

# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting  
Santa Fe, New Mexico  
September 17, 2024



# NM Route 66 Centennial Coordination Group

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## Roll Call

# NM Route 66 Centennial Coordination Group

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# Welcome & Introductions

# AGENDA



## **Part 1 – Stakeholder Meeting**

*9:00 a.m. – 11:00 a.m.*

1. Roll Call
2. Welcome & Introductions
3. Approval of Agenda
4. National Route 66 Commission
5. Governor's Commission on Disability
6. National Park Service
7. Working Group Instructions
8. Stakeholder Roundtables & Working Groups

## **Part 2 – Coordinating Group Business**

*12:00 p.m. – 1:00 p.m.*

9. Approval of the Tucumcari Minutes
10. Approval of Albuquerque Minutes
11. Coordination Group Member Updates
12. Update from NM Tourism Department
13. Update from Coordination Group Meeting Facilitator
14. Approval of Grants Stakeholder Meeting
15. Adjourn



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# Accessibility Tips for Rt66 Celebrations

Jeminie Shell and

Lisa McNiven

Governor's Commission on Disability

# State of New Mexico

## Governor's Commission on Disability (GCD)

**STATUTORY RESPONSIBILITIES** The Governor's Commission on Disability was created in 1978 under Section 28-10-1 NMSA 1978.

- **Promote public awareness** of disability from a social, political and cultural perspective that focuses on improving the quality of life of people with disabilities.
- **Educate and encourage public and private action** related to community living for people with disabilities on accessibility issues such as employment, housing, transportation, voting, building codes and recreation.
- **Provide advice and testimony** to the Governor and Legislature regarding disability issues.
- **Focus on disability issues** over the life span. The Governor's Commission on Disability advocates for policies and programs that promote inclusion of all people with disabilities into community living in New Mexico.





# GOVERNOR'S COMMISSION ON DISABILITY HAS THE FOLLOWING PROGRAMS: [www.gcd.nm.gov](http://www.gcd.nm.gov)

- **Access Unit** – operates the Residential Accessibility Modification Program (RAMP) and they do **provide consultation to improve access in your facility.**
- **Brain Injury Advisory Council (BIAC)** – distributes helmets and provides training/support to individuals and organizations.
- **NM Technology Assistance Program** – provides accessible equipment on loan and trainings on the use of them, in areas of work, home and recreation.
- **Training and Development Unit** – trainings, write papers and does special projects. ADA Coordinator Training Available.

# The Americans with Disabilities Act

## ADA Basics

- Title I – Employment
- Title II - State and Local Government
  - Services to the Public
- Title III - Public Accommodations
  - Business and Non-Profits
- Title IV - Telecommunications
  - Telecommunications Relay Service
- Title V – Miscellaneous
  - Included is prohibition of retaliation, intimidation, or interference with people who seek to exercise their rights and more

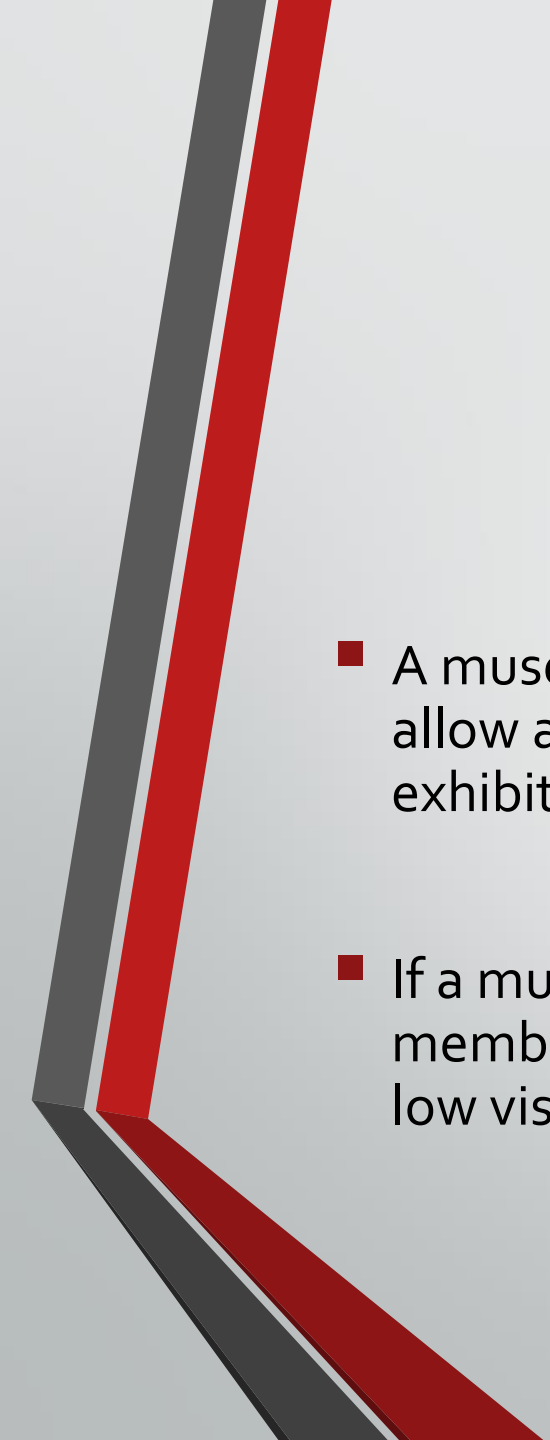


# Equal Opportunity

- People with disabilities must have an **equal opportunity** to participate in the programs, services and activities offered by a public entity.
- This means that **any barriers to their opportunity to participate must be removed to the maximum extent possible.**
- Accessible locations should be widely publicized.
- A barrier might be a policy or practice that needs to be modified to allow the person to participate in what the entity has to offer.

# Policy Modification

- Entities must make reasonable modifications in policies, practices, and procedures when necessary to remove barriers and afford goods and services to a person with a disability.
- A participation barrier may be created for persons or a particular person with a disability because of a “steadfast” rule or policy.
- **Any barriers to opportunity to participate must be removed to the maximum extent possible.**



# Policy Modification/Barrier Removal - Examples

- A museum does not allow any animals. The museum must modify its policy to allow a person with an ADA defined service animal to come in and view the exhibits.
- If a museum is unable to provide its brochure in Braille or large print, then a staff member should offer to read the sections of the brochure the customer, who has low vision, is interested in, to assure the removal of communication barriers.





# Other Requirements

- Additional **surcharges** may not be imposed on persons with disabilities to cover the costs of providing ADA mandated access to goods/services, such as providing a Sign Language interpreter or providing materials in alternative formats such as Braille or a flash drive.
- When **contracting** with a third party, the entity must make sure that its ADA Title II obligations are carried through by the contractor.

