



THE ROAD AHEAD PARTNERSHIP

2019 2nd Quarter Update Report & Next Steps

**Prepared by Mr. Bill Thomas
Chairman, Rt. 66 Road Ahead Partnership
July 15, 2019**

Overview

We are half way through 2019. Accordingly, it is time to provide an Update Report for the 2nd Quarter of this year.

In brief, the bill to designate Rt. 66 a National Historic Trail [HR801] has not yet been re-introduced in Congress this year. We are working hard with Senator Inhofe's office to finalize language included in the bill, so it can be introduced as soon as possible. The bill to establish a national Rt. 66 100th Anniversary Commission [HR66] is progressing. It was voted out of Committee in the Senate a few weeks ago and is now awaiting a vote by the full Senate. Work continues on the development of a GPS-based Rt. 66 navigation app, with completion slated for the end of this year. The Vintage Motel Task Force has recruited 12 properties to be part of what is being called The Route 66 Motel Collection. Approximately 14 additional properties qualify for inclusion in The Collection and are being actively recruited. The Road Ahead has also been involved in its first set of Section 106 reviews, details of which are provided below in the report from the Preservation Working Group.

We believe it is important to let everyone know what the Road Ahead is doing. As you read this report, we hope you gain a better sense of what the Rt. 66 Road Ahead Partnership is and what we are working to achieve.

We welcome and encourage feedback and questions regarding the Rt. 66 Road Ahead Partnership in general, and this 2019 2nd Quarter Update Report in particular. Please feel free to forward your thoughts, questions, ideas, and suggestions to: rt66theroadahead@gmail.com.

Finally, as you read this 2019 2nd Quarter Update Report, we hope you are motivated to be even more involved in the work that awaits us on the road ahead.

Onward and upward...

Bill Thomas, Chairman
Rt. 66 Road Ahead Partnership

**Report on Work Undertaken on the Goals of the Rt. 66 Road Ahead Partnership
During April, May, and June of 2019, along with Next Steps Planned for the Remainder of 2019**

The goals of our organization are designed to achieve a set of desired outcomes, which in turn, are based on our mission.

The mission of the Rt. 66 Road Ahead Partnership is:

To revitalize and sustain Route 66 as a national icon and international destination, for the benefit of all Route 66 communities, travelers, and businesses/attractions, through collaborative partnerships focused on promotion, preservation, research/education, and economic development.

Following is a list of the outcomes we are working to achieve, along with the goals designed to help us achieve those outcomes. Presented below is an update on the status of each goal as of the end of the 2019 2nd Quarter, along with next steps for 2019. You'll note that the current update from the 2nd Quarter 2019 is highlighted in BLUE text, while past updates are in black text.

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

BOARD OF DIRECTORS - EXECUTIVE COMMITTEE & CHAIRMAN'S REPORT

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1.1 – Establish one professionally – led, representative body with a board initially appointed by the Route 66: The Road Ahead Initiative Steering Committee, to deliver on strategic outcomes/goals, convene meetings, act as a central resource, and represent the whole road.</p> | <p>6/28/19 Update Report: The Route 66 Road Ahead Partnership Board of Directors held its 2019 2nd Quarter meeting via teleconference. Minutes from the meeting are available in the Resource Section of the Road Ahead Website [www.route66roadahead.com]</p> <p>5/24/19 Update Report: The Road Ahead’s Executive Committee held its 2019 2nd Quarter meeting via teleconference.</p> <p>2/21-22/19 Update Report: The Route 66 Road Ahead Partnership Board of Directors held its Annual Meeting in Albuquerque, NM. Minutes from the meeting are available in the Resource Section of the Road Ahead Website [www.rt66theroadahead.org]</p> | <p>Conduct both an Executive Committee Meeting and a Board of Director’s teleconference meeting during 3rd Quarter 2019 to discuss/monitor the organization’s goals and outcomes.</p> |

