

Illinois Lincoln Highway Coalition News



December 2010



MERRY CHRISTMAS EVERYONE!

Enjoy the Season's magic and splendor! May time with friends and family, the comforts of chosen traditions and the delight of giving, renew your spirits this holiday season. Try to take in this Christmas a little at a time, remembering all through the year; the joy you give to others, is the joy that comes back to you.

Best wishes for a healthy and happy 2011!

Lincoln Highway Communities...TIME TO RENEW!

It's that time of year again to renew your participation with the Illinois Lincoln Highway Coalition!

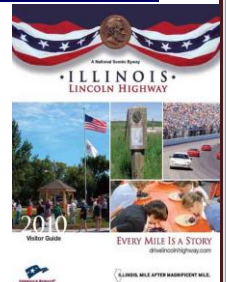
We offer you, as a Certified Partner Community:

- * Great benefits and additional exposure in marketing your community and all of its amenities to the traveling public.
- * Extended opportunity to partner in our marketing endeavors.
- * Individual listings of your community's area attractions, businesses and lodging in our upcoming Visitor Guide and complete downloadable guide.
- * Enhanced, continually updated website; individually highlighting partner communities and your event listings, and the complete

For more details on what you will receive as a Certified Partner Community and to continue your participation please visit our website and log into the Community Tool Kit ~ or ~ contact Sue at: sue@drivelincolnhighway.com

ILHC 2011 VISITOR GUIDE.....WORK HAS BEGUN

OK...we're taking a leap of faith but so are many of our tourism partners across the state at this time. With 2010 winding down, we are looking ahead at 2011...and that means the creation of the updated, enhanced and always a perennial favorite, the Illinois Lincoln Highway Visitor Guide. We have a Federal Highway Administration (FHWA) grant pending that would allow us the funding to create the 2011 piece, and we are in the beginning stages to update the content. And, of course, we need all of your help to make sure we have the latest and best attractions to showcase in your community. While it is NOT possible to list everything in the print guide (would look something like a phone book), everything can be included on the website. So, take a minute, check out your business or community listings. Is everything current? Have you updated the description? Is anything new that needs to be shared? And most important, did you know that you can Add or Change Your Listing by using the form on the website's home page? Well, NOW is the TIME to get things rolling...we'll be focusing on the website and begin to make additions to the print guide.



So, let's re-cap. 2011 will be here before you know it. The new Lincoln Highway Guide will be a much-anticipated and much-requested print piece, and needs to be available for visitors. And, YOU should begin to review your current listings and get updates to the staff. So, check your website info, check your hours, check description...and then check to see if we've missed the really cool new shop, restaurant, gallery, etc. down the street. And send pictures too.

We truly need your help to make this a comprehensive piece....so, jump in! Thanks in advance for your assistance...much appreciated!

There is still time and space...

To reserve your ad in the upcoming ILHC Visitor Guide! Showcase your business or community with this great promotional opportunity! LOW RATES!! Remember no rate increase, same price as last year!

MALTA MURAL INSTALLED... AND MORE TO COME!

The Illinois Lincoln Highway Coalition has been BUSY, Very Busy! Another Lincoln Highway Interpretive Mural was installed in November in Malta...and more are coming!



New ones are coming too... Design renderings are complete for many other communities including Geneva (should be installed before Christmas!), Morrison, Ashton, and Maple Park.

To see the ILHC murals already completed; you just need to check out the website (www.drivelincolnhighway.com) and we'll post updates on their progress. There is a great new web feature just unveiled. We're excited! Over three dozen murals will be completed at the conclusion of this project...one of the LARGEST public art endeavors in the State!

BUSINESS NOTE: MURAL ARTWORK IS COPYRIGHTED MATERIALS...

The artwork for each of the murals is the property of the ILHC, signed over to the Coalition upon completion and installation of each mural. ILHC holds the copyright for all designs. And, at this time the artwork CAN NOT be used for any commercial purposes and only authorized for reproduction by permission of ILHC.

We know this sounds crazy, but we are working with rules that pertain to materials produced by grant dollars. And, we are a 501c3, so we want to make sure that IF and WHEN we get into the merchandising arena, we are knowledgeable and compliant of our obligations. So, please wait and work with us on these endeavors. We know that options are note cards, post cards, magnets, even coffee mugs...and we know that we are getting offers from community partners wanting to showcase their specific mural. BUT, when we do create merchandising materials...we want to be able to do them in a high-quality manner and for all murals. Thanks for understanding.....call Bonnie with any questions. And we appreciate your support on this request!

