



THE ROAD AHEAD PARTNERSHIP

September 12, 2024

FOR IMMEDIATE RELEASE

3rd Quarter, 2024 Update from the Route 66 Road Ahead Partnership

The Route 66 Road Ahead Partnership Board of Directors held its third quarter meeting on August 9, 2024. Reports were presented by the Partnership's Working Groups and updates on the Road Ahead's Extraordinary Women Micro-Grant and Black Experiences Grant Programs were provided. Information regarding the most recent Federal Route 66 Centennial Commission programs, activities, projects, and events approved was also shared.

The Federal Route 66 Centennial Commission approved the Route 66 Centennial Public-Facing Communications plan that was submitted in February. One of the key elements of this plan is the Centennial Web site, which is currently under development with a goal for launch on January 1, 2025.

The Road Ahead submitted three new projects to the Route 66 Centennial Commission during the third quarter. The Commission voted to recommend the *Google Arts and Culture Route 66 Hub*, the *Route 66 Pathways Project*, and the *I Am Route 66 Project* as Official Route 66 Centennial Projects.

It appears that progress is being made on the Route 66 Historic Trail Bill, as it moves in the direction of being included in an end-of-year Land Package legislation in the House of Representatives. The Road Ahead will work with congressional staffers to introduce a bill in the Senate that compliments the House bill.

Efforts to raise funds for the proposed Route 66 National Research Center began following onsite meetings with officials from UNM, the Lobo Development Group, and the UNM Foundation in August.

The Preservation Working Group's Quick Reference Preservation Guide is available online at www.route66theroadahead.org/resources. The Road Ahead can help users make the most of this tool. For more information, email wthomas@teleologic.net

The Board also voted to engage Samantha Extance to facilitate a blended [i.e. online & in person] strategic planning process for the Partnership. More details are available via minutes of the 8/9/24 Board Meeting, found in the Resource section of the Road Ahead website.

Further details and more updates can be found in the online report at www.route66roadahead.org/resources/.

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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