



## ROUTE 66 CENTENNIAL GRANT PROGRAM INFRASTRUCTURE AND DESTINATION ENHANCEMENT APPLICATION

This application is for the New Mexico Tourism Department’s Route 66 Centennial Grant Program for Infrastructure or Destination Enhancements. This is a competitive grant that supports the development and implementation of Route 66 infrastructure projects throughout New Mexico to celebrate the Centennial of the “Mother Road” in 2026. ***Please be sure to review the [Route 66 Centennial Grant Program Guidelines](#) before submitting your application.***

An eligible fiscal agent is required for all parts of the Route 66 Centennial Grant Program.

Eligible fiscal agents include legal, tourism-related destination management organizations, as designated by the Internal Revenue Service (IRS), municipalities, counties, tribal governments, other governmental entities (i.e., state agencies, colleges, universities) and special districts (i.e., Councils of Government) within the State of New Mexico.

**Note:** 501(c)(3) and 501(c)(6) organizations **must** partner with an eligible fiscal agent for all parts of this program. Additionally, 501(c)(3) organizations **must** be registered with the New Mexico Secretary of State **and** be in good standing with the New Mexico Department of Justice, formally known as the Attorney General’s Office. 501(c)(6) organizations **must** be registered with the New Mexico Secretary of State.

**Project Scope and Feasibility:** To ensure successful project completion, we are prioritizing small-scale infrastructure projects that are feasible to complete within 12 months or less. Please propose projects that are manageable, cost-effective, and can be realistically accomplished within this timeframe.

Projects should focus on wayfinding, public art (including murals), the rehabilitation of wayfinding or historic signage, small

beautification efforts specifically designed to enhance tourism, or other projects that are feasible to complete within 12 months or less.

**Please avoid submitting large, complex, or multi-phased projects that are unlikely to be completed within the 12-month period.**

Fill out each question to the best of your ability. The more complete your application, the more competitive your application will be.

Be sure to upload all required supporting documents as well as any additional documentation that could support your application.

The application will auto-save as information is entered. Make sure you hit the “Submit” button when you complete the application. You should receive a confirmation email shortly after submitting.

***PLEASE NOTE THAT ALL INFRASTRUCTURE PROJECTS MUST BE COMPLETED BY JUNE 15, 2026.***

***Be sure to review the Route 66 Centennial Grant Program Guidelines ([GUIDELINES](#)) before submitting your application.***

## SECTION 1 : APPLICANT INFORMATION

1. Name of Entity and/or DBA Name
2. Type of Eligible Entity
  - Municipality
  - County
  - Tribal Government
  - Special Districts (i.e., Councils of Government)
  - State Agency
  - Colleges
  - Universities
  - Destination Management Organization
  - Other, please specify

2b. If you're a "Non-Profit Tourism Related Organization" partnering with an eligible fiscal agent, please indicate the type of non-profit

- 501(c)(3)
- 501(c)(6)

2c. Have you partnered with a local government for this application?

- Yes
- No

If "Yes", please provide the name of the local government partner

Please provide documentation supporting this partnership (UPLOAD)

2d. If a 501(c)(3) or 501(c)(6) organization, provide proof of current registration with the New Mexico Secretary of State (UPLOAD)

If a 501(c)(3), provide proof of good standing with the New Mexico Department of Justice (UPLOAD)

3. Primary Contact Information

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

4. Fiscal Agent Contact Information (if different from primary contact)

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role

- Email Address
- Phone Number

5. Signature Authority Contact Information

- First Name
- Last Name
- Organization/ Entity's Name and/or DBA
- Title/Role
- Email Address
- Phone Number

6. Mailing Address (of Signature Authority)

- Address Line 1
- (Address Line 2)
- City
- State
- Zip Code

7. Provide your Entity's NM Business Tax ID Number.

*This is an eleven-digit number that begins with 01-,02-, or 03-.*

8. Provide your Federal Employment Identification Number (EIN).

*This number is a nine-digit number that begins with 85-.*

9. Provide proof of eligibility (W9s, W9 subs, etc. Must be dated within the past 12 months) - UPLOAD

10. Are you based in New Mexico? If not, please explain.

- Yes
- No

11. Is your project based in New Mexico within the Route 66 historic corridor? ([MAP](#))

- Yes
- No

11b. Which historic New Mexico Route 66 community are you based out of? (DROPDOWN)