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

STATE ASSOCIATIONS ADVOCACY WORKING GROUP UPDATE

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1.1 – Discuss and identify Rt. 66 needs/concerns and communicate them to the Road Ahead Board of Directors. Come up with potential solutions.</p> | <p>7/15/19 Update Report: Discussed status of individual state Centennial Commission legislation. TX/NM/CA are currently not in process; AZ has a sponsor and planned introduction in next session.</p> | <p>Reps from NM/TX/CA will get updates, but all advised that any assistance would be appreciated from the Board of Directors</p> |
| <p>Goal 1.2 – Discuss and identify areas of common interest and opportunities to work together on projects/activities/challenges to be solved.</p> | <p>7/15/19 Update Report: Discussed collateral materials produced by each state association and general effectiveness of physical vs. digital. Discussed preferred communication methods and the establishment of a private Facebook group for each Association’s board to communicate.</p> | <p>Utilize Social Media to update each other on individual state happenings; review other states’ collateral offerings to see what Best Practices may be developed, or potentially develop a multi-state offering.</p> |
| <p>Goal 1.3 – Assist the Board of Directors in communicating its work with the greater Rt. 66 community.</p> | <p>7/15/19 Update Report: Discussed Harvest Host partnership and re-disseminated information for communication through Social Media channels. Discussed pending National Historic Trail legislation.</p> | <p>Each association committed to posting online about the Harvest Host program and including it on any written collateral that is currently produced. No action on National Historic Trail legislation, as it has not yet been re-introduced.</p> |

Outcome 2 – Effective Promotion: We want to promote the road and increase the number of visitors, both domestic and international, coming to Route 66, with the specific aim of increasing their length of stay and the amount of money they spend along Route 66.

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 2.1 – Ensure passage of Federal legislation to establish a national Route 66 100th Anniversary Commission.</p> | <p>7-15-19 Update Report: Legislation to establish a national Route 66 100th Anniversary Commission passed out of committee in the Senate this quarter. It now awaits a vote on the floor of the full Senate. Language differences between this bill the original HR66 bill passed last session will then need to be worked out.</p> | <p>Establish state-level Rt. 66 100th Anniversary Commissions in each state through which Rt. 66 runs.</p> |
| <p>Goal 2.2 – Ensure each Route 66 State establishes a state-level Route 66 100th Anniversary Commission.</p> | <p>7/15/19 Update Report: To date, Illinois, Missouri, and Oklahoma have established state-level Route 66 100th Anniversary Commissions. Work has also begun in Illinois in setting up county and community-level commissions. The goal is to create a Centennial “framework” of Federal-State-Local groups that coordinate their work to achieve common outcomes/goals.</p> <p>10/10/18 Update Report: In July, Illinois Governor Bruce Rauner signed into law the bill to establish an Illinois Rt. 66 100th Anniversary Commission. Missouri has also passed legislation. Efforts have now begun in Oklahoma to introduce legislation there to establish an Oklahoma Rt. 66 100th Anniversary Commission.</p> | <p>Work with the State Associations Working Group to make progress in Kansas, Texas, New Mexico, Arizona, and California to pass 100th Anniversary Commission legislation.</p> |
| <p>Goal 2.3 – Develop a communications strategy that ensure as many Route 66 stakeholders as possible are informed of what the Road Ahead is and what it is working to achieve.</p> | <p>7/15/19 Update Report: The Road Ahead’s communication staff has devised a strategy focused on communications with existing Route 66 stakeholders in ways that keep them informed and involved in the work of the Road Ahead. During the 2nd Quarter of 2019, press releases were sent out to the eight State Rt. 66 Associations, to board members and other key stakeholders, reporting on: the Annual Board Meeting held in Albuquerque, the introduction of the Road Ahead/Harvest Hosts Program, recruitment of initial Route 66 Harvest Hosts sites, updates on National Route 66 Centennial Legislation in the Senate, introduction of Ruth Keenoy as a new member of the Preservation Working Group, introduction of Rhys Martin as new Chairman of the State Associations Working Group, and work being done by the Road Ahead in support of the Grassroots Baseball: Route 66 program.</p> <p>Social Media was used to make 54 different posts on the Road Ahead Facebook page, to share posts from other Route 66 Facebook pages, to share video posts by Jim Hinckley, and to engage Facebook users through a series of “Speak Up Sunday” posts that ask users to comment on their Route 66 experiences. The seven “Speak Up Sunday” posts reached 1,944 people, generating 242 clicks, and 83 reactions, comments or shares. Overall Facebook page “Likes” increased from 601 last quarter to 674 and Facebook page “Followers” increased from 608 to 691</p> | <p>Continue to work with the ISU Arts Technology Program to refine and advance development of the navigation app, including inclusion of the Tribal itinerary.</p> |

