

# 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

# New Mexico Route 66 Centennial Coordination Group

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Grants, New Mexico  
November 19, 2024







# 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

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- **\$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



# 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

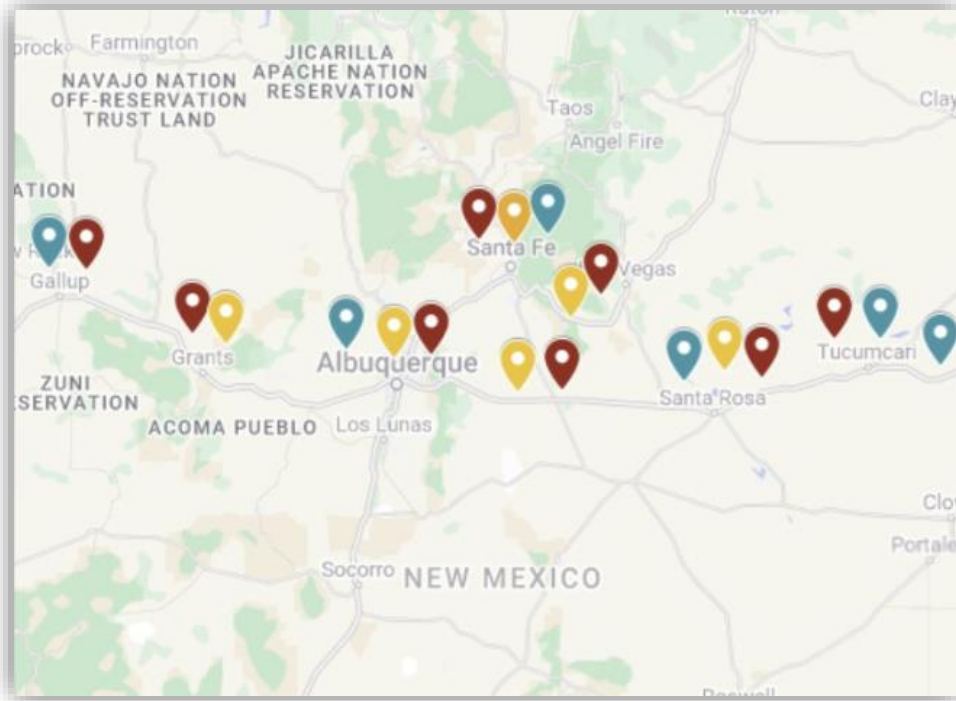
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- Grant application process launched and closed in July 2024, selections made, and agreements underway
- Statewide allocations include:
  - ❖ **Marketing and Promotions:** \$400,000
  - ❖ **Infrastructure and Destination Enhancements:** \$1.04 million
  - ❖ **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

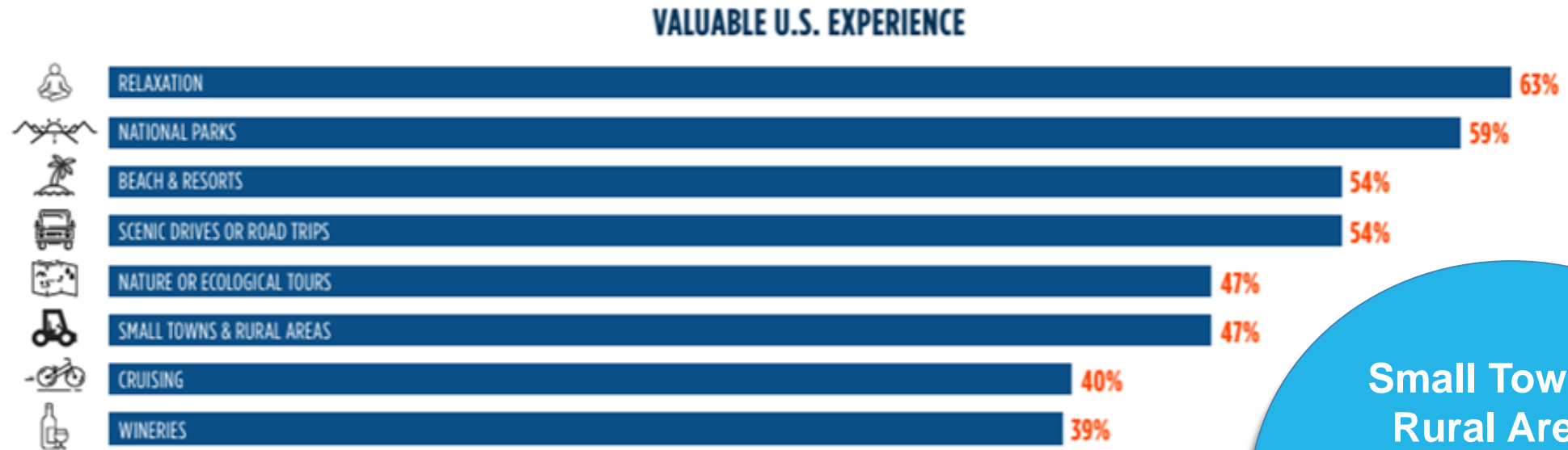


Q: How many U.S. cities do you plan to visit on a future overnight leisure trip?  
Base: Respondents interested in visiting the U.S., N=23,400  
Source: Brand USA Market Intelligence Survey, September 2023

