Preserving Route 66: Economic and Cultural Benefits
Route 66 Economic Impact Study

SYNTHESIS OF FINDINGS

A study conducted by Rutgers, The State University of New Jersey in collaboration with the National Park Service, Route 66 Corridor Preservation Program and World Monuments Fund.

Study funded by American Express.
Findings – Traveler Survey

Traveler Survey of 4,200 respondents found Route 66 Heritage Tourists from:

- All 50 states
- 40 foreign countries
Findings – Traveler Survey

Route 66 Tourists seek:

- Historic sites/Monuments
- Notable Places/Landmarks
- Landscape
- Small Towns
- U.S. History
- National Parks
Findings - Summary

More than 85% of Route 66 travelers visit historic places and museums, and these tourists spend $38 million (conservative) a year in these communities.
Findings – Main Street Program

Heritage preservation, through Main Street revitalization programs and museums, add another $94 million in annual investments.
Findings – Economics (conservative)

The national impact is an annual gain of:

- $262 million in overall economic output
- $127 million in wealth creation (GDP)
- $37 million in public tax revenues
“While these sums are clearly important in their own right, it is on the local level that Route 66 economic activities have their greatest impact. As documented time and again, the restored Route 66-themed motel, restaurant, and gift shop anchor the downtown in many communities and bring new life and revenue to towns once bypassed by the Interstate Highway System.”
Findings - Demographics

Who lives along the route?

- 5.5 million people live within 1-mile of the route
- Race
  - 67.5% White
  - 8.1% Black
  - 5.6% Asian
  - 2.8% American Indian (3x national average)
  - 15.9% Other/two or more races
- Ethnicity
  - 25.4% Hispanic (2x national average)
- Household Income
  - $40,760 median income
  - 15% at or below poverty level (higher than nat. avg.)
Opportunities - Demographics

$112 billion in aggregate household income translates to $80 billion in household consumption (food, housing, clothing, transportation healthcare) and capturing more of those billions on/near Route 66 would be of great economic benefit.
Opportunities - Demographics

Major Potential (tourism and other) to better synthesize the celebration of Route 66 with the history and culture of Hispanics and American Indians.
Proven Magic Formula for Success!
Vision
Leadership
Making People Uncomfortable
Courage
Creativity
Willingness to Take Risk
Community Support
Collaboration/Partnering
Focusing on your unique community history and culture
NPS Route 66 Corridor Grant
Woods Foundation
Atlanta Public Library
Atlanta High School Alumni Assoc.
Illinois Office of Tourism
Private Donations

Over $500,000 raised
During
During
During
After
New Business
43% increase in tax revenue
Case Study
Arcadia, OK (pop: 278)

Registered visitors 2012: 2,589 (931% of population)
Registered visitors 2012: 365,000 (13,129% of population)
Case Study

Pontiac, Illinois  (pop: 11,911)
Route 66 Wayside Exhibits

Route 66 history in Pontiac dates back to the earliest days of the "Mother Road." From the road's inception in 1926, through its decommissioning in the 1980s, Pontiac has been blessed with a number of famous Route 66 icons. There have been four different alignments of Route 66 as it made its way through town. Today there are five wayside exhibits in Pontiac, and each tells a different story about America's Main Street highway and the City of Pontiac.

Old Log Cabin Restaurant
18700 Old Route 66

The Old Log Cabin Restaurant and Service Station was built in 1926 to service cars and the people who rode in them along ISB Route 4. When the road was repositioned and integrated in the new Route 66, the entire restaurant was raised on jacks, and rotated 180° to face the newer thoroughfare. The Old Log Cabin still serves travelers and stands as a landmark on Old Route 66.

GPS: Lat. - 40.53.8\ 0° N Long. - 88.37.4\ 0° W

IL Route 4 Bridge – Ideal Service Station, Ideal Lunch, Ideal Cabin Court
531 - 601 Lincoln Avenue

This site combines two important Route 66 artifacts. The Route 4 Bridge was built in 1926 and was known locally as the North Creek Bridge. When Route 66 was first platted, the Route 4 Bridge became part of the new interstate highway.

Located a short distance from the North Creek Bridge is the site of the Ideal Service Station & Garage, the Ideal Lunch eatery, and the Ideal Cabin Court. These businesses offered 24-hour automobile maintenance and repair, the 1920-1930s equivalent of what we now know as "Fast Food," and 10 octagon shaped tourist cabins for overnight visitors.
Route 66 Museum
20 Walldog Murals
“1,000 Miles of Murals – Pontiac, IL to Tucumcari, NM”

Walldog Mural Museum
Dongbai Tang
Airbrush Art School
Pontiac’s Art Cars
Local Crafts/Goods
New for 2015!
Collectible Wooden Nickles!

Simply visit all 13 towns along the Red Carpet Corridor to collect yours!

What is the Kicks on 66 Sale? A multi-municipal linear destination sale that runs 90 miles along Route 66 between Joliet and Towanda IL. Are you a sale junkie? Antique, yard, flea and craft, you never know what you will find as you cruise down the road and shop to your heart’s content. While hunting for your treasures please visit the many historic icons that our communities work so hard to restore and maintain.