This full color, 50+ page, magazine quality print piece is a road enthusiast favorite! Comprehensive distribution reaches over 50,000 people directly interested in traveling the Illinois route and surrounding communities. Your advertisement will also be included in the downloadable visitor guide. Please visit our website to access the reservation form with your many options to choose from ~ or ~ contact Sue at: Sue@drivelincolnhighway.com

RONALD REAGAN CENTENNIAL COMMISSION... GRAND PLANS FOR

2011

ILHC and NITDO have been working with state partners, and the appointed members of the Reagan Centennial Commission on plans, initiatives and events being scheduled to honor the ONLY President actually born here in Illinois. Yes, that would be Ronald Wilson Reagan born in Tampico on February 6, 1911. He is a true Illinois native son, and went on to achieve great things...and in his words, "Dixon (and Illinois) was a place to come home to...".



One of the key events is the Reagan of Illinois Concert, being conducted in Dixon on February 19, 2011. Mark Bressler, Dixon Municipal Band director, has been coordinating the project on behalf of the Dixon Reagan Centennial Commission and the Illinois Reagan Centennial Commission. The concert will be the world premiere of an original piece of music composed by David Holsinger. It's a musical composition, unbelievable works bringing together orchestration, choral and oration...Reagan's own words. It's pretty impressive and will be debuted in Dixon at this same historic theater where Ronald as a boy watched his western movies. There will be 50 musicians and 100 singers, including the Eureka Chamber Choir, the River Singers of Clinton and the Lutheran Choral Union of Rockford. A matinee and evening performance will be at the Dixon Historic Theater (where Mr. Reagan went as a boy). For more information on this and other Reagan Centennial events, check out their website at <http://www.illinoisreagancentennial.com>.

Also, another special event....

The Reagan Day at Wrigley Field date is August 6, 2011. The Dixon Parks District is taking group reservations now; deadline January 7 (group reservations are not usually available, the Cubs are making an exception for this event). Also, if anyone wants to come to Dixon, they can be park of the groups leaving here by bus. It's \$90.00 to leave here by bus, the ticket, a special Reagan button and jelly bellies.

The Commission, chaired by Representative Jerry Mitchell, has been meeting monthly. Working on statewide initiatives such as an advertising campaign, signature community events, sculpture, and now a documentary and educational curriculum, there are many great things in store for residents and visitors throughout 2011.

POWER OF TRAVEL COALITION....We are Stronger Together!

We, ILHC, NITDO and ICCVB, are excited to partner with the US. Travel Association and include you in a new initiative called the Power of Travel Coalition - a new grassroots advocacy initiative to amplify the voices of travel employees across the country, and defend and promote our unique and powerful industry. The Coalition will for the first time unite travel workers across all sectors to champion and grow our industry.

The travel community is no stranger to attacks and assaults, whether being labeled as "frivolous" by elected officials, or being harmed by man-made or natural disasters. The Coalition will work to change this by quickly and effectively responding to attacks on our industry, and proving the value of travel and tourism to policymakers and opinion leaders - as a job generator, economy booster, and vital and serious business for America.

By being a member of the Power of Travel Coalition you are working to ensure that your voice is heard when it's needed most. Coalition Membership is free. You will receive regular updates about what your elected officials in Washington are doing to protect and promote travel. When the time comes for your voice to be heard on an important issue, we will send you all of the tools for you to speak to your elected officials.

Most importantly, we need your help to recruit your colleagues and employees to join this important effort. Click here to download a recruitment toolkit, which will provide you with sample emails, letters, and fact sheets to help you recruit your colleagues. You will hear shortly from representatives from the U.S. Travel Association on updates and future efforts.

If you do not want to add your voice to this effort, please send an email to: optout@travelcoalition.org

We are proud to partner with the U.S. Travel Association and appreciate your willingness to participate in this important initiative to champion and defend our industry.

FIND US AND OUR PARTNERS ON FACEBOOK AND TWITTER

Did you know that the ILHC is on Facebook and Twitter...and did you know that we try to post updates on our own news, BUT more importantly, on YOUR news. We talk about your events, your happenings, your things to see and do that would interest a visitor...and of course, we talk about our gazebos, our murals, and our visitor guide. To become a fan of the LH, you can find our pages at [@DriveLincolnHwy](https://www.facebook.com/DriveLincolnHwy).