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



# Small Towns are Trending



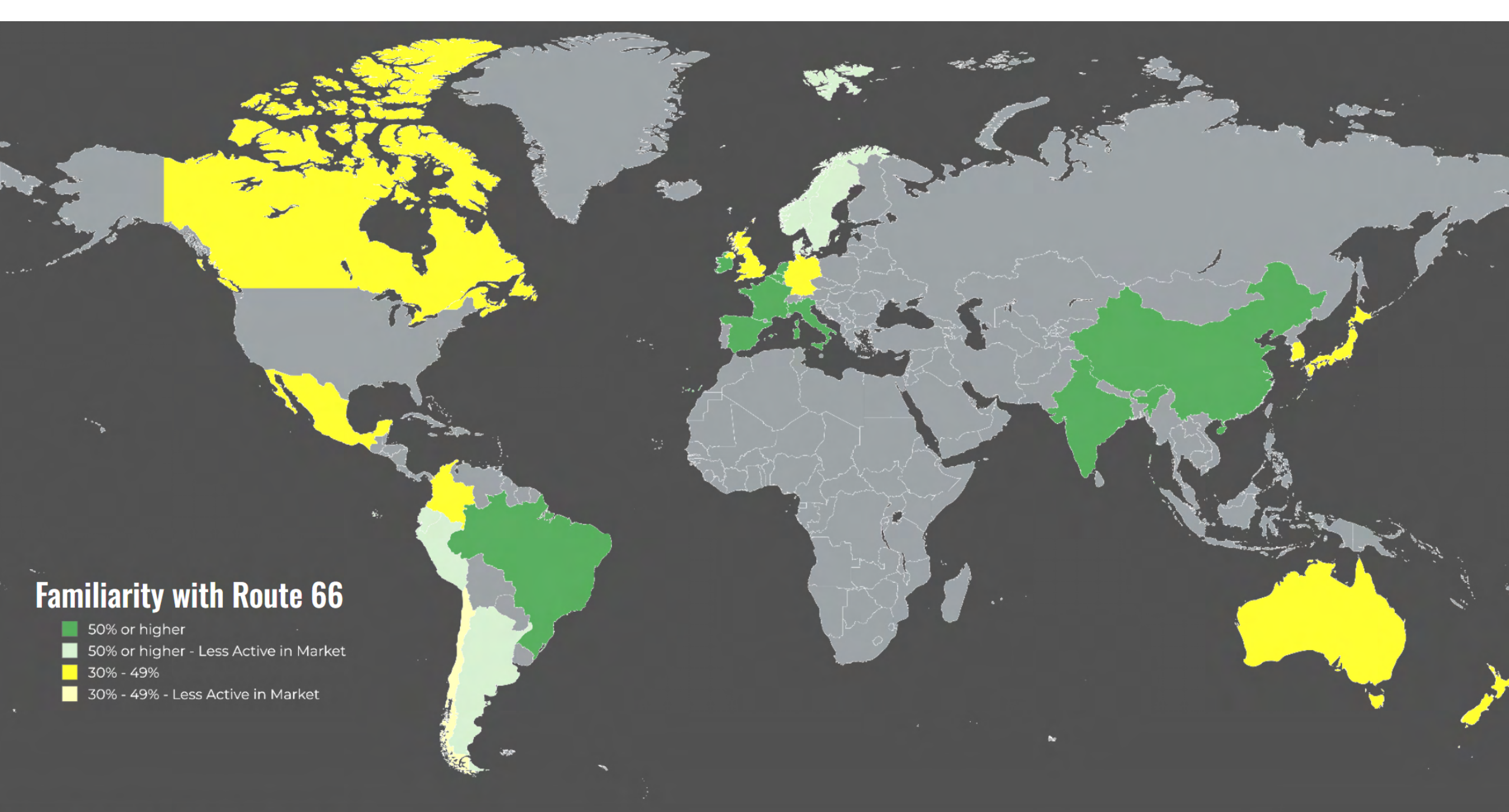
Source: Destination Analysts, Feb. 2022

**U.S. TRAVEL**  
ASSOCIATION®

1100 New York Avenue, NW Suite 450 Washington, D.C. 20005 | TEL 202.408.8422 | [ustravel.org](http://ustravel.org)

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





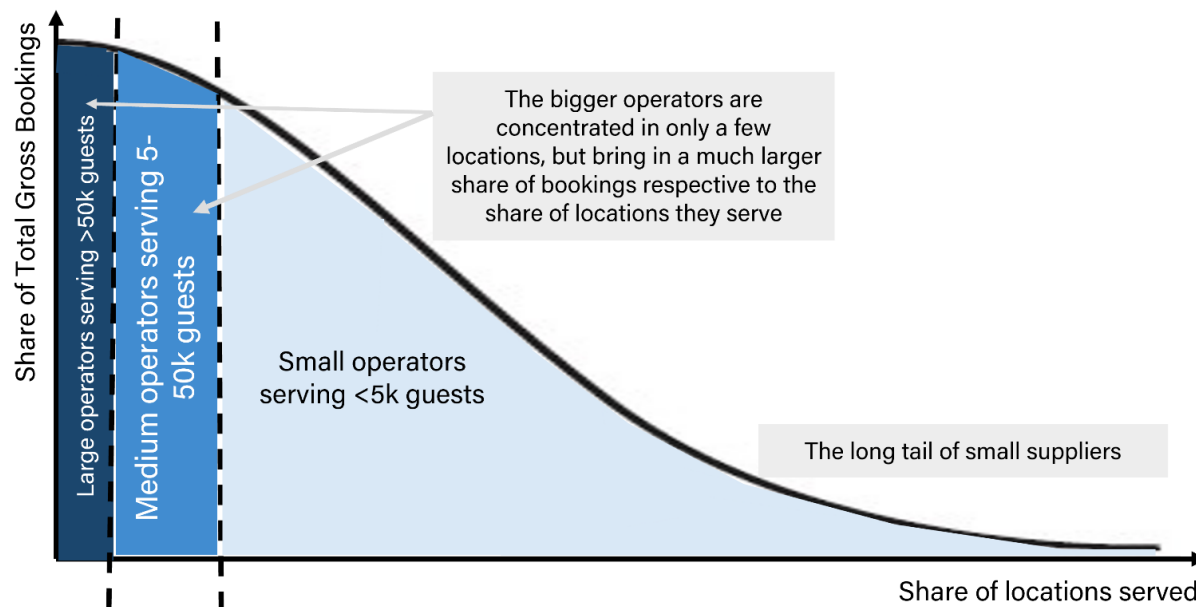
## Familiarity with Route 66

- 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

# 50%

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

**“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**

# 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.

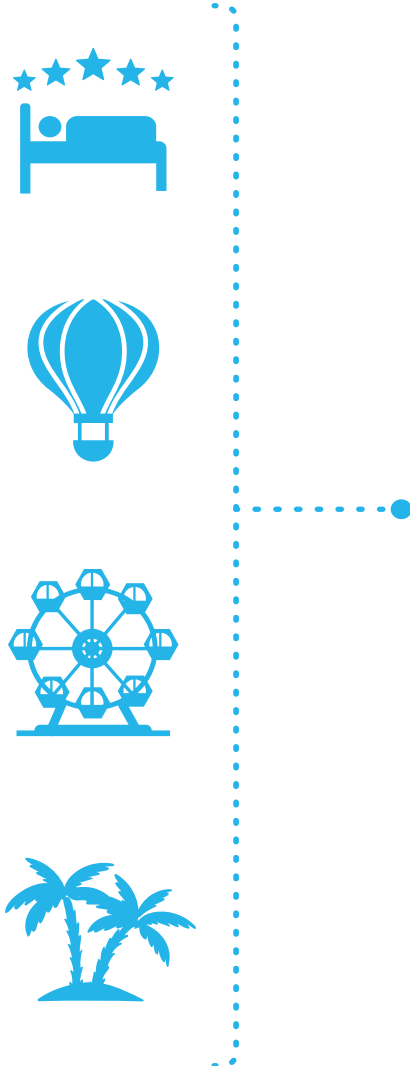
**TXA**  
Tourism Exchange  
Australia  
LAUNCHED  
2008

**TXGB**  
Tourism Exchange  
Great Britain  
LAUNCHED  
2019

**TXJ**  
Tourism Exchange  
Japan  
LAUNCHED  
DEC 2020

# Tourism Suppliers

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## 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...**

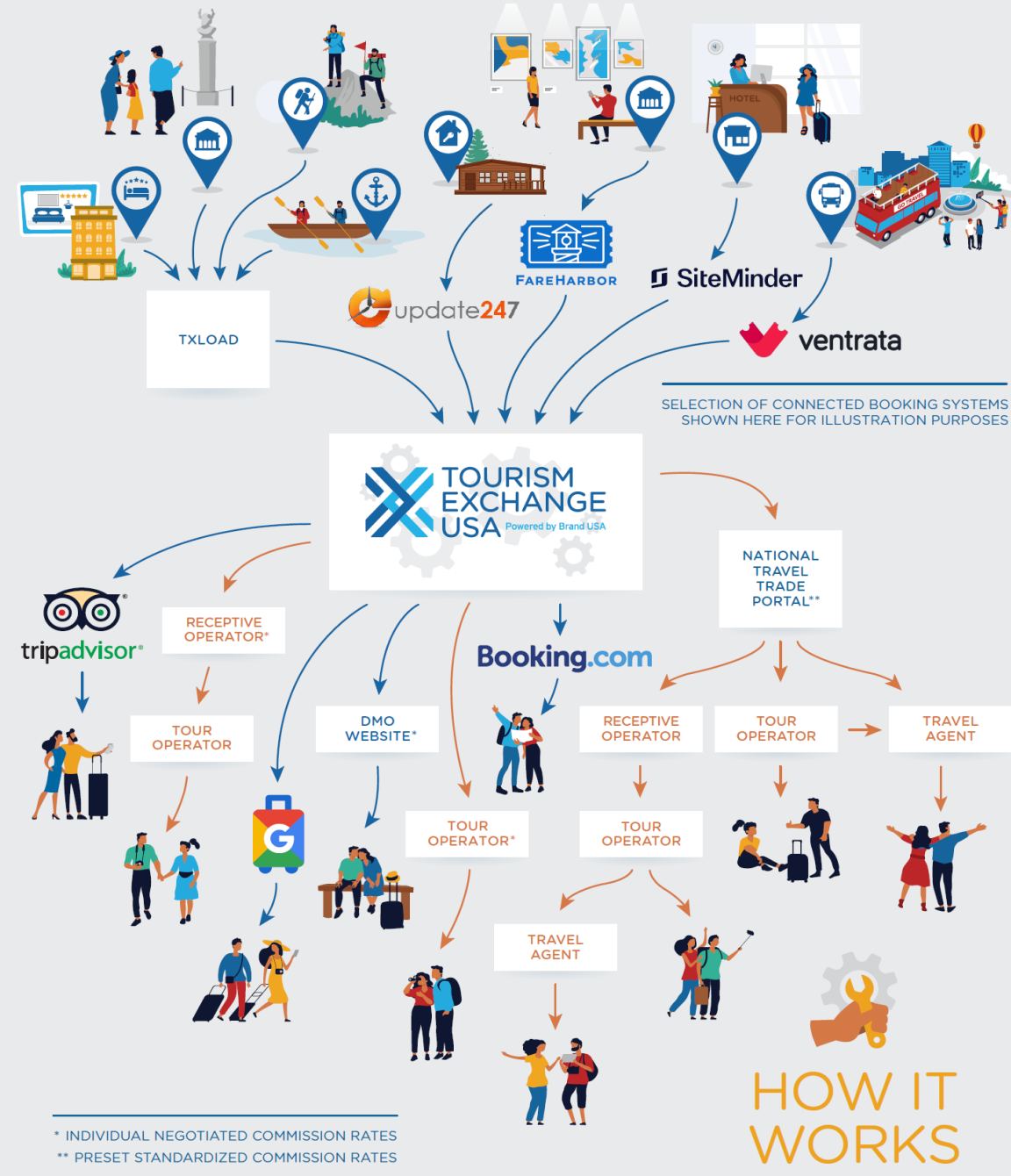


TOURISM  
EXCHANGE  
USA

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 links for 'My Diary', 'My Business', 'My Channels', 'My Profile', 'My Terminal', and 'Help'. The 'My Business' section has tabs for 'PRODUCTS', 'BUSINESS DETAILS', 'BOOKING TEXT', 'FEES & TAXES', and 'REPORTS'. The 'PRODUCTS' tab is active, displaying a date selector for 'July 11, 2023' and a '+ ADD PRODUCT' button. Below this is a calendar for 'July 2023' with days from Tuesday to Monday. The product list shows 'A - Guided Rock Climbing Adventure' and 'B - Rock Climbing with Belay Instructor'. At the bottom, there are 'EDIT' and 'PICKUP LOCATIONS' buttons.

