

**New Mexico
Route 66 Centennial
Coordination Group**

Indian Pueblo Cultural Center
October 20, 2025



AGENDA

1. Roll Call
2. Welcome & Introductions
3. Approval of the Agenda*
4. Approval of February 25, 2025 – Special Meeting Minutes*
5. Approval of November 19, 2024 – Grants Meeting Minutes*
6. Open Meetings Act Resolution Adoption 2025*
7. Amendment to Bylaws of the Route 66 Centennial Coordination Group*
8. Tourism in Tribal Communities Panel Discussion
9. Route 66 Tribal Projects
10. Civil Engineering Activities Regarding the Heritage of Historic Route 66 in NM
11. Route 66 Connected: An Interactive Exploration of the “Mother Road” through New Mexico
12. Visit Albuquerque Route 66 Centennial Marketing
13. Route 66 Centennial Subcommittee Report Out: Projects and Activities – Coordination Group Endorsement/Approval*
14. Coordination Group Member Updates
15. Public Comment
16. Adjourn

**Route 66 Centennial
Tribal Projects:
Update from the NM
Tourism Department**

Indian Pueblo Cultural Center
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Grant Program - Marketing

Integrated advertising campaign promotes Route 66 communities across digital, social, and traditional platforms to drive awareness and visitation.

- ❖ The Navajo Nation and Pueblo of Laguna joined the grant program's Marketing and Promotions track in FY26.
- ❖ \$750K will support a 12-month campaign targeting those most likely to have interest in Route 66 in metros in Texas, Colorado, and Arizona.
- ❖ Creative placements include rich media display ads, paid search, and digital out-of-home ads.



Grant Program - Special Events

Supports **community events that celebrate the Route 66 Centennial**, promote visitation, and highlight the culture and history of the corridor.



- ❖ The Route 66 Centennial Grant program awarded \$20K in both FY25 and FY26 to support *Gathering of Nations*.
- ❖ The FY25 event featured a **Route 66-themed Main Street** with light pole banners that displayed the Centennial logo.
- ❖ FY26 marks the **event's final year**, and NMTD is proud to sponsor *The Last Dance*, which will include Route 66-themed dances and songs.

Project Endorsements

The New Mexico Route 66 Centennial Coordination Group accepts Route 66 project proposals through its designated portal for review and potential endorsement as official centennial projects.

To date, seven projects have been endorsed by the Coordination Group. One of which includes:

Gallup's Summer Indian Dances & Art Market: A celebration of Indigenous cultures in historical Downtown Gallup. Includes Zuni Pueblo, Navajo Nation, Ohkay Owingeh, and Apache tribes, among others.

The Gallup Summer Indian Dance & Arts Market will kick off on **June 2, 2026**, and happens in the evening on Tuesdays, Wednesdays, and Thursdays through the Summer.



Submit Your Route 66 Projects

The New Mexico Route 66 Coordination Group accepts project submission year-round through its [online portal](#).

Submissions are reviewed on a rolling basis for potential endorsement by the [Coordination Group](#) and certification by the [U.S. Route 66 Centennial Commission](#).

Share your ideas. Shape New Mexico's Route 66 Centennial!



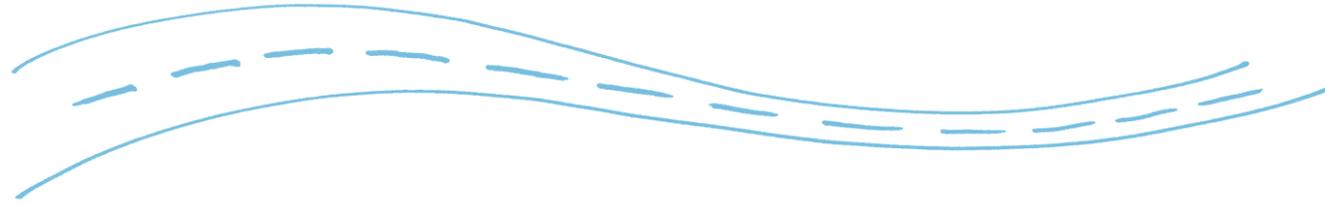
**Scan the QR Code to
View Submission Page**



**New Mexico
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Indian Pueblo Cultural Center
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INFRASTRUCTURE ACTIVITIES RELATED TO ROUTE 66 IN NEW MEXICO

Presented to
New Mexico Route 66 Centennial Coordination Group

Roger M. Zimmerman, Ph. D., P. E. (Retired), F.ASCE

October 20, 2025

PURPOSE OF PRESENTATION



- Define American Society of Civil Engineering Activities related to Route 66 Centennial.
- Define initial Alignment and Rerouting of Route 66 in New Mexico that involve major civil engineering contributions.
- Provide outline of plans for Centennial Year.

AMERICAN SOCIETY OF CIVIL ENGINEERS



- The American Society of Civil Engineers (ASCE) is an international organization of more than 150,000 members that stands at the forefront of a profession that:
 - plans, designs, constructs, and operates society's economic and social engine – **the built environment** –
 - while protecting and restoring the natural environment.

- ASCE is organized around local 94 sections, 159 branches, 12 groups, 416 student chapters and 131 younger member groups.

- Technical strengths are in:
 - Architectural Engineering;
 - Coasts, Oceans, Ports and Rivers;
 - Construction;
 - Environmental and Water Resources;
 - Infrastructure from Ground Up;
 - Transportation; and
 - Utility Engineering and Surveying.

ASCE HISTORIC CIVIL ENGINEERING LANDMARK PROGRAM



ASCE's Historic Civil Engineering Landmark Program recognizes historically significant local, national, and international civil engineering projects, structures, and sites.

- **Increases public appreciation** of civil engineering contributions to the progress and development of society;
- Provides civil engineers with an **historical awareness of their profession** for practical insights and pride;
- Encourages, where appropriate and feasible, the **preservation of significant historic civil engineering works**. Preservation includes documentation of the landmark, maintaining the landmark, etc.
- **Fosters the inclusion of civil engineering landmark information** in encyclopedias, guidebooks and maps.

HISTORIC CIVIL ENGINEERING LANDMARKS IN NEW MEXICO



- National Historic Civil Engineering Landmark program (NHCEL), started in 1969.
- ASCE Civil Engineering Landmarks in New Mexico
 - Embudo New Mexico Stream Gage Station (1973)
 - International Boundary Marker 1 (With Texas) (1976)
 - Elephant Butte Dam (1976)
 - Cumbres and Toltec Scenic Railway (1976)
 - Rio Puerco Bridge (1997): listed in National Register of Historic Places as well.
 - Route 66 (2025)



Elephant Butte Dam Marker (1976)



ASCE NOMINATION OF HISTORIC ROUTE 66 FOR LANDMARK PROGRAM

- 10 Sections of the American Society of Civil Engineers represent the 8 states through which Route 66 passes, from Chicago, Illinois, to Santa Monica, California and jointly nominated the route as a National Historic Civil Engineering Landmark (NHCEL).
- The states that are home to Route 66, from east to west, are Illinois, Missouri, Kansas, Oklahoma, Texas, New Mexico, Arizona, and California.
- ASCE recognized Route 66 as a NHCEL in 2025.
- This is a new landmark initiative as previous NHCEL landmarks have been projects, and now a historic highway landmark has been recognized.

NEW MEXICO ROUTE 66 NOMINATION COMMITTEE



- **New Mexico Section Route 66 Nomination Committee**
 - Dr. Roger Zimmerman, Section Representative to Route 66 Landmark Nominating Committee,
 - Dr. Conrad Keyes,
 - Dr. Kenneth White,
 - Frank Kozeliski,
 - John Baker, NMDOT, and
 - Gary Kinchen, NMDOT,

NEW MEXICO SECTION INVOLVEMENT IN CENTENNIAL ACTIVITIES



- **Participate in NHCEL and City of Albuquerque Landmark Recognition Processes**
 - Support Section Representative to Nominating Committee in recognizing new National Historic Civil Engineering Landmark.
 - Plan activities for the dedication of the National Historic Civil Engineering Landmark.
 - Highlight Civil Engineering contributions to establishment and rerouting of Route 66 in New Mexico.
 - Explain how 107 miles were saved between 1926 and 1937 in helping make Route 66 as a major trans-continental thoroughfare.
 - Support City of Albuquerque recognition of Civil Engineering Related Historic Landmarks
 - ✓ Central Avenue Bridge Site
 - ✓ Central Avenue Underpass

INAUGURATION OF US 66



- **Highway from Chicago to Los Angeles that is near 35th parallel.**
 - Highway having two 9 ft lanes with 22 ft wide bridge lanes.
 - Initial highway to be on existing roads.
 - Federal Funds are to be used for at least 50% of construction costs and states are to maintain the highways thereafter.
 - Initial roads were dirt and complete paving came to New Mexico in late 1937.
- **Several routes through New Mexico were considered.**
- **US 66 was started by the US Bureau of Public Roads (BPR) in August 1926.**
- **The final rerouting occurred in October 1937.**

MAPS DELINEATING REROUTING



- **4 maps are presented to illustrate the various identifications that were related to Route 66 in New Mexico**
 - The 506-mile original and 399-mile final routes in 1937
 - The Santa Rosa Cut-off in early stages
 - Impacts of Laguna Cut-off on Albuquerque
 - Final route that was ready for paving as Route 66

FINAL REROUTED US 66 IN NEW MEXICO



REROUTED US 66 IN NEW MEXICO



Maps by Paul Zimmerman, reference Google Earth

Route 66 was reduced from 506 miles to 399 miles with rerouting in New Mexico

FINAL REROUTED ROUTE 66 IN NEW MEXICO



FEATURES OF REROUTING

- The Santa Rosa Cutoff saved 90 miles.
 - The Santa Ross-Moriarty segment was created in 1926-1927.
 - The Moriarty-Albuquerque segment developed during the 1927-1937.
 - Intersection of Central Avenue and 4th Street in Albuquerque was the termination point for the cut-off.
- The Laguna Cut-off saved 17 miles
 - The original alignment was from the Barelvas Bridge in Albuquerque to US 66 near Correo, NM.
 - Surveying of Laguna Cut-off started in February of 1927 at the Barelvas Bridge.
 - The Laguna Cut-off was realigned in 1931 when the Central Avenue Bridge was completed.
 - The Central Avenue Bridge was the triggering point by the BPR to re-align US 66.

