

# Route 66 Partnership



- BLM California Desert District, Barstow Field Office
- California Historic Route 66 Association (CHR66A)  
501 (C) (3) non-profit partner
- Preserve and protect historic all portions of Route 66 within California
- Promote and educate the public about historical features of Route 66

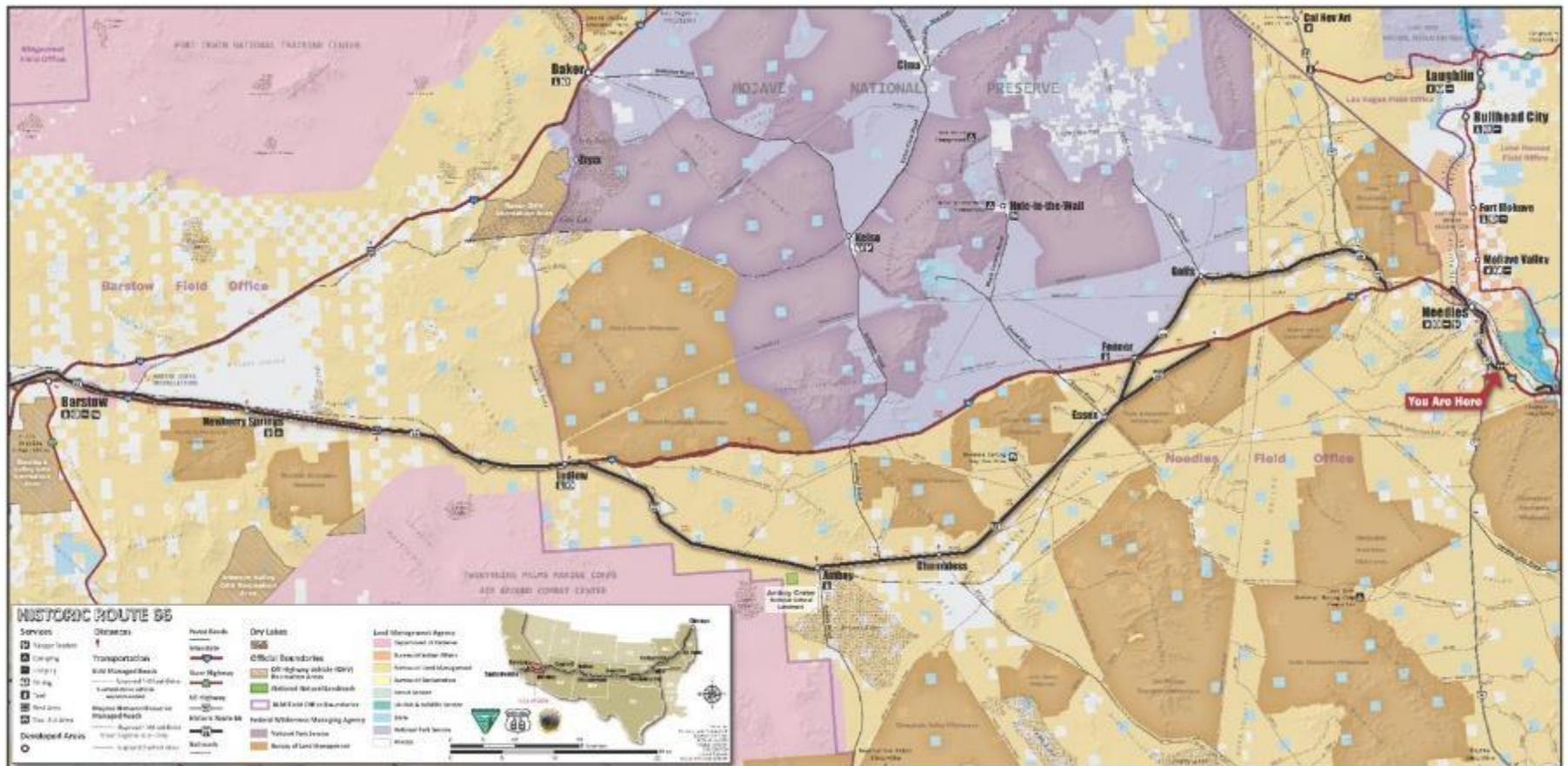
# CMP Background

- 2011/2012 - BLM and CHR66A co-wrote proposal
- U.S. Department of Transportation, Federal Highway Administration's National Scenic Byway Program grant
- Received grant August 2012
- September 2013 - Lardner-Klein Landscape Architects selected as CMP contractor



# Route 66 CMP Study Area

- Prepare CMP for the 155-mile segment of Historic Route 66 from Barstow, California to the Colorado River within the CDD
- Seek National Scenic Byway/All American Road designation



# California Desert District (CDD)

- California Desert Conservation Area (CDCA)
- Designated by Congress
- 1976 – Federal Land Policy and Management Act
- Encompasses 25 million acres in southern California
- 11 million acres public lands
- Five field offices
- District Office – Moreno Valley







## Bureau of Land Management Jurisdiction

California State Office

2800 Cottage Way, Suite W-1834, Sacramento, CA 95825-1886

Jim Abbott, Acting State Director

Information Access Center 916/978-4400

[www.blm.gov/california](http://www.blm.gov/california)



# BLM California

- Multiple use
- 15.2 million acres
- Includes 1.6 million acres in Nevada
- 47 million subsurface acres
- 3 Districts
- 15 Field Offices
- 900 employees

# County of San Bernardino



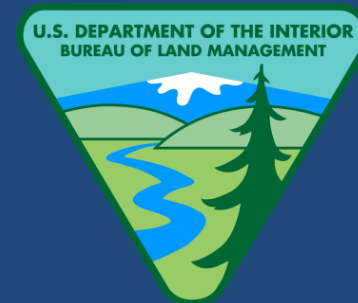
- Route 66 is a county-maintained road and right-of-way
- More than 250 *miles* of Route 66 in *San Bernardino* County
- Largest County in the U.S.

# Jurisdictions/Partners/Stakeholders

- County of San Bernardino
- California Department of Transportation
- City of Barstow
- City of Needles
- State Historic Preservation Office (SHPO)



- BLM California and Arizona
- National Park Service



# CMP Goals

- Preserve iconic legacy of Route 66
- Protect cultural and historical resources
- Promote sustainable tourism
- Stimulate economic growth
- Enhance public safety
- Preserve & utilize BLM National Conservation Lands/public lands





# CMP Schedule

## 2013

- Dec: Rte 66 orientation field tour for contractor, stakeholders

## 2014

- 2 Public meetings: Barstow, Needles
- 4 Webcasts

## 2015

- Jan: Draft Route 66 Plan
- Feb: public review, webcast
- May: Publish Final Draft
- July: Release Final Draft, briefings

# AD HOC PLANNING COMMITTEE

A partnership effort to  
preserve and enhance Route  
66 for heritage-based tourism

- BLM
- CHR66A
- National Park Service
- County and Municipal
- State and Federal Agencies
- Non-governmental  
Organizations
- Others with Interest in  
Route 66



*Photograph courtesy of Doran Sanchez, BLM*

# 2014 CMP Webcasts

- Four webcasts on specific topics:
  - April 28: Route 66's Intrinsic Qualities and Stewardship
  - May 22: Visitor Experience
  - August 28: Transportation
  - October 30: Marketing and Heritage Tourism Development
- Ad Hoc Committee outreach
- More than 200 participants



# Related Interagency Planning

- Desert Renewable Energy Conservation Plan (DRECP)
- Mojave Trails National Monument-proposed by Feinstein
- Route 66 Corridor Preservation Program - NPS
- World Monument Fund (WMF) – The Road Ahead
- Old Spanish National Historic Trail – NPS
- Catellus Acquisitions
- San Bernardino County Programmatic Agreement with the California State Historic Preservation Office
  - 128 wood trestle bridges eligible for National Register

# DRECP: Innovative Strategy for Renewable Energy and Conservation on Public Lands in California Desert

- DOI, CA State
- Landscape-scale blueprint
- Streamline renewable energy development
- Conserve desert ecosystems
- Promote outdoor recreation
- Phase 1 released 11/10/2015
- Meet federal and state renewable energy and climate change goals through 2040
- Route 66 recognized for its historical contributions to America's westward expansion