The 'Rate Loader' modal form is used to add or modify product rates. It includes the following fields and options:

- Product:** Name (OBST - One Bedroom Suite)
- Period:** Start (July 25, 2023) and Finish (July 25, 2023)
- Day of Week:** Checkboxes for Sun, Mon, Tue, Wed, Thu, Fri, and Sat (all are checked).
- Set Values:** Input fields for 'Min nights' and 'Rate'.
- Restrictions:** Checkboxes for 'Closed Offline', 'Closed Online Mapped', 'Closed Online Other', 'Closed For Check In', and 'Closed For Check Out'.
- Notes:** A text area for additional information.

At the bottom, there are 'CANCEL' and 'CONFIRM' buttons.

# Current Distribution Channels by Type

Accommodations	Tours/Activities	Destination Websites	Coming Soon
      	   	<p>State Local/Regional DMO &amp; 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



**TOURISM EXCHANGE USA** National Travel Trade Portal

[Start a Booking](#) [Bookings](#) [Baskets](#) [Reports](#) [Users](#) Patrick's Fantastic Voyages

### Start a Booking

Activities Your basket (0 items)

**Instant Confirmation**

A group of people sitting at a table in a restaurant, enjoying food and drinks.

Louisville, Kentucky  
**Louisville Food Tours**  
From \$35.00  
Walking food & history tours of Louisville, Kentucky

**Instant Confirmation**

A room with musical instruments and equipment, including a piano and a drum set.

Sheffield, Alabama  
**Muscle Shoals Sound Studios Tour**  
From \$20.00

**Instant Confirmation**

A group of people standing together, smiling, in front of a building.

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 10 AM

**Phone:** (256) 978-5151


**Founders:** David Hood, Jim Kewell

**Founded:** 1969

**Added to NRHP:** June 2, 2010

**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



[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**

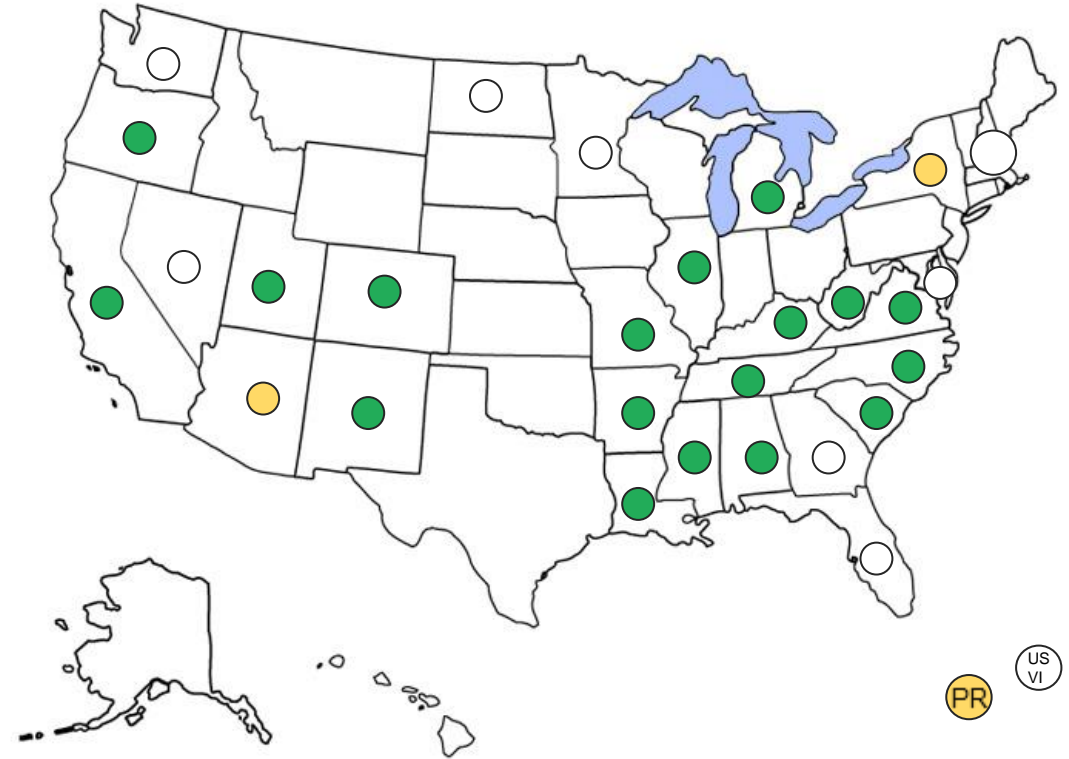
# Brand USA & Tourism Exchange USA

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

06/26/2024

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 th 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

A man in a light blue shirt and dark pants is walking towards the right, pulling a brown suitcase. He is smiling and looking down at something in his hand. The background is a modern building with a glass facade and a grid-like structure.


**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?




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.

Watch on 

**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 Chantel Repp | Dec 21, 2023 | Industry News  
Tourism Exchange USA, powered by Brand USA, was featured in a SKiR article in December 2023.  
[read more](#)




**Live From Travel Week: How Tourism Exchange USA Grows Sales**  
by Chantel Repp | Nov 18, 2023 | Industry News  
[read more](#)

 **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

[Message](#) [Following](#) [...](#)

[Home](#) [My Company](#) [About](#) [Posts](#) [Jobs](#) [People](#)

**Questions?**

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Gallup/McKinley County  
Route 66 Committee



# Route 66 Embodies Gallup

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Freedom of  
Travel

Connection

Trade

Culture



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

(AFTER PAINTING BY FRED GEARY)

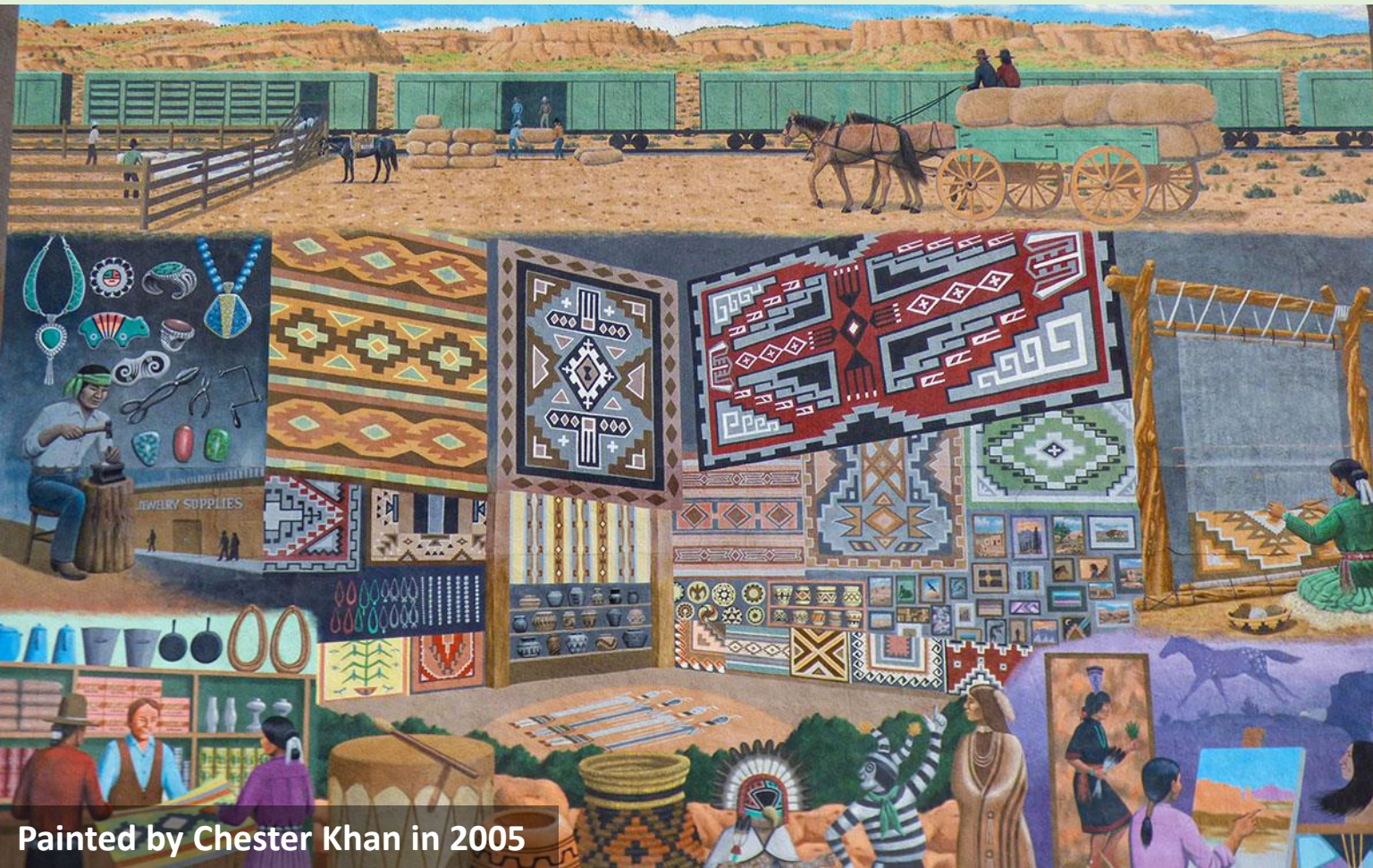
Constructed in 1923, El Navajo/Fred Harvey Hotel predates Route 66. It was torn down in 1957 to create room for the widening of the Mother Road.

