

A photograph of the Blue Swallow Motel at night. The main sign features a blue neon swallow with a green leaf, above the words "Blue Swallow" in cursive and "MOTEL" in large, pink-outlined block letters. A "VACANCY" sign is visible on the left. In the background, a building has a red "OFFICE" sign and a "WELCOME" sign. A classic car is partially visible in the foreground.

# New Mexico Route 66 Centennial Coordination Group Meeting

February 29, 2024

Tucumcari, New Mexico



# Roll Call



# Welcome and Introductions



# Agenda

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1. Roll Call
2. Welcome & Introductions
3. Approval of Agenda\*
4. Approval of Meeting Minutes from December 12, 2023\*
5. Update on Funding Opportunities in Fiscal Year 2025
6. Update on U.S. Route 66 Commission
7. Route 66 Project Recommendation & Scoring Process\*
8. Stakeholder Meetings/Group Plan – Discussion & Possible Action\*
9. Next Meeting
10. Public Comment
11. Adjourn

\*Action Items



# Approval of Agenda\*



# Approval of Meeting Minutes (12/12/23)\*



# Update on Funding Opportunities in Fiscal Year 2025



# Update on Funding Opportunities for FY25

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- HB2 currently allows for \$2.5MM to be used “to enhance and increase Route 66 related tourism and match federal grant opportunities.”
- The New Mexico Tourism Department is currently in the process of developing a spending plan, and associated grant program, to deploy these funds. This is contingent on HB2 being signed by the Governor.
- Direct funding of the activities of the U.S. Route 66 Centennial Commission remains unclear; however, the Commission is charged with recommending projects to Congress, along with identifying one or more entities in the Federal Government the Commission considers most appropriate to carry out its recommendations.



# Update on U.S. Route 66 Commission



# The Route 66 Centennial



## CALL FOR IDEAS: FOUR FOCUS AREAS

- 1. Commemoratives & Publications:** Recognize the role Route 66 has and continues to play in our nation's history through projects and programs that publicly honor the Mother Road and the people associated with it.
- 2. Infrastructure:** Enhance the overall Route 66 experience for tourists and locals alike, fostering sustained economic benefits across the road through the preservation and improvement of Route 66 infrastructure assets.
- 3. Events & Celebrations:** Involve the public in special, unique, and fun activities/events that mark the historic milestone of Route 66's 100<sup>th</sup> anniversary.
- 4. International & National Marketing:** Drive national and international tourism for maximum impact through visitor spending, promoting celebrations, commemorations, and other activities that honor the 100th anniversary of Route 66.



## Activity / Project Info

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### Commemoratives & Publications

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

### Infrastructure

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

### Events & Celebrations

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

### International & National Marketing

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

Check which Commission Working Group your submission best aligns with: \*

- Commemoratives & Publications**
- Events & Celebrations**
- Infrastructure**
- International & National Marketing**

<https://www.route66-centennial.com>

Submitting Organization \*

Activity / Project Name \*



## Sign up now

Sign up to get updates from the Route 66 Centennial Commission and stay in the know on the latest Route 66 updates and news.

*I would like to receive updates from the Route 66 Centennial Commission. View our [Privacy Policy](#) and [GDPR Information](#).*

