



IMPLEMENTATION

This road leads to where shared visions become reality.

WILL COUNTY ILLINOIS ROUTE 53 CORRIDOR IMPLEMENTATION FRAMEWORK

The Will County Illinois Route 53 Corridor is an emerging recreation destination with major historic, cultural and natural assets. Over the past year, various agencies, organizations and businesses have convened to articulate a vision to build on these assets to make the Corridor a major tourism hub and a source of wider economic benefit to the region.

A forceful approach is needed to implement this plan successfully—one that leverages existing organizations while maintaining a tight focus on weaving the assets and opportunities within the Corridor into a cohesive and complementary whole.

This section outlines an implementation strategy that first assesses the existing organizations and functions that they provide. It then looks at how other tourism areas that encompass multiple jurisdictions plan and promote the area, what functions these organizations take on and how they are funded in order to provide some perspective on how the Corridor's stakeholders could potentially transform the planning process into a framework for implementation.

Based on the existing organizational landscape and the perspective offered by the case studies, the strategy delineates key tourism functions and proposes an organizational approach to implementation that reconciles these functions to specific entities.

The conclusion provides a preliminary framework for funding these key functions.

A range of organizations actively promote the development of tourism and recreational resources within the Will County Route 53 Corridor. The organizations primarily responsible for tourism and economic development are described briefly on the following pages.



IMPLEMENTATION FRAMEWORK • EXISTING ORGANIZATIONAL RESOURCES

HERITAGE CORRIDOR CONVENTION AND VISITOR'S BUREAU (CVB)

The Heritage Corridor CVB is a state-designated and -funded entity that promotes leisure and convention travel to communities along the historic Illinois and Michigan Canal National Heritage Corridor. It maintains a website with information for visitors, generates leads for member businesses, and assists event planners to organize tours with custom itineraries, maps and other materials.

ILLINOIS ROUTE 66 ASSOCIATION

The Illinois Route 66 Association is part of a broader network of associations that seek to preserve and promote U.S. Highway 66 and the communities adjacent to it. In addition to publishing promotional materials and attending community events to promote the highway, the Illinois Route 66 Association sponsors an annual



motor tour between Chicago and St. Louis. It also encourages federal and state governments to designate Route 66 as a scenic highway and provide funds for signage and maintenance.

CHICAGO AND BEYOND REGIONAL TOURISM

The Chicago and Beyond Regional Tourism Office is part of the Illinois Office of Tourism (part of the Department of Commerce and Economic Opportunity), with a service area that encompasses 17 counties in northern Illinois. It is primarily involved in promoting regional tourism, developing recreational assets, and lobbying for legislation to provide additional resources to the region.

WILL COUNTY CENTER FOR ECONOMIC DEVELOPMENT (CED)

Responsible for attracting and retaining employers and jobs in Will County, the CED helps market the County and its communities to prospective businesses, builds and maintains relationships with existing companies and other entities involved in economic development, producing and distributing business and economic information, and lobbying for policies that benefit the Will County economy.

CANAL CORRIDOR ASSOCIATION

The Canal Corridor Association is a non-profit designated by Congress as the local coordinating entity for the Illinois & Michigan Canal National Heritage Corridor. It is primarily responsible for promoting the canal and surrounding area as a cultural and historical destination and developing facilities to support more recreation and tourism in the Heritage Corridor.

