

Route 66: The Road Ahead Initiative 2016 1st Quarter Update Report & Next Steps

**Prepared by Mr. Bill Thomas
Steering Committee Chair, Route 66: The Road Ahead Initiative
April 9, 2016**

Overview

2016 is off to a good start for our Route 66: The Road Ahead Initiative.

The primary purpose of The Road Ahead Initiative is to create a collaborative organization that represents and speaks with one voice for all Rt. 66 organizations and stakeholders.

Towards that end, those involved in, and impacted by, the mission and goals our organization is striving to accomplish must be kept informed. The 2016 1st Quarter Update Report is designed for that purpose. It provides specific updates on what has been done thus far this year per our organization's mission and each of its stated goals.

As you read this report, we hope you gain a sense of what our Route 66: The Road Ahead Initiative is and what we are working to achieve.

We welcome and encourage feedback and questions regarding The Route 66: The Road Ahead Initiative in general, and this 2016 1st Quarter Update Report in particular. Please feel free to forward your thoughts, questions, ideas, and suggestions to:

rt66theroadahead@gmail.com.

Finally, as you read this 2016 1st Quarter Update Report, we hope you are motivated to become even more involved in the work that awaits us on the road ahead.

Onward and upward...

Bill Thomas, Steering Committee Chairman
The Route 66: The Road Ahead Initiative

**Report on Work Undertaken on the Goals of The Route 66: The Road Ahead Initiative
During January, February, and March of 2016, along with Next Steps Planned for the Remainder of 2016**

The goals of our organization are designed to achieve a set of desired outcomes, which in turn, are based on our mission.

The mission of The Route 66: The Road Ahead Initiative is:

To revitalize and sustain Route 66 as a national icon, for the benefit of all Route 66 communities, travelers, and businesses/attractions, through collaborative partnerships focused on promotion, preservation, research/education, and economic development.

Following is a list of the outcomes we are working to achieve, along with the goals designed to help us achieve those outcomes. Presented below is an update on the status of each goal as of the end of the 1st Quarter of 2016, along with next steps for the rest of this year.

