

**CITY OF KINGMAN
TOURISM DEVELOPMENT COMMISSION
City Council Chambers
310 N. 4th Street - Kingman, Arizona
7:30 A.M. Thursday, August 4, 2016**

REGULAR MEETING AGENDA

CALL TO ORDER AND ROLL CALL

1. APPROVAL OF MINUTES

A. The Regular Meeting minutes of May 5, 2016.

2. CALL TO THE PUBLIC: Those wishing to address the Commission should fill out request forms in advance. Action taken as a result of public comment will be limited to directing staff to study the matter or rescheduling the matter for consideration and decision at a later time. Comments from the public will be restricted to items not on the agenda. There will be no comments allowed that advertise for a particular person or group. Comments should be limited to no longer than three minutes.

3. OLD BUSINESS

A. REQUEST FOR PROPOSAL REGARDING LEASE AGREEMENT AT THE POWERHOUSE: Project Manager Burley Hambrick will present an update summary.

B. REPORT BY JIM HINCKLEY ON THE EUROPEAN ROUTE 66 FESTIVAL: Independent Contractor Jim Hinckley will present on the activities of the Festival.

C. PRELIMINARY FISCAL YEAR 2017 TDC OPERATING BUDGET: The City Manager will review TDC's operating budget with the Commission.

4. NEW BUSINESS

A. REPORT BY JOSH NOBLE ON MONTHLY STR HOTEL DATA

Tourism Director Josh Noble will provide a verbal report to the commission regarding the monthly STR Report.

B. DISCUSSION REGARDING POTENTIAL DEVELOPMENT OF A HISTORIC ELECTRIC VEHICLE ASSOCIATION FACILITY

City Manager John A. Dougherty will present a potential idea for the development of a living museum to house the local electric vehicle museum in partnership with the Historic Electric Vehicle Association.

5. REPORTS

A. REPORT BY JOSH NOBLE ON MONTHLY STR HOTEL DATA

Tourism Director Josh Noble will provide a verbal report to the commission regarding the monthly STR Report.

6. **ANNOUNCEMENTS BY COMMISSIONERS**—Limited to announcements, availability or attendance at conferences and seminars, requests for agenda items for future meetings and requests for reports from staff. No discussion on any of these items.

7. **ADJOURNMENT**

SPECIAL ASSISTANCE AND / OR ACCOMMODATIONS:
ANYONE REQUIRING SPECIAL ASSISTANCE AND/OR ACCOMMODATIONS AT THIS PUBLIC MEETING, SHOULD CONTACT
THE DEVELOPMENT SERVICES DEPARTMENT AT (928) 753-8130 AT LEAST 24-HOURS IN ADVANCE, SO APPROPRIATE
ARRANGEMENTS CAN BE MADE

**CITY OF KINGMAN
TOURISM DEVELOPMENT COMMISSION
City Council Chambers
310 N. 4th Street - Kingman, Arizona
7:30 A.M. Thursday, May 5, 2016**

7:30 a.m.

Regular Meeting Minutes

Thursday May 5, 2016

Commissioners Present:	Staff:	Visitors Signing In:
Krystal Burge, Chair	Gary Jeppson, Staff Liaison	See Attached
Thomas Spear, Vice-Chair	Tina Moline, Finance Director	
Jan Davis, Commissioner	Burley Hambrick, Project Manager	
Theresa Evans, Commissioner	John Dougherty, City Manager	
Harley Pettit, Commissioner	Sandi Fellows, Recording Secretary	

REGULAR MEETING MINUTES

CALL TO ORDER AND ROLL CALL: Chair Burge called the meeting to order at 7:30 A.M. and the Recording Secretary called the roll. Commissioner Patterson was excused. All other Commissioners were present.

1. **APPROVAL OF MINUTES:** Regular Meeting Minutes of April 7, 2016.
Commissioner Evans made a MOTION to APPROVE the Regular Meeting Minutes of April 7, 2016 as written. The motion was SECONDED by Commissioner Pettit and CARRIED UNANIMOUSLY (5-0).
2. **CONSIDERATION OF PUBLIC COMMENTS:**
Kingman resident Joe Longoria addressed the Commission, stating that the Clean City Commission is planning on having a booth at the Mohave County Fair. He went on to state that the Clean City Commission is willing to fund the cost of the booth, but will not have enough people available to be present during the four days of the fair and are asking for help from other City Commissions and Departments. Mr. Longoria noted that he has requested this matter to be placed on the June Tourism Development Commission Agenda for further discussion.
3. **OLD BUSINESS**
 - A. **REVIEW AND ACCEPTANCE OF QUARTERLY TOURISM REPORT:**
Josh Noble, president and CEO of the Kingman Visitor Center, addressed the Commission and presented a review and comparison of numbers as well as activities, marketing and financial reports for the months of January, February and March for the Kingman Visitor Center. Mr. Noble explained that KVC will discontinue operations after June 30, 2016, so the funding request is prorated for the month of June only to \$17,125.

Mr. Noble went on to state that walk-in's to the Visitor Center have remained about the same, but groups are up 98 percent from last year. Many of these are small groups coming from Laughlin or Las Vegas. Website visits October through March are at 13.5 percent with mobile traffic making up 42 percent, which is why they are working to redevelop the site and make it

more dynamic. Twitter has over 1000 followers, many of them travel writers and other trend setters across the platform. Mr. Noble stated that KVC has been utilizing Alexa.com for website comparisons, in relation to other Arizona cities. Besides the Cities website, gokingman.com, other sites are the cityofkingman.gov website, Mohave museum, promote Kingman, all about Kingman, and Kingman Circle. Mr. Noble noted that a presenter could use the information gathered from the different websites to provide useful tools for Kingman businesses.

The Visitor Center participated with the Route 66 Association on the Mother Road Buck event. This event gathered a large amount of coverage, not only with local media, but media from Japan and France also covered the event.

Mr. Noble noted that the remaining expenses for the Cooperative Marketing initiatives total \$5,824.45. These expenses consist of \$3,000 for Jim Hinckley's travel expenses to the Route 66 Convention in Elkhart Illinois in October 2015, \$2,149.98 for Mr. Hinckley's air fare expense to the European Route 66 Festival in Stuttgart, Germany, July 15-17, 2016, and \$916.71 for printing and \$426.08 for distribution for half of the cooperative project with the Museum of History and Arts. This included 20,000 prints of the Downtown Walking Tour map plus distribution in Kingman and the Laughlin Mall.