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| | <p>The Road Ahead began work to support Jeff Idelson, recently retired Executive Director of the Baseball Hall of Fame, and his Grassroots Baseball: Route 66 Project [see: www.grassrootsbaseball.com], a report was also sent out regarding completion of the Youth Engagement Campaign, a YouTube based project designed to interest more younger folks in Route 66.</p> | |
| <p>Goal 2.4 – Promote Route 66 travel through the development of a Route 66 Navigation App.</p> | <p>7/15/19 Update Report: Work on the Route 66 Navigation app continues to progress. It will now include at least three specific itineraries: 1] An American Indian Route 66 Tribal Itinerary, featuring selected sites/attractions/events on or adjacent to Tribal lands through which Route 66 runs; 2] A Green Book Itinerary, listing Green Book sites on/adjacent to Route 66, including extant structures as well as locations of Green Book sites that no longer stand; 3] Vintage Motel Itinerary, which includes those properties along Route 66 that have signed up to join The Route 66 Motel Collection, a group of motels whose owner/operators have joined together in a mutual marketing, branding, referral, and advocacy effort – ultimately designed to increase their revenue, and sustain and grow their motel businesses. In addition, the app will includes 10-15 points of interest along Route 66 in each of the states through which it passes.</p> <p>10/10/18 Update Report: The Promotion Working Group continued to work with the Arts Technology Program at Illinois State University to design and develop a GPS-based Rt. 66 Navigation app. An MOU was signed with the American Indian Alaska Native Tourism Association [AIANTA] that will – amongst other things – result in a Rt. 66 Tribal Itinerary being developed for inclusion in the Rt. 66 navigation app.</p> | <p>Finish the Route 66 Navigation App by 12/31/19.</p> |

Outcome 3 – Purposeful Preservation: We want to purposefully preserve the historic resources (i.e. buildings, structures, sites, districts, objects, and landscapes), traditions, and experiences that give Route 66 its idiosyncratic character.

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 3.1 – Collaboratively share best practices and ideas between such groups as State Historic Preservation Offices (SHPOs) and State Departments of Transportation (DOTs).</p> | <p>7/15/19 Update Report: Coordinate with the National Park Service/Route 66 Corridor Preservation Program on a list of previous projects involving Section 106 consultations. NPS anticipates completing a preliminary list by August 2019.</p> <p>10/10/18 Update Report: A revised draft job description/duty statement was prepared for the proposed Road Ahead Partnership (RAP) point of contact regarding Section 106 consultations and reviews. The revised draft is being reviewed by the WG and finalized.</p> | <p>Submit NPS Section 106 consultations list to RAP Historic Resources Specialist.</p> |

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| <p>Goal 3.2 – Share info about the meaning & benefits of preservation & the tools, techniques, & incentives for preservation outcomes.</p> | <p>7/15/19 Update Report: A draft “Quick Reference Guide” on the economic incentives of historic preservation is in preparation. The draft will be reviewed by the WG and finalized; target date to be determined.</p> <p>10/10/18 Update Report: A “Quick Reference Guide” on the economic incentives of historic preservation is in preparation.</p> | <p>Submit draft “Quick Reference Guide” to the RAP Executive Director.</p> |
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| <p>Goal 3.3 – Share information with the Board of Directors about Section 106 and the preservation of historic properties.</p> | <p>7/15/19 Update Report: A draft Reference Guide for the Board of Directors on Section 106 topics was in preparation. The WG will instead provide a website link to the Advisory Council on Historic Preservation, Protecting Historic Properties: A Citizen’s Guide to Section 106 Review.</p> <p>10/10/18 Update Report: No update on production of a Reference Guide for members of the Road Ahead Board of Directors.</p> | <p>Submit the website link to the RAP Executive Director by July 15, 2019.</p> |
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Outcome 4 – Increased Economic Vitality: We want to act as a catalyst for community and economic development by helping sustain and strengthen existing Route 66 businesses and attractions, and by helping new ones develop.

