



Save the Date!

Help Shape The Future of Route 66!

Route 66: The Road Ahead - Collaboration Workshops Scheduled

For Immediate Release: 6/20/15

As noted in a recent announcement, members of Route 66 associations, tourism officials, economic development professionals, business persons, preservationists, educators, government officials, and anyone else interested in reviving and renewing Historic Route 66 is invited to attend a series of Route 66 Collaboration Workshops scheduled to take place from Tuesday, July 21st through Wednesday, July 29th across the United States from Illinois to California.

Collaboration Workshop venue information (updates and more information are available at <https://sites.google.com/site/66roadahead>):

ILLINOIS

Date: Tuesday, July 21
City: Springfield, IL
Time: 6:00-8:30 PM
Venue: Route 66 Hotel Conference Center
Address: 625 East St. Joseph St.

KANSAS/MISSOURI

Date: Wednesday, July 22
City: Springfield, MO
Time: 6:00-8:30 PM
Venue: Missouri State University, Duane G. Meyer Library, 1st floor
Address: 501 John Q. Hammons Pkwy

OKLAHOMA

Date: Thursday, July 23
City: Oklahoma City, OK
Time: 6:00-8:30 PM
Venue: Oklahoma History Center, 1st floor
Address: 800 Nazih Zuhdi Drive

TEXAS

Date: Friday, July 24
City: Amarillo, TX
Time: 6:00-8:30 PM
Venue: Gray's Studio
Address: 3317 SW 6th Ave.

NEW MEXICO

Date: Saturday, July 25
City: Albuquerque, NM
Time: 12:30-3:00 PM
Venue: University of New Mexico, George Pearl Hall - School of Arch. and Planning, Rm. 135
Address: Crossroads of Central and Cornell SE across from the Frontier Restaurant

ARIZONA

Date: Tuesday, July 28

City: Flagstaff, AZ

Time: 9:00-11:30 AM (morning session of All-Community Scenic Byway meeting)

Venue: TBA

CALIFORNIA

Date: Wednesday, July 29

City: San Bernardino, CA

Time: 6:00-8:30 PM

Venue: San Bernardino Department of Public Works, Training Room

Address: 825 East Third St.

The Workshops are presented by the Route 66: The Road Ahead Initiative in partnership with the National Park Service, Route 66 Corridor Preservation Program (NPS). The initiative is a response to recommendations from the Route 66 Economic Impact Study (2012) and the Route 66: The Road Ahead Strategic Roundtable (2013), organized by the World Monuments Fund and NPS with funding support from American Express. The initiative is focused on an inclusive, representative approach to developing a national framework for collaboration to leverage new opportunities and innovative partnerships in heritage tourism and historic preservation along the Mother Road.

The initiative began with the formation of an ad-hoc steering committee that includes representatives from state tourism, economic development, preservation, transportation, Route 66 organizations, small business, and others. The task of the steering committee has been to develop a set of recommendations for the development of a national framework for collaboration as a starting place for a public conversation. The next step is to convene Route 66 stakeholders in a series of workshops to discuss the recommendations and steps for moving forward.

The workshops are designed to provide an inclusive forum for Route 66 Stakeholders to:

- Learn about the Route 66: The Road Ahead Initiative.
- Provide input/consensus on the proposed draft mission, goals, and strategies for developing a national collaboration, which will then be used to determine next steps.
- Discuss ways you can be involved with the initiative moving forward.

Participants attending the Route 66 Collaboration Workshops will learn about the background of the initiative including the strategic roundtable; the formation of the steering committee; and the genesis of the Route 66: The Road Ahead Initiative. Participants will then be asked to review, discuss, and provide feedback regarding a number of items, including: 1) a proposed Mission Statement and set of Strategic Outcomes and Strategic Goals for the Route 66: The Road Ahead Initiative; 2) a proposed organizational structure for the Route 66: The Road Ahead Initiative; and 3) ideas for future Federal involvement on Route 66.

The Route 66 Collaboration Workshops present an opportunity for everyone who shares a passion for America's most famous road, to revive and renew Route 66 by helping chart its future.

For additional information or to be added to the mailing list please visit the Route 66: The Road Ahead Initiative informational website at: <https://sites.google.com/site/66roadahead>, or contact Mr. Bill Thomas, Steering Committee Chair at: rt66theroadahead@gmail.com.