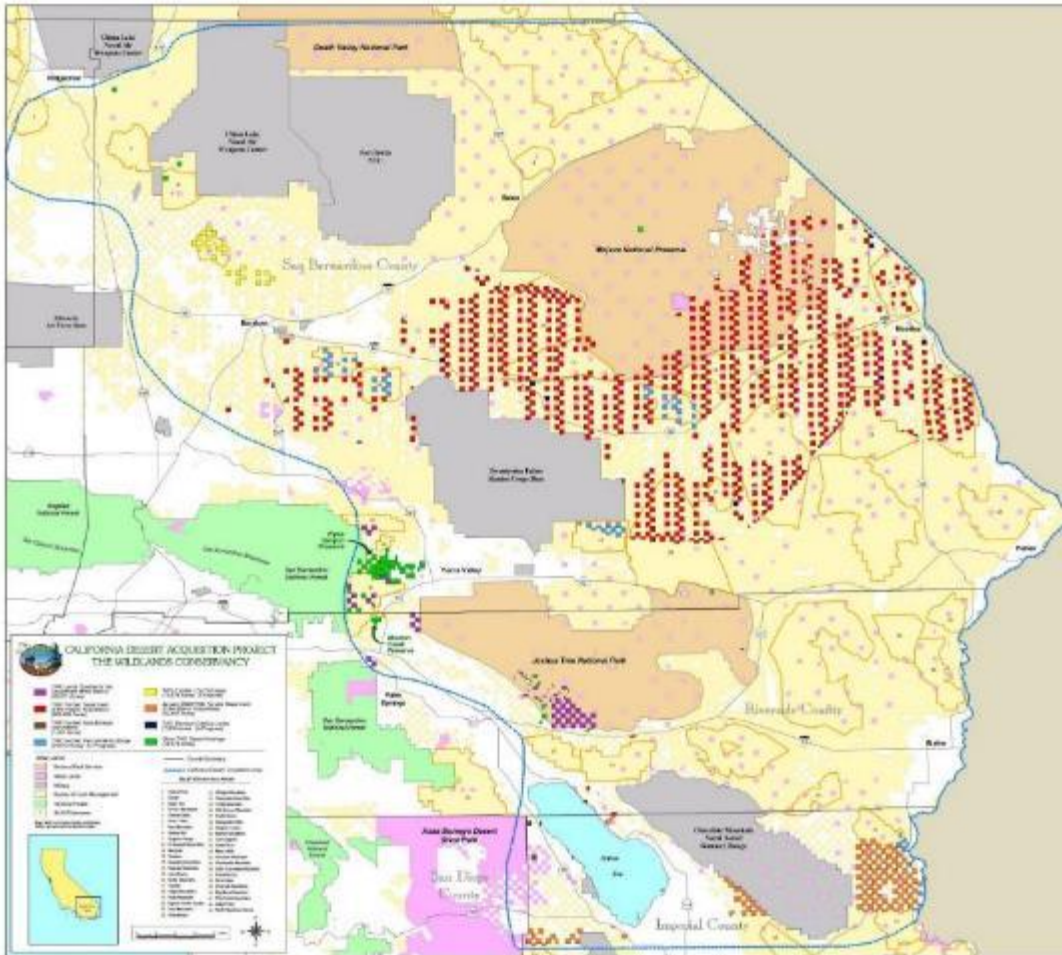


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# The Wildlands Conservancy (TWC) Catellus Acquisitions



- From 1999 to 2004, TWC acquired more than 587,000 acres of Catellus railroad land and donated it to the BLM and NPS
- Largest nonprofit land acquisition donated to the American people in U.S. history

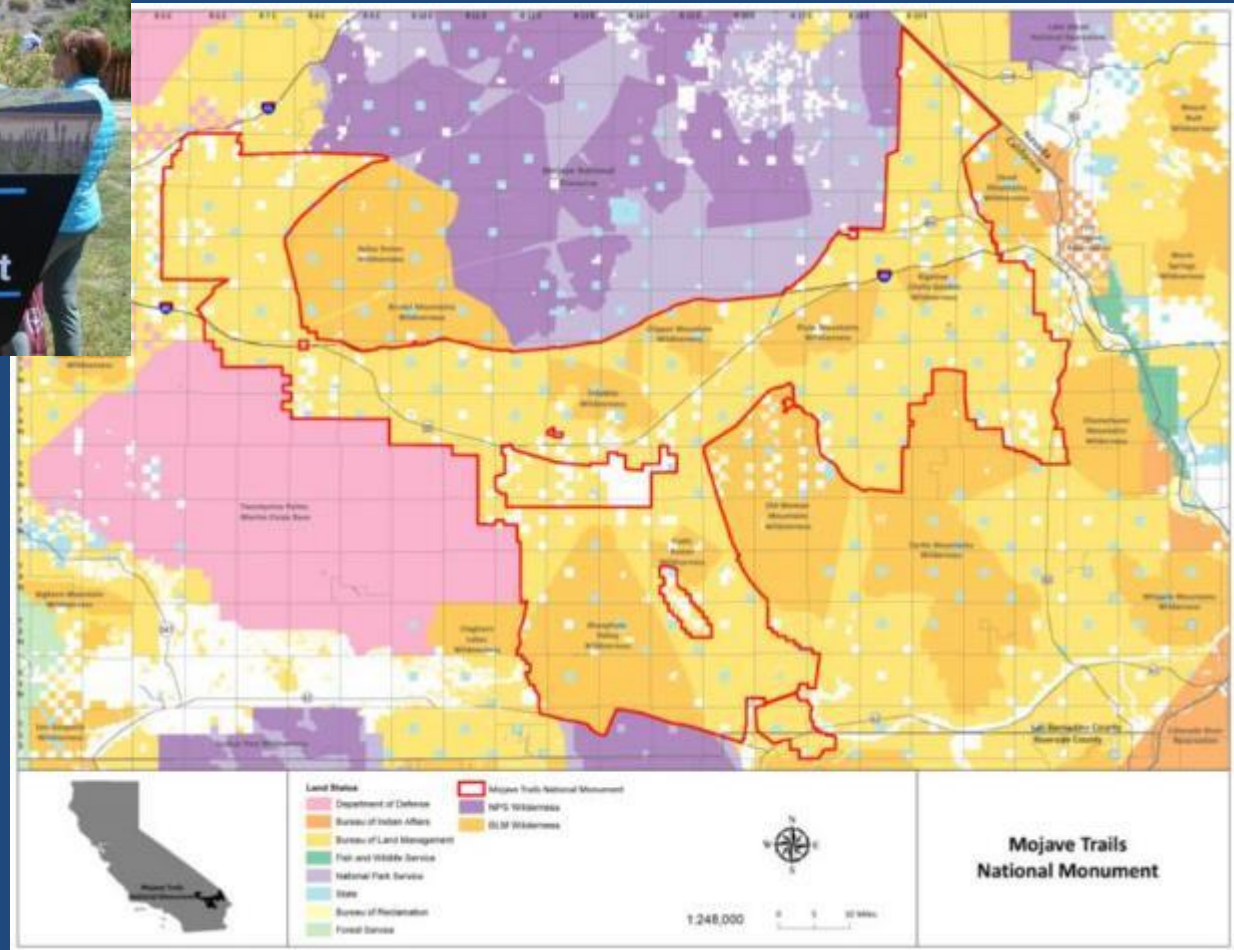




# Mojave Trails National Monument



- Created by Presidential Proclamation, February 12, 2016
- CMP analyzed 20-mile Visual Resource Management viewshed



