

ROUTE 66 CENTENNIAL

Fall 2025 Update



The City of Albuquerque's preparations for the Route 66 Centennial are moving forward at a strong pace, with dozens of projects underway along Central Avenue. Multiple City departments are coordinating closely on programming, infrastructure, and placemaking to meet key milestones by 2025–2026. Early highlights from 2025 include the launch of the official Route 66 Centennial campaign, construction of major public art installations along Central Avenue, and continued work to improve public safety, revitalize key corridors, and protect important cultural and natural assets along the historic route.

With the Department of Arts & Culture taking the lead, collaboration remains central to the Centennial effort, with active partnerships in place with Visit Albuquerque, New Mexico Tourism Department, University of New Mexico, and regional and federal agencies. Public input and stakeholder engagement are playing a vital role in shaping Centennial infrastructure and programming, ensuring that projects reflect community priorities and honor the cultural legacy of Route 66.

DAC is leading cross communications, public relations, special projects, community events, and reporting. This update, required by City legislation, reflects progress across departments including DAC, Metropolitan Redevelopment Agency (MRA), Parks & Recreation (PRD), Planning, Albuquerque Fire Rescue (AFR), APD, Albuquerque Community Safety (ACS), ABQ RIDE, Municipal Development (DMD), and Health, Housing & Homelessness (HHH).

ARTS & CULTURE

DAC divisions and venues planning Route 66 activations include Public Art, Community Events, Albuquerque Museum, the KiMo Theatre, and the Route 66 Visitor Center, with plenty of support from others. The department is expanding existing partnerships, informing the public, and tracking and reporting on all the City's Route 66 projects. Major projects include interactive art stops that incorporate storytelling murals and augmented reality, new public art, a video series, and many special events that will support and highlight Albuquerque's rich art scene, local cultures, historic sign inventory, and Route 66 history.

Route 66 Remixed – An Art-Fueled Road Trip Launching October 16

Route 66 Remixed, an innovative public art project reimagining Albuquerque's 18-mile stretch of the historic highway, will be a signature attraction of the City of Albuquerque's Route 66 Centennial Celebration. Led by the City's Department of Arts & Culture, the project invites locals and visitors alike to explore the highway's legacy through murals, sculptures, and augmented reality (AR) experiences.

With support from Visit Albuquerque, New Mexico Tourism Department, community organizations, and property owners, *Route 66 Remixed* transforms Albuquerque's Central Avenue (aka Route 66) into an art-fueled road trip across the city. Along the Route, travelers will discover large-scale public art installations and site-specific digital activations that reflect the stories, traditions, and people that have helped shape Albuquerque. *Route 66 Remixed* is created in partnership with Meow Wolf, Refract Studio, and local artists.

The first *Route 66 Remixed* mural completed is at the Historic El Rey Theater at 7th and Central. The collaborative mural by Jesse Littlebird and Thomas Christopher Haag reflects Albuquerque's artistic vibrancy and cultural dynamism.

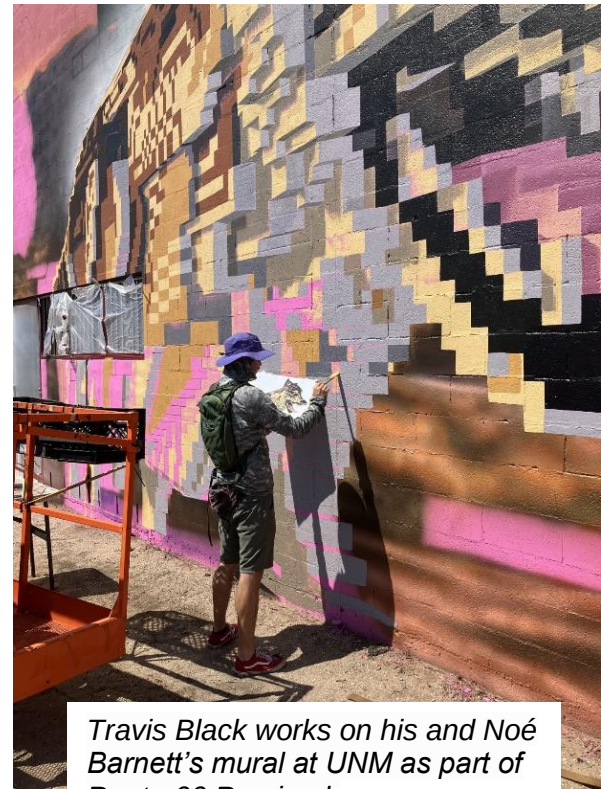
Nearing completion is the University of New Mexico Arts Lab mural at University and Central by Noé Barnett and Travis Black. The mural merges contemporary aesthetics with historical narratives of travelers and trade.

