

**CITY of ALBUQUERQUE  
TWENTY SIXTH COUNCIL**

COUNCIL BILL NO. R-24-39 ENACTMENT NO. R-2024-042

SPONSORED BY: Klarissa J. Peña, by request

1 RESOLUTION  
2 APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR  
3 THE NEW MEXICO TOURISM DEPARTMENT'S DESTINATION FORWARD  
4 GRANT PROGRAM, FOR FISCAL YEAR 2024 THROUGH FISCAL YEAR 2025.

5 WHEREAS, the City of Albuquerque has applied for multiple grants leading  
6 up to the Route 66 Centennial Celebration that are aimed at showcasing the  
7 value of Albuquerque's historic stretch of the Mother Road and providing both  
8 residents and visitors with educational and interactive opportunities; and

9 WHEREAS, the New Mexico Tourism Department is offering the Destination  
10 Forward Grant in order to promote "destination development," or the  
11 expansion of amenities, facilities, services, and other forms of tourism  
12 infrastructure, which simultaneously provide unique experiences for visitors  
13 while contributing to the improvement of residents' well-being at the  
14 destination; and

15 WHEREAS, the Arts and Culture Department has developed the Route 66  
16 Centennial Celebration 2025-2026 Project Plan and the City Council has  
17 adopted the Project Plan as a Policy Plan through the enactment of R-24-19 to  
18 guide the implementation of tourism infrastructure projects and grant-funded  
19 projects leading up to the Celebration; and

20 WHEREAS, under the Destination Forward Grant, the Arts and Culture  
21 Department are applying for funding under two separate tracks, one for  
22 Planning and Design for \$50,000 and the other for Construction and  
23 Equipment for \$500,000; and

24 WHEREAS, the Arts and Culture Department desires to apply for these  
25 funds in the total amount of \$550,000 for the purposes of creating interactive  
26 art experiences along Route 66 to support both the upcoming Centennial and

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1 the community for many years to come, in the form of augmented reality  
2 projects, 3-D selfie stations, and interactive art stops created by New Mexico  
3 creatives that will highlight history, art, architecture, and businesses along  
4 Route 66; and

5 WHEREAS, similar projects have been funded in Santa Fe, New Mexico,  
6 where augmented reality is used to enable pedestrians to use a personal  
7 device to access history and culture; and

8 WHEREAS, the Arts and Culture Department solicited proposals that  
9 generated many New Mexico-based vendors interested in creating projects,  
10 including local sign makers; and

11 WHEREAS, in addition to providing education on the history and culture of  
12 Route 66, the proposed projects will include lighting to increase public safety  
13 and enhance visitor experience; and

14 WHEREAS, these projects complement the directives of R-23-175 enacted  
15 by the City Council in October 2023 and aimed at maintaining landscaping,  
16 streetscaping, signage, transit facilities, and other associated assets along  
17 Central Avenue; and

18 WHEREAS, the Destination Forward Grant Program requires a 5% local  
19 match for applicants; and

20 WHEREAS, if the Arts and Culture Department is awarded funding through  
21 the Destination Forward Grant program, these funds and City matching funds  
22 in the total amount of \$635,366 shall be appropriated to the Operating Grants  
23 Fund (265) for the purpose of funding educational and interactive projects that  
24 highlight history, art, architecture, and businesses along Route 66 in  
25 Albuquerque.

26 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
27 ALBUQUERQUE:

28 Section 1. That the application for funds with the New Mexico Tourism  
29 Department in the amount of \$550,000 is hereby approved.

30 Section 2. That upon approval, funds in the amount of \$635,366 consisting  
31 of \$550,000 from the New Mexico Tourism Department, \$27,500 for the 5%  
32 local match requirement from City matching funds, and \$57,866 in Indirect  
33 Overhead (IDOH) costs from the Transfer to the Operating Grants Fund

1 Program from the General Fund are hereby appropriated to the Department of  
2 Arts and Culture for the Destination Forward Grant in the Operating Grants  
3 Fund (265) for fiscal years 2024 and 2025.

