

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 is geared specifically for the Route 66 traveler or just happens to be in a community along the 400+ miles of The Mother Road in Illinois, you need the benefits of being associated with one of the most popular destinations in the state.

Illinois Route 66 generates millions in revenue annually and your business or attraction deserves a piece of the action! Travelers from all over the world will visit you as long as you are prominently on their radar screen, and that's where a membership with the **Illinois Route 66**

Scenic Byway can really help gain you the exposure that you need. Think out of the box and take advantage of the fact that your business or attraction, whatever it is, is lucky enough to be in one of the 90 Route 66 communities in Illinois! Let the **Illinois Route 66 Scenic Byway** give you the tools to stand out among other destinations, which will generate more revenue for you!



Illinois Route 66 Scenic Byway

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
- Unlimited features 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
- Exclusive member discounts on all Byway and Centennial Merchandise
- An Illinois Route 66 Scenic Byway Window Cling for display
- An Illinois Route 66 Guest Book for your location (if you have a physical visitor 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 what we read in the books. In Illinois, where The Mother Road begins, Route 66 is a living, breathing ribbon through the heartland that many of us travel and love - every single day!

The US government told us just how important Illinois Route 66 is when it designated our old road a National Scenic Byway. Business and community leaders like you have played a key role in keeping the memory of Illinois Route 66 alive. But it's more than just The Mother Road's memory we want to restore...

We now have an opportunity to return Illinois Route 66's true luster with collective and streamlined marketing, the promotion of economic opportunities, and by sustaining and increasing tourism along The Mother Road. At a time of economic hardship, tourism attractions like Illinois Route 66, with easy access from large metropolitan populations, are actually in the driver's seat! By joining the **Illinois Route 66 Scenic Byway**, together we have an opportunity to reap economic benefits and grow together!

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

Annual Dues for Businesses & Attractions

Small Business (50 or less employees)

\$200

Large Business (51 or more employees)

\$300

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

Population up to 30,000: **\$300**

Population 30,001 – 75,000: **\$550**

Population over 75,001: **\$1,050**

Annual Dues for an Individual & Family

Individual: \$30

Family: \$40

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
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