Source: Harvey County Historical Museum

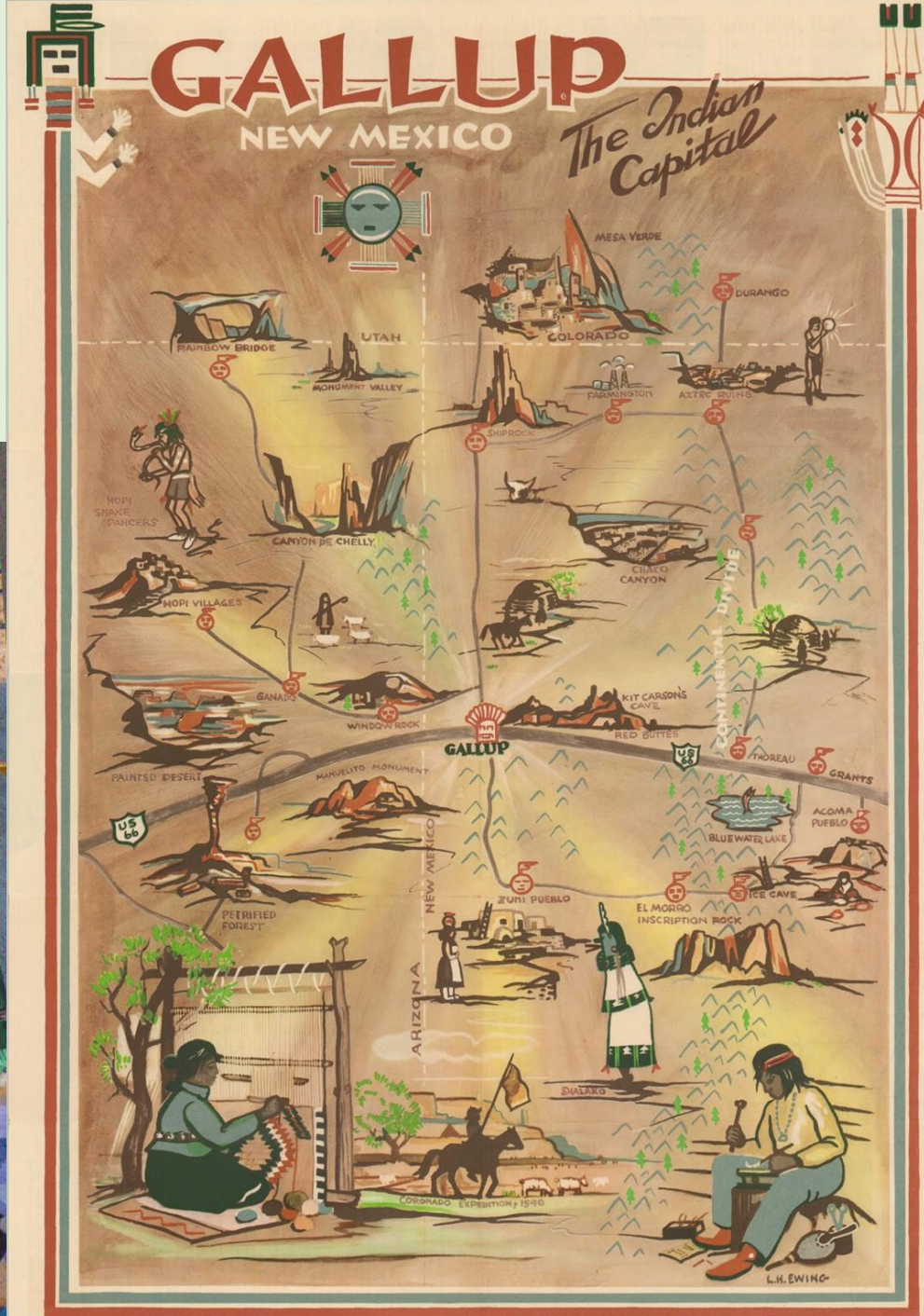


# Far before Gallup

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



Painted by Chester Khan in 2005



ABOUT THE GALLUP PICTURE MAP—This Picture Map of the Gallup area was designed by Susan Feenstra for artist Louis Fearing at the request of the Gallup Chamber of Commerce and is presented to you by a member of the Gallup organization.



# Tribal Lands

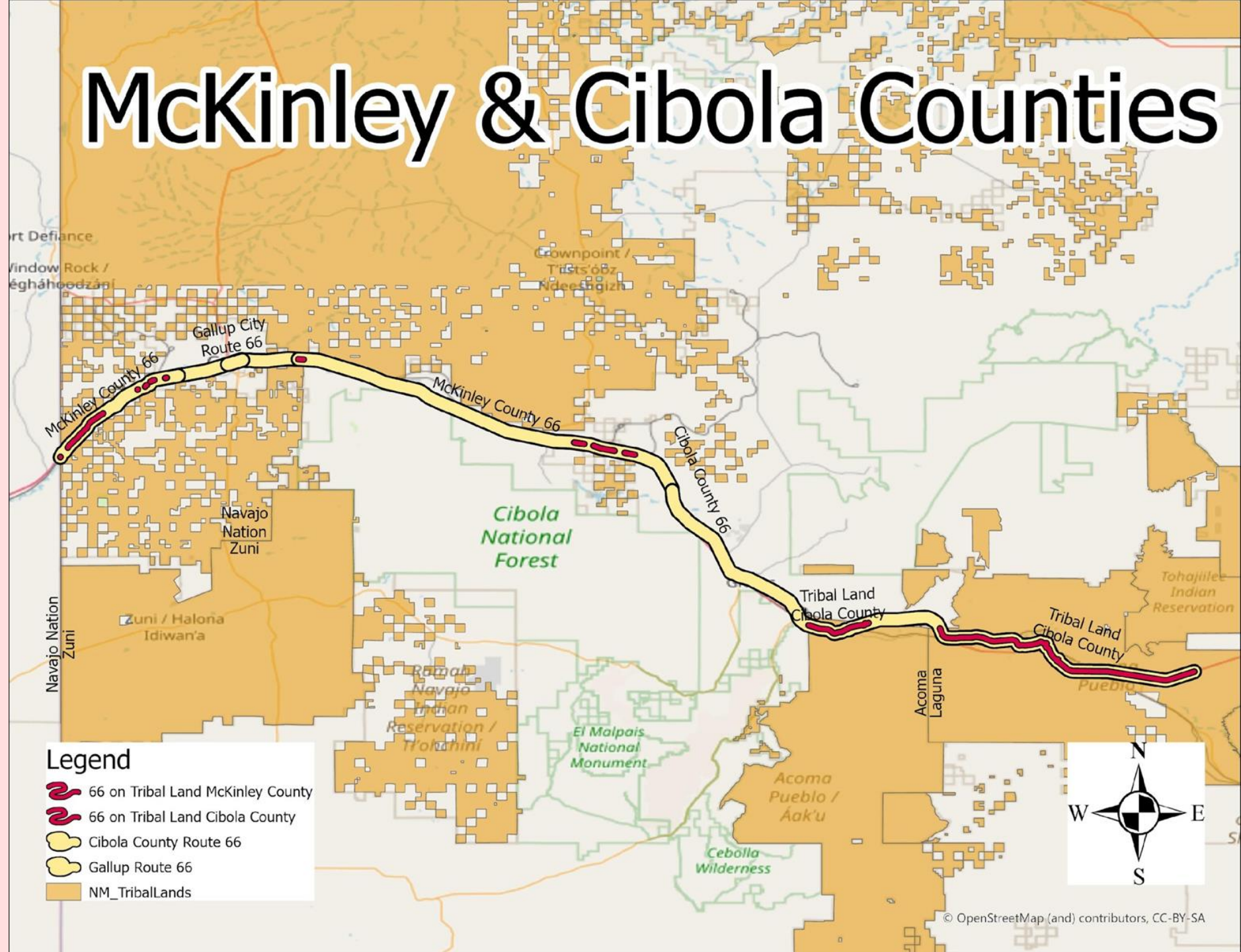
Population  
Influx

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

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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