# Consumer Experiences: Self-Guided Tours & Pop-Up Exhibits

- Provide tour maps in audio format, large print, and/or Braille
  - If unable to do so, read the parts of the media that the person is interested in.
- For exhibits or tour stops, stores, restaurants, or other businesses, ensure wheelchair access to every area of the exhibit/shop
  - Accessible Parking
  - Accessible entrance (36-inch doorway, ramps if there are stairs, etc.)
  - Assist customers with exhibits or touchable products higher than wheelchair height

# Concerts, Theater Productions, and Other Public Events

- **Accessible Seating** – offer options for seating
  - Seating areas for the Deaf and Hard of Hearing to see captions or sign language interpreters.
  - Have moveable chairs, to allow for individuals that use a wheelchair or a scooter to have a place to “be seated”.
  - Have seating areas where a **service animal** can also be seated next to or beneath them.
- Have **accessible parking** close to the accessible entrance to your facility.
- Provide ASL interpretation upon request



# Product Development: Commemorative Merchandise & Food Establishments

- For brochures and booklets, provide audio version, large print, and/or Braille
- At food establishments, be prepared to read the full menu to someone who is blind, provide large print menus for those with low vision
  - Alternately, set up an app or QR code that would allow a screen reader app on a phone to read the menu to the customer
- Set up condiments, napkins, etc. on a table low enough for a wheelchair user to reach the items (no more than 36 inches high)

# Marketing & Promotion: Commemorative Publications & Documentaries

- For brochures and booklets, provide audio version, large print and/or Braille
- For videos, ensure full captioning
  - Open captioning for viewing in public (such as a theater)
  - Closed captioning for viewing at home (website or DVD for instance)
- Websites and other digital media must be accessible to a variety of disabilities
  - Use Web Content Accessibility Guidelines (WCAG) 2.1 standard for the best accessibility [WCAG 2 Overview | Web Accessibility Initiative \(WAI\) | W3C](#)
  - Videos must be captioned
  - Text must have adequate contrast and size for easy reading by people who are low vision or color blind
  - All images must have alt-text unless they are simply decorative



# More Web Accessibility Requirements

- **Links** – should describe the page it is linking to instead of just “click here” or “read more”.
- If you have a **phone number** with words such as (505) 592-HELP. Have full numbers beneath it.
- Don't neglect the **mobile web** experience, have your website accessibility project be adaptable to different devices and sizes.

# Infrastructure: Wayfinding Signage & Public Art

- Wayfinding signage should have Braille – use posts and then attach the signs to the posts no higher than 48 inches high
  - Should be located at intersections and other logical locations
- Public art should have signage that includes Braille located in a logical area easily found by the public
- If art such as a sculpture protrudes into a walkway you must build a short perimeter wall around the piece to protect people who are blind or low vision from walking into the protruding section. This allows them to detect the protrusion with their cane before running into the sculpture.
  - This requirement goes for all protruding objects in any indoor or outdoor space that are between 27 and 80 inches high.

# Other Ideas

- Have **people with disabilities on your marketing team**
  - Also, ask disabled people in your community to test your accessibility
- Have **photos of people with disabilities on your website and marketing materials** - have them be visible
- Have **advertising materials for openings, trainings, or events state how to request accommodations**
  - Ensure person assigned to this role understands how to request ASL interpreters, how to provide other required reasonable accommodations. Have a budget ready for accommodations.



# Additional Ways to Ensure Access

- **Access/Special Needs Department**
  - Specially trained frontline staff
  - Respond to customer inquiries
  - Multiple channels – calls, email, text
  - Individualized assessment and accommodation
- **Promote Accessibility**
  - Education is key
  - Internal
  - External
  - Websites
  - Brochures
  - Media
- **Focus on Training**
  - On-going training is essential
  - People-first language
  - Basic service tenet:
    - Ask permission first and how they want to be assisted
    - Listen to the response and Follow their instructions

# Governor's Commission on Disability

- Jeminie Shell
  - Disability Specialist
  - 505-396-0312
  - [Jeminie.shell@gcd.nm.gov](mailto:Jeminie.shell@gcd.nm.gov)
- Lisa McNiven
  - Deputy Director
  - 505-350-6920
  - [Lisa.mcniven@gcd.nm.gov](mailto:Lisa.mcniven@gcd.nm.gov)



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# Route 66 and the National Park Service

ROUTE 66 CORRIDOR PRESERVATION PROGRAM  
NATIONAL TRAILS INTERMOUNTAIN REGION  
NATIONAL PARK SERVICE







**SEE AMERICA'S WONDERLAND**  
VIA  
**HIGHWAY 66**

**NATIONAL 66 CONVENTION & WILL ROGERS MEMORIAL CELEBRATION**  
**SANTA MONICA**  
JULY 25-26-27

**The WILL ROGERS MEMORIAL ROUTE**  
DIRECT FROM CHICAGO TO SANTA MONICA AND THE PACIFIC  
SEE - OZARKS - OIL COUNTRY  
COWBOYS - INDIANS  
PAINTED DESERT  
PETRIFIED FOREST  
GRAND CANYON - BOULDER DAM

OFFICIAL ADVANCE CAR  
WILL ROGERS 66 HIGHWAY  
CONVENTION - CELEBRATION  
SANTA MONICA, CALIF.