FIRST IMPROVEMENT IN INTERSTATE TRAVEL IN NEW MEXICO



SANTA ROSA CUT-OFF



Maps by Paul Zimmerman, reference Google Earth

FIRST IMPROVEMENT IN INTERSTATE TRAVEL IN NEW MEXICO



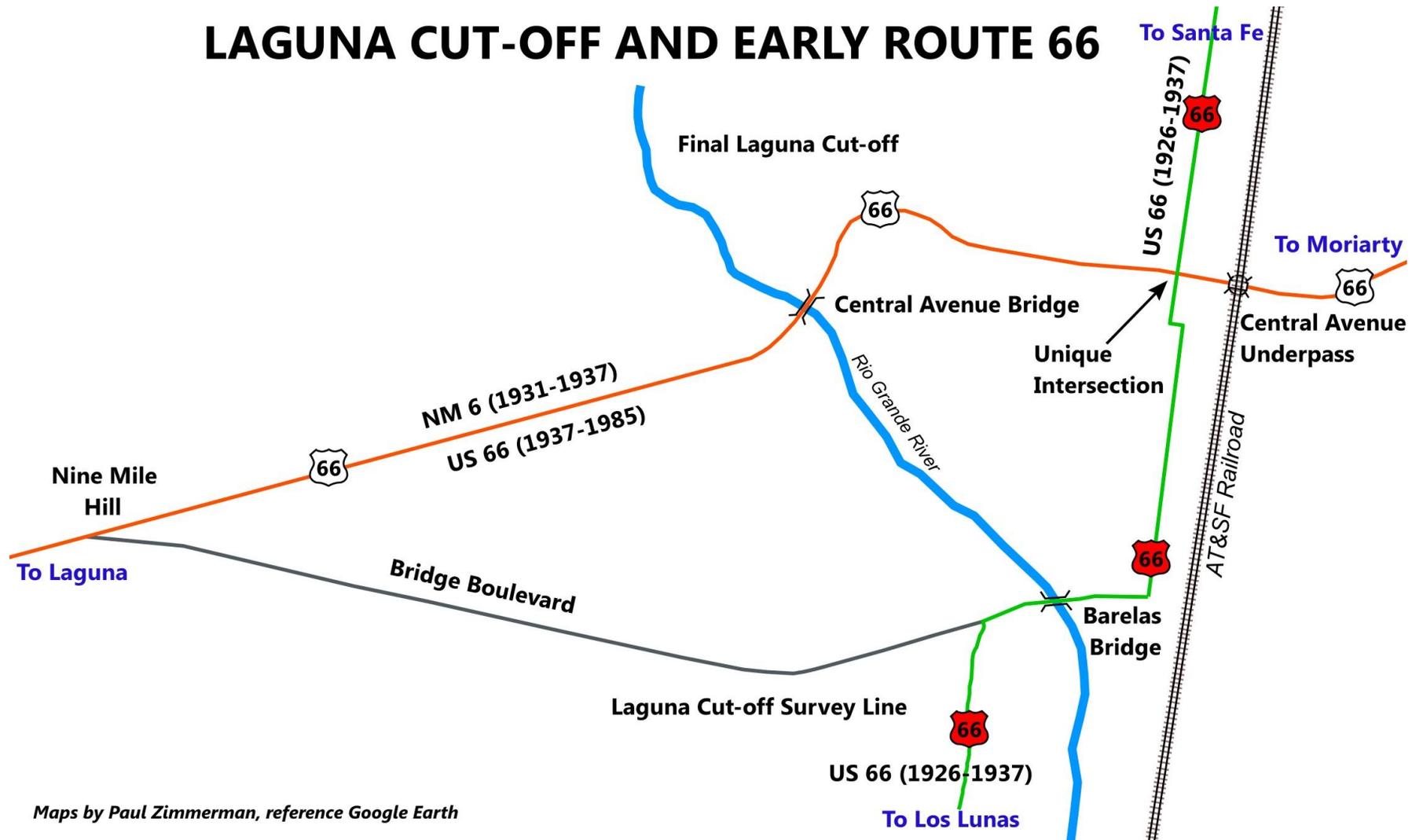
SANTA ROSA CUT-OFF

- NM 6 was created to provide a shortcut from Santa Rosa to US 470 , which was near Moriarty, NM.
 - The first segment was 7 miles east of Santa Rosa on US 66.
 - The second segment was 69 miles from US 66 west for 69 miles to us 470.
 - ✓ Twenty-seven miles of the 35-mile western portion was on private land.
 - ✓ The 34-mile eastern portion was primarily on ranch roads.
 - The third segment was 39 miles along US 470 to the Central Avenue and 4th Street intersection in Albuquerque.
- The second segment was cleared and graded in 33 days.
 - The rush to complete was driven by a political decision resulting from a change in the Governor from Democrat A. T. Hannett to Republican Richard Dillon.
 - Incoming Governor Dillon campaigned against the cut-off, which was proposed by Governor Hannett.
- The completion of the Central Avenue Underpass was the final structure to complete the Rerouting of Route 66.

ALBUQUERQUE FEATURES OF LAGUNA CUT-OFF



LAGUNA CUT-OFF AND EARLY ROUTE 66



Maps by Paul Zimmerman, reference Google Earth

ALBUQUERQUE FEATURES OF LAGUNA CUT-OFF



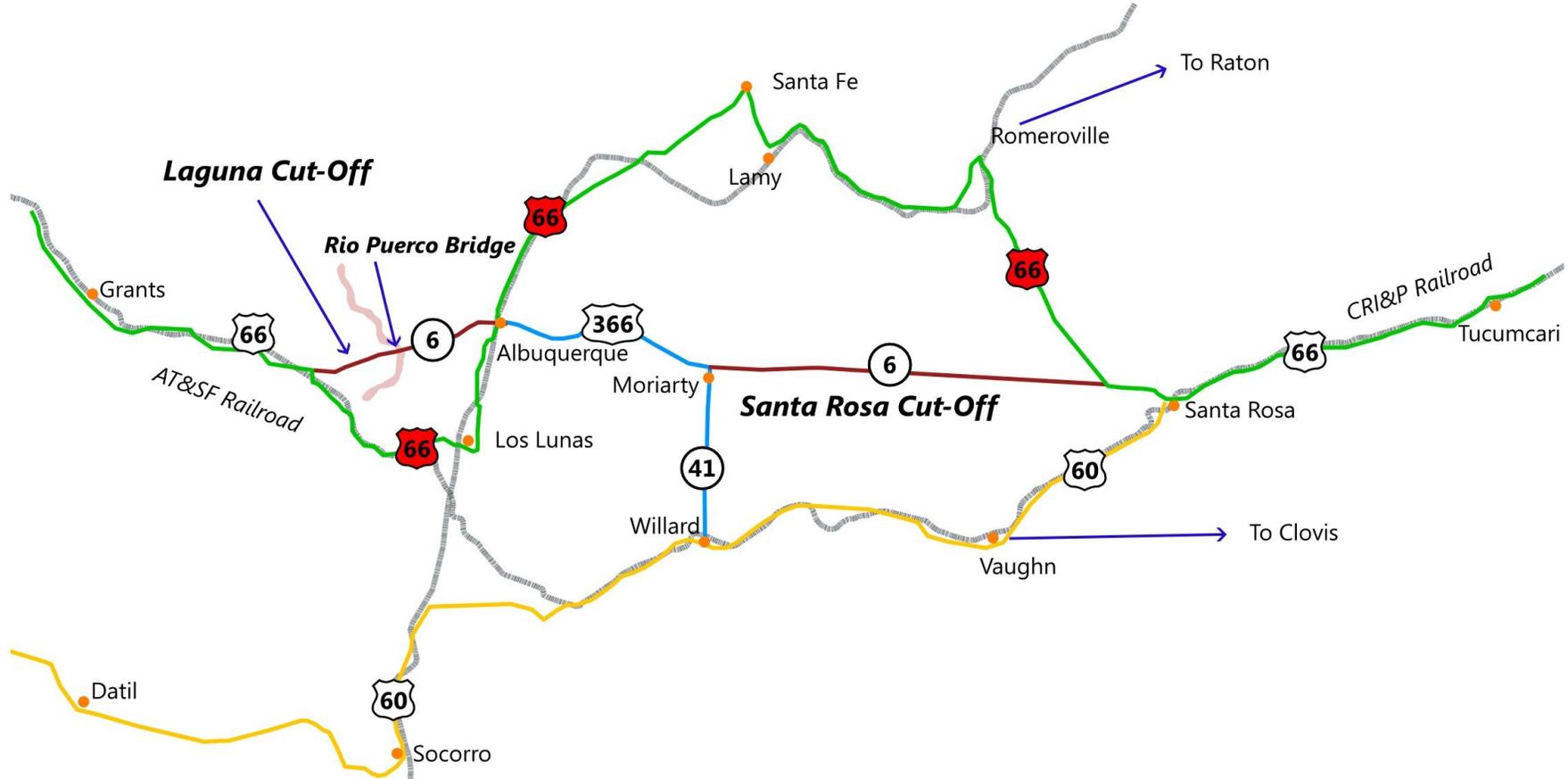
LAGUNA CUT-OFF

- The original Laguna-cut-Off was located on existing roads and originated at the Barelmas Bridge.
- People taking the Santa Rosa Cut-off would join US 66 and travel about a mile south to get to the Barelmas Bridge.
- Citizens of Albuquerque wanted the 80 ft. wide Central Avenue to be the main trans-continental artery through Albuquerque as other streets were only 60 ft. wide.
- Citizens got the NM DOT to build a bridge across the Rio Grande on Central Avenue to facilitate travel through the city.
- The Central Avenue Bridge was completed in 1930 and, in 1931, the BPR elected to make Central Avenue the main route for future US 66 travel.
 - The origin of the Laguna Cut-off was shifted to 4th Street and Central Avenue.
- With the decision in 1931, BPR Funds could be used to construct the Rio Puerco Bridge in 1933.

LAGUNA CUT-OFF PRE-FINALIZED REROUTING



LAGUNA CUT-OFF ACROSS RIO PUERCO - 1933-1937



Maps by Paul Zimmerman, reference Google Earth

LAGUNA CUT-OFF PRE-FINALIZED REROUTING



FEATURES OF REROUTING

- The Santa Rosa and Laguna Cut-offs were pre-US 66 roadways as NM 6/US 366 from 1933-37.
 - The BPR changed US 470 to US 366 in 1931.
 - NM 41 was established and still exists.
- Trans-continental travelers took advantage of the complete rerouting of US 66 travel from Santa Rosa to Laguna starting in 1933.
 - The NM DOT was continuously improving the shortened road after 1931.
 - The completion of the Rio Puerco Bridge in 1933 allowed travel on the full shortcut.
 - The last obstacle to hinder the travel until 1937 was the Central Avenue Underpass.
- The complete rerouted US 66 was paved by 1938.
- US 70 became US 60 in 1931.

CIVIL ENGINEERING FEATURES IN REROUTING



- **Rapid Construction of 69-mile segment from Santa Rosa to Moriarty in 1926.**
- **Realignment solved problems of mountains, La Bajada Hill, and increased traffic congestion in Albuquerque.**
- **The Central Avenue Bridge was constructed in a floodplain and was designed with major flood control mechanisms.**
- **Completion of the Central Avenue Bridge established that an all-weather highway could be constructed along a shortened route through New Mexico.**
- **Completion of the Central Avenue Underpass in Albuquerque provided grade separation with the railroad for the entire life of Route 66.**
- **Completion of the Rio Puerco was the last major bridge in the second largest floodplain in New Mexico.**

NM SECTION ACTIVITIES



- **New Mexico Section of ASCE Involvement in NHCEL Dedication**
 - New Mexico wants to mount a plaque at 4th and Central and have a dedication ceremony.
 - New Mexico will fund the plaque if not furnished by ASCE.
 - We have verbal approval from City of Albuquerque.
 - We would like to receive copies of programs and/or videos of ASCE dedication ceremonies.
 - The New Mexico Section would provide maintenance of the plaque monument.
 - New Mexico Section would design monument for plaque in coordination with City of Albuquerque.

- **New Mexico Section of ASCE Involvement in City of Albuquerque Historical Landmark designations.**
 - Have a dedication ceremony for Central Avenue Bridge Site.
 - Have a dedication ceremony for Central Avenue Underpass.

