

**New Mexico
Route 66 Centennial
Coordination Group**

Stakeholder Meeting
Grants, New Mexico
November 19, 2024



AGENDA

Stakeholder Meeting - 9:00 a.m. – 11:30 a.m.

1. Roll Call
2. Welcome & Introductions
3. Approval of Agenda*
4. Lancing Adams, NM Tourism Dept.
5. Nate Huff, Tourism Exchange USA
6. Matt Robinson, Gallup-McKinley County Route 66 Committee
7. Rose Eason, GallupARTS
8. Les Gaines, Grants-Cibola County Chamber of Commerce
9. Thomas Elliot Fite, FocalShift Media
10. Daniel Gutierrez, Mainstreet
11. Working Group Instructions
12. Stakeholder Roundtables & Working Groups

AGENDA



Coordinating Group Meeting- *11:30 p.m. – 12:00 p.m.*

13. Approval of Sanat Fe Meeting Minutes
14. Coordination Group Member Updates
15. Update from Coordination Group Meeting Facilitator
16. Looking Forward: Coordination Group Workplan
17. Adjourn

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Route 66 Centennial
Coordination Group**

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Route 66 Centennial

Update from the New Mexico Tourism Department

November 19, 2024

NEW MEXICO, USA

ROUTE 66 CENTENNIAL
1926-2026

LAND OF ENCHANTMENT

Budget

- **\$2.5 million** was appropriated by the 2024 Legislative Session to be expended in FY25
 - National/International Advertising/Interactive Map
 - New Mexico Magazine Feature
 - Rt. 66 Centennial Grant Program

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



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:** Campaigns that boost Rt. 66's visibility in NM.
 - ❖ **Infrastructure and Destination Enhancements:** Improve and preserve Route 66 landmarks, wayfinding, and other infrastructure to enhance the traveler experience.
 - ❖ **Special Events:** Sponsorships for events along Rt. 66 that celebrate the Mother Road, fostering community engagement and attracting tourism along the corridor.
- Ensure New Mexico Route 66 projects dovetail effectively with the National Route 66 Centennial initiatives





Progress Update

NEW MEXICO, USA

ROUTE 66 CENTENNIAL

1926-2026

LAND OF ENCHANTMENT

Rt. 66 Planning

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



Rt. 66 Research

NMTD commissioned a study on domestic and international interest in the Centennial. We found:

- ❖ About **13%** of all potential visitors are aware of the Centennial. When they were made aware, **57%** said that information made them more likely to travel
- ❖ **Domestic** visitors are most motivated to travel Rt. 66 by: **history/culture, iconic places, and nostalgia.** **International** visitors are most motivated by: **scenic places, iconic places, a sense of freedom, and nature.**
- ❖ More than half of potential visitors said they would drive the entirety of Rt. 66
- ❖ Of those that would only drive a segment, the Southwest ranks highest among likely regions

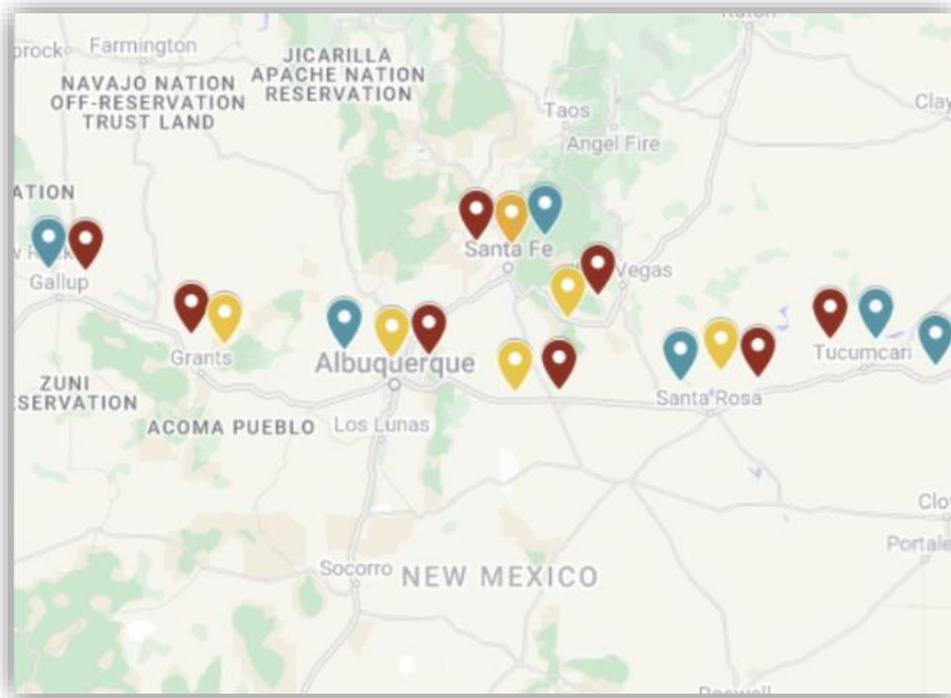


Progress Update

- Grant application process launched and closed in July 2024, selections made, and agreements underway
- Statewide allocations include:
 - ❖ **Marketing and Promotions:** \$400,000
 - ❖ **Infrastructure and Destination Enhancements:** \$1.04 million
 - ❖ **Special Events:** \$70,000
- Current round of projects will be completed by June 15, 2025



Grant Funding Statewide



Historic Route 66 Communities were awarded funding:

-  **Marketing and Promotions: \$400,000**
-  **Infrastructure and Destination Enhancements: \$1.04MM**
-  **Special Events: \$70,000**



Grant Recipients Marketing

Marketing and Promotions	
Albuquerque	Visit Albuquerque
Barelas	Barelas Community Coalition Inc. (Abq)
Historic Old Town	Historic Old Town Association (Abq)
Santa Fe	TOURISM Santa Fe
Moriarty	City of Moriarty
Tucumcari	Tucumcari/Quay County Chamber of Commerce
Grants	City of Grants
Gallup	City of Gallup
Pecos	Village of Pecos
Santa Rosa	City of Santa Rosa

\$400,000 in funds was dedicated to collectively support NM Rt. 66 Communities through a **strategic digital marketing campaign, creative production, promo items** (up to \$2K), and **web enhancement** (up to \$5K).



Grant Recipients Infrastructure

Infrastructure		
Art installation along Route 66	City of Albuquerque	\$ 250,000
Wayfinding system; public art	City of Gallup	\$ 28,514
Comprehensive wayfinding system	Village of San Jon	\$ 55,769
Wayfinding enhancements	TOURISM Santa Fe	\$ 42,333
Beautification and enhancements to highway overpass	Guadalupe County (Santa Rosa)	\$122,885
Wayfinding enhancements	Tucumcari MainStreet	\$121,000
Enhanced gateway signage	Historic Old Town Association (Abq)	\$172,500
Refurbishment of State Fair Tower	New Mexico State Fair Commission	\$250,000



Grant Recipients Special Events

Special Events		
Route 66 Summerfest	City of Albuquerque	\$ 10,000
Gathering of Nations	Gathering of Nations (Abq)	\$ 20,000
Spokes on 66 Car Show	Grants MainStreet	\$ 4,000
Pinto Bean Route 66 Centennial Fiesta	City of Moriarty	\$ 4,000
Noon Year's Eve	Santa Fe Children's Museum	\$ 5,000
The Bridges of Celebration on Santa Rosa Route 66	Guadalupe Community Development Corp	\$ 6,500
Route 66 Rodeo	Village of Pecos	\$ 5,000
Railyard Route 66 Festival	Santa Fe Railyard Community Corporation	\$ 7,500
Mothership on the Mother Road	Downtown Abq MainStreet Initiative	\$ 4,000
First Sunday Route 66 Market	TOURISM Santa Fe/Tumbleroot Brewing	\$ 4,000



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New Mexico Tourism Dept., Tourism Exchange USA & Route 66 Centennial

What I'll Cover Today

- **What Are We Talking About and Why**
 - Consumer trends and marketplace realities
 - What is Tourism Exchange USA & How Does it Work
- **How Brand USA and NMTD Are Working Together**
 - Product development
 - Local and global promotion
- **How You Can Help (and Benefit)**
- **Discussion/Questions**



What I Hope Comes Out of Today

- ▶ An understanding of what Tourism Exchange USA is and how it can create economic impact for New Mexico businesses and destinations
- ▶ Clarity on how Brand USA and New Mexico Tourism are looking to leverage the Exchange to increase domestic and global visitation during and well beyond the centennial
- ▶ Thought starters on how to fully integrate TXUSA into New Mexico's Route 66 product development and marketing strategy
- ▶ Enthusiasm and excitement that you can carry back to your respective communities (and some quality talking points)

Trends Driving Marketplace Change

An Appetite for Adventure and Authenticity

89% of respondents agree that they want to travel to destinations they've never visited before

86% of Gen-Z and Millennial respondents and 83% of all surveyed respondents want to shop at small businesses when they travel to a new location.



Cities on United States Trip



Majority of international travelers plan for multi-city experiences in their U.S. trip

Q: How many U.S. cities do you plan to visit on a future overnight leisure trip?
Base: Respondents interested in visiting the U.S., N=23,400
Source: Brand USA Market Intelligence Survey, September 2023



