



City of Needles, California Request for City Council Action

CITY COUNCIL NPUA HACN Regular Special

Meeting Date: April 14, 2026

Title: Authorize the City to co-sponsor the Route 66 Centennial Car Show (November 14, 2026) in partnership with the River Cruizers Car Club

Background: As part of the City’s broader Route 66 Centennial programming, the Route 66 Centennial Car Show scheduled for November 14, 2026, is planned as a follow-up weekend activation to extend visitation and maintain momentum following the primary Centennial Celebration.

Unlike the City-hosted Centennial event on November 7, this car show is a partner-driven event led by the River Cruizers Car Club, focused on classic cars, tourism, and downtown activation. The event is expected to attract regional car clubs, Route 66 travelers, and visitors who may extend their stay or return the following weekend, directly benefiting local businesses.

The City has been approached by the River Cruizers Car Club to co-sponsor the event through in-kind services, including coordination support, traffic control, public works assistance, and promotion. This approach allows the City to support expanded Centennial programming without assuming full event production responsibilities.

This staggered event strategy is intentional—creating multiple points of engagement throughout November to maximize economic impact, increase overnight stays, and reinforce Needles’ position as a key destination along Historic Route 66.

This effort supports the City Council’s goals of fostering economic growth and tourism, enhancing community engagement through public events, and promoting recreational activities that strengthen Needles’ identity as the Gateway to California.

Fiscal Impact: Estimated in-kind support value of approximately **\$500**, including limited staff time and minor public works support. No additional appropriation is required.

Recommendation: Authorize the City to co-sponsor the Route 66 Centennial Car Show scheduled for November 14, 2026, in partnership with the River Cruizers Car Club through in-kind services and staff support.

Submitted By: Jennifer Valenzuela, Recreation Manager
Patrick Martinez, City Manager

City Manager Approval: Patrick J. Martinez Date: 4/8/2026

Other Department Approval (when required): _____ Date: _____