**66**  
The ARIZONA Unit

**U.S. HIGHWAY 66 ASS'N. PRESENTS**  
400 AMAZING MILES OF HWY. 66

**VISIT**  
OAK CREEK CANYON  
SAN FRANCISCO PEAKS  
HOPI VILLAGES --

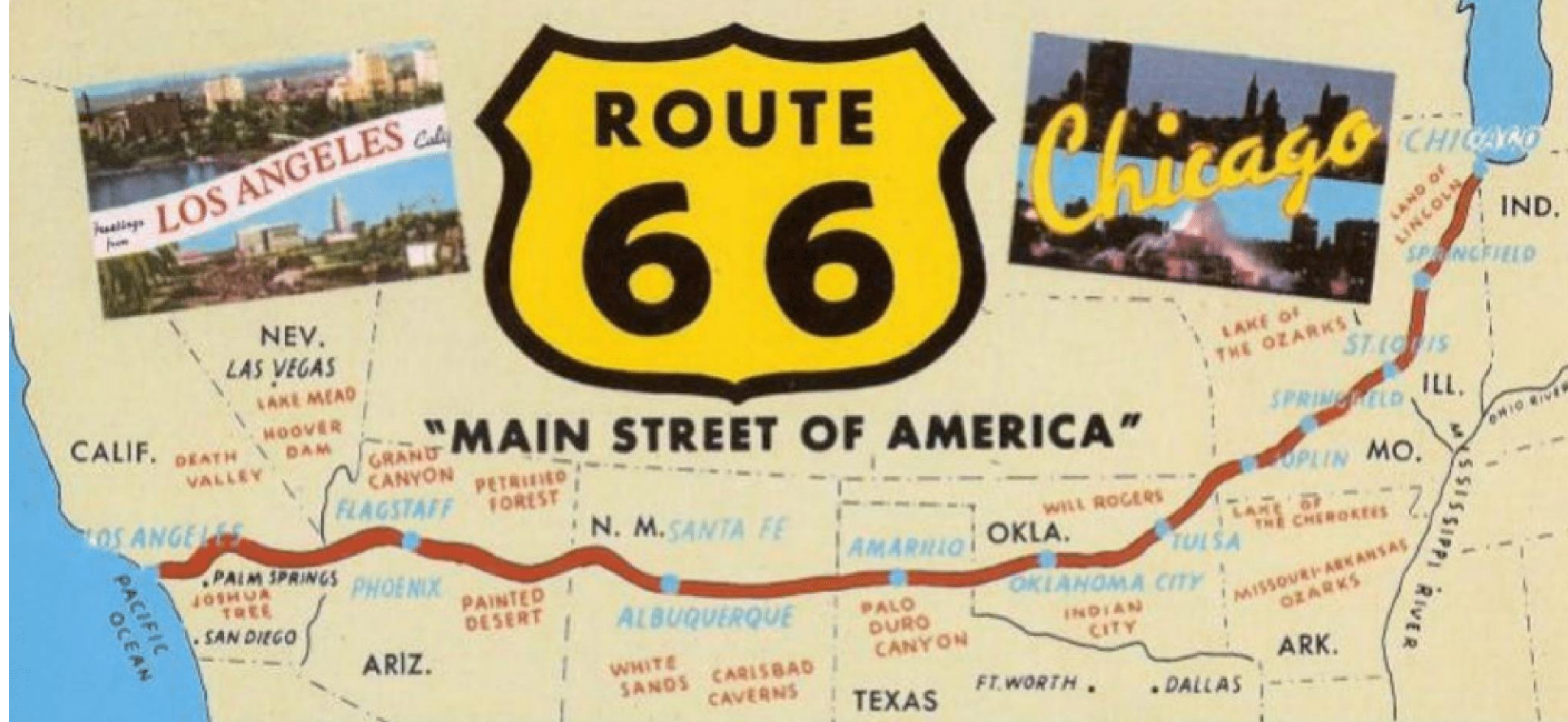
CLIFF DWELLINGS  
INDIAN CEREMONIALS  
8 NATIONAL MONUMENTS  
BIG GAME HUNTING  
CATTLE RANGES  
GOLD MINES - LUMBER  
DAVIS DAM - LAKES

**SEE**  
PAINTED DESERT  
PETRIFIED FOREST  
CANYON DE CHELLY

NAVAJO LAND  
ANCIENT RUINS  
NATIONAL FORESTS  
FISHING - RODEOS  
INDIAN RESERVATIONS  
METEOR MOUNTAIN  
SUNSET CRATER

**WORLD'S MIGHTIEST SPECTACLE**  
**GRAND CANYON OF ARIZONA**

**"NORTHERN ARIZONA GREET'S YOU"**



- Commissioned 1926 - 1985
- 8 states, 2,400 miles (85% still drivable)
- All-weather highway linking industrial Midwest to west coast
- Commercial Corridor, Strategic Military Route, Vacation Corridor
- Special Relationship with the Arts
- Icon of 20<sup>th</sup> c. American Culture & Transportation History



# Route 66



## Decommissioning and Public Response

### 1985+

- Route 66 advocacy groups develop
- Historic highway signs erected
- Becomes subject of scholarly interest



### 1990

- Route 66 Corridor Special Resources Study Act

### 1999

- Route 66 Corridor Preservation Act



## Route 66 Corridor Special Resources Study Act 1990

“Route 66 is of **national historical significance** as a symbol of our transportation history. The gas stations, cafes, and motels that define the corridor are important tangible links to this history, and the most representative and significant properties **should be preserved.**”





“The Secretary of Interior shall assist in the preservation of the Route 66 corridor in a manner that is consistent with the **idiosyncratic** nature of the Route 66 corridor”







## Route 66 Corridor Preservation Program

**Works with partners** to provide recognition, technical assistance, and grant funding **to preserve the special places and stories** of historic Route 66







### Partners

- Local governments
- Departments of Transportation/FHWA
- State Historic Preservation Offices
- Private/business owners
- Preservation organizations
- Scenic Byway programs
- Route 66 Associations
- Main Street programs
- Educational institutions
- Native American Nations







## Technical Preservation Assistance







## Educational Outreach

Community meetings, workshops, conferences







## Historic Context/Historic Property Inventory








## National Register Nominations







## Route 66 National Register Travel Itinerary



**Travel Route 66**

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[NPS.gov / Home / Visit](#)

### Visit

U.S. Highway 66 -- popularly known as Route 66 or the Mother Road -- holds an elevated place in American consciousness and tells diverse stories of a mobile nation on the road. Discover this shared heritage through historic places you can still experience today, which are reminders of our past and the influence the automobile has had on our lives and nation today.


There are more than 250 buildings, bridges, road alignments and other sites along Route 66 that are listed on the National Register of Historic Places. This travel itinerary highlights over 100 of those sites, and is part of the National Park Service's *Share Our Heritage Travel Itinerary* series. Enjoy your trip and visiting these special places along historic Route 66!

#### EXPLORE ROUTE 66 BY STATE




Illinois: Route 66

Discover Route 66 places in Illinois.



Missouri: Route 66

Discover Route 66 places in Missouri.



Kansas: Route 66

Discover Route 66 places in Kansas.





## Cost-Share Grants

169 projects funded to date

**\$2,551,049 NPS funds**

**\$3,976,679 Match**

**Total \$6,527,718**





# Cost Share Grants – New Mexico



Project: **Restore 10 Route 66 Neon Signs Across New Mexico**

Recipient/Partners: **NM State Historic Preservation Office / NM Route 66 Association**