- **“Rerouting of Route 66 Through New Mexico” will be highlighted in 11 Library Presentations during 2026.**

PROPOSED NHCEL LOCATION IN FRONT OF ROSENWALD BUILDING AT 4TH AND CENTRAL



FIRST DRAFT OF BRASS PLAQUE TO BE LOCATED AT 4TH STREET AND CENTRAL AVENUE,

NATIONAL HISTORIC CIVIL ENGINEERING LANDMARK

Route 66 is representative of the early development (circa 1920s) of cross-country highway routes in the United States. Creation of Route 66 was the collection of many individual efforts at the state, country and local level that established what eventually became a continuous numbered highway from Chicago to Santa Monica. Notable civil engineering features and achievements occurred at many locations along the Route 66 alignment during its development. All traffic on Route 66 passed through this intersection on either 4th Street (1926-1937) or Central Avenue ((1937-1985).

American Society of Civil Engineers



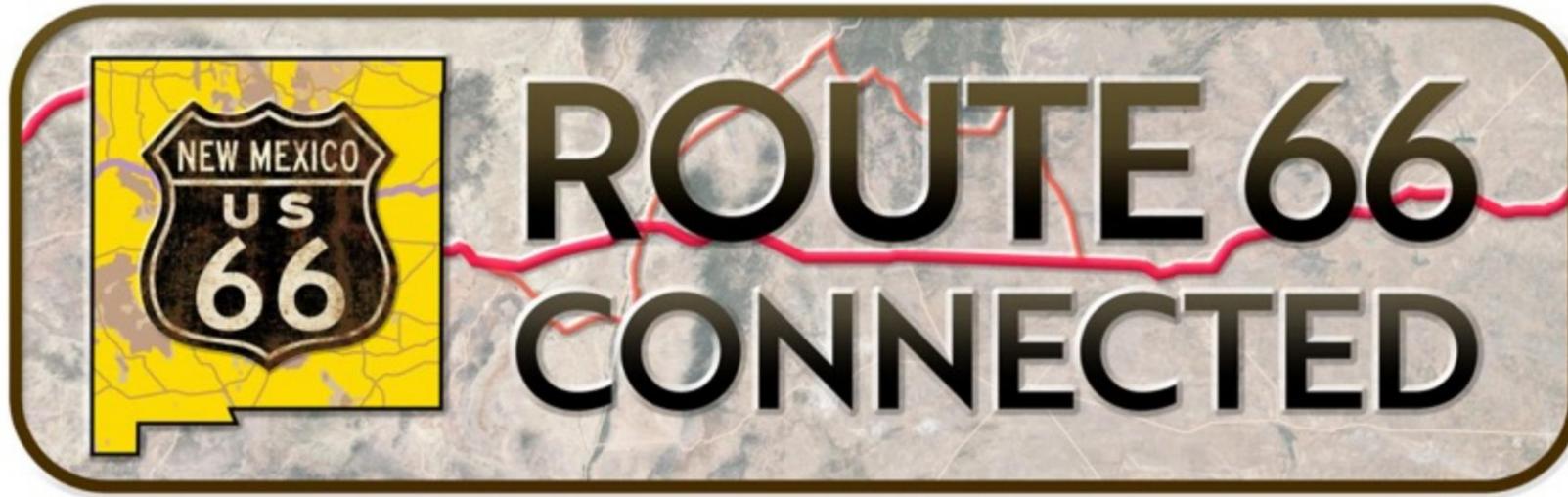
CLOSURE

- The American Society of Civil Engineers is actively participating in Route 66 Centennial Activities.
- The re-alignment of Route 66 had significant Civil Engineering Features that are represented in the New Mexico Shortcut.
- Plans to celebrate Civil Engineering contributions to the development of Route 66 are discussed.

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October 20, 2025





**AN INTERPRETIVE EXPLORATION
OF HISTORIC ROUTE 66
THROUGH NEW MEXICO**

Donatella Davanzo Ph.D.
ddavanzo@unm.edu

NMTD – October 20, 2025

CENTRAL AVENUE/4th ST. ROUTE 66 IN A MOMENT OF TIME

ROUTE 66 CROSSING ALBUQUERQUE
SURVEY 2013-2014

SECTION EAST – WEST

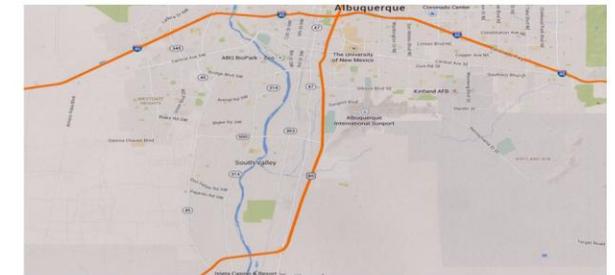
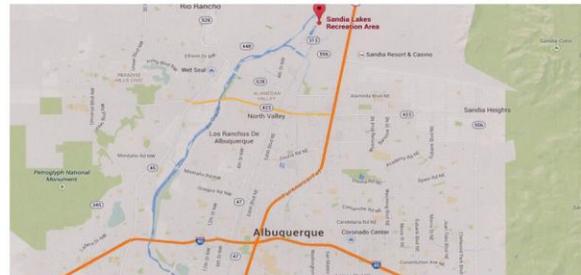
From Tramway (East) to Atrisco (West)
Number of buildings documented: 731
Amount of photos: 7,266



ROUTE 66 CROSSING ALBUQUERQUE
SURVEY 2014-2015

SECTION NORTH – SOUTH

From Sandia Lakes to Lomas along 4th Street
From Bridge & Isleta Blvd to Malpais Rd (I-25)
along Isleta Blvd.
Number of buildings documented: 1,170
Amount of photos: 7,629

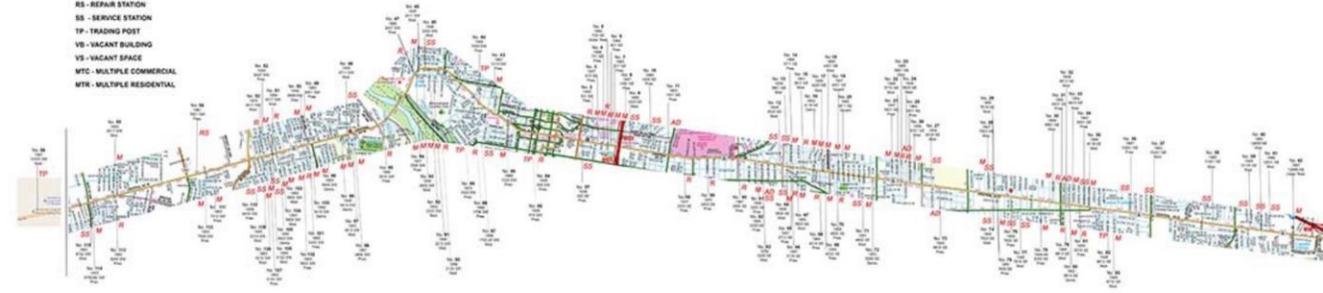


DISSERTATION 2018

“TANGIBILITY AND SYMBOLISM ALONG HISTORIC HIGHWAY 66 IN ALBUQUERQUE”

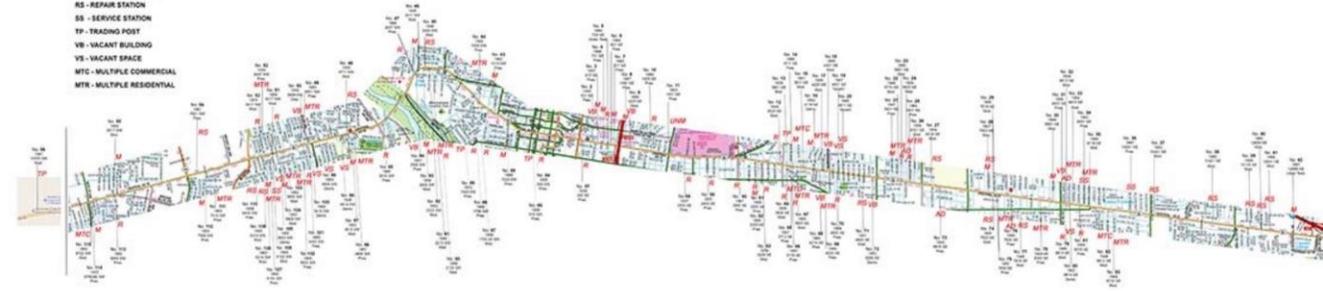
“What makes Highway 66 a distinctive route in the contemporary American scenario?”

TYPE OF BUILDINGS
AD - AUTO DEALERSHIP
M - MOTEL
R - RESTAURANT / CAFE
RS - REPAIR STATION
SS - SERVICE STATION
TP - TRADING POST
VB - VACANT BUILDING
VS - VACANT SPACE
MTC - MULTIPLE COMMERCIAL
MTR - MULTIPLE RESIDENTIAL



APPENDIX A. Table Central Avenue 2016. Roadside facilities. Former use.

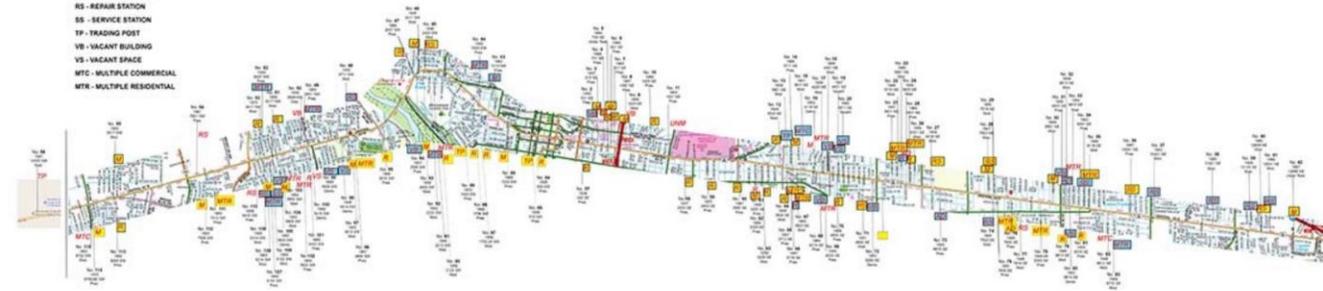
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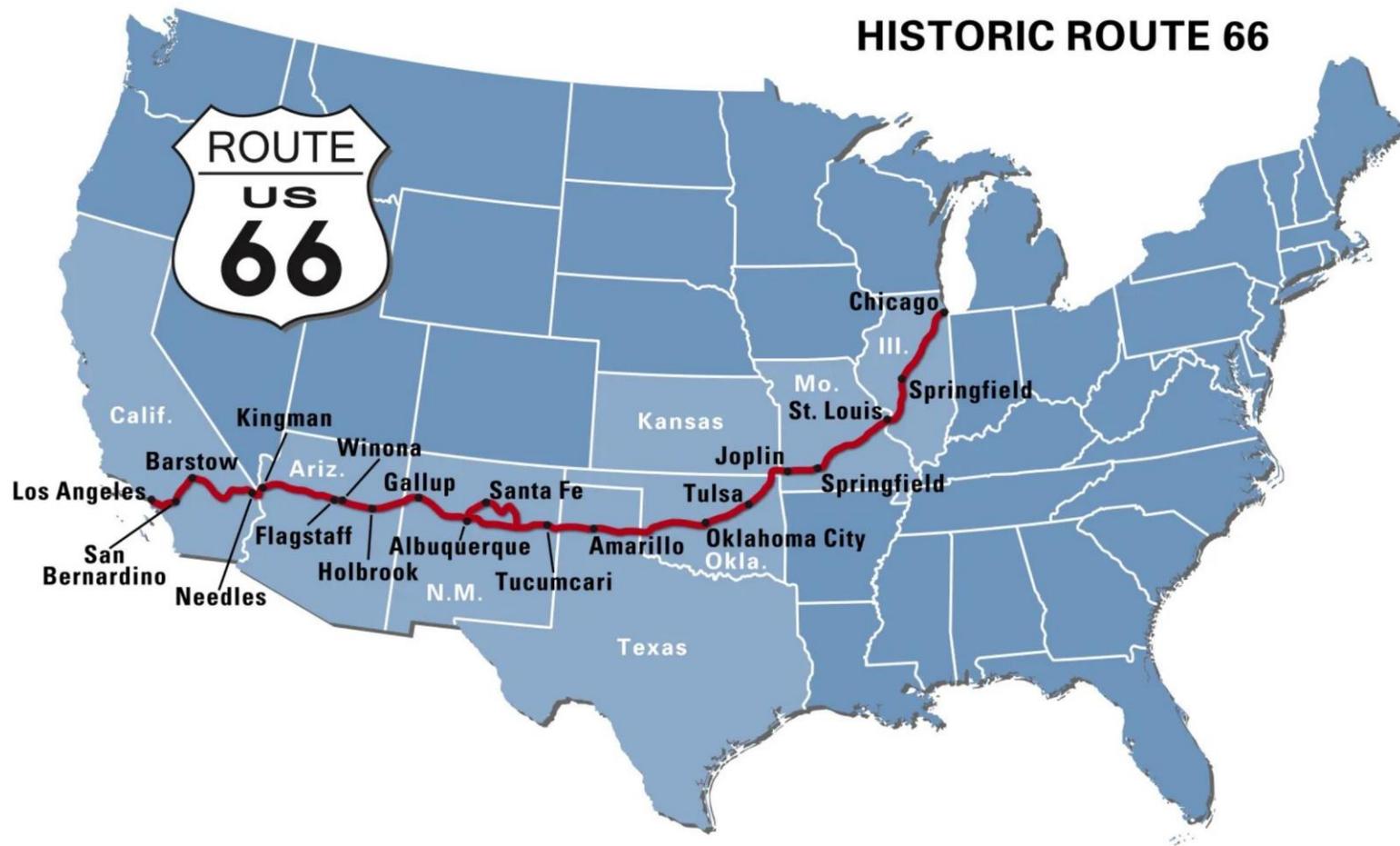
SIGNS ALONG CENTRAL AVENUE
YELLOW - SIGNS CURRENTLY IN USE
BLUE - SIGNS NOT IN USE



