

**New Mexico
Route 66 Centennial
Coordination Group**



Stakeholder Meeting #3
Albuquerque, New Mexico
June 25, 2024

NM Route 66 Centennial Coordination Group

Roll Call

NM Route 66 Centennial Coordination Group

Welcome & Introductions

AGENDA



Part 1 – Stakeholder

10:00 a.m. – 12:00 p.m.

1. Roll Call
2. Welcome & Introductions
3. Approval of Agenda
4. City of Albuquerque Presentation
5. Visit Albuquerque Presentation
6. Working Group Instructions
7. Stakeholder Roundtables & Working Group

Part 2 – Coordinating Group

1:00 p.m. – 3:00 p.m.

8. Approval of Santa Rosa Minutes
9. Coordination Group Member Updates
10. Update from NM Tourism Department
11. Approval of Centennial Logo
12. Approval of Scoring Criteria
13. Approval of Santa Fe Stakeholder Meeting Date
14. Adjourn

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arts & culture



Route 66 Centennial City of Albuquerque Update

June 25, 2024

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city of albuquerque

- Arts & Culture
- Parks & Recreation
- Planning
- Municipal Development
- Police Department, Fire Rescue, Community Safety
- Metropolitan Redevelopment Agency
- Transit
- Youth & Family
- Health, Housing & Homelessness

Partners



National Trust *for*
Historic Preservation®
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ORPHAN SIGNS**



COLLEGE
OF FINE ARTS



UNIVERSITY
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ABQ Route 66 Centennial Look & Feel



The City of Albuquerque is working with award-winning brand design firm **Ripe Inc.** on Albuquerque-centric centennial branding including a unique logo, bold messaging, and an invitation to all to enjoy the past, present, and future of the historic route.

Visit Albuquerque will develop and manage the centennial website with content from Arts & Culture and other community partners, including a comprehensive event calendar.

Current Project Highlights

- **Engaged Community Committee**
- **Revamp Route 66 Sign Improvement Program**
- **Augmented Reality and Art Activations**
- **Route 66 Neon Sign Video Project**
- **Elevated Signature Events and Programming**