Amount: **\$50,000 NPS, \$50,000 match**





# Cost Share Grants – New Mexico



Project: **El Rancho Hotel, Gallup**

Recipient/Partners: **Private Owner**

Amount: **\$15,000 NPS, \$15,000 match**

Project: **Restore Wood Shake Roof**



El Rancho  
A Historic Hotel on Route 66



# Cost Share Grants – New Mexico



Project: **Blue Swallow Motel, Tucumcari**

Recipient/Partners: **Private Owner**

Amount: **\$8,000 NPS, \$8,000 match**

Project: **Restore Neon Sign, Neon Swallows, and Historic Windows**





# Cost Share Grants – New Mexico



Project: **Del's Restaurant, Tucumcari**

Recipient/Partners: **Private Owner**

Amount: **\$4,628 NPS, \$4,628 match**

Project: **Restore Architectural Neon and Update Electrical Systems**





# Cost Share Grants – New Mexico



Project: **Whiting Bros., Moriarty**

Recipient/Partners: **Private Owner**

Amount: **\$7,715 NPS, \$7,715 match**

Project: **Restore Neon Signs to Operating Condition**





# Cost Share Grants – New Mexico

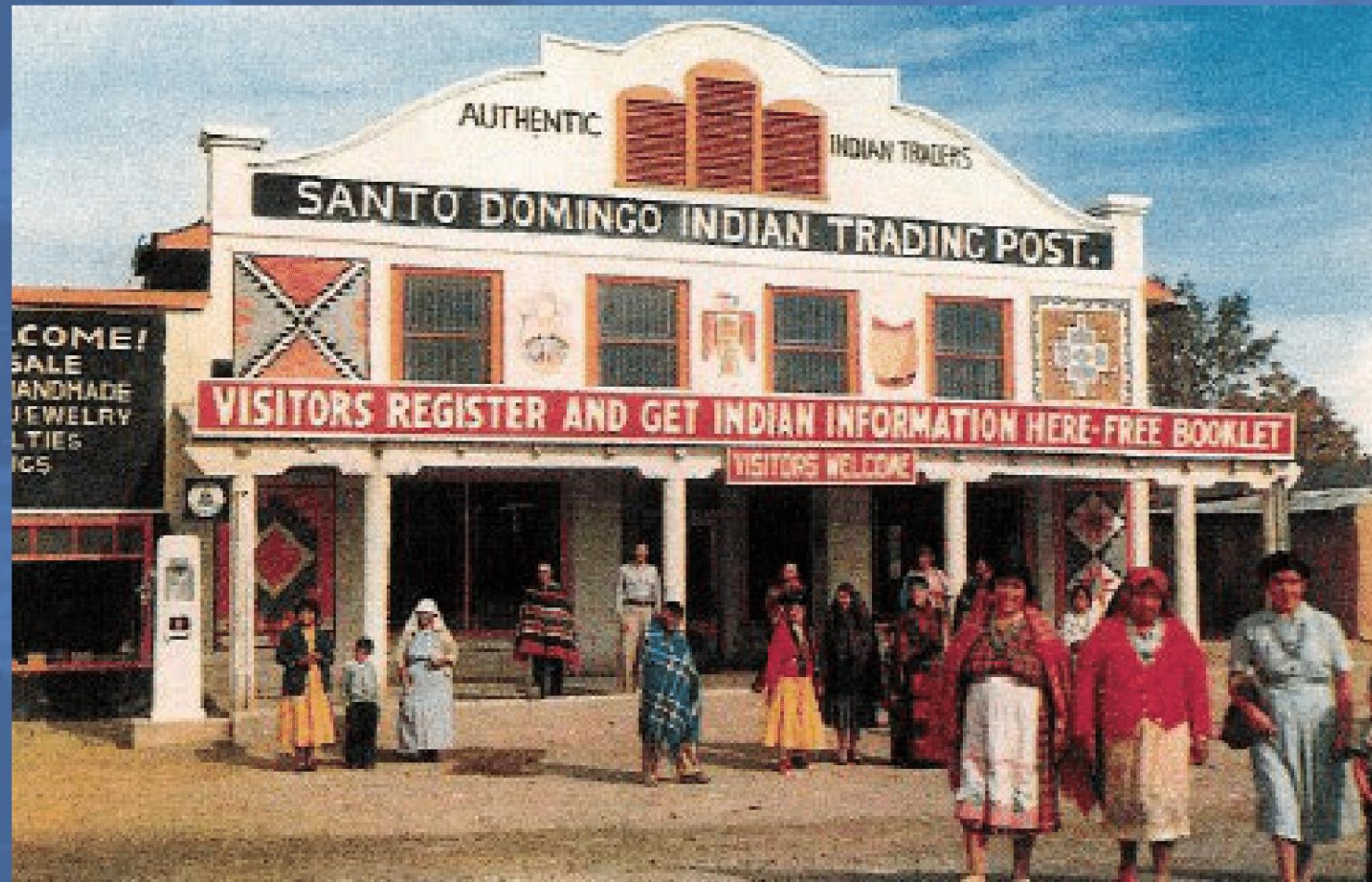


Project: **Santo Domingo Trading Post, Santo Domingo Pueblo**

Recipient/Partners: **Santo Domingo Pueblo/Cornerstones Community Partnerships**

Amount: **\$17,000 NPS, \$17,000 match**

Project: **Restoration Feasibility Study with Emergency Stabilization, Mural Restoration and Oral History Collection**













# Cost Share Grants – New Mexico



Project: **El Vado Motel, Albuquerque**  
Recipient/Partners: **City of Albuquerque**  
Amount: **\$6,500 NPS, \$6,500 match**  
Project: **Restore Neon Sign to Operating Condition**





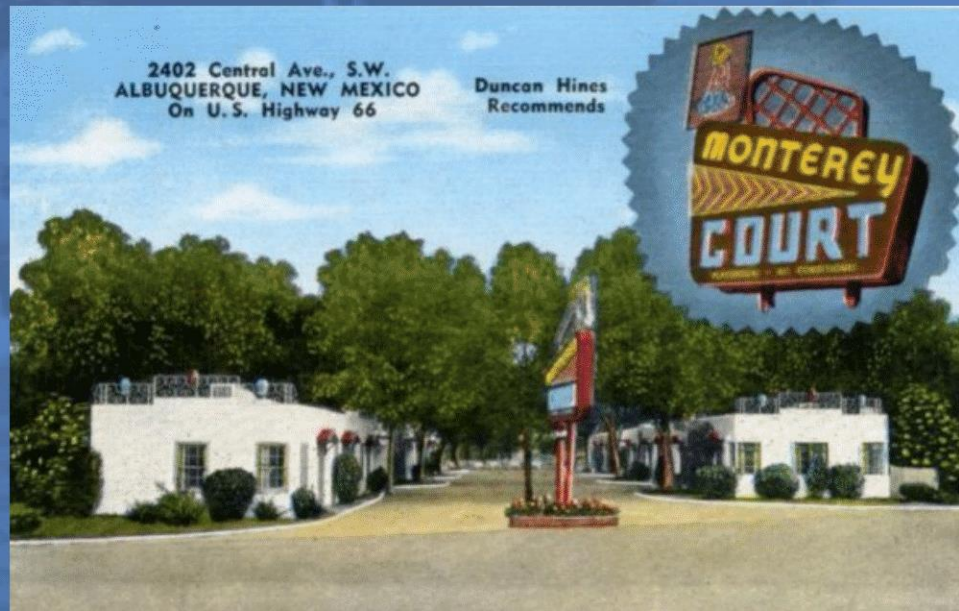
# Cost Share Grants – New Mexico

Project: **Monterey Motel Window and Door Restoration, Albuquerque**

Recipient/Partners: **Private Owner**

Amount: **\$30,000 NPS, \$34,294 match**

Project: **Restore windows and doors**





# Cost Share Grants – New Mexico

Project: **Imperial Motel Sign Restoration, Albuquerque**

Recipient/Partners: **Private Owner**

Amount: **\$24,675 NPS, \$23,675 match**

Project: **Restore sign**





# Cost Share Grants – New Mexico

Project: **Albuquerque Neon: The Stories Behind the Signs Video Series**

Recipient/Partners: **City of Albuquerque**

Amount: **\$30,000 NPS, \$52,122 match**

Project: **Produce Educational Videos**



# Cost Share Grants – New Mexico

Project: **Women of the Mother Road Documentary Film**

Recipient/Partners: **Assertion Films**

Amount: **\$30,000 NPS, \$52,122 match**

Project: **Research/Produce Documentary Series (PBS)**





# Latino Heritage Internship Program

## Hispanic Legacies of Route 66 in New Mexico StoryMap



Route 66: Sharing Our History



# Route 66: Sharing Our History

Hispanic Legacies of Route 66 in New Mexico







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## Start Your Research

What are archives? Archives are the first-hand, informational materials coming from the people and the time you are studying. Archival materials for Route 66 might

[Read more](#)



### What are Archives?

With each map, brochure, diary, or photograph we learn more about the highway—what it looked like, who used it, what it was like to drive it.