Outcome 1 – Increased Collaboration: We want to improve communication and participation among and between sectors (tourism, preservation, associations, transportation, economic and community development) to leverage their work for the benefit of the entire road.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1.1 – Establish one professionally – led, representative body with a board initially appointed by the Route 66: The Road Ahead Initiative Steering Committee, to deliver on strategic outcomes/goals, convene meetings, act as a central resource, and represent the whole road.</p>	<p>3/31/16 Update Report: Articles of Incorporation have been finalized and submitted to the State of Illinois. It is anticipated it will take 6-8 weeks for these documents to be processed and notice sent that our Route 66: The Road Ahead Initiative has been officially incorporated as a not-for-profit in the State of Illinois.</p> <p>Work was also undertaken during 1st QTR 2016 to identify and recruit members of the new Board of Directors that will be formed once the Route 66: The Road Ahead Initiative is incorporated. This Board will include a representative from each of the eight state Route 66 associations, the chairs of the five Working Groups, the Chairman of the Steering Committee, and – once hired – an Executive Director.</p>	<p>Finalize a set of By-Laws.</p> <p>Prepare/submit an application for 501(c)(3) not-for-profit status with the Federal government.</p> <p>Secure official not-for-profit status from the IRS.</p> <p>Finalize membership on the Board of Directors</p>
	<p>12/31/15 Update Report: A structure for our new organization has been created. It consists of a Board of Directors, comprised of a representative from each of the eight state Route 66 associations, the chairs of the five Working Groups (WG) created to achieve our outcomes/goals, a Chairman of the Board, and an Executive Director. The Working Groups include: Promotion WG, Preservation WG, State Rt. 66 Association Advocacy WG, Economic Development WG, and a Research & Education WG. The structure also includes an Executive Committee comprised of the Chairs of the five Working Groups, the Chairman of the Board, and the Executive Director. The full Board of Directors will focus primarily on policy and governance matters, while the Executive Committee is charged with the ongoing administration of The Route 66: The Road Ahead Initiative. A draft set of Articles of Incorporation have also been written, with the following individuals appointed by the Steering Committee as initial officers/directors of the new organization: Mr. Bill Thomas (Chairman) Community Volunteer, Atlanta, Illinois; Mr. John Conoboy (Vice Chairman) National Historic Trail Manager, National Park Service-Retired; Mr. Jim Hinckley (Secretary/Treasurer) Owner/Author “Jim Hinckley’s America”; Mr. Dan Lennon (Director) Director of the Missouri Division of Tourism; Mr. David Knudson (Director) Executive Director of the National Historic Route 66 Federation; and Mr. Bill Kelly (Director) Executive Director of the Illinois Route 66 Scenic Byway Program.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1.2 – Leverage the resources of organizations such as the National Trust for Historic Preservation (NTHP), the National Main Street Center, and other organizations to assist with the achievement of the organization’s strategic outcomes.</p>	<p>3/31/16 Update Report: See the Update Report below from the National Historic Trail Task Force for an update on moving forward with the National Treasure application to the National Trust for Historic Preservation.</p> <p>No progress to report this 1st QTR on drafting by-laws for our new organization.</p> <p>No progress to report this 1st QTR on working to actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>	<p>Submit Part 2 of the National Treasure application to the NTHP.</p> <p>Solicit support from the World Monuments Fund & other organizations in putting together draft bylaws for our organization.</p> <p>Actively involve representatives from the National Main Street Center in the appropriate Working Groups of our new organization.</p>
	<p>12/31/15 Update Report: Assistance in mapping out plans/ideas for achieving National Historic Trail designation for Route 66 was received in 2015 from the National Trust for Historic Preservation (NTHP). In addition, Part 1 of the application process to receive National Treasure status for Route 66 was filed with the NTHP. Moving forward, the plan is to leverage the resources of the NTHP that will be made available should Route 66 achieve National Treasure status, specifically to assist with the longer-term goal of gaining National Historic Trail designation from the Federal government.</p> <p>Note: The Steering Committee of The Route 66: The Road Ahead Initiative identified the pursuit of National Historic Trail designation for Route 66 as a priority for 2016 and beyond. Towards that end the Steering Committee established a Task Force to work on this priority. Additional information regarding plans to leverage the resources of the National Trust for Historic Preservation is presented below in the National Historic Trail Designation Task Force Report.</p>	
<p>Goal 1.3 – Build a budget and 3-year financial plan designed to initially underwrite the new Route 66: The Road Ahead Initiative organization.</p>	<p>3/31/16 Update Report: See the Update Report below from the Financial Sustainment Task Force.</p>	
	<p>12/31/15 Update Report: The Steering Committee of The Route 66: The Road Ahead Initiative identified Goal 1.3 as a priority for 2016. To this end, the Steering Committee established a specific Financial Sustainment Task Force to focus on this goal. A Financial Sustainment Task Force Report is presented below.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1.4 – Also during 2015, a State Route 66 Associations Advocacy Working Group was established to help achieve the outcome of “Increased Collaboration” noted above.</p>	<p>3/31/16 Update Report: The State Route 66 Associations Advocacy Working Group met via teleconference in late February. Those in attendance included:</p> <ul style="list-style-type: none"> • Jerry Law - Route 66 Association of Illinois • Tommy Pike - Route 66 Association of Missouri • Brad Nickson - Oklahoma Route 66 Association • Dora Meroney - Texas Old Route 66 Association • Andy House - New Mexico Route 66 Association • Glen Duncan - California Historic Route 66 Association • John Conoboy - Route 66: The Road Ahead National Historic Trail Task Force • Kaisa Barthuli - National Park Service, Facilitator • Bill Thomas, Chairman, Road Ahead Steering Committee <p>The teleconference agenda included discussion of the Collaboration Workshops Final Report, discussion on the Road Ahead Annual Report and Next Steps, discussion on new organizational structure - including specifically:</p> <ul style="list-style-type: none"> • How will State Association Board members be appointed? • How will State Association Working Group members be appointed? • How to select a Chairman for the Rt66 State Associations Advocacy Working Group. <p>A report from the Road Ahead National Historic Trail Task Force, presented by John Conoboy, and information on the “Name and Logo Contest” presented by Bill Thomas.</p>	<p>The State Route 66 Associations Advocacy Working Group will continue to meet via teleconference during 2016 to further its work, including identifying specific goals for itself, and steps it will take to recruit and actively involve representatives from each of the several State Route 66 Associations in this Working Group.</p> <p>Participants from all of the State Route 66 Association groups will submit names for Board reps, individuals to act as “Local Champions” with the NHT Task Force, and reps to serve on this Working Group, and individuals from each state to serve on the Route 66 State Associations Advocacy Working Group.</p>
	<p>12/31/15 Update Report: Membership in the State Route 66 Associations Advocacy Working Group includes one representative each from the several Route 66 State Associations An initial teleconference meeting of this Working Group was held on 7/2/15 to provide background information on The Route 66: The Road Ahead Initiative, discuss the upcoming Collaboration Workshops, discuss the formation/purpose of this Working Group, and consider the future state of National Park Service involvement on Route 66. A second teleconference meeting of this Working Group will be scheduled to get feedback on the final organizational structure approved by the Steering Committee.</p>	