Photo Credit:
New Mexico Tourism Department

Revamp Route 66 Sign Improvement Project

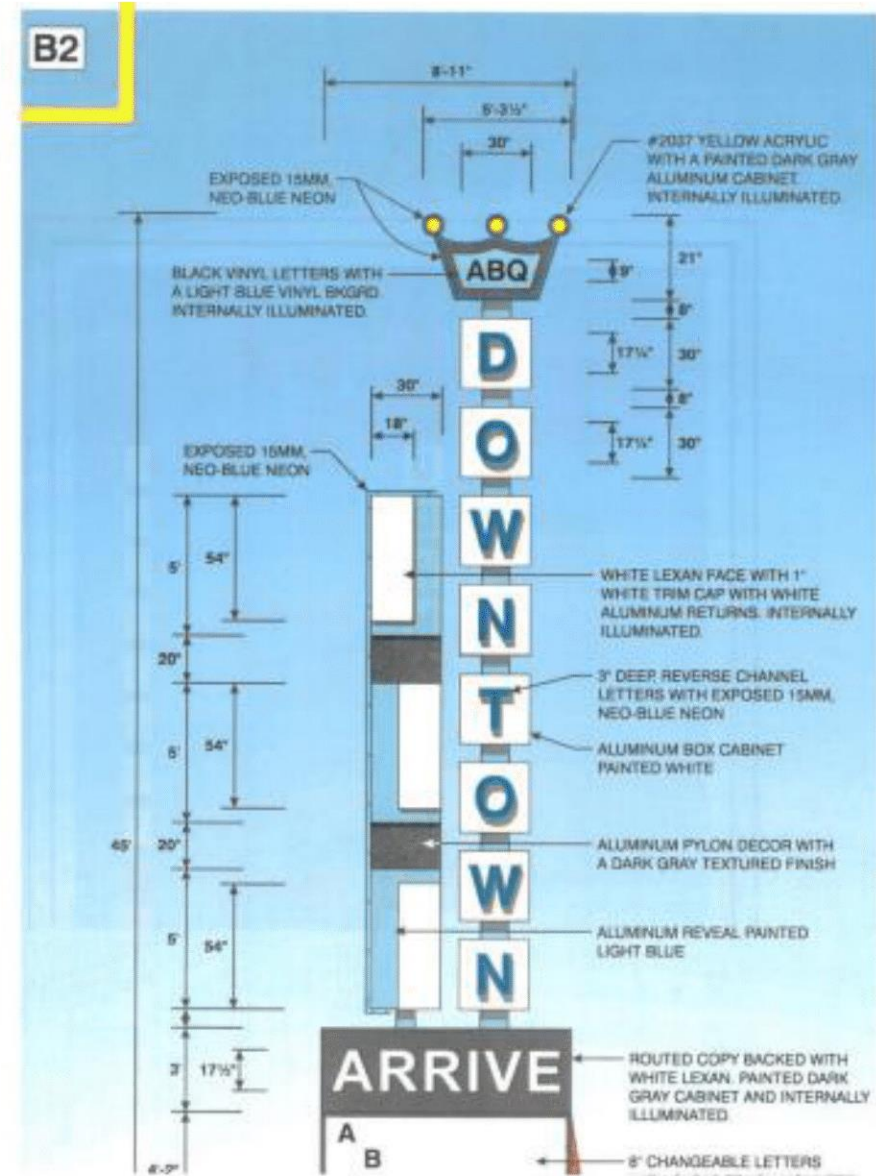
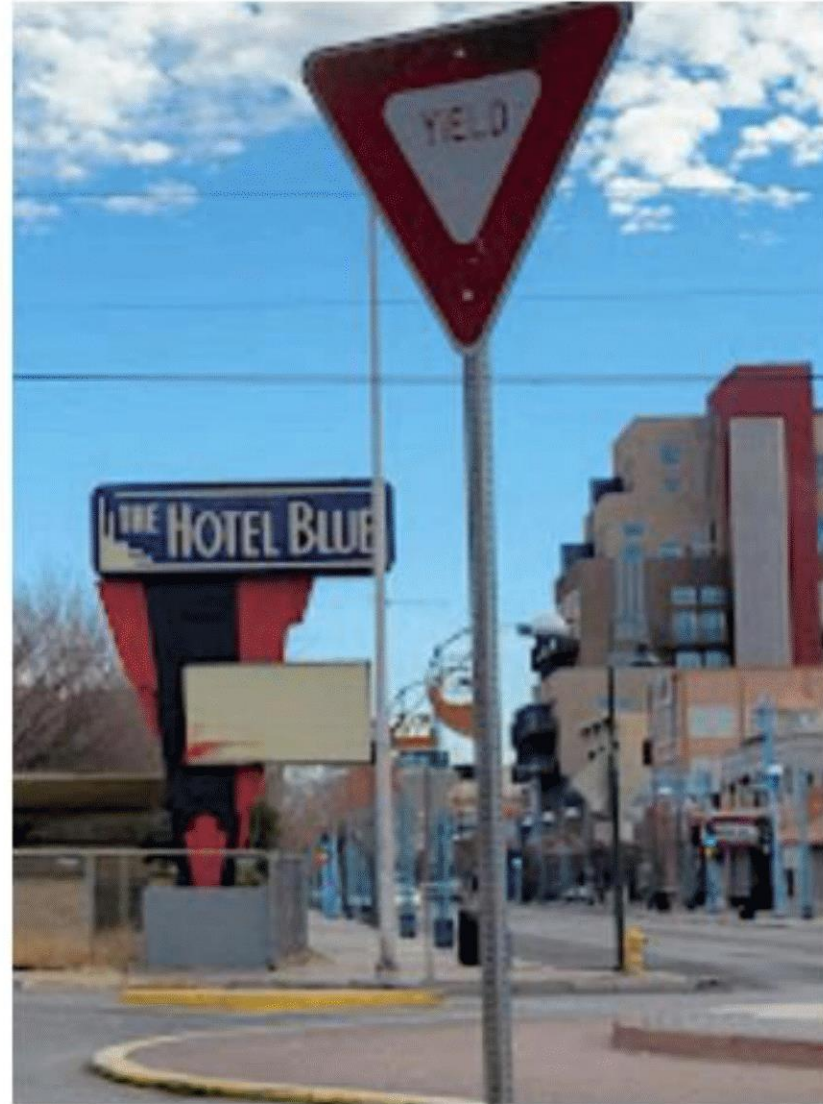


After an open application process, Arts & Culture and Metropolitan Redevelopment Agency identified 14 signs along Central Avenue to invest \$432,000 in grants for sign restoration.