### Start Your Research

Whether you are a student, journalist, preservationist, or other researcher looking for information about historic Route 66, get started here!



### What is Research Route 66?

Learn about this National Park Service-led collaboration with Route 66 focused resources including archives, museums, and libraries.



### Join the Route 66 Directory of Archives!

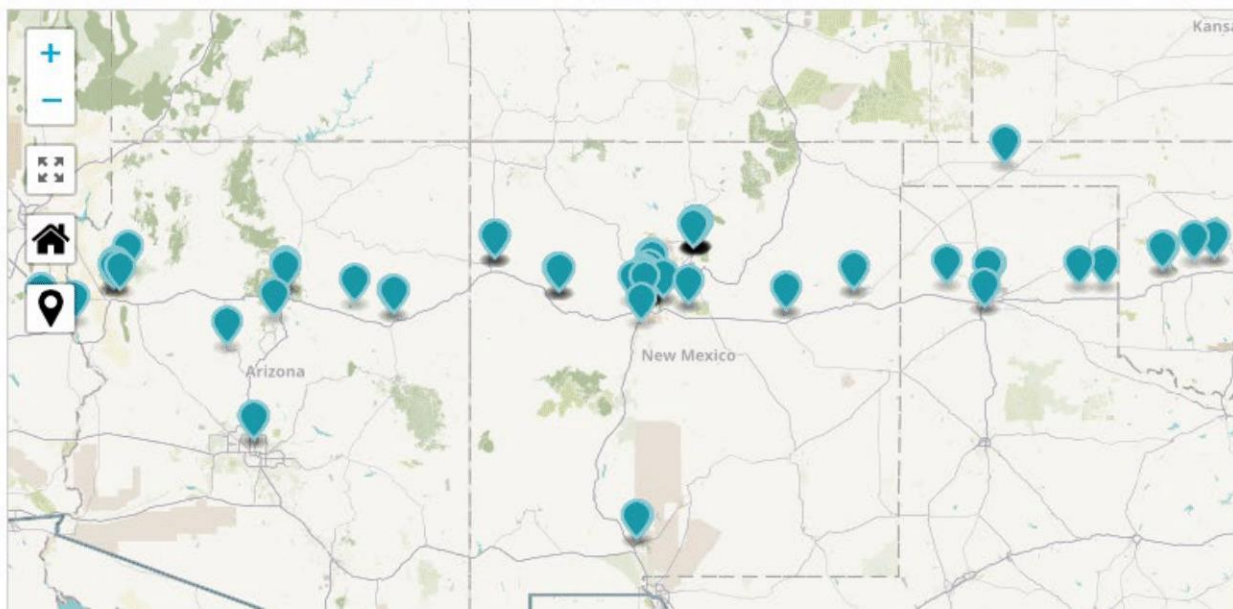
Are you an institution with archival materials relating to Route 66? Contact us to join the Route 66 Directory of Archives!



## Route 66 Directory of Archives

Discover the Route 66 Directory of Archives!

Research Route 66 is developing a comprehensive directory of libraries, archives, museums, and research centers that hold primary source material relating to Route 66 history. Many are listed here, and more continue to be added. If you would like to include your institution in the directory, contact us [here](#).



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[Learn More about Archives](#)



## Category Archives: New Mexico Resources

### New Mexico Online Catalogs & Archives



Rocky Mountain Online Archive inventories & descriptions of thousands of archival collections from 13 New Mexico libraries & museums plus additional Colorado and Wyoming institutions.

[Read more](#)

### New Mexico Digital Collections



Find online documents, photographs, oral histories, videos, and more.

[Read more](#)

### New Mexico Books

Library collection catalogs from around the state offer a wide-range of materials, including books, government documents and videos.

[Read more](#)

### New Mexico Articles & Essays



Find articles in magazines, journals, and newspapers.

[Read more](#)

### New Mexico Maps



Find maps from various sources in New Mexico.

[Read more](#)



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[Join the Directory](#)

## University of New Mexico – Center for Southwest Research

### Location:

MSC 05 3020

University of New Mexico, Zimmerman Library

Albuquerque, NM 87131-0001

<http://elibrary.unm.edu/cswr>, or <http://elibrary.unm.edu/>

**Phone:** (505) 277-6451

**Fax:** (505) 277-2397

**Email:** [cswrref@unm.edu](mailto:cswrref@unm.edu)

**Contact:** Audra Bellmore, Curator, Associate Professor

**Web site:** [UNM Center for Southwest Research, Route 66 Research Guide](#)

**Institution Type:** Library, Special Collections Department

### COLLECTIONS

**Description:** The UNM University Libraries' collections include publications, government documents, maps, and journal databases documenting Route 66, end to end. The Center for Southwest Research (CSWR) collections within Zimmerman Library provide many avenues for researching New Mexico's portion of Route 66. These collections document the communities and businesses along the way from Tucumcari to Gallup, as well as the themes of tourism, trade, and transportation in the historic land of el Camino Real and the Santa Fe Trail. CSWR collections include photographs, oral histories, personal papers, business records, architectural archives, and many other forms of archival material in addition to books, periodicals, audio & video from around the state and the Southwest region.

**Regions Covered:** New Mexico, the Greater Southwest, and the United States

**Type of Materials:** Books, Rare Books, Serials, Databases, U.S. and N.M. Government Documents, Newspapers, Maps, Ephemera, Films/Videos/Moving Images, Theses/Dissertations, Newspaper Clippings, Photographs, Postcards, Oral Histories, Personal Papers, Business/Government/Organizational Records, Architectural Archives, Music Archives, University Archives

**Time Periods:** Pre-history to the Present

### ACCESS

**Facility Hours:** Check website for University Libraries hours at <http://elibrary.unm.edu/locations.php>

### Research Hours:

Center for Southwest Research, semester hours:

Monday, Thursday, Friday: 9 AM – 5 PM

Tuesday, Wednesday: 9AM– 7PM

Saturday: noon – 4 PM

Check website for inter-session hours: <http://elibrary.unm.edu/cswr/hours.php>

Reservations not required.