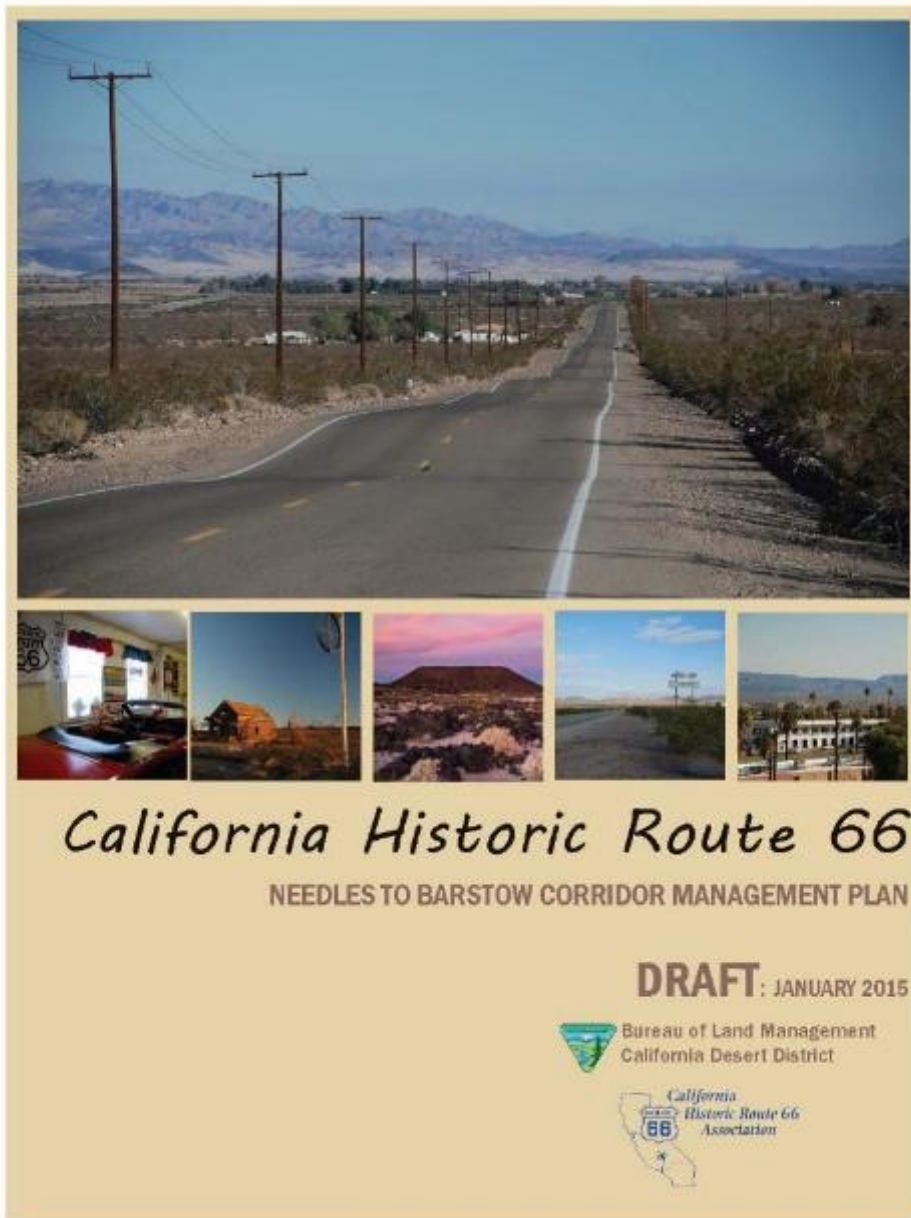
# National-International Recognition

- World Monument Fund  
2008 Watchlist
  - Among 100 most endangered sites
- National Trust for Historic Preservation
  - 2007 Watchlist
  - Route 66 Motels
  - Among America's Most Endangered Places
- U.S. Congress 2001: NPS Route 66 Preservation Program



# CMP Completed May 2015

- 18 months comprehensive outreach and coordination
- Initiated 2<sup>nd</sup> round of briefings with BLM and elected officials, partners and stakeholders





# Anticipated Changes

- San Bernardino County
- Addendums



## Memorandum:

To: Distribution  
From: Jim Klein  
Cc: Project Team  
Date: 2/16/15  
Subject: Implementation Table Handout for February 19, 2015 Web-Meeting

LardeenKlein Landscape Architects, P.C.

Page #	Management Need	Potential Partners	Implementation Technique	Phase
<b>Stewardship (Chapter 4 CMP)</b>				
<b>1. Management framework to guide potential conservation and preservation strategies</b>				
71	1.1 Adopt official map; define travel route & corridor 1.2 Adopt common landscape management units	<ul style="list-style-type: none"> <li>Each jurisdiction with responsibilities for the road</li> <li>All public &amp; private agencies with management or planning responsibilities in the corridor</li> </ul>	<b>Policy adoption:</b> <ul style="list-style-type: none"> <li>Adopt as part of plan endorsement resolution by referencing CMP</li> </ul>	Establishment Phase
<b>2. Preserve the context of Historic Route 66</b>				
72-73	2.1 Identify additional lands to be preserved as part of Nat'l Land Conservation System 2.2 Use BLM Visual Resource Management Objectives to guide land use decisions 2.3 Develop scenic resource management protocol for private lands 2.4 Apply BLM design guidelines from "Best Management Practices for Reducing Visual Impacts of Renewable Energy Facilities on BLM-Administered Lands" 2.5 Identify boundaries for facilitating business development and heritage-based tourism 2.6 Consider additional off-premise sign regulations in Barstow	<ul style="list-style-type: none"> <li>Federal agencies with management responsibilities</li> <li>SB County</li> <li>City of Needles</li> <li>City of Barstow</li> <li>Daggett CSD</li> <li>Newberry Springs CSD</li> <li>Stakeholders in Ludlow, Amboy, Chambliss, Essex, Fennor, and Goffs</li> </ul>	<b>Policy adoption:</b> <ul style="list-style-type: none"> <li>Input to Draft DRECP;</li> <li>BLM (adopt VRM land management policy based upon DRECP)</li> <li>County adopt as part of general plan update</li> <li>City of Barstow and City of Needles adopt as part of general plan update and future zoning code revisions, as appropriate;</li> </ul>	Sustaining Phase
<b>3. Preserve Historic Route 66 and directly related features</b>				



## Appendix V Implementation Table

The CMP was developed with extensive collaboration and coordination involving more than 200 stakeholders and elected officials within San Bernardino County, including local, city and state officials, private land owners, non-governmental representatives and members of the public. These collaborative efforts included three public forums, five web-based meetings, and ongoing briefings with stakeholders at every level within the state, reaching interested participants from the broadest audiences possible.

The following Implementation Table is a synthesis of proposed suggestions and recommended actions received during this collaborative process from stakeholders who may assist or be involved in proposed implementation. Participation in any of the proposed actions by the County of San Bernardino, Cities of Needles and Barstow and state agencies that have jurisdictional authority for their rights-of-way is totally voluntary.

Moreover, Appendix V can serve as a tool for local, city, county, state, and federal employees who serve on the various CMP implementation committees to work together with stakeholders as a network to collaboratively review, prioritize and identify potential preservation, restoration and maintenance projects and activities. Their common goals and common causes are protecting Route 66, preserving its most fragile assets, and collectively to seek funding opportunities to assist full implementation.

**caveat:** Many implementation recommendations in the CMP coincide with a Renewable Energy Conservation Plan (DRECP) and thus may change when a DRECP is approved.



## Office of Historic Preservation

- Programmatic Agreement (PA) with the California State Office of Historic Preservation
- Outlines County's obligation to preserve the historical and archaeological resources of Route 66 road and trestle bridges as much as possible during maintenance and repairs
- PA under development when Route 66 Final Draft completed
- Addressed County's concerns in their Draft Resolution supporting the CMP

**WHEREAS**, local finite mineral resources are vital for building and maintaining Route 66's infrastructure and reducing transportation costs and emissions; and

**WHEREAS**, in addition to stipulations of existing rights-of-way, applicable laws and regulations pursuant to the National Environment Policy Act, California Historic Route 66 and BLM will coordinate and collaborate with the County, the City of Needles, the City of Barstow, the BLM, National Park Service, Caltrans, and other stakeholders along the corridor; and

**WHEREAS**, the San Bernardino County Board of Supervisors wishes to express its support for the concept of managing Historic Route 66 for heritage tourism and for designating Historic Route 66 as a National Scenic Byway or All-American Road and wishes to express its commitment to collaborate in the process necessary for the implementation of the Route 66 Corridor Management Plan.

**NOW, THEREFORE, BE IT RESOLVED**, that the County Board of Supervisors expresses its support for the Needles to Barstow California Historic Route 66 Corridor Management Plan and for future collaboration in pursuing best implementation alternatives for strategies described in the Plan.

**PASSED, APPROVED AND ADOPTED** by the Board of Supervisors of the County of San Bernardino, California, on the 15th day of December, 2015, by the following vote:

**AYES:** SUPERVISORS: Lovingood, Rutherford, Ramos, Hagman, Gonzales

**NOES:** SUPERVISORS: None

**ABSENT:** SUPERVISORS: None

\*\*\*\*\*

STATE OF CALIFORNIA                     )  
   )  
COUNTY OF SAN BERNARDINO)       ss.

I, LAURA H. WELCH, Clerk of the Board of Supervisors of the County of San Bernardino, State of California, hereby certify the foregoing to be a full, true and correct copy of the record of the action taken by the Board of Supervisors, by vote of the members present, as the same appears in the Official Minutes of said Board at its meeting of December 15, 2015. #29 MC







# CMP Letters and Resolutions of Endorsement

- DOI
- San Bernardino County Board of Supervisors
- Cities of Needles and Barstow



United States Department of the Interior

BUREAU OF LAND MANAGEMENT  
California Desert District  
22835 Calle San Juan De Los Lagos  
Moreno Valley, CA 92553  
www.ca.blm.gov



In Reply Refer To:  
8100 (P)  
CAD000

October 1, 2015

Mr. Glen Duncan, President  
California Historic Route 66 Association  
8816 Foothill Boulevard, Suite 103-66  
Rancho Cucamonga, California 91730

Dear Mr. Duncan:

The Bureau of Land Management (BLM) California Desert District (CDD) is pleased to endorse the recommendations put forth in the California Historic Route 66 Association's (CHRA) Needles to Barstow Corridor Management Plan (CMP). As a partner and cooperator in the development of the CMP, the CDD looks forward to ongoing collaborations to preserve and enhance both Historic Route 66 and adjacent BLM-managed public lands that will promote sustainable heritage tourism.