Mr. Noble acknowledged that metrics have been set up to measure what sort of return the Visitor Center will receive in return for funding Mr. Hinckley's travel expenses, such as contacts and representations. He noted that the City is drawing up a contract and is working with Mr. Hinckley as to what is expected to occur, so there are no misunderstandings.

Mr. Noble stated that this would be the final funding request to the Tourism Development Commission, and the total was \$22,949.45.

Commissioner Pettit made a MOTION to recommend approval of the final quarterly payment of fiscal year 15/16 in the amount of \$22,949.45, which includes expenses for the Cooperative Marketing initiatives. The motion was SECONDED by Commissioner Evans, and CARRIED UNANIMOUSLY (5-0).

B. DRAFT OF REQUEST FOR PROPOSAL REGARDING LEASE AGREEMENT AT THE POWERHOUSE:

Project manager Burley Hambrick addressed the Commission stating that at the previous TDC meeting, staff had presented the first draft of the Request for Proposal regarding the proposed lease for a food and beverage concession kiosk at the Powerhouse. The Commission had suggested the cost proposed by staff was not adequate, and asked staff to look into sub metering of electric and possibly water.

Mr. Hambrick presented a revised RFP for the lease agreement at the Powerhouse. He noted that staff feels the sub metering is not an option they would like to pursue at this time, because of personnel time and fluctuating rates. He noted that since the lease is on an annual basis, this option could be revisited at the end of each year. Mr. Hambrick acknowledged that the Request for Proposal will be open to the public for consideration.

Mr. Hambrick stated that he has two options to present to the Tourism Development Commission today:

Option A:

- A. (Example) The cost of the lease would be 8% (.08) of monthly projected revenues. Additionally, a for-profit entity would be charged the Government Property Lease Excise Tax (GPLET) rate of \$.33/square foot (or \$3.885/square foot per year). A non-profit entity would not be subject to the GPLET tax. Based on the projected revenues provided by a potential entity, the average monthly lease at 8% would be \$291.17 plus GPLET tax \$47.19 for a total of \$338.36, including utilities.

Option B:

- B. (Example) The cost of the lease would be \$325.00 a month, plus the GPLET tax of \$47.19 for a total of \$372.19, including utilities.

Chair Burge asked if staff had reviewed leases from other communities of Kingman's size for comparison. Mr. Hambrick acknowledged that he had difficulty finding something comparable to the proposed kiosk. He stated that the numbers for the Visitor Center were used by a prospective tenant to come up with Option A.

Mr. Hambrick stated that staff is recommending Option B, a flat rate per month with utilities included. The tenant would be responsible for any renovations or tenant improvements.

Commissioner Davis, who is employed at the Powerhouse, noted that a kiosk could be of value to visitors who do not have time to go into town, but do spend time looking through the three gift shops and museum at the Kingman Visitor Center.

Commissioner Pettit noted that it was a generous offer, and the tenant signing the contract should not be allowed to sub-let the kiosk. Commissioners also suggested allowing a small table with chairs next to the kiosk area.

Vice-Chair Spear made a MOTION to recommend APPROVAL of the Request for Proposal as in Option B, with a stipulation of no-subletting the space, and an option of a small seating area next to the kiosk as part of tenant improvement. Commissioner Pettit SECONDED the motion, and the MOTION CARRIED with UNANIMOUS (5-0) APPROVAL.

4. NEW BUSINESS

A. CONSIDERATION OF A REQUEST FOR KIOSKS IN THE VICINITY OF ANDY DEVINE AND I-40 INTERCHANGE:

Joshua Noble addressed the Commission stating that this was not a request, but an idea he would like to propose. Joanne Olsen, who teaches the advanced mechanics class at the Kingman High School, has suggested working with her students to do a project for developing a kiosk. Ms. Olsen has volunteered with the Visitor Center and assisted in placing information in the kiosk at Third Street and Andy Devine Avenue. She noted the difficulty with wind and sun damage, which prompted her suggestion. Mr. Noble acknowledged that the majority of Kingman hotels and a number of restaurants are located near the Interstate-40 and Andy Devine interchange, and people are generally walking about the area, especially in the evening. He suggested having the kiosk in that area with information about the museum, downtown Kingman, and other attractions. The students have come up with six designs, all designed to be eye-catching and withstand our high winds and sun. The area the kiosk is placed in must be in the right-of-way, have ample parking, and be easily accessible. Mr. Noble noted that the grassy

area by Terrible Herbst and the parking area in front of JB's Restaurant and the Best Western Hotel are two options being looked at.

Mr. Noble stated that the proposed kiosk will have static information that does not require changing and will contain dining and walking guides to Kingman. The students have been asked to come up with some sort of lighting such as solar or neon for the kiosk. He noted that he is not certain as to if the project will be sponsored by the City or other sponsorships.

Discussion only took place. No motions were made.

B. PRELIMINARY FISCAL YEAR 2017 TDC OPERATING BUDGET:

City Manager John Dougherty addressed the Commission stating that City staff has finalized the City of Kingman's Preliminary Operating Budget for Fiscal Year 2017. He acknowledged that staff had agreed with the proposed budget requested by Joshua Noble, with the numbers being presented today possibly going slightly higher.

Vice-Chair Spear noted that the Powerhouse budget would go from \$205,000 to \$383,919. Mr. Dougherty stated that was correct. Mr. Noble explained that they may expand with the AOT Coop, and are still working on the downstairs Powerhouse facility. Finance Director Tina Moline stated that one of the reasons for the increase is Mr. Noble's salary will be funded 90 percent through the Powerhouse the first year, since he will be working primarily on tourism that year. She stated that as Mr. Noble's duties become more Economic Development, 75 percent of his salary will then be funded with tourism dollars. Ms. Moline noted that having Mr. Noble as a City employee was also more costly.

Commissioners thanked staff for all the work they have put into making the transition with the Kingman Visitor Center, noting that it has not been easy, but all felt it was a step in the right direction.

Vice-Chair Spear acknowledged that he would like the Commission to have the opportunity to look deeper into the budget items, not that he was not confident in staff's ability, but for a better understanding and guidance for all. Mr. Dougherty stated that the Commission most certainly could do that.

Discussion only took place. No motions were made.

C. RESIGNATION OF TOURISM DEVELOPMENT COMMISSION MEMBER HERBERTA SCHROEDER:

Chair Burge stated that it is with regret that we are discussing the resignation of Tourism Development Commission member Herberta Schroeder. She has conflicts in her current schedule that will not allow her to participate with the Commission at this time.