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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](mailto:mrobinson@gallupnm.gov)

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**gallup  
ARTS**

## AS A RTE. 66 TOURISM PARTNER

### 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 sheepherding 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



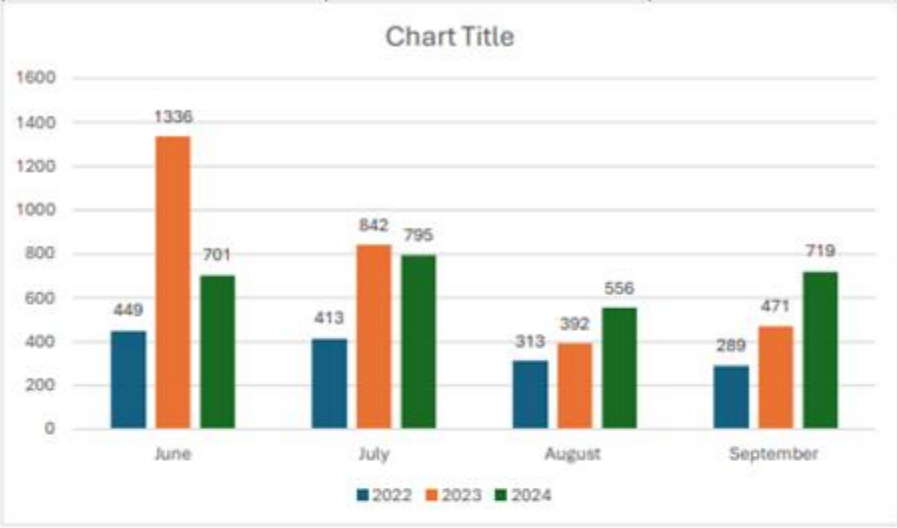




GRANTS-CIBOLA COUNTY  
*Chamber of Commerce*

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



# New Mexico Mining Museum

Seeking Funding from the  
Department of Energy for a  
Building Expansion





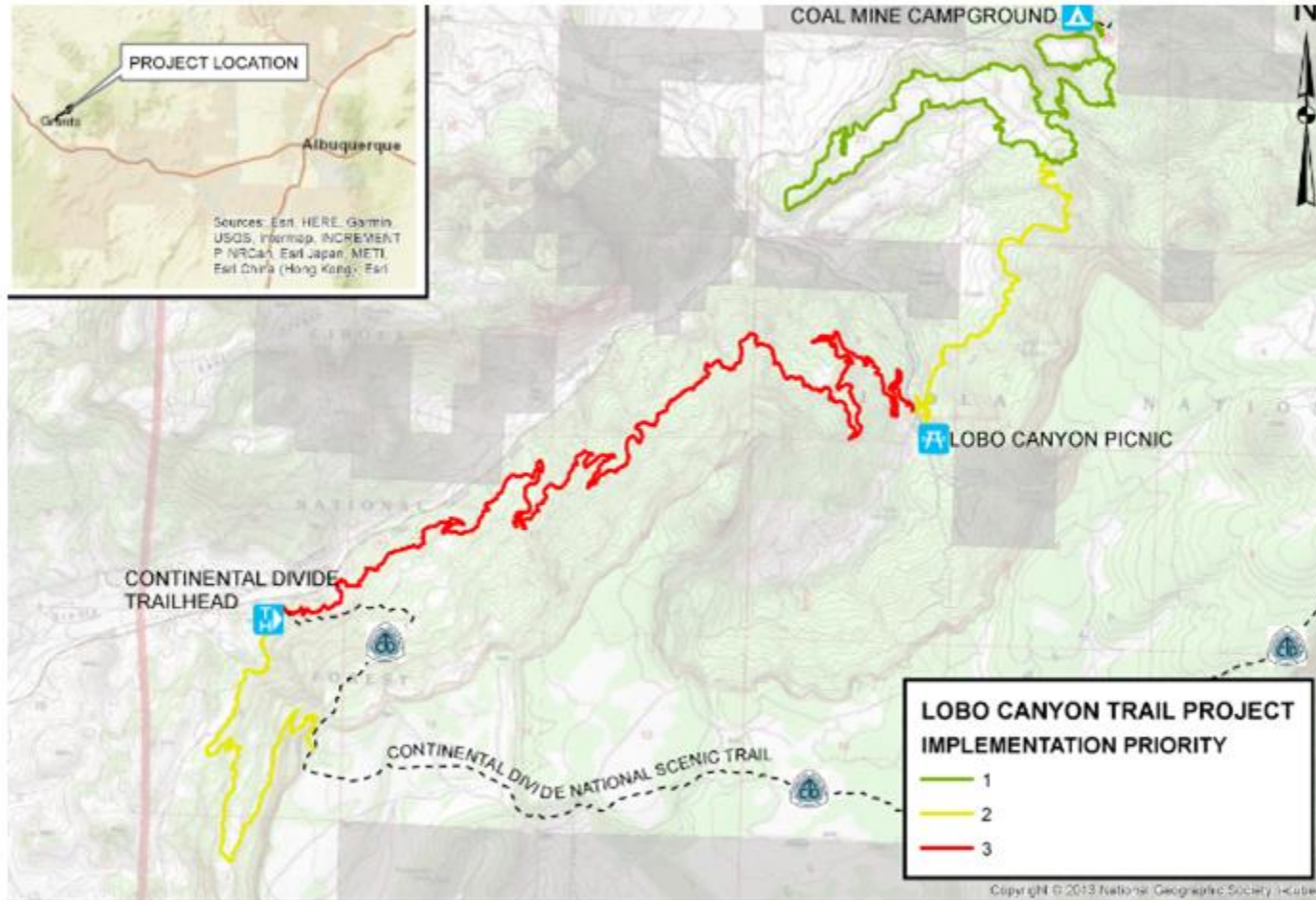


# Cibola Trail Alliance

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.

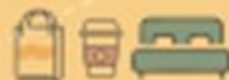


## Outdoor recreation diversifies the local economy.

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.