In the following manner, the BLM/CDD remains committed to the successful implementation of the Plan:

- Continue CDD participation and involvement in the activities of the Ad Hoc Planning Committee as it formalizes into a sustainable management entity.
- Provide staff support to the California Historic Route 66 Management Implementation Framework/Coordination Team.
- Assist in the pursuit of funding for high priority preservation, enhancement and tourism development projects as appropriate.
- Continue/expand current stewardship activities of Historic Route 66.
- Support the promotion of sustainable heritage tourism.
- Continue to utilize BLM/CDD as Discover the Desert to enhance California Historic Route 66 and adjacent BLM National Conservation Lands.
- Incorporate the recommendations of the CMP into the BLM/CDD's planning process.

As a part of final Plan review, the Havasu Field Office (LHFO) will review public lands east of the Five-Mile

**WHEREAS**, local finite mineral resources are vital for building and maintaining Route 66's infrastructure and reducing transportation costs and emissions, and

**WHEREAS**, in addition to stipulations of existing rights-of-way, applicable laws and regulations pursuant to the National Environmental Policy Act, California Historic Route 66 and BLM will coordinate and collaborate with the County, the City of Needles, the City of Barstow, the BLM, National Park Service, Caltrans, and other stakeholders along the corridor; and

**WHEREAS**, the San Bernardino County Board of Supervisors wishes to express its support for the concept of managing Historic Route 66 for heritage tourism and for designating Historic Route 66 as a National Scenic Byway or All-American Road and wishes to express its commitment to collaborate in the process necessary for the implementation of the Route 66 Corridor Management Plan.

**NOW, THEREFORE, BE IT RESOLVED**, that the County Board of Supervisors expresses its support for the Needles to Barstow California Historic Route 66 Corridor Management Plan and for future collaboration in pursuing best implementation alternatives for strategies described in the Plan.

**PASSED, APPROVED AND ADOPTED** by the Board of Supervisors of the County of San Bernardino, California, on the 15th day of December, 2015, by the following vote:

AYES: SUPERVISORS: Lovingood, Rutherford, Ramos, Hagman, Gonzales

NOES: SUPERVISORS: None

ABSENT: SUPERVISORS: None

STATE OF CALIFORNIA )  
COUNTY OF SAN BERNARDINO ) ss.

I, LAURA H. WELCH, Clerk of the Board of Supervisors of the County of San Bernardino, State of California, hereby certify the foregoing to be a full, true and correct copy of the record of the action taken by the Board of Supervisors, by vote of the members present, as the same appears in the Official Minutes of said Board at its meeting of December 15, 2015. #29 MC



of Route 66 within its jurisdiction, and cost share grants for community restoration and revitalization projects, and

**WHEREAS**, CHRA and the BLM also will seek endorsements/resolutions of support from San Bernardino County, California Department of Transportation (Caltrans) and the City of Needles for the CMP and a national road designation; and

**WHEREAS**, thousands of visitors from across the nation and international visitors from Europe, Asia, Africa and North and South America travel here to experience the romance and nostalgia of Route 66 from Chicago to Santa Monica; and

**WHEREAS**, the Route 66 Economic Impact Study conducted by Rutgers University concluded that Route 66 tourism "contributes significantly to local, county, State and national economies"; and

**WHEREAS**, the City of Barstow has an incredible opportunity to serve as a Gateway community to facilitate innovative partnerships and expand its collaboration with stakeholders, San Bernardino County and other communities along Route 66 to preserve and promote the history and nostalgia of California's portion of Route 66 and the BLM's National Conservation Lands; and

**WHEREAS**, the Route 66 CMP is a means to be a living document that will optimize the City's ability to preserve the historical integrity of Route 66; and

**WHEREAS**, successful implementation of the CMP depends on cooperation, collaboration and support of the City of Barstow, City of Needles, San Bernardino County, the BLM, National Park Service, Caltrans, and other stakeholders along the corridor; and

**WHEREAS**, the Barstow City Manager and City Council expresses its support to a collaborative process to implement the Route 66 CMP, encourage sustainable heritage tourism, and endorse a National Scenic Byway or All-American Road designation; and

**NOW, THEREFORE, BE IT RESOLVED THAT CITY OF BARSTOW OF THE STATE OF CALIFORNIA**, expresses its support of the Needles to Barstow, California Historic Route 66 Corridor Management Plan and its intention to participate in future implementation of strategies described in the Plan.

**PASSED, APPROVED AND ADOPTED** this 8th day of September, 2015.



*James V. Cousins*  
James V. Cousins  
City Clerk

County Resolution No. 4805-2015

2

**WHEREAS**, a national road designation may provide the City of Needles federal funds for maintenance and repairs of Route 66 within its jurisdiction, and cost share grants for community restoration and revitalization projects; and

**WHEREAS**, CHRA and the BLM will seek endorsements/resolutions of support from the City of Needles, as well as San Bernardino County, California Department of Transportation (Caltrans) and the City of Barstow for the CMP and a national road designation; and

**WHEREAS**, thousands of national and international visitors from across the nation and more than 100 countries from around the world travel to America to experience the romance and nostalgia of Route 66, from Chicago to Santa Monica; and

**WHEREAS**, the Route 66 Economic Impact Study conducted by Rutgers University concluded that Route 66 tourism "contributes significantly to local, county, State and national economies"; and

**WHEREAS**, the City of Needles has an incredible opportunity to serve as a Gateway community to facilitate innovative partnerships and expand its collaboration with stakeholders, San Bernardino County and other communities along Route 66 to preserve and promote the history and nostalgia of California's portion of Route 66 and the BLM's National Conservation Lands; and

**WHEREAS**, the Route 66 CMP is a means to be a living document that not only supports and endorses stipulations of existing rights-of-way but new City/County standards for future bridge replacement projects and maintenance on California Highway 66/Route 66/National Trails Highway corridor and optimize the City's ability to preserve the historical integrity of Route 66; and

**WHEREAS**, successful implementation of the CMP depends on cooperation, collaboration and support of the City of Needles, City of Barstow, San Bernardino County, the BLM, National Park Service, Caltrans, and other stakeholders along the corridor; and

**WHEREAS**, the Needles City Manager and City Council expresses its support to a collaborative process to implement the Route 66 CMP, encourage sustainable heritage tourism, endorse a National Scenic Byway or All-American Road.

**NOW, THEREFORE, BE IT RESOLVED THAT CITY OF NEEDLES** expresses its support of the Needles to Barstow California Historic Route 66 Corridor Management Plan and its intention to participate in future implementation of strategies described in the Plan.

**PASSED, APPROVED, AND ADOPTED** at a regular meeting of the City Council of the City of Needles, California, held on the 11th day of August, 2015 by the following roll call vote:

AYES: COUNCIL MEMBERS GUMMUNDSON, FRAIER, WILLIAMS, DARCY  
NOES: COUNCILMEMBER EVANS AND RICHARDSON  
ABSENT: NONE

*Edward F. Dapert*  
Mayor

ATTEST: *Cheryl K. Sells* (SEAL)  
Deputy City Clerk

APPROVED AS TO FORM:

*[Signature]*  
City Attorney

# Gateway Memorandums of Understanding

- City of Needles



- City of Barstow



BLM MOU No. CA-610-16-0005

## MEMORANDUM OF UNDERSTANDING

Between  
**BUREAU OF LAND MANAGEMENT**  
Department of the Interior  
And  
**City of Needles, California**  
Regarding  
**HISTORIC ROUTE 66 GATEWAY IN SOUTHERN CALIFORNIA**  
Within the  
**MOJAVE TRAILS NATIONAL MONUMENT**

### I. PARTIES

This Memorandum of Understanding (MOU) is entered into by and between the United States Department of the Interior's Bureau of Land Management (BLM) California Desert District and the City of Needles, CA, located adjacent to the Mojave Trails National Monument along the Historic Route 66 corridor between Needles and Santa Monica, California.

### II. PURPOSE

The purpose of this MOU is to formalize a Route 66 Gateway Partnership with the City of Needles to assist with the management and administration of an external outreach strategy to enhance public awareness to promote and stimulate the preservation and protection of cultural resources located along Historic Route 66 and the adjacent BLM-managed public lands/National Conservation Lands, located within the Mojave Trails National Monument. The MOU builds upon objectives outlined in the Route 66 Corridor Management Plan prepared by the BLM and the California Historic Route 66 Association and finalized in May 2015, and documents the BLM and the City of Needles' responsibilities in a mutually beneficial undertaking to advance the understanding and protection of this historic corridor. This instrument less off the San Bernardino County Route 66 Gateway Umbrella MOU.

### III. BACKGROUND

A. **Route 66** – The California Historic Route 66 traverses the California Desert Conservation Area and winds through and across lands managed by the California Desert District, Bureau of Land Management, as well as state and county jurisdictions to its terminus in Santa Monica. Countless reminders of this resource exist throughout the corridor in historic and archaeological remnants and features. The unique landscape of the Mojave Trails National Monument and Historic Route 66 presents a complex and multifaceted resource that challenges conventional approaches to management and interpretation.

