

# DCEO Route 66 Grant Projects in The First Hundred Miles

CHICAGO through JOLIET to PONTIAC



# DCEO Route 66 Grant Projects in The First Hundred Miles

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# Route 66 Grant History February 2022 to Present

- Choose Chicago
- Visit Oak Park
- Discover DuPage
- Heritage Corridor Destinations
- Visit Bloomington-Normal
- Visit Springfield
- Destination Logan County
- Great Rivers and Routes
- Visit Downstate IL

Approximately  
300 miles  
Chicago to  
Granite City



## Year 1 – FY22 (Feb to June)

- \$4M available
- No Max, based on Score
- \$1,575,488
- Projects for state-wide promotional activities and product development
- HCD managed state-wide

## Year 2 – FY23 (Jan to June)

- \$3,703,827 available
- No Max, based on score
- \$1,609,400
- Projects for state-wide promotional activities and product development
- HCD managed state-wide



## Year 3 – FY24 (Jan to June)

- \$3,347,663 available
- \$1,250,000 max
- \$1,250,000 awarded
- \$600K max toward state-wide marketing
- Rivers and Route (R&R) managed state-wide projects

## Year 4 – FY25 (Feb to June)

### ROUND 1

- \$4M available
- \$300K max awarded
- \$2.4M toward state-wide marketing awarded to R&R

### ROUND 2

- \$260K available
- \$90K max awarded
- No additional marketing

# Grant Projects

- Marketing & Promotion
- New Museums & New Exhibits
- Exhibit Enhancements
- Photo Opps/Signage
- EV Charging Stations



# Marketing & Promotions

- Advertising Placements (Domestic/INTL)
  - Travels with Darley IL episode
  - Samantha Brown IL episode
  - Maps 66 Sites (French, German, Spanish, Chinese)
  - Byway Travel Guide







# Travels with *Darley*



# Marketing & Promotions

- Tradeshows & Sales Mission
- Festivals and Special Events
  - Red Carpet Corridor Advertising & Activation
  - Illinois State Fair & Mother Road Festival
  - Blues Brothers Con w/Akroyd/Belushi – 5k/42/18
  - Berwyn Car Show
  - Edwardsville Rotary Car Show



# New Museums & Exhibits

- Joliet Railroad Museum @ Union Station
- Twin Centennial Murals at Rialto Square Theatre
- Pumped Up on Plainfield Exhibit/Exterior Signage
- Joliet Drawbridge Exhibit
- Oak Lawn Children's Museum Interactive Road Trip Exhibit
- Gallery of Champions Exhibit and Joliet Prison City Exhibit



# Attraction Enhancements

- Ambler Texaco Visitor Center new windows and exterior paint
- Broadway Greenway new interpretive signage, exterior neon signs and park improvements
- IL Rock and Roll Museum new exhibit display cases
- Lockport Community Monument new landscaping
- Jacob Henry Mansion new stage/sound equipment



# Ambler Texaco Visitor Center

Village of Dwight



Visit  JOLIET

*Greetings from*

**JOLIET**

ILL.

PROJECT FUNDED BY ILLINOIS DCEO ROUTE 66 GRANT

    



# Attraction Enhancements

- Pontiac new Outdoor Visitor Kiosk
- Pontiac, Lockport and Wilmington new murals
- Joliet Area Historical Museum new Welcome Center



# Photo Opps & Signage

- Gigantar – 24' Exterior Sign at IL Rock and Roll Museum
- Community Electronic Sign Board
- Route 66 Shield Community Monuments – 20 locations
- *Burr Ridge, Berwyn, Bolingbrook (2), Channahon, Crest Hill, Countryside, Darien, Dwight, Gardner, Joliet (2), Lockport, Oak Brook, Plainfield, Pontiac, Romeoville (2), Willowbrook, Wilmington*







# EV Equipment & Charging

- EV for OJP
- Joliet City Center (4) and OJP (2)
- Dwight Renfrew Park (2)
- Lockport Downtown (4)
- Bolingbrook (2)
- Wilmington (4)
- Pontiac (2)



# The First Hundred Miles of Route 66 Illinois

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- [TheFirstHundredMiles.com](http://TheFirstHundredMiles.com)
- [HCDestinations.com](http://HCDestinations.com)
- [TheLandingPadIL.com](http://TheLandingPadIL.com)
- [VisitJoliet.com](http://VisitJoliet.com)
- [VisitWill.com](http://VisitWill.com)
- [VisitBolingbrook.com](http://VisitBolingbrook.com)

