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SENATE JOINT MEMORIAL 46

44TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 1999

INTRODUCED BY

Phillip A. Griego

A JOINT MEMORIAL

REQUESTING THE TOURISM DEPARTMENT TO WORK WITH THE NEW MEXICO ROUTE 66 ASSOCIATION, COMMUNITIES, INDIAN NATIONS, TRIBES AND PUEBLOS ALONG HISTORIC ROUTE 66 TO DEVELOP, PROMOTE AND MARKET NEW MEXICO'S HISTORIC ROUTE 66 IN PREPARATION FOR THE UPCOMING CELEBRATION OF THE SEVENTY-FIFTH ANNIVERSARY OF FORMER UNITED STATES ROUTE 66.

WHEREAS, the state of New Mexico has a large inventory of buildings and scenic vistas related to the remaining portions of former United States route 66; and

WHEREAS, heritage tourism related to historic route 66 can help communities, Indian nations, tribes and pueblos located along what is known as "America's Main Street" and the "Mother Road"; and

WHEREAS, the seventy-fifth anniversary of the designation of route 66 will be in 2001, and the state of New Mexico wishes to capitalize on the national celebration, the legend and the mythology by enhancing and marketing its route 66 assets; and

WHEREAS, the state of New Mexico wishes to develop new markets, national and

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1 international, in heritage tourism; and

2 WHEREAS, the state of New Mexico wishes to create promotion and marketing
3 materials for this underdeveloped asset of the state; and

4 WHEREAS, the state of New Mexico wishes to use state and federal scenic byway
5 funds to assist in the management, preservation and promotion of historic route 66 in New
6 Mexico; and

7 WHEREAS, the state of New Mexico wishes to work with New Mexico route 66
8 communities, Indian nations, tribes and pueblos to diversify their local economies with a
9 heritage tourism strategy, boosting motel occupancy, restaurant, curio shop, automotive service,
10 entertainment and recreational opportunities; and

11 WHEREAS, the state of New Mexico recognizes the benefit of developing heritage
12 tourism, which promotes local commitment to historic preservation and conservation of historic
13 route 66; and

14 WHEREAS, most of New Mexico's communities, Indian nations, tribes and pueblos
15 along historic route 66, were bypassed in the 1960s by interstates 40 and 25, causing economic
16 hardship; and

17 WHEREAS, heritage tourism could restore and help strengthen the economic vitality of
18 the communities, Indian nations, tribes and pueblos that were bypassed by interstates 40 and 25;

19 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
20 STATE OF NEW MEXICO that the tourism department work with the New Mexico route 66
21 association, communities, Indian nations, tribes and pueblos along historic Route 66 in the
22 development and creation of marketing and promotion materials, such as event brochures and
23 maps of New Mexico route 66 for visitors to our state for the seventy-fifth anniversary; develop
24 cultural, historical and recreational resource brochures for the seventy-fifth anniversary;
25 develop cross-marketing and promotion of New Mexico route 66 communities, Indian nations,
tribes and pueblos; and collaborate and coordinate with other private and public tourism and

1 visitors bureau organizations at local, regional and state levels for the seventy-fifth anniversary;
2 and

3 BE IT FURTHER RESOLVED that copies of this memorial be transmitted to the
4 members of the New Mexico route 66 association, the secretary of tourism, the secretary of
5 economic development, mayors and county commissioners of cities and counties located along
6 historic route 66, and officials of the Indian nations, tribes and pueblos located along historic
7 Route 66.

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1 **FORTY-FOURTH LEGISLATURE**

2 **FIRST SESSION, 1999**

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6 February 25, 1999

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8 Mr. President:

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10 Your **CORPORATIONS & TRANSPORTATION COMMITTEE**, to
11 whom has been referred

12
13 **SENATE JOINT MEMORIAL 46**

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15 has had it under consideration and reports same with recommendation that it **DO PASS**.

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18 Respectfully submitted,

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22 _____
23 **Roman M. Maes, Chairman**
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Adopted _____ Not Adopted _____
(Chief Clerk) (Chief Clerk)

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Date _____

The roll call vote was 6 For 0 Against

Yes: 6

No: 0

Excused: Aragon, Kysar, McKibben, Robinsn

Absent: None

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1 FORTY-FOURTH LEGISLATURE
2 FIRST SESSION, 1999
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6 March 11, 1999
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9 Mr. Speaker:

10 Your **TRANSPORTATION COMMITTEE**, to whom has been referred
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12 **SENATE JOINT MEMORIAL 46**
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14 has had it under consideration and reports same with recommendation that it **DO PASS**.
15

16 Respectfully submitted,
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20 _____
21 **Daniel P. Silva, Chairman**
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1 FORTY-FOURTH LEGISLATURE
2 FIRST SESSION, 1999

3 SJM 46

Page 7

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5 Adopted _____ Not Adopted _____

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(Chief Clerk)

(Chief Clerk)

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8 Date _____

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10 The roll call vote was 10 For 0 Against

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Yes: 10

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Excused: Larranaga, Whitaker, Williams

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Absent: None

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