Once launched, visitors can experience each site on its own or explore all the curated stops via a web interface. The project will feature Hakim Bellamy, Albuquerque's inaugural Poet Laureate, as the road trip narrator and storyteller.

The official Albuquerque Route 66 Centennial website is www.rt66abq.com, which will be updated as the installations are completed.

Installations include:

- Singing Arrow Open Space AR Experience by Deb Jojola
- East Central Open Sky Sign Installations by Nazario Sandoval
- Talin Market AR Experience by Helen Atkins
- Guild Theater AR Experience by Dale Deforest
- M'tucci's Bar Roma Sculpture by Nazario Sandoval
- Route 66 Shield at Triangle Park by TBD
- University of New Mexico Arts Lab Mural by Noé Barnett and Travis Black
- Special Collections Library AR Experience by Jessica Helen Lopez
- Historic Crossroads (4th & Central) AR & Installation by Gael Luna and Carmen Montes
- 505 Central Food Hall Mural by Lynnette Haozous
- Historic El Rey Theater Mural by Jesse Littlebird and Thomas Christopher Haag
- Albuquerque Museum Sculpture Garden AR Experience by Sonja Killer
- ABQ BioPark Aquarium and Botanic Garden AR Experience by Lea Anderson
- Albuquerque Rapid Transit (ART) Bus Wrap Traveling Installation by Dante Betsch
- Route 66 Visitor Center AR & Mural by Akilah Martinez and PAZ/Mapitzmitl
- Nine Mile Hill AR Experience by Karl Orozco



Travis Black works on his and Noé Barnett's mural at UNM as part of Route 66 Remixed.

Albuquerque Selected as Centennial Satellite City



Albuquerque has been selected to be one of five Satellite Cities for the **Route 66 Centennial National Kick-Off** on April 30, 2026.

Springfield, Missouri is the Official Host City of the national kick-off, which will anchor locations across Route 66, providing an unprecedented special event to commence the Route 66 Centennial. The national event will present a New Year's Eve Times Square-like atmosphere to include a major concert with A-List entertainment from Springfield, with live cut ins to Albuquerque's celebration, as well as Joliet, Illinois; St. Louis, Missouri; Amarillo, Texas; and Santa Monica, California.

Visit Albuquerque Partnership

Visit Albuquerque developed our [comprehensive ABQ Route 66 website](#) which includes trip-planning tools, neighborhood information, historical information, sliders of “then and now” photos, crowd-sourced photos with geo-tracking on Route 66, listings for accommodations and events, and animated graphics with our shared CABQ Route 66 branding. A timeline of historic events and itineraries for loving Route 66 in Albuquerque will ensure the site has a long life beyond the Centennial.



- Route 66 Art Activations Sept 2025 – Dec 2026
- Route 66 Summerfest July 18, 2026
- BioPark Concerts Summer 2026
- Route 66 Run & Walk* TBD
- Cultural Crossroads* September 2025 & 2026
- Central Ave Cruise* September 2026
- Twinkle Light Parade Dec 6, 2025 & Dec 5, 2026
- Old Town Music Year-round
- KiMo Theatre Tours & group reservations
- Route 66 Visitor Center Year-round events

Route 66 Visitors Center

The Route 66 Visitors Center figures prominently in the department's centennial programming and will host special events. An exhibition for the gallery space is currently under contract, and the center will be a “digital destination” with augmented reality and a new mural as part of Route 66 Remixed. The “sign park” portion in the outdoor area is underway with four signs secured. A national Route 66 marker will also be installed at the center.