Revamp Route 66 Projects



Sandia Peak Inn — 4614 Central NW
Imperial Inn — 701 Central NE
Tewa Lodge — 5715 Central SE
Dog House — 1216 Central NE
Central Grill — 2056 Central NE
Arrive Hotel — 717 Central NE
Westward Ho — 7500 Central SE
Utility Shack — 11035 Central NE
5501 Plaza — 5431 Central NW
Trade Winds — 5400 Central SE
Pickleballer — 1720 Central NW
Route 66 Barber — 5303 Central NW
Americana Motel — 5908 Central SW
Loma Verde — 7503 Central SE



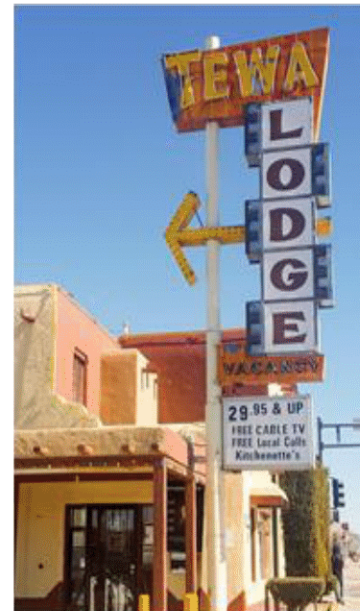
AR & Art Activations



Arts & Culture will work with partners to conceptualize, develop, and implement engaging and immersive augmented reality and other interactive experiences that bring to life the history, culture, and attractions associated with Route 66 in Albuquerque.

Neon Sign Video & Documentation

Albuquerque Neon is a film video series funded with a matching grant from the National Park Service Route 66 Corridor Preservation Office. Series will feature six episodes on history, preservation, manufacturing, public art, and business through the stories of the signs and their owners.



Photos by Independent [TravelCats](#) "Guide to Route 66."

Two Seasons of Celebration

Arts & Culture will capitalize on ***two seasons*** full of events and programming, launching in April of 2025 running through December of 2026.



Elevated Events Galore



Route 66 Visitors Center

Albuquerque's Birthday Celebration (April)

Summertime in Old Town (May)

BioPark Music (June-July)

Route 66 Summerfest (July)

Old Town Holiday Stroll (December)

Twinkle Light Parade (December)

Civic Plaza events (ongoing)

Arts & Culture venue programming (ongoing)

Themed events such as markets, ArtWalks etc. (ongoing)

Bands of Enchantment (September)

¡Globalquerque! (September)

Additional Projects A-Z

1. ABQ Ride Then & Now, Rt 66 History at all stops
2. Acequia Madre "Mother Ditch" Center (PRD)
3. Activation Awards for 66 Collabs (DAC)
4. AFR Brush Fire Operations along the Route
5. Albuquerque Museum Route 66 History Exhibits
6. Augmented Reality Virtual Reality Projects (DAC)
7. Bike Lane Widening & Improvements, W. Central
8. CABQ Rt 66 Centennial Branding
9. Central & Louisiana Rt 66 Signage
10. Central Avenue Code Enforcement & Compliance
11. Central Corridor Clean-Up and Tact Plan
12. Central Narcotics Team, APD focus on crime
13. Community Committee, Engagement and Planning for Impact for the Centennial (DAC)
14. Community Sign Design Charrettes (Public Art)
15. Complete Streets East & Far West Central (DMD)
16. Comprehensive Website for ABQ 66 (DAC)
17. Infrastructure Improvements (DMD, Sanitation)
18. Downtown MRA Plan Update, first in 20 yrs (MRA)
19. Encampment Team Clean-up on Central Avenue
20. Engaged Publications (postcards, coloring, map)
21. Ex Novo Brewing Storefront Grant Project (MRA)
22. Franklin Plaza Redevelopment E. Central (DMD)
23. Imperial Inn Motor Lodge Redevelopment (MRA)
24. Interactive Art, 3D and/or V/R or A/R (DAC)
25. International District Gateway Sign on Route 66
26. International District Library Park on 66 (PRD)
27. Intersection Safety Upgrades (DMD)
28. KiMo Theater Tours & Film Showings (DAC)
29. La Luz de Amistad Park Cleanup (PRD)
30. Live Music on Central Avenue (MRA and/or DAC)
31. Median Improvements on Central (Sanitation)
32. Nuevo Atrisco Living Development (MRA)
33. Old Town Plaza, Summer Music and Events (DAC)
34. Open Air Gallery Exhibits of Public Art on Rt 66
35. Oral History Video Series, Albuquerque Neon
36. Promotions & Proclamations—local » international media blasts on Route 66 in ABQ
37. Public Art Census, identifying & capturing art
38. Public Art—new, crossroads, gateways (DAC)
39. Public Safety Improvements and Foci—transit stops and security, APD Central Avenue focus
40. Rail Trail Crossing/Intersection at Rt 66 (MRA)
41. Railyards Market & 66 Themed Markets
42. Revamp Rt 66 Sign Improvement Program (MRA)
43. River of Lights at the BioPark
44. Route 66 Summerfest, with an extra big headliner
45. Soldiers and Sailors Park Anchor Install
46. Somos Housing Development (MRA)
47. Street Lighting Improvements (DMD et al)
48. The 66 Mixed-Use Development (MRA)
49. The Pearl Housing Development (MRA)
50. Tiguex Park Activations (PRD or DAC)
51. Tijeras Arroyo BioZone OS, E. Central (PRD)
52. Transit Bus Wraps with Route 66 themes
53. Transit Safety Officers on ABQRide
54. Transit Shelter Upgrades, Painting & Lighting
55. Transit Signs, all new bus signs on Route 66
56. Twinkle Light Parade, Christmas on Route 66
57. West Fest on West Central