### Online Research/Catalog System:

For books, periodicals, government documents, audio/video, maps, and theses/dissertations, search LIBROS: <http://libros.unm.edu>

For archival collections, search [Rocky Mountain Online Archives](#)

For digital collections, search [New Mexico's Digital Collections](#)

See our [Route 66 Research Guide](#)



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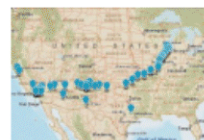
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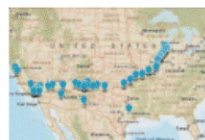
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# Research Route 66 Representative at UNM:

**Audra Bellmore, PhD**  
**Professor/Curator**  
**Center for Southwest Research**  
**Meem Archives of Southwestern Architecture**  
**abellmor@unm.edu**

# Research ROUTE



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**Facility Hours:** Check website for University Libraries hours at <http://elibrary.unm.edu/locations.php>

**Research Hours:**  
Center for Southwest Research, semester hours:  
Monday, Thursday, Friday: 9 AM – 5 PM  
Tuesday, Wednesday: 9AM– 7PM  
Saturday: noon – 4 PM  
Check website for inter-session hours: <http://elibrary.unm.edu/cswr/hours.php>  
Reservations not required.


**Online Research/Catalog System:**  
For books, periodicals, government documents, audio/video, maps, and theses/dissertations, search LIBROS: <http://libros.unm.edu>  
For archival collections, search [Rocky Mountain Online Archives](#)  
For digital collections, search [New Mexico's Digital Collections](#)  
See our [Route 66 Research Guide](#)



### What are Archives?

With each map, brochure, diary, or photograph we learn more about the highway—what it looked like, who used it, what it was like to drive it.


[Learn More about Archives](#)



### Start Your Research

Whether you are a student, journalist, preservationist, or other researcher looking for information about historic Route 66, get started here!


[Start researching](#)



### What is Research Route 66?

Learn about this National Park Service-led collaboration with Route 66 focused resources including archives, museums, and libraries.

[Learn more](#)



### Join the Route 66 Directory of Archives!



## Route 66



Gallup, New Mexico  
 bridge out - 1921







First "Fetter-Bengeton" camp  
12 miles west of Gallup N.M.  
also first rabbit breakfast

1921



Laguna, N.M.  
camp -  
beside a trading post  
Hudson in centre - California  
slaps on left & Snyder & Brooks  
on right -

1921

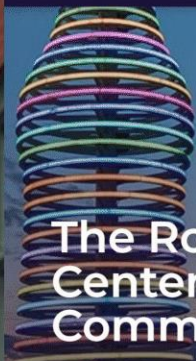
**1926-2026**

**100 Years of Route 66**





Latest News



## The Route 66 Centennial Commission

Paving the way to celebrate 100 years of the USA's legendary highway



The strategy of the Route 66 Centennial is to celebrate and commemorate the historic milestone of the 100th Anniversary of Route 66 – and leverage it to honor the road by helping the millions who live, work, and travel along it.



LIVE

2:26 pm PT

HISTORIC



ROUTE 66 NATIONAL HISTORIC TRAIL

U.S.  
House

REP. DARIN LaHOOD  
@RepLaHood

C-SPAN  
c-span.org  
@cspan

# National Trust for Historic Preservation – Preserve Route 66 Grants



National Trust for  
Historic Preservation®

Save Places ▾

Explore Places ▾

Our Work ▾

Support ▾



Grant Programs

FAQs

Email Updates

## Preserve Route 66 Grant Fund: Guidelines & Eligibility

The most enduring highway in our public consciousness, [Route 66](#) represents a unique moment in history that continues to define the nation's identity: the rise of the automobile and its implications of freedom, mobility, and a quintessential American story. Grants from this fund will help preserve and enhance historic places on or connected to Route 66 for future generations.

The National Trust for Historic Preservation's Preserve Route 66 Grant Fund provides financial support to public agencies, tribal governments or nonprofit organizations to preserve and interpret historic places along the Route 66 corridor. The National Trust has a special interest in illuminating the narratives of communities whose places and stories have been historically underrepresented, which may include communities and neighborhoods along the Route 66 corridor associated with People of Color (including but not limited to indigenous peoples, Latinx, Black Americans and others), women, immigrants, LGBTQIA communities, veterans, and economically distressed communities.

Grants made from the Preserve Route 66 Fund will generally range from \$2,500 to \$10,000.

### Application and Review Timeline

**The application deadline is October 16, 2024.** Applicants will be notified via email once the review process is complete, which we anticipate being mid-January 2025.

<https://savingplaces.org/preserve-route-66-grant-fund-guidelines>

# Route 66 Road Ahead Partnership



## Route 66 Extraordinary Women Initiative

Celebrate the women-owned businesses of Route 66 during the Mother Road's Centennial. "Apply" for a micro-grant or "Donate" to support the program.

[Apply for Grant](#)[Donate to Program](#)

## Route 66 Black Experience Grant Program

These grants help Black owned and/or operated businesses, and support research and programs designed to interpret and tell the stories of Black experiences associated with Route 66

[Learn More](#)



# Route 66 Road Ahead Partnership

## Route 66 Preservation and Economic Development Grant Program

Beginning in 2025, the Road Ahead Partnership has set a goal of awarding up to \$25,000 annually via the *Route 66 Preservation and Economic Development Grant program*.

[Learn more](#)

