmington, NM 87401
(505) 326-2461
www.bbonline.com/nm/kokopelli



Business

The energy-related businesses are expected to remain strong over the coming years. While many local companies are changing the manner in which they do business in order to compete in the global market, they remain a strong economic force in our community. Oil and gas producers are processing new well permits and reworking older wells in record numbers. The local power plants are working to meet the increasing demand for electricity in the western United States. We have a plentiful supply of natural resources in the San Juan Basin with predictions of reserves for future years.



Education

Education has always been a significant aspect of life in Farmington. Preparing students for the progressive, ever-changing world ahead, Farmington Municipal Schools has devoted itself to providing the finest education to its student body of more than 10,000 students. A dedicated staff of 1,200 supplies students in two special preschools, 10 elementary schools, four middle schools and three high schools with the knowledge and tools needed to succeed in society today.

FARMINGTON MUNICIPAL SCHOOLS

2001 North Dustin Avenue
P.O. Box 5850
Farmington, NM 87401
(505) 324-9840
www.fms.k12.nm.us

SPECIAL PRESCHOOLS

Esperanza Special Preschool
4501 Wildflower Drive
Farmington, NM 87401
(505) 599-8763

Farmington Special Preschool
5840 Fortuna Drive

Farmington, NM 87402
(505) 599-8625

ELEMENTARY SCHOOLS

Animas Elementary School
1612 Hutton Avenue
Farmington, NM 87402
(505) 599-8601

Apache Elementary School
700 West Apache Street
Farmington, NM 87401
(505) 599-8602

Bluffview Elementary School
1204 Camina Real
Farmington, NM 87401
(505) 599-8603

Country Club Elementary School
5300 Foothills Drive
Farmington, NM 87402
(505) 599-8604

Esperanza Elementary School
4501 Wildflower Drive
Farmington, NM 87401
(505) 599-8676

Ladera Del Norte Elementary School
308 East 35th Street
Farmington, NM 87401
(505) 599-8605

McCormick Elementary School
701 McCormick School Road
Farmington, NM 87401
(505) 599-8606

McKinley Elementary School
1201 North Butler Avenue
Farmington, NM 87401
(505) 599-8609

Mesa Verde Elementary School
3801 College Boulevard
Farmington, NM 87402
(505) 599-8608

Northeast Elementary School
1400 East 23rd Street
Farmington, NM 87401
(505) 599-8609

MIDDLE SCHOOLS

Heights Middle School
3700 College Boulevard
Farmington, NM 87402
(505) 599-8611

Hermosa Middle School
1500 East 25th Street
Farmington, NM 87401
(505) 599-8612

Mesa View Middle School
4451 Wildflower Drive
Farmington, NM 87401
(505) 599-8622

Tibbetts Middle School
312 East Apache Street
Farmington, NM 87401
(505) 599-8613

HIGH SCHOOLS

Farmington High School
2200 Sunset Avenue
Farmington, NM 87401
(505) 324-0352

Piedra Vista High School
5700 College Boulevard
Farmington, NM 87402
(505) 599-8880

Rocinante High School
3250 East 30th Street
Farmington, NM 87402
(505) 599-8627



Higher Education

San Juan College continues to show strong growth with an annual enrollment increase of eight percent. In addition to the quality academic programs, San Juan College has a proven record of accomplishment in responding to community needs by adding new industry-based programs. People from all over the country contact our office seeking information about San Juan College. Many of these individuals relocate to this area to take advantage of the industry training.



Government

Led by a Council-Manager form of government, the City of Farmington is a progressive force in the community, providing residents and businesses top-rate programs, services and facilities.

PUBLIC SAFETY

Farmington Police Department

An accredited law enforcement agency since 1995 (Commission on Accreditation for Law Enforcement Agencies), the Farmington Police Department ensures the safety of Farmington residents through several Divisions and progressive programs such as citizens Police Academy, SJC Crime Stoppers and V O P.

Farmington Fire Department

Six stations equipped with an 83-person staff make up the Farmington Fire Department. Working hand in hand with the Farmington Police Department, the fire department answers calls for a variety of emergencies, including fire, EMS Haz Mat, rescues, public service and much more.