Commissioner Davis made a MOTION to recommend accepting the resignation of Commissioner Schroeder. The motion was SECONDED by Vice-Chair Spear and CARRIED with UNANIMOUS (5-0) APPROVAL.

5. ANNOUNCEMENTS BY COMMISSIONERS--

Vice-Chair Spear stated that even with the rainy and windy weather last weekend, the Fun Run had 753 registered participants, up from 714 last year. He noted that over \$30,000 was raised

for scholarships for Kingman students at the fundraising dinner event. Vice-Chair Spear thanked the City Manager for his support in volunteering to assist with the Fun Run, and stated that many positive comments were received.

Chair Burge thanked all the volunteers, and especially Joshua Noble and Jan Davis who participate each year.

Commissioner Evans invited everyone to Metcalf Park for a community picnic, free to the public, from noon until 4:00 P.M. on May 22, 2016.

Commissioner Evans made a MOTION to adjourn. The motion was SECONDED by Commissioner Pettit and CARRIED UNANIMOUSLY (5-0). Chair Burge declared the meeting adjourned at 8:28:38 A.M.

6. ADJOURNMENT 8:28:38 AM

APPROVED:

Kristal Burge
TDC Chairperson

STATE OF ARIZONA)
COUNTY OF MOHAVE) ss:
CITY OF KINGMAN)

CERTIFICATE OF TDC MINUTES

I, Sandi Fellows, Recording Secretary of the City of Kingman, Arizona, hereby certify that the foregoing Minutes are a true and correct copy of the Regular Meeting Minutes of the Tourism Development Commission held on May 5th, 2016.

Dated:

CITY OF KINGMAN COMMUNICATION TO TDC



TO: Tourism Development Commission

FROM: Public Works

MEETING DATE: August 4, 2016

AGENDA SUBJECT: Request For Proposals (RFP) for concessions lease agreement at the Powerhouse

SUMMARY: Staff advertised the RFP. It was advertised twice in the Kingman Daily Miner and posted on the City's website. Also, 3 entities that had previously expressed interest in the space were notified of the advertisement. Proposals were due at 12:00 noon July 1st, 2016. There was no response received.

The cost of the lease was to be \$325.00 a month, plus the current Government Property Lease Excise Tax (GPLET) of \$47.19, (\$0.33 per square foot monthly) for a total of \$372.19, including utilities. The GPLET rate is determined by the State and is subject to change in January each calendar year. A non-profit entity would not be subject to GPLET.

ATTACHMENTS: None

FISCAL IMPACT: None

RECOMMENDATION: None

Signature of Dept. Head

City Attorney
Approved as to form

City Manager's Review

AGENDA ITEM:

Kingman Area promotion and marketing through first European Route 66 Festival



July 2016

Jim Hinckley

jimhinckley@yahoo.com

An overview of marketing and promotional opportunities derived from attendance of the first European Route 66 Festival and observations on the potential market for development of Kingman area tourism.

Summary

The first European Route 66 Festival, as well as travel to and from the event, provided an array of opportunities for the marketing and promotion of Kingman and the surrounding area. Secondary benefits of a long term nature include establishment of contacts, networking, participation in a conference to establish the framework for an international advisory group to assist with marketing and promotion, and insight to the depth of interest in Route 66 and the American southwest.



Public awareness of Route 66 in southern Germany is expansive. To a large degree this is resultant of the extensive usage of the Route 66 shield in advertisement and marketing. As an example, the website for Condor Airlines, a German based company, recently featured a New Mexico Route 66 sign.

Of particular interest in regards to tourism development in Kingman, quite often this imaging was against a backdrop of southwest American scenery.



However, even though there is an extensive awareness of Route 66, the depth of knowledge about the road, specifically traveling it, is quite limited. As an example, in discussions people would recognize photos of locations on Route 66 such as the murals in Pontiac, the Hackberry General Store, Giganticus Headicus, or the Wigwam Motel but few were aware of the roads length, or that it was still possible to drive the highway.

In one on one discussions at the festival and during travels there was confirmation of a third asset for Kingman area tourism development. A number of individuals fly to Las Vegas, and drive to the Grand Canyon, Sedona, and the national parks in Utah.

Interestingly, overall there was a general awareness of Kingman. Obviously, those who have traveled Route 66 know of the city. Likewise, with those who are familiar with the classic song or that have traveled to Las Vegas and driven to the Grand Canyon.

However, aside from those who have traveled Route 66, Kingman was often referred to as a stop on the way to the primary destination. Among Route 66 enthusiasts attending the festival, Kingman was associated with five particular items; Mr. D'z Route 66 Diner, the Powerhouse Visitor Center, Locomotive Park, the Route 66 Walk of Fame, and the Route 66 photo exhibition at Ramada Kingman.



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Promotion and marketing during travel

Among the interesting aspects associated with the marketing and promotion of the Kingman area during travel to and from the festival was the wide array of diverse opportunities available. To a large degree this was resultant of the public awareness of Route 66, and an interest in the American southwest. As examples:

- 1) In Mainz, after a discussion about Oatman and Seligman with a Route 66 enthusiast, a Historic Route 66 Association of Arizona promotional “dollar” was exchanged for a stein of beer and directions to a sidewalk café.
- 2) On occasion, promotional wooden nickels from Ramada Kingman/Canyon 66 offering “a free cup of coffee on Jim” were used as business cards to initiate conversation with people who expressed interest in Route 66 or Kingman, or that wanted to share their stories.
- 3) Public display of the membership plaque from the Route 66 Association of Kingman also served as a means to initiate conversation in restaurants, sidewalk cafes, and hotels.
- 4) Traveling to the festival in the company car belonging to a Route 66 enthusiast met last year in Kingman provided additional opportunities for initiation of discussion resultant of its adornment with Route 66 imagery. Note, resultant of the German festival, and discussions during the trip to the event, the owner of this company made reservations and will be attending the Route 66 Fun Run in 2017.
- 5) After the presentation at Goethe Gymnasium, a secondary school in Bensheim that included photos of historic Kingman and the surrounding area, and presentation of Historic Route 66 Association of Arizona “dollars” to students, I spoke with two teachers who plan to fly to Las Vegas, and then drive to the Grand Canyon. They were provided with website and contact information for motels in Kingman, discount lodging coupons for Grand Canyon Caverns, a museum pass, and other area promotional material.
- 6) At a hotel restaurant in Mainz, similar materials and assistance was provided to a waiter who will be flying to Los Angeles with friends, and driving to the Grand Canyon and Las Vegas this fall.
- 7) At a hotel restaurant in Frankfurt, a list of motel and restaurant recommendations, as well as Kingman area specific materials such as discount coupon for lodging at Grand Canyon Caverns, was given to a waitress whose father will be traveling Route 66 with friends in August. As he has an interest in Native American history and the Grand Canyon, she was also provided with information pertaining to Colorado River rafting from Peach Springs.