This project will enable BLM to promote and support the development of partnerships with interested communities along Route 66 to create stewardship and preservation programs for the resource. This effort will also assist the BLM in meeting responsibilities under Section 110 of the National Historic Preservation Act and the Statewide Protocol for Cultural Resources with the California State Historic Preservation Office.

Amendments, modifications, or supplements to this MOU may be proposed by either party and shall become effective upon written approval of both.

**Resolution.** The parties will attempt to resolve controversies through alternative resolution methods that are mutually acceptable to both parties. Methods may but are not limited to direct negotiation, facilitation or mediation, or non-binding A.

**Exit.** A party may terminate its participation in this MOU at any time through notification to the other parties at least 90 days prior to termination.

Parties will review this MOU at least once every three years to determine whether be amended, modified, supplemented, or terminated.

**Date.** This MOU shall become effective as soon as signed by authorized officers for the community of Amboy and the BLM.

### S

#### City of Needles, CA

Edward Paget, M.D., Mayor  
City of Needles  
817 Third Street  
Needles, CA 92363  
mpagets@cityofneedles.com

#### BLM Representative

Doran A. Sanchez  
BLM Partnership Outreach & Development Specialist  
BLM Barstow Field Office, California Desert District  
Barstow, CA 92311  
dsanchez@blm.gov

The parties agree that if there is a change regarding the information in this section, the party making the change will notify the other party in writing of such change.

### VII. APPROVALS

The parties hereto have executed this agreement as of the last date shown below.

Approved:

*Edward Paget*  
Mayor, City of Needles

3-30-2016  
Date

Approved:

*Doran A. Sanchez*  
District Manager, BLM California Desert District

April 7, 2016  
Date

5

BLM MOU No. CA-610-16-0008

## MEMORANDUM OF UNDERSTANDING

Between  
**BUREAU OF LAND MANAGEMENT**  
Department of the Interior  
And  
**City of Barstow, California**  
Regarding  
**ROUTE 66 GATEWAYS ON**  
**HISTORIC ROUTE 66 IN SOUTHERN CALIFORNIA**

### I. PARTIES

This Memorandum of Understanding (MOU) is entered into by and between the United States Department of the Interior's Bureau of Land Management (BLM) California Desert District and the City of Barstow, CA located along the Route 66 corridor between Needles and Santa Monica, California.

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### III. BACKGROUND

A. **Route 66** – The California Historic Route 66 traverses the California Desert Conservation Area and winds through and across lands managed by the California Desert District, Bureau of Land Management, as well as state and county jurisdictions to its terminus in Santa Monica. Countless reminders of this resource exist throughout the corridor in historic and archaeological remnants and features. The unique historic road landscape of Historic Route 66 presents a complex and multifaceted resource that challenges conventional approaches to management and interpretation.

This project will enable BLM to promote and support the development of partnerships with interested communities along Route 66 to create stewardship and preservation programs for the resource. This effort will also assist BLM in meeting responsibilities under Section 110 of the National Historic Preservation Act and the Statewide Protocol for Cultural Resources with the California State Historic Preservation Office.

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# Implementation

## California Historic Route 66 Management Implementation Framework (Organization Chart)

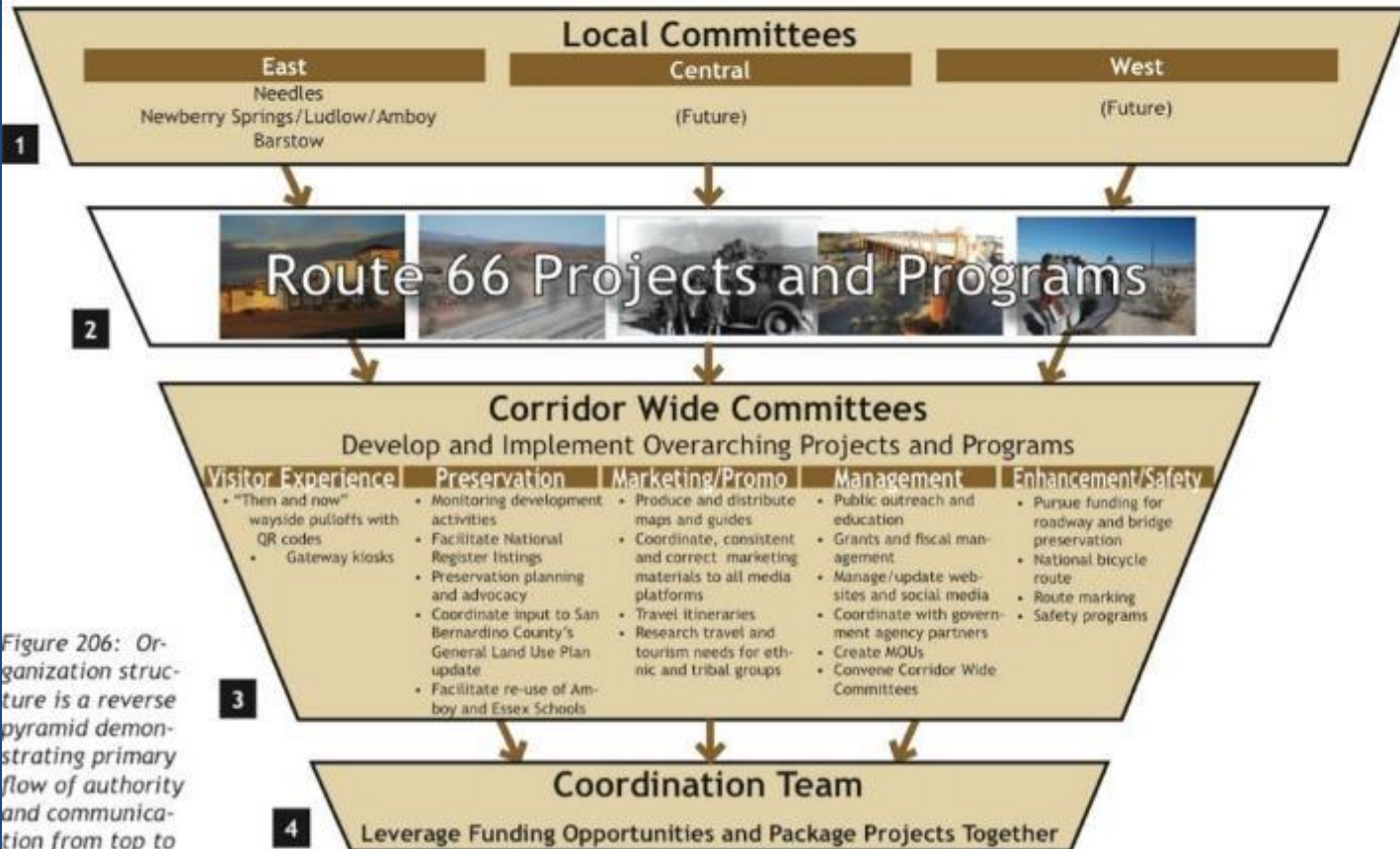


Figure 206: Organization structure is a reverse pyramid demonstrating primary flow of authority and communication from top to bottom in the diagram