The Center has an official City of Albuquerque [commission](#) that provides guidance for its development. The board includes members from DAC, Visit Albuquerque, Hispano Chamber, West Central Community Development Group, and a Mayoral appointee.

Bernalillo County approved \$250,000 for the Center at their May 2025 meeting.

METROPOLITAN REDEVELOPMENT AGENCY

MRA is charged with creating opportunities for economic development in Albuquerque. The Agency has many Route 66 projects in progress and in partnership with community, developers, property owners, and businesses in its **10 Metropolitan Redevelopment Areas** along Route 66.

Via incentive programs that catalyze investment in Albuquerque and on Route 66, MRA is actively changing the face and the culture of the Central Corridor.

Programs include large-scale developments, housing projects, and community improvement and rehabilitation programs. MRA collaborates with multiple City departments on the Route 66 corridor, using its special award abilities and financial instruments to boost housing projects, beautification, and business and tax incentives along the route.

Route 66 Metro Redevelopment Areas in Albuquerque (east to west)

East Gateway MRA
Near Heights MRA
Central/Highland/Upper Nob Hill MRA
University MRA
Sycamore MRA
EDo MRA
Huning Highlands MRA
Downtown 2025 MRA
Historic Central MRA
West Central MRA

Route 66 Improvement Programs

Revitalization through business grants, redevelopment projects, and public space improvements through MRA continue to move forward. Nearly \$1.4 million has been invested through business support programs, while initiatives like Revamp Route 66 Sign Improvement Program, the Centennial Mural Program, and the downtown dog park have been completed. Major redevelopment projects including Central Crossing, Somos, The George, and Park Central are underway and timed to align with the Centennial. Smaller community activations like Party Block Sponsorships and Murals of Possibilities are bringing grassroots creativity to Central Avenue.

Several key projects are currently underway in anticipation of the Route 66 Centennial. Central Crossing is on track for completion in 2026, while Somos, which recently broke ground, is expected to be finished within a year. The George (formerly referred to as the Pearl) is also moving forward, and the Highland Residence Inn and Food Hall in the Sycamore MRA has officially begun construction, with completion anticipated in about a year and a half.

In addition, the Downtown 2050 Redevelopment Plan is scheduled for LUPZ committee review. Alongside these larger developments, new community-focused grants have launched, including the Party Blocks Sponsorship program and the Murals of Possibilities initiative, both of which will continue accepting applications through the end of the year. Looking ahead to the close of this calendar year, the City anticipates the launch of a new round of Community Connect security camera grants in EDo, the groundbreaking for Park Central, the rollout of a second phase of Revamp Route 66 sign grants, the final design of the neon tumbleweed for Central Crossing, and the release of both a new downtown wayfinding plan with proposed subdistrict branding and a comprehensive downtown parking study.

Central & 1st underpass is under construction and will include a safer at-street crossing, well-lit and a natural spot to stop and admire downtown to the west and Route 66 stretching to the east to the Sandias.

Route 66 Centennial Mural program brought in students from Creative Campus Collective to design and paint 5 murals along Central with a Past, Present, and Future theme.

A **security camera grant program** led to 24 property owners receiving more than 60 new cameras, with \$461,167 committed. All the new cameras are downtown and will connect to APD's Real Time Crime Center.

DAC & MRA rolled out the **Revamp Route 66 Sign Improvement Program** in Fall 2023. Approximately \$400,000 for Route 66 historic sign rehab was disbursed for a successful partnership between DAC, MRA, City Council, property owners, and the City of Albuquerque.

PARKS & RECREATION

PRD has many properties on or adjacent to Route 66, including parks, open spaces (OS), the bosque, trails, bike paths, swimming pools, splashpads, and more. Park's directly on Central include Robinson Park, home of popular weekly farmer's markets, and Soldiers & Sailors Park. Tiguex Park and Old Town are adjacent to Route 66. Open Space along Route 66 includes the Tijeras Biozone on the east to the Acequia Madre projects just on west of the Rio Grande. Select Route 66 projects and parks are highlighted.