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 4.1 – Develop a local economic development toolkit to be used by local officials and tourism agencies to take greater advantage of Route 66 assets within their area.</p> | <p>7/15/19 Update Report: No report submitted.</p> <p>10/10/18 Update Report: The Lakota Group has been engaged to do a pro bono case study of Pontiac. A site visit in Pontiac was conducted in September 2018.</p> | <p>Continue to seek support from Lakota Group in the development of a pro bono case study of Pontiac, IL.</p> |
| <p>Goal 4.2 – Create a resource & information site for Route 66 travelers, to be a central hub for travel information resources for Rt. 66 attractions & assets.</p> | <p>7/15/19 Update Report: No report submitted.</p> <p>10/10/18 Update Report: No update.</p> | <p>Compile inventory of sites & resources. Explore opportunities for domains & smartphone, tablet applications. Investigate whether an existing site would be best suited to host such a resource.</p> |

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| <p>Goal 4.3 Reach out to State agencies conducting traveler/visitor surveys and coordinate deeper-dive questions surrounding Route 66 and heritage travel.</p> | <p>7/15/19 Update Report – The Road Ahead wrote a Request for Proposal [RFP] designed to identify travel research firms that could assist with developing Rt. 66 specific questions needed to fill the research gap between the original 2012 Rutgers University “Route 66 Economic Impact Study” and the need for current Route 66 specific data. The RPF was forwarded to three nationally known travel research companies. Two responded with proposal to conduct Route 66 specific research for The Road Ahead. The cost of conducting such research is significant, so the Road Ahead is now working with its partners, including the National Park Service, to see what funding sources can be combined with funds available from the Road Ahead, to conduct the Route 66 specific travel research desired. In addition, more investigation is being conducted to try and identify other firms that can conduct the desired, statistically sound research wanted, but at less cost.</p> <p>In addition, discussions are underway with Dr. Listokin at Rutgers University to possibly revisit/update the economic development case studies included in the 2012 Route 66 Economic Impact Study.</p> <p>10/10/18 Update Report: No update.</p> | <p>Continue investigating sources to conduct Route 66 specific research and work to identify additional funding sources to support such research.</p> |
| <p>Goal 4.4 – Create an economic development focused conference for local officials & businesses to attend, at which best practices & successful case studies are shared with decision makers.</p> | <p>7/15/19 Update Report: No update report submitted.</p> <p>10/10/18 Update Report: No update.</p> | <p>Identify an organizer for the proposed economic development conference.</p> <p>Identify a specific date for the proposed economic development conference.</p> |
| <p>Goal 4.5 – Create an econ dev focused conference for local officials & businesses to attend, at which best practices & successful case studies are shared with decision makers.</p> | <p>7/15/19 Update Report: No update report submitted.</p> <p>10/10/18 Update Report: No update.</p> | <p>Identify an organizer for the proposed economic development conference.</p> <p>Identify a specific date for the proposed economic development conference.</p> |

Outcome 5 – Quality Research and Education: We want to ensure that the history and stories associated with Route 66 are both accurate and accessible to the public, to researchers, and to educational institutions in order to enhance and encourage greater connection to, and understanding of, the Mother Road.

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 5.1 – Establish a national Research/Education Working Group to collaboratively support professional and amateur educators and researchers in their efforts to inspire and renew public understanding of Route 66.</p> | <p>7/15/19 Update Report: The Research and Education Working Group reports that it has been a struggle to hold a meetings, due to a variety of factor: medical visits, moving between homes, or research trips, to name a few from this summer. We have moved our current discussion on educational toolkits to a Google Doc to make it easier for members to discuss their different suggestions they have offered, and to narrow these down to five in each of the two toolkits. We have also begun to discuss with Dr. Gretchen McCallister, from Northern Arizona University, developing grants to make a new Route 66 pedagogy, though this is in the early stages. We hope to meet again via Skype in September when all our teachers have a more sedate schedule.</p> <p>10/10/18 Update Report: An invitation has been extended to Gretchen McAllister to join the Road Ahead Education and Research Working Group. Gretchen is a teacher working with the Northern Arizona University library on a Route 66 class and associated webpage created by students. Gretchen has accepted and will join the net teleconference meeting of this Working Group on its next call scheduled for October.</p> | <p>No Specific Next Steps Identified</p> |
| <p>Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.</p> | <p>7/15/19 Update Report: The Working Group has reached out to state and international associations to identify educators teaching on Route 66 and has collected syllabi to create a clearinghouse of material for educators interested in teaching about Route 66. Our goal continues to be to design and construct two “toolkits” on education and research on Route 66. Members have been asked to think about core elements for these. Based on discussions with members, we have split this into two types: 1) secondary school modules, intended to be plugged into existing curriculum, and 2) an information packet listing where to resources higher education instructors can use in their own classes on Route 66.</p> <p>10/10/18 Update Report: We continue to reach out to state and international associations to identify educators teaching on Route 66. Syllabi have been collected for a clearinghouse of material for educators interested in teaching about Rt. 66. The goal is to design and construct two “toolkits” on education and research on Route 66. Members have been asked to think about core elements for each. We have split this into two class types, one for secondary school modules, intended to be plugged into existing curriculum requirements, and more of a packet of information and where to find more on specific topics that higher education instructors can use to base their own classes on Route 66. Dr. Dunaway continues to supervise a dissertation with Donatella Davanzo at the University of New Mexico concerning Route 66</p> | <p>No Specific Next Steps Identified</p> |