Submit

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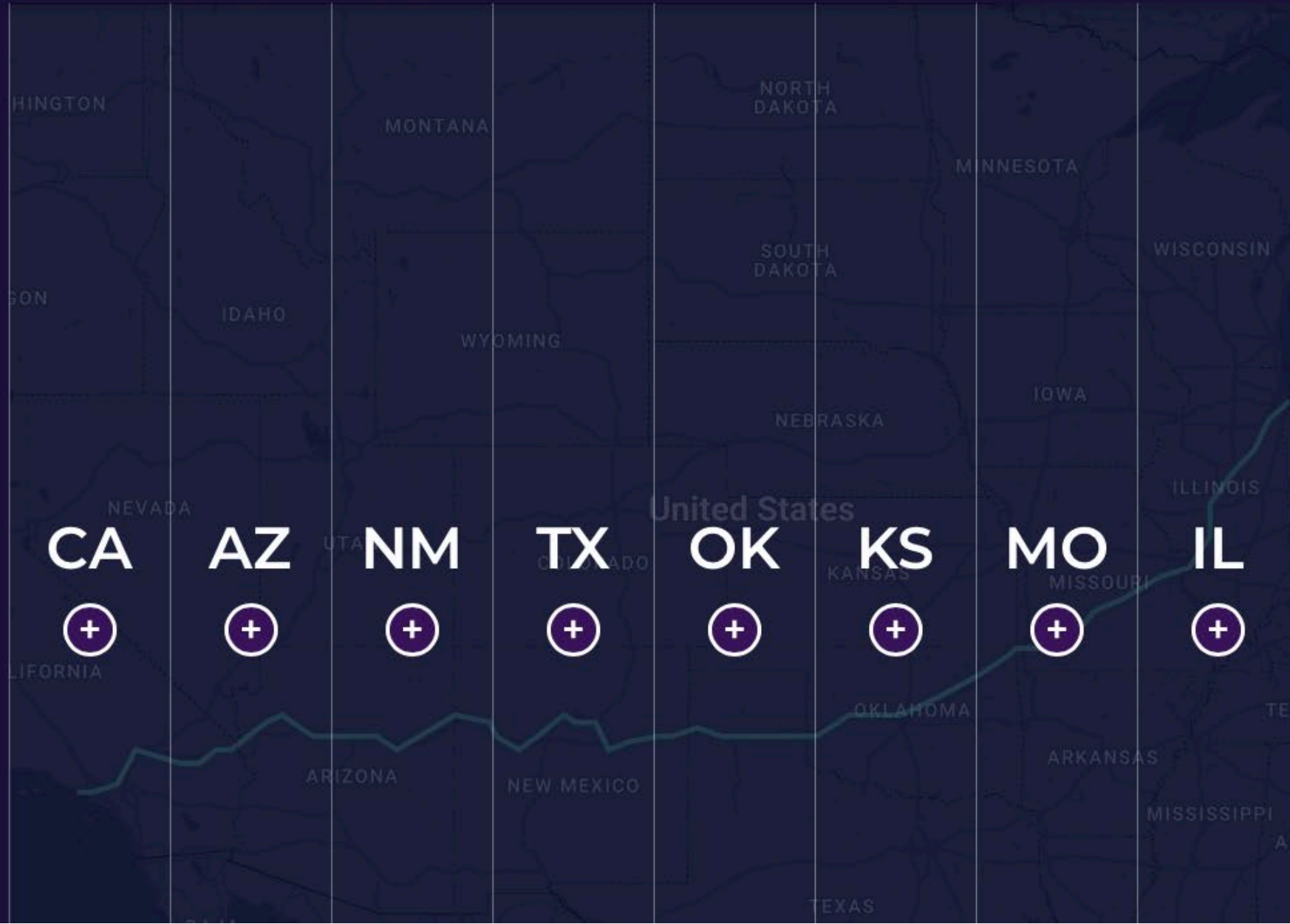


# The Ultimate Road Trip

## Cruising Across 8 States

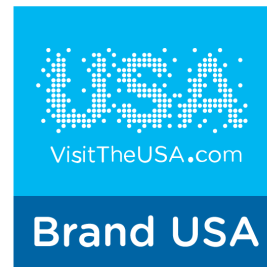
Route 66 is an indelible symbol of American freedom and adventure that has shaped the history and culture of the United States. The eight states it passes through have committed to preserving, protecting and commemorating this national treasure.

[Click Here](#)



# THE ROUTE 66 OPPORTUNITY

Brand USA/Visit The USA has an opportunity to capitalize on the upcoming Route 66 Centennial by bringing the iconic American road trip to life, showcasing its history, unique wonders and sights while also highlighting its modern day relevance and importance. The objective is to tell a unique story, raise awareness and attract international tourists to take part in this iconic American road trip themselves.



# National Travel & Tourism Objectives

The strategy for Brand USA's multi-year road trip/Route 66 effort will focus on the following three strategic objectives from Brand USA's business plan.