PRD and Pland will break ground mid-September 2025 on the International District Park on Central between Dallas and Charleston after years of planning and community engagement. Pland finished a public survey on the playground theme at the park website at idlpark.org.

Features to include:

- Large turf field for U8 soccer play, sports and public events
- Large turf areas for picnics and event seating
- Designated food vendor parking
- Green stormwater infrastructure planting
- Beautiful tree lined walkways
- A community food forest
- A promenade for market space and vendor tents
- Accessible walkways throughout
- A stage for movies and music performances
- Library themed shade structures throughout
- Seating walls
- Spaces for community art pieces
- Security cameras, fencing
- Extensive park lighting
- Large-scale public art designed by local artists

Route 66 Open Space is OPEN

The Open Space Division developed a site plan for the Route 66 property, approved by the Environmental Planning Commission. The site plan includes equestrian parking, an accessible hilltop accessible trail, educational signage, shade structures, picnic tables, and other amenities. This property is the main public parking and trailhead to a trail system that extends to Manzano Four-Hills and throughout the Tijeras Bio-Zone.

Tijeras Cultural Corridor: PRD and OSD have worked hard to add new interpretations of the [Tijeras Cultural Corridor](#) on the far east section of Route 66 in Albuquerque, providing another nature and opportunity for visitors to learn about historic cultures and peoples of Route 66.

ABQ RIDE

Albuquerque is one of the largest U.S. cities to implement a Zero Fare transit program making ABQ RIDE a vital Centennial partner, via its public transportation options: ABQ RIDE Connect, Albuquerque Rapid Transit (ART) buses, regular bus lines, and a paratransit option - Sun Van - for riders with special needs. A frictionless, fare-free system helps international visitors speaking many languages ride with ease and the community to enjoy Route 66 with easy and accessible 'hop on, hop off' service.

Transit upgrades along the Central corridor are advancing steadily, ensuring a safer and more welcoming experience ahead of the Route 66 Centennial. All bus stop signs along the route have been replaced, and every shelter has been repainted, with a full replacement of 55 shelters scheduled by mid-2026. Two new shelters complete with lighting, trash cans, and a real-time arrival display, have already been installed at the International District Library and behind Talin Market. Twelve additional shelters are expected to arrive in December for installation in January, and 41 more will follow once federal funding is finalized, with completion anticipated by July 2026.



ART stations are also receiving major upgrades: missing letters on a few lollipop signs are being replaced, epoxy is under repair, decals refreshed, and platforms repainted twice annually. New PA systems and backup lighting are being installed across all platforms, and outdated ticket vending machines are being removed to reduce graffiti. To celebrate the Centennial, an ART bus will be wrapped in Route 66-inspired design by a local artist. Safety enhancements complement these physical improvements, including the October launch of the See/Say app, contracted security at four key ART stations, TSO mobile patrols focused on Central, and PSAs riding buses daily—all working together to support a vibrant and secure corridor.

PLANNING

The Planning Department has an active role on Route 66 with projects and initiatives that include short and long-range urban planning, code enforcement and compliance, zoning, landmarks and historic conservation among them. Currently, Planning is working hard to clean up blighted areas, close or work with owners to address problematic properties, and working to ensure safe transport, business, and life on Central Avenue.

In 2025, Planning's Code Enforcement and Compliance took significant steps to improve safety, address blight, and support revitalization along Route 66. Four problematic motels and properties, including Tewa Lodge, Loma Verde Motel, Bow and Arrow Lodge, and 6416 Central SE, were closed due to severe life-safety and housing violations, with the Distressed Lodging Ordinance (O-2575) applied to prevent chronic nuisance lodging from reoccurring.

Along Central Avenue, 661 code cases were addressed through 1,082 inspections, covering 29 business license complaints, 23 building safety issues, 272 IDO cases, 129 notices of violation, 41 housing complaints, and 167 weed and litter concerns. The Central Board-Up Project reviewed 102 boarded properties, with 98 brought into compliance, three granted continuances, one fined, and five still pending hearings.