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| | architecture in New Mexico, of which he has recently completed a full edit. | |
| Goal 5.3 – Support the research and preparation of comprehensive and accurate Route 66 information and its distribution in multiple forms, including: netcasting, broadcasting, print, social media, and curriculum. | <p>7/15/19 Update Report: Both the Working Group and the Route 66 Oral History Office continues to respond to requests for information concerning resources. We will be making available for wider use the toolkits we are currently working on once completed. The Working Group assumed responsibility, through its chair Dr. Dunaway and Dr. Mandrgoc, of oversight for the Youth Outreach Task Force, which completed its social media campaign in April 2019 and provided a final report on their successes and suggestions for the next campaign.</p> <p>10/10/18 Update Report: The Working Group continues to respond to requests for information as will the Route 66 Oral History office concerning the resources we have and will be making available for wider use the toolkits we are currently working on once completed. The Working Group has assumed responsibility, through its chair David Dunaway (and Steve Mandrgoc), of oversight for the Youth Outreach Task Force, which is developing a video and social media campaign to begin in Nov. 2018 and continue to April 2019. This has included assisting with suggestions on sites to use, scripts, people to interview, and production assistance.</p> | No Specific Next Steps Identified |

| Financial Sustainment Task Force Report | | |
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| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
| Goal 1 – Establish a Financial Sustainment Task Force charged with devising and implementing plans to ensure The Route 66 road Ahead Partnership is financially able to carry out its work. | <p>7/15/19 Update Report: The Road Ahead has finally been notified that it has received official approval to proceed with marketing a Route 66 Road Ahead Charity Charge Card. The Road Ahead is now seeking permission to design a custom identity for its card, with the goal of making it more appealing to potential users.</p> <p>The Road Ahead received its second corporate sponsorship donation of \$50,000 from State Farm Insurance Company. \$14,000 of this donation was set aside in a reserve fund, with the rest allocated to current projects/expenses. The reserve fund now has \$28,500 in it. The Road Ahead will receive one more annual corporate sponsorship donation from State Farm.</p> <p>The Road Ahead also signed a 2019-2020 Task Agreement with the National Parks Service, with a budget totaling \$37,012.00</p> <p>10/10/18 Update Report: As reported last Quarter, a minimum of 10 active cardholders had been recruited to participate in the Rt. 66 Charity Charge credit card program. Now that this minimum has been met, the steps needed to make the program available to the general public are being taken. It is a complicated process, however. Commerce Bank will not be ready to let</p> | <p>Finalize design for customized Route 66 Charity Charge credit card.</p> <p>Finalize the steps needed to market the Route 66 Charity Charge credit card program to the public.</p> <p>Continue to seek potential a corporate sponsors for the Road Ahead.</p> |

us market the program until January 2019.