## AWARENESS

INCREASE AWARENESS OF ROAD TRIP EXPERIENCES BY LEVERAGING ROAD TRIPS IN CONNECTION WITH AMERICANA CULTURE

## STORYTELLING

LEVERAGE THE UNIQUE, IMMERSIVE CULTURAL EXPERIENCES THAT THE USA PRODUCT HAS TO OFFER INTERNATIONAL TRAVELERS

## PARTNER INTEGRATION

ENSURE A BROAD CAMPAIGN STRUCTURE THAT ENABLES A WIDE RANGE OF PARTNER PARTICIPATION (INCLUDING AND BEYOND ROUTE 66 PARTNERS)

# SO, WHAT'S HAPPENING

Brand USA wants to capitalize on the upcoming Route 66 centennial to bring the iconic American road trip to life in 2025, showcasing the US's rich history, wonders and sights only accessible through road trips in the USA. The objective is to tell a unique story, raise awareness and attract international travelers to take part in an iconic American road trip themselves and *use that as a lead up to the* celebration of Route 66 in 2026.

## CORE OBJECTIVE

***Drive international awareness, engagement and visitation*** to both the many iconic road trip destinations around the U.S in 2025 and to the diverse communities along Route 66 in 2026.

# Phased Strategy

## MULTI-YEAR EFFORT

We recommend a phased multi-year approach for the campaign messaging. The overall messaging for the campaign should be around the iconic American road trip with a specific Route 66 messaging opportunity being introduced in early 2026.

| 2025 |     |     |     |     |     |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN  | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|      |     |     |     |     |     |     |     |     |     |     |     |

| 2026 |     |     |     |     |     |     |     |     |     |     |     |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| JAN  | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
|      |     |     |     |     |     |     |     |     |     |     |     |



# Geographic Focus by Phase

## PHASE 1: GENERAL ROAD TRIPS

- Target Markets:
  - Primary: UK, Germany, Australia, Canada, Mexico & Brazil
  - Secondary: China/India (for consideration based on levels of interest)
- DMO Markets: Any/all partners are relevant in the first phase of this effort