Thank you!



arts & culture

Dr. Shelle Sanchez, Director

www.cultureabq.com

The mission of the Department of Arts & Culture is to enhance the quality of life in the City by celebrating Albuquerque's unique history and culture, and providing services, entertainment, programs and collections that improve literacy, economic vitality and learning in state of the art facilities that enrich City life and increase tourism to Albuquerque.

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ALBUQUERQUE®

CHANGE YOUR PERSPECTIVE



ROUTE 66
MARKETING &
PROMOTION

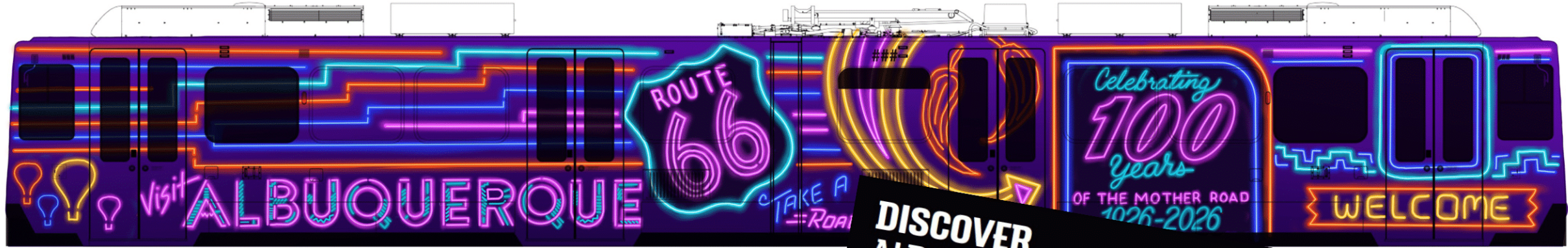
➤ ABOUT VISIT ALBUQUERQUE

- A private, non-profit 501(c)6 organization that is funded by:
 - Lodgers' tax through a contract with the City of Albuquerque
 - A tourism marketing assessment paid by overnight guests who stay at lodging properties in the city
 - Private investments from more than 600 business Partners in the form of annual dues, advertising and sponsorships
- Governed by an 18-member Board of Directors
- Managed by a professional staff of approximately 35
- Supported by a volunteer force of more than 60

➤ OUR MISSION

- As the official destination organization for the city, Visit Albuquerque is responsible for **promoting Albuquerque as a competitive and world-class leisure, meeting, convention and sports destination,** and **enhancing its public image as a dynamic place to live and work.**
- Through the impact of travel, Visit Albuquerque **strengthens the city's economic position** and **provides opportunity for people in the community.**

MARKETING EFFORTS



EXPLORE MORE



VISIT
ALBUQUERQUE

VisitABQ.org



DISCOVER ALBUQUERQUE'S ROUTE 66

BY GREGORY R.C. HASMAN

In 2026, Albuquerque and other places along Route 66 will celebrate the iconic road's 100th birthday. But you don't have to wait until then to head down the "Mother Road."

If traveling from the west, get off I-40 in Tijeras and take a scenic drive down N.M. 333 (Route 66) into Albuquerque city limits where it becomes Central Avenue, the longest continuous urban stretch of 66 in the nation. On both sides of Central are iconic signs to photograph like the Texas Motor Lodge and the former De Anza Motor Lodge.

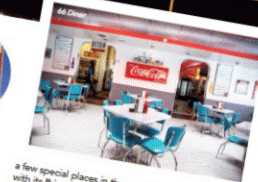
Head into Nob Hill and take in the former historic Lobo Theatre or see a concert at the Cinema. You'll find many shopping and dining options in the Nob Hill neighborhood — such as the new Central Bodega, popular M'oro's Bar Roma and the upscale Italian kitchen Scalo — and it's a great place to get out of your car and take a stroll.

