



# THE ROAD AHEAD PARTNERSHIP

## Purpose-Challenges-Goals-Next Steps Set for Road Ahead Vintage Motel Task Force

The Road Ahead's Rt. 66 Vintage Motel Task Force (VMTF) has formalized its purpose, identified its biggest challenges, and set its first two goals. The group's purpose is to retain, sustain, and enhance the viability of vintage motels along Route 66 by bringing together owner/operators committed to collaboratively addressing common challenges/needs. As a Task Force, it will focus on seven specific challenges/needs shared by owner/operators of Rt. 66 vintage motels, including:

- **Economies of Scale:** The challenge of not being able to leverage group buying opportunities of day-to-day supplies & other fixed costs, advertising, marketing, etc., due to the lack of a vintage motel purchasing group.
- **Operational Economics:** The cashflow challenge of maintaining a vintage motel business throughout the entire year, given the seasonal nature of the business.
- **Advertising/Marketing:** The challenge of how, when, and where to do effective advertising and marketing?
- **Quality Standards:** The need for vintage motel quality standards designed to motivate customers to feel comfortable staying at such properties.
- **Workforce:** The challenge of recruiting and keeping good/qualified employees, given small labor pools and the seasonal nature of owning/operating a vintage motel.
- **Networking:** The need for professional networking designed to help vintage motel owner/operators tap into the wisdom and experience of other owner/operators.
- **Work Environment:** The challenge of how exhausting it is to be the owner/operator of a such highly personalized business.

The VMTF will focus its initial work on addressing the Operational Economics and Economies of Scale challenges with a goal designed to ***“Improve the typical vintage motel cashflow situation by leveraging group purchasing processes designed to reduce overall operating costs, such as day-to-day supplies.”***

A second goal to ***“Increase revenue at vintage motels by implementing a branding & marketing process that devises a plan, a budget, and an execution strategy resulting in increased reservations.”*** is designed to address the Advertising/Marketing and Quality Standards challenges.

Next steps for the VMTF include updating a database of Rt. 66 vintage motels supplied to it by the National Park Service, which will provide the group with the contact information it needs to recruit owner/operators to join a vintage motel purchasing group. The VMTF is also planning a face-to-face meeting in Moriarity, NM to jumpstart its goal to implement a branding and marketing process for Rt. 66 vintage motels.

Members of the Vintage Motel Task Force include: Debye Harvey, Boots Court Motel, Carthage, Missouri; Debbie and Mike Pogue, Sunset Motel, Moriarity, New Mexico; Larry Smith, Motel Safari, Tucumcari, New Mexico; Ed Boles, Retired City Planner/Historic Preservation Officer for City of Albuquerque, New Mexico; Eric von Starck, Sales and Marketing Consultant with Panetiere Hospitality; David Bricker, Chairman, Road Ahead Preservation Working Group; Jeff Fulgenzi, Chairman, Road Ahead Economic Development Working Group; Kaisa Barthuli, National Park Service Rt. 66 Corridor Preservation Program; and Bill Thomas, Chairman, Route 66 Road Ahead Partnership.

Established in 2015, with the support of the National Park Service and the World Monuments' Fund, The 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, as well as economic development.

### For Additional Information Contact: Bill Thomas, Chairman, Rt. 66 Road Ahead Partnership

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