During the course of the trip, there were several dozen opportunities for personal interaction based promotion similar to this. As a result, promotional materials and or travel planning assistance in the form of website addresses, contact information, phone numbers, and physical addresses were provided in Dittelsheim, Worms, Ofterdingen, Gomaringen, Dittelsbuhl, Heidelberg, Frankfurt, Mainz, and Neckarsulm, and on one occasion, in the airport at Frankfurt.

It should be noted that this personal interaction based promotion was not limited solely to a German audience.

The discussion at the airport in Frankfurt was with an Italian couple on honeymoon to Las Vegas and the Grand Canyon. The waitress at the restaurant in Frankfurt whose father is planning to travel Route 66 was from New Zealand. One of the teachers in Bensheim was from Turkey.



Festival Associated Promotion

The Texas Route 66 Association had a representative at the festival. Also in attendance from the United States was Debbyjo Ericksen representing the Illinois Red Carpet Tour Association, and Debby Dee of the Boots Motel in Carthage.

Ericksen, upon return, created a promotional video featuring numerous interviews recorded during the festival. Note, throughout the video there are items associated with Kingman; pins from the 2014 festival, motorcycle jackets, t-shirts, etc.

<https://www.youtube.com/watch?v=EkvpisN4AE8&feature=share>



Oklahoma and Kansas partnered for an expansive display that included a tear drop trailer and use of multimedia presentation. Illinois, in addition to Ericksen, a representative from Joliet, also had an expansive display funded in part by state tourism and several communities along that states highway corridor.

On numerous occasions when an individual was planning a trip along the entire highway or when they were looking at something more regional, we were able to cross promote. Additional opportunities resulted during presentations, development of the pending Illinois promotional video about Route 66, or with photo requests.

A wide array of promotional materials from the Kingman area was displayed and distributed during the European Route 66 Festival. These included:

- 1) Materials from Grand Canyon West Resort and the Hualapai Tribe
- 2) Discount coupons for lodging at Grand Canyon Caverns and rack cards
- 3) Promotional materials from Greenwood Village, Beale Celebrations, Brunswick Suites
- 4) Flyers from Giganticus Headicus
- 5) Promotional materials provided by Kingman Circle
- 6) Materials provided by Kingman area tourism including museum passes, Arizona Route 66 passports, and Kingman area brochures
- 7) Ramada Kingman, 160-Miles of Smiles brochures that promote the Route 66 corridor from Seligman to Topock, rack cards, and promotional wooden nickels.

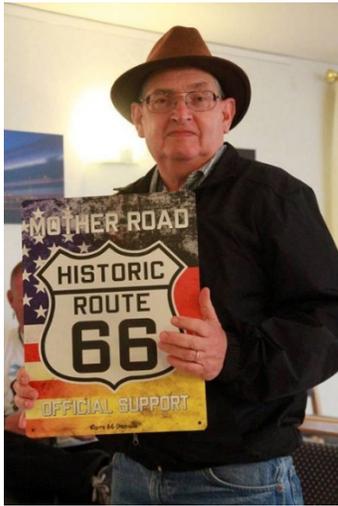


A sample of materials at one of two information stations

In addition to an unmanned table with promotional materials in the photographer's exhibition display building, the location for the conference as well as the presentations, there was a secondary table in the main courtyard. My wife or I manned this table, distributed materials, answered questions, provided website links and contact information, and general travel planning assistance for the Route 66 corridor when asked.

Discount coupons for motel lodging at Grand Canyon Caverns, museum passes, and Historic Route 66 Association of Kingman promotional "dollars" were provided as prizes for various drawings and contests. Also provided as a donation was a plaque and one-year membership in the Route 66 Association of Kingman.

I accepted an award from the German Route 66 Association for my support of their organization, and contributions to the Route 66 community. This was promoted through websites as well as social media.



During the conference to establish an international advisory group for the marketing and promotion of Route 66, the invitation for Dries and Marion Bessels to serve as grand marshal of the Best of the West Festival parade from the City of Kingman was presented. The short Youtube video created during the Bessels induction into the Route 66 Walk of Fame ceremony at Ramada Kingman in 2015 was also shown.

Notation of the presentation of the invitation was added to the Dutch Route 66 Association website and Facebook page. Additionally, it was noted through personal Facebook pages as well as Route 66 associated pages and other social media outlets.

On the second day of the festival, I made a 45-minute PowerPoint presentation on Route 66 that included a list of sponsors that funded the trip to Germany, and slides (historic and current images) of the Kingman area. During the question and answer period that followed, I fielded Kingman specific questions, and provided information as well as promotional materials.

Resultant of costs associated with shipping, as well as taxes and tariffs, I was prevented from selling books. However, I did sign books for people who brought them to the festival, and for individuals who purchased them through the German Route 66 Association that sold them as a fund raising mechanism. This provided an additional venue for the dissemination of Kingman area promotional materials and information.

In regards to Kingman, the principle areas of interest were celebrity association with the city, the Route 66 Walk of Fame, Ramada Kingman murals, Peach Springs and the Hualapai Reservation, the Ramada Kingman Route 66 photo exhibition, the Route 66 electric vehicle museum, the Route 66 Fun Run, and Chillin' on Beale.

Video of the traditional Hualapai dancers performing at the Powerhouse Visitor Center provided another point of interest that allowed for initiation of discussions as well as the distribution of materials and information.

Additional promotion derived through the festival:

- 1) Extensive media coverage, print and radio, that noted I was attending from Kingman, Arizona.
- 2) Social media, posting of festival photos and video by participants.
- 3) Discussions pertaining to the pending Route 66 bicycle tour by Zdenek Jurasek of the Czech Route 66 Association, inductee into the Route 66 Walk of Fame (daily reports from the road for Czech television, a new documentary). Note, arrangements have been made for lodging at Grand Canyon Caverns and Ramada Kingman.
- 4) Meetings between people interested in purchasing property or obtaining employment such as management of hotels were facilitated with Klaus Wernigk, partner of Werner Fleishman.
- 5) Photographers exhibiting work that noted their prints were on display at Ramada Kingman. Additionally, some of the prints on display were of Kingman area locations such as Cool Springs, Giganticus Headicus, Oatman, Mr. D'z, and the Hackberry General Store.
- 6) Providing autographs on books, t-shirts, posters, and Kingman area promotional materials with accompanying photos posted on social media and websites.
- 7) Promotion of my attendance from Kingman through the websites for the German and Dutch Route 66 Associations.

