

Highway 28 Initiative

by Diana Molina



Objectives:

- Create the Highway 28 Museum and Cultural Center to house an innovative, sustainable approach to economic development by means of a cultural heritage corridor.
- Provide historic background on the El Camino Real de Tierra Adentro Trail.
- Develop Economic Engines to provide long-lasting benefits to the region and border land communities.



Objectives:

- Serve as a link between two cities, three states and two countries.
- Offer opportunities to local artists, farmers, cottage industries and small business.
- Grow jobs by education and participation in green developments on Highway 28.



Cultural Corridor Components:

- Highway 28 Museum and Cultural Center
- Bikeway 28
- Eco-tours
- Highway 28 Documentary
- Highway 28 Traveling Exhibit
- Highway 28 Book
- Outreach Education
- Workforce Training Seminars
- Website Marketing and E-Commerce



Highway 28 Museum and Cultural Center

Goals:

Advocate, coordinate, and anchor the cultural corridor objectives with our team of collaborators

Organize and host special events to draw visitors

- Concert series, lecture series and performance
- Highway 28 Hoofs and Wheels Parade Across Eras
- Farm-to-market days for farms and artists



Highway 28 Museum and Cultural Center

Goals:

Ecological Development and Health

- Build a model site to include alternative energy solutions
- Grow an organic garden
- Provide a healthy-living culinary arts program

Market and Sales

- House a gift shop to sell regional goods
- Distribute regional products through e-commerce



Bikeway 28 will:

- Provide a safe, separate scenic bicycle road
- Span 30 miles and connect points of interest
- Expand reach of museum through public art
- Activate business opportunities that cater to bicycle traffic
- Generate and sustain jobs for youth and artists
- Motivate the community to engage in healthy activity
- Provide a model for eco-tourism in a rural zone



Eco-tours will:

- Provide ecologically sensitive tour vehicles to transport visitors
- Stop at restaurants, wineries, places of interest and historic relevance
- Minimize the traffic footprint along Highway 28



Highway 28 Documentary will:

- Take a road trip
- Speak to descendants of land grants, farmers, young and old
- Consult historians and heritage guides
- Capture the flavor, color and music of the region



Proposed Venues for Traveling Exhibit:

- The Farm and Ranch Museum in Las Cruces
- The Camino Real International Heritage Center
- The Albuquerque Museum of Natural History and Science
- The National Hispanic Cultural Center
- The New Mexico History Museum
- The Chamizal National Memorial in El Paso, Texas



Outreach Education will:

- Provide workshops, and interactive learning experiences
- Collaborate with community organizations
- Partner with regional school districts and universities
- Emphasize programs for youth



Workforce Training will:

- Recruit experts to infuse region with new ideas
- Develop skills for participation in Highway 28 initiative components
- Offer training and hands-on experience in “green solutions”
- Prepare employees to serve and inform area tourists
- Encourage innovation and new developments



Marketing Campaign will utilize:

- A website
- Monthly calendar of events
- Ease of use fold-up map
- Expansive media distribution
- Book by **Museums of New Mexico Press**



Promotion will feature:

- Highway 28 Cultural Heritage Corridor
- Highway 28 as a Green Zone
- Regional Points of Interest
- Regional Business
- All components of Highway 28 Initiative



To reach the goals the initiative seeks support from:

Regional Organizations and Philanthropy:

- CARTA (El Camino Real de Tierra Adentro Trail Association)
- The Paso del Norte Group
- Paso del Norte Health Foundation
- The New Mexico Community Foundation
- The El Paso Community Foundation



State Government:

- Mesilla Valley Economic Development Association
- State of NM Economic Development Department
- New Mexico Byways
- NM Humanities Council
- NM Department of Cultural Affairs
- NM Department of Tourism – Eco Tourism Program
- NM Historic Commission



Government Officials:

- U.S. Senator Bingaman for NM
- State Rep. Mary Helen Garcia for NM
- State Rep. Joni Marie Gutierrez for NM
- State Senator Mary Kay Papen for NM
- State Senator Cynthia Nava for NM
- Dona Ana County Commissioner Saldana-Caviness



Towns and Municipalities:

- Las Cruces
- El Paso
- Town of Old Mesilla
- La Union, Chamberino, La Mesa, San Miguel, Santo Tomas, and Tortugas
- Canutillo



Federal Agencies:

- U.S. Department of Agriculture
- U.S. Department of Education
- U.S. Department of Labor
- U.S. Department of Transportation
- U.S. Department of the Interior
- National Humanities Council
- National Endowment for the Arts



Consultants and Advisors:

J. Paul Taylor

Michael Pitel

Patrick Beckett

Michael Taylor

David DeWitt

Cesar Martinez

David Fazio

Paul Katz

Karen Wooten

Chris Grijalba Garcia

Rene Pena

Nilda de la Llata

Historic Reference Advisor

Retired Director of NM Heritage

Tourism Development Program

Archaeology and History

Historic Preservation

Film and Video Advisor

Art and Design Consultant

Design and Architecture

Museum Advisor

Legal Advisor

Special Events

Accounting Advisor

Business Advisor

Consultants and Advisors:

Angela Valenzuela

Education Consultant

University of Texas at Austin

Sharon Greenberg

Education Consultant, formerly of
Stanford University

Christina Ainsworth

Lead Planner for City of El Paso

Troy Ainsworth

Historic Preservation for the
City of El Paso

Michael Diaz

Edible Gardens Organic Food

Emily DiGiovanni

Organic Garden Education

Ilana Lapid

Screenplay

Brenda Munoz

Graphics Consultant

Louie Gilot

Communications

Emily Guerra

Radio Communications and Music



Income generation for sustainability:

- % of profit from Exhibit Rental Fee
- % of profit from Book
- % of profit from gift shop and market sales
- % of profit from e-commerce
- % of profit from events, fundraising, workshops and seminars
- Grants and Procurement Contracts



Procurement Needs:

- Media Center
 - Hi-def digital camera
 - Digital camera
 - computers
 - Digital projector
- Period Vehicles for Road Trip
 - Eco-auto
 - Bicycles



Phase I

Personnel and Team Members:

- Executive Director
- Lead Researcher
/ Writer
- Graphics Specialist
- Photographer
- Photo Manager
- Video Artist
- Audio Specialist
- Film Editor
- Events Coordinator
- Website /
E-Commerce Tech
- Communications Aide
- Administrative Assistant



Committees:

- Finance
- Fundraising and Grant Writing
- Event Planning
- Hoofs and Wheels Parade
- Education
- Bike Road Planning and Infrastructure
- Marketing



Hwy 28 Initiative Kick-Off Committee

- George Want
- Margie Cerecedes
- Roy Martinez
- Micky Caldarella
- Cindy Maesse
- Isabella Rodriguez



Kick-Off Hosts:

- Green Thumbs Enterprise
- La Union Station Mexican Cuisine
- St. Clair Winery & Bistro
- Photos and Dream Scenario
by Diana Molina



Whatever you dream you can do

Begin it!

Boldness

has genius, power & magic in it.

Begin it now.

Goethe