Outcome 2 – Effective Promotion: We want to promote the road and increase the number of visitors, both domestic and international, coming to Route 66, with the specific aim of increasing their length of stay and the amount of money they spend along Route 66.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 2.1 – Establish a Promotion Working Group to collaboratively market, both domestically and internationally, all of Route 66 and to obtain matching funds through such sources as Brand USA.</p>	<p>3/31/16 Update Report: Membership in the Promotion Working Group remains where it stood at the end of 2015.</p>	<p>The Promotion Working Group will reconvene in 2016 to map out its specific plans for the year, including steps to recruit and involve additional Route 66 stakeholders from across the country in this Working Group.</p>
	<p>12/31/15 Update Report: An initial Promotion Working Group was established, with Bill Kelly, Executive Director of the Illinois Route 66 Scenic Byway Program, designated as its Chair. Original members included Katie Steel Danner, with the Missouri Tourism Division and Jen Hoezle, Illinois Office of Tourism. Both Katie and Jen have since moved to new positions, with their successors Dan Lennon in Missouri and Cory Jobe in Illinois taking their places on the Promotion Working Group. An introductory teleconference of this working group was held on October 19, 2015.</p>	
<p>Goal 2.2 – Develop a comprehensive marketing and communications strategy to promote the road that leverages social media, and provides a cohesive website and a clearinghouse for information.</p>	<p>3/31/16 Update Report: The Promotion Working Group has established an initial relationship with Sarah Dickson, Director of Partnership Development and Talia Salem, Manager-Content & Social Media at Brand USA. The goal is to discover ways the Road Ahead Initiative and Brand USA can work together to promote Route 66.</p>	<p>Identify mutually beneficial areas of interest where Brand USA and the Road Ahead Initiative can jointly promote Route 66.</p>
<p>Goal 2.3 – Educate the public, tour operators, communities, entrepreneurs, governments, and the next generation about the history, cultural importance, economic value, attractions, and business opportunities along Route 66.</p>	<p>3/31/16 Update Report: No progress to report this 1st QTR on this goal.</p>	<p>Specific steps/tasks associated with achieving this goal need to be identified and carried out in 2016, along with the specific means and metrics to measure achievement of this goal.</p>