4 Section 3. That upon appropriation, Arts and Culture Department as the  
5 Project Plan Coordinator, is hereby directed to use the Route 66 Centennial  
6 Celebration 2025-2026 Project Plan to guide the implementation of projects  
7 funded by this grant.

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1 PASSED AND ADOPTED THIS 3<sup>rd</sup> DAY OF June, 2024  
2 BY A VOTE OF: 9 FOR 0 AGAINST.

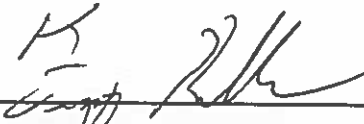
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Dan Lewis, President  
City Council

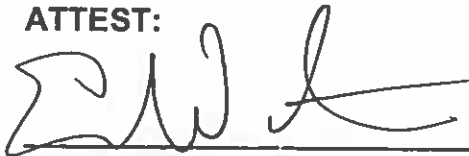
APPROVED THIS 10<sup>th</sup> DAY OF June, 2024

Bill No. R-24-39



Timothy M. Keller, Mayor  
City of Albuquerque

ATTEST:



Ethan Watson, City Clerk

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**CITY OF ALBUQUERQUE**  
**Albuquerque, New Mexico**  
**Office of the Mayor**

Mayor Timothy M. Keller

**INTER-OFFICE MEMORANDUM**

March 19, 2024

**TO:** Dan Lewis, President, City Council

**FROM:** Timothy M. Keller, Mayor




**SUBJECT: RESOLUTION APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR THE NEW MEXICO TOURISM DEPARTMENT'S DESTINATION FORWARD GRANT PROGRAM**


The Department of Arts & Culture is seeking approval and authorization to submit an application for the Destination Forward grant program offered by the New Mexico Tourism Department for FY2024 and FY2025. The grant funds will be used in accordance with the approved Route 66 Centennial Celebration 2025-2026 Project Plan (R-24-19) for the purposes of creating interactive art experiences along Route 66 to support both the upcoming Centennial and the community for many years to come. The Destination Forward Grant Program requires a 5% local match for applicants which will be funded through the City's Fund 265 Grant Matching Fund.

**SUBJECT: RESOLUTION APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR THE NEW MEXICO TOURISM DEPARTMENT'S DESTINATION FORWARD GRANT PROGRAM**


Approved:

 4/8/24  
Samantha Sengel, EdD Date  
Chief Administrative Officer

Approved as to Legal Form:

DocuSigned by:  
 4/5/2024 | 12:06 PM MDT  
1A21D86D32C74EE...  
Date  
City Attorney

Recommended:

DocuSigned by:  
 4/1/2024 | 11:27 AM MDT  
9C30E9A3F201429...  
Dr. Shelle Sanchez Date  
Director – Dept of Arts & Culture

## Cover Analysis

### 1. What is it?

The New Mexico Tourism Department is offering the Destination Forward Grant in order to promote "destination development," or the expansion of amenities, facilities, services, and other forms of tourism infrastructure, which simultaneously provide unique experiences for visitors while contributing to the improvement of residents' well-being at the destination.

### 2. What will this piece of legislation do?

Approving and authorizing the filing of a grant application for the New Mexico Tourism Department's Destination Forward grant program, for Fiscal Year 2024 through Fiscal Year 2025.

### 3. Why is this project needed?

The Arts and Culture Department has developed the Route 66 Centennial Celebration 2025-2026 Project Plan and the City Council has adopted the Project Plan as a Policy Plan through the enactment of R-24-19 to guide the implementation of tourism infrastructure projects and grant-funded projects leading up to the Celebration. The Arts and Culture Department desires to apply for these funds in the total amount of \$550,000 for the purposes of creating interactive art experiences along Route 66 to support both the upcoming Centennial and the community for many years to come, in the form of augmented reality projects, 3-D selfie stations, and interactive art stops created by New Mexico creatives that will highlight history, art, architecture, and businesses along Route 66. In addition to providing education on the history and culture of Route 66, the proposed projects will include lighting to increase public safety and enhance visitor experience.