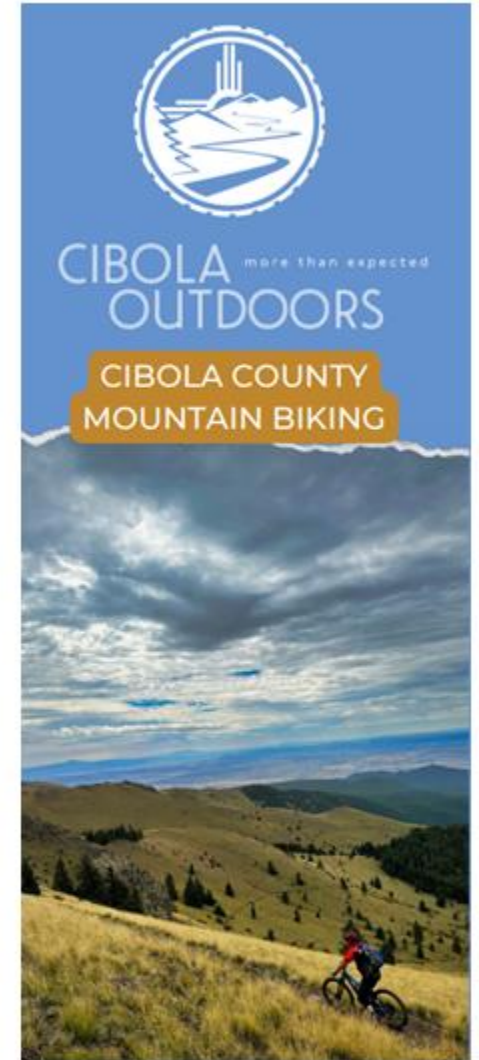
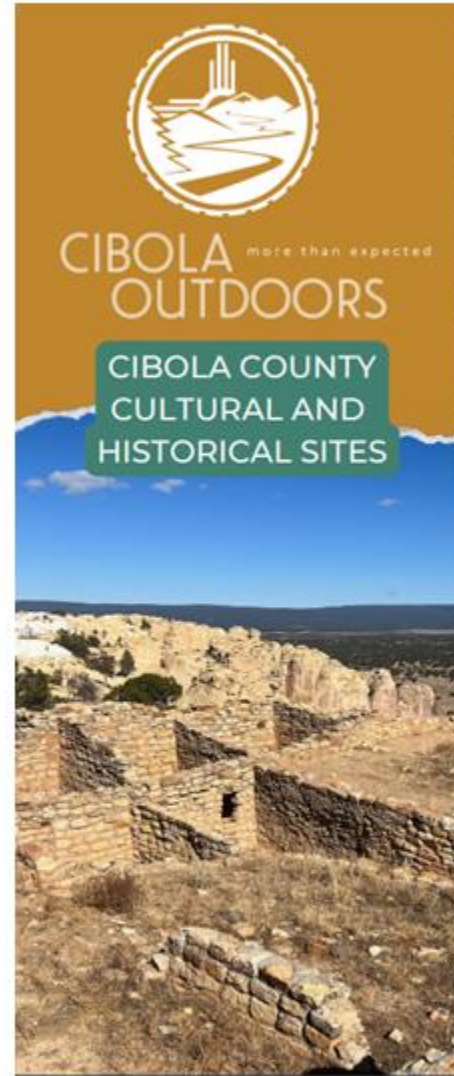
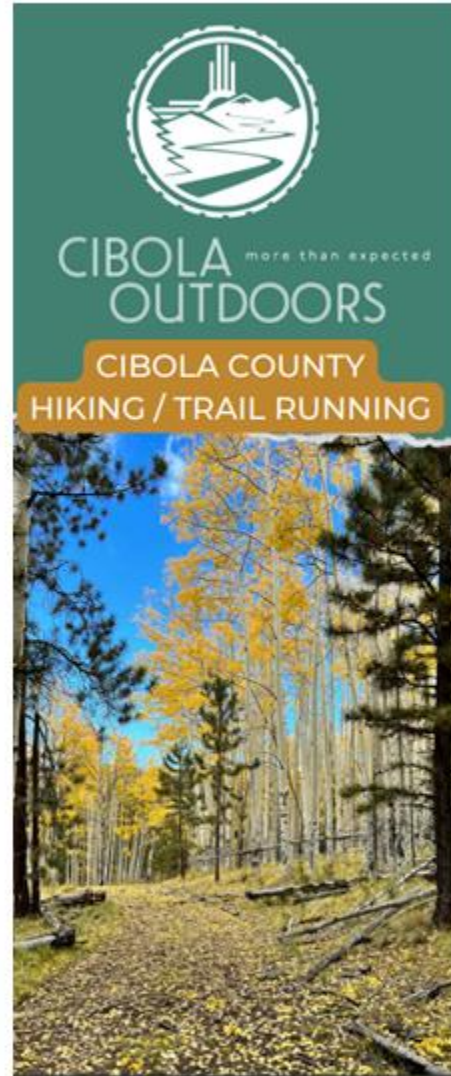
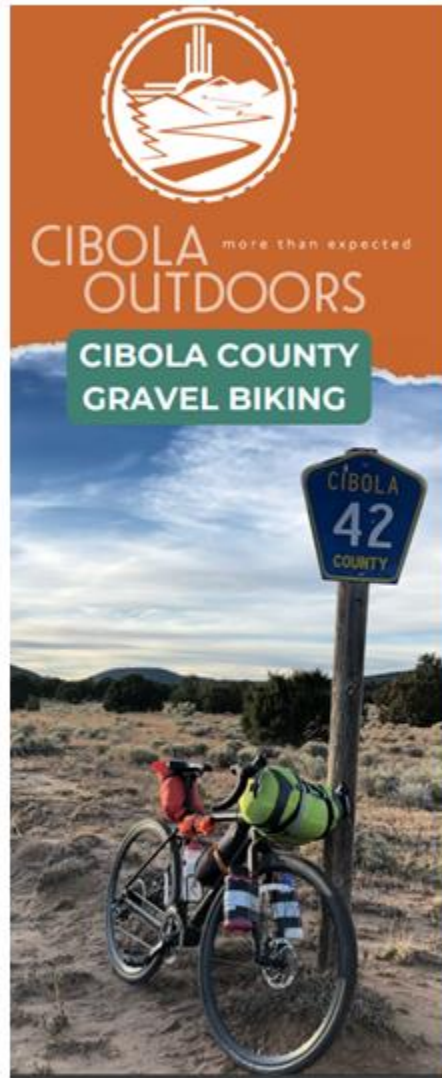


**\$249,000 in**  
**labor income**  
generated by trail  
users across diverse  
businesses, including retail,  
lodging, restaurants, and  
professional services.



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





<https://www.cibolaoutdoors.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 Route 66 Centennial Coordination Group

Stakeholder Meeting  
Grants, New Mexico  
November 19, 2024





NEW MEXICO LEADING THE ROUTE 66 CENTENNIAL



# REVIVING THE MOTHER ROAD.

PRESENTATION BY FOCALSHIFT MEDIA

FS





# FocalShift Media



**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

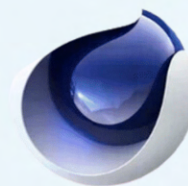
TECHNOLOGY + WORK



UNREAL  
ENGINE



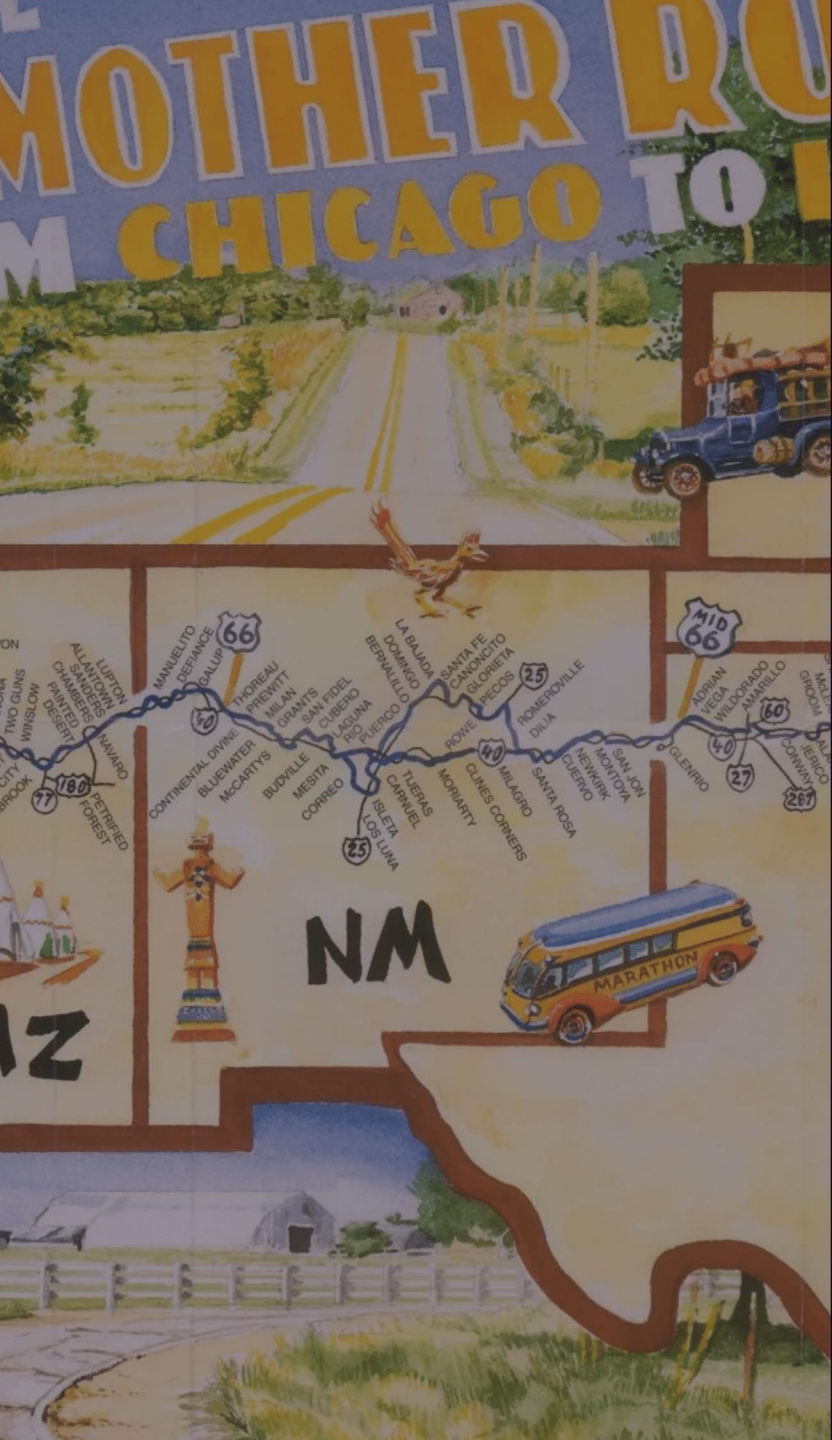
MLS  
MAJOR LEAGUE SOCCER



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

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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.

