

# ILLINOIS ROUTE 66 SCENIC BYWAY MEMBERSHIP PROGRAM

## WHAT WE DO...

*The mission of the Illinois Route 66 Scenic Byway is to enhance and promote economic opportunities for each Illinois Route 66 community by preserving Illinois Route 66 heritage and by sustaining and increasing heritage and cultural tourism through the development and marketing of a cohesive Illinois Route 66 product.*

## WHAT DOES THAT MEAN FOR THE COMMUNITIES AND BUSINESSES?

We assist communities and local businesses in capitalizing on their Route 66 tourism opportunity by assisting in strategic planning, marketing, and grant assistance. We have helped communities establish an enticing Route 66 traveler experience that includes retail, food, lodging, entertainment, education, and interpretive assets. We work with local businesses to develop their Route 66 identity and help them offer a better experience for explorers of “The Mother Road.” We work with both the Red Carpet Corridor and Blue Carpet Corridor to maximize the effectiveness of these weekends.

## WHAT DOES THAT MEAN FOR THE AVERAGE TRAVELER?

We have positioned ourselves to be a one stop planning tool for anyone planning a trip down America’s Main Street.

- Our Route 66 website search tool has a comprehensive database of hundreds of attractions along the 400+ miles of Illinois Route 66. Each attraction is linked to a mobile-friendly map and directions, and offers nearby lodging suggestions too. Our website also lists major events along the road, with maps and directions as well.
- We fulfill hundreds of requests for information about Illinois Route 66 attractions! These mailings include attractive brochures and visitor’s guides that collectively list all of the Byway communities and the associated attractions and businesses. Additionally, these brochures are made available to the public through the Illinois Tourist Information Centers, Convention and Visitors Bureaus, and member businesses and attractions.
- We are available to travelers so they have someone to ask questions of and tell their stories to before, during, and after their trip. Whether it is a phone call, an email, a tweet, or a wall posting we are there to help, listen, and share.

## WHAT DOES THAT MEAN FOR ME?

Very simply, more people. An Economic Impact Study that was released early in 2012 sites an annual renewable expenditure of \$132,000,000 spent on Route 66 every year! More travelers directly translates to a greater economic opportunity for local businesses and communities.

There is something about Route 66 that brings out the best in people. You add that to our Illinois Midwest warmth and you have a recipe for success!

# MEMBERSHIP APPLICATION

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ or IL Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_ or USA

Phone Number: (\_\_\_\_\_) \_\_\_\_\_ Ext.: \_\_\_\_\_

Web Address: www. \_\_\_\_\_

Email: \_\_\_\_\_@\_\_\_\_\_

## Membership Type:

Individual \$25     Family \$35     Small Business Less the 50 Employees \$100     Large Business More than 50 Employees \$200     Community See Next Page For Rates    Population: \_\_\_\_\_ Last Census

Provide a detailed description of your business/community/organization for our website. Feel free to use the back of this sheet or separate pages if you desire (please number pages). Please email any photos you would like us to use to [info@illinoisroute66.org](mailto:info@illinoisroute66.org).

Complete this application and send check or money order payable to:

Illinois Route 66 Scenic Byway

700 E. Adams

Springfield, IL 62701

# COMMUNITY MEMBERSHIP

## Annual Membership Dues for Communities and Non-Profit Organizations

- Nonprofit: \$100
- Population Less Than 1001: \$100
- Population 1001 – 5000: \$200
- Population 5001 – 10,000: \$300
- Population 10,001 – 15,000: \$400
- Population 15,001 – 50,000: \$500
- Population 50,001 – 75,000: \$1,000
- Population 75,001 – 100,000: \$2,000
- Population 100,001+ : \$3,000

## Benefits for Communities and Non-Profit organizations

- Community profile listing on our website
- Subscription to the Mother Road Rambler eNewsletter
- Steel or aluminum Illinois Route 66 Scenic Byway Community or Partner sign(s) for display
- Eligibility to receive an Illinois Route 66 Scenic Byway Grant (typically from \$500 to \$1500)
- A voice in:
  - How we market Illinois Route 66
  - Content for the website, brochures, and other media
  - The development of themed itineraries and mobile apps
  - What preservation projects to support
  - New projects
- Access to our new guide to social media marketing, including tips for a successful Facebook presence and best practices for crowd funding.
- A friendly voice on the other end of the phone to answer questions or provide guidance.
- Grant & funding support - letters of recommendation, assistance with application for grants.
- Access to contacts - Route 66 artists, authors; liaison with other associations
- Access to library of reference materials.
- Liaison with local, state & federal agencies including:
  - Illinois Department of Transportation
  - Illinois Office of Tourism
  - Department of Commerce and Economic Opportunity
  - Illinois Historic Preservation Agency
  - Federal Highway Administration
  - National Park Service
- Assistance with program development.

## BUSINESS & ATTRACTION MEMBERSHIP

### Annual Membership Dues for Businesses and Attractions

Small Business (Less than 51 employees): \$100

Large Business (Over 50 employees): \$200

### Benefits for Tourist-Related Businesses and Attractions

- Listing in the Illinois Route 66 Scenic Byway Visitors Guide
- Listing on the website (tourist-related businesses, attractions and events)
- Subscription to the Mother Road Rambler eNewsletter
- A steel or aluminum Illinois Route 66 Scenic Byway Partner sign for display
- A window sticker to proudly display your membership
- Eligibility to receive an Illinois Route 66 Scenic Byway Grant (typically from \$500 to \$1500)
- A voice in:
  - How we market Illinois Route 66
  - Content for the website, brochures, and other media
  - The development of themed itineraries and mobile apps
  - What preservation projects to support
  - New projects
- Access to our new guide to social media marketing, including tips for a successful Facebook presence and best practices for crowd funding.
- A friendly voice on the other end of the phone to answer questions or provide guidance when possible

## INDIVIDUAL & FAMILY MEMBERSHIPS

### Annual Membership Dues for Individuals and Families

Individuals (non-business): \$25

Families (non-business): \$35

### Benefits for Individuals and Families

- A window sticker to proudly display your membership
- A subscription to the Mother Road Rambler eNewsletter