



## Illinois Route 66 Scenic Byway – Byway Project Funds Guidelines & Information

The Illinois Route 66 Scenic Byway’s mission is to enhance and promote economic opportunities for each Illinois Route 66 community by preserving Illinois Route 66 by sustaining and increasing heritage and cultural tourism. We serve 90 communities in Illinois, from Chicago to the Chain of Rocks Bridge near Madison, IL. We help attractions, small businesses, and communities take full advantage of their Route 66 resources to provide the best possible experience for visitors from around the world. We also provide information to travelers to help them plan their adventure along Route 66. Whether it is helping an iconic restaurant restore a sign, aiding a small business with marketing and advertising or providing assistance to a small Route 66 community with an upcoming event, we are there to help in any way. The Illinois Route 66 Scenic Byway is available and ready to assist your Route 66 attraction, business, or community in any way we can!

### What Are Byway Project Funds?

In early 2021, the Illinois Route 66 Scenic Byway developed the Byway Project Funds program to provide financial assistance to Byway members. **Byway Project Funds are to support events, marketing and advertising efforts, and projects that help preserve the heritage of Illinois Route 66 and promote travel to Illinois Route 66 communities and sites.** Byway Project Funds *cannot* be used for general operating or construction expenses. Byway Project Funds will range from \$500-\$1000 and up to 10 members may receive the funds.

### Who Can Apply for Byway Project Funds?

Any attraction, business or community that is an active member of the Illinois Route 66 Scenic Byway can apply for the Byway Project Funds. To be considered an active member, membership dues must be paid in full by March 19<sup>th</sup>, 2021.

Membership runs from January 1 until December 31 of each year.

### **What if I Am Not a Member of the Byway?**

Join the Illinois Route 66 Scenic Byway now and take advantage of the Byway Project Funds! Illinois Route 66 generates millions in revenue annually and your attraction, business or community deserves a piece of the action! Travelers from all over the world will visit your destination, but only if you are prominently on their radar screen; that is where a membership with the Illinois Route 66 Scenic Byway can really help gain you the exposure that you need.

**To join, log on to [www.illinoisroute66.org/membership/](http://www.illinoisroute66.org/membership/) and then click 'join now'.**

### **If I am an Active Member, am I Guaranteed to Receive Byway Project Funds?**

You are not guaranteed to receive funding simply for being an active member. Applications are reviewed and awards are based on project narrative, need, and proposed budget. Applications will be blindly reviewed and scored by a committee made up of Byway board members.

### **How Do I Apply and When are Applications Due?**

An application link can be found on our website at [bit.ly/ILRoute66BywayProjectFunds2021](http://bit.ly/ILRoute66BywayProjectFunds2021) or by requesting the application link from the Byway by emailing [info@illinoisroute66.org](mailto:info@illinoisroute66.org). The application link will also be available on our website on or before February 25<sup>th</sup> and completed applications must be submitted no later than April 16<sup>th</sup>. Applications must be completed using Google Docs and each member may only submit one application.

### **When Will We Be Notified if We Received Byway Project Funds?**

The Illinois Route 66 Scenic Byway will announce the recipients of the Byway Project Funds on or around May 3<sup>rd</sup>. You will be notified either way by email and/or regular USPS mail.

### **What Are the Post Award Requirements?**

Upon completion of your project, and qualify for future Byway Project Funds, you must submit the following **within two weeks of completing your project**. If additional time is needed to submit the post award requirements, we ask that you submit your request in writing to the Executive Director, Casey Wichmann at [casey@illinoisroute66.org](mailto:casey@illinoisroute66.org).

1. Progress Report – Summarize the completed project. Must be at least 500 words.
2. Submit copies of all receipts and itemize how the Byway Project Funds were used.
3. Submit photos or other media that details the project that was completed.

Questions? Contact Casey Wichmann at [casey@illinoisroute66.org](mailto:casey@illinoisroute66.org) or 217-414-9331.