American Byways National Conference... August 21-24, 2011 in Minneapolis

Mark your calendars... America's Byways Resource Center and the FHWA National Scenic Byways Program are soliciting presentation proposals for the 2011 National Scenic Byways Conference to be held August 21-24 in Minneapolis, Minnesota. And while more details obviously need to be determined, there is now a big push for educational presentations. We are asking for partners to consider submitting proposals on a wide range of topics under the core learning areas:



- Corridor Management
- Visitor Experience
- Byway Organization
- Finances

While all topics relating to the four core learning areas above will be considered, we are also encouraging submittals for specific emerging and timely topics, including: incorporating safety in byway programs, specifically in biking and pedestrian issues; developing social media strategies for marketing, stakeholder engagement or fundraising, and evaluating results; livability, both rural and urban applications and/or projects; developing or refining a strategic planning process; developing a State/tribal byway program; partnership development and coordination between Indian tribes, States and byways; examples of emerging geo-spatial technology applications for byway marketing and planning; and cultural, historic, civic or geo-tourism projects as they relate to community development, tourism and traditional community places. Interested, then the deadline is December 17th. And applications can be found online at

<http://bywaysresourcecenter.org/events/conferences/2011/call-1/index.php>.

What to expect when considering attending a Byways Conference, here are the GOALS that have been set by the conference planners:

- Highlight opportunities to improve and sustain byways
- Instill a high sense of responsibility among byway practitioners
- Provide an important networking opportunity for the byway community

So, your calendars...put the date in INK. And then, keep checking back here for more details. It's a great experience for those who manage an national Scenic Byway, community partners and stakeholders and all tourism partners.....remember, August 21-24, Minneapolis!



**SAVE THE
DATE.....MARCH 16-18,
2011**

Tourism Partners, very important date to remember...March 16-18, 2011. No, not an extended celebration of St. Patrick's Day, but the date for the 2011 Illinois Governor's Conference on Tourism. Yes, this time we'll be at the Donald E. Stephens Convention Center in Rosemont. It promises to be a great time for learning and sharing, with fabulous opportunities for presentations on tourism topics and

We are also working with our Northern Illinois Tourism and the Northern Illinois Wine Trail in the Social Media mix. Now here is where we can use your assistance - to get more fans and to provide news to share, also find the Northern Illinois Tourism, on Facebook at facebook.com/VisitNorthernIL and on Twitter @VisitNorthernIL our newest endeavor, with the smallest reach to date is for the Northern Illinois Wine Trail. You can find posts about the wine trail facebook.com/NorthernILWine and on Twitter @NorthernILWine.



CONTACT US FOR TOURISM MATERIALS

With the lack of funding at this time, we regret that we can't ship you cases of materials, BUT we do want to get them into the hands of your potential visitors. Contact the office by phone or email if you need some...and we'll try to make arrangements to get you some cases. And we have rack cards on specific offerings: the new Northern Illinois Wine Trail and the ILHC Interpretive Murals and Gazebos.

ILHC BOOSTING IMAGE LIBRARY

Help is always needed from our tourism partners for new images from all seasons, especially Fall and Winter, including ALL types of events, especially photos showing people. Send us your images (with credits) to mary@visitnorthernillinois.com (she is the keeper of ALL images).

ILLINOIS LINCOLN HIGHWAY COOKBOOK

Visit the Illinois Lincoln Highway website at www.drivelincolnhighway.com and click on the homepage for information where you can get the cookbook. Perfect for Christmas gifts and hostess gifts!



trends, as well as network with your statewide colleagues and peers. So, hold the date. And, check back at the conference website www.ilgovconference.com for more details to be released shortly.

Here is what is known for sure: The conference begins Wednesday, March 16 with a series of presentations and the annual Ice Breaker reception. We continue with the annual State of the State of Tourism Address on Thursday March 17, many valuable sessions and an outstanding lineup of keynote speakers...not to mention the Illinois Tourism Marketplace (site of the evening reception) and the famed Silent Auction. The conference will conclude with the Illinois Excellence in Tourism awards luncheon Friday, March 18.

In addition to the conference program, attendees to the Illinois Tourism Marketplace can meet with vendors and view unique products and services for the tourism industry. The Governor's Conference also provides attendees with ample opportunities to network, enjoy entertainment options. Register before January 28 and save \$50 per person...cost is \$335. Register three or more attendees and receive a 10% discount! Hotel rooms are offered at a discounted rate of \$89 at the conference hotel, The Crowne Plaza Chicago O'Hare Hotel & Conference Center, 5440 N. River Road in Rosemont. Information can be found at www.iltourismconference.com – make your plans NOW!

Calendar of Upcoming Events...

- Dec 24 – Dec 31
Office Closed – Holidays & Furlough Days
- Jan 5-7, 2011
IL Specialty Growers Conference, Springfield
- Jan 10-12
Illinois Inauguration Festivities, Springfield
- Jan 17
ILHC Board Meeting, DeKalb
- Jan 20
Office Closed – ML King Day
- Jan 25-28
TSE Show, Phoenix, AZ
- Feb 3
Reagan Book-Signing, Reagan Boyhood Home, Dixon
- Feb 19
Reagan of Illinois Concert, Dixon
- March 16-18
IL Governor's Conf on Tourism

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