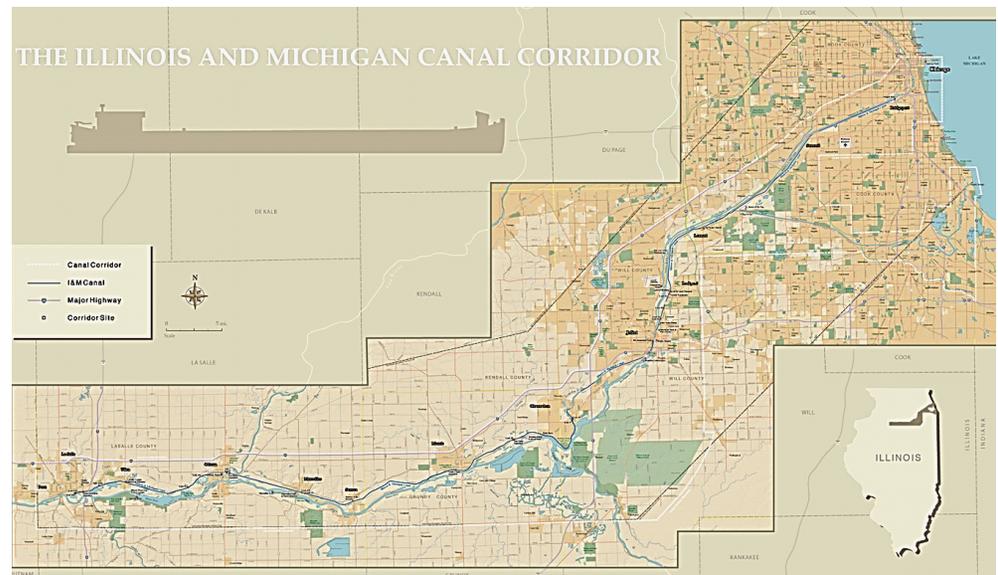
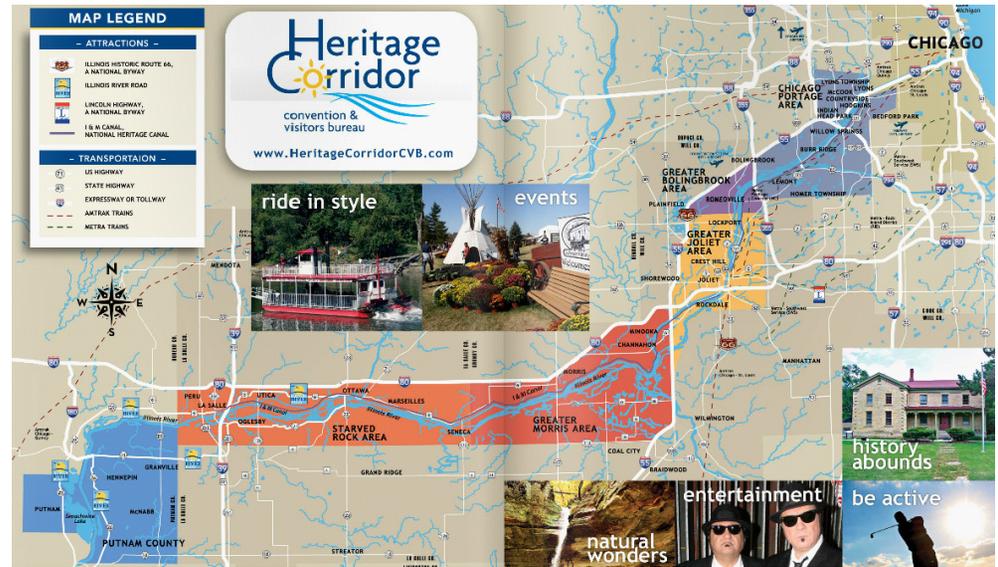
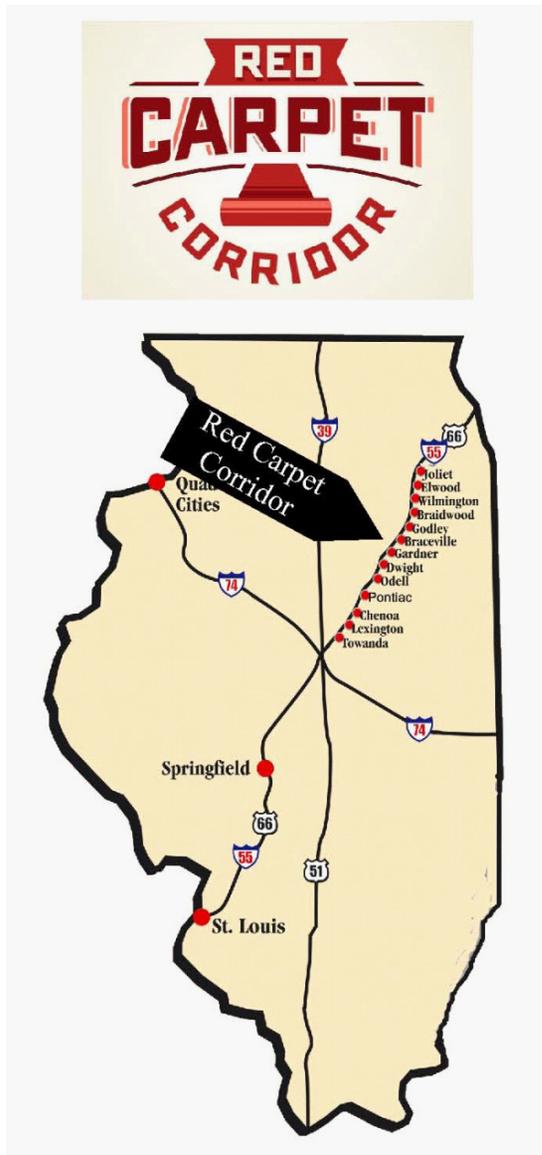
CORRIDOR MUNICIPALITIES