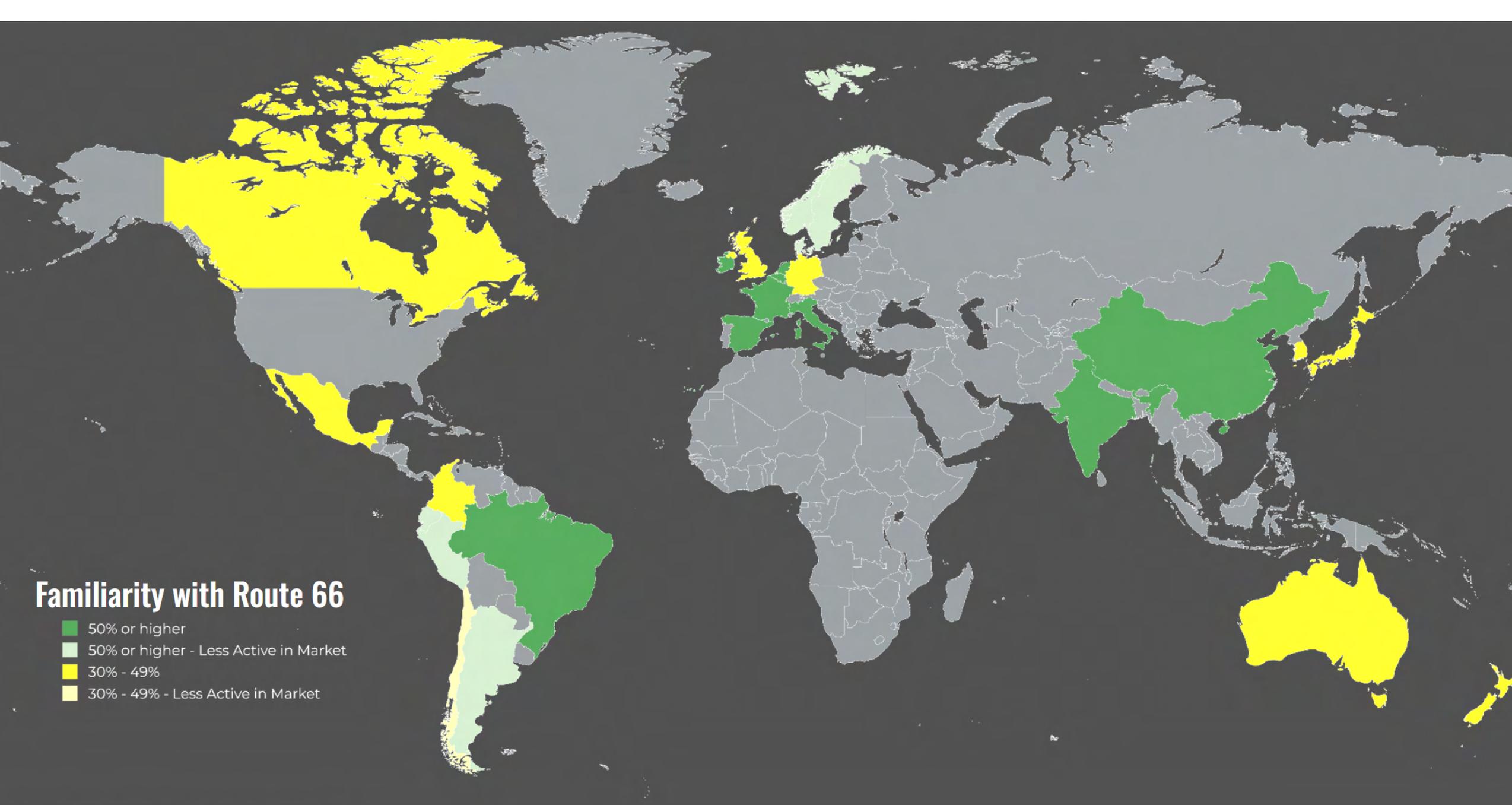
Small Towns are Trending

VALUABLE U.S. EXPERIENCE



Small Towns & Rural Areas, National Parks, Nature and Scenic Drives top the list

Source: Destination Analysts, Feb. 2022



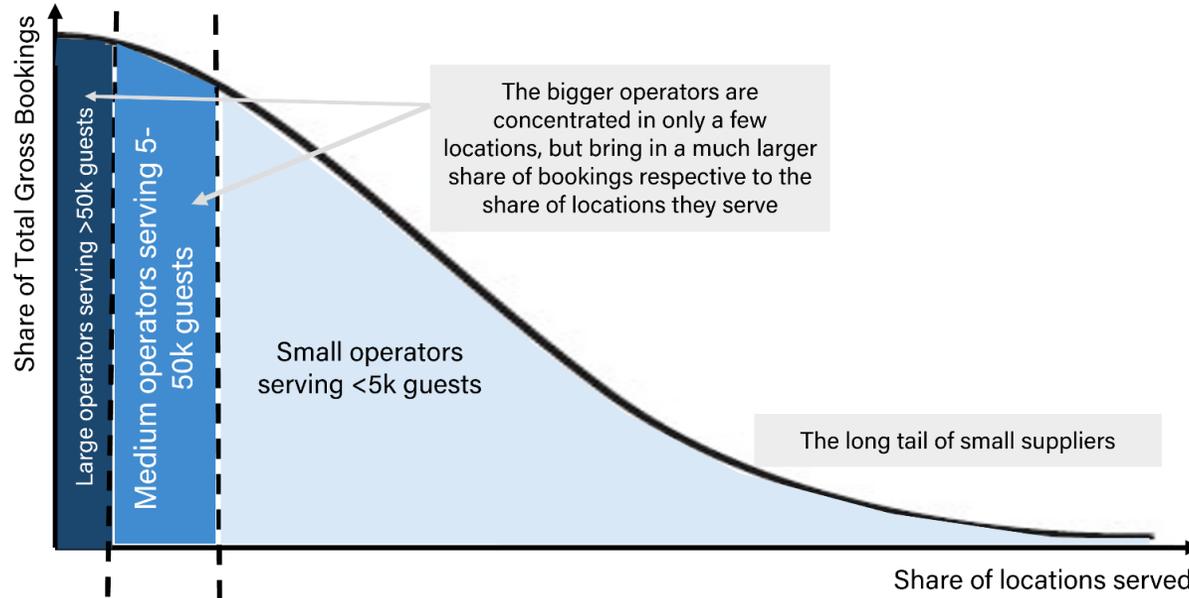
Familiarity with Route 66

- 50% or higher
- 50% or higher - Less Active in Market
- 30% - 49%
- 30% - 49% - Less Active in Market

Travel Buying Trends: Online Revenue

- Almost **2/3 of the revenue** in the global travel and tourism market came from online sales channels pre-pandemic.
- In 2025, booking through online sales channels is predicted to account for **79% of the revenue** in the travel and tourism market worldwide.

The Challenge & Opportunity



Source: Adapted from data from Arival, Skift Research & estimates

“There is still much work to be done in order for travel brands to fully deliver on the emotionally meaningful experiences craved by consumers – a desire that often clashes with the commercial objectives of major travel companies.”

Skift – The Last Outpost of Travel 2023

50%

Only about 50% of tours and activities around the world are available online.

TXUSA Bridges the Gap Between Travel Distribution and Consumer Interest



- Travel Trade **contracting and product development is often focused on gateways** rather than smaller markets of interest to increasing travelers
- The Exchange is an additive solution with a **goal to increase travel product availability** across the USA
- The Exchange will **increase access to suppliers** in secondary markets and rural areas in partnership with state tourism offices and local DMOs

What is Tourism Exchange USA

WHAT IS TOURISM EXCHANGE?



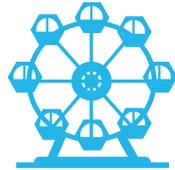
- ▶ The Exchange is an **open digital marketplace** that connects live inventory and rates between suppliers and distributors around the world.
- ▶ The Exchange **helps source new product** for globally recognized booking sites, including Booking.com, Expedia, TripAdvisor and Google.
- ▶ The Exchange provides **support and resources for businesses** who want to convert from offline to online or expand product distribution.

TXA
Tourism Exchange
Australia
LAUNCHED
2008

TXGB
Tourism Exchange
Great Britain
LAUNCHED
2019

TXJ
Tourism Exchange
Japan
LAUNCHED
DEC 2020

Tourism Suppliers



Activity Providers

Walking Tours
Food Tours
Brewery/Distillery Tours
Museums
Aquariums
Events
Art Classes
Outdoor Adventures

Accommodation Providers

Inns
Bed & Breakfasts
Hotels
Cabins

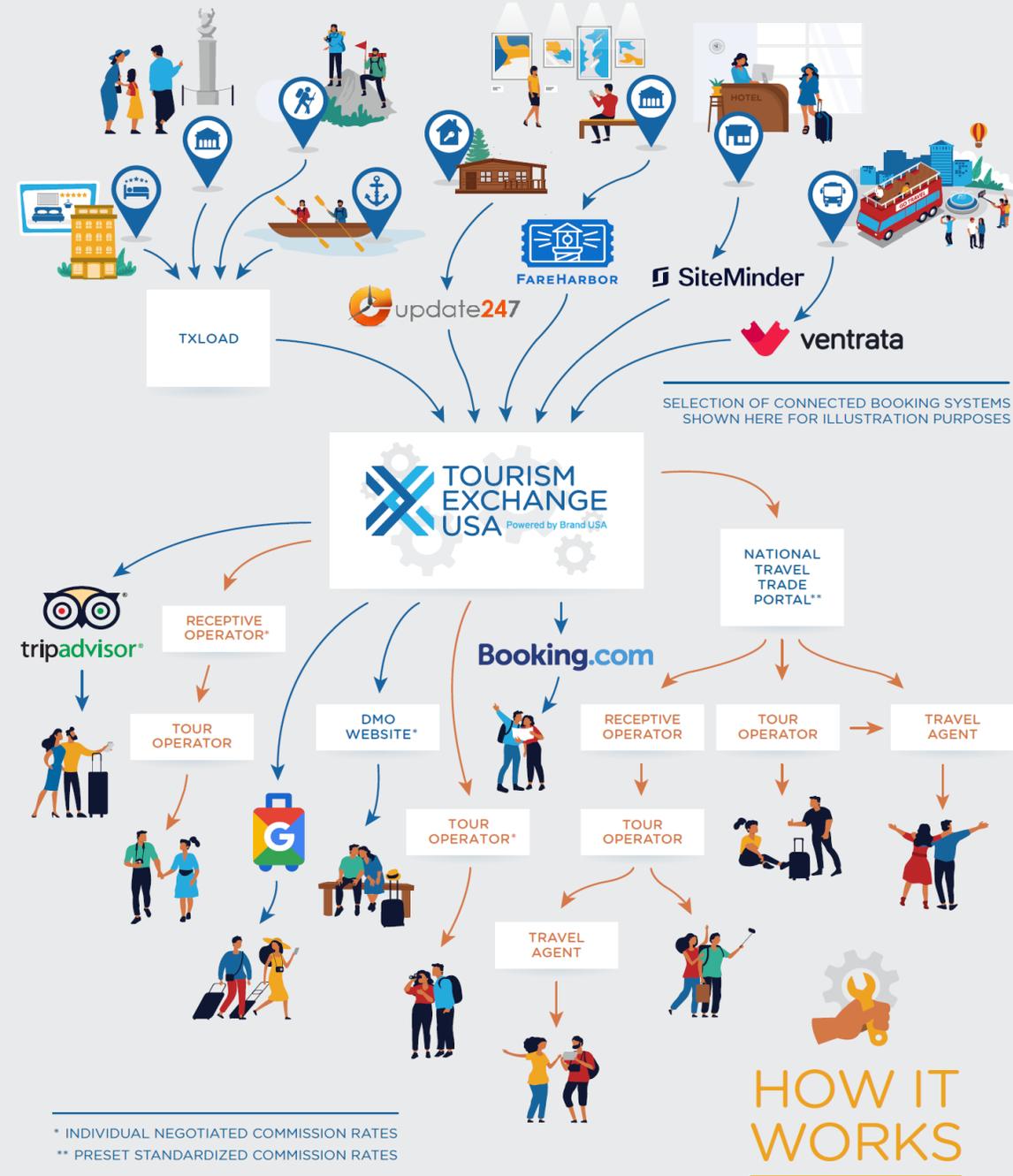
and more...



TOURISM
EXCHANGE
USA *Powered by Brand USA*

How it Works

- ▶ Supplier connects live products and rates to the Exchange
- ▶ Supplier chooses distribution they want, distributors accept supplier
 - ▶ Each distributor has different terms/costs
 - ▶ B2B and B2C options domestic and global
- ▶ TXUSA helps suppliers do whatever initial set-up required by each distributor
- ▶ When a supplier gets a booking, they pay the agreed upon commission + 3.5% platform fee



How it Works

1 Registration



Get Connected Form

Get Connected Wizard

2 Connect Your Inventory

Through your
**BOOKING
SYSTEM**

OR

 **TOURISM
EXCHANGE
USA**
TXLoad

3 Explore Distribution



National Travel
Trade Portal

How it Works

Connect Your
Inventory

TXLoad

Those who do not have a booking system, or who use a system that isn't currently connected, can add product and inventory via the TXLoad.

The screenshot shows the 'My Business' dashboard for 'Demo_AAAMazing Tours'. The top navigation bar includes 'My Diary', 'My Business', 'My Channels', 'My Profile', 'My Terminal', and 'Help'. The main content area has tabs for 'PRODUCTS', 'BUSINESS DETAILS', 'BOOKING TEXT', 'FEES & TAXES', and 'REPORTS'. Below the tabs, there is a date selector for 'July 11, 2023' and a '+ ADD PRODUCT' button. A calendar for 'July 2023' is displayed, with columns for days of the week (Tue 11, Wed 12, Thu 13, Fri 14, Sat 15, Sun 16, Mon 17). The product list includes 'A - Guided Rock Climbing Adventure' and 'B - Rock Climbing with Belay Instructor'. At the bottom, there are buttons for 'EDIT' and 'PICKUP LOCATIONS'.

The 'Rate Loader' dialog box is shown, allowing the user to configure a product. The 'Product' field is set to 'OBST - One Bedroom Suite'. The 'Period' section includes 'Start' and 'Finish' date pickers, both set to 'July 25, 2023'. The 'Day of Week' section has checkboxes for all days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat), all of which are checked. The 'Set Values' section includes checkboxes for 'Min nights', 'Rate', 'Restrictions', 'Closed Offline', 'Closed Online Mapped', 'Closed Online Other', 'Closed For Check In', and 'Closed For Check Out'. A 'Notes' section at the bottom provides instructions: 'Tick to select the criteria to be added/modified. For any unselected criteria, existing data will not be modified. Note that modifications to existing data will not affect existing bookings.' The dialog has 'CANCEL' and 'CONFIRM' buttons at the bottom.

Current Distribution Channels by Type

Accommodations	Tours/Activities	Destination Websites	Coming Soon
      	   	<p>State Local/Regional DMO & Association Websites</p> <p><i>This option is only available when a DMO or Association has elected to become a distributor.</i></p>	 

Each distribution channel has its own set of terms + conditions and commission rate unique to their channel in addition to the TXUSA 3.5% platform fee. Full details are found in the Distribution section of the Supplier Dashboard.

How it Works

Explore Distribution



Start a Booking

Accommodations **Activities** Any Location Search by date Search by keyword Search

Activities

Your basket (0 items)

Three activity cards are displayed, each with an "Instant Confirmation" badge:

- Louisville, Kentucky**
Louisville Food Tours
From \$35.00
Walking food & history tours of Louisville, Kentucky
- Sheffield, Alabama**
Muscle Shoals Sound Studios Tour
From \$20.00
- Nashville, Tennessee**
Nashville Adventures
From \$28.99

English

- ▶ One-stop shop for agents and operators looking for bookable inventory and products
- ▶ Flat-rate commission (12%-15%)
- ▶ Simplified, direct connectivity and billing for suppliers and trade
- ▶ 25 operators from 10 countries already registered

What Success Looks Like

Muscle Shoals Sound Studio – Florence, AL

Muscle Shoals Sound Studios

4.9 ★★★★★ (764) · Recording studio in Sheffield, Alabama



2,933+ Photos

[Website](#) [Directions](#) [Save](#) [Share](#) [Call](#)

Overview **Reviews**

Muscle Shoals Sound Studio is an American recording studio in Sheffield, Alabama, formed in 1969 by four session musicians known as The Muscle Shoals Rhythm Section. They had left nearby FAME Studios in Muscle Shoals to create their own recording facility. [Wikipedia](#)

Address: 3614 N Jackson

Hours: Closed · Opens 11:00 AM

Phone: (256) 978-5151

Founders: David Hood, Jimi

Founded: 1969

Added to NRHP: June 2, 1973

Area served: Sheffield

[Suggest an edit](#) · [Own this business](#)



Muscle Shoals Sound Studio - Inside the Magic

Sheffield, Alabama

Muscle Shoals Sound Studios Tour

From \$20.00 per ticket

Check price & availability

MM/DD/YYYY  [Check Now](#)

Since connecting to the Exchange earlier this year, Muscle Shoals Recording Studio has generated bookings from Japan after adding distribution via Google Things to Do and the National Travel Trade Portal.