Conference for Establishment of an International Advisory Group

As a board member for the Route 66: The Road Ahead Initiative, a volunteer position, I co-chaired a conference tasked with creating a framework for establishment of an international advisory group to assist in the development of Route 66 marketing as well as promotion.

Afterwards, the minutes as well as a request for input, suggestions, and ideas was presented to organizations that were not represented at the festival. These included the UK, Canadian, and Japanese Route 66 Associations.

Since the conference, discussions with active Route 66 enthusiasts who maintain a blog and or website about the road, and that provide travel information on inquiry, have resulted in expansion of the advisory group to include representation in France, Brazil, and Italy.

Based upon notes taken by me, Nadine Pelican, and others, these are the minutes from the conference as prepared by Dries Bessels.

Items discussed were:

- A word of welcome by Wolfgang Werz
- An official invitation from Jim Hinckley on behalf of the city of Kingman to Dries and Marion Bessels for the Best of the West festival in September in Kingman.
- An introductory round where everybody in attendance shortly introduced him/herself to the group. During this round the Dutch, German and Czech associations gave an overview of where they are standing in regards to development and promotion. Swa Frantzen's pioneering with the first Route66 related website (historic66.com) was also mentioned.
- An exchange of ideas on how to proceed and what the outcome of the conference would be. During the discussion it was decided to:
 - o Support the US 'Road Ahead Initiative' by forming a European 'support group'. Members of the group would be the current members of the various European association plus people from other European countries, interested in starting an association in their respective country.
 - o Make an inventory of countries and people that are possibly interested in starting an association.
 - o Start a Facebook group to replace the current group for the European associations. The current group was quickly filled with people from all over the world from which many were not even in any specific association. Therefore, it was decided to abandon that group and start a new secret group to ease the communications between the European

associations, people interested in starting a new association and the members of the Road Ahead Initiative.

o During the festival in Los Angeles in November 2016 there will be a joint meeting with the people from the Route 66: The Road Ahead Initiative to define further actions and to set guidelines for future cooperation.

Further remarks that were made during the discussion:

- There might be a need for books on Route66 in other languages than just English.
- There might be a need for information specific for bicycling Route66.
- Udo suggested building a network of bloggers to disseminate information.
- Wolfgang informed the group that the German association was going to donate (part of) the proceedings of last year's work to the Turner family.

After this everybody was thanked his/her attendance and support and the meeting was closed.

Post-meeting news:

Swa Frantzen and Nadine Pelicaen will take over the Belgium Route 66 association from Silke and Jenny. They did great work in starting up the initiative and Swa and Nadine will do their best to bring it to the next level.

After Festival Promotion

Opportunities for marketing and promotion after the festival commenced immediately, and will continue over the course of the next few months. However, to fully develop a few of these, it should be noted that funding will be required as there will be extensive domestic travel.

- 1) In Neckersalum, I toured the Audi factory facilities, and in discussions about their new electric vehicle program, was privileged with an opportunity to see prototypes developed in the 1970's. In turn, this provided an opportunity to discuss the Route 66 Electric Vehicle Museum, and upon return, initiate discussions with a North American marketing agent at Mindful Business.
- 2) On Monday, July 25, I was a guest on Morning Scramble in Prescott, a statewide cable television program on AZ TV 7. The primary topic of discussion was the international interest in Route 66 and resultant promotional as well as economic benefits. As an example it was noted that Dries and Marion Bessels of the Dutch Route 66 Association will be serving as grand marshal of the Best of the West Festival in Kingman.
- 3) Route 66 News, the largest Internet based media outlet for dissemination of Route 66 information available, will post a series on the festival and the conference to establish an international advisory group.
<http://www.route66news.com/2016/07/31/reports-from-the-european-route-66-festival/>
- 4) There have been numerous postings about the festival on the Yahoo Route 66 "E-group." Recently the minutes from the conference to create the international advisory group, as well as a listing of participants, was posted with this group. This has provided opportunity for initial discussion.
- 5) European bloggers have posted details as well as photos and video from the festival.
- 6) Franco Zefferri, who did not attend the festival but is being considered as the Italian representative for the Route 66 international advisory group, has requested information and assistance for a Route 66 tour in August 2017.
- 7) Rodrigo de Almeida, the representative from Brazil for the international advisory group, has requested information and assistance in planning a Route 66 tour in 2017, his third trip on this highway.
- 8) I was interviewed for a video that promotes Route 66 as a destination developed by the Illinois Red Carpet Tour. In the interview my association with Kingman is noted.
- 9) As a follow up to the conference at the festival in Germany, I have been asked to attend the 90th anniversary Route 66 celebration in Los Angeles in November and assist with facilitation of a meeting between representatives from the Route 66: The Road Ahead Initiative and the international advisory group developed during the conference on Germany. In addition, a request has been made that I make a

presentation on the Route 66 renaissance, its potential impact on communities, and the marketing of Route 66 as a destination.

- 10) This request is from Bill Thomas, chair of the Route 66: The Road Ahead Initiative. "I'm writing to ask if you could be a speaker at the Rt. 66 Miles of Possibility Conference [MOP], which will be held October 20-23, 2016 in Bloomington/Normal, Illinois.

The Rt. 66 MOP conference is designed to help revive and renew Route 66 by educating civic leaders, tourism officials, members of not-for-profit organizations and the general public regarding resources and tool they can use to leverage Route 66 for economic development purposes. The conference will involve participants in a series of workshop sessions focused on four areas:

- Effective Promotion/Marketing
- Purposeful Preservation
- Increasing Economic Development
- Accurate Research & Education

We would like you to conduct a conference session focused on leveraging Rt. 66 for economic development purposes. In addition to these four primary areas of focus, we'll also be organizing conference sessions around a set of five themes:

- Music
- Art
- Historic Properties
- Food
- Travel & Transportation

Presentation in Bensheim

The presentation at Goethe Gymnasium was a distinct honor. I spoke on the American Dream as made manifest by Route 66, part of an international sociological study at the school that utilized my book, *The Illustrated Route 66 Historical Atlas*, as a component.