National Historic Trail Designation Task Force Report

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1 – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p> | <p>7/15/19 Update Report: The bill to establish a Route 66 National Historic Trail has not yet been introduced into Congress this year. It is being sponsored by Senator James Inhofe [R-MO] and Senator Tom Udall [D-NM]. Language in the bill is presently being finalized, with the hope it will be officially introduced soon.</p> <p>10/30/18 Update Report: Senator Tom Udall from New Mexico is interested in introducing a Senate bill for Route 66 National Historic Trail designation. Bill Thomas, John Conoboy, and Pam Bowman from the National Trust are working with Congressman LaHood's staff and Senator Udall's staff with efforts to ensure that a Senate bill is identical to H.R. 801 and to find a republican Senator to cosponsor the bill.</p> | <p>Ensure HR801 is passed in the Senate and signed and its by the President.</p> |

Rt. 66 Vintage Motel Task Force Report

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1 – Establish a Vintage Motel Task Force to identify the needs and challenges of owners - operators of Rt. 66 motels.</p> | <p>7/15/19 Update Report: The VMTF has created what it is calling “The Route 66 Motel Collection” – a group of vintage motel properties whose owner/operators have banded together in a mutual marketing, branding, referral, and advocacy effort. The ultimate goal of The Route 66 Motel Collection is to increase revenue, in order to sustain and grow these businesses. To qualify to be a member of The Route 66 Motel Collection, a property must have received four-star ratings or higher on TripAdvisor and/or Google Reviews over the past 12 months. Properties also potentially qualify if they offer travelers one or more of these amenities: swimming pool, fire pit, complimentary breakfast, patio, onsite pet that adds a special welcoming touch, etc.</p> <p>9/30/18 Update Report: During 3rd Quarter, the VMTF finalized its purpose, identified specific Needs/Challenges of vintage motel owner/operators and – based on these – set specific goals on which this Task Force will work.</p> <p><u>Purpose</u> - The purpose of the Vintage Motel Task Force is to retain, sustain, and enhance the viability of vintage motels along Route 66 by bringing together owner/operators committed to collaboratively addressing common challenges/needs.</p> | <p>Continue to recruit new motel properties to join The Route 66 Motel Collection.</p> <p>Launch Route 66 Motel Collection website.</p> |

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| | <p><u>Challenges/Needs:</u></p> <ol style="list-style-type: none"> 1. Operational Economics: The cashflow challenge of maintaining a vintage motel business throughout the entire year, given the seasonal nature of the business, . 2. Economies of Scale: The challenge of not being able to leverage group buying opportunities [e.g. day-to-day supplies & other fixed costs, advertising/marketing, etc.], due to the lack of a vintage motel association 3. Advertising/Marketing: How, when, and where to do effective advertising/marketing? 4. Quality Standards: The need for vintage motel quality standards designed to motivate customers to feel comfortable staying at vintage motels 5. Workforce: The challenge of recruiting and keeping good/qualified employees, given small labor pools and the seasonal nature of owning/operating a vintage motel. 6. Networking: The Need for professional networking designed to help vintage motel owner/operators tap into the wisdom/experience of other owner/operators. 7. Work Environment: The challenge of how exhausting it is to be the owner/operator of a highly personalized business. <p>To help address the #1-2 Needs/Challenges noted above, the VMTF set a goal to: <i>Improve typical vintage motel cashflow situation by leveraging group purchasing processes designed to reduce overall operating costs, such as day-to-day supplies.</i></p> <p>To help address the #3-4 Needs/Challenges noted above, the VMTF set a goal to: <i>Increase revenue at vintage motels by implementing a branding & marketing process that devises a plan, a budget, and an execution strategy resulting in increased reservations.</i></p> | |
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| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1 – Recruit new members to the Green Book Task Force.</p> | <p>7/15/19 Update Report: Attempts continue to recruit new members to the Green Book Task Force. Once that is accomplished, attention will be turned to identifying specific goals for this task force.</p> <p>9/30/18 Update Report: “The Negro Motorist Green Book” was published for several decades beginning in 1936. It included lists and recommendations of cafes, gas stations, and places where African Americans traveling across the U.S. could be safely served. During 3rd Quarter the Road Ahead established a Rt. 66 Green Book Task Force, which identified a purpose and guiding principles for itself. It also identified Needs/Challenges associated with The Green Book.</p> | <p>Continue working to recruit new members.</p> <p>Identify specific goals, based on the Needs/Challenges already identified.</p> |

Purpose: The purpose of the Rt. 66 Green Book Task Force is to increase awareness of, and appreciation for, the story of African Americans and Rt. 66, by collaborating with individuals, organizations, & gov. entities to research, promote, and preserve Green Book sites along Rt. 66.