APPENDIX B. Table Central Avenue 2016. Roadside commercial signs.



ROUTE 66 - A highway of CONNECTION
A TANGIBLE road unifying the country





ROUTE 66 - A highway of CONNECTION
A TANGIBLE road in the "Golden Age" (1945-1965)



Ernst Haas
Route 66 Albuquerque, New Mexico, 1969



ROUTE 66 - A highway of CONNECTION

A MULTIETHNIC ROUTE 66 - Different cultures and traditions

Route 66

Opened in 1926, *Route 66* connected Chicago, Illinois, the largest city in the Midwest, to Los Angeles, California, the home of Hollywood, on the West Coast. At 2,448 miles (3,940 km), *Route 66* was the longest road in America for many years.

It was so famous that there was a song and a TV show about it. The song started: "If you ever plan to travel west, Travel my way, Take the highway that is best. (...) It goes from Chicago to L.A., More than two thousand miles all the way. Get your kicks on *Route 66* today."

Today, it is not possible to take *Route 66* all the way from Chicago to Los Angeles. Parts of it are closed, and other parts were incorporated into newer, larger highways. But some parts of *Route 66* are being preserved or renovated as a monument to America's past.

KEY TO ILLUSTRATIONS

- Because it went to Los Angeles, the home of Hollywood, *Route 66* appeared in a lot of movies. The "Captain America" motorcycle appeared in *Easy Rider* (1969); and the big, old car transported the Joad family's possessions from Oklahoma to California in *The Grapes of Wrath* (1940).
- Route 66* was famous for "giants" – very big statues of animals, astronauts and more. They were advertising for restaurants and gas stations etc... Most of the road was flat, so the giants added variety and interest.
- Route 66* passes through Hopi, Hualapai and Pueblo Indian reservations. The *Hualapai* have a hotel in Arizona. Tourists stay there before going to visit the *Grand Canyon*, one of the largest canyons in the world.
- Abraham Lincoln, the 16th president of the USA, was born in a cabin in central Kentucky in 1809. He was the president who emancipated the slaves. In 2009, President Barack Obama's inauguration ceremony took place at the Lincoln Memorial, in Washington, D.C.
- The NASA Space Center in Houston, Texas, is the command center for NASA space exploration. And it is a popular tourist attraction, too!
- In Amarillo, Texas, you can visit the *Cadillac Ranch*. 19 old Cadillacs planted in the ground like modern megaliths. In fact, you can do more than just see them: visitors are invited to paint them, so this monument is covered with graffiti!

SPEAKEASY NEWS
L'actualité au cœur des cours d'anglais
speakeasy-news.com



SURVEYS - 2022-2025



How the contemporary Route 66 preserves...
its role of “American living legacy” in New Mexico



THE PROJECT'S METHODOLOGY

Archival research - On-site photo-ethnographic documentation - Interviews

CRITERIA

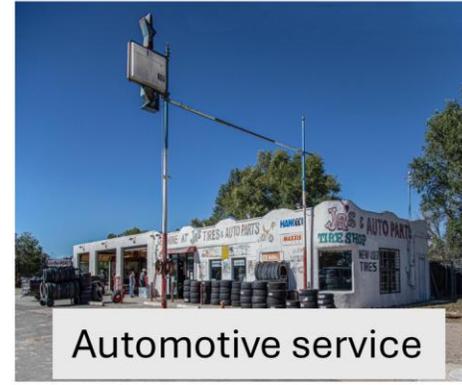
ROADSIDE COMMERCIAL FACILITIES

- 5 categories
- Original Route 66 properties
- 1937-1970s
- 3 Historic Connections in conversation:

Tangibility, Symbolism, Ethnicity



Restaurant-café



Automotive service



Curio shop



Motel



Auto dealership



TANGIBILITY

PHYSICAL COMPONENTS

- ARCH. STYLE AND DESIGN
- CURRENT USE
- CURRENT CONDITION
- SIGNAGE (FORM - COMPOSITION)
- LIGHTING and NEON LIGHTING
- SIGNIFICANT TANGIBLE FEATURES
- HIDDEN STORIES (Green book)



Whiting Bros., Moriarty



66 Diner, Albuquerque.



El Rancho Motel, Gallup



Teepee Curios, Tucumcari



Road Runner Auto Sales, Gallup



The neon rotosphere of former *El Comedor*, Moriarty.



ETHNICITY

TRADITIONAL ELEMENTS

- REGIONAL DESIGN
- SIGNAGE (ETHNIC ELEMENTS)
- NAME OF FACILITIES
- ETHNIC CUISINE
- TRADITIONAL OBJECTS



De Anza Motor Lodge allowed black travelers to stay during segregated times, Albuquerque.



Rio Grande Trading Post, Albuquerque.



La Cita Restaurant, Tucumcari.



Yasmine's Cafe, Albuquerque



Zia Motor Lodge sign, Albuquerque.



La Puerta Lodge sign, Albuquerque.



CONVERSATIONS

INTERVIEWS WITH OWNERS/MANAGERS

- HISTORY OF THE PROPERTY
- CHANGE OR REUSE
- EFFECTS OF THE COVID-19 PANDEMIC
- PERSONAL VISION OF ROUTE 66
- FUTURE OF ROUTE 66





CURRENT USES - CONDITIONS

PRESERVATION - CONTINUING USE



RENOVATION



ABANDONMENT



DEMOLITION



CONVERSION - TRADITIONAL REUSE



CONVERSION - ADAPTIVE REUSE



TRANSITIONAL CHANGES



 **ROUTE 66 CONNECTED**

HOME INTERACTIVE MAP TANGIBILITY SYMBOLISM ETHNICITY DRIVING ON ROUTE 66 ARCHITECTURAL STYLES



ARIZONA NEW MEXICO TEXAS

 **ROUTE 66 CONNECTED**

ABOUT THE PROJECT
Explained by the Project Director, Donatella Davanzo, Ph.D.

<https://www.donatellaabq.wixsite.com/route-66-connected>

ABOUT THE CONNECTIONS

"Route 66 Connected" adopts a framework based on three key factors that historically characterized the life of the road — Tangibility, Symbolism, and Ethnicity. By examining the roadside facilities through the specific aspects of these core themes at the same time, the project proposes a distinct perspective to offer an innovative and comprehensive vision of the road's heritage. The main purpose of this three-lines exploration is to get *behind* the surface appearance of the original properties to uncover how the contemporary Route 66 creates connections with its historical narratives and how it preserves them for the future.



TANGIBILITY

The tangible components of the original buildings and the roadside.

EXPLORE



SYMBOLISM

The symbolic elements of the Route 66 era.

EXPLORE



ETHNICITY

The ethnic architecture, objects, and groups.