In addition to a PowerPoint presentation that included numerous images from the Kingman area, and brief discussions about the Dunton family's 90-year business association with Route 66, Sam Frisher and the El Trovatore Motel, and Nora and Andy Arik at Import Corner, there was a question and answer period.

A topic of interest was the American dream and prejudices against Native Americans, African Americans, and other minorities. This allowed for frank discussions about the Green Book for Negro Motorists, and the importance of tourism to the economies of Native American reservations. As illustrations of the latter I shared images and information about Grand Canyon West Resort.

Additional promotion of Kingman was derived through a question about my interpretation of the American Dream. This allowed me to share a bit of my personal history, with illustrations, that included my father relocating to Kingman in 1966, my first job which was at Ed's Camp, opportunities to promote the city and Route 66, and the trip to Germany that was directly linked to the writing of books.

As noted previously, I provided students with souvenir promotional dollars from the Historic Route 66 Association of Arizona, and other materials for two teachers planning to travel to Arizona.

This is a note received from the school after my return.

German Students in Touch with Jim Hinckley's America



On July 12, 2016, students of the Goethe Gymnasium at Bensheim, Germany, enjoyed dropping their course books and getting out of the class room to meet none other than **Jim Hinckley**.

The popular academic highschool in the picturesque "Bergstraße" region (35 miles south of Frankfurt) runs under a European profile with a variety of language classes, including English, French, Spanish, Italian, and Portuguese.

Teaching „the **American Dream**“ is part of the school's curriculum, and yet students may only have grasped that dream when Jim Hinckley brought his vision of the Route 66 into the house.



It was a pleasure to invite my friend Jim Hinckley, whom I had met in Kingman, Arizona a couple of years ago, to our school. "**In Search of the American Dream on the Main Street of America**" was a delightful event and I am looking forward to further encounters on this road.

Melanie Stengele

Observations, recommendations, notes

A distinct challenge to increased tourism is our location between Williams and Las Vegas. Development of marketing that presents Kingman as a destination, as well as development of attractions and evening activities, is crucial for expansion of extended stay visits.

As there is obvious international interest in Route 66 and the American southwest as a vacation destination, further development of marketing and promotion initiatives that link these would be advantageous. Additionally, promotion and marketing materials that specifically links area attractions to Route 66, such as the 160-Miles of Smiles campaign by Ramada Kingman, should be considered.

These could be bolstered and magnified by viewing Route 66 as a linear community, and by developing cooperative partnerships for marketing along the highway corridor and with Route 66 associations internationally, and by having representation at events such as the European Route 66 Festival.

Expanding on promotional initiatives that target a domestic market within a 400-mile radius serves several purposes. In addition to presenting the area as a destination for individuals and families preferring extended weekend getaways over the traditional vacation, and “snowbirds”, this would foster further awareness of area attractions among people who host international visitors.

In discussions with Route 66 enthusiasts in Europe, I was left with a distinct impression that there is a growing trend toward more sharply focused travels. As an example, the German Route 66 Association tour this year only included Route 66 between Oklahoma City and California.

They will reverse this next year. This allows for a more relaxed and varied tour; in Arizona they added Sedona, Jerome, and Tombstone.

Additionally, as evidenced by the president of the Czech Route 66 Associations pending bicycle tour, there is an increased interest in traveling Route 66 in this manner. However, that again will prevent many groups from traveling the road in its entirety from Chicago to Santa Monica. That could be advantageous to area marketing resultant of our 160-mile corridor and mild fall and winter temperatures.

Based on conversations and correspondence, it appears as though adventure tourism linked with the heritage tourism that is a foundational underpinning of Route 66 travel, is a growing segment of interest. As we have an extensive mountain bicycle and hiking trail system, proximity to a two-day white water rafting experience, and spelunking opportunities at Grand Canyon Caverns, promotion developed specifically for this market would be advantageous.

Media, Illustrations, Posts, Links

First report from Route 66 News - <http://www.route66news.com/2016/07/31/reports-from-the-european-route-66-festival/>

Video by DebbyJo Ericksen -

<https://www.youtube.com/watch?v=EkvpisN4AE8&feature=share>

Photo gallery of the festival from German Route 66 Association -

https://www.facebook.com/GermanyRoute66/photos/?tab=album&album_id=1123254311064499

Facebook photo gallery from the festival posted by Sylvie Toullec of France -

https://www.facebook.com/sylvie.toullec/media_set?set=a.10209911008510174.1073741853.1182897015&type=3

German blog post about the festival - <https://abenteuer66.wordpress.com/2016/07/20/1st-european-route-66-festival/>

Photos from the festival posted by the Dutch Route 66 Association -

www.rte66.nl/R66festival_Dries.zip

Link for promotion of Dries and Marion Bessels serving as Grand Marshall for the Best of the West Festival parade –

<https://www.facebook.com/rte66.nl/posts/1042596672461211:0>

YouTube video link from the festival -

https://www.youtube.com/watch?v=FW_4625dP1c

Posting on the Yahoo Route 66 “E-group” page - “Thanks for posting this, we completely forgot to take any video - too many Harley pictures taken ! We had a real fun time and It was great to meet after all the years of seeing posts here etc. The pictures, videos and Jim’s presentation has renewed my desire to get back on the Road again. Until the next time, best wishes--

Malcolm Cornelius

Manchester, UK”

Link, German radio program -

<https://www.facebook.com/events/1711088609168504/permalink/1740735509537147/>

German blog post - <http://my-klug-dumm.blogspot.com/2016/07/first-european-route-66-festival-in.html>

Photo of presentation at the festival courtesy Melanie Stengele -

<https://www.facebook.com/photo.php?fbid=10209301475067388&set=pb.1037940663.-2207520000.1469913660.&type=3&theater>

Dinner meeting with the Dutch Route 66 Association and guides from US Bikers, an Amsterdam based tour company, courtesy Willem Bor –

<https://www.facebook.com/photo.php?fbid=1221178884580935&set=pb.100000665050624.-2207520000.1469913970.&type=3&theater>

Providing travel information in partnership with representative from Illinois, courtesy Jeroen Boersma -

<https://www.facebook.com/photo.php?fbid=1244457818911802&set=t.1193978215&type=3&theater>

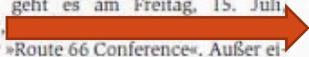


Faszination Route 66: Einige GEA-Leser durften sie vergangenen Sommer hautnah erleben.