Major demolitions cleared unsafe structures at 6416 Central SE, 5102 Central SW, 5909 Central NE, 9612 Central SE, and 10100 Central SW, opening space for redevelopment. Several success stories emerged, including the FAST Housing Project at 1701/1623 Central NW, which is bringing 37 new housing units and a commercial space after nearly two decades of vacancy; the rehabilitation of 10205 Central NW into a nightclub, restaurant, and bar; and the adaptive reuse of the Gizmos Building at 410/412 Central SW into arts space and housing.

These efforts were supported by extensive community outreach, including education for property owners, collaboration with businesses, and coordination with APD and ACS to address illegal encampments and enhance safety along the corridor.

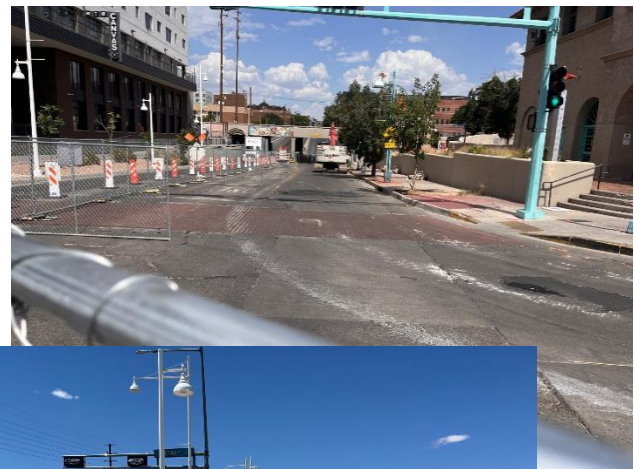


DEPARTMENT OF MUNICIPAL DEVELOPMENT

DMD has many projects along all parts of Route 66 related to infrastructure, traffic control, engineering, sidewalks and bike trails, and lighting. By nature, its projects are highly collaborative and often involve teaming with other City departments and Route 66 stakeholders.

DMD has achieved several visible milestones that are already making an impact along the corridor. A new mural at 3rd and Central has quickly become a community favorite, drawing praise for its creativity and vibrancy. On West Central, the addition of new lights and a dedicated bike path has been well-received, enhancing both safety and access. Pedestrian and bicycle improvements, including new bike lanes along Central, have further advanced the City's goal of creating a more walkable and connected corridor.

Several major initiatives are now underway with anticipated completion by the end of 2025. Improvements on East Central include installation of two HAWK signals, re-striping, mid-block crossings, and 200 new solar lights, all currently under construction. The historic East Gateway Sign is being repaired, while a new green stormwater infrastructure project at Central and Jefferson will be completed by August 2025, accompanied by new



landscaping. The West Gateway Arch sign is in production, and work on the southwest ramp of the Rail Trail is also progressing. Together, these projects represent both completed and ongoing phases of Centennial implementation, reinforcing safety, accessibility, and placemaking along the historic Route 66 corridor.

HEALTH, HOUSING & HOMELESSNESS

HHH has several Route 66-based projects. Recently completed affordable housing on Route 66 include Luminaria Senior Community and Hiland Plaza (accessible for deaf and blind persons). The following affordable housing projects are in the pipeline for construction on Rt 66 and are slated for 2025-26 completion. Development partners are Albuquerque Housing Authority, High Desert Housing, and Sol Housing.

- **Casitas del Camino**—60th and Central NW, 88 units
- **Route 66 Flats**—7600 Central Ave. SE, 47 units
- **Farolito Senior Community**—10501 Central Ave. SE, 82 units
- **Somos Apartments**—7200 Central Ave. SE, 59 of 70 units are affordable housing

Farolito Senior Community is an apartment community in pre-development that will serve seniors 55 and older with low incomes. Farolito is located directly north of its sister project, Luminaria Senior Community on Central Avenue, and will incorporate many of the same design elements to celebrate the heyday of Route 66 while creating a virtual and physical gateway to Route 66. The site was previously part of the Ponderosa RV and Mobile Home Park and is owned by the New Mexico State Land Office (NMSLO). NMSLO leased the land to Sol Housing who will make improvements and develop new affordable housing apartments on the 2.3-acre site. 94% of earnings from lease payments support public education, public universities, and hospitals in NM.