The municipalities of Joliet, Wilmington, Manhattan, Elwood and Braidwood are actively engaged in economic development and tourism promotion efforts within the Corridor. Municipal governments have the ability to employ a variety of local economic development tools, such as tax increment financing (TIF), special service areas (SSA), and business districts, that can provide funds for infrastructure improvements and promotional activities.

RED CARPET CORRIDOR ASSOCIATION

The annual Route 66 Red Carpet Corridor Festival is about family fun on the most famous road in America. Sponsored by the twelve communities which make up the 90-mile stretch from Joliet to Towanda, the annual festival invites everyone to experience the good life in the slow lane.

IMPLEMENTATION FRAMEWORK • EXISTING ORGANIZATIONAL RESOURCES

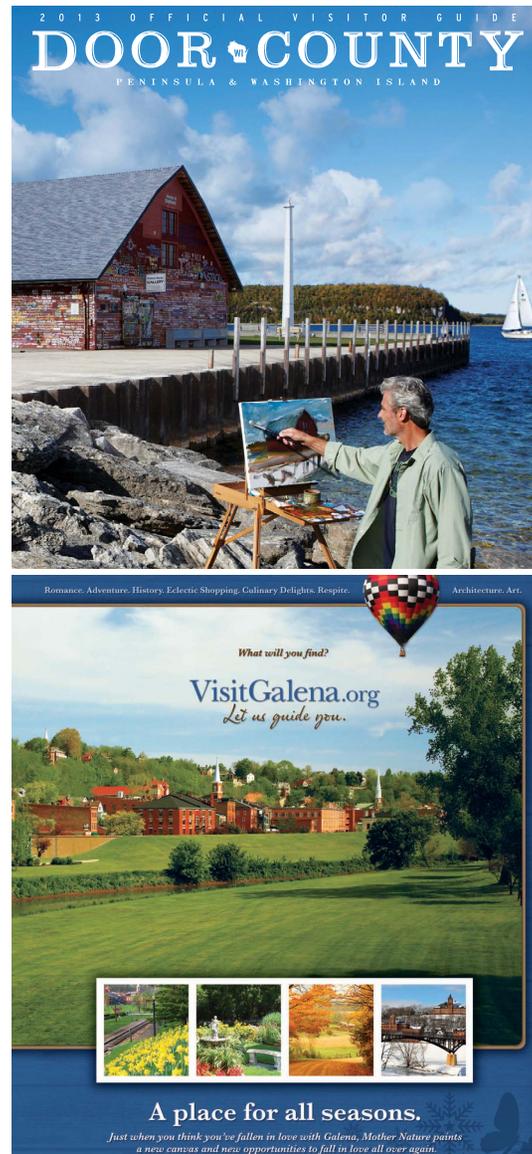


IMPLEMENTATION FRAMEWORK • CASE STUDIES

Four tourism regions were examined to explore possible organizational frameworks to build regional tourism activity with a unique identity.