Once you're back on the road and headed west, make a pitstop at the 66 Diner for a tasty chocolate shake. Check out its classic jukebox and collection of Pez dispensers, and be sure to grab a photo in the parking lot in front of the collage of old Route 66 signs and memorabilia.

Continue down Central and go under the overpass by 1st Street in Downtown, which was part of U.S. highways 366 and 470 before becoming 66. Check out



DID YOU
KNOW?



Due to a change in alignment of Route 66 in 1937, there is an intersection where the Mother Road crosses itself at Central Avenue and 4th Street in downtown Albuquerque. This is the only place in the country where you can stand on the corner of

a few special places in the area like the Hotel Andaluz (opened in 1927) and Lindy's Diner, which has served Corny Island hot dogs since 1929. 505 Central Food Hall, housed in a building that was a Sears & Roebuck department store in the 1950s and 1960s, is now home to a variety of counter-service restaurants, a full bar, and local roaster Humble Coffee Company.

Detour alert: Yes, Central Avenue is cool and hip, but don't forget about 4th Street, which was part of the original 1926-1937 Route 66 alignment that ran from Rhomeville through Santa Fe and Duke City.



Tip: Left and right historic neon signs dot Central Avenue's 18-mile stretch. Below: The historic Lobo Theatre is known for its Public Diner interior.



Barelas Coffee Shop before turning around and returning to Downtown. 66 goes by Duran's Central Pharmacy (founded in 1942), where people can enjoy a green chile burger or purchase a souvenir. Just ahead is Old Town, a must-see for travelers as it is established in 1706 filled with interesting shops such as The Breaking Bad Store ABQ, a can't-miss stop for anyone who is a fan of the show.

Get back to Central Avenue and continue west before stopping by the El Vado Motel or Monterey Motel, which are

late 1930s and 1940s gems that have been restored while providing modern comforts and amenities. Also on Central is the ABQ BioPark Botanic Gardens and Aquarium, a perfect place for the family to visit.

On the way west, check out other cool neon signs (and stop for meals as well) at places like Mac's La Sierra Coffee Shop and Western View Diner inside the West Central Route 66 Visitor Center, which opened last year. The 21,000-square-foot multipurpose center features a banquet/event hall, outdoor amphitheater, Route 66 museum, taproom and gift shop.

Stay to enjoy the sights and sounds of the Mother Road.

Other annual events include the Albuquerque International Balloon Fiesta, the Albuquerque International Folk Festival, and the Albuquerque International Balloon Fiesta.



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EVERY SATURDAY & SUNDAY

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TRAVEL | BEST OF THE WORLD

20 of the coolest travel adventures for 2024

From a horseback safari in Kenya to river rafting



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#7: Road trip Route 66 in New Mexico



TRIPS DISCOVER

USA

15 Best Places to Stay on Route 66



by [K.C. Dermody](#)

Last updated on July 24, 2023

Legendary [Route 66](#) is a classic road trip for taking a stretch. There are cou

TRIPS DISCOVER



El Vado Motel - Albuquerque, New Mexico

[Prices & Photos](#) →

[Albuquerque](#) hosts the longest urban stretch of the "Mother Road," with lots of old-school diners, carhops, and retro motels with classic neon lights. The El Vado Motel sits in a 1937 building and is one of the highest-rated retro hotels along the route, with lots of historic character and charm, along with all the modern comforts. Half of the rooms were turned into local boutiques and food pods, providing guests with lots of dining and shopping options. There are 22 available, all of which feature mid-century modern furniture and an original art piece made from doors that were repurposed from the original property. They're the typical historic motor court hotel size, but you can get more space with a separate bedroom and sitting area by booking one of the suites named after classic cars. The old parking lot was transformed into a hotel pool that incorporates the former parking medians.

➤ CONSUMER & INDUSTRY TRADE SHOWS



➤ Development of a Comprehensive Microsite

- Celebrating the past, present, and future of Route 66 in Albuquerque
- Being built around the new City Route 66 Centennial branding
- Will include interactive timeline, photo archives, itineraries, robust events calendar, hospitality business listings, then-and-now interactive map, photo collector tools, social media integration and more

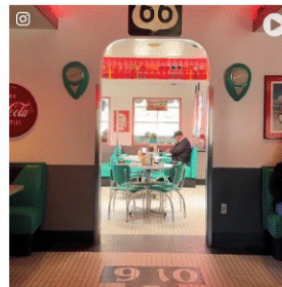


ROUTE 66 CELEBRATES 100 YEARS IN 2026

A CENTURY OF HISTORY OF THE MOTHER ROAD IN ALBUQUERQUE

Route 66 and Albuquerque have a long-standing history. Running through the heart of the city along Central Avenue, this historic highway connects travelers to some of Albuquerque's most unique and beloved neighborhoods. Buzzing with neon signs and lowriders, you'll find a thrilling infusion of the new and old along Route 66.