Outcome 3 – Purposeful Preservation: We want to purposefully preserve the historic resources (i.e. buildings, structures, sites, districts, objects, and landscapes), traditions, and experiences that give Route 66 its idiosyncratic character.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 3.1 – Establish a Preservation Working Group to collaboratively share best practices and ideas between such groups as State Historic Preservation Offices (SHPO) and Departments of Transportation, focused on the preservation of Route 66 related bridges, buildings, structures, districts, sites, objects, and landscapes.</p>	<p>3/31/16 Update Report: The Preservation Working Group met via teleconference in February. Members in attendance included:</p> <ul style="list-style-type: none"> • David Bricker, Deputy District Dir. w/ the California Department of Transportation • John Conoboy, National Historic Trail Manager, National Park Service-Retired • David Zimmerman, Historic Preservation Specialist with the Arizona Dept. of Transportation • Melvena Heisch, Deputy SHPO, State Historic Preservation Office, Oklahoma <p>Amy Webb, Field Director with the National Trust for Historic Preservation was unable to take part in the call.</p> <p>During the teleconference meeting, the Working Group decided to have the Route 66: The Road Ahead Initiative request consulting party status under Section 106 of the National Historic Preservation Act and the Advisory Council on Historic Preservation’s regulations (36 CFR Part 800) for federal undertakings of the U.S. Department of Transportation’s agencies, including the Federal Highway Administration, Federal Transit Administration, and the Federal Railroad Administration, as well as other federal agencies whose undertakings may impact Route 66. [Note: If the status is granted, the new Route 66 organization will receive notice of each federally funded highway project that impacts Route 66 and be given the opportunity to comment. When adverse effects to resources listed in or eligible for the National Register of Historic Places are determined, the organization will have the opportunity to participate in efforts to avoid, minimize, or mitigate those adverse effects.]</p>	<p>By July 1, 2016, the Working Group will draft the text of a request for the Chairman of the Steering Committee to send to the FHWA state office and each state Department of Transportation in the eight Route 66 states requesting consulting party status. (Note: Melvena Heisch will draft text of letter for other WG members to review first.)</p>
	<p>12/31/15 Update Report: A Preservation Working Group was established in 2015. Its members include: Melvena Heisch, Deputy State Historic Preservation Officer – Oklahoma, who is Chair of this group; David Zimmerman, Historic Preservation Specialist with the Arizona Dept. of Transportation; David Bricker, Deputy District Director with the California Department of Transportation; Amy Webb, Field Director with the National Trust for Historic Preservation; and John Conoboy, National Historic Trail Manager, National Park Service-Retired. A teleconference meeting of this group was held on May 5, 2015, during which the group updated/revised its set of initial goals, reviewed the process/timeline for seeking National Treasure status for Route 66, and discussed its audience and the development of a mailing list – making specific assignments to working group members in terms of collecting and compiling names to include.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 3.2 – Pursue federal legislation for designation of Route 66 as a National Historic Trail.</p>	<p>3/31/16 Update Report: See the Update Report below from the National Historic Trail Task Force.</p>	<p>See the National Historic Trail Designation Task Force Report presented below for next steps regarding Goal 3.2.</p>
	<p>12/31/15 Update Report: The Steering Committee of The Route 66: The Road Ahead Initiative identified the process for securing National Historic Trail designation for Route 66 as a priority for 2016 and beyond.</p>	
<p>Goal 3.3 – Share information with Route 66 stakeholders about the meaning and benefits of preservation and the tools, techniques, and incentives for appropriate preservation outcomes.</p>	<p>3/31/16 Update Report: During its February teleconference meeting the Preservation Working Group decided to recommend the creation of an “Historic Preservation” section on the Route 66: The Road Ahead Initiative’s website to include basic information about historic preservation programs that may apply to Route 66 and provide links to websites, including the National Park Service and State Historic Preservation Offices, where detailed information is available.</p> <p>The Preservation Working Group also decided to develop a “Quick Reference Guide” to historic preservation laws, regulations, standards, incentives, agencies, and organizations for the use of the steering committee/organization board members and include the document on the organization’s website for other stakeholders to use.</p> <p>Finally, the Preservation Working Group decided to draft a policy statement for consideration by the steering committee/board members to guide decisions about when the organization becomes involved in advocacy campaigns along Route 66. (Note: The Chairman is already receiving requests for the organization’s “support.” Time and effort are necessary for effective involvement in any advocacy campaign, and the organization will have to decide when its involvement is appropriate.)</p>	<p>Write the introductory website material and develop an initial list of other websites, then submit to the organization’s Chairman by October 1, 2016.</p> <p>Write a draft “Quick Reference Guide” by August 1, 2016, and provides a final version to organization Chairman by September 1, 2016, for distribution to steering committee/board members and posting to the organization’s website. (Note: Melvena Heisch will produce a rough draft for WG members to review first.)</p> <p>Provide a draft policy statement to the Chairman by May 1, 2016. (Note: Melvena Heisch will produce a rough draft for WG members to review first.)</p>
	<p>12/31/15 Update Report: During its 5/5/15 teleconference meeting this Working Group discussed its audience and the development of a mailing list – making specific assignments to working group members in terms of collecting and compiling names to include.</p>	