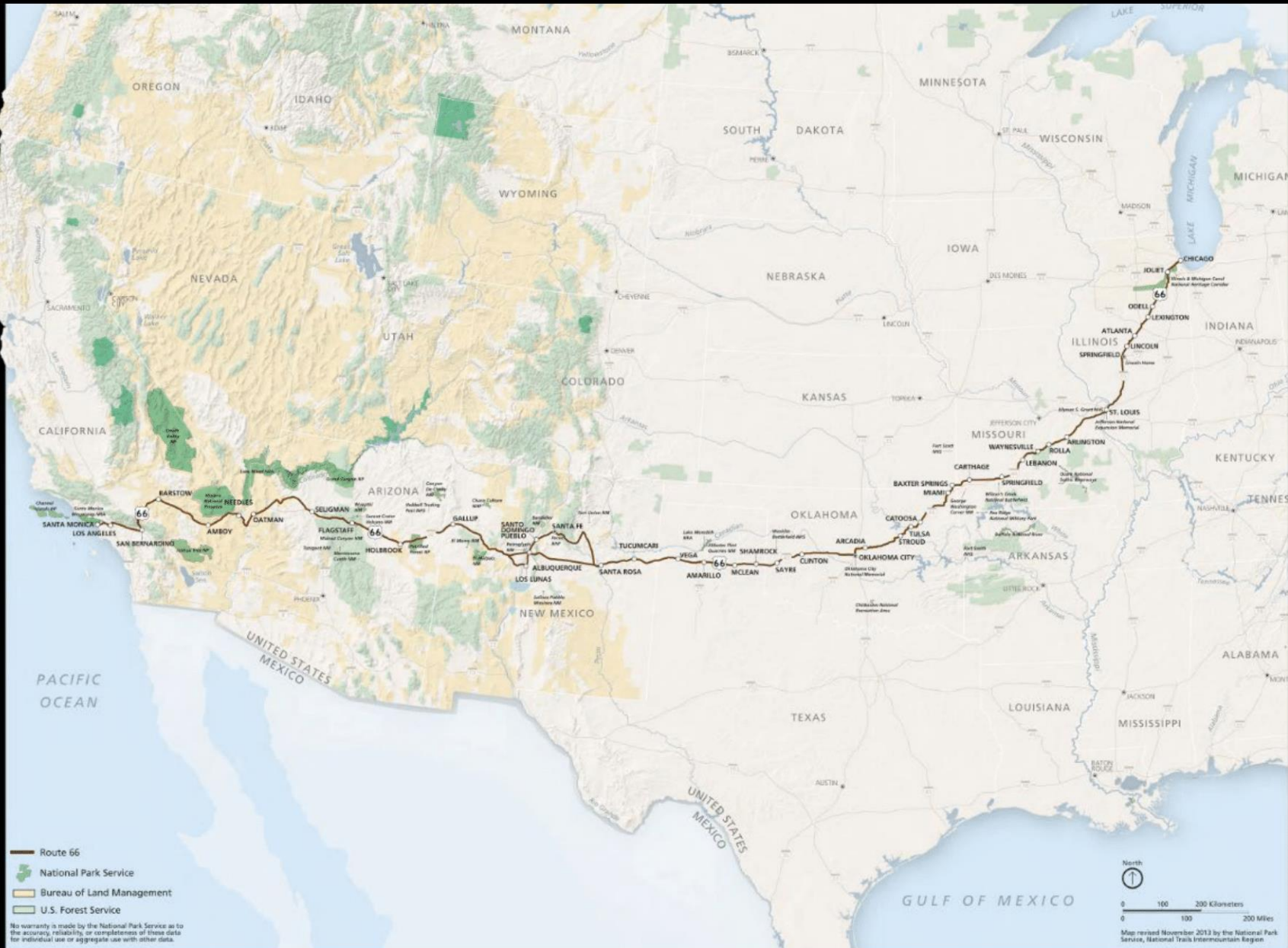


<https://roadahead.route66centennial.org/>



66

# Route 66 and National Park Service Sites





# Route 66 Corridor Preservation Program

National Park Service  
Department of the Interior



## FIND YOUR PARK

[findyourpark.com](http://findyourpark.com)

[nps.gov/rt66](http://nps.gov/rt66)

### VISIT YOUR NATIONAL PARKS ON THE MOTHER ROAD

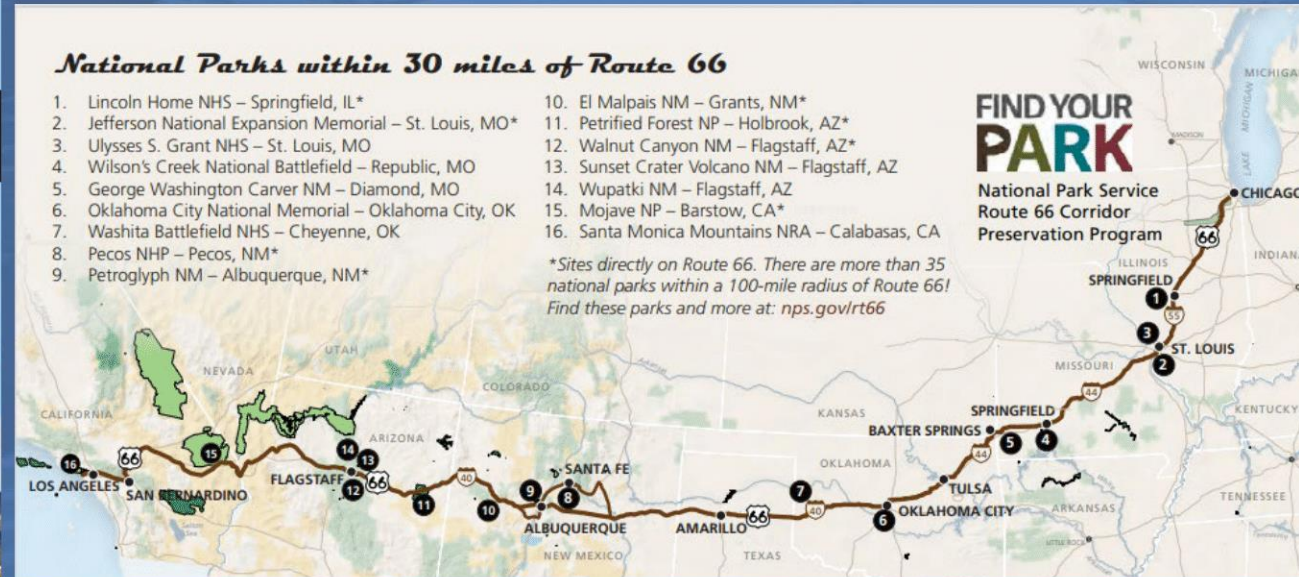
Route 66 connected the American heartland to the coast. After World War II, families on vacation took to the road in great numbers to visit the many national parks in the Southwest and beyond. Continue the tradition—Find Your Park on Route 66!



### National Parks within 30 miles of Route 66

1. Lincoln Home NHS – Springfield, IL\*
2. Jefferson National Expansion Memorial – St. Louis, MO\*
3. Ulysses S. Grant NHS – St. Louis, MO
4. Wilson's Creek National Battlefield – Republic, MO
5. George Washington Carver NM – Diamond, MO
6. Oklahoma City National Memorial – Oklahoma City, OK
7. Washita Battlefield NHS – Cheyenne, OK
8. Pecos NHP – Pecos, NM\*
9. Petroglyph NM – Albuquerque, NM\*
10. El Malpais NM – Grants, NM\*
11. Petrified Forest NP – Holbrook, AZ\*
12. Walnut Canyon NM – Flagstaff, AZ\*
13. Sunset Crater Volcano NM – Flagstaff, AZ
14. Wupatki NM – Flagstaff, AZ
15. Mojave NP – Barstow, CA\*
16. Santa Monica Mountains NRA – Calabasas, CA

\*Sites directly on Route 66. There are more than 35 national parks within a 100-mile radius of Route 66! Find these parks and more at: [nps.gov/rt66](http://nps.gov/rt66)



### FIND YOUR PARK

National Park Service  
Route 66 Corridor  
Preservation Program



## Route 66 Corridor Preservation Program

National Park Service  
Department of the Interior



## Jr. Ranger Program

## Passport Stamp



# Route 66 Road Ahead Partnership

## Centennial Projects

Route 66 Centennial Kick-Off
Route 66 Centennial Caravan
Route 66 AAA Road Fest
Travels w/ Darley-Route 66 TV Series
Route 66: The Untold Story
Route 66 Light Capsules Project
Route 66: Mainstreet of American Film Project
Route 66 Orchestral Suite
Route 66 Historic Preservation Toolkit
Route 66 Preservation and Economic Development Grant Program
Route 66 Centennial Certification Program
Route 66 Black Experiences Grant Program
Route 66 Extraordinary Women Grant Program
Designation of Route 66 as Historic Civil Engineering Landmark
Designation of Route 66 as National Historic Trail
NTHP Route 66 Share Your Story Project
Route 66 National Research Center
Route 66 Centennial Certification Program
I Am Route 66 Project
Route 66 Pathways Project
Route 66 Public Facing Communication Plan



**Contact information:**

**Kaisa Barthuli, Program Manager**

**Website:**

**<https://go.nps.gov/rt66>**

**Email:**

**[kaisa\\_barthuli@nps.gov](mailto:kaisa_barthuli@nps.gov)**

**Phone:**

**505-988-6701**



# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting  
Santa Fe, New Mexico  
September 17, 2024



# Stakeholder Meeting – Workshop Format

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## 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.