# Preserve the Road



# Preserve the Road and Its Features



Carty's Camp, East Side, Needles, Cal., on U. S. Highway No. 66





# Preserve BLM National Conservation Lands

- Amboy Crater National Natural Landmark
- 11 Wilderness Areas
- 6 ACECs



# Enhance Visitor Experience

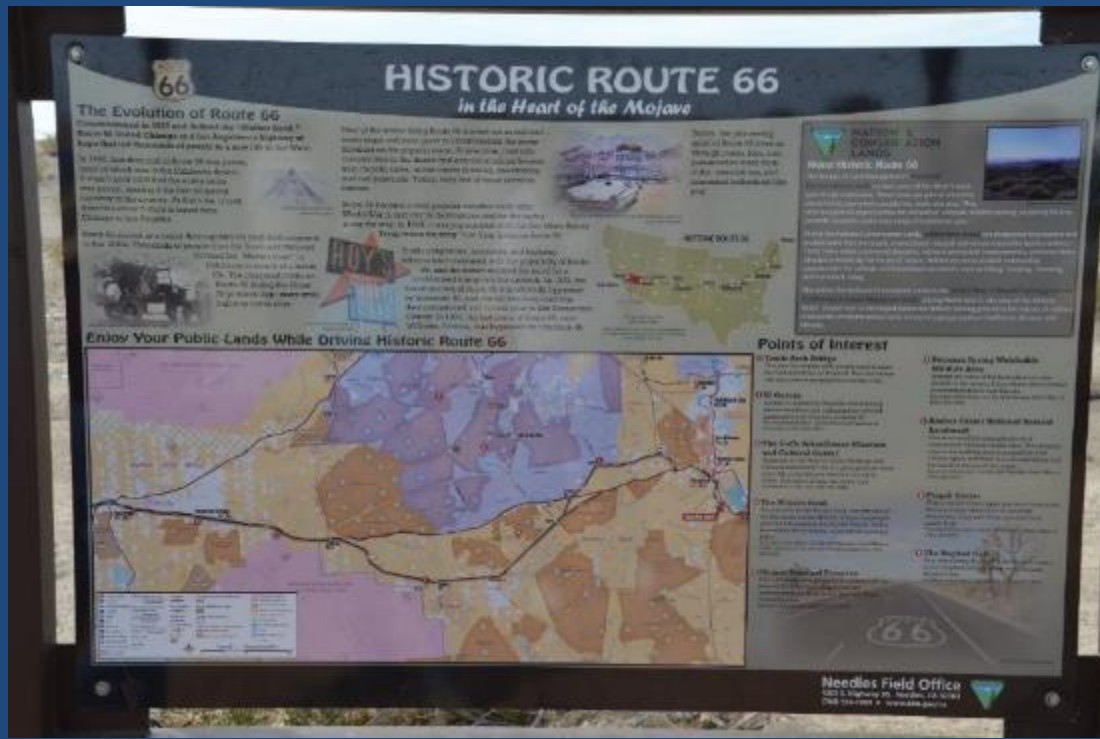
## *5 Mile Interpretive Kiosk*





- Public land adjacent to Route 66 at the 5-Mile exit off Interstate 40
- Reconnects Interstate travelers to historic Route 66
- Dedicated Friday, May 8, 2014
- BLM , District Advisory Council, City of Needles officials, local stakeholders
- Site provides BLM opportunities to increase partnerships with local and county stakeholders
- Support sustained heritage tourism of Route 66
- Promote recreation and discovery of public lands





- Kiosk highlights points of interests about the history of communities along Route 66
- Promote recreation and discovery of public lands





# Visitor Safety and Roadway Travel



- Severe flash flooding September 2014
- 50 bridges washed out
- Sections of Route 66 destroyed

# Impacts to Commerce, Safety, Tourism

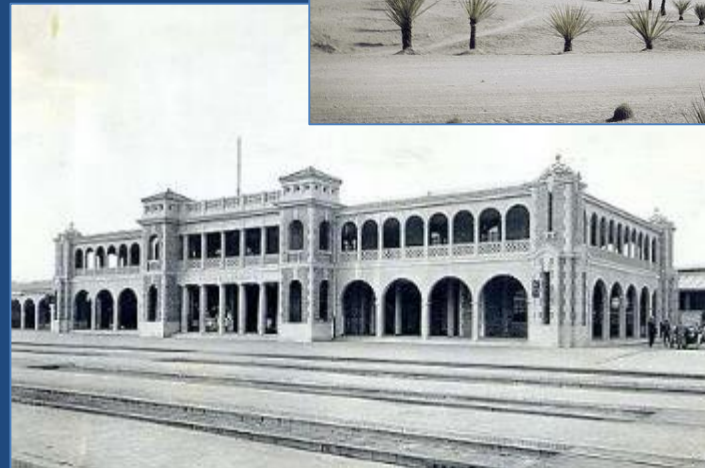
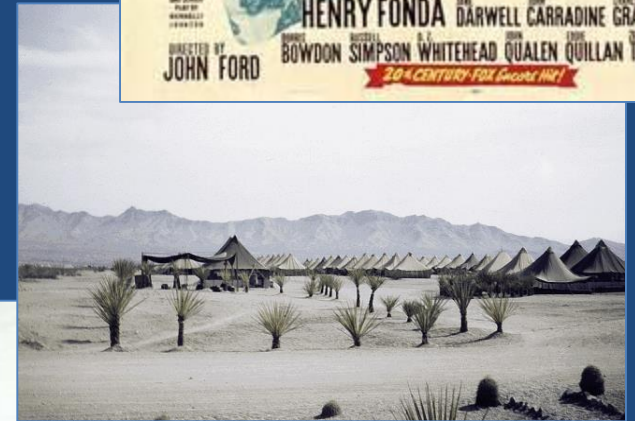


- Route 66 east of Amboy between Essex, Goffs and I-40 closed
- Lack of access jeopardizes lives and safety of local citizens
- Threats to state and interstate commerce and trade
- Impact to national and international tourism
- BLM and CHR66A letters of funding support

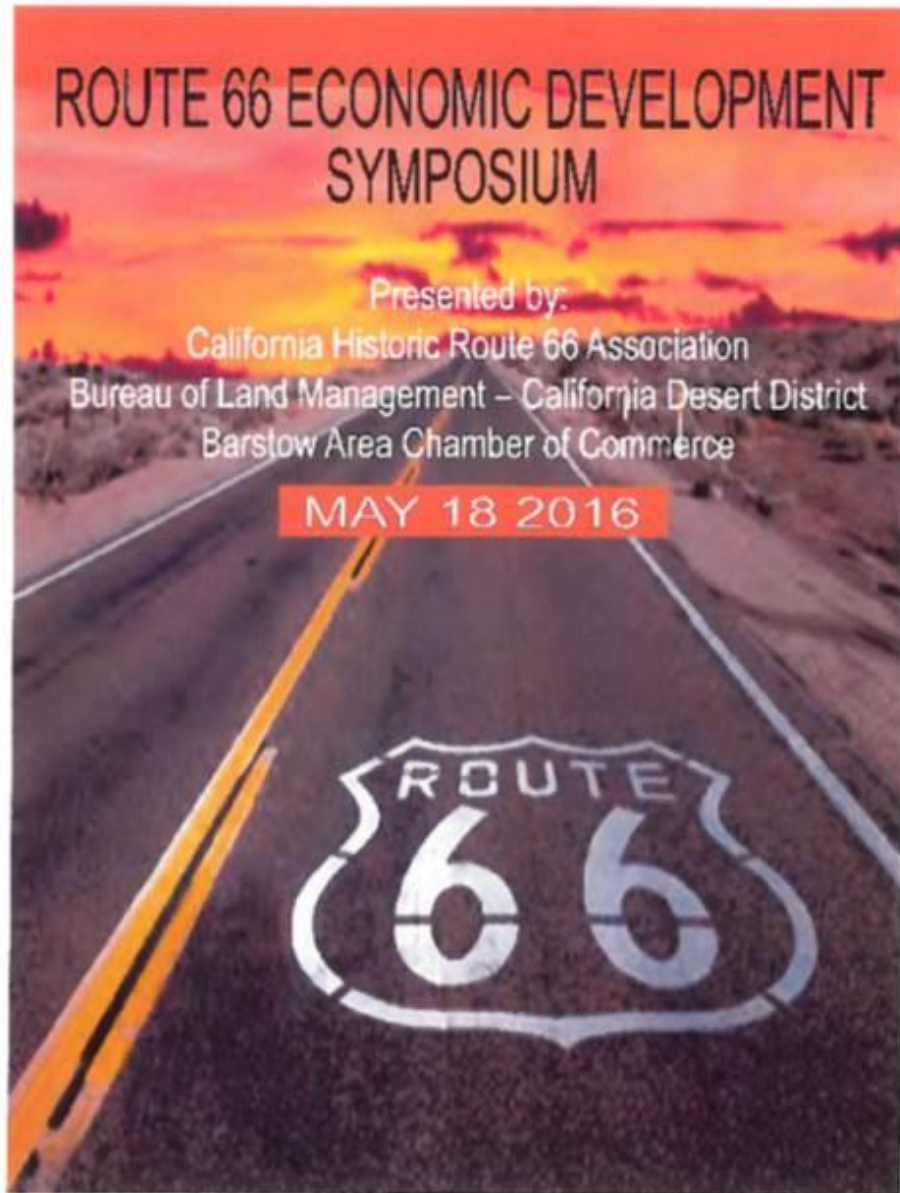
# Marketing Strategies: Positioning for Tourism

## “Only on California Historic Route 66”

- Beauty of the Mojave Desert
- Patton’s WWII encampment
- Harvey Houses
- Grapes of Wrath setting
- Recreation on public lands







- First ever high desert tourism/economic summit
- Speakers from across U.S.
- Experts in tourism and economic development
- Sold out capacity – 100
- Participants from throughout Southern CA
- Letters of support:
  - Supervisor James Ramos, San Bernardino County

