



Legislation Text

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CITY of ALBUQUERQUE
TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-24-39 ENACTMENT NO. _____

SPONSORED BY: Klarissa J. Peña, by request

RESOLUTION

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 (Peña, by request)

WHEREAS, the City of Albuquerque has applied for multiple grants leading up to 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; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, 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; and

WHEREAS, 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; and

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

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

WHEREAS, 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; and

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

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

WHEREAS, if the Arts and Culture Department is awarded funding through the Destination Forward Grant program, these funds and City matching funds in the total amount of \$635,366 shall 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.

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 \$550,000 is hereby approved.

Section 2. That upon approval, funds in the amount of \$635,366 consisting of \$550,000 from the New Mexico Tourism Department, \$27,500 for the 5% local match requirement from City matching funds, and \$57,866 in Indirect Overhead (IDOH) costs from the Transfer to the Operating Grants Fund Program from the General Fund are hereby appropriated to the Department of Arts and Culture for the Destination Forward Grant in the Operating Grants Fund (265) for fiscal years 2024 and 2025.

Section 3. That upon appropriation, Arts and Culture Department as the Project Plan

Coordinator, is hereby directed to use the Route 66 Centennial Celebration 2025-2026 Project Plan to guide the implementation of projects funded by this grant.