Brand USA & New Mexico Tourism Product Dev & Marketing Strategy

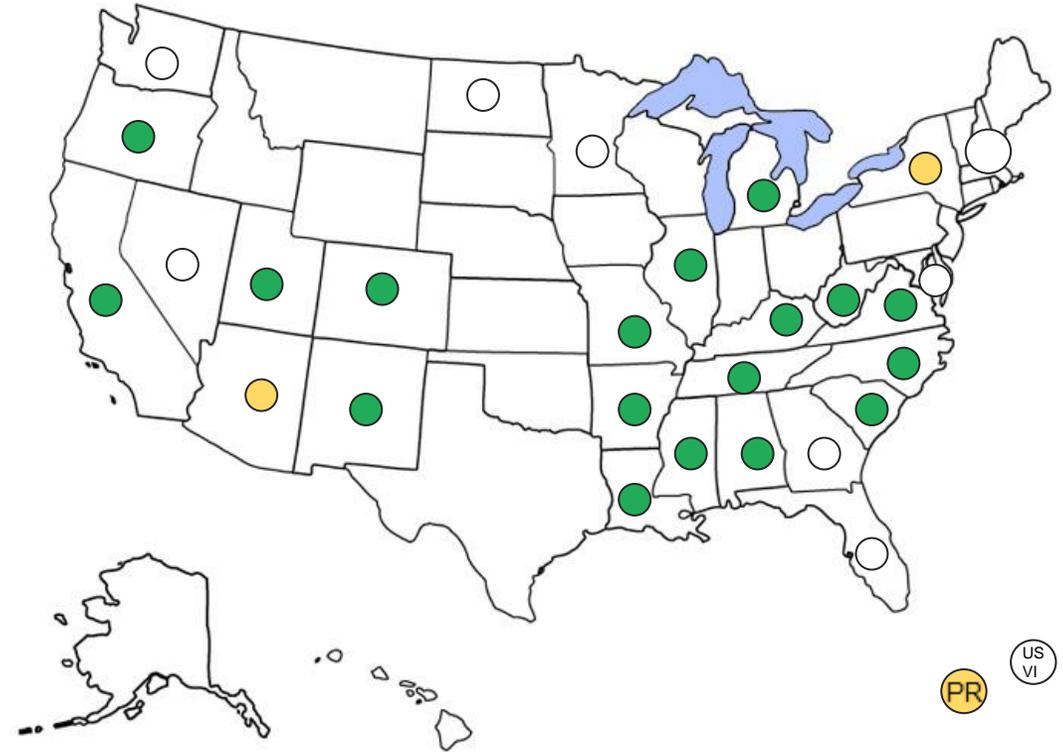
Brand USA & Tourism Exchange USA

By making a foundational investment in digital infrastructure, Brand USA will fundamentally change the trajectory of product development in the U.S., serving the organization's mission to create a long-term competitive advantage and a more diverse, equitable tourism economy.

Brand USA Partnership

Benefits to Industry

- Destination differentiation strategy globally
- A commitment to education & rural product development
- Reduced cost for States and local DMOs to accelerate industry onboarding
 - 18 states currently participating ●
 - 3 states pending ●
- **5 Route 66 states participating in TXUSA, including New Mexico**



Next Steps for the NMTD & Brand USA

➤ Educational Workshops

- Identifying initial Route 66 communities
- Collaborating on target business lists



➤ Direct Business Outreach by NMTD & TXUSA

- 1,400+ business list narrowed to 80 initial targets
- Outreach starting next week from TXUSA and NMTD
- Goal of onboarding 20 businesses or more by IPW (Chicago)



Abercrombie & Kent

➤ Marketing Strategy

- Integrating participating businesses into NewMexico.org
- Adding Route 66-specific media and web strategies to drive additional domestic audience
- Working with Brand USA to develop travel trade itineraries with bookable product
- Working with U.S. Travel & Brand USA for Route 66 activation at IPW
- Development of tour operator campaigns for 2025/2026

NewMexico.org: All businesses are bookable on State website

NEW MEXICO TRUE

Discover Wishlist USD 🇺🇸

Categories Accommodation Activity Epicurean Shopping

Destination
santa fe

Commencing View as List Map

+ More options

Search

Sort by:

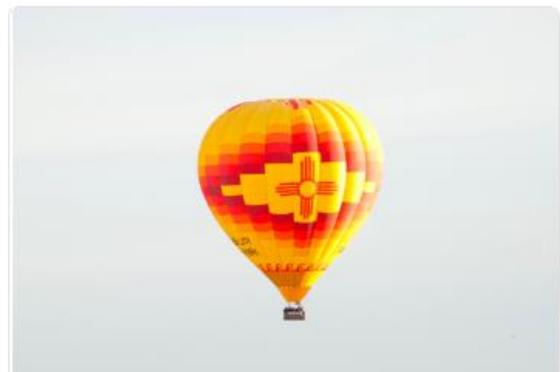


La Quinta Inn & Suites by Wyndham Santa Fe
●●●○○○ 👤
Santa Fe, [View on Map](#)
La Quinta Inn Santa Fe is located in Santa Fe, 5.6 mi from The Plaza and 1312 f from Santa Fe Place Mall. Guests can enjoy the outdoor pool. All rooms at La Qu Inn Santa Fe feature free WiFi, a flat-screen cable TV and a coffee machine. Ther 24-hour front desk at the property. Free parking is provided. Santa Fe University

View Availability



Villas De Santa Fe
●●●○○○ 👤
Santa Fe, [View on Map](#)
Within walking distance to many of Santa Fe's main attractions, this condominium-style property offers spacious accommodations, thoughtful amen and many of the comforts of home. The Villas de Santa Fe are surrounded by the city's rich cultural history. Guests can discover Native American art galler



Albuquerque Sunrise Balloon Ride

Fulfill your bucket list with a true one-of-a-kind experience. Our flight team launches spectacular sunrise flights every day of the year, lifting into the...

[View More](#)

From
USD 225.00
Per Person

Book

How You Can Help & Benefit

How Do DMOs Benefit

- Improve Destination Awareness & Interest
- Provide value to your partners and members in a tangible new way
- Grow your “curb appeal” on major travel platforms by showcasing more experiences
- Connect inspirational marketing to bookable product at activations and shows



**Tourism
Exchange USA:
Creating Value
for Local DMOs**

Want to Get Started?

- Provide NMTD and TXUSA a list of suggested businesses in your community that could benefit (we can help give you criteria and examples)
- Send an email introducing the Exchange and its benefits to your partner database (we can provide text and images)
- Organize and promote a TXUSA educational session (virtual) for your partners
- Share messaging from NMTD (email and social) with your partners
- Link to bookable hotels and experiences in your community on [NewMexico.org](https://www.newmexico.org)
- If you're a business owner, talk with TXUSA to find out how you can take advantage of new opportunities for exposure and marketing through NMTD and Brand USA

Knowledge Base & Resource Links

HOW DOES IT ALL WORK?

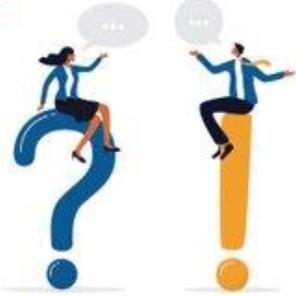


Watch on  YouTube

This three-minute explainer video will tell you everything you need to know about the benefits of getting connected to TXUSA, whether you're a supplier, destination, distributor, or booking system.

THERE'S NO SUCH THING AS A SILLY QUESTION.

Got a question? We might have answered it below. Take a look at our frequently asked questions.



 The Platform • The Benefits • [Sign In](#) • [Get Connected](#)

NEWS & UPDATES

All of TXUSA's latest product updates, industry news, press releases, and case studies.



How Tourism USA, Powered by Brand USA, Is Leveling the Playing Field for Travel and Tourism
by Charbel Repp | Dec 21, 2023 | Industry News
Tourism Exchange USA, powered by Brand USA, was featured in a SKIIR article in December 2023. [read more](#)



Live From Travel Week: How Tourism Exchange USA Grows Sales
by Charbel Repp | Nov 18, 2023 | Industry News
[Link to the Tourism Exchange USA Blog Post: How We Grew Sales at Travel Week](#)

MAKING THE USA BOOKABLE.



Tourism Exchange USA
A B2B Travel Platform Helping to Make the USA Bookable
Technology, Information and Internet · 111 followers · 11-50 employees

 Andrea & 17 other connections follow this page

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Questions?