In 2026, celebrate the Mother Road turning 100 years old in Albuquerque. Here you'll find the longest continuous urban stretch of Route 66 in the country. Stand at the corner of Route 66 and Route 66 at the intersection of Central Avenue (Route 66) and Fourth Street in downtown Albuquerque, where the old Route 66 ran North to South through Albuquerque. By 1937, Route 66 was straightened out to run East to West along Central Avenue.



➤ In-House Route 66 Expert

- Visit Albuquerque has hired a Route 66 expert to build out comprehensive historical, educational and cultural content for our campaigns.
- Madison Garay is a graduate research fellow of Dr. Audra Bellmore at UNM, studying Art in the Americas. She is working with Visit ABQ as an intern and is focused on Route 66 projects. Madison holds a bachelor's degree from the University of California in Art History, where she studied architecture and contemporary U.S. art. She has extensive knowledge of Southwest Route 66 and is focusing her Master's thesis project on the Mother Road in New Mexico.



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Stakeholder Meeting – Workshop Format

Discussion Questions:

What are your ideas for new (or enhanced) experiences/ products/ infrastructure/ events/ promotions?

Project Overview

1. Provide a summary of your project idea.
2. Is this a new or existing project?
3. Does the project align with national strategic principles?

Stakeholder Meeting – Workshop Format cont.

Discussion Questions:

What are your ideas for new (or enhanced) experiences/ products/ infrastructure/ events/ promotions?

Project Planning & Implementation

1. What stakeholders/partners would need to be involved?
2. What is the project timeline?
3. How will this be sustained beyond the Centennial?
4. What type of financing is needed (private/public)?
5. Will staffing, administration or other support be needed?

Stakeholder Meeting – Work Group Topics

- Consumer Experiences
- Product Development
- Marketing & Promotion
- Infrastructure
- Special Events

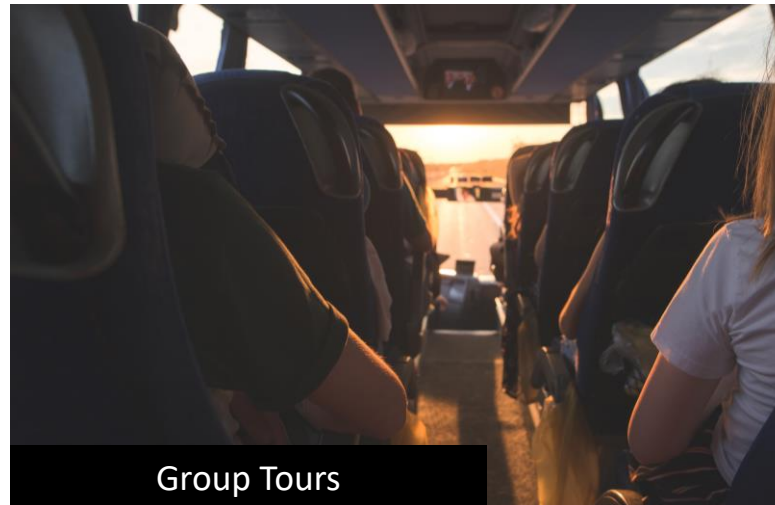
Consumer Experiences



Food Tours



Audio Tours



Group Tours

More Ideas:

- Self-Guided Tours
- Augmented / Virtual Reality Installations
- Passport Concepts
- Pop-up exhibits
- Drive-in theaters

Product Development



Museums



Historic Hotel Restoration



Vintage Sign Restoration

More Ideas:

- Certified Products
- Commemorative Merchandise
- Photo Albums
- Food & Beverage Establishments

Marketing & Promotion



National Marketing



Travel Trade



Documentary

More Ideas:

- Branding
- International Marketing
- Commemorative Publications
- Media Pitching
- Storytelling