EXPLORE

ARCHITECTURAL STYLES



ART DECO STYLE

Lindy's Diner, 500 Central Ave SW, 87102



COLONIAL REVIVAL

Hiway House Motel, 3200 Central Ave SE, 87106



COMMERCIAL BLOCK

Frontier Restaurant, 2400 Central Ave SE, 87106



CORPORATE STANDARD PLAN

Monte Carlo Steak House, 500 Central Ave SW, 87105



GOOGIE STYLE

Kap's Coffee Shop, 5801 Central Ave NE, 87108

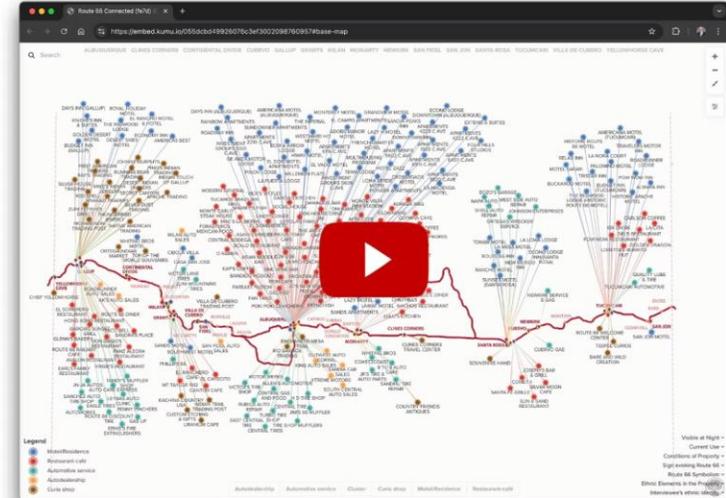


INTERNATIONAL STYLE

Hotel Zazz, 3711 Central Ave NE, 87108

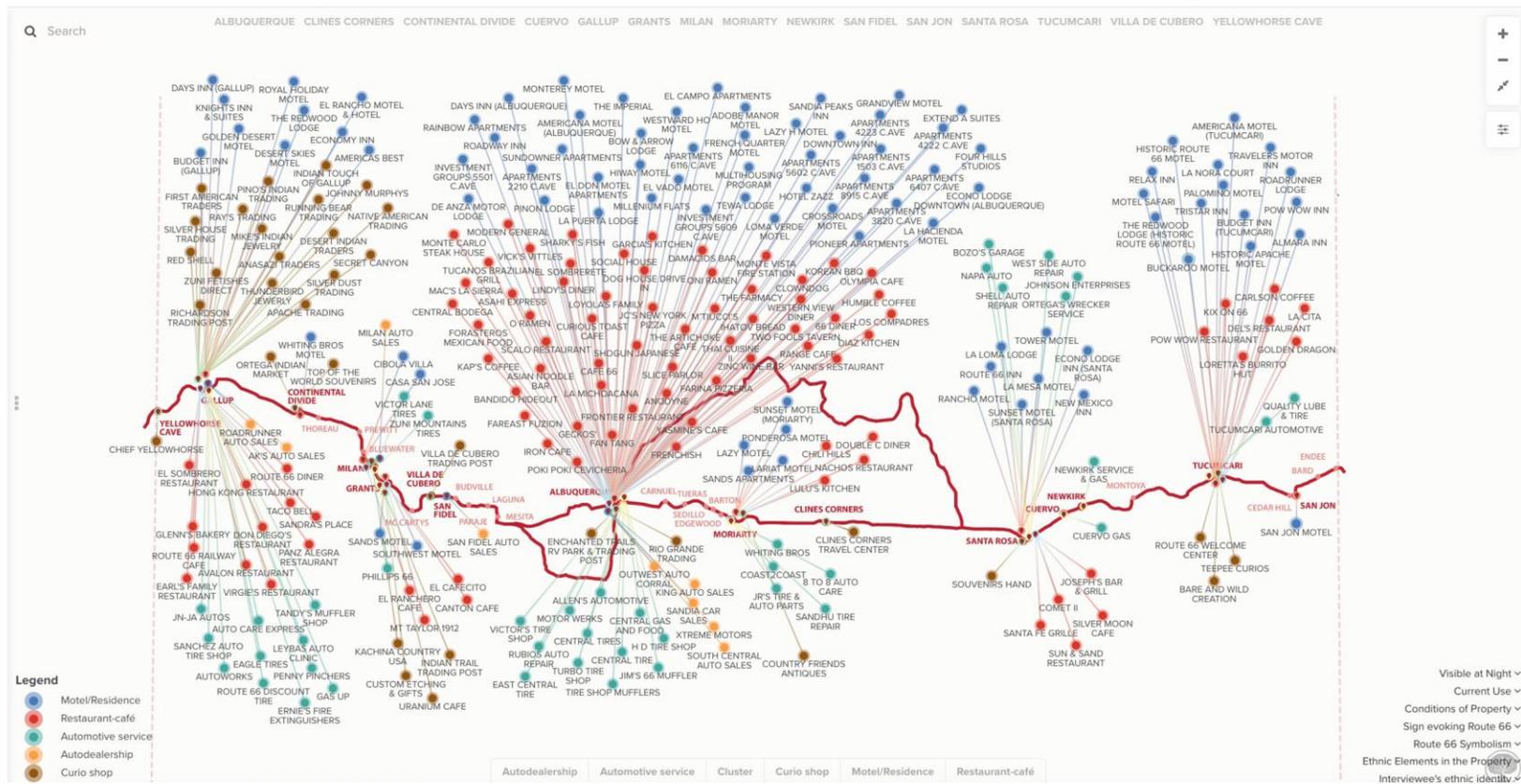
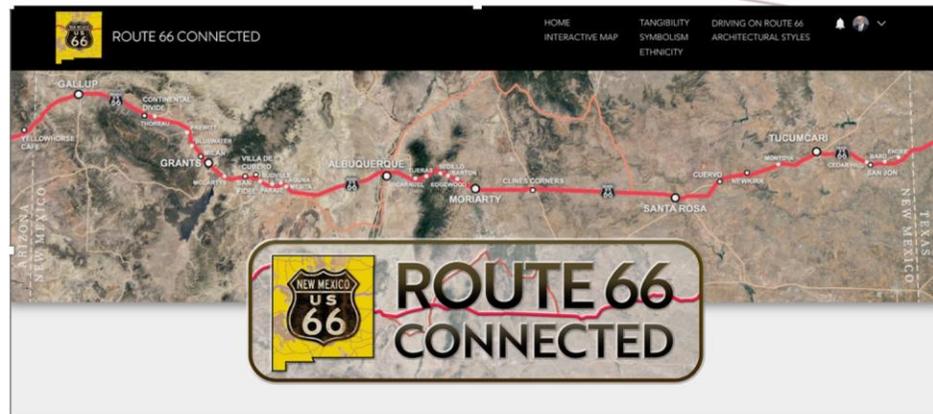
TAKE A VIRTUAL TOUR

Watch this video to learn how to navigate the "Route 66 Connected" interactive map.



ACCESS THE INTERACTIVE MAP

(COMING IN 2026)

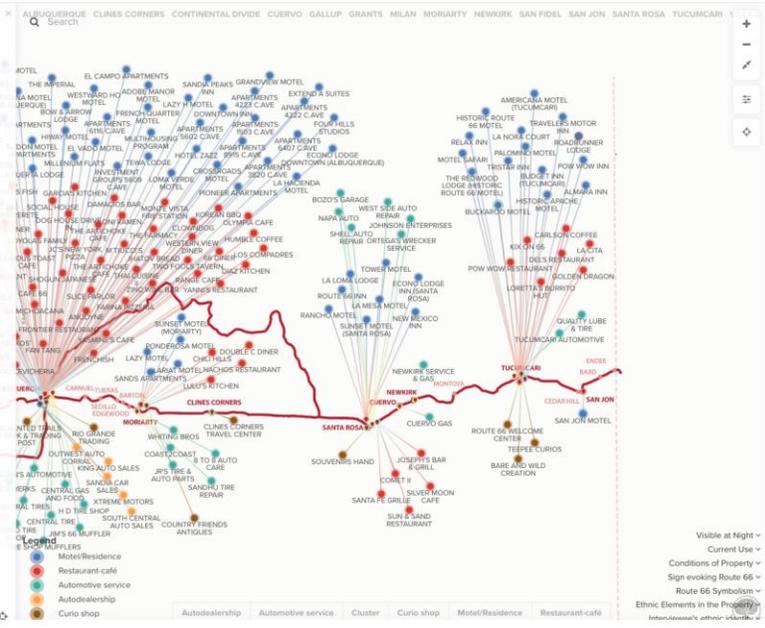
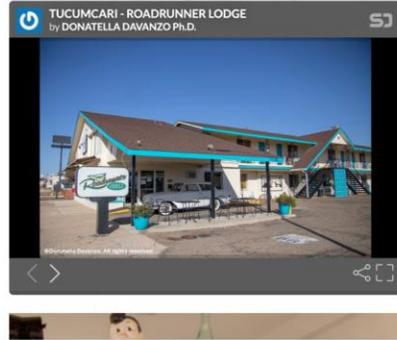


ROADRUNNER LODGE

MOTEL/RESIDENCE



ROADRUNNER LODGE MOTEL. The former "Leatherwood Motel". At 1023 E. Tucumcari Blvd. The old "Leatherwood Manor Motel" is now the "Roadrunner Lodge". It was built by Agnes Leatherwood in 1964. It had an amazing neon sign, now gone. Its gabled roofs have survived but its "Heated pool" has been filled in. According to its postcards it was owned and ran by Arnold and Frances Olsen, and "Overlooking Tucumcari Mountain on busy Hiway 66. Luxurious, Unique and Spacious..." Close to it, there is the Plaza Motel, now under renovation.



Questions:

About ROUTE 66? The future...

Interview with the owner o...

How can we call attention on Route 66?

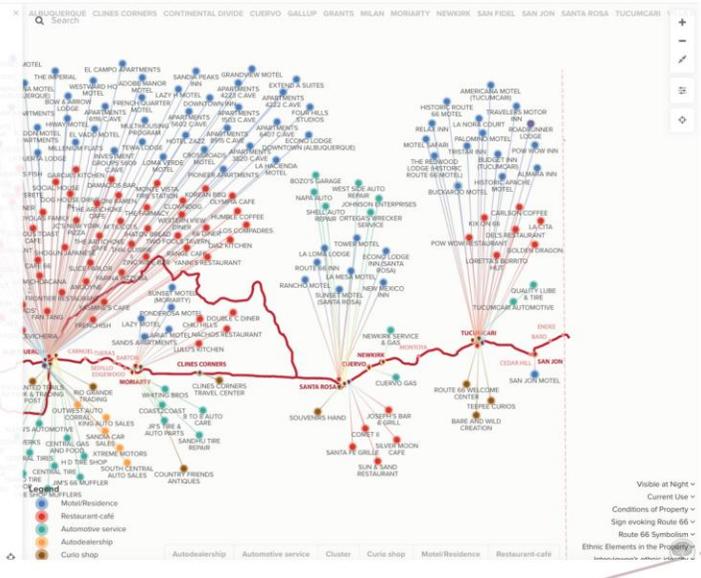
Interview with the owner o...

What about the original style of the road?

Interview with the owner o...

Can we recreate the Route 66 "atmosphere" today?

Owner's responds...







Touring Tucumcari, NM



VISITOR CENTER

Tucumcari, Quay County Chamber of Commerce
Location: 404 West Route 66, Tucumcari, NM 88401
Phone: (575) 461-1694
Email: chamber@tucumcarinm.com
Hours: M-T-W-R-F-S: 12:5pm, Sunday closed

Hours: May 15 to Labor Day, Tuesday-Saturday from 10:00 AM-4:00 PM (Closed 12:00 PM-1:00 PM)
The museum displays dinosaur footprints, skeletons, and bronze castings, reflecting the prehistoric life in the area.

GAS STATIONS On Route 66

Circle K 601 E Tucumcari Blvd, Tucumcari, NM 88401
CONOCO Gas Station 4000 E Tucumcari Blvd, Tucumcari, NM 88401

Tucumcari Historical Museum
Location: 416 South Adams St. Tucumcari, NM 88401
Phone: (575) 461-4201
Hours: Memorial Day to Labor Day, Tuesday-Saturday, 10:00 AM-5:00 PM
Housed in the original 1903 schoolhouse, The Tucumcari Historical Museum is three-story building. You'll find Indian artifacts dating back to 12,000 B.C., antique war memorabilia, wagons dating back to the late 1800s and more!

MUSEUMS

Tucumcari Railroad Museum
Location: 100 W Railroad Ave. Tucumcari, NM 88401
Phone: (575) 461-3701
Hours: Wednesday-Saturday: 10:00 AM-4:00 PM
Housed in a restored train depot, this museum explores the history of the railroad in Tucumcari and its role in the town's development.

EXPLORE MORE...

Main Street is a designated area focused on preserving and revitalizing the town's historic downtown with the aim to build stronger communities through preservation-based economic development.

Mesalands Dinosaur Museum
Location: 222 E Laughlin Ave, Tucumcari, NM 8840
Phone: (575) 461-6627

Tucumcari Murals <https://visittucumcarinm.com/see/mural-map/>



Tucumcari, NM | East Side

 Loretta's Banquet Hut 321 Rte 66 Blvd	 Carlson Coffee Company/Kondon Gas and Bakery 711 Rte 66 Blvd	 Route 66 Welcome Center and Gift Shop 901 Rte 66 Blvd	 Roadrunner Lodge Motel 1023 Rte 66 Blvd	 Bare And Wild Creations LLC 1201 Rte 66 Blvd	 Palomino Motel 1275 Rte 66 Blvd
 Americana Motel 426 Rte 66 Blvd	 Motel Safari 722 Rte 66 Blvd	 Tee Pee Cabins 924 Rte 66 Blvd	 Golden Dragon Chinese Restaurant 1059 Rte 66 Blvd	 Ka On 66 1102 Rte 66 Blvd	 Dai's Restaurant 1202 Rte 66 Blvd
 Alamara Inn 1274 Rte 66 Blvd	 Historic Route 66 Motel 1620 Rte 66 Blvd				

"Tucumcari" originates from "tukanukaru," a Comanche word meaning "to lie in wait for someone approaching." Reflecting the mesa, the mountain located outside of the town was used as a lookout point by the Indian tribe to watch for animals or groups coming from a distance. A legend involves the tragic love story of Kari, the daughter of an Apache chief, and a warrior, Tucum, who died in a battle. In her grief, Kari took her own life and the chief repeated their names "Tucum-Kari."