FOTO: PRIVAT

Erstes europäisches Route-66-Festival in Offerdingen

OFFERDINGEN. Der Verein Route 66 Germany, der auf die Initiative von Wolfgang und Anja Werz aus Mössingen zurückgeht, richtet an diesem Wochenende zusammen mit dem Steakhouse 27 das erste Route-66-Festival in Offerdingen aus. Erwartet werden etwa Besucher aus den USA, den Niederlanden, Schweden, Tschechien, Österreich und Italien.

Los geht es am Freitag, 15. Juli 13 Uhr.  bei der »Route 66 Conference«. Außer ei-

nigen USA-Reiseveranstaltern werden beim Festival auch die Tourismusverbände der Bundesstaaten Illinois, Kansas, Oklahoma, Texas und Arizona mit einem Stand anwesend sein.

Am Samstag startet der Tag bereits um 11 Uhr mit einem Motorradtreffen, zu dem Motorradfahrer aller Marken eingeladen sind. Angeboten wird zudem die »Route 66 Challenge«, eine 66 Kilometer lange Suchfahrt über die Schwäbische Alb. Jim Hinckley, Historiker und Buch-

autor vieler Route-66-Bücher berichtet ab 14 Uhr von der berühmten Straße.

Der Sonntag beginnt um 10 Uhr mit einem großen Bikerbüfett. An allen drei Tagen gibt es Ausstellungen mit Fotos und Bildern der Route 66 zu sehen. Die »Old Bisons« aus Pfullingen vermitteln zudem das Brauchtum und die Lebensweise der amerikanischen Kultur in historischer Kleidung und Lagerfeuerromantik. Zu hören gibt es Blues-, Blues-rock- und Country-Rock. (a)

FESTIVAL IN OFFERDINGEN

SONDERVERÖFFENTLICHUNG

»1. Europäisches Route 66 Festival«

Motorrad-Event – Auf dem Offerdinger Steakhouse-Gelände an der B 27 ist drei Tage lang der Bär los

OFFERDINGEN. Das »1. Europäische Route 66 Festival« beginnt morgen, Freitag, in Offerdingen. Drei Tage lang geht es auf dem Steakhouse-Gelände die Post ab, denn der Club »Route 66 Germany« hat zu diesem historischen Ereignis in der 90-jährigen Geschichte des legendären Highways eingeladen, sagt der Clubvorsitzende und Festival-Organisator Wolfgang Wertz.

Die Route 66 ist zwar nicht mehr auf der amerikanischen Landkarte verzeichnet, aber für die Clubmitglieder »heute so präsent wie nie zuvor«, erklärt Wertz. Für viele ist es ein Lebensstraum, sie mal zu befahren. Die vor allem aus Motorradfahrern bestehende Interessengemeinschaft hat rund 150 Mitglieder und war 2011 von Wolfgang und Anja Wertz gegründet worden – mit dem Ziel, den Erhalt und Wiederaufbau der historischen Route 66 in den USA zu unterstützen. Dazu soll auch das Festival auf dem Gelände an der B27 beitragen.

Das dreitägige Programm beginnt morgen, Freitag, nachmittags mit einer »Route 66 Conference«. Dazu werden Vertreter von Route 66-Clubs aus euro-



Eine Tankstelle an der legendären Route 66 in den USA. FOTOS: PR

päischen Ländern und den USA zum Erfahrungsaustausch erwartet, so Wertz. Zu dem Mythos gehören zwar Harley Davidson, aber zu dem Wochenende sind Biker aller Marken eingeladen und

Suchfahrt über die Alb

Am Samstag, 16. Juli, startet die »Route 66 Challenge«, eine 66 Kilometer lange Suchfahrt über die Schwäbische Alb. Die Teilnehmer haben einige Fragen richtig zu beantworten, wenn sie Pokale und wertvolle Sachpreise gewinnen wollen. Die Suchfahrt kann auch mit dem eigenen Auto gefahren werden. Die Startgebühr von

drei Euro dient als Spende für die Besitzerin einer restaurierten Tankstelle an der Route 66, die in Not geraten ist. »Wir freuen uns über die Anwesenheit von Jim Hinckley, einem bekannten Historiker und Autor vieler Route 66-Bücher«, sagt Wertz. Der Mann aus Arizona wird am Samstag um 14 Uhr eine Stunde lang die Route auf Englisch präsentieren und dann

Fragen beantworten. Von 15 bis 16 Uhr signiert er seine Bücher.

Reisen, Ausstellung, Musik

Neben einigen USA-Reiseveranstaltern werden an den drei Tagen auch die Tourismusverbände der Bundesstaaten Illinois, Kansas, Oklahoma, Texas und Arizona mit Ständen vor Ort sein. Und die »Old Bisons« aus Pfullingen vermitteln die Lebensweise der amerikanischen Kultur in historischer Kleidung mit Lagerfeuerromantik.

An allen drei Tagen gibt es eine »Route 66 Art Exhibition«, eine Ausstellung mit Fotos und Gemälden von der Route 66. Auch einige aufwendig nachgearbeitete Miniaturmodelle von bekannten Gebäuden an der Route 66 werden präsentiert. Zudem sind an einer Großleinwand Filme und Diashows zum Thema zu sehen. Bei einem pro-

fessionellen Foto-Shooting können sich Biker mit Motorrad ablichten lassen. Überall werden Karten ausliegen für das »Route 66 Quiz«, bei dem viele attraktive Sachpreise locken. Die Gewinner werden am Sonntag um 16.30 Uhr bekanntgegeben.

An allen drei Tagen wird das Gelände mit Blues, Bluesrock und Country-Rock beschallt. Am Samstag legt DJ Lappi aus Tübingen Hintergrundmusik auf. Von 18 bis 21 Uhr spielen »The Time Traders« aus Erding. Am Sonntag, 17. Juli, tritt am Nachmittag die Rockabilly-Band »Fenders 55« aus Balingen auf. Am Sonntag wird auch »Bike Wash« angeboten. »Dann kann sich der Besucher sein Motorrad von zwei attraktiven jungen Frauen waschen lassen«, sagt der Initiator des Festivals. (GEA)

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1. Europäisches Route 66 Festival · Oferdingen

Die „Mutter“ aller Straßen

Erstes europäisches Route 66 Festival von Freitag, 15. Juli, bis Sonntag, 17. Juli, auf dem Gelände des „Steakhouse 27“ in Oferdingen