- Gallup
- Grants
- Tucumcari
- Santa Rosa
- Santa Fe
- Albuquerque
- Los Lunas
- Moriarty
- Clines Corners
- Laguna Pueblo
- Pecos
- Bernalillo
- Acoma Pueblo
- Navajo Nation
- Isleta Pueblo
- Santo Domingo Pueblo
- Santa Ana Pueblo
- San Felipe Pueblo
- Cochiti
- Other, please specify

12. Have you participated in any NMTD grant programs previously? If so, please check which program(s) you have participated in below and please provide the year(s) you participated:

- Cooperative Marketing Grant Program
- Clean & Beautiful Grant Program
- FY25 Route 66 Centennial Grant Program
- Rural Pathway Incubator Program

- Rural Pathway Grant Program
- Tourism Event Growth & Sustainability Program (TEGS)
- Destination Forward Grant Program
- NM True Certified Program
- Other, please specify...
- I have not participated in any NMTD programs

13. Please identify and briefly describe all past special events that NMTD has supported and associated fiscal years:

## SECTION 2: PROJECT CONCEPT AND PURPOSE

14. What kind of Route 66 Centennial Infrastructure project are you interested in funding?

*Please select all that apply to your project:*

- Wayfinding projects: Installation, enhancement, or rehabilitation of wayfinding signage.
- Public art and/or murals: Small-scale public art installations or mural projects that contribute to the Route 66 aesthetic
- Rehabilitation of historic signage: Restoration or repair of existing historic Route 66 signs or markers.
- Beautification for tourism purposes: Simple, small-scale beautification efforts such as landscaping or decorative elements.
- Adopting and adapting technology to highlight Route 66 experiences.
- Other Route 66-related infrastructure. Please explain \_\_\_\_\_

15. Project name:

16. Project summary:

*Please provide as many specifics as possible about what your project entails. Be sure to include how your project can be feasibly completed within 12 months or less. Describe what has been done so far (planning, design, permits), what is currently happening, and what will be done in the future to complete the project. How does your project stand out and support the Route 66 Centennial?*

17. Is your project "shovel-worthy" meaning you have feasible plans to begin construction/production and can meet the **June 15, 2026**

completion deadline?

- Yes
- No

a) Please provide evidence of your project’s shovel worthiness (e.g., quotes, signed contracts, letters of support/commitment/approval, preliminary maps, etc.) – UPLOAD

18. Identify the top three project needs the applicant(s) would like to address through this program as related to the Route 66 Centennial.
19. Provide the physical location(s) for the project (exactly where the project is located) and all communities, regions, and other physical areas impacted. Is your project within legal compliance with local zoning (if applicable), protected areas and/or cultural heritage for your selected site?
20. Describe any challenges that exist or may exist by using the locations specified above for the project (if applicable). Please describe how your project will ensure minimal disturbance to local biodiversity, culture, and community and/or how it plans to mitigate any disturbances.
21. Please feel free to upload additional documentation, e.g., any maps, zoning surveys, cultural resources compliance, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location. – UPLOAD (optional)

### SECTION 3: ROUTE 66 CRITERIA

*Please indicate how your project will meet the following criteria for a Route 66 Centennial Project and how it will support the goals of the initiative.*

#### ROUTE 66 PROJECT ELIGIBILITY

22. Articulate how your project is related to the Route 66 Centennial and how it will reach audiences regarding the significance of Route 66 in the state of NM. Please be specific related to location of project as related to historic Route 66 and specific Route 66 project elements.

## SPECIFIC ROUTE 66 CENTENNIAL SUPPORT ELEMENTS

23. Indicate which of the following elements your project will meet:

- Support the Route 66 Centennial statewide themes and goals
- Improve or enhance the visitor experience related to Route 66
- Increase visitation related to Route 66
- Increase national and global recognition of NM as a Route 66-member state

*Please describe how you will meet the goals and objectives you have selected above.*

## ROUTE 66 SIGNIFICANCE IN PROJECT PLAN

24. Describe in specific detail the plan and implementation process related to your infrastructure project and how it will augment awareness of historic Route 66 and its statewide/national significance.

## SECTION 4: PARTNERSHIP CONNECTIONS

25. List and identify any and all key partners and stakeholders of the project and describe how they have been engaged thus far. Include: people and entities who have the ability to contribute to the project's success through financial or otherwise measurable investments; people and entities affected by project implementation.

Partner	
Sponsors	
Stakeholders	
Agencies	

26. How does this project support strong community-based leadership and ties to community Route 66 Centennial planning? How do you plan to address this with your project while ensuring high-quality experiences for both tourists and residents?

27. Does your region/city/town/etc. have an economic development plan for the Route 66 Centennial?

- Yes
- No

a) If so, will your project address this plan?