Outcome 4 – Increased Economic Vitality: We want to act as a catalyst for community and economic development by helping sustain and strengthen existing Route 66 businesses and attractions, and by helping new ones develop.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 4.1 – Establish an Economic Development Working Group to collaboratively share best practices/examples of successful community revitalization and to build effective strategies for leveraging tourism for economic development purposes.</p>	<p>3/31/16 Update Report: Since the beginning of 2016, the Economic Development Working Group has primarily focused on identifying a new Chairman and adding new members. Mr. Jeff Fulgenzie, Dept. Director at the Illinois Department of Employment Securities – a position he just began this month – has stepped forward to assume the position of Chairman. Jeff is a local businessman in Springfield. He may be best known to Rt. 66 stakeholders as the person who recently purchased the historic Mahan gas station that formerly sat on the grounds of Shea’s Rt. 66 Museum in Springfield. Jeff’s background includes work as a Senior Planner with the Springfield-Sangamon County Regional Planning Commission. Once Jeff is settled into his new position with the State of Illinois, he will begin tasks associated with helping achieve the goals of this Working Group. Dr. David Listokin, author of the Rutgers Rt. 66 Economic Impact Study, has also volunteered to become a member of our Economic Development Working Group.</p>	<p>The Economic Development Working Group will continue its efforts during the 2nd Quarter of 2016 to add the members it needs to successfully work on its goals, then begin to actively work on those goals.</p>
	<p>12/31/15 Update Report: An Economic Development Working Group was established in 2015. Its members include: Jim Hinckley, Owner/Author “Jim Hinckley’s America”; David Knudson, Executive Director of the National Historic Route 66 Federation; Bob Russell, Mayor – City of Pontiac, Illinois; Rich Williams, Director – New Mexico Main Street Program; and Kevin Mueller, Owner/Operator of the Blue Swallow Motel.</p>	<p>The Economic Development Working Group will reconvene in 2016 to map out its specific plans for the year, including steps to recruit and involve additional Route stakeholders from across the country in this Working Group.</p>
<p>Goal 4.2 – Identify and promote case studies that demonstrate the effectiveness of leveraging Route 66 tourism for economic development purposes, in order to draw in support and increase the involvement of Route 66 stakeholders</p>	<p>3/31/16 Update Report: No progress to report yet on this goal.</p>	
	<p>12/31/15 Update Report: No progress to report yet on this goal.</p>	

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 4.3 Develop and implement a comprehensive corporate development (fundraising and sponsorship) plan</p>	<p>3/31/16 Update Report: See the report below from the Sustainment Task Force.</p>	
	<p>12/31/15 Update Report: The Economic Development Working Group, with the encouragement of the Steering Committee decided to establish a separate Financial Sustainment Task Force to carry out this goal.</p>	<p>Develop a draft 3 year financial plan/budget, designed to identify organizational needs and possible funding sources.</p>

Outcome 5 – Quality Research and Education: We want to ensure that the history and stories associated with Route 66 are both accurate and accessible to the public, to researchers, and to educational institutions in order to enhance and encourage greater connection to, and understanding of, the Mother Road.

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 5.1 – Establish a national Research/Education Working Group to collaboratively support professional and amateur educators and researchers in their efforts to inspire and renew public understanding of Route 66.</p>	<p>3/31/16 Update Report: The Research & Education Working Group has reached out to a number of educators across the country to invite them to become members of this working group. As of this report, eight have accepted the invitation. These include:</p> <p>Emily Priddy Elementary Educator, Cape Dujardo, Missouri Anna Slanina Professor, Elementary /Early Childhood, Amarillo, Texas Chester Liebs Professor, Retired, University of Vermont John Mitrano Professor, Sociology/American Studies, Conn. St. University Terri Ryburn Professor, Retired, Illinois State University Stephen Mandrgoc History Graduate Student, University of New Mexico Sean Evans Archivist, Archive & Research Collaboration, Cline Library, Northern Illinois University Tom Peters Dean of Library Services, Archive & Research Collaboration, Missouri State University</p> <p>The following individuals have also received invitations to join the Research & Education Working Group. These individuals have indicated that - at this time - they wish to be “backup”, not full-fledged, members:</p> <p>Mark Childs Professor, Architecture/Planning, University of New Mexico Marva Felchin ARC, Autry National Center</p>	<p>Continue to finalize membership in the Research & Education Working Group.</p>
	<p>12/31/15 Update Report: A Research and Education Working Group was established in 2015. Its members include: Dr. David Dunaway, University of New Mexico, who is the group’s Chair and Dan Rice, Executive Director of the Route 66 Alliance.</p>	<p>The Research and Education Working Group will reconvene in 2016 to map out its specific plans for the year, including steps to recruit and involve additional Route stakeholders from across the country in this Working Group.</p>