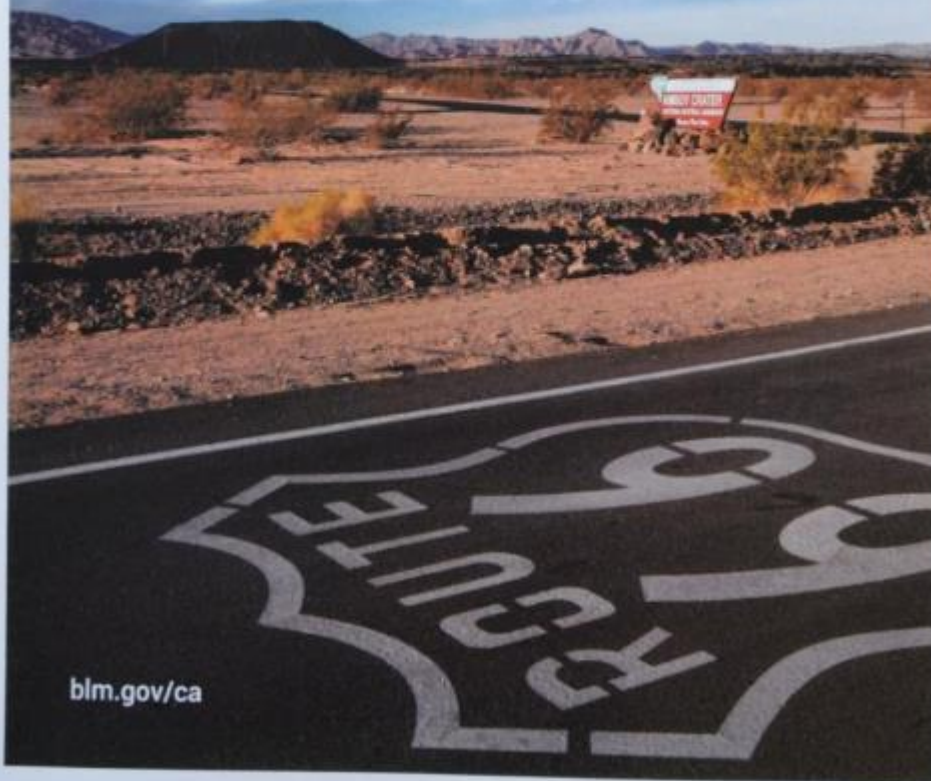


U.S. Department of the Interior  
Bureau of Land Management

# Route 66

Public Lands

Proud sponsor of the first Route 66  
Tourism & Economic Development  
Symposium on the High Desert



[blm.gov/ca](http://blm.gov/ca)

# BLM Public Lands

- Offer Route 66 visitors year-round opportunities
- Experience some of the most diverse - extreme desert and mountain landscapes in southern California
- Recreation (camping, hiking, hunting, OHV, wildlife watching, water sports, etc.)
- Filming/photography
- Solitude
- Discovery







NATIONAL  
CONSERVATION  
LANDS

ROUTE  
66

# Mojave Trails National Monument

U.S. DEPARTMENT OF THE INTERIOR  
Bureau of Land Management

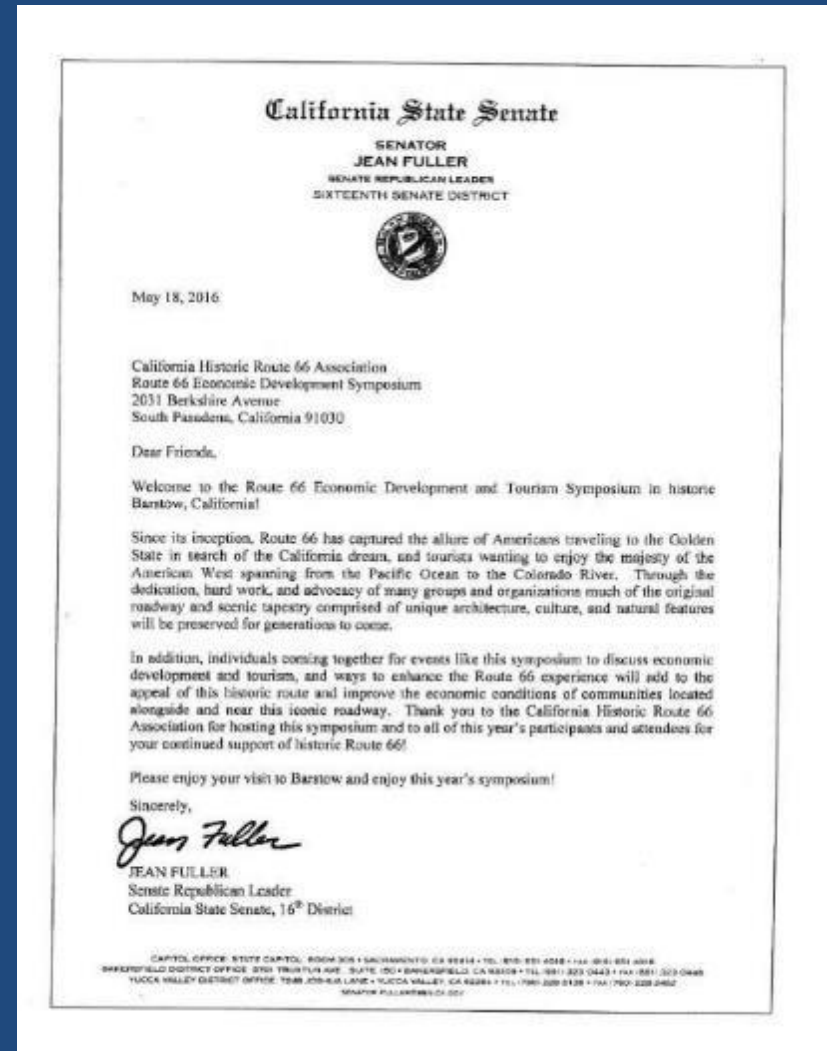
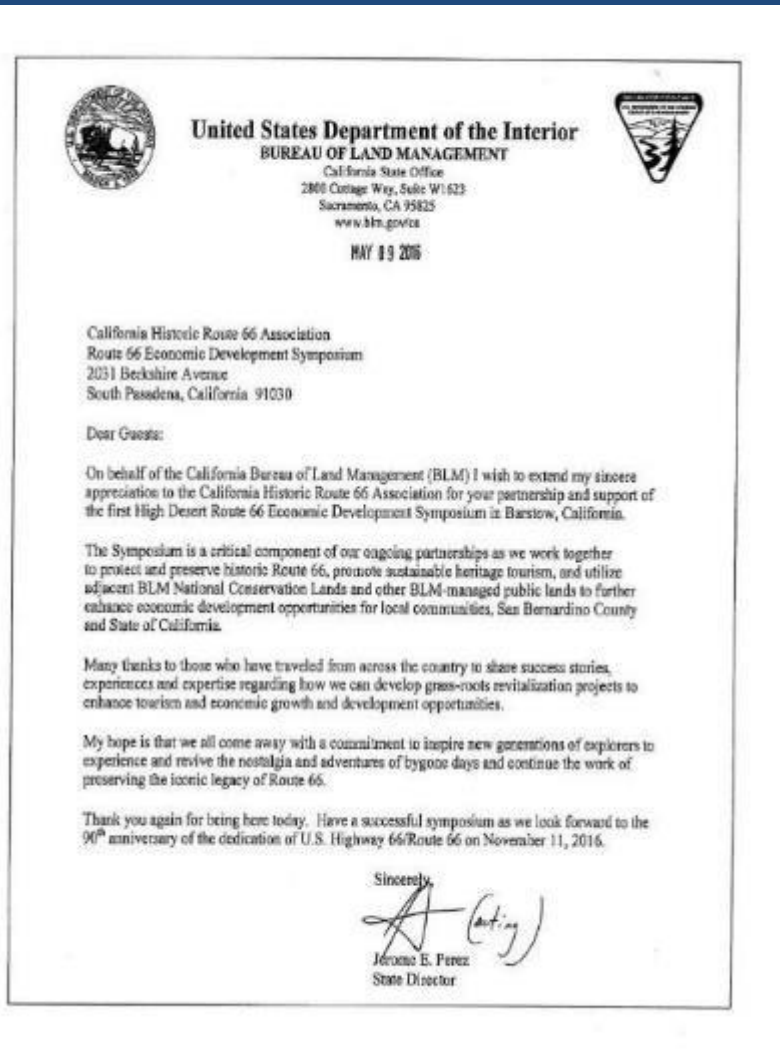