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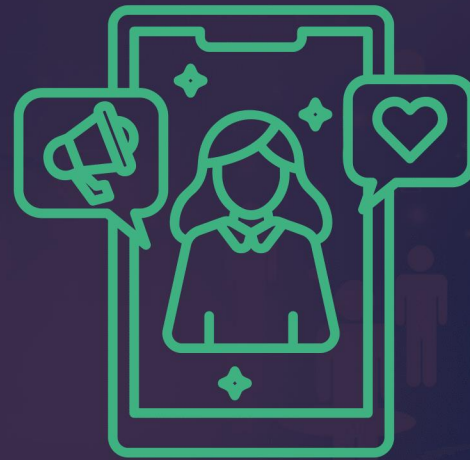
# Engagement Tools

Connecting Local and Global Audiences

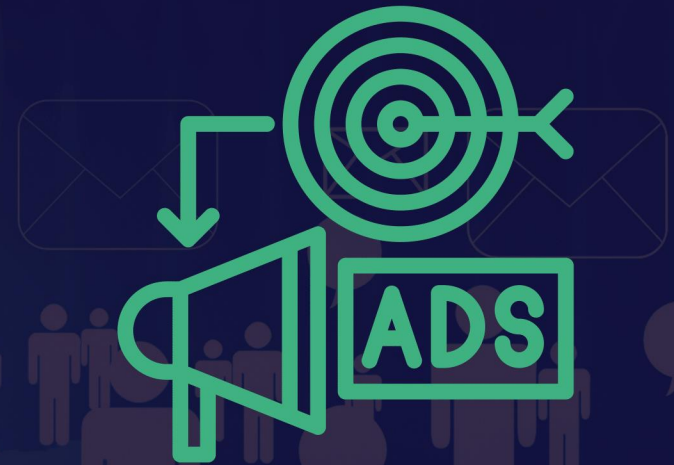
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Route 66  
Centennial App



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 Route 66 Centennial Coordination Group

Stakeholder Meeting  
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*

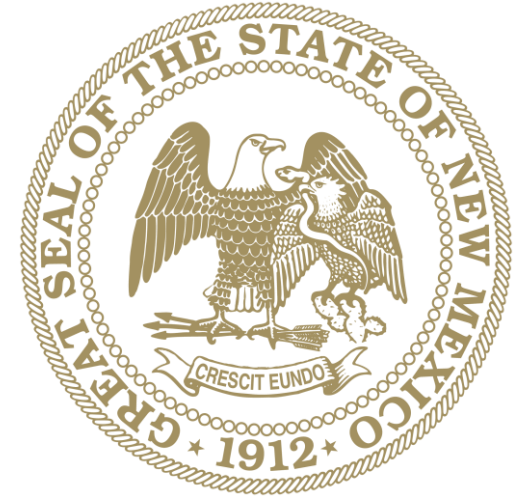
November 19, 2024



NEW MEXICO  
**MAINSTREET**<sup>TM</sup>

# 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

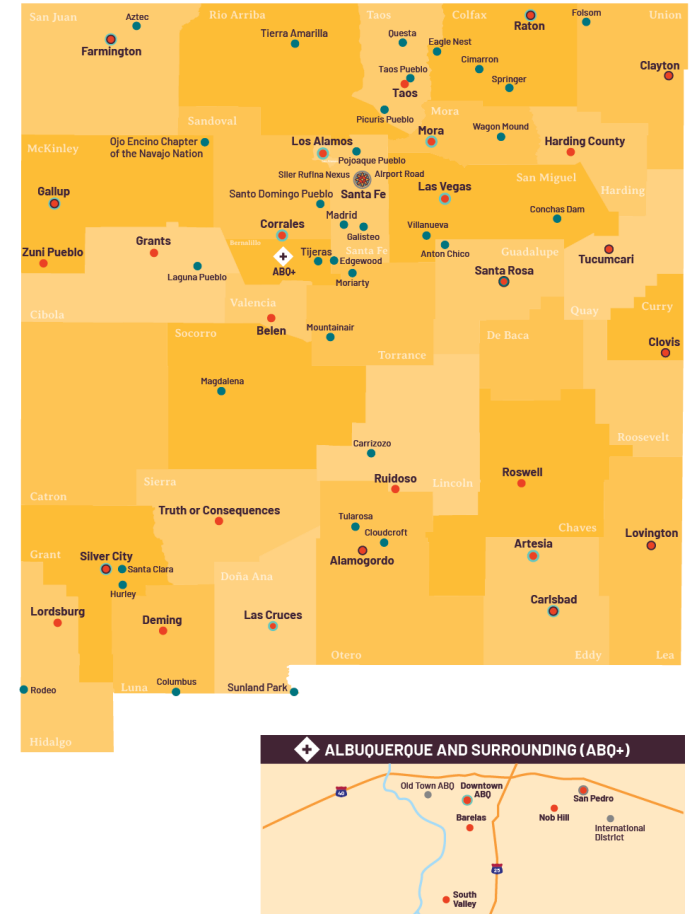


# NMMS Network

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



# 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)

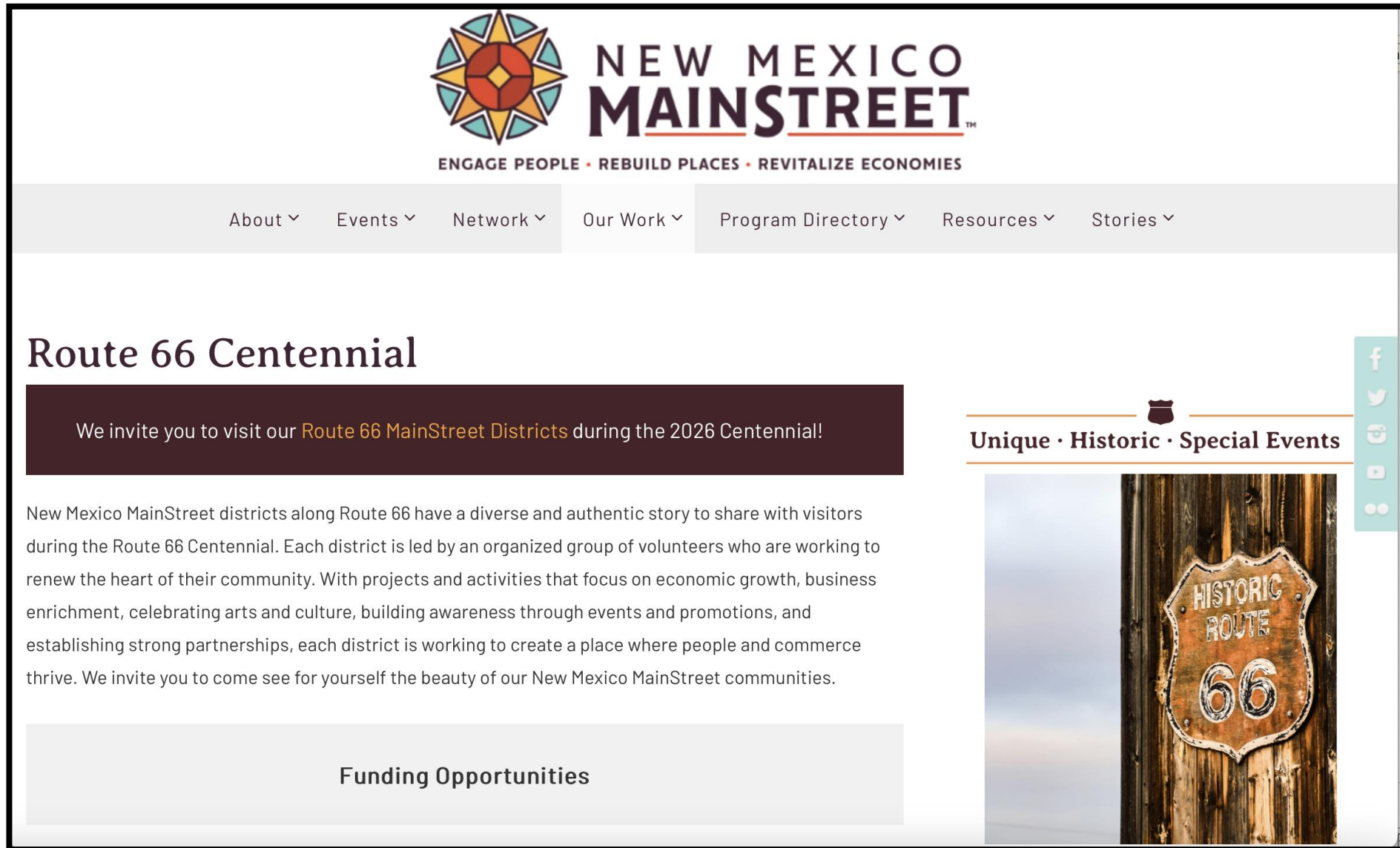
### WEST

Grants MainStreet  
Gallup MainStreet





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



<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](http://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