Green Book Needs & Challenges:

Increased Awareness & Appreciation - All Americans should be able to find their story along Rt. 66, as it is a seminal element of our national history. Accordingly, there is a need for greater awareness of, and appreciation for, the story of the African American experience vis-à-vis Rt. 66. The Green Book can be a frame of reference through which awareness and appreciation of this particular story are enhanced.

Research - Much historic research has been done regarding the Green Book. More is needed, however, to flesh out the full story of the Green Book. Because so many physical Green Book sites have been demolished or have disappeared, there is a great need for oral histories, focused research, and data collection designed to present as full a picture as possible regarding Green Book history.

Preservation - NPS research reveals the majority of identified Green Book sites along Rt. 66 are now gone. Preservation efforts to save the remaining physical Green Book sites is an important need, combined with the need for devising plans and raising funds to carry out such preservation work.

Promotion and Education - More Green Book research - while vital and important - is not an end in and of itself. Expanded Green Book research needs to be actively used to promote and preserve Green Book sites along Rt. 66, and in the process increase the awareness of, and appreciation for, these sites amongst the public.

Guiding Principles - As the GBTF goes about its work, it will be guided by the following principles:

Involving African American individuals, organizations, and communities in the work of the GBTF is crucial to the success of the task force. - Accordingly, the GBTF will work to directly engage African American stakeholders as active participants in the tasks it undertakes to achieve its purpose.

Engaging younger and more diverse audiences is one of the keys to ensuring the preservation and ongoing viability of Rt. 66. - Accordingly, the GBTF will work to enhance the knowledge, appreciation and enjoyment of Rt. 66 by younger and more diverse audiences, as it carries out the tasks it undertakes to achieve its purpose.

Rt. 66 GBTF Members include: Morgan Vickers, Intern w/ The National Trust for Historic Preservation; Frank Norris, Historian w/ the National Park Service; Kaisa Barthuli, National Park Service; Bill Thomas, Chairman Road Ahead Partnership, and Candacy Taylor, Author, Photographer,

International Advisory Group Report

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1 – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p> | <p>7/15/19 – Update Report: A potential new means of distributing the Internal Traveler’s Survey is being researched. Survey Gizmo, the firm used to create our online survey, offers a program to conduct research for clients who have devised survey’s using its tools.</p> <p>10/10/18 Update Report: The draft “International Traveler’s Survey” was piloted at the Route 66 European Festival that took place August 10-12, 2018, at Zlin in the Czech Republic. A Japanese language version of the survey was also produced.</p> | <p>Determine viability of using Survey Gizmo services to conduct the research survey desired by the Road Ahead using our International Traveler’s Survey.</p> |

Tribal Advisory Group Report

| GOAL | 2019 STATUS | NEXT STEPS FOR 2019 |
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| <p>Goal 1 – Establish an American Indian Tribal Advisory Group to ensure active collaboration with as many Route 66 stakeholders as possible.</p> | <p>7/15/19 Update Report: Sites in Tribal areas on or adjacent to Route 66 have been collected for use in the Road Ahead’s Route 66 Navigation App. These have been forwarded to the Arts Technology Program at Illinois State University for inclusion in the app. Descriptions and photos/images of these sites are now being collected.</p> <p>10/10/18 Update Report: During 3rd Quarter, the Road Ahead and AIANTA began work on a process designed to involve Tribes along Rt. 66 in creating the Rt. 66 Tribal Itinerary planned for the Rt. 66 Navigation App. The Arts Technology Program at ISU, which is developing the App, created a draft spreadsheet designed to collect information from Tribes regarding sites/attractions/events they suggest be included in the Rt. 66 Navigation App. Work is also being done to establish criteria the Tribes will be given, designed to help them identify sites/attractions/events</p> | <p>Secure descriptions and images for the Tribal sites on/adjacent to Route 66 that will be included in the Route 66 Navigation App.</p> |

Conclusion

The Rt. 66 Road Ahead Partnership will continue to focus on national, “whole-road” issues throughout the remainder of 2019. Primary attention will be given to securing National Historic Trail status for Route 66, establishing a national Route 66 100th Anniversary Commission and each of the other goals identified above.

We have successfully established our new organization – and we have *planned our work*. Now comes the challenging task of *working our plan*. This is not easy and it will be a long journey, but traveling it together will bring us to the destination we seek on the road ahead.

Onward and upward... Bill Thomas, Chairman - Rt. 66 Road Ahead Partnership