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Welcome To

GALLUP



Gallup/McKinley County
Route 66 Committee

Ch. Anderson

Route 66 Embodies Gallup

Freedom of
Travel

Connection

Trade

Culture



H-1892 EL NAVAJO, FRED HARVEY HOTEL, GALLUP, NEW MEXICO,

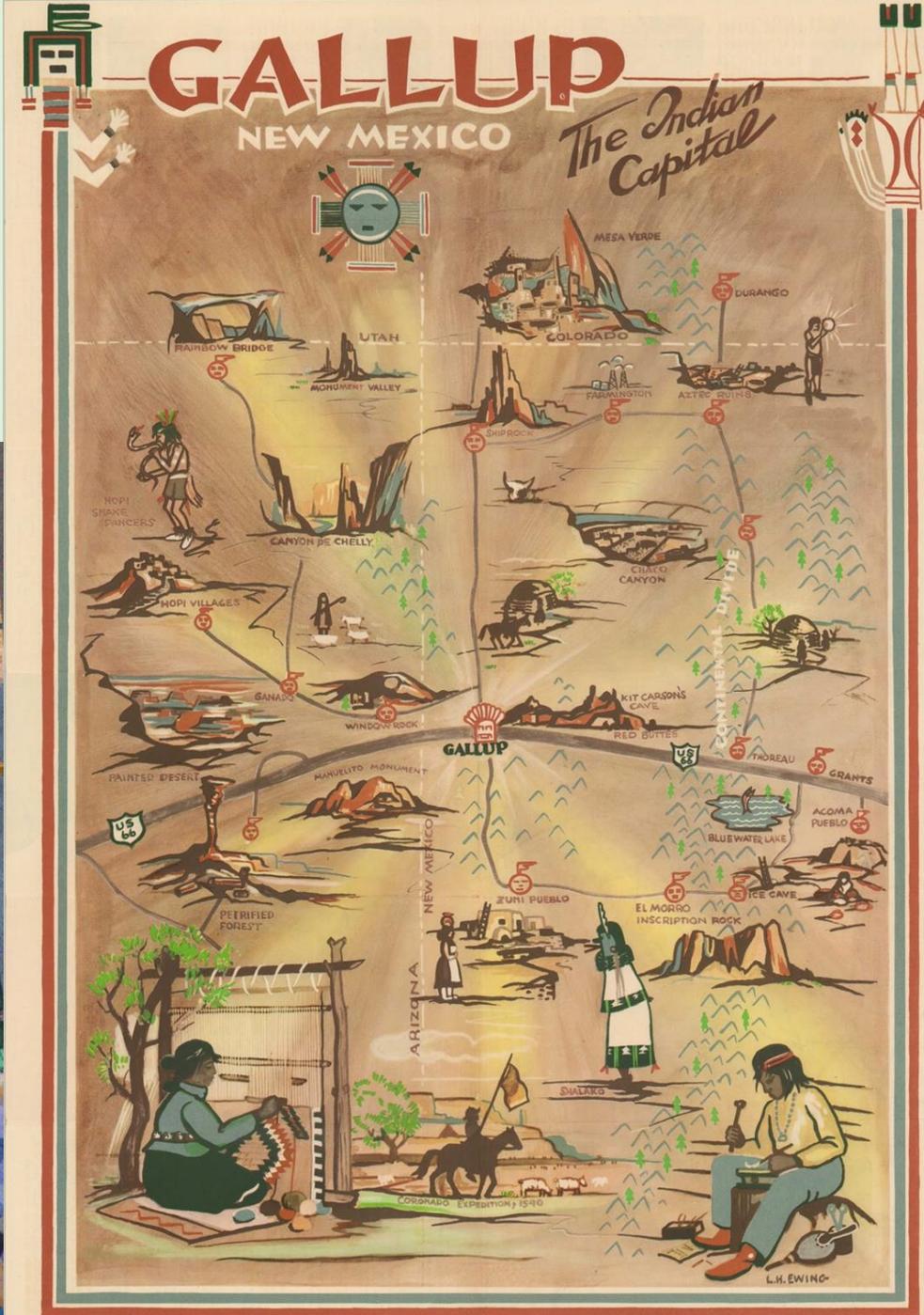
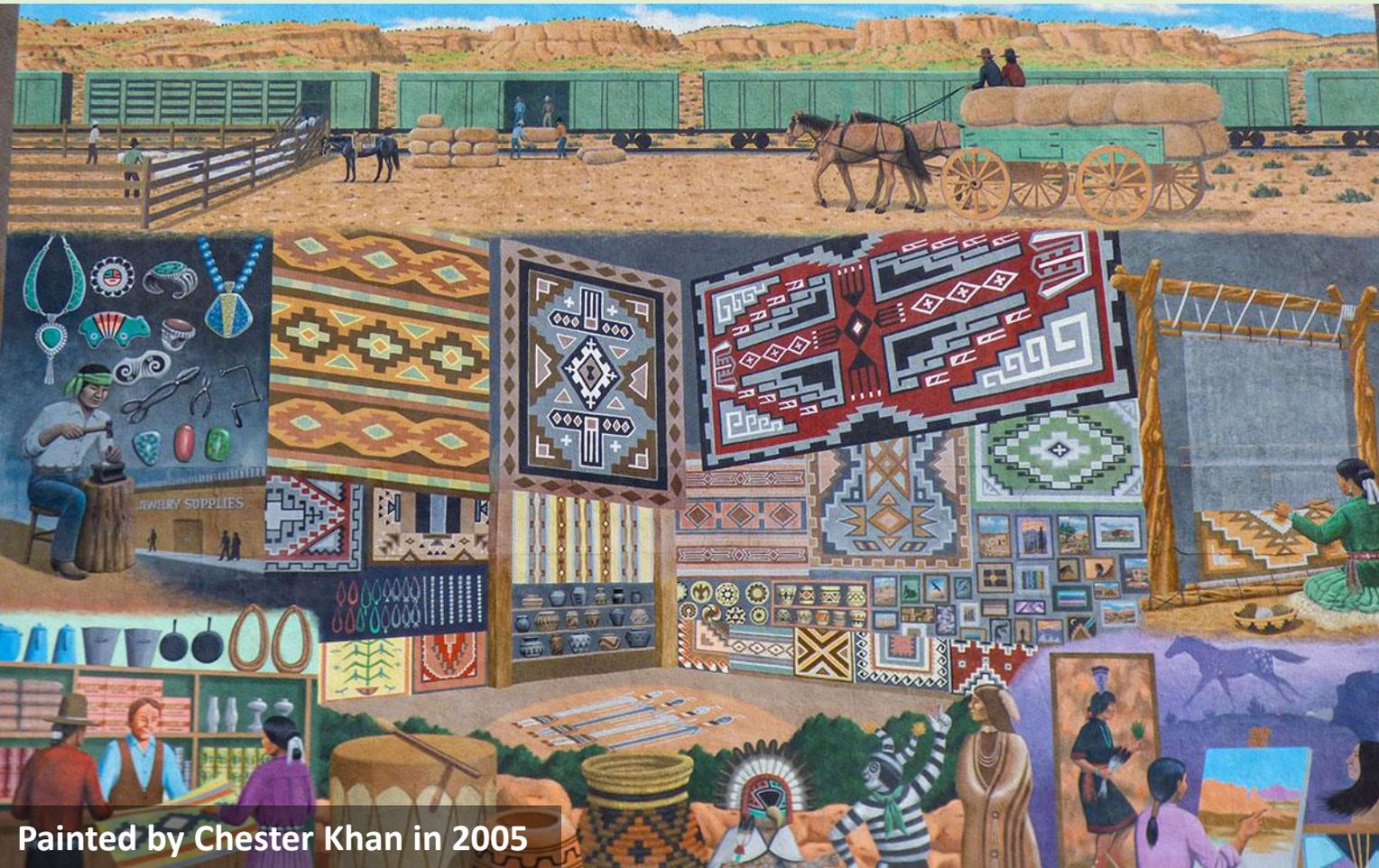
(AFTER PAINTING BY FRED GEARY)

Constructed in 1923, El Navajo/Fred Harvey Hotel predates Route 66. It was torn down in 1957 to create room for the widening of the Mother Road.

Source: Harvey County Historical Museum

Far before Gallup

Once known as Na'Nizhoozhi, or "The Bridge," among the Diné people, Gallup's history began well before the city was founded in 1881.



Tribal Lands

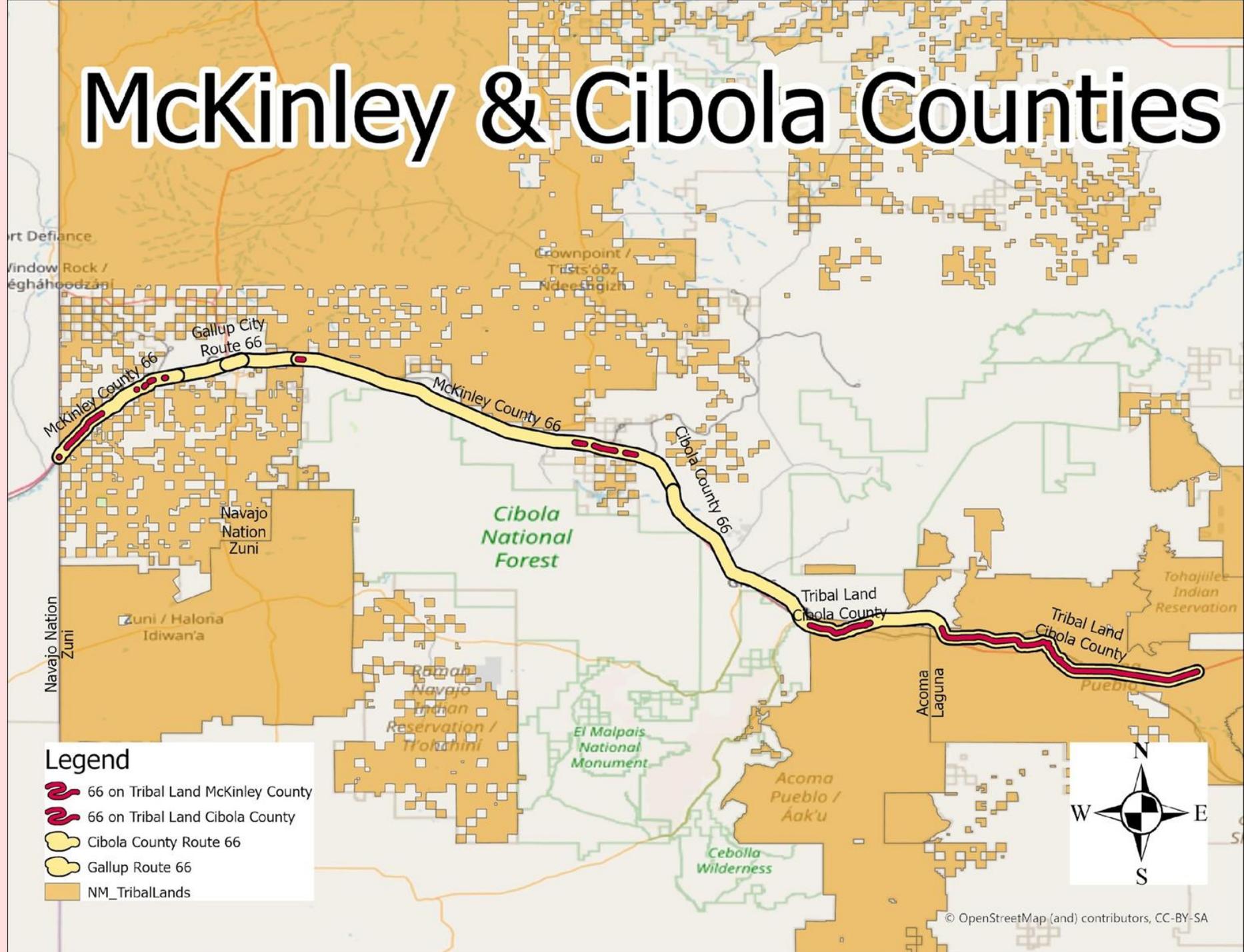
Population
Influx

Cultural
Experiences

Outdoor Recreation

46 miles through
Tribal Lands

McKinley & Cibola Counties



Looking Ahead

We're not reinventing the wheel

Authenticity speaks for itself

Responsibility as a gateway to New Mexico



Gallup Downtown Courthouse Square & the beautiful McKinley County Courthouse.

Projects

Beautification – a priority of Governor Grisham

Murals and Art Installation

Wayfinding Signage

Street Banners

Cultural Events

Summer Rodeos

Nightly Indian Dances

Route 66 Ride-Flight-Cruise

Inter-Tribal Indian Ceremonial

Red Rock Balloon Rally



Gallup has historically promoted the Indigenous Dance Program and Courthouse Square as a tourist destination and source of community pride since September 28, 1922. Native American dance and performance in the Route 66 community will provide a necessary cultural link between the Native Americans, visitors and the Mother Road.



Committee Partners

City of Gallup & Visit Gallup

McKinley County & Find Your Joy

Northwest New Mexico Council of Governments

Gallup-McKinley County Chamber of Commerce

Greater Gallup Economic Development Corporation

Gallup Inter-Tribal Indian Ceremonial

Gallup MainStreet Arts & Cultural District

Adventure Gallup & Beyond

Gallup Cultural Center

GallupARTS



Thank you!

Contact Info

Matt Robinson, City of Gallup

505-863-1227

mrobinson@gallupnm.gov

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NEW DEAL ART

GALLUP NEW DEAL ART



VIRTUAL MUSEUM



- Virtual Museum launches in March 2025.
- Offering public and private tours in collaboration with local entities.

ART123 GALLERY



- Opening shows of local art monthly, Rte. 66-themed shows planned for summer 2026.
- Hosting Art-o-Mat souvenir attraction.

DOWNTOWN PUBLIC ART



- Information hub for 2016 Trash Can Painting Project, 2019 shepherding mural, 2023 Tiny Art Project, 2024 Digital Public Art Project, and more.

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Grants MainStreet Project

Patrick Clingman President
Denise Hanson, Executive
Director



Mural Project



Within MainStreet District

- 3 Murals Completed
- 2 Murals In Progress

Murals Outside MainStreet District

- 10 Murals Completed
- 5 Murals In Progress



Spokes on 66 Car Show



Event Marketing & Preparation

- Press Releases
- Digital Marketing
- Radio Advertisements
- Newspaper Advertisements
- New Mexico Route 66 Magazine
- Spotify
- Event App
- Website Event Page
- Eventbrite
- Event Banners Along Route 66
- Awarded \$4k Centennial Event Grant





GRANTS-CIBOLA COUNTY
Chamber of Commerce

Grants Cibola Chamber
of Commerce and New
Mexico Mining Museum

Heather Porter, President
Les Gaines, Executive
Director

Priorities

1. Need for funding to support tourism planning and development efforts in Cibola County

1. Target - Government Results & Opportunity Program Funding - \$100K

2. Request Legislative Support for the continuation of NM Tourism Department Funding Programs

1. Cooperative Marketing

2. Tourism Event Growth & Sustainability Program

3. Destination Forward Grant Program

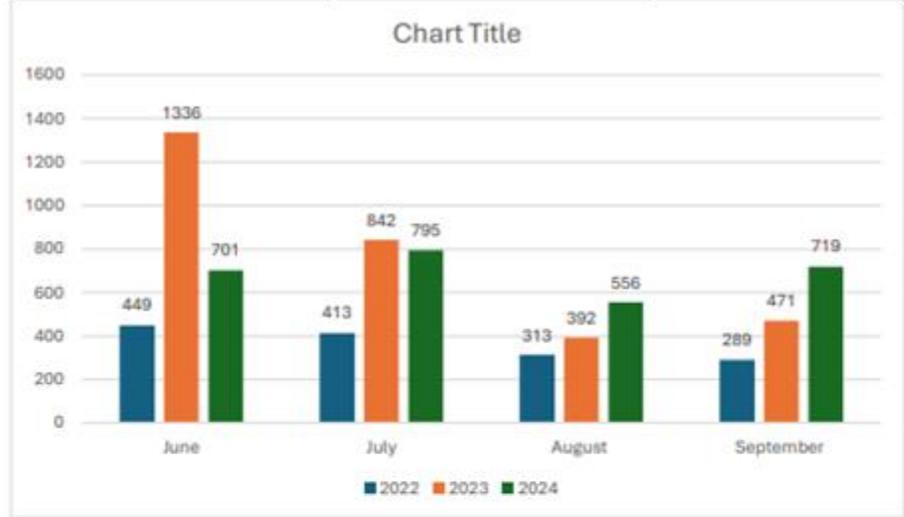
4. Route 66 Centennial Grant Program





September Visitor Report 2024

Total Paid Visitors	Total Signed-in Visitors	Total Foreign Visitors
257	462	133



Route 66 Passport	Billboard	Internet	Word of Mouth	Locals	Retired Miners and family
251	92	22	28	49	23