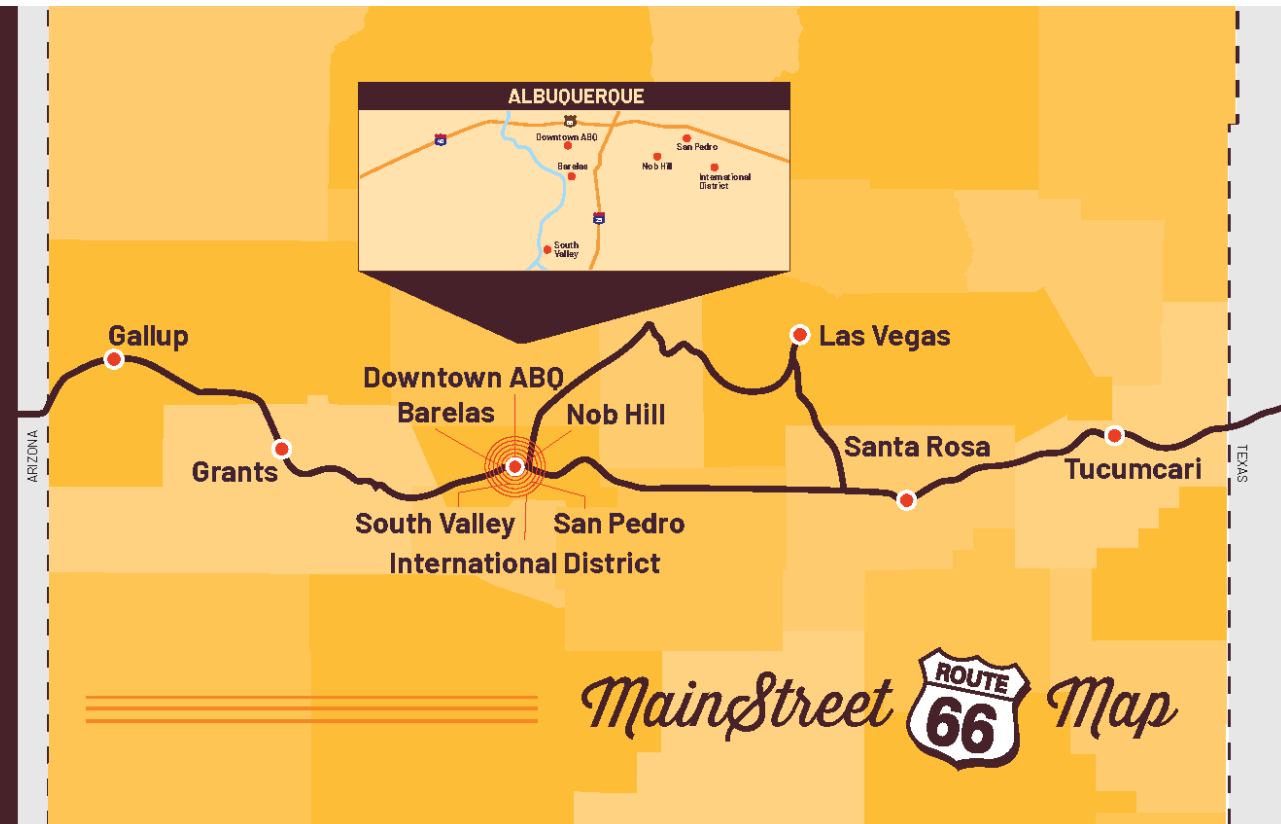
Tucumcari MainStreet  
Santa Rosa MainStreet  
MainStreet de Las Vegas

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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

NMMS Rt 66 Centennial Marketing

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# 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 Barelás	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
	<b>TOTAL:</b>	<b>\$11,312,908</b>



# Website links to districts by region:

## East

### Tucumcari MainStreet



100 West Railroad Avenue  
Tucumcari, New Mexico 88401

[tucumcarimainstreet.org](http://tucumcarimainstreet.org)

### Santa Rosa MainStreet



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

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

### MainStreet de Las Vegas



500 Railroad Avenue  
Las Vegas, New Mexico 87701

[mainstreetdelasvegas.org](http://mainstreetdelasvegas.org)





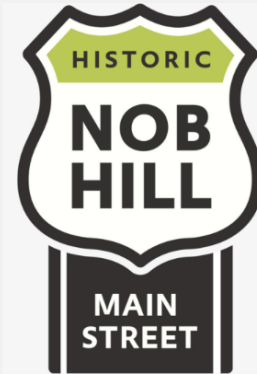
## Central

### Downtown Albuquerque MainStreet Arts & Cultural District



PO Box 27246  
Albuquerque, NM 87125-7246  
[dtabqmainstreet.org](http://dtabqmainstreet.org)

### Nob Hill MainStreet



[nobhillmainstreet.org](http://nobhillmainstreet.org)

### Barelas MainStreet



1309 4th St SW, Suite B  
Albuquerque, NM 87102  
[barelas.net](http://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](https://facebook.com/abqeconomic)

### Revitalize San Pedro Partnership



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

[sanpedroabq.org](http://sanpedroabq.org)



## West

### Gallup MainStreet



205 W Coal Ave  
Gallup, NM 87301

[gallupmainstreet.org](http://gallupmainstreet.org)

### Grants MainStreet



PO Box 337  
Grants, NM 87020

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







# New Mexico Route 66 Centennial Coordination Group

Stakeholder Meeting  
Grants, New Mexico  
November 19, 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.

---

## 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

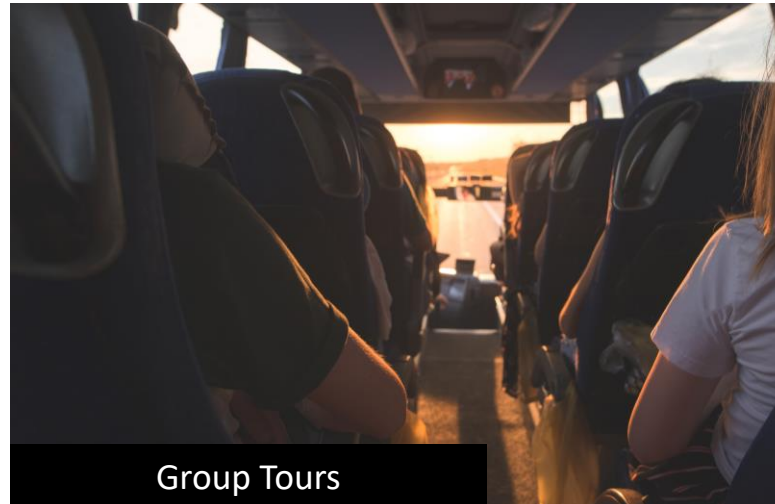
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Food Tours



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

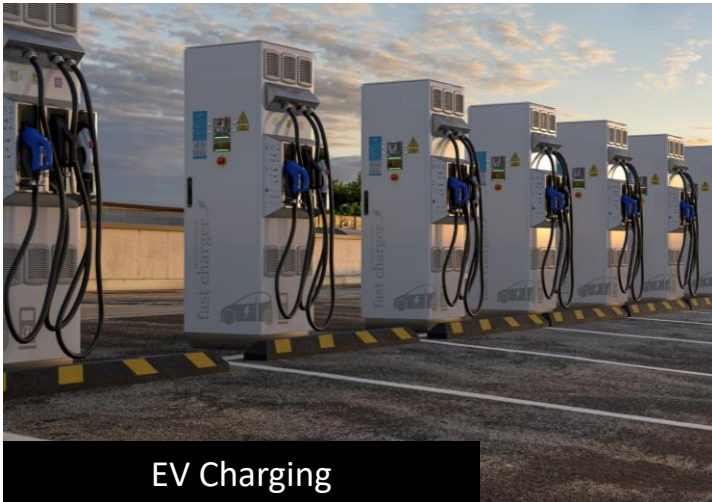


# Infrastructure

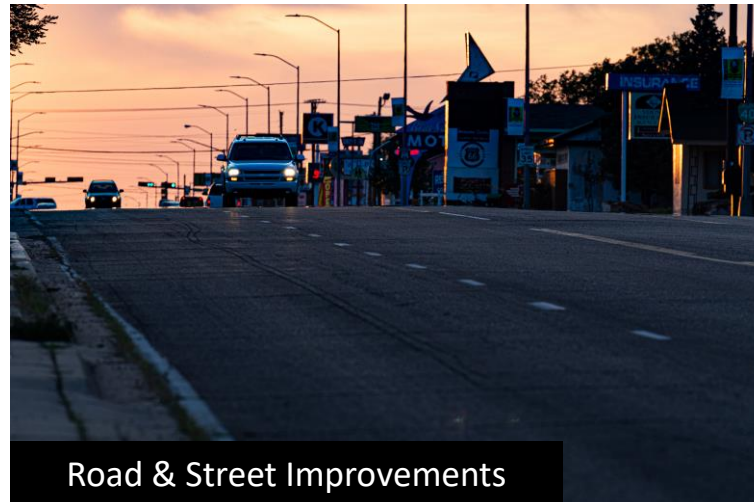
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Parking



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  
Grants, New Mexico  
November 19, 2024





# 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 Coordination Group

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November 19, 2024



# 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

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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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