<p>Goal 5.2 – Assist educational institutions at all levels in presenting Route 66 research to students, travelers, tourists, and the general public.</p>	<p>3/31/16 Update Report: The Research & Education Working Group will schedule its first teleconference meeting to discuss initial priorities. The first teleconference will be dedicated to priorities, membership, and finding the resources available for all of these tasks. It will be scheduled in April.</p> <p>Quarterly teleconferences will then be held to keep in contact and to continue to set priorities for the working group. Initial goals of the Research & Education Working Group include:</p> <ul style="list-style-type: none"> • Develop a master plan for education on Route 66 – and resources teachers and students can use • Validate lived experience rather than exclusively presenting research • Focus educational efforts via social media on millennials, X, and Y generations • Figure out a way to provide assistance to educational institutions on conducting Route 66 research and on teaching that subject. 	<p>Conduct the initial teleconference meeting of the Research & Education Working Group, during which specific goals will be discussed & approved.</p>
	<p>12/31/15 Update Report: No progress to report yet on this goal.</p>	<p>Specific steps/tasks associated with achieving this goal need to be identified and carried out in 2016, along with the specific means and metrics to measure achievement of this goal.</p>

<p>Goal 5.3 – Support the research and preparation of comprehensive and accurate Route 66 information and its distribution in multiple forms, including: netcasting, broadcasting, print, social media, and curriculum.</p>	<p>3/31/16 Update Report:</p> <p>No progress to report yet on this goal.</p>	
	<p>12/31/15 Update Report: No progress to report yet on this goal.</p>	<p>Specific steps/tasks associated with achieving this goal need to be identified and carried out in 2016, along with the specific means and metrics to measure achievement of this goal.</p>

Financial Sustainment Task Force Report

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – As noted above, in 2015 the Steering Committee established a Financial Sustainment Task Force charged with devising and implementing plans to ensure The Route 66: The Road Ahead Initiative is financially able to carry out its work.</p>	<p>3/31/16 Update Report: The Sustainment Task Force organized and is in the process of implementing a Name & Logo contest, designed to create a new Name – Logo – Tag Line for our organization – the value of which can then be leveraged to help secure corporate sponsorships.</p> <p>The official name used on our organization’s Articles of Incorporation will remain, “The Route 66: The Road Ahead Initiative”, but for purposes of branding, identity, and public communications, a new – more marketable – name/logo will be used, pending the results of the Name & Logo contest.</p> <p>The Sustainment Task Force developed a draft 3-year budget.</p>	<p>Finalize a new name – logo – tag line for our organization.</p> <p>Identify an initial short list of corporations to target for sponsorships, then begin working that list to actually secure sponsorships.</p>
	<p>12/31/15 Update Report: Bill Kelly, Executive Director of the Illinois Rt. 66 Scenic Byway Program and Bill Thomas, Chair of the Steering Committee have been appointed to the Financial Sustainment Task Force. They met on 12/11/15 to begin mapping out elements of a plan to secure corporate sponsorships and for building a 3-year budget for our new organization.</p> <p>The key item in such a plan will be soliciting/securing corporate sponsorships. In order to be successful in this endeavor, our organization will need to have something of concrete value to offer potential corporate sponsors in addition to the inherent value of the Route 66 name. Towards that end, it was suggested that a specific, branded name/logo/tag line be created for our new organization that can then be leveraged for use by potential corporate sponsors.</p>	<p>Devise and implement a logo/tag line contest open to the public.</p> <p>Prepare a 3-year budget for the new organization.</p> <p>Create an initial plan for soliciting corporate sponsorships, with the goal of securing 1-3 by or before the end of 2016.</p> <p>Secure funding sufficient to hire an Executive Director for The Route 66: The Road Ahead Initiative organization by or before the end of 2017.</p>

