



CITY OF ALBUQUERQUE CITY COUNCIL

MEMORANDUM

TO: All Councilors

FROM: Jeff Hertz, Council Special Projects Policy Analyst

SUBJECT: APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR THE NEW MEXICO TOURISM DEPARTMENT'S ROUTE 66 CENTENNIAL GRANT PROGRAM, FOR THE CITY OF ALBUQUERQUE'S HIGHLAND PROPERTY IMPROVEMENT PROGRAM, FOR FISCAL YEAR 2026 THROUGH FISCAL YEAR 2027

DATE: MAY 5, 2025

Councilors,

Per § 2-11-17 of the City of Albuquerque Code of Ordinance (the "Grants Ordinance"), which was amended in April 2024, Council is filing an Other Communication for filing a grant application for the New Mexico Tourism Department's Route 66 Centennial Grant Program.

Per § 2-11-17 Section 1 (A), "Any application or proposal for a grant with a matching requirement shall be submitted to the City Council in the form of an Executive Communication for review and approval at the same time as the submittal of such application or proposal to any grantor. Executive Communications shall include an interoffice memorandum and a copy of the executive summary of the grant application or a copy of the grant application. The total City obligation shall be included in the interoffice memorandum. A fiscal impact analysis is not required to be submitted with the Executive Communication for a grant application."

Due to the fact that the Council is applying for the grant rather than a City Department, legislation needs to be submitted to Council in the form of an Other Communication rather than an Executive Communication. Furthermore, per § 2-11-17 Section 1 (A), an executive summary of the grant application is attached to this Other Communication and below is the total City obligation:

- Upon award of funds from the Route 66 Centennial Grant from the New Mexico Tourism Department, funds in the amount of \$325,200, consisting of \$250,000 from the New Mexico Tourism Department, \$50,000 for City matching costs coming from General Obligation Bonds, and an estimated \$25,200 in leveraged staff time (covered

by MRA Operating Budget Fund 110) are hereby appropriated to the Albuquerque City Council for the Route 66 Centennial Grant in the Capital Fund (305) for fiscal years 2026 and 2027.

Below are WHEREAS clauses and Sections associated with this grant application:

APPROVING AND AUTHORIZING THE FILING OF A GRANT APPLICATION FOR THE NEW MEXICO TOURISM DEPARTMENT'S ROUTE 66 CENTENNIAL GRANT PROGRAM, FOR THE CITY OF ALBUQUERQUE'S CENTRAL/HIGHLAND/UPPER NOB HILL NEIGHBORHOOD PROPERTY IMPROVEMENT PROGRAM, FOR FISCAL YEAR 2026 THROUGH FISCAL YEAR 2027.

WHEREAS, the City of Albuquerque has the longest urban stretch of Historic Route 66 in the country, and as part of its efforts to celebrate the upcoming Route 66 Centennial Celebration from 2025 to 2026, the City will be hosting a series of special events in both public spaces and private properties that are able to convene community gatherings; and

WHEREAS, in order to "set the stage" for those special events, the City of Albuquerque has been implementing a wide variety of capital improvements along Central Ave. over the past few years that are cultivating environments where community gatherings can be hosted; and

WHEREAS, one type of capital improvement that enhances both the public right of way and private properties are storefront activations and property improvements; and WHEREAS, in 2022 the City of Albuquerque's Metropolitan Redevelopment Agency (MRA) has successfully administered multiple rounds of boutique grants aimed at improving small businesses to increase vibrancy in commercial areas in Downtown Albuquerque; and

WHEREAS, MRA will, if funded, build upon the boutique small business grant program into a broader property improvement program to be implemented within the City of Albuquerque's Central/Highland/Upper Nob Hill Metropolitan Redevelopment Area to make capital improvements to private properties located along Central Ave. in preparation for the Route 66 Centennial Celebration; and

WHEREAS, various types of capital improvements will be eligible under the new program, including signage (existing or new; window decals), exterior electrical and lighting, exterior paint, murals, or other exterior design enhancements; and

WHEREAS, the New Mexico Tourism Department is offering the Route 66 Centennial Grant Program in order to provide communities along historic Route 66 support for programs related to consumer experiences, events, destination enhancements, marketing and promotions; and

WHEREAS, the Albuquerque City Council is applying for \$250,000 from the New Mexico Tourism Department under the Infrastructure or Destination Enhancement Track to fund this new grant program to support private businesses in the Central/Highland/Upper Nob Hill Metropolitan Redevelopment Area, which will be administered by MRA; and

WHEREAS, the Route 66 Centennial Grant Program does not have a match requirement, but encourages applicants to seek partnerships and provide matching funds in order to strengthen grant applications and leverage resources; and

WHEREAS, upon being awarded funding from the New Mexico Tourism Department, the Albuquerque City Council will provide \$50,000 in General Obligation Bonds to provide funding for public improvements in the Central/Highland/Upper Nob Hill Neighborhood Metropolitan Redevelopment Area; and

WHEREAS, the Metropolitan Redevelopment Agency, upon notification of award from the New Mexico Tourism Department, will support program administration. The value of this support is estimated at \$25,200 (0.3 FTEs); and

WHEREAS, if the Albuquerque City Council is awarded funding through the Route 66 Centennial Grant Program, State funds, General Obligation Bond funds, and personnel funds in the total amount of \$325,200 shall be for the purpose of funding the City of Albuquerque's Central/Highland/Upper Nob Hill Neighborhood Property Improvement Grant Program.

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

Section 1. That the application for funds with the New Mexico Tourism Department in the amount of \$250,000 is hereby approved.

Section 2. That upon approval, funds in the amount of \$325,200, consisting of \$250,000 from the New Mexico Tourism Department and \$50,000 for City matching costs coming from General Obligation Bonds are hereby appropriated to the Albuquerque City Council for the Route 66 Centennial Grant in the Capital Fund (305) for fiscal years 2026 and 2027.