Special Events



Music Festivals



Food Festivals



Car Shows

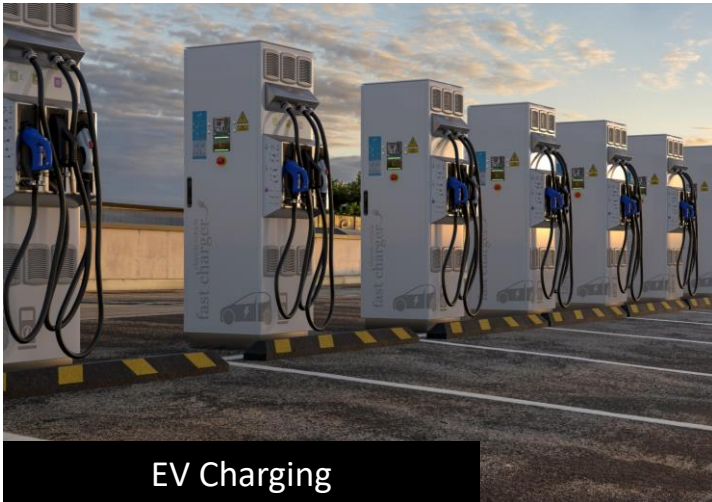
More Ideas:

- Film Festivals
- Speaker series with historians/experts
- Art studio tours
- Parades

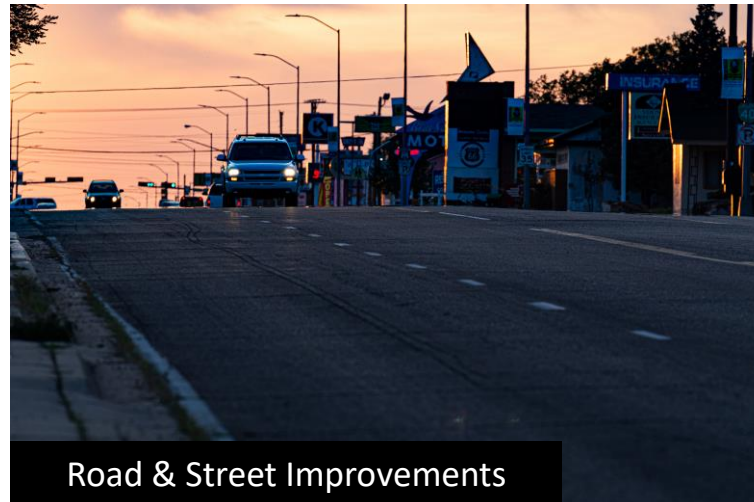
Infrastructure



Parking



EV Charging



Road & Street Improvements

More Ideas:

- Wayfinding & Signage
- Public Art
- Walkability & Accessibility
- Lighting

Stakeholder Meeting – Workshop Format

1. 10 Minutes Per Work Group Topic
 - Start at the table matching the color of your card
 - Small Groups will cycle through all Topics
2. Workshop facilitators will document recommendations for new projects, enhancements to current projects, etc. during the Work Group session

Stakeholder Meeting – Project Idea Worksheet

Project Idea Discussion Worksheet
Designed to help guide questions

Can also submit a project idea online
bit.ly/Rt66Projects



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1:00 p.m. – 3:00 p.m.

8. Approval of Santa Rosa Minutes*
9. Coordination Group Member Updates
10. Update from NM Tourism Department
11. Approval of Centennial Logo*
12. Approval of Scoring Criteria*
13. Approval of Santa Fe Stakeholder Meeting Date*
14. Adjourn

Approval of Santa Rosa Minutes*

NM Route 66 Centennial Coordination Group



Coordination Group Member Updates



Route 66 Centennial

Update from the New Mexico Tourism Department

June 25, 2024

NEW MEXICO, USA

ROUTE 66 CENTENNIAL

1926-2026

LAND OF ENCHANTMENT

Grant Program Goals

- Celebrate and improve the New Mexico Route 66 corridor, making it a vibrant and attractive destination for both residents and visitors
- Provide communities along historic Route 66 support for programs related to:
 - ❖ Marketing and Promotions
 - ❖ Infrastructure and Destination Enhancements
 - ❖ Special Events
- Ensure New Mexico Route 66 projects dovetail effectively with the National Route 66 Centennial initiatives



Budget

- **\$2.5 million** was appropriated by the 2024 Legislative Session to be expended in FY25
- There may be possible adjustments to grant categories based on evolving needs and opportunities

The primary goal is to ensure the best strategy to maximize impact for New Mexico communities along Route 66 in support of the Route 66 Centennial



Program Overview

Campaign Activities

- National/International Marketing Campaign, New Mexico Magazine, Interactive Map
- Cooperative Marketing Campaign
- Special Events Sponsorships
- Infrastructure/Destination Enhancements