Categories	Amount
Donations	\$183.00
Retail	\$700.24
Tours	\$1,206.00

Countries	Number of Visitors
Australia	4
Canada	15
Finland	4
France	14
Germany	5
Israel	2
Italy	7
Netherlands	2
New Zealand	2
Norway	2
Poland	2
Portugal	16
Russia	2
Spain	15
Taiwan	12
United Kingdom	39

GRANTS-CIBOLA COUNTY
Chamber of Commerce



New Mexico Mining Museum

Seeking Funding from the
Department of Energy for a
Building Expansion

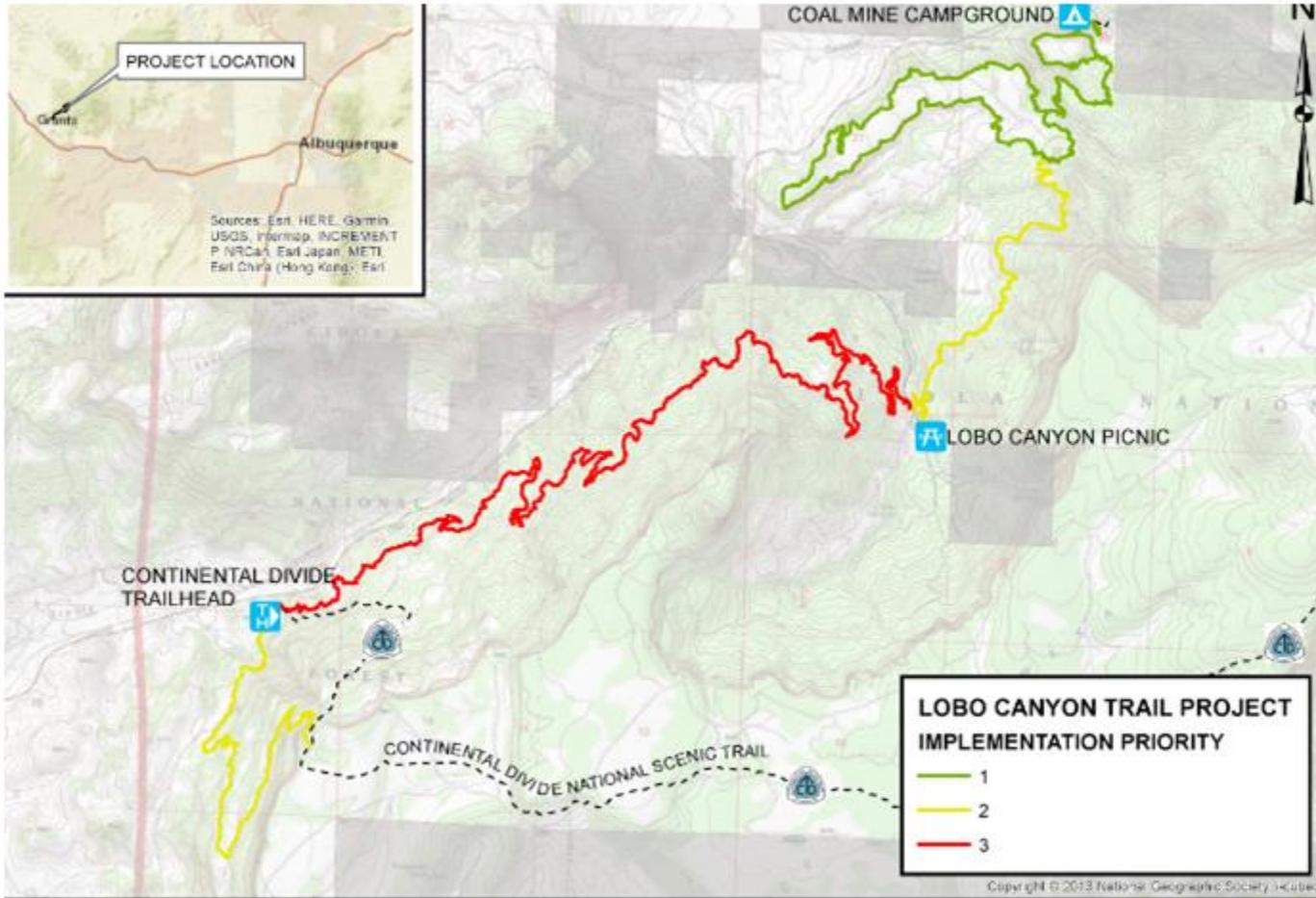




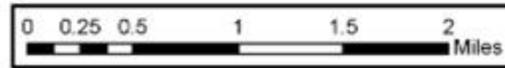
Cibola Trail Alliance

President, Chad Gaines
Presenter, Les Gaines

Lobo Canyon Trail System is a Shovel Ready Project that is in Construction:



LOBO CANYON TRAILS PROJECT
MOUNT TAYLOR RD, CIBOLA NATIONAL FOREST
OVERVIEW MAP NAD 83 1:40,000 - 01/11/2022



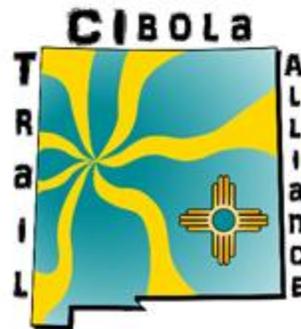
Cibola Trail Alliance

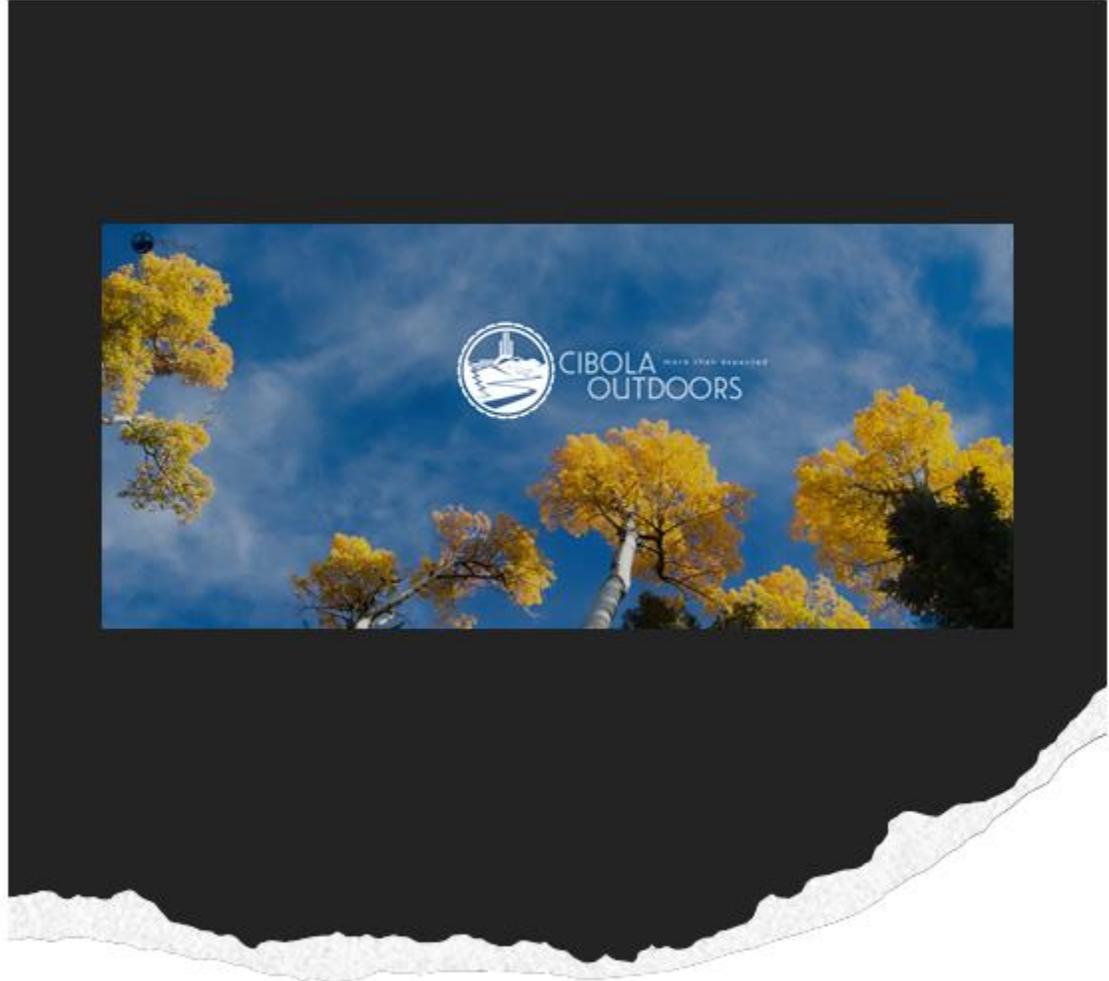
Oct 2020, USFS approved Lobo Canyon Trail System

Total of 19 miles approved

Five miles have been completed.

- Ancestral Lands Crew
 - Indigenous Youth
 - Dine, Zuni, Acoma, Isleta and California.
- Volunteer Trail Workers





Trails in Cibola and McKinley Counties are in high demand.

Hikers, bikers, and horseback riders were measured through a combination of infrared trail counters and statistical analyses from June 2023 to May 2024.



114,000 annual trail trips.

This is more than the combined population of Cibola and McKinley counties and amounts to more than 300 trips per day.



30% of trail users are visitors.

About 33,000 trail trips were made by visitors who came from at least 50 miles away. Most visitors come from Albuquerque.



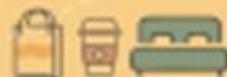
HEADWATERS
ECONOMICS

Outdoor recreation diversifies the local economy.

Visitors who use trails in the region spend money in local businesses, stay in hotels, and eat in restaurants.

Outdoor recreation diversifies the local economy.

Visitors who use trails in the region spend money in local businesses, stay in hotels, and eat in restaurants. This translates into local economic benefits as these businesses employ residents, pay taxes, and support other businesses. As trail use grows, so will the outdoor recreation economy.