In general, approaches range from a tight focus on promotion (Door County, Wisconsin) to a more comprehensive strategic approach to developing, managing and marketing the region (Buffalo Niagara).

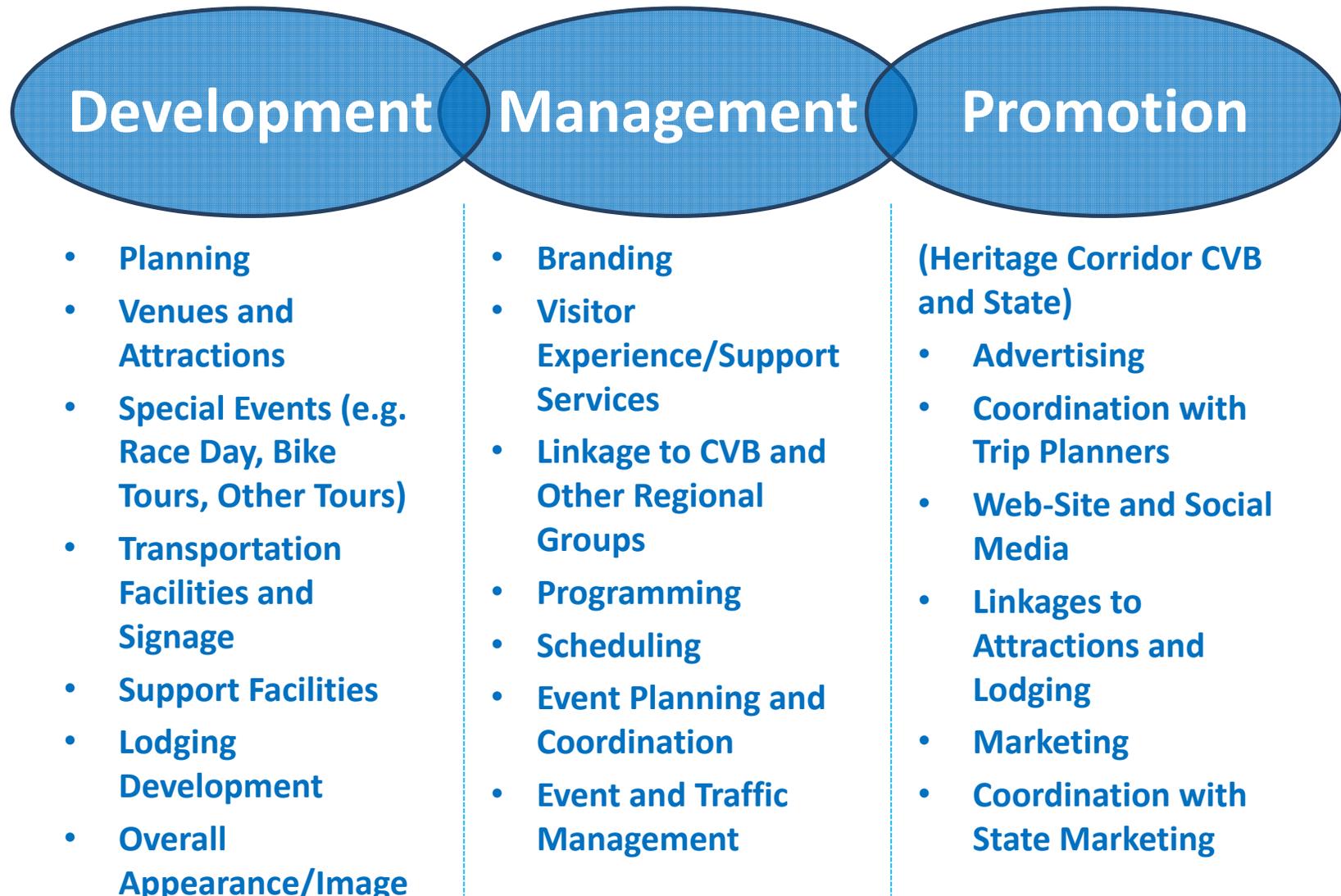
A matrix summarizing the goals, functions and strategies, organization and funding arrangements within each region is provided on the next page.