National Historic Trail Designation Task Force Report

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – Establish a National Historic Trail Designation Task Force to secure Federal designation of Route 66 as a National Historic Trail.</p>	<p>3/31/16 Update Report: The NHT Task Force held two teleconference meetings during the 1st Quarter of 2016. The following sub-goals were identified by the Task Force:</p> <p>1.1 - Educate key groups/individuals in the Rt. 66 states: What a National Historic Trail is - What NHT designation means/involves - The basics of the process for achieving NHT status. Update the FAQ & Resource Documents designed to help explain what a National Historic Trail is that were used at last summer’s Collaboration Workshops.</p> <p>1.1 - Identify one or two specific individuals in each state who will act as NHT Local Champions to help educate key groups/individuals regarding NHT status & lead the effort to solicit/gather evidence of support for the NHT initiative.</p> <p>1.2 - Update the basic NHT FAQ/Resource documents used at the Collaboration Workshops and have them available for use in training the NHT Champions.</p> <p>1.3 - Schedule a teleconference with the NHT Champions to train them to carry out the tasks of: A) Identifying specific groups/individuals to target in their respective states, and B) Meeting & teleconferencing with those groups/individuals to educate them, answer questions, and make sure they are ready to do their work.</p> <p>1.2 Solicit and collect tangible evidence of support for NHT status for Rt. 66 from key groups in each Rt. 66 state</p> <p>2.1 Prepare sample letter of support and/or sample civic or organizational resolutions that can be given to NHT Champions for use.</p> <p>2.2 Work with the Local Champions to identify the set of specific organizations/civic groups from whom we want a letter of support or resolution.</p> <p>1.3 Apply for National Treasure designation to secure assistance from the National Trust for Historic Preservation in seeking National Historic Trail designation.</p> <p>3.1 Work with the National Trust to complete part II of the National Treasure application.</p>	<p>By or before 4/20/16 finish an initial, new version of the FAQ & Resource Documents designed to help explain what a National Historic Trail. As these documents are used, and feedback is received on them, additional updates will then be made.</p> <p>By or before 5/1/16, identify Local Champions from each Rt. 66 state to help the Task Force educate stakeholders about National Trails and gather evidence of public support for designating Route 66 as National Historic Trail.</p> <p>By or before 5/13/16, conduct an orientation & training session with the identified Local Champions.</p> <p>By or before 5/13/16, complete sample letters of support and sample civic & organizational resolutions that Local Champions can use.</p> <p>By or before 6/17, Local Champions identify specific organizations/civic groups from whom we want a letter of support or resolution.</p>

	<p>12/31/15 Update Report: The Steering Committee established a National Historic Trail Designation Task Force, currently comprised of the following members: John Conoboy, National Historic Trail Manager, National Park Service-Retired who is Chair of this group; Bill Hart, Ex. Director Missouri Preservation, Ron Warnick, Author/Editor of the Route 66 News; Anne Haaker, Deputy State Historic Preservation Officer of Illinois-Retired; Glen Duncan, President - California Historic Route 66 Association; Amy Webb, Field Director - National Trust for Historic Preservation. David Knudson, National Historic Route 66 Federation, serves as an advisor to the NHT Task Force.</p> <p>During the majority of 2015, John Conoboy, Amy Webb, and Bill Thomas, acting at the request of the Steering Committee before this Task Force was established, conducted the initial work associated with the goal of securing National Historic Trail designation for Route 66. This included submission of Part 1 of a National Treasure application to the National Trust for Historic Preservation. The plan is to secure National Treasure status in order to then leverage the marketing and political resources and expert skills of the NTHP towards the larger goal of achieving National Historic Trail designation for Route 66.</p>	<p>During 2016, the NHT Task Force will prepare a plan for helping educate stakeholders and the general public on what a National Historic Trail is and why it would be helpful for Route 66 to secure this designation.</p> <p>During 2016, the NHT Task Force will map out, then initiate, the specific steps that need to be taken to demonstrate there is broad-based, public support for designating Route 66 a National Historic Trail.</p>
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Report on Establishment of Advisory Groups - International Advisory Group