Progress Update



Research and Planning

- Research is being undertaken to determine:
 - ❖ Goals and criteria for statewide grant program
 - ❖ Precise alignment of Historic Route 66 in coordination with the New Mexico Department of Cultural Affairs and the National Park Service
 - ❖ Connections to National Route 66 Commission
- Planning for the programming is happening in conjunction with community input and stakeholder meetings
- Partner agencies related to the Route 66 Centennial Coordination Group and other relevant entities are being consulted



Progress Update

- **Program goals, criteria and eligibility** have been defined
- **Submittable** online platform will be utilized to **streamline application and review processes**
- **Guidelines and applications** are being developed for infrastructure and destination enhancements, and special event sponsorships, as well as cooperative marketing opt-in
- **Anticipated application launch on Submittable: July 15, 2024**



NM Route 66 Centennial Coordination Group

Approval of Centennial Logo*

NM Route 66 Centennial Coordination Group

Approval of Scoring Criteria*

Coordination Group – Scoring Criteria

Background

The New Mexico Route 66 Centennial Coordination Group was established in late 2023 per Executive Order 2023-131 to identify projects and activities within the State that align with the United State Route 66 Centennial Commission's strategy.

In 2026, Congress established the Route 66 Centennial Commission to study and recommend fitting and proper activities to celebrate the centennial anniversary of the Mother Road of the United States, U.S. Route 66.

Coordination Group – Scoring Criteria

National Commission – Seven Strategic Principles

1. Celebrate & Honor
2. Preserve, Protect & Enhance
3. Generate Tourism Demand
4. Tourism Development
5. Economic
6. National Collaboration
7. Research & Education

Coordination Group – Scoring Criteria

National Commission – Four Priority Areas

Commemoratives & Publications

The Commission seeks ideas that recognize the role Route 66 has and continues to play in our nation's history through projects and programs that publicly honor the Road and the people associated with it.

Infrastructure

The Commission seeks ideas that enhance the overall Route 66 experience for tourists and locals alike, fostering sustained economic benefits across the road through the preservation and improvement of Route 66 infrastructure assets.

Coordination Group – Scoring Criteria

National Commission – Four Priority Areas

Events & Celebrations

The Commission seeks ideas that involve the public in special, unique, and fun activities/events that mark the historic milestone of Route 66's 100th anniversary.

International & National Marketing

The Commission seeks ideas that drive national and international tourism for maximum impact through visitor spending, promoting celebrations, commemorations, and other activities that honor the 100th anniversary of Route 66.

Coordination Group – Scoring Criteria

National Commission – Project Idea Questions

1. Submitting organization
2. Activity / Project Name
3. Activity / Project Summary
4. Alignment with Centennial Strategy
5. New or Existing Activity/Project
6. Event Frequency (one-time or recurring)
7. Financial Support – Government Funds
8. Financial Support – Private Funds
9. Participant Scope (scale of activity / project in terms of participation/exposure)
10. Participant Scope Rationale
11. Federal Entity (is there a Federal Agency you would recommend for helping carry out Project)

Coordination Group – Proposed Scoring Criteria



Celebrate & Honor: Project honors and celebrates Route 66 by recognizing and promoting its unique history and culture
(Maximum of 10 points)

Preserve, Protect & Enhance: Project preserves, protects, and enhances the unique character of New Mexico's Route 66 communities. **(Maximum of 10 points)**

Generate Tourism Demand: Project drives national and international tourism through the promotion of celebrations, commemorations, and other activities that honor Route 66.
(Maximum of 10 points)

Tourism Development: Project serves to develop and sustain new and existing attractions that promote tourism along Route 66. **(Maximum of 10 points)**

Economic Development: Project serves to enhance the economic opportunities in New Mexico, specifically in communities along Route 66. **(Maximum of 10 points)**

National Collaboration: Project complements the national identify of Route 66 through collaborative elements that tie in other states along Route 66. **(Maximum of 10 points)**

Research & Education: Project provides educational opportunities for residents and visitors to learn and explore the history of Route 66 in New Mexico. **(Maximum of 10 points)**

Project Feasibility & Readiness: Project can be successfully completed before the Route 66 Centennial in 2026; additionally, the community/organization has the capacity to sustain the project. **(Maximum of 15 points)**

Community Support: Project is supported by local government, local businesses, and other community stakeholders with a clear plan to secure government and/or private funding for the project. The community organization has the ability to sustain the project well beyond the Centennial in 2026. **(Maximum of 15 points)**

Approval of Santa Fe Stakeholder Meeting Date*

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