

Become A Member Today!

Illinois Route 66 Scenic Byway

Your Membership Secures the Continued Prosperity of Our Historic Mother Road!

Whether your business or attraction caters directly to Route 66 travelers or is simply located in one of the 90 communities along Illinois' 400+ miles of The Mother Road, you can benefit from being part of one of the state's most popular destinations.

Illinois Route 66 generates millions in tourism revenue annually, and your business deserves to share in that success! Travelers from around the globe are eager to explore what Illinois Route 66 has to offer—if they know about you. That's where a membership with the **Illinois Route 66 Scenic Byway** comes in.



Illinois Route 66 Scenic Byway

By joining, you'll gain the exposure and tools needed to stand out among other destinations. Route 66 is more than a road—it's an international icon. Take advantage of your location along this legendary highway, think creatively, and let us help you position your business to attract visitors and increase revenue. The opportunity to connect with Route 66 travelers is right outside your door—let the **Illinois Route 66 Scenic Byway** help you make the most of it!

Benefits of Membership

- Listing in the Illinois Route 66 Scenic Byway Visitors Guide & Business Directory
- Premier Listing on Interactive Illinois Route 66 Interactive Map and App
- Featured Member on illinoisroute66.org
- Featured Member on Illinois Route 66 Scenic Byway Facebook Page
- Featured Member in Illinois Route 66 Scenic Byway Newsletter
- Listing on Membership page of illinoisroute66.org with live link
- Photo Gallery & Biography on Illinois Route 66 Scenic Byway's SmugMug Account
- Unlimited News and Event Submissions on our Social Media Pages, Website, Interactive Map and App
- An Illinois Route 66 Scenic Byway Sign for display
- An Illinois Route 66 Scenic Byway Window Cling for display
- An Illinois Route 66 Guest Book for your location
- Inclusion in the Illinois State Fairgrounds Route 66 Experience
- Discounted ad rates in the Visitor Guide & wholesale pricing for all Byway & Centennial Merchandise
- Eligible to participate in Byway Awards program (begins in 2026)
- Benefit of State and Local Advocacy for the Promotion of the Illinois Route 66 Scenic Byway
- Liaison with Local, State & Federal Agencies; IDOT, FHA, IOT, NPS, DCEO, and IDNR
- The Opportunity to Promote a Unified, and Therefore Stronger Voice in the Promotion of Illinois Route 66 as a Tourism Destination to Travelers from Around the World



Together, We Are Caretakers of History

History isn't just something we read about in books—it's all around us. In Illinois, where The Mother Road begins, Route 66 is a vibrant and enduring thread that connects our communities and inspires love and pride every single day.

The U.S. government recognized the importance of Illinois Route 66 by designating it a National Scenic Byway, a testament to its cultural, historical, and economic significance. Business and community leaders like you have been instrumental in keeping the spirit of Illinois Route 66 alive, but we have the chance to do even more.

Now is the time to restore the true luster of The Mother Road through collaborative marketing, promotion of economic opportunities, and initiatives to sustain and grow tourism along the route. During challenging economic times, attractions like Illinois Route 66—easily accessible from major metropolitan areas—offer an incredible opportunity to drive economic growth.

By joining the Illinois Route 66 Scenic Byway, we can work together to maximize the potential of this iconic route, create meaningful economic benefits, and ensure that Illinois Route 66 continues to thrive for generations to come. Let's seize this moment to grow together!

Now's the time to commit to Illinois Route 66!

Annual Dues for Businesses & Attractions

Small Business (50 or less employees)
\$150

Large Business (51 or more employees)
\$250

Annual Dues for Communities, CVB's & Chamber of Commerce Along Route 66

Population up to 30,000: **\$250**
Population 30,001 – 75,000: **\$500**
Population over 75,001: **\$1,000**

Annual Dues for an Individual & Family

Individual: \$25
Family: \$35

To become an
Illinois Route 66 Scenic Byway
Member, log on to
illinoisroute66.org and click on the
'Membership' tab.

**Climb on board and help secure our heritage! Help ensure the resurgence of this great old road and preserve it for generations.
Become an Illinois Route 66 Scenic Byway Member Today!**

Illinois Route 66 Scenic Byway
1045 S. 5th Street | Springfield, IL 62703 | illinoisroute66.org
217-494-9331 | info@illinoisroute66.org

