



Creating the Economic Future of 66

The Oklahoma Byways Program announces a new program to promote communities, encourage sustainability and celebrate Route 66.

“Accelerate 66” Newsletter

A quarterly newsletter that documents the ongoing work related to Route 66 in our state. The purpose of this newsletter is to share the current economic condition along Route 66. We want to tell your success stories and strengthen your ability to network across Oklahoma.

Create the “Accelerate 66 Leadership Development Program”

A program that “accelerates” your understanding of the route in Oklahoma.

A series of meetings conducted along the Route occurring in different Route 66 communities. Every other month, participants can spend a day in a selected community across Route 66. Participants visit the different landmarks and businesses; receive city tours with the purpose of looking for new ideas and identifying common goals, problems and opportunities.

Create the “Accelerate 66 Economics”

A series of targeted sessions that address specific community needs. First Sessions would address....

- Emergent tourism
- Legal issues in event management
- Trigger analysis (traveler behavior) in marketing
 - Branding your business
 - Technology and your community
- Creating a standard of excellence in your community – Become a community ambassador
 - Media relations

Create the “Audio 66” – Capturing the voices of Route 66

A podcast series that captures history around our state and Route 66. Communities have the opportunity to celebrate their success.

For more information, please contact the Oklahoma Byways Program at 405-325-2848 or 405-325-6906.

