

Route 66: The Road Ahead Initiative
Mission - Strategic Outcomes - Goals

Mission:

To revive and renew Route 66 as a symbol of freedom, adventure, and prosperity by engaging in cross-state collaboration, promotion and preservation in order to foster economic development along the road.

Strategic Outcomes:

- Strong Cross-State Collaboration: We want to increase communication and participation among and between sectors (tourism, preservation, associations, transportation, economic/community development) to leverage their work for the benefit of the entire road.

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

- Purposeful Preservation: We want to purposefully maintain and preserve as much of the authentic roadway design, original buildings, landscapes, traditions, and experiences that together make up the idiosyncratic experience that is the essence of Rt. 66.

- Increased Prosperity: We want to act as a catalyst for community development, increasing the prosperity of the people who live along, and are connected to, Rt. 66 by helping sustain existing businesses and attractions, and by helping new ones develop.

- Accurate Research and Education: We want to ensure that the history and stories associated with Route 66 are both accurate and accessible to the public, researchers and educational institutions in order to enhance and encourage greater understanding of the mother road.

Strategic Goals:

Strong Cross-State Collaboration:

1. Establish one professionally – led, representative body with an elected board, to deliver on strategic goals, convene meetings, act as a central resource and represent the road as a whole

2. Leverage the resources of National Trust (NTHP) or World Monuments Fund (WMF) as potential incubators

3. Build budget and 3 year plan with targets for financial sustainability, post incubation

Effective Promotion:

1. Develop comprehensive marketing and communication strategy to promote the road, leverage social media and build a single cohesive website and clearing house for information
2. Establish collaborative Cross-State Tourism/Marketing Group to promote the whole road and obtain matching funds through Brand USA to market Route 66 overseas
3. Educate public, tour operators, communities, entrepreneurs, government and the next generation about the history, cultural importance, economic value, attractions and business opportunities along Route 6

Purposeful Preservation:

1. Gain National Treasure status through National Trust (NTHP)
2. Pursue federal legislation to designate Rt. 66 as an Historic Trail
3. Establish Cross-State Preservation Group to share best practice and ideas especially between State Historic Preservation Offices (SHPO) and Departments of Transportation (DOT) including common standards, bridges, buildings, storytelling and signage etc

Increased Prosperity:

1. Promote economic development case for support , provide mentorship, training and resources
2. Develop and implement a comprehensive corporate development (fundraising and sponsorship) plan
3. Establish Cross-State Economic Development Group to share best practice and examples of successful community revitalization and build effective strategies to leverage tourism

Accurate Research and Education:

1. To assist educational institutions at all levels in presenting research to students, travelers, tourists, and the general public.
2. To support the preparation of comprehensive and accurate information and its distribution in multiple forms: netcasting, broadcasting, print, social media, and curriculum.
3. To encourage collaboration among educators and researchers, professional and amateur, to inspire and renew public understanding of Route 66.