Healthcare

San Juan Regional Medical Center is growing to meet the needs of the community. An important piece of our economic development future is the availability of quality healthcare. Through strategic planning, San Juan Regional Medical Center will expand through 2020. Plans include the addition of 75 private patient rooms, as well as updating equipment and technology. San Juan Regional Medical Center is a Level III trauma center, one of only three designated in New Mexico.



Advertisers' Index

[A](#) [B](#) [C](#) [E](#) [F](#) [G](#) [H](#) [I](#) [L](#) [M](#) [R](#) [S](#) [W](#)

[Automotive - Sales](#)

[Business](#)

[Convention & Visitors Bureau](#)

[Education](#)

[Employment](#)

[Financial](#)

[Fitness/Healthclub](#)

[Food Distribution](#)

[Government](#)

[Health](#)

[Insurance](#)

[Lodging](#)

[Moving/Storage](#)

[Museum](#)

[Real Estate](#)

[Recreation](#)

[Restaurants](#)

[Sewing Center](#)

[Swimming Pool](#)

[Waste Management](#)

[Worship](#)

Automotive - Sales

Hanson Honda

Mike Spencer

5301 E. Main St.

Farmington, NM

87402

505-325-4000

Fax: 505-327-7000

mikespencer@hansonhonda.com

www.hansonhonda.com

Business

AlSCO
Ron Richards
511 E. Cedar
Farmington, NM
87401
505-327-9601
Fax: 505-327-2116
rrichards@alsco.com
www.alsco.com

Business

New Mexico Gas Company
Daniel Engert
603 W. Elm St.
Farmington, NM
87401
888-NMGASCO
Fax: 505-325-7365
daniel.engert@nmgco.com
www.nmgco.com

Business

Southwest Shooting Authority
Cope Reynolds
1301 W. Main
Farmington, NM
87401
505-325-1062
Fax: 505-326-5589
contact@southwestshootingauthority.com
www.southwestshootingauthority.com

Convention & Visitors Bureau

Farmington Convention & Visitors Bureau

Debbie Dusenbery

3041 E. Main St.

Farmington, NM

87402

505-326-7602

dusenbery@earthlink.net

www.farmingtonnm.org

Education

San Juan College
Linda Baker
4601 College Blvd.
Farmington, NM
87402-4699
505-326-3311
Fax: 505-566-3521
bakerl@sanjuancollege.edu
www.sanjuancollege.edu

Employment

SOS Staffing
Kristen Kee
2501 E. 20th St., Ste. 20
Farmington, NM
87401
505-326-6612
Fax: 505-326-6621
keek@sosstaffing.com
www.sosstaffing.com

Financial

Edward Jones - Marcia Phillips
Marcia F. Phillips
4801 N. Butler Ave., Ste. 7101
Farmington, NM
87401
505-326-7200
Fax: 888-203-9656
marcia.phillips@edwardjones.com
www.edwardjones.com

Fitness/Healthclub

Royal Spa Fitness Center
Stephan
2101 Bloomfield Hwy
Farmington, NM
87401
505-326-2211
Fax: 505-327-3071
www.royalspafitnesscenter.com

Food Distribution

7-2-11 Food Stores
Tobi Chapin
900 Schofield Lane
Farmington, NM
87401
505-327-7211
Fax: 505-325-1950
tchapin@united-special-inc.com

Government

San Juan County
Beth Utley
100 South Oliver Dr.
Aztec, NM
87410
505-334-9481
Fax: 505-334-4226
ahengst@sjcounty.net
www.sjcounty.net

Health

Sussex Chiropractic
Ro Sussex
4740 N. Butler Ave.
Farmington, NM
87401
505-325-2604
Fax: 505-327-1976
rsussex@cptnet.com
www.sussexfamilychiro.com

Health

A Better Hearing Solution
Teresa Bullock
312 N. Butler
Farmington, NM
87401
505-564-9990
Fax: 505-564-9991
earmanmd@msn.com
www.heargood.net

Health

San Juan Regional Cancer Center
Roberta Rogers
731 W Animas St.
Farmington, NM
87401
505-609-6259
Fax: 505-609-6104
rrogers@sjrmc.net
www.ourcancercenter.com

Health

Desert View Family Counseling Services
Rick Quevedo
2700 Farmington Ave., Bldg. F, Ste. 1
Farmington, NM
87401

