



Route 66  
New Mexico  
Shanna Sasser, EdD

NEW MEXICO  TRUE

# Estimated Economic Impact of Route 66 Centennial in New Mexico

**\$400M**



Estimated Total Economic Impact of Route 66 Centennial for New Mexico in 2026



**\$300M  
TO 800M**

Direct Visitor  
Spending



**400M TO  
\$1.1B**

Total  
Economic  
Impact



**3,000-  
8,000**

Total  
Jobs  
Supported



**\$30M TO  
\$90M**

State & Local  
Taxes Generated

# Leveraging Partnerships and Collaboration





NEW MEXICO  TRUE



NEW MEXICO  TRUE



NEW MEXICO  TRUE

Route 66  
New Mexico  
MAGAZINE



Tales From the Road:  
History, Part 1

**DRIVING ON ROUTE 66** is more than the '60s route for Diner in Dallas. It's fueled by the flicking glow of neon signs and the freight trains that regularly rumble past, horns blaring. It's the way vintage cars sit in the night at diners. The past seems to collide with the present in the roadside of the desert East.

100th Anniversary of the  
South West Continental with a  
Special to Celebrate Route 66

Travel in 1926  
Eat, Play, and Sleep in  
every Part of the State

1930s Drive In  
Camping at State Parks, Events,  
Historic Sites, and More New Spots

# NEW MEXICO TRUE

HIT THE ROAD

Fill your tank, explore rich roadtrains, find inspiration,  
uncover hidden gems, and carve your own path.

**HIGHLIGHTS**  
Roadtrains,  
the ultimate road  
travels, with some  
hidden gems and  
new spots to  
add to your  
list.

**HIT THE ROAD**  
From El Paso to  
Albuquerque, the  
state capital, and  
the New Mexico  
University.

**1930s Drive In**  
Experience the  
history of the  
state's drive-in  
theaters, and  
the New Mexico  
University.

New Mexico

Download on the  
App Store



**Nutrition Facts**

About 3.5 servings per container  
**Serving size** ½ Cup (34g)

Amount per serving  
**Calories** 150

	% Daily Value*
<b>Total Fat</b> 4g	5%
Saturated Fat 1.5g	8%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 350mg	15%
<b>Total Carbohydrate</b> 25g	9%
Dietary Fiber 1g	5%
Total Sugars 3g	
Includes 2g Added Sugars	4%
<b>Protein</b> 3g	

Iron 0.8mg 4%

Not a significant source of vitamin D, calcium and potassium.

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Degermed Yellow Corn Meal, Whole Wheat, Enriched Flour (wheat flour, niacin, iron, riboflavin, thiamin mononitrate, folic acid), Vegetable Oil (soybean, palm, fractionated palm, high oleic canola, high oleic soybean, high oleic sunflower, palm olein and/or palm kernel), Sugar, Rye Flour. Contains 2% or less of: Monosodium Glutamate, Salt, Maltodextrin, Yeast, Garlic Powder, Whey Powder, Corn Syrup Solids, Baking Soda, Sodium Diacetate, Barley Malt Syrup, Malt Syrup, Onion Powder, Dried Romano Cheese (milk, cultures, salt, enzymes), Dried Parmesan Cheese (milk, cultures, salt, enzymes), Dried Molasses, Disodium Inosinate, Distilled Monoglycerides, Disodium Guanylate, Disodium Phosphate, Spice, Basil, Yellow Corn Flour, Trisodium Phosphate, Calcium Carbonate, Soy Lecithin, Black Pepper, Calcium Stearate, Oregano, Natural Flavor, Soy Flour, Soy Sauce, Wheat Starch, Butter, Color (turmeric, annatto, yellow 5 lake, caramel color), Fumaric Acid, Caraway, Dehydrated Parsley, Yeast Extract, Sodium Phosphate, Calcium Lactate, Guar Gum. Freshness Preserved by BHT.

**CONTAINS WHEAT, MILK AND SOY INGREDIENTS.**  
 DISTRIBUTED BY GENERAL MILLS SALES, INC., MINNEAPOLIS, MN 55440 USA  
**Contains Bioengineered Food Ingredients**  
 Learn more at Ask.GeneralMills.com

© General Mills 3271240104



**MIX IT UP!** MAY HAVE SETTLED SOME ON ITS WAY TO YOU.



100 YEAR



ANNIVERSARY

**Chex**  
**mix**™  
 SNACK MIX

**BOLD**  
 GARLIC & HERB



SNACK MIX

NET WT 4.5 OZ (127g)



150 CALORIES

1.5g SAT FAT 6% DV

350mg SODIUM 15% DV

2g ADDED SUGARS 4% DV

PER 1/2 CUP

IT TAKES  
**AMIX!**



BEST If Used By



0 16000 21489 7

1-800-231-0308





E16

Route 66 Centennial



NO WALKWAY



Shanna Sasser, EdD  
nmmexico.org  
505-231-3480  
shanna.sasser@td.nm.gov

NEW MEXICO  TRUE