For more information and a Google map of the route visit our website at...
www.kickson66sale.com
Follow us on Facebook & Twitter
www.facebook.com/pages/Kicks-on-66-Sale
www.twitter.com/Kickson66sale

www.il66redcarpetcorridor.org
815.844.5847
Average 23\% increase/year in registered visitors

Registered visitors 2016: 25,771 (205\% of population)
Case Study:
City of Albuquerque, NM (pop: 556,000)

Route 66 Action Plan
City of Albuquerque

Bringing Back the Mother Road
abqtheplan.cabq.gov
The Plan focuses on the following key areas:

- Historic Legacy (preserving historic buildings)
- Infrastructure (Rapid Transit, digital backbone and multi-modal transportation)
- Public Spaces (streetscapes, wayfinding, public art and gathering places)
- Business & Economic Development (incentives for business development)
- Promotion & Tourism (websites, apps, special events and tourism opportunities)

The Route 66 Action Plan provides:

- Goals and policies for revitalizing Route 66
- A project list for coordination and funding opportunities
- Streetscape guidelines, amenities kit and branding for the corridor
- Suggested funding and partnerships

Get Involved!

The Route 66 Working Group, comprised of stakeholders interested in Route 66, provided input to the Route 66 Action Plan. The group continues to meet and explore ways to implement the plan. To learn more, visit theplan@cabq.gov.

Learn More
View the full Route 66 Action Plan (176 pages)
Route 66 Action Plan:

Identifies 10 neighborhood districts to foster nodes of activity along the corridor.

Activity Nodes

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NODE KEY
1. East Gateway
2. Ponderosa Park
3. International District
4. Nob Hill/Highland
5. University District
6. EDo
7. Downtown
8. Cultural Cluster
9. Old Coors
10. Unser/City Limits
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CITY OF ALBUQUERQUE
Twentieth COUNCIL

COUNCIL BILL NO. ____________ ENACTMENT NO. ________________

SPONSORED BY:

RESOLUTION
CREATING A NEON SIGN DESIGN OVERLAY ZONE ALONG CENTRAL AVENUE.

Adopting the attached resolution to encourage neon sign along historic Central Avenue and provide sign controls and incentives as part of a comprehensive revitalization strategy.

BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF ALBUQUERQUE:
Façade Improvement Program

City of Flagstaff, Arizona
Orphan Sign Initiative
Landmark Programs / Real Estate Initiatives
Public/Private Investments

Assisting redevelopment of historic properties for housing (incl. low income) and mixed use
Transportation Oriented Development

TRANSPORT FOR OUR FUTURE

Great cities need vibrant neighborhoods and effective public transit. Experience has repeatedly shown that cities that invest in bus rapid transit create inviting walkable neighborhoods and spawn a wave of local private development.

The Route 66 corridor in Albuquerque is a unique cultural byway that resulted from the building of the iconic highway in 1926. Times have changed since then. Now with increased traffic and the need to reduce dependence on fossil fuels, the best way to preserve this historic byway for the future is to develop alternate transit options.

In conjunction with plans for the revitalization of historic Route 66 and Innovation Corridors efforts, the City of Albuquerque is planning to provide bus rapid transit service along Central Avenue. This project, called Albuquerque Rapid Transit (ART), can be the catalyst that helps bring more vibrancy to the neighborhoods along the route. It can transport more people throughout the corridor while improving walkability. The station stops and signage are designed to beautify and bring unique local flavor to the area while enhancing a sense of place. ART can help connect the people and businesses that are spread out along the Route 66 corridor, creating a unique and inviting cultural experience.
Enhanced Streetscapes and Public Art
Route 66 Summerfest

A celebration of music, food and fun along the "Mother Road" in Historic Nob Hill.

Route 66 Summerfest 2016!

Save the date! The City of Albuquerque, Nob Hill Main Street, and the New Mexico Jazz Festival invite you to the annual Route 66 Summerfest spanning one mile of Nob Hill on Saturday, July 16, 2016 from 2-10:30 p.m. Central Avenue will be filled with live music and entertainment, a car show, shopping, kids' activities, food trucks, The Mother Road Market, Cork & Tap- Beer and Wine Garden and more!

Stay tuned for more information!
Resources and Funding Strategies

- City Capital Improvement Funds
- General Obligation Bonds
- Metropolitan Redevelopment Program
- Tax increment Financing (TIF)
- CDBG funds through HUD
- Workforce Housing Trust Funds
- Federal Transportation Improvement Funds
- 1% for the Arts
- National Park Service Rt66 Corridor Preservation Program
- SHPO Grants/tax incentives
  - Federal/State Historic Tax Credits
  - Low Income Housing Credit
  - New Markets Tax Credit
Resources and Funding Strategies

Develop creative and flexible city initiatives that encourage private investment:

- Reduce parking burden
- Expedite review processes that meet goals of plan
- Property tax abatement
- Coordination between city departments
- Coordinate a city website of local businesses
- Incentives/support for small business development
Emphasize preservation/revitalization of your authentic, historic assets
Complement historic sites with appropriate new infill/attractions
Encourage creative and flexible public/private collaboration and funding strategies.
Enhance community experience, while also providing complementary, welcoming experiences for visitors.
Focus on what makes you unique...
YOUR unique community history.
City of Tulsa (pop: 398,000)
What Tulsa has that no one else has has!

Vision 2025
Cyrus Avery
Michael Wallis
Tulsa’s neon (see TFA’s inventory of neon)
Tulsa’s remaining historic Rt 66 buildings (see NPS inventory)
11th St. Bridge
Meadow Gold Sign
Kendall-Whittier and Route 66 Main Street Districts
Greenwood District and Green Book history
Art Deco
Tulsa’s oil history
Phillips 66 history/Blue Dome district
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