Map Legend

- Restaurants
- Motels
- Cargo Shops
- Historic Places
- AS: Automotive Services
- B: Restaurants
- M: Motel
- Interviews

Don't Miss These Historic Places...

North-East

 AS_POLY GAS Station 1823 Route 66 Blvd	 AS_ENCO Station 1626 Route 66 Blvd	 AS_McMurphy's MOBIL 1421 Route 66 Blvd	 M_Flying M Ranch Motel 1119 Route 66 Blvd	 AS_Majesty's CHEVRON 1101 Route 66 Blvd
 M_La Plaza Court 1023 Route 66 Blvd	 M_Blue Swallow Motel 815 Route 66 Blvd	 AS_Johny's CONOCO 801 Route 66 Blvd	 AS_SHELL Filling Station 723 Route 66 Blvd	 M_La Nora Court 407 Route 66 Blvd

South-East

 R_Kim's Ice Cream 1804 Route 66 Blvd	 M_Tucumcari Inn Motel 1700 Route 66 Blvd	 M_Kiva Court 1823 Route 66 Blvd	 M_Apache Motel 1823 Route 66 Blvd
 R_Trail West Lodge 1823 Route 66 Blvd	 AS_Swift's SHELL Station 424 Route 66 Blvd	 AS_George TEDACO 374 Route 66 Blvd	



Tucumcari, NM | *Tangibility*

Then and Now...



Traditional Reuse of Properties

- 15 Tucumcari Automotive was a Johnson's Shamrock Service
- 16 PowWow Inn Motel is now a residency for residents and travelers
- 19 Quality lube & Tire was a 1960 Bill Adcock's Phillips 66 station
- 10 La Nora Court motel is now apartments

Adaptive Reuse of Properties

- 2 Texaco gas station is now a curio shop
- 4 Town House Motel is now the Route 66 Welcome Center
- 12 The 1944 Gulf gas station is now the TeeFEE Curio Shop



Contemporary Generic Style (21)

Mid-Century Modern Style (20)

Contemporary Modern Style (4, 9)

Modern Style (18, 6, 21)

Googie Style (3, 13, 10)

Ranch Style (8, 5, 17, 22)

International Style (2, 11, 7)

Southwest Style (1, 14)

International Style (Original) (19)

Southwest Vernacular Style (12, 15)

Key
See maps for locations
● Restaurants
● Motels
● Curio Shops
● Automotive Services
● Historic Places



Tucumcari, NM | *Signage*



Tucumcari, NM | *Symbolism*



- Chinese Restaurants**
- 1 Loreta's Barbe Hut — New Mexican Cuisine
321 U.S. Route 66 Blvd. NE
Tuesday and Wednesday, 7am-3pm
Thursday, Friday, and Saturday, 7am-7pm
Sunday and Monday, Closed
 - 2 Del's Restaurant — American and Mexican Cuisine
1202 U.S. Route 66 Blvd. SE
Monday through Saturday, 8:30am-9pm
Sunday, Closed
 - 3 Kia on 66 — American meals for breakfast & lunch
1102 U.S. Route 66 Blvd. SE
Monday and Thursday through Sunday,
8:00am-9pm
Tuesday and Wednesday, Closed
 - 4 Golden Dragon Chinese Restaurant — Chinese Cuisine
1006 U.S. Route 66 Blvd. SE
Tuesday, Wednesday, Thursday,
and Friday, 11am-9pm
Saturday and Sunday, 11:30am-8:30pm
Monday, Closed
 - 5 La Cita — Southwestern Mexican Food
620 1st St. SE
Monday through Saturday, 10am-9pm
Sunday, 7am-2:00pm
- Key**
See maps for locations
● Restaurants
● Motels
● Curio Shop
● Historic Places

A graphic design for a "ROUTE 66 CONNECTED" sign. The sign features a yellow shield with "ROUTE 66" and "NEW MEXICO" on the left, and the text "ROUTE 66 CONNECTED" on the right. Below this, there are three text input fields: "Name of Place", "City", and "New Mexico (Zip Code)". At the bottom right, there is a QR code and the text "Visit the Website". The entire sign is enclosed in a dashed blue border. The form is framed with a white border and includes a "Safety Area" and "Bleed" label in the top right corner.



AWARDS

- The project has been awarded two cost-share grants through the National Park Service, Route 66 Corridor Preservation Cost-Share Grant Program in 2022 and 2023 from Kaisa Barthuli, Route 66 Program Manager, and through the Center for Regional Studies (UNM) in 2025
- Sponsored by John Gaw Meem Archives of Southwestern Architecture, University Libraries, UNM – Dr. Audra Bellmore Curator/Professor at the John Gaw Meem Archives of Southwestern Architecture.



<https://donatellaabq.wixsite.com/route-66-connected>

PURPOSE OF THIS PROJECT

- To engage travelers, visitors, and humanities scholars with Route 66 heritage and its unique cultural landscape and multicultural nature.
- To create an extensive documentation capturing the original resources of the Route 66 era through photos, videos, and interviews available to the public
- To promote historical and cultural peculiarities of New Mexico
- To recognize the efforts of the local communities and associations in preserving memories and tangible and intangible stories of Route 66
- To improve a view of the road as an American identity through its historic and existing socio-cultural narratives.
- **To offer to the public audience an innovative way to explore the “Mother Road” in New Mexico:**
 - **by installing the interactive map on touchscreens for easy navigating the points of interest**
 - **by using the travel guide for a comprehensive overview of key locations, turn-by-turn directions, and local attractions along the contemporary Route 66.**