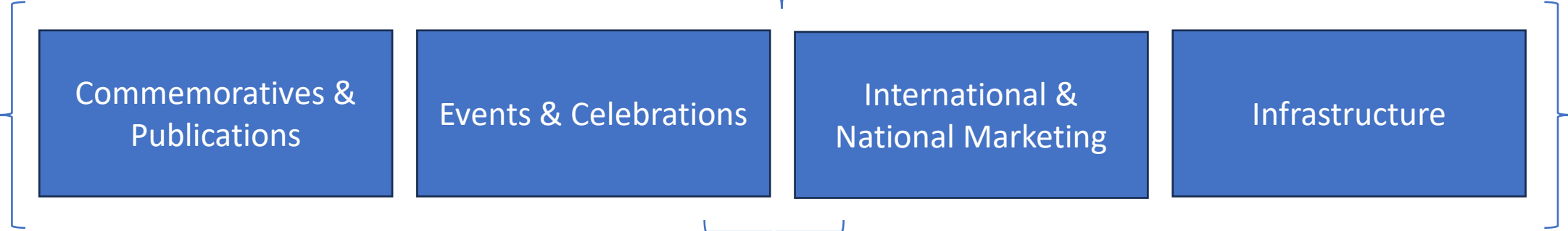
## PHASE 2: ROUTE 66 FOCUS

- Target Markets:
    - Primary: UK, Germany, Australia, Canada, Mexico & Brazil
    - Secondary: China/India (for consideration based on levels of interest)
  - DMO Markets: Illinois, Missouri, Oklahoma, Kansas, Texas, New Mexico, Arizona & California
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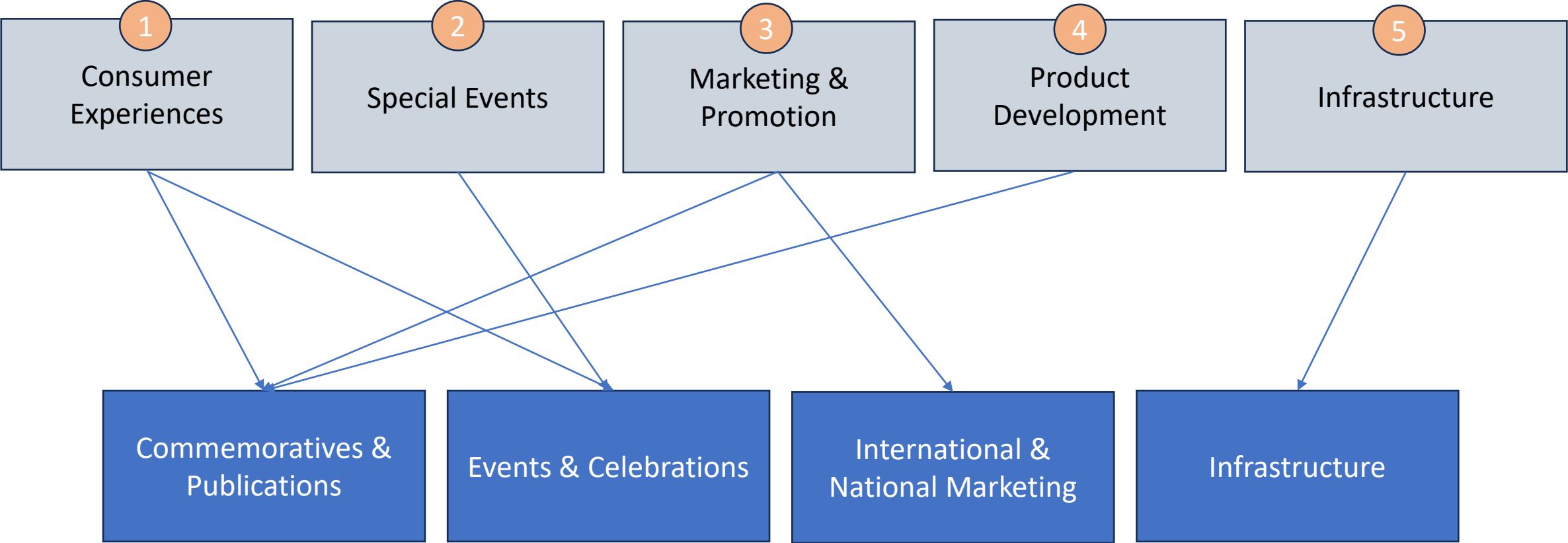
# Route 66 Project Recommendation & Scoring Process\*



Project Concept



Project Endorsed



# Proposed Scoring Criteria

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

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

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

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

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

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

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

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

**Community Support:** Project is supported by local government, local businesses, or other community stakeholders. **(Maximum of 15 points)**

**Maximum of 100 Points**

# Stakeholder Meetings / Group Plan\*



# Stakeholder Meetings / Group Plan

2023 (Q4) thru 2024 (Q4)

- ~~2023 (Q4)~~
  - ~~NM Route 66 Centennial Coordination Group – 12/12/23 (Santa Fe)~~
- ~~2024 (Q1)~~
  - ~~NM Route 66 Centennial Coordination Group – 2/29/24 (Tucumcari)~~
  - ~~Stakeholder Meeting #1 – 2/29/24 (Tucumcari)~~
- 2024 (Q2)
  - Stakeholder Meeting #2 – May 21, 2024 (Santa Rosa)
  - NM Route 66 Centennial Coordination Group – June 18, 2024 (Albuquerque)
  - Stakeholder Meeting #3 – June 18, 2024 (Albuquerque)
- 2024 (Q3)
  - NM Route 66 Centennial Coordination Group – **TBD** (Santa Fe)
  - Stakeholder Meeting #4 – **TBD** (Santa Fe)
- 2024 (Q4)
  - NM Route 66 Centennial Coordination Group – TBD (Grants/Gallup)
  - Stakeholder Meeting #5 – **TBD** (Grants/Gallup)

# Next Meeting



# Next Meeting



Stakeholder Meeting #2 – May 21, 2024 (Santa Rosa)

NM Route 66 Centennial Coordination Group – June 18, 2024 (Albuquerque)

Stakeholder Meeting #3 – June 18, 2024 (Albuquerque)

# Public Comment



Adjourn