Somos is a public-private partnership between the MRA and the Greater Albuquerque Housing Project (GAHP), which will be a 70-unit multi-family building with commercial elements. This project will leverage its proximity to nearby community assets such as the Talin Market, ART stations, and the International District Library, providing low-income residents with easy access to food, transit, and learning opportunities. Affordability, environmental sustainability, and community engagement are at the heart of this project.



ALBUQUERQUE COMMUNITY SAFETY

ACS continues its commitment to ensuring the safety and well-being of individuals along Route 66 by offering critical services and outreach efforts, including:

24/7 Operations: ACS has maintained 24/7 operations since launching in August 2023. This includes focusing on individuals experiencing mental health crisis and the unsheltered populations along the route. ACS provides connections to service providers, emergency transportation, and a warm handoff to ensure the continuity of care to individuals in crisis.

Engagement with Local Businesses: ACS's Public Outreach Coordinator is dedicated to assisting engagement efforts. Through this effort, ACS aims to strengthen connections with local businesses to understand and address safety concerns and community needs.

Utilizing ACS' Downtown Hub: ACS's Downtown hub, located at Alvarado Transit Center, serves as a dedicated hub for ACS response centralization, strategic planning and coordination of outreach initiatives.

Outreach and Engagement: ACS's dedicated Downtown Team works in collaboration with APD, to conduct regular proactive outreach to ensure a visible and consistent presence on Route 66. In addition, this team works closely with UNMH Street Medicine to respond to individuals with high acute needs.

ACS Street Outreach & Resource Coordinator Team: ACS Connect to Care is a proactive outreach event that allows ACS to reach the unsheltered population in Albuquerque. In this initiative, ACS collaborates with other City of Albuquerque departments, ACS partners, and local service providers to organize pop-up events. These events aim to offer services and support to unsheltered individuals, connecting them with critical resources.

Connect to Care Program: ACS's Connect to Care events create a trusted space where individuals can connect to essential services, receive compassionate support, and build pathways toward stability and well-being. Since January 2025 ACS has held 15 Connect to Care events with the following outcomes:

- 580 Individuals have attended and engaged in services in our last 7 events
- 282 Individuals were medically assessed and triaged to include:
- Psychiatric assessments/referrals to inpatient care
- Opioid treatment
- Wound care, medication for infectious diseases, other medical needs
- 126 individuals received Narcan and harm reduction education
- 8 individuals were directly connected and transported to substance abuse treatment facilities
- 16 Veterans were connected to Veteran's Integration Center for immediate services
- 33 Individuals were assisting in obtaining SNAP benefits
- 77 Individuals completed a Housing Assessment (VI-SPDAT)

Beyond numbers, ACS Connect to Care events are a lifeline for vulnerable groups, including survivors of sex trafficking and domestic violence. ACS staff provide trauma-informed care, critical safety resources, and pathways to recovery, helping participants escape harmful situations and begin rebuilding their lives.

APD & AFR

APD's Central Corridor Tact Plan includes officers specifically assigned to work Route 66. APD's presence is a deterrent to criminal activity, and their efforts are focused on safety for patrons and businesses, as well as addressing crime on Central and adjacent neighborhoods.

Central Narcotics Team works bus stops and problem areas, working with undercover officers and confidential informants to uncover illicit, illegal narcotics from problem locations around Route 66.

While complying with the requirements of the DOJ injunction, APD also works daily with the **Encampment** team to address illegal activity and unlawful encampments on Central and surrounding areas. A recent Supreme Court decision changes the approach to working on encampments on Route 66.

APD worked with Transit to staff **Transit security officers** on Route 66 buses that continues to operate.

AFR and APD started a **brush fire operation** in 2024. Twice weekly, a team of APD/AFR staff focused their efforts towards illegal outdoor fires. The operation led to arrests for outstanding felony warrants and citations issued before ending in Summer 2024.

AFR has been hard at work renovating **AFR Station 12**, which serves the East Central Corridor in District 9.

