ROUTE

A strategic roundtable to leverage new opportunities and innovative partnerships in heritage tourism and historic preservation along the Mother Road.

November 20–21, 2013

Anaheim, California

The event will be hosted at Disney’s Cars Land, which is helping to tell the story of Route 66 to a new generation.

Organized by World Monuments Fund with generous support from American Express

World Monuments Fund

Since 1965, World Monuments Fund has worked to preserve important architectural and cultural heritage sites around the globe, with projects in more than ninety countries. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations. Headquartered in New York, WMF has offices and affiliates worldwide. wmf.org, twitter.com/worldmonuments, and facebook.com/worldmonuments.


Route 66 was included on the 2008 World Monuments Watch to draw attention to the complex challenges of preserving not only an iconic cultural landscape, but a historic American experience. Protecting the many sites along the route depends on generating new tourism and economic opportunities for the eight states and countless communities through which it passes. A groundbreaking study of the economic impacts of historic preservation and heritage tourism along the Mother Road has since been completed, and demonstrates that preserving Route 66 is a good investment. More than 85% of Route 66 travelers visit historic places and museums. Tourists spend $38 million dollars a year in the communities along Route 66. Heritage preservation through Main Street revitalization programs and museums add another $94 million in annual investments. The resulting national impact is an annual gain of 2,400 jobs, $90 million in income, $262 million in overall output, $127 million in GDP, and $37 million in tax revenues.

Much is being done already to enhance investment in Route 66 and to further the economic contribution and place-remaking afforded by the Mother Road. But more is needed to protect this unique resource and the communities that comprise it. Opportunities for preservation and sustainable development are on the horizon. This strategic roundtable will bring together representatives from industry, government, community groups, and not-for-profits, with the aim of leveraging the new knowledge provided by the Economic Impact Study toward new opportunities for investment and innovative partnerships.

Event Information & Participation

The event will be hosted Nov 20-21, 2013, at the Disneyland Hotel in Anaheim, California, as it affords an opportunity to experience Cars Land. The Disney movie Cars was based on the plight of Route 66 - how the construction of interstate highways bypassed many small towns and undermined their economic viability - and utilized a number of its historic sites as models for the film.

This strategic roundtable seeks to bring together representatives from both the public and private sector, including those long-dedicated to the preservation of Route 66 as well as new voices, who can bring fresh perspective to the economic and community development opportunities the Mother Road presents.

Participation in this event is by invitation only. There is no registration fee, and accommodations and meals will be provided for invited participants. Those interested in participating in this strategic roundtable should contact World Monuments Fund at route66@wmf.org.

**PROGRAM**

**Wednesday, November 20th**

9:00–10:00am Opening and Welcome

10:00am–12:00pm Making the Case: Economic Impacts of Preservation & Heritage Tourism along Route 66

12:00–1:00pm Lunch

1:15–3:45pm Community Investment: Success Stories from the Road

4:00–5:00pm Incentivizing Preservation: Resources & Leveraging Tools

6:30pm–9:00pm Dinner and Opening Night Keynote Speaker

**Thursday, November 21st**

7:00–9:00am Breakfast and Cars Land Tour

9:30am–12:00pm The Road More Traveled: Enhancing the Tourism Potential of Route 66

12:00–1:00pm Lunch

1:00–2:00pm New Avenues: Emerging Opportunities for Partnership

2:00–4:00pm Expanded Horizons: The Industry and Private Sector Perspective

4:15–5:00pm Conclusions

5:00–6:00pm Reception

6:30–9:00pm Dinner and Closing Night Keynote Speaker

A small group of representatives from key Route 66 organizations will be invited to stay through Friday, November 22nd, to participate in a planning session to follow-up on the opportunities raised by the strategic roundtable.