### 4. How much will it cost and what is the funding source?

Under the Destination Forward Grant, the Arts and Culture Department are applying for funding under two separate tracks, one for Planning and Design for \$50,000 and the other for Construction and Equipment for \$500,000. The Destination Forward Grant Program requires a 5% local match of \$27,500, and the City requires Indirect Overhead (IDOH) costs of \$57,866 which will be funded by the City's Fund 265 Grant Matching Fund.

### 5. Is there a revenue source associated with this contract? If so, what level of income is projected?

No

### 6. What will happen if the project is not approved?

If not approved, the City will be missing an opportunity to enhance the Route 66 Centennial Celebration 2025-2026 Project Plan, and provide resources for the Route 66 Centennial Celebration that are aimed at showcasing the value of Albuquerque's historic stretch of the Mother Road and providing both residents and visitors with educational and interactive opportunities.

### 7. Is this service already provided by another entity?

No.

**FISCAL IMPACT ANALYSIS**

**TITLE:** RESOLUTION APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR THE NEW MEXICO TOURISM DEPARTMENT'S DESTINATION FORWARD GRANT PROGRAM

**R:** O:  
**FUND:** 265  
**DEPT:** Arts & Culture

- No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

	2024	Fiscal Years 2025	2026	Total
Base Salary/Wages				-
Fringe Benefits at Subtotal Personnel				-
Operating Expenses	115,500	462,000	-	577,500
Property				-
Indirect Costs	11,666	46,200	-	57,866
<b>Total Expenses</b>	<b>\$ 127,166</b>	<b>\$ 508,200</b>	<b>\$ -</b>	<b>\$ 635,366</b>
<input type="checkbox"/> Estimated revenues not affected				
<input checked="" type="checkbox"/> Estimated revenue impact				
Revenue from program				-
Amount of Grant	110,000	440,000	-	550,000
City Cash Match	5,500	22,000	-	27,500
City Inkind Match				-
City IDOH	11,666	46,200	-	57,866
<b>Total Revenue</b>	<b>\$ 127,166</b>	<b>\$ 508,200</b>	<b>\$ -</b>	<b>\$ 635,366</b>

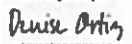
These estimates do not include any adjustment for inflation.  
 \* Range if not easily quantifiable.

Number of Positions created


**COMMENTS:** Upon appropriation, funds from the Destination Forward Grant Program and City match funding would be appropriated to the Operating Grants Fund 265 for the purpose of funding educational and interactive projects that highlight history, art, architecture, and businesses along Route 66 in Albuquerque, as per the Council approved Route 66 Centennial Celebration 2025-2026 Project Plan.

**COMMENTS ON NON-MONETARY IMPACTS TO COMMUNITY/CITY GOVERNMENT:**

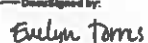
**PREPARED BY:**


DocuSigned by:  
  
 Denise Ortiz 4/1/2024 | 11:25 AM MDT  
 FISCAL MANAGER (date)


**APPROVED:**

DocuSigned by:  
  
 4/1/2024 | 11:27 AM MDT  
 DIRECTOR (date)

**REVIEWED BY:**

DocuSigned by:  
  
 Evelyn Torres 4/3/2024 | 9:09 AM MDT  
 EXECUTIVE BUDGET ANALYST (date)

DocuSigned by:  
  
 Lawrence Davis 4/4/2024 | 4:59 AM MDT  
 BUDGET OFFICER (date)

DocuSigned by:  
  
 Melaine Borrner 4/5/2024 | 9:40 AM MDT  
 CITY ECONOMIST (date)