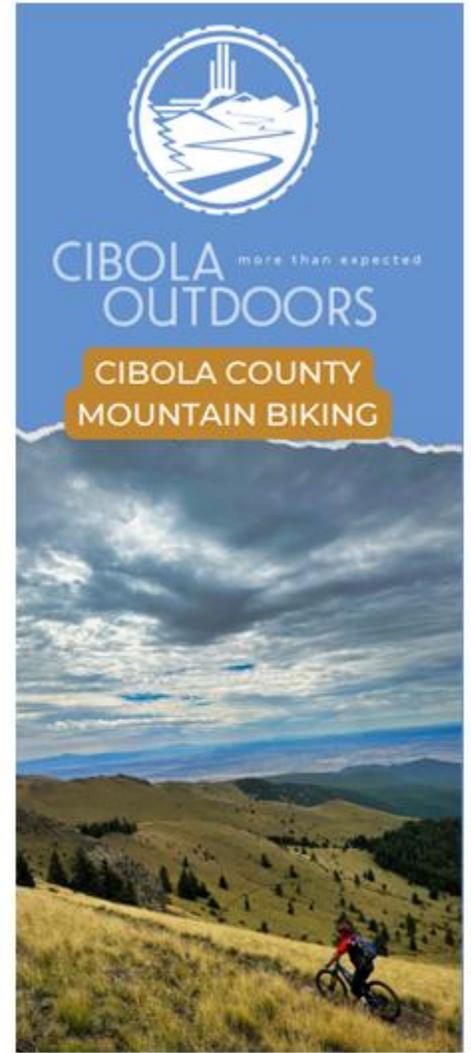
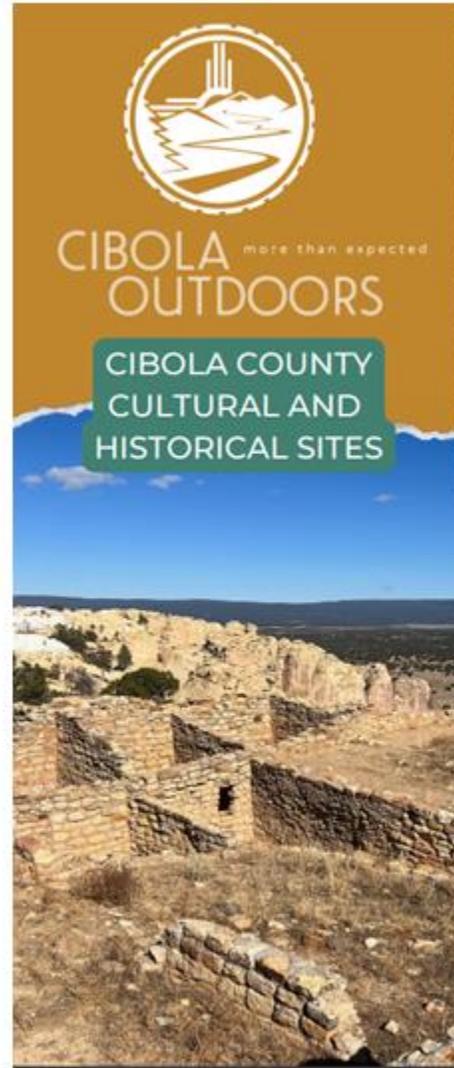
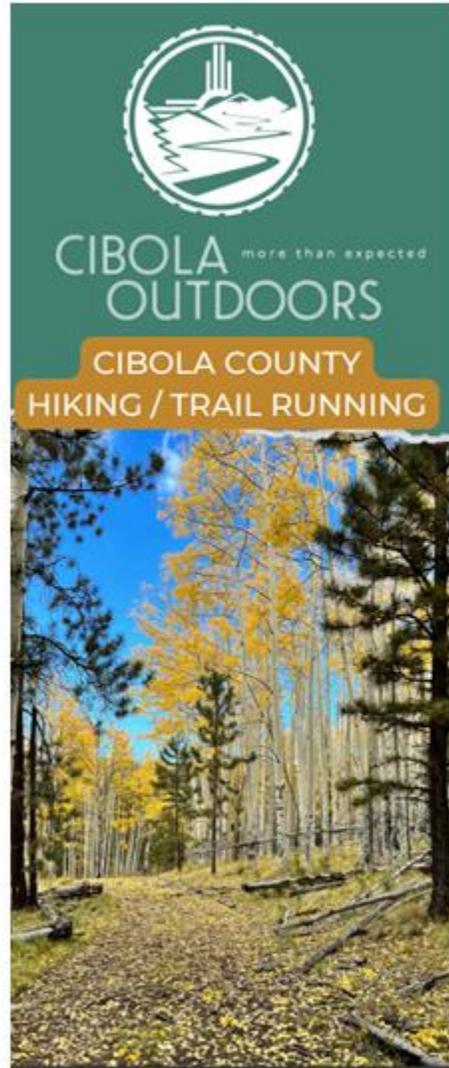
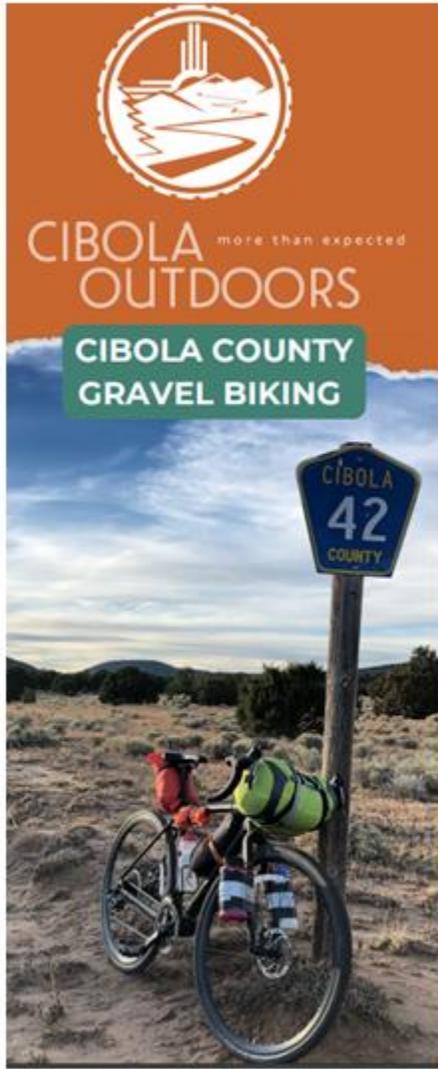
\$1.7 million
in visitor spending
at local businesses by people
who come for outdoor
recreation. This spending
represents new money
brought into the community.



\$249,000 in
labor income
generated by trail
users across diverse
businesses, including retail,
lodging, restaurants, and
professional services.



\$127,000 in state
and local tax revenue
generated due to
economic activity
created by trail users.



<https://www.cibolayoutdoors.com/>

Cibola Outdoors



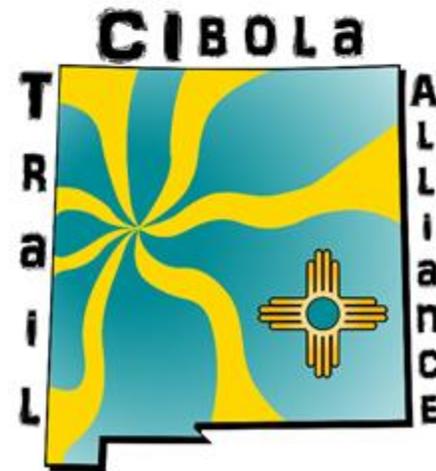


Forest Service

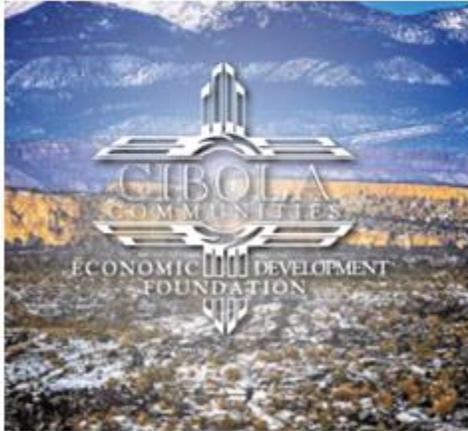
Caring For the Land and Serving People



CIBOLA more than expected
OUTDOORS



Cibola Outdoors



Cibola Outdoors was funded by NMED Leads Grant for two years and House Bill 2 Junior Appropriations Funding is in question at this moment.

**New Mexico
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NEW MEXICO LEADING THE ROUTE 66 CENTENNIAL



REVIVING THE MOTHER ROAD.

PRESENTATION BY FOCALSHIFT MEDIA

FS

FocalShift Media



FS

FocalShift Media is a dynamic technology company based in New Mexico, specializing in digital design, development, and strategic marketing. With a strong focus on innovation and customer satisfaction, we deliver end-to-end solutions that drive impactful results.

Our **Statewide Pricing Agreement with the State of New Mexico** ensures seamless collaboration with state agencies, underscoring our commitment to providing high-quality, cost-effective services.





OUR TEAM +

WE'VE WORKED WITH THE BEST

TECHNOLOGY + WORK



UNREAL
ENGINE

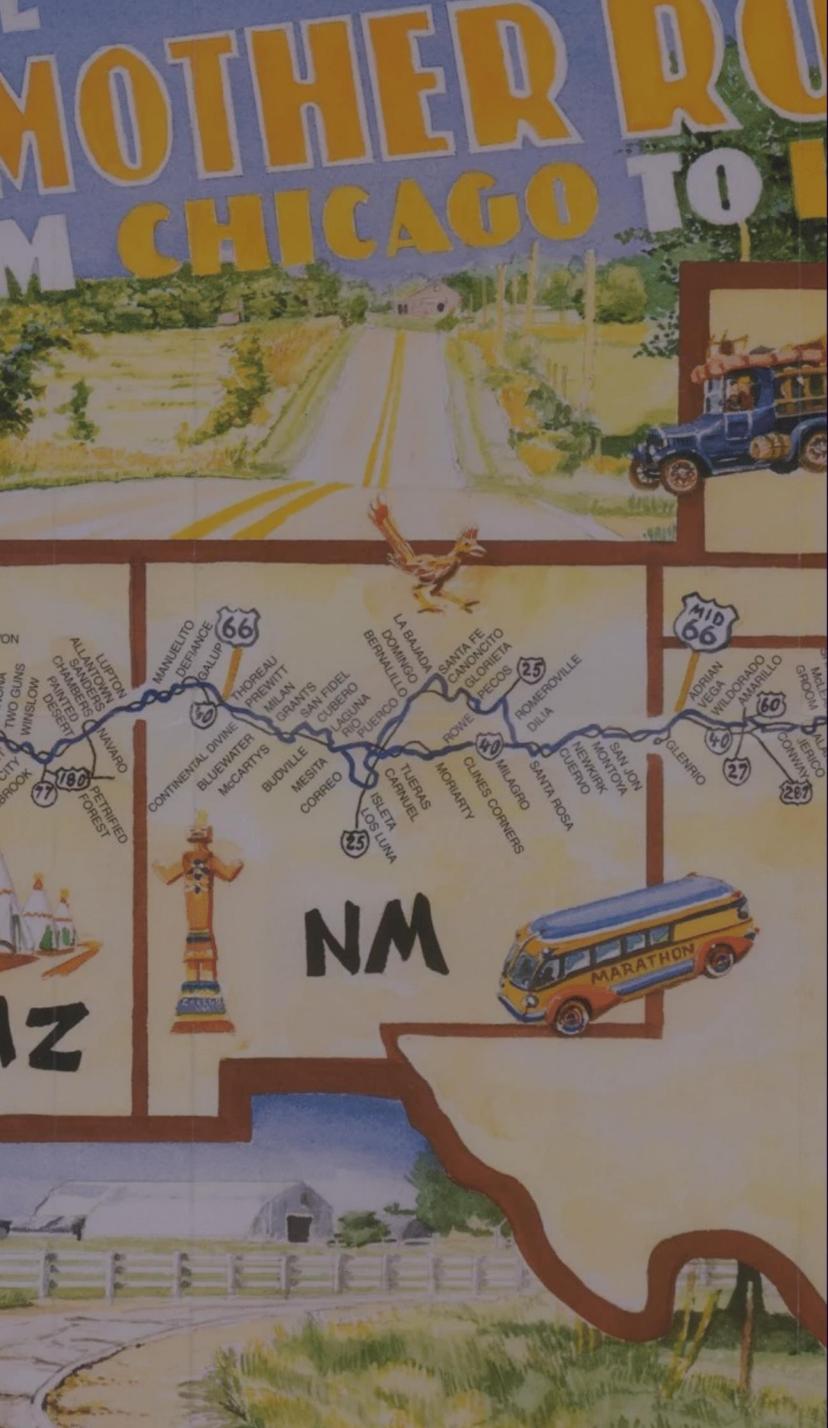


MLS
MAJOR LEAGUE SOCCER



CINEMA 4D





A Bold Vision for Route 66's 100th Anniversary



Route 66 is a testament to **American freedom, resilience, and adventure.**

As we celebrate a century of Route 66, New Mexico leads the way with a vision for an unforgettable, nationwide tribute.

One Story. Eight States. Endless Adventure.

A series of staggered events that invite travelers to journey along Route 66, experiencing the centennial from **state to state.**





PRESERVING THE **SPIRIT OF ROUTE 66**

FROM MAJOR HUBS TO HIDDEN GEMS

New Mexico embraces its role as the centennial's leader, transforming both iconic cities and lesser-known stops into must-visit destinations.

Through innovative use of technology, we're making each town's unique Route 66 story accessible and engaging for all.

ROUTE 66 CENTENNIAL APP

BRINGING THE MOTHER ROAD TO YOUR FINGERTIPS.

- Interactive Map
- Event Schedule
- **Augmented Reality (AR) Experiences**
- Digital Passport
- Custom AI Travel Guides
- Community Stories
- Real-Time Updates



The Power of Augmented Reality

Augmented reality (AR) technology overlays digital information onto the real world, enhancing the user's perception and interaction with their environment. By integrating virtual elements with physical surroundings, AR creates immersive experiences that can be both informative and engaging.

The benefits of AR are vast, impacting various industries such as tourism, education, marketing, and entertainment. AR technology enhances user engagement, provides interactive learning opportunities, and offers innovative ways to present information and tell stories.





Market Trends

The AR market is rapidly growing, projected to reach \$72.8 billion by 2024 due to increasing demand for interactive experiences. Key implementations include:

- **Tourism:** Enhancing historical site visits with AR tours.
- **Education:** Offering interactive learning tools.
- **Marketing:** Crafting innovative ad campaigns.
- **Entertainment:** Developing immersive gaming and events.
-

These examples demonstrate AR's potential to transform interactions with the world around us.



Signature Events and Experiences

Festivals, Parades, and Timeless Attractions. Interactive events that bring **Route 66's past, present, and future to life.**

✓ Car Shows

✓ Pop Up Artisan Markets

✓ Historical Reenactments

✓ Music and Cultural Performances

✓ Augmented Reality (AR) Experiences

✓ Interactive "Passport" for Road-Travelers

A Comprehensive **Marketing and Outreach Strategy**

Unified yet adaptable, our campaign will leverage **digital, traditional, and influencer marketing** to engage a diverse audience—

From motivated Route 66 travelers to targeted demographics, and local communities.