Der Verein Route 66 Germany setzt sich für die Erhaltung und den Wiederanbau der legendären Straße ein, die ursprünglich von Chicago (Illinois) nach Santa Monica (Kalifornien) führte und somit eine der ersten durchgehend befestigten Straßenverbindungen zur US-amerikanischen Westküste war. Mit dem Bau der parallel laufenden Interstate geriet die Route 66 in Vergessenheit. Heute mag der Zahn der Zeit an der Route 66 in Vergessenheit geraten sein, doch die Route 66 ist nach wie vor ein wichtiger Bestandteil der europäischen Mobilität. Harleyliebhaber und Motorradfahrer sind Sonntagler, Motels und Shops vor dem Verfall zu retten. Der Verein Route 66 Germany hat sich inzwischen etabliert. Mit über 150 Mitglieder zählen wir zur größten Interessengemeinschaft in Deutschland, die sich dem Thema Route 66 angenommen hat, so Wolfgang Wertz, der mit seiner Frau Anja den Verein im Jahre 2011 ins Leben gerufen hat. Der Reklamierchef des Vereins richtet bei na...



Ein Bild, das Träume weckt: Das Blue Swallow Motel an der Route 66.

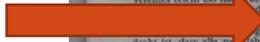
...dacht ist, dass alle zur Route 66 in einem anderen Land dieses Festival statt finden soll. „Wir machen nun den Anfang und hoffen, dass andere Vereine nachziehen werden“, so Wertz. In den USA findet dieses Event schon im Vorfeld große Beachtung und wird dort als historisch bezeichnet.

An allen drei Tagen gibt es eine Fotoausstellung „Route 66 Art Exhibition“. Verschiedene Filme, Dokumentationen und Diashows im Route 66 Cinema sollen einen Eindruck vermitteln, wie traumhaft schön und abwechslungsreich die Landschaft an der Route 66 ist. Und wenn die Reisehost gepackt hat, der kann sich bei USA Reiseveranstaltern vor Ort beraten lassen. Ein Route 66 Quiz, Motorrad-Fotostudio, Bike Wash, Verkaufstände und viel Musik sind ebenfalls geboten (s. Programmkarten). Als Erinnerung an das Festival gibt es eine limitierte Auflage von Event-T-Shirts zu kaufen. Ein Hauch von „Wilder Westen“ mit Lagerfeuerromantik verbindet der Verein „Old Bisons“, der vor Ort sein wird. Die Mitglieder werden historische Kleidung aus dem 19. Jahrhundert tragen. Sie möchten das Brautrad und die Lebensweise der deutsch-amerikanischen Kultur, die sich im 19. Jahrhundert entwickelte, vermitteln.

weitergeführt. Leider wurden in der Zwischenzeit sehr viele Schilder etc. entfernt, so dass außer dem medizinischen Kosten auch noch Kosten für die erneute Instandsetzung bezahlt werden müssen. Hunger und Durst können die Besucher im Steakhouse 27, am Foodtruck und am Getränkestand des „Route 66 Bar“ stillen. „Jetzt brauchen wir nur noch gutes Wetter, dann bin ich zverschiedlich, dass das Festival ein Erfolg wird“, meint Wolfgang Wertz.

DAS PROGRAMM

- Freitag, 15. Juli**
 13 Uhr Meet & Greet (Begrüßung der internationalen Gäste)
 13 bis 17 Uhr: Route 66 Conference (engl.)
 13 bis 17 Uhr: Route 66 Art Exhibition
 ab 17 Uhr: Get Together
- Samstag, 16. Juli**
 11 bis 16.30 Uhr: Route 66 Challenge
 11 bis 17 Uhr: Route 66 Quiz
 11 bis 17 Uhr: Route 66 Art Exhibition
 11 bis 17 Uhr: Route 66 Cinema
 11 bis 17 Uhr: Motorrad-Fotostudio
 12 bis 17 Uhr: Blues goes to Rock mit „DJ Lappi“
 14 bis 15 Uhr: „An Armchair Tour“ (J. Hinckley)
 15 Uhr: Siegestunde Jim Hinckley
 17 Uhr: Siegestunde „Route 66 Challenge“
 18 bis 21 Uhr: Get Together mit „The Time Traders“
- Sonntag, 17. Juli**
 10 bis 12 Uhr: Weißwurst meets Hot Dog, Bierfrühstück
 10 bis 17 Uhr: Route 66 Art Exhibition
 10 bis 17 Uhr: Route 66 Cinema
 10 bis 17 Uhr: Motorrad-Fotostudio
 13 bis 16 Uhr: Bike Wash
 14 bis 16.30 Uhr: Live-Musik mit „Fenders 55“
 16.30 Uhr: Gewinnbekannstgabe „Route 66 Quiz“
 17 Uhr: Festivalende



Bei schönem Wetter werden hunderte Motorräder aus dem gesamten süddeutschen Raum erwartet. Bilder: Wolfgang Wertz

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July 28, 2016

TO: TDC Members

FROM: John A. Dougherty, City Manager

RE: Agenda item about museum

Tourism Development Commission Members I have this amazing idea I would like to get your input on concerning the current display of historic electric vehicles in the Powerhouse Visitor's Center. As you are probably aware, the display has outgrown the facilities at the Powerhouse and the Historic Electric Vehicle Association continues to get donations of electric vehicles. My idea, it is very much in its infancy, is for the City to build a living museum on City property at the corner of Andy Devine and Fairgrounds (idea stage only, it has not been presented to the City Council). The museum would be built using Bed Tax money to pay off the bonds.

Like I said, this is very much in its infancy; I have only discussed the idea with Carl Cooper, City Attorney; Josh Noble, Tourism Director; Jim Hinckley, Author and Route 66 promoter; and Roderick Wilde at the Historic Electric Vehicle Association. I became aware that HEVA is storing recently acquired vehicles outside at the Public Works facility because there is no room at the Powerhouse. I feel that if the City built a museum for the display of vehicles we could make Kingman a tourist destination as it would be the only electric vehicle museum in the world! In discussing the idea with Roderick I told him in order to even begin the discussions the City would require a long term agreement, which he was going to run by his Board.

In discussions with Jim and Josh the idea was expanded upon to be a "green building" with potentially solar panel sidewalks, electric vehicle charging stations, educational facilities, etc. We also talked about sponsors and promotion of the facility, again it is the only one in the world so promotion shouldn't be difficult. This would be a definite tourism draw and it would be located on Route 66 – Road of the Past and Future.

At this point I would like to hear your thoughts, concerns and whether I can get buy in to keep this idea rolling forward.