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – Establish an International Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>3/31/16 Update Report: Thanks to assistance from Jim Hinckley, the Road Ahead is going to try and leverage an opportunity to initiate our International Advisory Group at the Route 66 Festival scheduled to be held in Germany in July. Jim will attend the Festival as a presenter and has been asked to meet with the heads or designees from the different European and Asian Rt. 66 associations who attend in order to explain what our International Advisory Group is and to gauge their interest in participating in it. The Festival organizer, Wolfgang Werz, supports convening representative from any European or Asian Rt. 66 Associations who attend this gathering.</p>	<p>By or before 4/13/16 prepare an Overview of the Purpose of our International Advisory Group and an invitation to use to invite representatives attending the European Rt. 66 Festival, to a gathering when they can learn about this new group.</p> <p>By or before 5/15/16 translate the Overview and invitation documents and distribute them to the European and Asian Rt. 66 associations.</p>
	<p>12/31/15 Update Report: As part of the overall desire for the new Route 66: The Road Ahead Initiative organization to actively involve all stakeholders, it was decided to include two Advisory Groups as part of the overall structure of the new organization we are creating. The groups established include an International Advisory Group.</p> <p>The purpose of each Advisory Group is to advise the Board of Directors/Executive Committee on matters pertaining to how International Route 66 Associations, American Tribal organizations, and the Route 66: The Road Ahead Initiative can work together in the promotion, preservation, and economic development of Route 66, as well as on research and education related matters.</p> <p>The International Advisory Group will be comprised of representatives from each of the several international Route 66 Association groups. The American Indian Tribal Advisory Group will be comprised of representatives from the American Indian Alaska Native Travel Association (AIANTA) and other tribal groups involved in leveraging Route 66 for cultural, historic, and economic development purposes.</p>	<p>During 2016, The Steering Committee will work with International Route 66 Association groups to identify representatives to join this Advisory Group.</p> <p>During 2016, the International Advisory Group will determine the set of goals it will work on to achieve the purpose of this group.</p>

Report on Establishment of Advisory Groups - American Indian Tribal Advisory Group

GOAL	2016 STATUS	NEXT STEPS FOR 2016
<p>Goal 1 – Establish an American Indian Tribal Advisory Group to help ensure active collaboration with as many Route 66 stakeholders as possible.</p>	<p>3/31/16 Update Report: Initial contact and communication with the American Indian Alaska Native Travel Association (AIANTA) is underway.</p>	<p>Schedule an initial teleconference meeting with AIANTA representatives to gauge their level of interest in establishing an American Indian Tribal Advisory Group.</p>
	<p>12/31/15 Update Report: As part of the overall desire for the new Route 66: The Road Ahead Initiative organization to actively involve all stakeholders, it was decided to include two Advisory Groups as part of the overall structure of the new organization we are creating. The groups established include an International Advisory Group.</p> <p>The purpose of each Advisory Group is to advise the Board of Directors/Executive Committee on matters pertaining to how International Route 66 Associations, American Tribal organizations, and the Route 66: The Road Ahead Initiative can work together in the promotion, preservation, and economic development of Route 66, as well as on research and education related matters.</p> <p>The American Indian Tribal Advisory Group will be comprised of representatives from the American Indian Alaska Native Travel Association (AIANTA) and other tribal groups involved in leveraging Route 66 for cultural, historic, and economic development purposes.</p>	<p>During 2016, The Steering Committee will work with the American Indian Alaska Native Travel Association and other tribal groups involved in leveraging Route 66 to identify representatives who will join this Advisory Group.</p> <p>During 2016, the American Indian Tribal Advisory Group will determine the set of goals it would like to work on to achieve the purpose of this group.</p>

Conclusion

2016 will be even more pivotal for The Route 66: The Road Ahead Initiative than this past year.

To employ an over-worked (but nonetheless appropriate...) analogy, this coming year will see the rubber hit the road in terms of our organization achieving concrete results in a collaborative fashion for the betterment of all of Route 66. Doing so will require hard work, frequent and effective communication, and a purposeful focus on our organization's mission and goals.

Our journey together has begun – and it's time to rely on our windshield, looking at what lies in front of us, not peering at the past in our rearview mirror.

It will be a long journey, but traveling it together will bring us to the destination we seek on the road ahead.

Onward and upward...

Bill Thomas, Steering Committee Chairman
The Route 66: The Road Ahead Initiative