28. If answered yes to question 26, please provide a copy of the economic development plan for the Route 66 Centennial. – UPLOAD

29. Provide evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc. - UPLOAD

## SECTION 5: MEASURING AND REPORTING SUCCESS

1. What methodology will you use to measure and report the success of this project?
2. What data, if any, do you plan to collect during this project? How will you collect it and store it?
3. What does project success look like and how does it support the Route 66 Centennial?
4. Please feel free to share any data that may have already been collected that is relevant to this project and its sustainable management. –  
UPLOAD (*optional*)

## SECTION 6: PROJECT FUNDING, BUDGET & TIMELINE

5. Total project cost.
6. Total funding requested for this project.
7. Please provide a budget in the table below. Provide a full, complete, and **itemized** budget for the project in the upload section below that elaborates upon, and corresponds to, the following table.

Goal and Objective	Expenditure	Cost Breakdown


8. Upload your full and itemized budget below. (mandatory)

Please also provide any files or links that might help illustrate some of the lesser-known items in your budget – UPLOAD

Please indicate if there will be a match to this project and provide match sources, amounts and details.

9. List all current project funding, including source, amount, purpose and conditions of the funds, and any additional relevant information.

10. Describe the projected timeline and milestones as well as any estimated risks, impacts and adjustments for the project in the short and long term. To ensure successful completion, projects must be small-scale and feasible to complete within 12 months or less. Clearly outline the key steps, phases, and estimated completion dates to demonstrate the project’s feasibility within this timeframe. Please use the text box below to explain your project’s current status, as well as any other information you would like to share that is not illustrated in your timeline in the table below. If you do not utilize all sections of the table, please enter N/A.

11.

Timeline	Milestones	Anticipated Risks	Anticipated Impacts	Stakeholders Involved
Month 1-3				
Months 4-6				
Months 7-9				
Months 10-12				

## SECTION 7: DOCUMENT UPLOAD CHECKLIST

*For your reference, please use the checklist below to ensure that you have uploaded all the required documentation related to your Route 66 infrastructure project. Please refer to the grant guidelines as well as the document upload checklist on our website for more information.*

### REQUIRED DOCUMENTATION

- Proof of eligibility (W9s for applicant, W9 subcontractors, etc.).
- Evidence that project is “shovel-worthy” (e.g., preliminary studies, reports and maps, letters of support/commitment/approval, lease

- agreements (if applicable), zoning (if applicable), public easement, right of way and other legal compliance documents, etc.)
- Any supporting documentation that this is a Route 66-related project (historical documentation, research materials, photographs, design drawings, etc.)
  - Evidence of community and other relevant stakeholder support (e.g., signed letters of support).
  - An itemized budget including quotes, vendor contracts, etc.
  - Even though it is not an upload, please ensure that you have completed the budget table and milestone timeline table above in your application.
  - If a 501(c)(3) or 501(c)(6) organization, proof of current registration with the New Mexico Secretary of State.
  - If a 501(c)(3) organization, proof of good standing with the New Mexico Department of Justice, formerly known as the Attorney General's Office.

#### **OPTIONAL UPLOADS - BUT HIGHLY ENCOURAGED**

*Please refer to the specified fields in the application above to upload the following documents.*

- Proof of NMTD Tourism Infrastructure project
- Any supporting documentation that this is a Route 66-related project (historical documentation, research materials, photographs, design drawings, etc.)
- Copy of the economic development plan for the Route 66 Centennial.
- Evidence of community and any other stakeholder support, letters of support, MOUs, MOAs, etc.
- Further documentation, e.g., any maps, zoning surveys, environmental studies, and other related plans and documents that convey the environmental and cultural sustainability of the project's proposed location.
- Any marketing materials, mock-ups, etc. may have already been developed.
- Any data that may have already been collected is relevant to this project and its sustainable management.
- Any relevant supporting documentation you may have to address and support your specified goals and objectives above such as media, promotional strategies, support letters, MOUs, plans, blueprints, studies, surveys, etc.

**If awarded funding, I, the undersigned, agree to report on my project's progress and budget as outlined in the executed grant agreement to be completed upon award. I also agree to inform NMTD if budgets, milestones, and timelines change. I also agree to report any other adjustments and plan improvements made to the project to NMTD. I agree to provide data-driven reports regarding the positive and negative impacts the project incurs across the social, cultural, economic, and environmental assets of the site and wider community.**

**Signature**

**Date**

/ / (YYYY/MM/DD)