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HOUSE JOINT MEMORIAL 63

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

INTRODUCED BY
Rhonda King

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

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1 of route 66 will be in 2001, and the state of New Mexico
2 wishes to capitalize on the national celebration, the legend
3 and the mythology by enhancing and marketing its route 66
4 assets; and

5 WHEREAS, the state of New Mexico wishes to develop new
6 markets, national and international, in heritage tourism; and

7 WHEREAS, the state of New Mexico wishes to create
8 promotion and marketing materials for this underdeveloped
9 asset of the state; and

10 WHEREAS, the state of New Mexico wishes to use state and
11 federal scenic byway funds to assist in the management,
12 preservation and promotion of historic route 66 in New Mexico;
13 and

14 WHEREAS, the state of New Mexico wishes to work with New
15 Mexico route 66 communities, Indian nations, tribes and
16 pueblos to diversify their local economies with a heritage
17 tourism strategy, boosting motel occupancy, restaurant, curio
18 shop, automotive service, entertainment and recreational
19 opportunities; and

20 WHEREAS, the state of New Mexico recognizes the benefit
21 of developing heritage tourism, which promotes local
22 commitment to historic preservation and conservation of
23 historic route 66; and

24 WHEREAS, most of New Mexico's communities, Indian
25 nations, tribes and pueblos along historic route 66, were

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1 bypassed in the 1960s by interstates 40 and 25, causing
2 economic hardship; and

3 WHEREAS, heritage tourism could restore and help
4 strengthen the economic vitality of the communities, Indian
5 nations, tribes and pueblos that were bypassed by interstates
6 40 and 25;

7 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
8 STATE OF NEW MEXICO that the tourism department work with the
9 New Mexico route 66 association, communities, Indian nations,
10 tribes and pueblos along historic Route 66 in the development
11 and creation of marketing and promotion materials, such as
12 event brochures and maps of New Mexico route 66 for visitors
13 to our state for the seventy-fifth anniversary; develop
14 cultural, historical and recreational resource brochures for
15 the seventy-fifth anniversary; develop cross-marketing and
16 promotion of New Mexico route 66 communities, Indian nations,
17 tribes and pueblos; and collaborate and coordinate with other
18 private and public tourism and visitors bureau organizations
19 at local, regional and state levels for the seventy-fifth
20 anniversary; and

21 BE IT FURTHER RESOLVED that copies of this memorial be
22 transmitted to the members of the New Mexico route 66
23 association, the secretary of tourism, the secretary of
24 economic development, mayors and county commissioners of
25 cities and counties located along historic route 66, and

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1 officials of the Indian nations, tribes and pueblos located
2 along historic Route 66.

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1 FORTY-FOURTH LEGISLATURE
2 FIRST SESSION, 1999
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6 February 27, 1999
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8 Mr. Speaker:
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10 Your GOVERNMENT AND URBAN AFFAIRS COMMITTEE, to
11 whom has been referred
12

13 HOUSE JOINT MEMORIAL 63
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15 has had it under consideration and reports same with
16 recommendation that it DO PASS.

17 Respectfully submitted,
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22 _____
23 James G. Taylor, Chairman
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25

FORTY-FOURTH LEGISLATURE
FIRST SESSION, 1999

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Adopted _____ Not Adopted _____

(Chief Clerk)

(Chief Clerk)

Date _____

The roll call vote was 5 For 0 Against

Yes: 5

Excused: None

Absent: Mallory, Saavedra

J: \99BillsWP\HJ063

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FORTY-FOURTH LEGISLATURE
FIRST SESSION, 1999

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March 8, 1999

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Mr. President:

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Your CORPORATIONS & TRANSPORTATION COMMITTEE, to
whom has been referred

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HOUSE JOINT MEMORIAL 63

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

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Respectfully submitted,

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Roman M. Maes, Chairman

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FORTY-FOURTH LEGISLATURE
FIRST SESSION, 1999

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Adopted _____ Not

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Adopted _____

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(Chief Clerk)

(Chief Clerk)

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Date _____

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The roll call vote was 6 For 0 Against

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Yes: 6

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No: 0

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Excused: Macias, McKibben, Robinson, Maes

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Absent: None

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