

Illinois Lincoln Highway Coalition News



January 2010

New Year, New Events

As 2010 starts one of our goals here at the Coalition is to update our web site with as many of your events as possible! We are happy to offer Lincoln Highway visitors "lots to see and do" in your community but that can only be achieved with your help! Please supply us with your calendars of events and update us regularly with what's happening in your area. You provide the basics; date, time, place and a brief description of the event along with a contact of either email or phone and we will get the information on our web site. Send to: Sue or use the form provided on our web site. This collaborative effort to offer travelers more opportunities to enjoy the corridor will be a benefit to all as we promote heritage tourism on the Illinois Lincoln Highway.



Some upcoming events along the highway to "save the date" for and get involved with are; June 22- 26, 2010 in Dixon for the 18th Annual Historic

Lincoln Highway Conference, the 55th Porsche Parade and Gimmick Rally featuring the Lincoln Highway route is July 3-9, 2010 based in St. Charles at Pheasant Run Resort, The Lincoln Highway Parade Friday, July 30, in downtown DeKalb and August 6th and 7th will be the Lincoln Buy-Way Sales...just to name a few!

Don't Forget to Find Us On Facebook, Twitter and Flickr

Social Media is all the rage and ILHC has joined in! You can FAN us on Facebook at www.facebook.com/DriveLincolnHwy,



on Twitter [@DriveLincolnHwy](https://twitter.com/DriveLincolnHwy)



and on Flickr (where you can also post your own photos) at



<http://www.flickr.com/photos/illinoislincolnhighway>

Upcoming ILHC Board Meeting

The next Illinois Lincoln Highway Coalition Board Meeting is scheduled for **Tuesday, January 19, 2010 – 10 a.m. at the DeKalb Chamber Office – 164 E. Lincoln Highway.** Important note:

There is another meeting scheduled for 11:30 a.m., so we must start on time and be out before the next meeting begins. RSVP to: diane@drivelincolnhighway.com or call 815-547-3854.

OH...another reminder that we have the new 2010 Illinois Lincoln Highway Visitor Guide DONE, yes delivered in mid-December. And while we've shipped out cases, we'd be HAPPY to bring some guides to you at the Board Meeting on the 19th. If you need cases, send me or Sue an email and we'll load up cases for you to take back! Saves us big-time in postage if we can hand-deliver, hint, hint, hint!!! (And as a bonus we can even bring you the 2010 Northern Illinois Visitor Guides too.)

SAVE THE DATE

COMING UP



ILLINOIS MILE AFTER MAGNIFICENT MILE.

Everyone Loves a Parade...on the Lincoln Highway!

The Illinois Lincoln Highway Coalition has received its marching orders! Through the Years is the theme of the Lincoln Highway Parade that will take place Friday, July 30, 2010 in downtown DeKalb on the Lincoln Highway. The parade is a feature in a weekend celebration of Kishwaukee Fest, as classic style Drum Corp shows and the Drum Corps Festival of Champions return to DeKalb through FunME Events.

We are excited to include our Lincoln Highway communities in and along the corridor as part of the parade! So please start planning how you would like to represent your town, city or village with an entry in the Lincoln Highway Parade. We want your elected officials, veteran and military units, boy scouts (it's their 100 year anniversary!), bands, dancers, special groups, local pageant winners, build a float and anything else that says "we are proud to be a part of the Lincoln Highway!"

A Kishwaukee Fest parade application is available through our office so please email; Sue or call 815-547-3854 and be a part of this exciting Lincoln Highway Parade!

Are You Ready for the New Reality?

The tourism industry is a thriving source of Illinois' economy and annually, professionals in this industry come



together to learn from tourism experts and take advantage of the latest information, products and services which enhance travel in Illinois. With that said, join us for the 2010 Illinois Governor's Conference on Tourism on February 17-19 at The Fairmont Chicago.

When looking at our changing industry, it is important to look beyond traditional marketing efforts, embrace change and take charge of the current environment to maximize results for your destinations. We need to shift our focus from telling consumers where to travel to listening to their travel desires and get the right message out about Illinois because this is, The New Reality. We need to embrace word-of-mouth recommendations which are influential to travelers and gain the trust of those who are leading the conversations, both on and off line. To guide this thinking, this year's Illinois Governor's Conference on Tourism will provide an understanding of where we stand as an industry and how we can successfully move ahead so that Illinois continues to be a leading travel destination.

Industry experts will share their knowledge of evolving travel trends and enjoyable social events will make for great networking opportunities.

