



THE ROAD AHEAD PARTNERSHIP

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FOR IMMEDIATE RELEASE

Route 66 Road Ahead Partnership Provides Activity Updates in 2022 Spring Report

The ongoing Covid-19 Pandemic disrupted regular quarterly meetings of the Route 66 Road Ahead Partnership Board during this past winter. Its new report covers November 2021 through April 2022, and is available on its website, www.route66roadahead.com (by clicking on the “News” or “Resources” tabs). Highlights are provided below.

The Road Ahead continues to focus on five outcomes: increased collaboration, effective promotion, purposeful preservation, increased economic vitality, and quality research and education. The outcomes are supported by a variety of goals that continue to advance Route 66 as an American historic and economic treasure.

The Route 66 State Associations Advocacy Working Group collaborates with each other and the Road Ahead Board of Directors to share common interests, opportunities, and support. They are currently working to set up State Centennial Committees in Arizona, California and New Mexico.

In addition to encouraging states to recommend appointments to the US Route 66 Centennial Commission and adopt their own Centennial legislation, the Road Ahead Promotion Working Group is discussing ways to share event information and collateral pieces with tourism directors.

The Route 66 Historic Preservation Toolkit is expected to be available on the Road Ahead website later this summer. An economic development tool kit is also underway with a goal of making it available later this year.

The Road Ahead has done extensive preparatory work for the upcoming Route 66 Centennial – including development of an overall strategy for leveraging the Road’s 100th anniversary to help the millions of people who live, work, and travel along the road. Areas of focus will include celebrations, commemorations, and programs/projects targeting promotion, preservation, research/education, and the economic development of Route 66. The U.S. Route 66 Centennial Commission is one commissioner short of the quorum needed to hold its first meeting, but the Road Ahead continues to work with the individuals/offices noted in the Commission legislation to ensure recommended appointments to the Commission are made. The plans and proposals devised by the Road Ahead will be presented to the Commission for discussion/action at its inaugural meeting.

The Route 66 Road Ahead Partnership continues to focus on national, whole road issues like the “Route 66 Alternative Fuels Corridor Initiative,” as it makes plans to lead the Route 66 100th Anniversary Commission toward 2026.

Established in 2016, with the support of the National Park Service and the World Monuments' Fund, The Route 66 Road Ahead Partnership’s mission is to revitalize and sustain Route 66 as a national and international icon through partnerships focused on promotion, preservation, research and education, and economic development.

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