Thank you

**New Mexico
Route 66 Centennial
Coordination Group**

Indian Pueblo Cultural Center
October 20, 2025

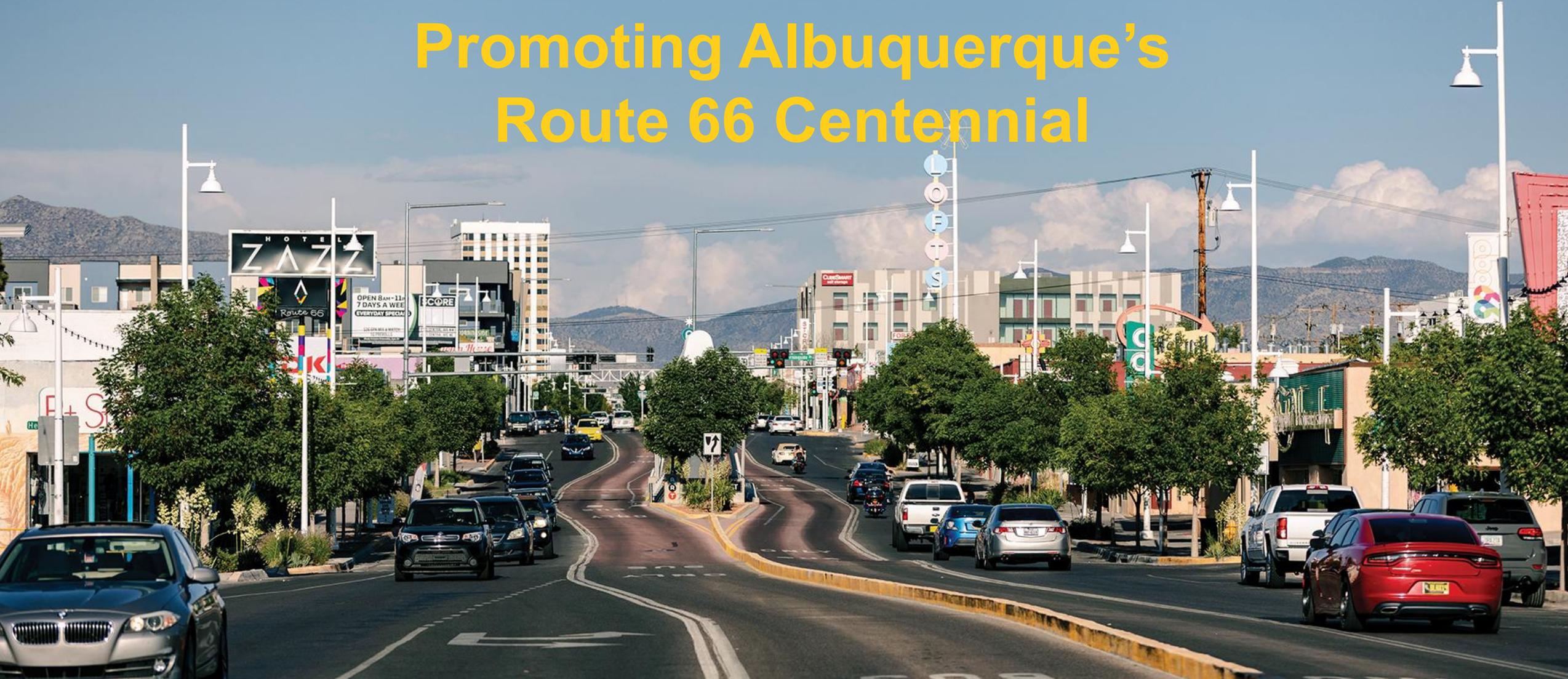


. VISIT .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

Promoting Albuquerque's Route 66 Centennial

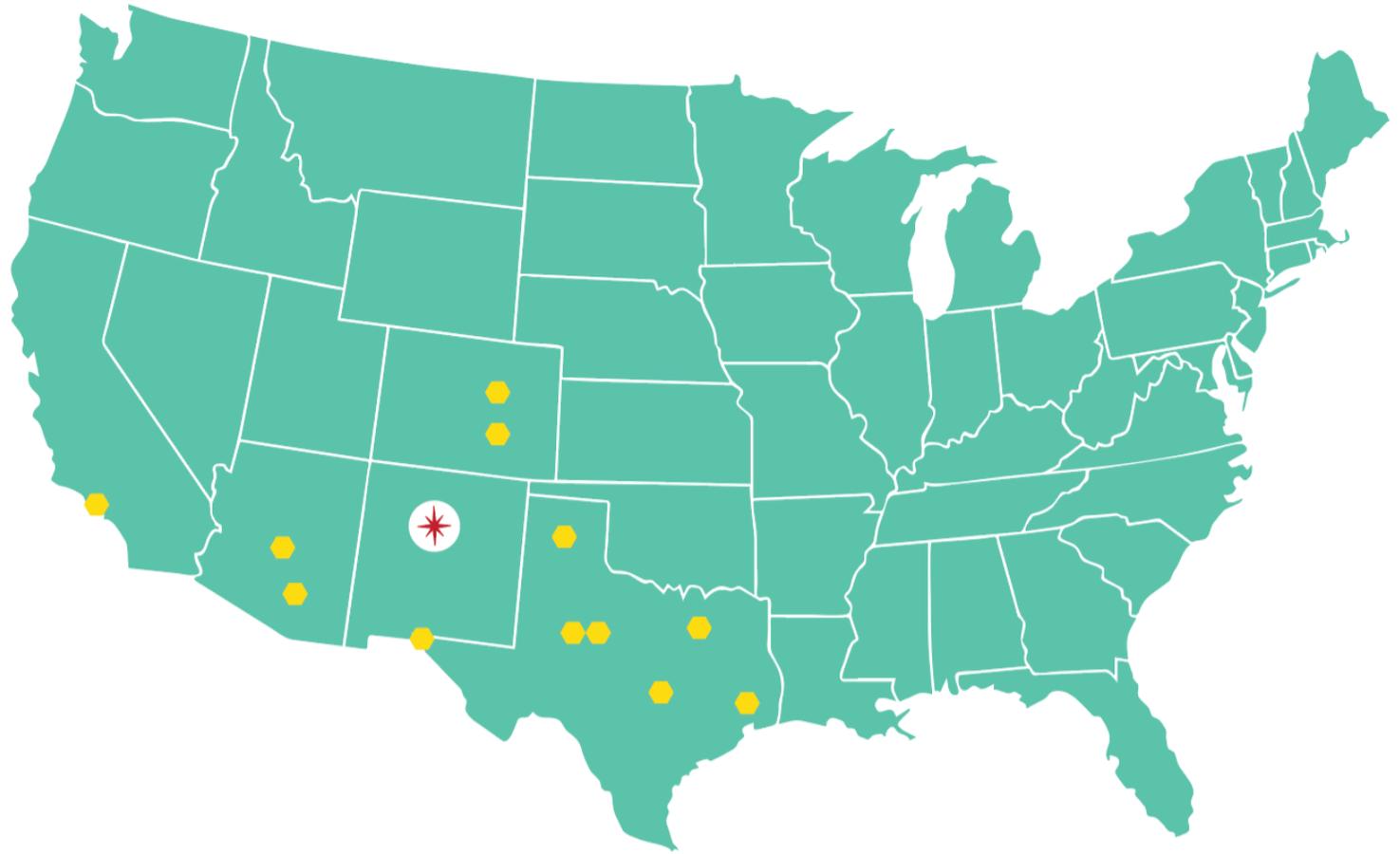


18-Month Advertising Campaign

- Online banner ads
- Social media ads
- Video spots on streaming TV platforms
- Preroll video spots on YouTube
- Audio spots in podcasts and streaming audio
- In-airport advertising
- Print advertisements
- Sponsorship of New Mexico Magazine's website and mobile app
- Co-op advertising with New Mexico Tourism Department

Target Advertising Markets

- Amarillo
- Austin
- Colorado Springs
- Dallas
- Denver
- El Paso
- Houston
- Los Angeles
- Midland
- Odessa
- Phoenix



:30 Video Spot - The Soul of Route 66

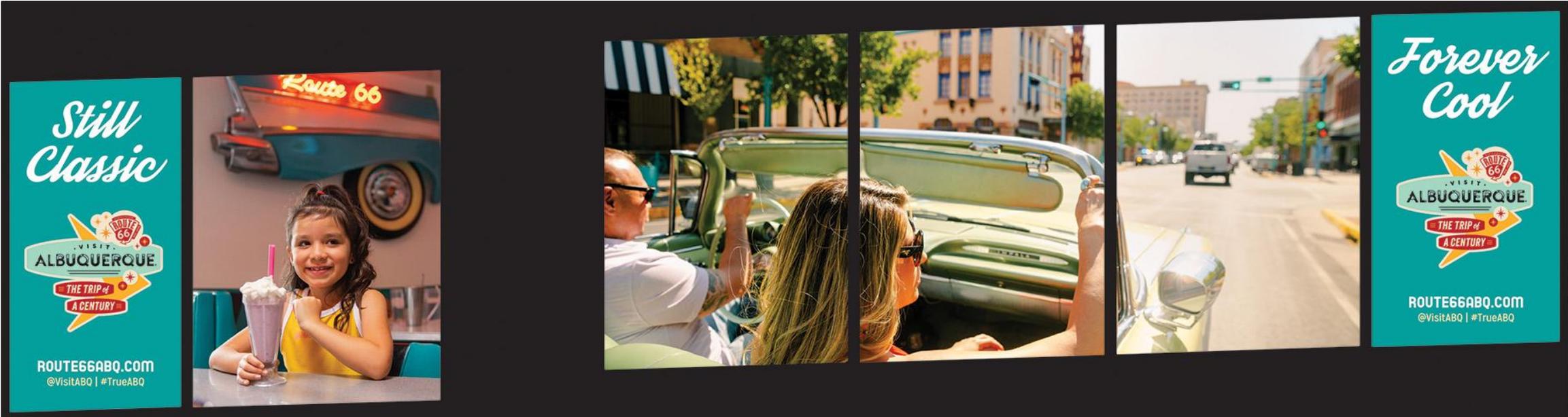


:30 Video Spot - The Kitsch of Route 66



Airport Advertising

Phoenix Sky Harbor Window Wrap



Print Ads – New Mexico Magazine

100 YEARS. COUNTLESS STORIES.






Route 66 isn't just a road. It's an enduring slice of Americana, where neon lights shine brightly, classic cars cruise past, and the spirit of adventure thrives. And there's no better place to celebrate this legendary highway's centennial than Albuquerque, a city full of cultural vibrancy, scenic beauty and authentic Southwestern charm. Route 66 has inspired countless stories over the past century. It's time to add yours.

ALBUQUERQUE
CHANGE YOUR PERSPECTIVE

[f](#)
[i](#)
[v](#)
[t](#)
[t](#)

@VisitABQ | #TrueABQ

Find centennial events, Route 66 history and more at Route66ABQ.com.



*Still Classic...
Forever Cool*

Route 66 is more than a road. It's an American icon. And nowhere does the spirit of the Mother Road burn as brightly as in Albuquerque. Let the city's neon lights dazzle you as you cruise the longest continuous urban stretch of Route 66 in the country.

You'll find the retro-chic motels, vintage diners and gleaming classic cars that give Route 66 its flair, but you'll also discover Albuquerque's bold culinary flavors, rich cultural heritage and one-of-a-kind attractions. You can even explore interactive murals and augmented reality scenes that tell Route 66's story.

Make Albuquerque your unforgettable stop during the Route 66 centennial. It's a city that keeps Route 66 alive – and ahead of its time.

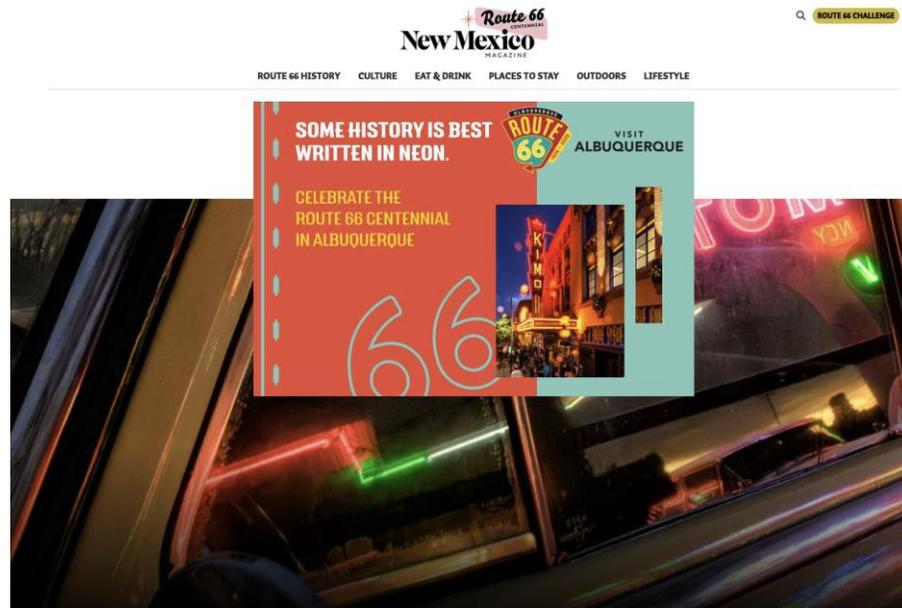
ALBUQUERQUE
THE TRIP of
A CENTURY

ROUTE66ABQ.COM

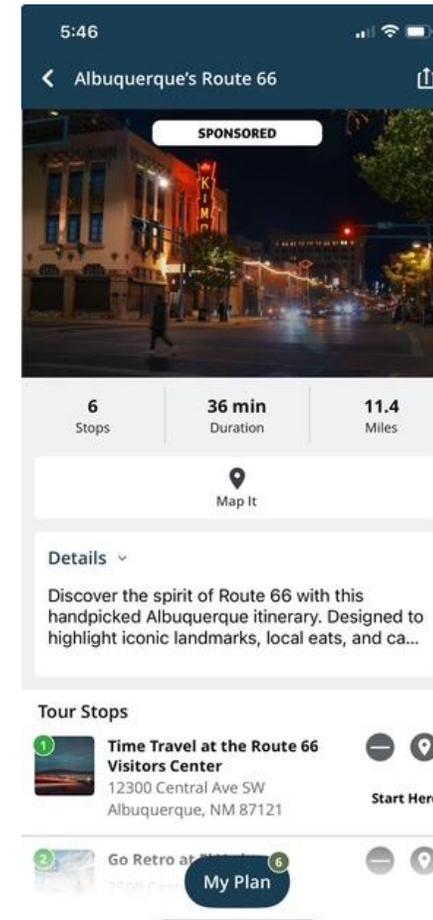
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@VisitABQ | #TrueABQ

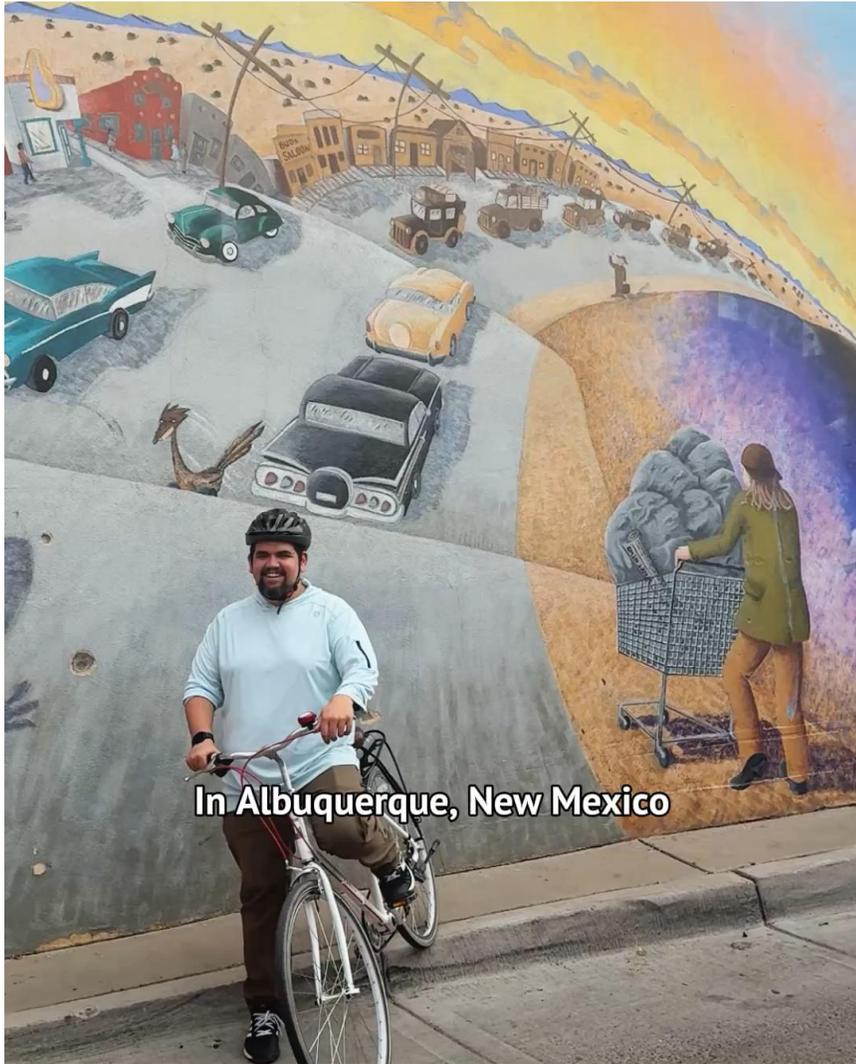
New Mexico Magazine Route 66 Microsite and Mobile App



