



# MEMORANDUM

Council Agenda  
Item No. IX. AL  
4/22/2025

## The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: Craig Freeman, City Manager

Agreement with the City of Bethany, Route 66 Centennial Monument Sign, not to exceed \$17,500, retroactive to March 1, 2025 through March 1, 2026. Ward 1.

### **Location:**

Where the city limits of Bethany and Oklahoma City meet on the portion of NW 39th Expressway known as U.S. Route 66 at Overholser Drive, within the city limits of Bethany.

### **Purpose:**

The purpose of the Agreement is to share cost with the City of Bethany for the acquisition and installation of a Route 66 sign. The total cost for the sign is \$35,000, and the City of Oklahoma City agrees to pay the City of Bethany \$17,500 for half of the cost.

### **Background:**

The Oklahoma Route 66 Centennial Commission is preparing for the 100th anniversary of the creation of U.S. Route 66 in 2026. The Commission has approved VOX Audio to design official Route 66 Centennial Monument Signs that are illuminated, resemble U.S. Highway Shields, feature the Route 66 name, the dates 1926-2026, and the name of the city or cities where the signs are located. The signs are between 14 and 16 feet tall. Bethany is improving signage along its Route 66 corridor and is seeking a matching contribution for a sign at the city limits of Bethany and the City. The Sign will read "Oklahoma City" as one is entering the city limits of Oklahoma City, and "Bethany" as one is entering the city limits of Bethany. The Sign will be placed within the city limits of Bethany and owned, insured and maintained by Bethany. The total estimated cost of the Sign is \$35,000, which will be split equally between Bethany and Oklahoma City.

The Bethany Economic Development Authority approved matching grant funds, and the City Council of Bethany approved and signed the "City of Bethany and City of Oklahoma City Route 66 Centennial Monument Sign Agreement" on March 18, 2025, attached hereto for approval by the City Council of The City of Oklahoma City.

### **Cost:**

\$17,500

### **Source of Funds:**

General Operations-UASN – Neighborhood and Commercial Revitalization – Other Services and Charges (1001-2400308-52890001)

**Review:**  
Planning Department

**Recommendation:** Agreement be approved.