505-326-7878
Fax: 505-326-7879
admin@desertviewsas.org
www.desertviewsas.org

Health

Special K Fitness
Kim Noyes
3180 N. Butler Ave., #300
Farmington, NM
87401
505-326-2460
Fax: 505-325-1943
knoyes@advantas.net

Health

Good Samaritan Society
Ginger Howard
500 Care Lane
Aztec, NM
87410
505-334-9445
Fax: 505-334-9577
ghoward@good-sam.com
www.good-sam.com

Insurance

Millennium Insurance Agency
Millie Howle
2700 Farmington Ave., Building A
P.O. Box 10
Farmington, NM
87401
505-325-1849
Fax: 505-326-5825
www.millnm.com

Lodging

The Region Inn
Cara Martin
601 East Broadway
Farmington, NM
87401
505-325-1191
Fax: 505-325-1223
martincl@live.com
www.theregioninn.com

Lodging

Holiday Inn Express & Suites
Dawn Friedman
2110 Bloomfield Blvd.
Farmington, NM
87401
505-325-2545
Fax: 505-325-3262
dawnf@lodginghost.com
www.farmington-hotel.com

Moving/Storage

Hutton Plaza Self Storage

Kim Hicks

2503 E. 20th St.

Farmington, NM

87401

505-325-9488

Fax: 505-327-2672

hpss@questoffice.net

Museum

Farmington Museum

Debbie Dusenbery

3041 E. Main St.

Farmington, NM

87402

505-599-1174

Fax: 505-327-0577

dusenbery@earthlink.net

www.farmingtonmuseum.org

Real Estate

United Country Accent Realty
Cheryl Ragsdale
4010 E. 30th St.
Farmington, NM
87402
505-327-7782
Fax: 505-326-0963
cheryl@cherylragsdale.com
www.accentrealty.net

Real Estate

Sun West Properties
Wesley Stewart
800 E. 30th St., Bldg. 4, Ste. A
Farmington, NM
87401
505-327-4876
Fax: 505-326-4905
sunwestmgt@hotmail.com
www.sunwestpropertiesnm.com

Recreation

SunRay Park & Casino
Anthony Montano
#39 Rd. 5568
Farmington, NM
87401
505-566-1200
Fax: 505-326-4292
01montg@sunraygaming.com
www.sunraygaming.com

Recreation

Pinon Hills Golf Course
Debbie Dusenbery
2101 Sunrise Parkway
Farmington, NM
87402

505-326-6066
Fax: 505-327-0577
dusenbery@earthlink.net
www.farmingtonnm.org

Restaurants

Cold Stone Creamery
Buddy Shaw
4917 E. Main St., Ste. A
Farmington, NM
87402
505-325-5858
dywsha@aol.com

Restaurants

Sonic
Cinda Romero
1203 San Juan Blvd.
Farmington, NM
87401
505-327-3700
Fax: 505-342-1309
cinromero@zianet.com

Sewing Center

Bernina Sewing Center of Four Corners

Alberta Chappell

3030 E. Main St., Ste Y-1

Farmington, NM

87402

505-327-9911

alberta@berninafourcorners.com

www.berninafourcorners.com

Swimming Pool

Farmington Aquatics

Debbie Dusenbery

1151 N. Sullivan

Farmington, NM

87402

505-599-1167

Fax: 505-327-0577

fmncvb@earthlink.net

Waste Management

Waste Management
Dennis A. Gallegos
101 Spruce Street
Farmington, NM
87401
505-327-6284
Fax: 505-325-8572
dgallego@wm.com

Worship

Pinon Hills Community Church
Jessica Felder
2400 N. Butler Ave.
Farmington, NM
87401
505-325-4541
Fax: 505-324-8221
jfelder@pinonhillschurch.com
www.pinonhillschurch.com

Worship

Living Word Church
Pastor Dan Morrison
1200 E. 30th St.
Farmington, NM
87401
505-325-8525
Fax: 505-325-6865
office@lwchurch.cc
www.lwchurch.cc



Copyright © 2009
VillageProfile.com, Inc.®
33 N. Geneva St.
Elgin, IL 60120
(800) 600 - 0134
www.villageprofile.com