Get to Know Route 66



Co-op Ad Campaign with NMTD



Paid social media targets:

- Dallas
- West Texas
- Denver
- Phoenix
- Tucson

Running August to November 2025 and
April to June 2026

Co-op Ad Campaign with NMTD



ALBUQUERQUE
NEW MEXICO

Social Media



Media Relations



Pitch stories



Respond to
media inquiries



Assist writers with
fact checking,
provide photos
and provide local
interview contacts



Host journalists
and social
media influencers

Recent Route 66 Media Highlights

TRAVEL+
LEISURE

25 Iconic Route 66 Attractions Worth a Stop on Your Next Road Trip

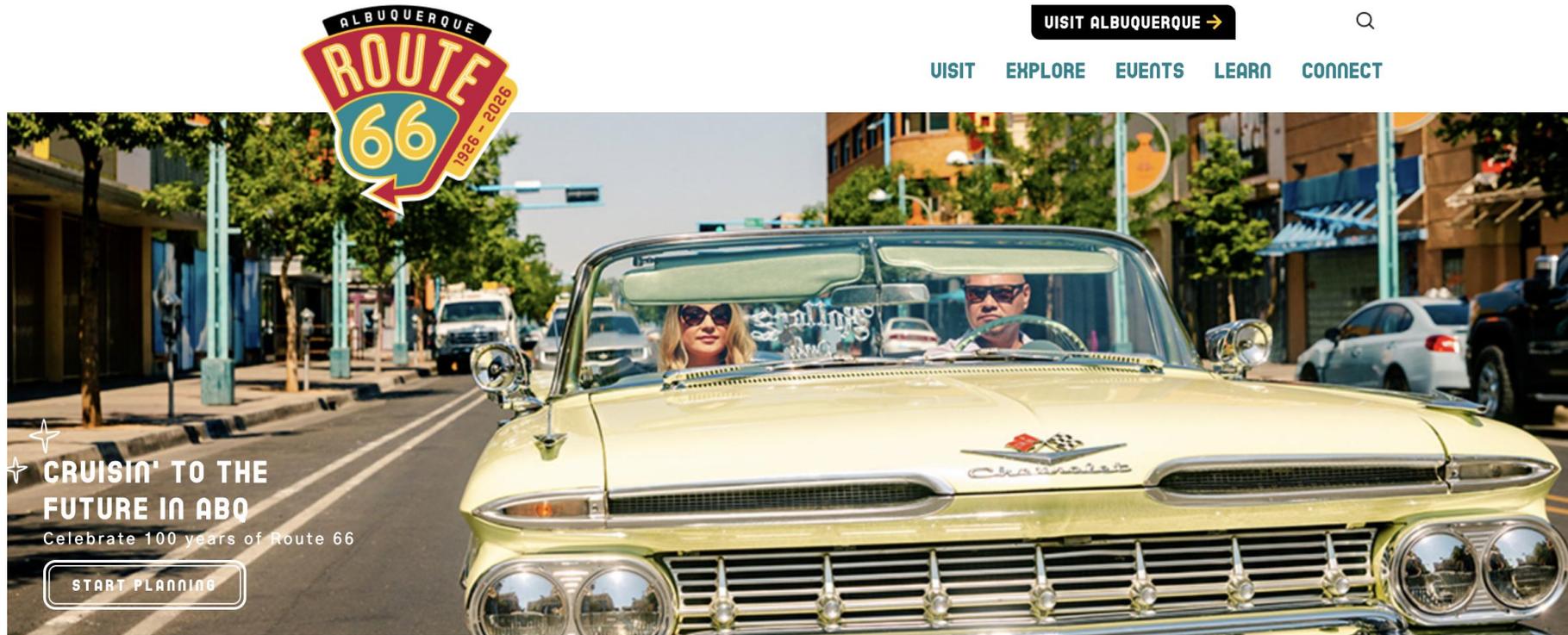
Planning to drive from Chicago to Los Angeles? Check out these legendary Route 66 stops along the way.

By **Elizabeth Rhodes** | Updated on May 2, 2025



- **Travel + Leisure** – “25 Iconic Route 66 Attractions Worth a Stop on Your Next Road Trip”
- **TravelAge West** – “Albuquerque is Gearing Up to Celebrate Route 66’s Anniversary”
- **Leisure Group Travel** – “Cruisin’ Down Memory Lane on Route 66”

Route66ABQ.com Website



ALBUQUERQUE'S ROUTE 66

Still Classic... Forever Cool

Route 66 isn't just a road. It is an enduring slice of Americana, where neon lights shine brightly, classic cars cruise by, and the spirit of adventure thrives. Route 66 has inspired countless stories over the past century, but there is always more to discover. And there is no better place to celebrate this legendary highway's centennial than Albuquerque, New Mexico, a city full of cultural vibrancy, scenic beauty and Southwestern charm.

Route66ABQ.com Events Calendar



VISIT ALBUQUERQUE →



VISIT EXPLORE EVENTS LEARN CONNECT

EVENTS CALENDAR

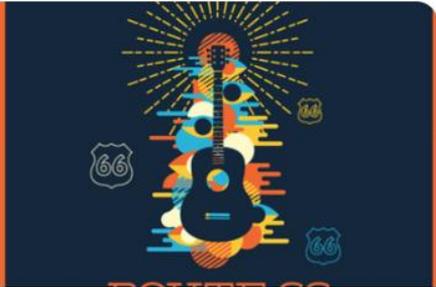
ANNUAL EVENTS ON ROUTE 66

SUBMIT AN EVENT

Get Hip to this Timeless Trip

On Route 66 and beyond, Albuquerque comes alive with events that celebrate its rich culture, history and community. From the world-famous ExxonMobil Albuquerque International Balloon Fiesta® to local art walks, live music and seasonal festivals, there's always something happening. Explore events that bring the city's traditions, flavors and creativity to life.

SEE ALL EVENTS



ROUTE 66 SUMMERFEST

- 📍 Nob Hill
- 📅 Jul 19, 2025

Summer fun and events featuring local businesses and talent in Nob Hill! This free event includes multiple stages full of local bands, food trucks,...



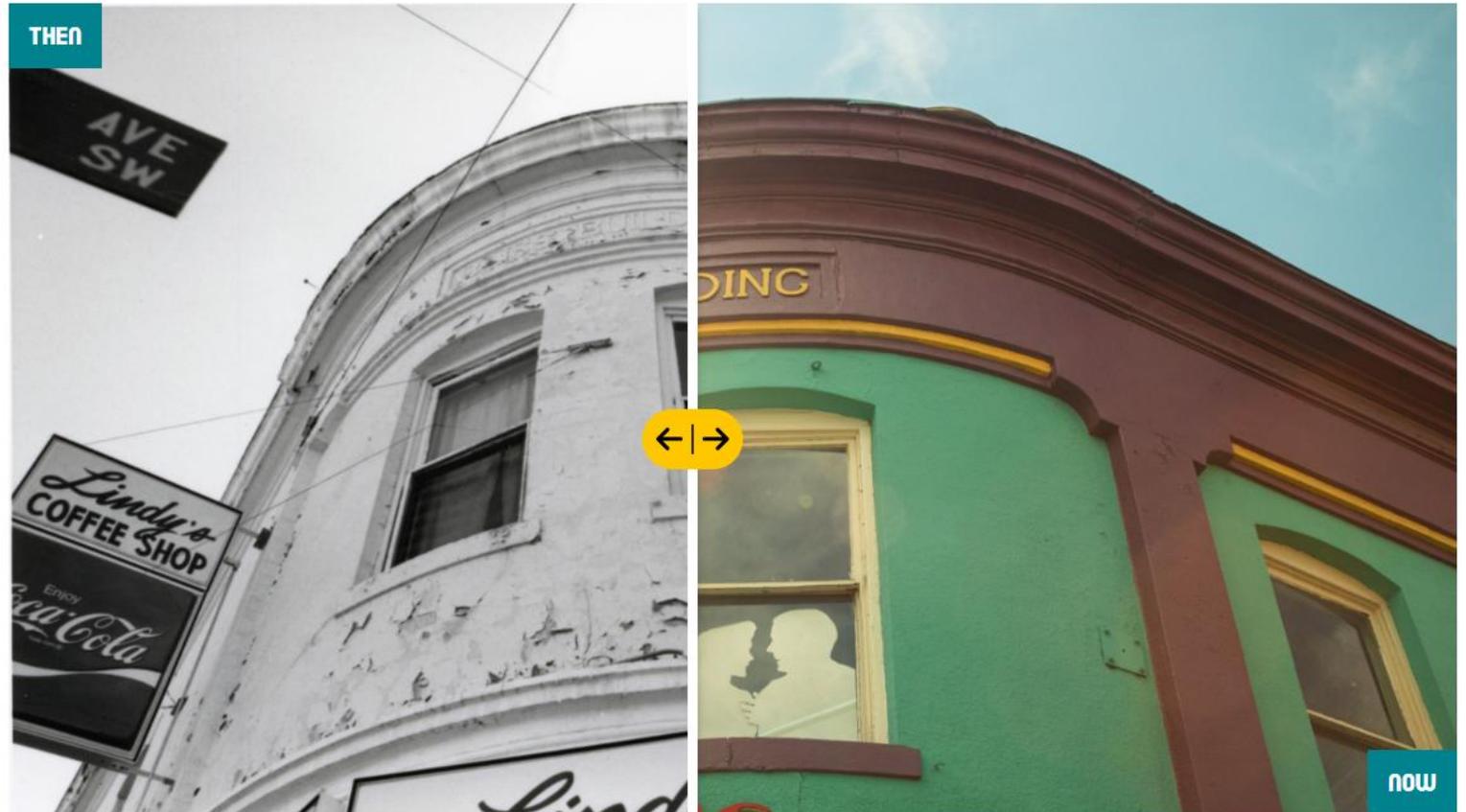
TWINKLE LIGHT PARADE

- 📍 Nob Hill
- 📅 Dec 06, 2025

This is a free, family-friendly holiday event that illuminates a mile-long stretch on Route 66 in Nob Hill. Local businesses, community and school...

Route66ABQ.com Photo Slider

Website visitors can use the photo slider to compare “then and now” photos of iconic Albuquerque locations along Route 66



BLISS BUILDING (C. 1906), 500 CENTRAL AVE SW, DOWNTOWN ALBUQUERQUE.

1979 - TODAY

**New Mexico
Route 66 Centennial
Coordination Group**

Indian Pueblo Cultural Center
October 20, 2025