Global Reach and Campaign Execution

A high-impact campaign designed to drive international and national engagement, creating anticipation and sustained interest.

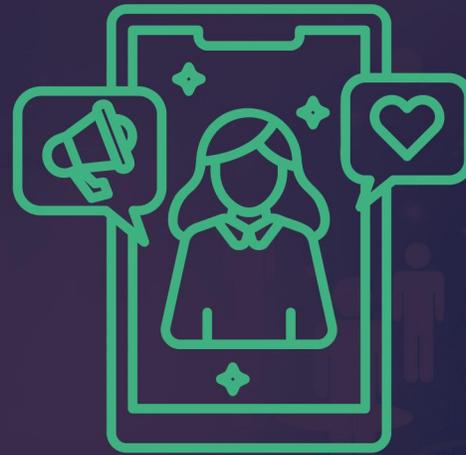


Engagement Tools

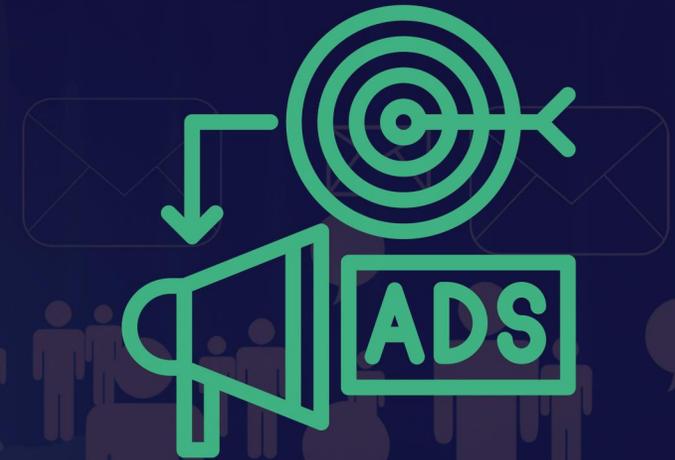
Connecting Local and Global Audiences



Route 66
Centennial App



Influencer + Social
Media Outreach



Targeted Digital +
Traditional Ads



Long-Term Legacy and Economic Impact

A commitment to enduring tourism, economic vitality, and education that extends Route 66's legacy for future generations.

Bridging Generations

Tourism Driving Strategy

**Self-Sustaining Route 66
Ecosystem**



Reviving the Mother Road.

Join Us in Honoring **Route 66**





**WE DON'T JUST NAVIGATE THE DIGITAL AGE.
WE DEFINE IT.**

WE LOOK FORWARD TO MEETING YOU.



GoFocalShift.com

**Scan to book time
on our calendar to
talk about next
steps.**



**New Mexico
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Grants, New Mexico
November 19, 2024



New Mexico MainStreet Route 66 Centennial Updates

Presented by:

Daniel Gutierrez,

Director, New Mexico MainStreet Director
State Coordinator, NM Arts & Cultural Districts

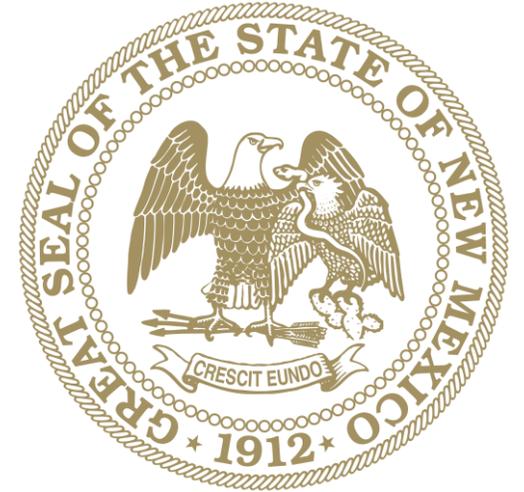
A Program of the New Mexico Economic Development Department

November 19, 2024



Mission

The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.



New Mexico MainStreet's mission is to develop local capacity to engage people, rebuild places and grow the entrepreneurial, creative and business environment resulting in economically thriving downtowns, greater business and employment opportunities and a higher quality of life.



New Mexico MainStreet (NMMS) Program

NMMS is an asset-based community economic development **Main Street America™ Coordinating Program**. NMMS has been licensed and accredited by the National Main Street Center, Inc. since 1985 – *we'll be celebrating our 40-year anniversary in 2025!*

The program's core objective is **downtown revitalization and redevelopment**.

NMMS's **Economic Transformation Strategies** include:

- Build Capacity for Local Economic Revitalization and Redevelopment Efforts
- Enhance the Entrepreneurial and Creative Economy
- Create Thriving Places in New Mexico

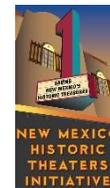
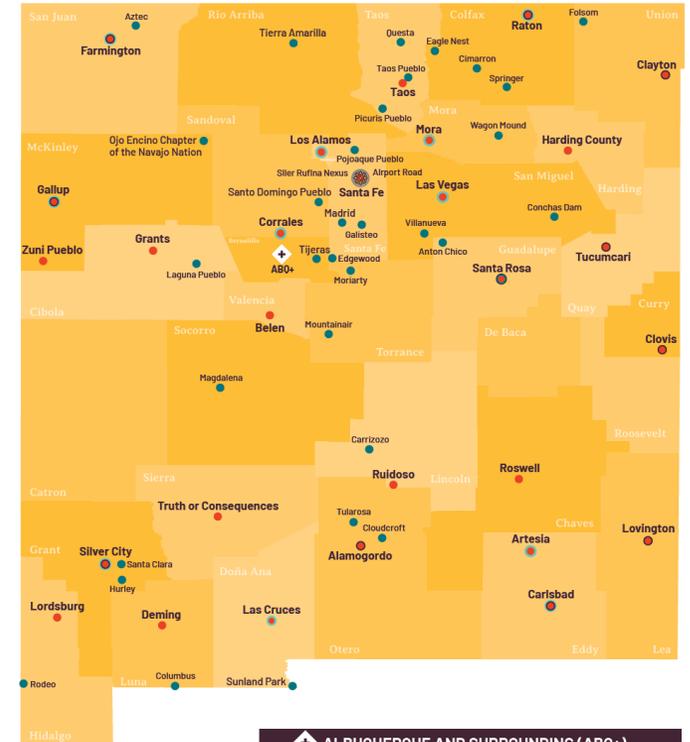


NMMS Network

NMMS acts as an umbrella organization, administering and providing professional technical assistance, services, and resources to all its local affiliates.

95 NM Communities Served Since 1985!

- **32** Designated MainStreet Programs
- **13** Affiliated Arts & Cultural Districts
- **50** Project-Based Initiative Communities
 - **8** active Frontier & Rural Communities
 - **4** active Native American Communities
 - **4** active Urban Neighborhood Commercial Corridors
- **11** New Mexico Historic Theater Restorations



- New Mexico MainStreet Districts
- New Mexico Arts & Cultural Districts
- Historic Theaters
- Urban Neighborhood Commercial Corridors Projects
- Frontier, Rural, and Native American Community Projects
- New Mexico MainStreet Headquarters



NMMS Route Districts & Coordination Group

- **Began meeting in 2023 to encourage executive directors and boards to begin planning for the Centennial**
- **Comprised of local MainStreet Districts/Programs and Project Based Initiatives along RT. 66**
 - **Goal:** Build awareness of the 2026 Route 66 Centennial in our NM MainStreet organizations/districts and encourage them to build partnerships in their communities to support marketing efforts for 2026.

Route 66 MainStreet Districts

EAST

Tucumcari MainStreet
Santa Rosa MainStreet
MainStreet de Las Vegas

CENTRAL

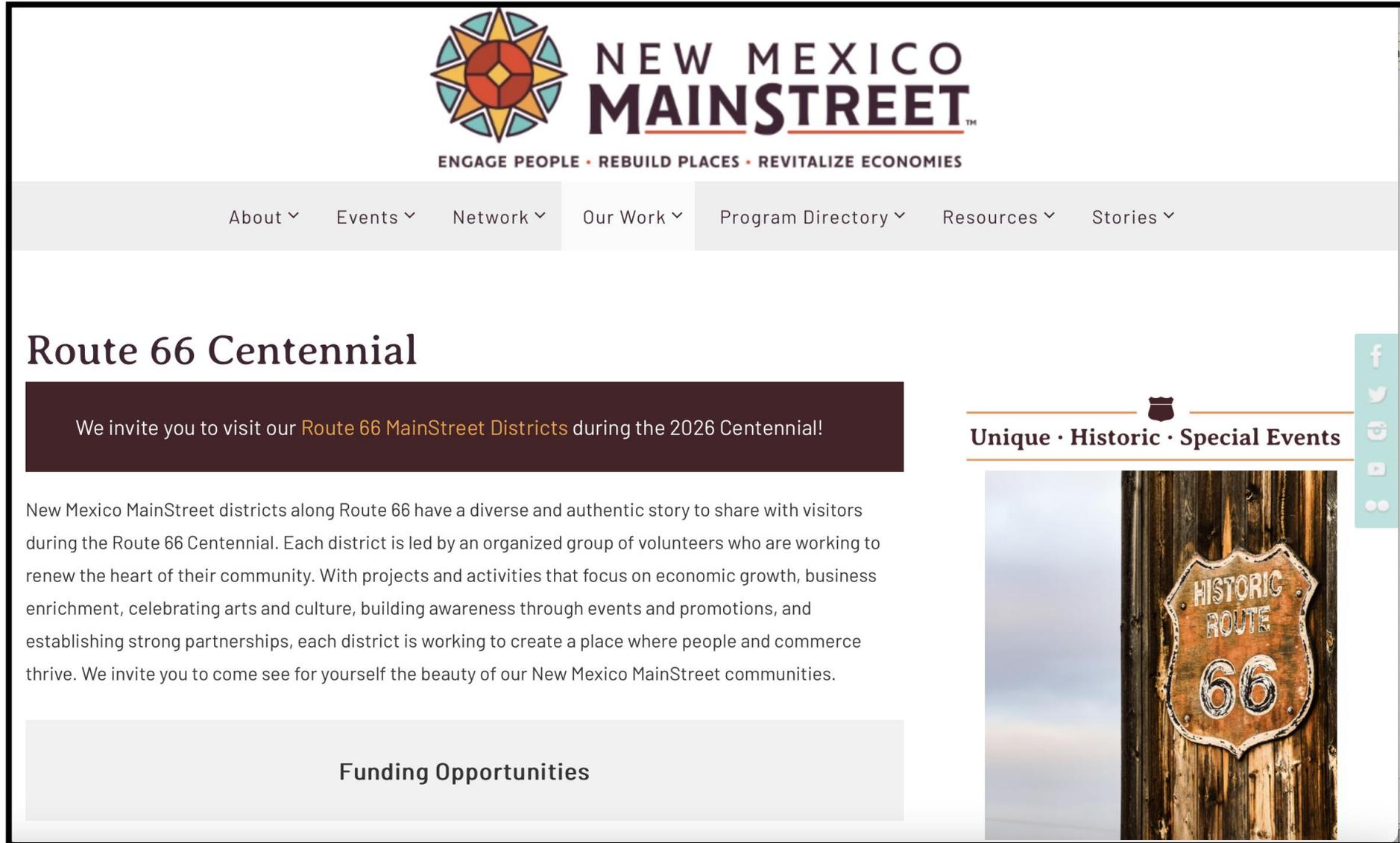
Downtown Albuquerque MainStreet
Nob Hill MainStreet (ABQ)
Barelas MainStreet (ABQ)
South Valley MainStreet (ABQ)
Albuquerque International District
Revitalize San Pedro Partnership (ABQ)

WEST

Grants MainStreet
Gallup MainStreet



Webpage: Added a New Rt 66 page to the NM MainStreet website



The screenshot shows the New Mexico MainStreet website. At the top is the logo, a colorful sunburst, followed by the text "NEW MEXICO MAINSTREET™" and the tagline "ENGAGE PEOPLE • REBUILD PLACES • REVITALIZE ECONOMIES". A navigation bar contains links for "About", "Events", "Network", "Our Work", "Program Directory", "Resources", and "Stories". The main heading is "Route 66 Centennial". A dark brown banner contains the text: "We invite you to visit our [Route 66 MainStreet Districts](#) during the 2026 Centennial!". Below this is a paragraph: "New Mexico MainStreet districts along Route 66 have a diverse and authentic story to share with visitors during the Route 66 Centennial. Each district is led by an organized group of volunteers who are working to renew the heart of their community. With projects and activities that focus on economic growth, business enrichment, celebrating arts and culture, building awareness through events and promotions, and establishing strong partnerships, each district is working to create a place where people and commerce thrive. We invite you to come see for yourself the beauty of our New Mexico MainStreet communities." A light gray box at the bottom of the main content area is labeled "Funding Opportunities". On the right side, there is a vertical social media sharing bar with icons for Facebook, Twitter, LinkedIn, and a share icon. Below the text is a photograph of a weathered wooden post with a "HISTORIC ROUTE 66" shield sign attached to it. The website's logo is also visible in the bottom right corner of the page.