90TH ANNIVERSARY



# BLM State Director Jerome (Jerry) Perez

# State Senator Jean Fuller



# More than 20 Local and Regional Sponsors



**Needles Downtown Business Alliance**  
PO Box 736  
Needles, CA 92363



**Victorville Old Town Route 66 Historic Society**





**SAN BERNARDINO  
COUNTY**



BY CHOICE HOTELS



**JAMES C. RAMOS**  
Supervisor, Third District  
County of San Bernardino  
Board of Supervisors

*Newberry Springs  
Community Alliance  
Salutes Route 66*



**MY BAKED BUNS**

JAMAICAN  
RESTAURANT  
&  
BAKERY

**BARSTOW COMFORT SUITES**



**UnionBank**



# Promote Historical Motels



# Restaurants

*Di Napoli's*  
Firehouse





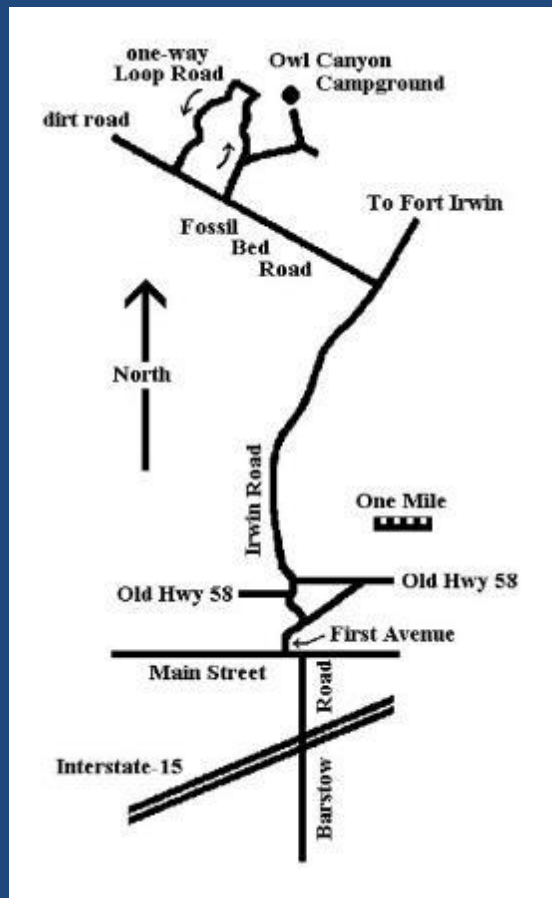
## Casa del Desierto—Harvey House, Barstow



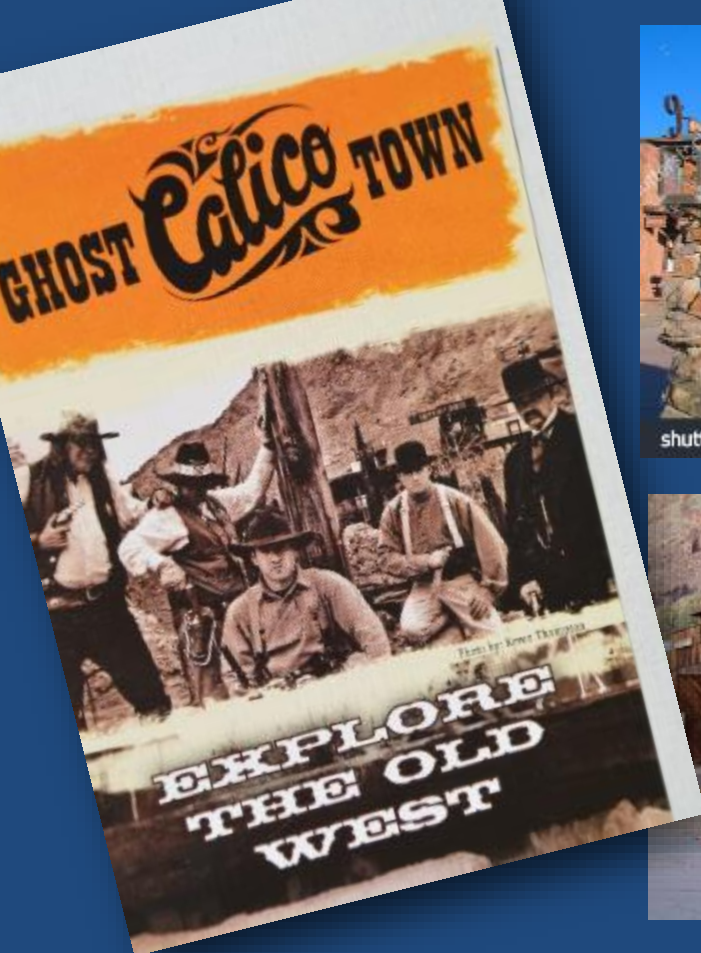
## Barstow









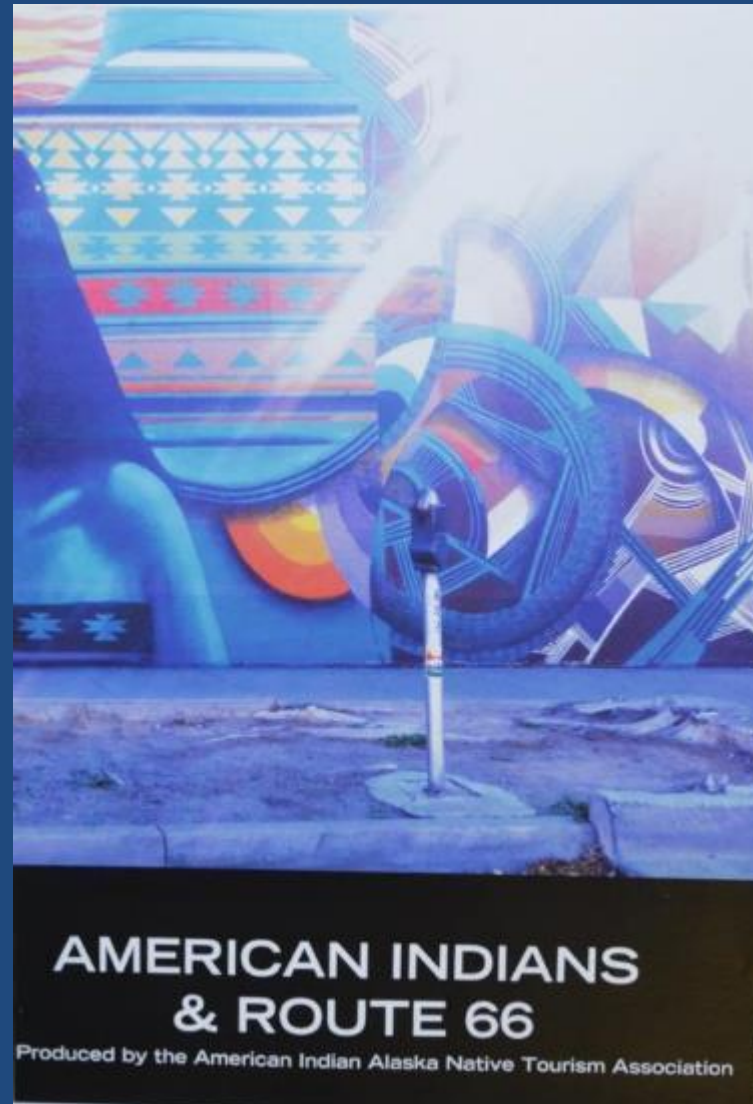






# American Indian Alaska Native Tourism Association

- Aianta





# Next Steps

- Stimulate community development
- Promote sustainable tourism
- Preserve our Route 66 heritage
- Work together as a network
- Encourage economic growth for the 5 million people live and work along the Route



# BLM & CHR66A Seek National Road Designation

- Submit nomination to Department of Transportation Secretary
- Request National Scenic Byway/All American Road designation for the California segment of Route 66
- Currently portions of Route 66 in Arizona, Illinois, New Mexico, and Oklahoma have National Scenic Byway designation
- Resolutions and letters of support reflect grass-roots support for the designation



# Celebrate International Route 66 Partners

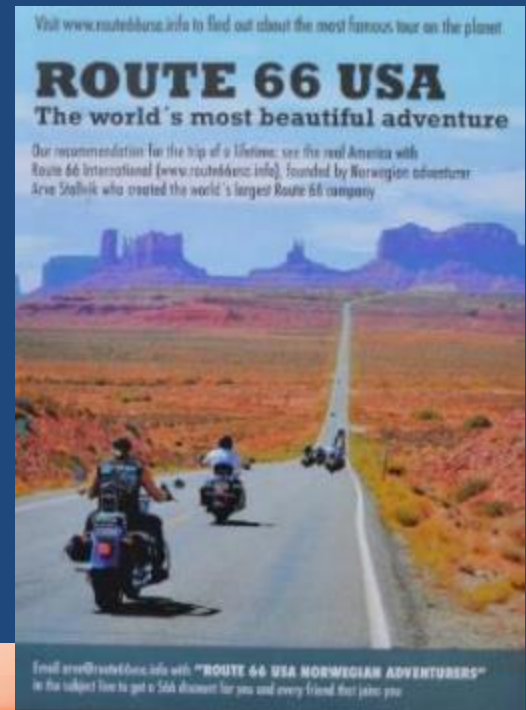
- Route 66 is an international destination
- More than 160 countries worldwide visit the United States each year to travel Route 66
- Many countries have Route 66 Associations





# Celebrate the Legacy of Route 66

- November 2016 – 90<sup>th</sup> anniversary of the designation of Route
- State, national and international festivals planned throughout the world
- Los Angeles will host America's International Festival





Thank You