ALBUQUERQUE CITY COUNCIL

City Council has many projects in the works or soon to be launched. City Council has received grants and used set aside monies and GO Bond/CIP funds for Route 66 infrastructure, improvement, and engagement projects.

City Council has ongoing and long-term Route 66-oriented projects, including the **Lowrider Bike Club** and **Cruising Conference**, as well as the new and forthcoming improvements to Central Avenue districts.

New legislation around Route 66 includes District 4 Councilor Joaquin Baca's legislation for new downtown bike lanes, as part of the **Central Avenue Bike Lane Project**, which will improve connectivity between West and East Downtown and the Rail Trail; enhance safety with buffers, signage, and tubular markers; revitalize downtown as part of Baca's Downtown Core Beautification Project; and provide multi-use access to downtown businesses in collaboration with community.

Councilor Nichole Rogers and District 6 is also involved in many Central Corridor infrastructure projects, including sponsoring legislation around the developments of the old Bank of the West building suite at San Mateo



District 6 Councilor Rogers is also launching the Highland Neighborhood Property Improvement Program in the Highland/Upper Nob Hill MRA in the district. The program is designed to provide property owners with a low-barrier public investment opportunity to make noticeable, exterior improvements to their properties, such as signage (existing, or new/ window decals) exterior electrical and lighting, exterior paint, murals, or other exterior design enhancements, while also improving the surrounding public spaces. There are two sources of funding for this program: the State Tourism Department's Route 66 Centennial Grant Program and the City of Albuquerque's General Obligation Bond Capital Improvement Program.

In late February 2025, City Council approved a new development plan for the Atrisco and Central area on the Westside in Councilor Pena's District 2, supported by Councilors Baca, Pena, and Louie Sanchez. The plan calls for bringing green space, bosque improvements, upgrading sidewalks and streets, and encouraging business development in the surrounding area.

ROUTE 66 EXTERNAL FUNDING

To date, DAC secured \$565,000 in **grant funding** for public art experiences and activations on Route 66 in 2025 and 2026. City Council received \$328,800 Destination Forward Grant from the NM Tourism Department to support the design, fabrication, and installation of a neon East Gateway sign. This external funding includes \$788,800 from the State of New Mexico Tourism Department and is a major source of funding for Route 66 art projects; \$30,000 award for Albuquerque Neon from the National Park Service; and \$75,000 from the National Trust for Historic Preservation to support a new public art project in the International District. DAC will continue to apply for external funding throughout 2025. The next aligned opportunity is the [Bloomberg Asphalt Art Initiative](#) for \$100,000 for asphalt art to be painted directly on Route 66.

COMMUNICATIONS, MEDIA & MARKETING

Albuquerque's Route 66 Centennial is building strong momentum as a unifying celebration that brings together residents, visitors, and partners. At the heart of the effort is a commitment to shine a brighter light on Route 66 through collaborative promotion, support for community-driven initiatives, and creative marketing that reflects the city's culture and spirit. DAC is steering a comprehensive communications strategy to reach local, national, and international audiences, sharing the story of Route 66 through timely announcements and engaging storytelling that highlights Centennial milestones and initiatives.

DAC has secured 10 digital billboards across the city to promote Route 66 Remixed, running from the October launch through the end of the year. To build on that momentum, the billboards will return in April to capture spring travel and spring break audiences. Radio ads will also air on four Cumulus stations from mid-October to mid-November, with a second flight scheduled for next spring. We'll take advantage of earned media while looking to expand our reach with additional paid placement where budgets permit. In addition, DAC continues to work with Ripe Inc on branding materials such as decals, t-shirts, and other promotional items.



Media interest in Albuquerque's Route 66 Centennial continues to grow, underscoring the enduring appeal of the Mother Road and the city's unique role along its path. Reporters and outlets are drawn not only to the history and nostalgia of Route 66, but also to the innovative way Albuquerque is choosing to commemorate the 100th anniversary through a blend of public art, community-driven projects, cultural storytelling, and creative experiences that highlight both our heritage and our future. This distinctive approach sets Albuquerque apart and positions the city as a leading voice in the national centennial celebration.

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