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## 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

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

# Consumer Experiences

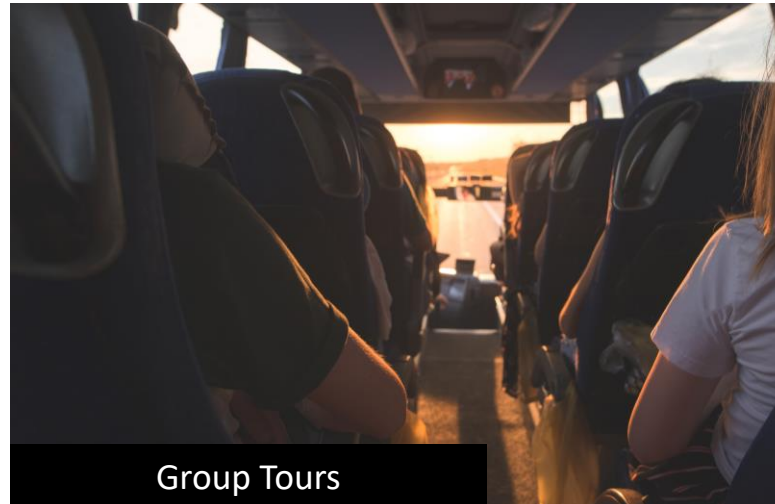
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Food Tours



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

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National Marketing



Travel Trade



Documentary

## More Ideas:

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

# Special Events

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Music Festivals



Food Festivals



Car Shows

## More Ideas:

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

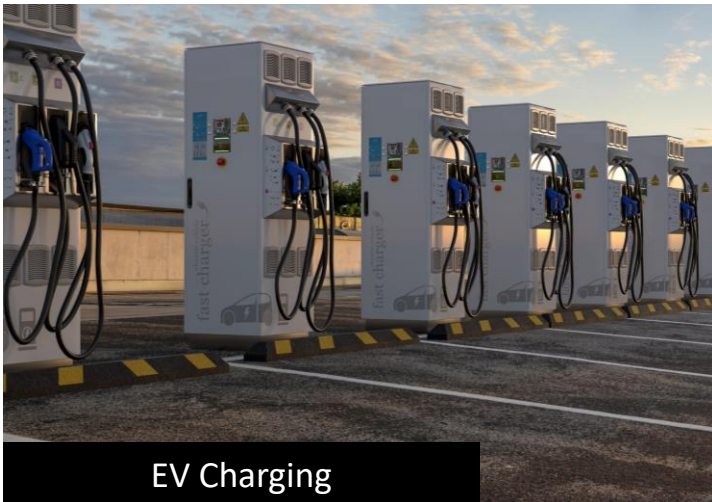


# Infrastructure

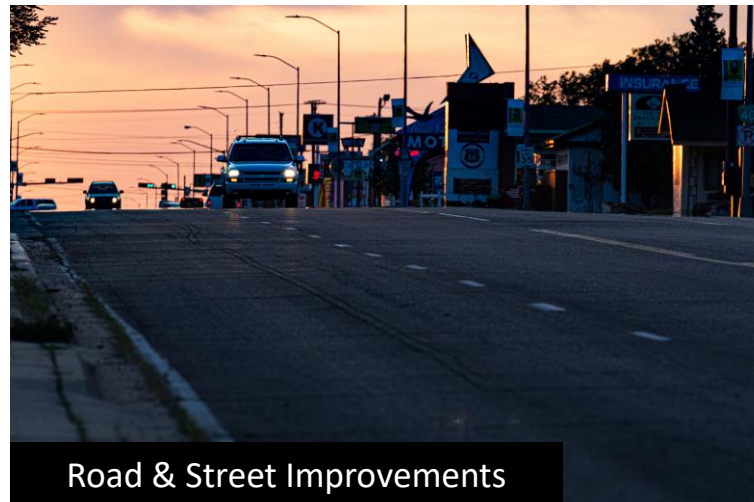
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Parking



EV Charging



Road & Street Improvements

## More Ideas:

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



# Stakeholder Meeting – Workshop Format

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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

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Project Idea Discussion Worksheet  
Designed to help guide questions

Can also submit a project idea online  
[bit.ly/Rt66Projects](https://bit.ly/Rt66Projects)



# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting  
Santa Fe, New Mexico  
September 17, 2024





# AGENDA



## **Part 2 – Coordinating Group Business**

*12:00 p.m. – 1:00 p.m.*

9. Approval of the Tucumcari Minutes
10. Approval of Albuquerque Minutes
11. Coordination Group Member Updates
12. Update from NM Tourism Department
13. Update from Coordination Group Meeting Facilitator
14. Approval of Grants/Gallup Stakeholder Meeting
15. Adjourn

# NM Route 66 Centennial Coordination Group

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## Approval of Tucumcari Minutes\*

## Approval of Albuquerque Minutes\*



**NM Route 66 Centennial Coordination Group**



# Coordination Group Member Updates



# Route 66 Centennial

Update from the New Mexico Tourism Department

September 17, 2024



NEW MEXICO, USA

**ROUTE 66 CENTENNIAL**  
1926-2026

LAND OF ENCHANTMENT

# Grant Program Goals

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- 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

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- **\$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

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## 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 has been undertaken to:
  - ❖ Outline the alignment of Historic Route 66 in coordination with the New Mexico Department of Cultural Affairs and the National Park Service
  - ❖ Continue to create connections with the National Route 66 Commission
- Planning for the Centennial programming is being undertaken and community input has been captured at three **stakeholder meetings** in:
  - ❖ **Tucumcari**
  - ❖ **Santa Rosa**
  - ❖ **Albuquerque**



# Progress Update

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- Grant application process launched and closed in July 2024
- Route 66 communities, municipalities, and non-profits applied statewide:
  - ❖ Marketing and Promotions – 16 applications
  - ❖ Infrastructure and Destination Enhancements – 20 applications
  - ❖ Special Events – 15 applications
- Grant awards will be processed by mid-October 2024
- Current round of projects will be completed between 2024-2025



# Update from Route 66 Coordination Group Facilitator

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## Official Project / Activity Submission Form

Entities will now have an official “Project / Activity Submission” portal to submit Route 66 Centennial Activities, projects, events, or program for consideration by the New Mexico Route 66 Centennial Coordination Group. Submissions will be accepted on a rolling basis and reviewed. If endorsed by the New Mexico Route 66 Centennial Coordination Group, the project/activity will be submitted to the U.S. Route 66 Centennial Commission as an official Route 66 activity/project.



# Approval of Grants / Gallup Stakeholder Meeting Date\*

# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting  
Santa Fe, New Mexico  
September 17, 2024