<https://www.nmmainstreet.org/route66/>



We invite you to visit our
Route 66 MainStreet Districts during
the 2026 Centennial!



Unique · Historic · Special Events

New Mexico MainStreet districts along Route 66 have a diverse and authentic story to share with visitors during the Route 66 Centennial. Each district is led by an organized group of volunteers who are working to renew the heart of their community. With projects and activities that focus on economic growth, business enrichment, celebrating arts and culture, building awareness through events and promotions, and establishing strong partnerships, each district is working to create a place where people and commerce thrive. **We invite you to come see for yourself the beauty of our New Mexico MainStreet communities.**

Get Your Kicks!

LEARN MORE AT
nmmainstreet.org



Rack Card

Created a **rack card** for communities to use and shared with a partner attending a Rt 66 Conference in Germany

Route 66 MainStreet Districts

EAST

- Tucumcari MainStreet
- Santa Rosa MainStreet
- MainStreet de Las Vegas

CENTRAL

- Downtown Albuquerque MainStreet
- Nob Hill MainStreet (ABQ)
- Barelas MainStreet (ABQ)
- South Valley MainStreet (ABQ)
- Albuquerque International District
- Revitalize San Pedro Partnership (ABQ)

WEST

- Grants MainStreet
- Gallup MainStreet



Spreadsheet

- Currently working on a spreadsheet for communities to:
 - Share ideas with each other
 - Build Rt 66 components into existing events and activities
 - Explore ways to partner with each other in 2026
 - Develop a cooperative social media campaign for 2025

The screenshot shows a Google Sheet titled "NMMS Rt 66 Centennial Marketing". The main title "NMMS RT 66 Centennial" is in cell A1. The sheet is organized into several sections:

- 2024 Tasks:** A table with columns for "2024 Tasks", "Note", and "Budget".

2024 Tasks	Note	Budget
<input checked="" type="checkbox"/> Check out bus tour expo sponsorship	need to attend for impact	
<input type="checkbox"/> Follow up on passport ad		
<input type="checkbox"/> Pricing on stamps		
<input type="checkbox"/> Pricing on pins		
<input type="checkbox"/> Create a NMMS social media campaign for 2025		
<input type="checkbox"/> Art Project		
- EVENTS IN COMMUNITIES:** A vertical list of community names categorized by region:
 - ALL:** TUCUMCARI, SANTA ROSA, LAS VEGAS
 - WEST:** GRANTS, GALLUP
 - CENTRAL:** ABQ - DOWNTOWN, ABQ - NOB HILL, ABQ - BARELAS, ABQ - SOUTH VALLEY, ABQ - SAN PEDRO
 - OTHER:** ABQ - International District, ABQ - Old Town
- 2026 Q1 Calendar:** A grid for the first quarter of 2026, with columns for JAN, FEB, and MAR.

The bottom of the sheet shows a navigation bar with tabs: "RT 66 NMMS", "IDEAS", "MARKETING PROJECTS", and "SOCIAL MEDIA CAMPAIGN".



NMMS Capital Outlay Program

Provides funding for public infrastructure upgrades within a targeted public investment area:

- Investments are scaled to a district's potential and catalytic commercial areas for economic redevelopment.
- Based on an adopted **Master Plan**, **Cultural Economic Development Plan**, or **Metropolitan Redevelopment Area Plan**.

NMMS works with local communities to identify catalytic economic development projects.

- Uses a holistic approach that builds on existing assets.
- Must be an economic driver and demonstrate impact to local economy.
- Improve the appearance and functionality of the district.
- Create connectors.
- Engage local property and business owners.

Development of Construction Documents:

- Includes community process.
- Development of local Implementation and Economic Growth Plans to build on Public Infrastructure Investment.



NMMS Capital Outlay Project Pipeline

<u>MainStreet Communities</u>	<u>Project</u>	<u>Total NMMS CO Funding Allocated to Date</u>
Albuquerque Bareas	Great Blocks on MainStreet: Historic South 4th Street	\$6,010,000
Albuquerque/Nob Hill	Central Avenue (Carlisle to Washington) Pedestrian Safety Improvements and Street Amenities	\$271,000
Bernalillo County/South Valley	Dolores Huerta Gateway Park: La Familia Growers Market	\$1,185,000
Gallup	Coal Avenue Commons Alleyway Project	\$1,086,908
Grants	Great Blocks Design Funding: Santa Fe Avenue (ROUTE 66) Improvements	\$120,000
Tucumcari	Great Blocks on MainStreet: Phase 2 Construction:	\$1,700,000
Santa Rosa	Mini Great Blocks: Community Crossroads on RT. 66 Project Construction	\$810,000
Santa Rosa	Way Finding in the City of Natural Lakes - Construction	\$130,000
TOTAL:		\$11,312,908



Website links to districts by region:

East

Tucumcari MainStreet



100 West Railroad Avenue
Tucumcari, New Mexico 88401

tucumcarimainstreet.org

Santa Rosa MainStreet



U.S. Rt. 66
Santa Rosa, NM 88435

santarosamainstreet.com

MainStreet de Las Vegas



500 Railroad Avenue
Las Vegas, New Mexico 87701

mainstreetdelasvegas.org



Central

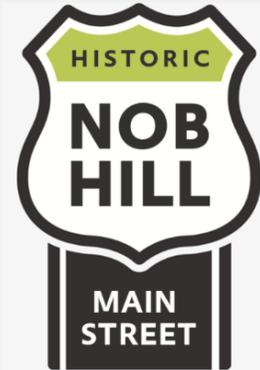
Downtown Albuquerque MainStreet Arts & Cultural District



PO Box 27246
Albuquerque, NM 87125-7246

dtabqmainstreet.org

Nob Hill MainStreet



nobhillmainstreet.org

Barelas MainStreet



1309 4th St SW, Suite B
Albuquerque, NM 87102

barelas.net

South Valley MainStreet



318 Isleta Blvd SW
Albuquerque, NM

Albuquerque International District



708 San Mateo Blvd SE
Albuquerque, NM 87108

facebook.com/abqeconomic

Revitalize San Pedro Partnership



San Pedro Drive between I-40 and Central Ave.
Albuquerque, NM

sanpedroabq.org



West

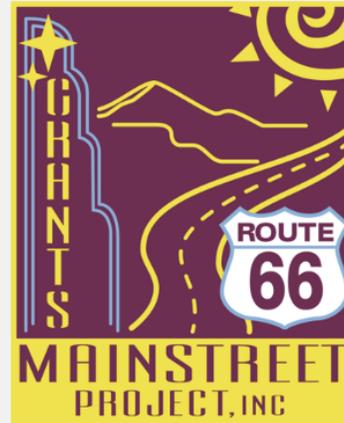
Gallup MainStreet



205 W Coal Ave
Gallup, NM 87301

gallupmainstreet.org

Grants MainStreet



PO Box 337
Grants, NM 87020

grantsmainstreetproject.com





**New Mexico
Route 66 Centennial
Coordination Group**

Stakeholder Meeting
Grants, New Mexico
November 19, 2024



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

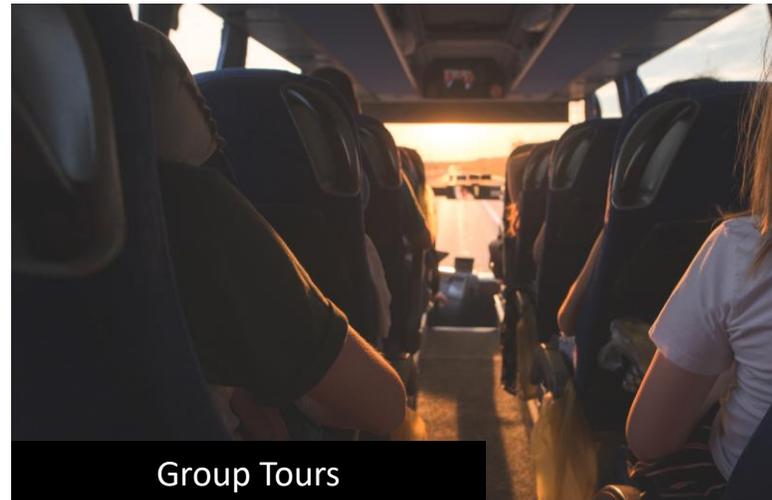
Consumer Experiences



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



More Ideas:

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

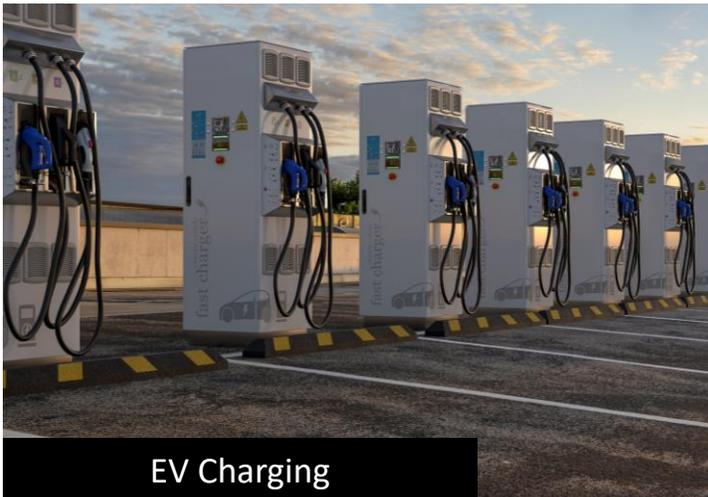
Infrastructure



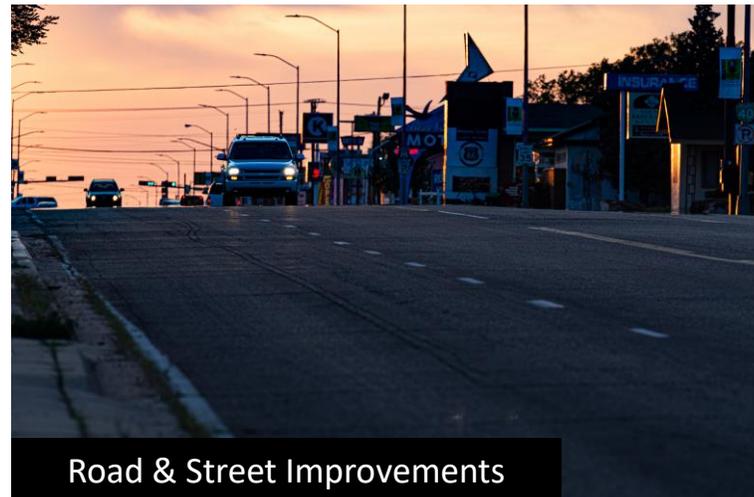
Parking

More Ideas:

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



EV Charging



Road & Street Improvements

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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AGENDA



Coordinating Group Meeting- *11:30 p.m. – 12:00 p.m.*

13. Approval of Sanat Fe Meeting Minutes
14. Coordination Group Member Updates
15. Update from Coordination Group Meeting Facilitator
16. Looking Forward: Coordination Group Workplan
17. Adjourn

**New Mexico
Route 66 Centennial
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Meeting Facilitator Update

Route 66 Centennial Coordination Group now accepting projects for review and endorsement

By [New Mexico Tourism Department](#) on Oct. 30, 2024

SANTA FE, NM – New Mexico communities, tourism-related entities and interested stakeholders wishing to contribute to the state's Route 66 Centennial efforts can now submit projects and activities to the state for consideration.

The [Route 66 Centennial Coordination Group](#) was established by [Executive Order](#) in 2023 for the purpose of identifying projects and activities that align with the [U.S. Route 66 Centennial Commission](#). Projects and activities submitted for review that meet the evaluation criteria will be endorsed by the Coordination Group and submitted to the U.S. Route 66 Centennial Commission as an official Route 66 Centennial project. Projects and activities certified by the U.S. Route 66 Centennial Commission will be featured in national and international promotions and may be considered for additional support from the federal government.

Projects and activities submitted for review must align with at least one of the four priority themes identified by the U.S. Route 66 Centennial Commission: commemoratives & publications, events & celebrations, international & national marketing and infrastructure.

Scan the QR Code to View Submission Page



Looking Forward: What's Next

The Route 66 Centennial Coordination Group has been hard at work over the last year. How do we keep the momentum we have created?

- Review and endorsement of projects to be passed onto the National 66 Commission
- Opportunity for New Mexico to host a National Route 66 Centennial Summit
- Status updates and Presentations from NMTD Route 66 Grant Recipients
- Collaboration and Communication with local/regional Route 66 Committees
- Updates on NMTD activities related to international marketing and travel trade
- Status updates from NMDOT, DCA, EDD on activities related to Route 66 Centennial
- Further develop initial project ideas into actionable initiatives
- Identification and collaboration with industry association partners



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