Join the Illinois Department of Commerce and Economic Opportunity, Bureau of Tourism and the Illinois Council of Convention and Visitors Bureaus to learn how to effectively engage consumers and keep them traveling throughout Illinois. There are many valuable sessions and an outstanding lineup of keynote speakers including Roger Dow, President & CEO, U.S. Travel Association, Futurist Jim Carroll, and Motivational Speaker Mike Rayburn. The conference will conclude with the Illinois Excellence in Tourism awards luncheon Friday, February 19. For Registration, Hotel Information and other activities go to www.ilgovconference.com.

Interpretive Mural in Aurora

Illinois Lincoln Highway Coalition announces the completion of the first of 40 new Interpretive Murals to be installed along the Illinois Lincoln Highway National Scenic Byway and its corridor in northern Illinois. This mural is located at 50-52 North Broadway. This mural showcases Aurora as the "City of Lights" since they were one of the first to have street lights.



ILHC Interpretive Mural Project moving along, did you see the fantastic article in the Chicago tribune on the murals in Joliet and Aurora? WOW! The following communities are done (or almost done) Aurora, Joliet, and Oregon. And, Elburn, Dixon, Cortland, and Genoa are also close to having paint applied soon. A few renderings are attached for a sneak peak. So, that's seven – only 33 to go!



If your community has not taken advantage of ILHC's offer to install a 10' x 20' mural depicting the highway's history, now's the time to put a bug in the ear of your mayor or village president. Have them contact ILHC by emailing Diane and we'll make sure to get the info out. Most communities have been contacted and are taking the steps to procure one of these beautiful murals. Don't let your city, town or village miss out!

Hold the Date of March 17th... The Northern Illinois Festival & Special Event Workshop Returns in 2010



Whether it's just plain luck, or the Luck of the Irish, we've been able to work with the Illinois Special Event Network (ISEN) to once again offer the Northern Illinois Festival & Special Event Workshop. Date has been set on an especially lucky day, March 17, 2010 and the location, the Clock Tower Resort in Rockford (and home to the newly opened Tilted Kilt Restaurant). How lucky!

We'll be offering an extended half-day session; beginning with a keynote presentation over breakfast. Day will begin at 8:00 a.m. with registration and breakfast and conclude after the luncheon keynote at 2:00 p.m. We'll offer two break-out sessions in the mid-morning with two options for each session. And the day concludes with a hands-on keynote following lunch. We won't be offering the Entertainment Showcase or the Vendor Expo, as their retuning event will be smaller in scope. BUT, all attendees will be provided with a Resources Bag filled with coupons and promotional materials from area vendors anxious to work with your event. And if you know of a Vendor who may want to share materials and information, have them contact our office to have a form sent out.

The schedule is being finalized and we are looking at current trends, topics presented at either IFEA or ISEN's convention, as well as speaker availability. And, after that, well put together a strong overview of the workshop.

So, mark your calendars for March 17th. It's your Lucky Day, and we're hoping you want to spend some time with us getting ideas for your 2010 events.....And, the cost for your workshop, including breakfast and lunch, materials will be \$50....what a lucky deal.

2010 ILHC Visitor Guide Is Here

We are so happy to say the 2010 Illinois Lincoln Highway Visitor Guide is here! This will make the "in-demand" guide ready for highway travelers that much sooner! Many improvements were developed for the new guide; a page dedicated to the completed interpretive gazebo project, a half page for the current interpretive mural project, a new, easier to use map of the highway including icons for the locations of gazebos, murals and exhibits, as well as many new photos throughout the publication. Another welcomed change was moving all accommodation listings to just their own section, allowing each community additional space for their individual listings.



All said and done we are excited, the 2010 guide proves to be better than ever! The guides were delivered on Friday and we have already started shipping guides to our partners. Please contact our office with your request for visitor guides as soon as possible. We will be very happy to bring guides to the January 19th meeting.

2010 Community Certifications

Community Partner Certification Renewals are now due for 2010. Back in October, Diane sent out all the necessary information for your community to renew their partnership with the ILHC and a second notice was sent out at the end of November. Several communities have yet to send in their 2010 Certification. Remember, in order to continue to receive space in our annual visitor guide (over 50,000 circulated in 2009) and on our very popular website, this fee must be paid annually. Along with the above, we promote your events via Facebook and Twitter; and will continue to offer wonderful projects such as the Interpretive Gazebo and Interpretive Mural projects.

ILHC had over 40 community partners in 2009 and we are very appreciative of their continued support. We could not do what we do without their help. If you need copies of the Certification Form contact [Diane](#).

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