SUMMARY MATRIX OF CASE STUDIES

TABLE 1:
Case Study Summary Matrix

	Galena/Jo Daviess County	Chicagoland South	Door County	Buffalo Niagara
Goals	<ul style="list-style-type: none"> To develop year-round sustainable tourism for Jo Daviess County in a manner which will favorably impact the resident's quality of life and economic well-being 	<ul style="list-style-type: none"> Increase convention and group travel leads and bookings from national, regional and local sources 	<ul style="list-style-type: none"> Increase tax and visitor's bureau revenue to meet specific targets Continue to build a unified brand for the County and prove value to members 	<ul style="list-style-type: none"> Transform region into a world class cultural tourism destination by making its cultural attractions more well-known and admired
Functions & Strategy	<ul style="list-style-type: none"> Marketing for leisure travel via online and printed media Lodging referral services for visitors Staffing of Visitor Information Center 	<ul style="list-style-type: none"> Marketing to event planners and conference managers via print, internet and convention presence Provide funding and technical assistance to build the capacity of local organizations' loyalty Marketing for leisure travel via print/internet ads, building relationships with media outlets 	<ul style="list-style-type: none"> Branded marketing to regional/national audiences that are in key demographic/psychographic, target young adults to build long-term brand loyalty Expand social media/online marketing and research efforts Emphasize value added to member organizations and communities 	<ul style="list-style-type: none"> Coordinate programming around 'centerpiece' attractions to form 'experience clusters' Marketing of clusters/centerpieces through data-driven/targeted campaigns Fill gaps in organizational capacity, long-term planning and coordination, information, and transportation/signage
Organization	<ul style="list-style-type: none"> Galena/Jo Daviess County Convention & Visitors Bureau (CVB) is a department of county government The CVB is guided by an Advisory Board appointed by the County Board and composed of visitor industry businesses and local governments 	<ul style="list-style-type: none"> The Chicago Southland Convention & Visitors Bureau is an independent 501(c)6 organization representing 62 municipalities The Bureau's board consists of local visitor industry leaders and government officials 	<ul style="list-style-type: none"> Door County Visitor Bureau (DCVB) is responsible for marketing the County's attractions and tourism-related businesses DCVB also tracks key metrics (e.g., room tax, occupancy, web traffic, consumer research and reviews) 	<ul style="list-style-type: none"> Advisory Council oversees/guides implementation and policy, composed of leaders from cultural, arts and tourism organizations, government and funding entities Cultural Tourism Working Group composed of tourism professionals working on day-to-day implementation Regional Asset Development Coordinator will work on building capacity of arts/cultural/tourism organizations The efforts of these organizations will be focused on two distinct areas: short-term marketing efforts and longer-term asset development
Funding	<ul style="list-style-type: none"> Operating Funds Hotel/motel taxes Illinois Office of Tourism grants Member Fees 	<ul style="list-style-type: none"> Operating Funds Illinois Local Tourism Convention Bureau Grant program Hotel/motel taxes Member fees 	<ul style="list-style-type: none"> Operating Funds Membership fees Fee-for-service marketing for specific events and organizations 	<ul style="list-style-type: none"> Operating Funds Hotel/motel tax (Eria and Niagara County) Capital Funds Local capital budgets Arts/Culture Organization Funds Private foundations



IMPLEMENTATION FRAMEWORK • INDUSTRY FUNCTIONS

Building a successful tourism industry involves three general implementing functions:

- Development
- Management
- Promotion

Many of these functions are evident in the tourism case studies as well as the existing Will County tourism organizations.

Each of these serves a different function, but all three are critical for a successful tourism destination area.

DEVELOPMENT

Development plays an important role in creating and maintaining a high-quality tourism destination that fully realizes the potential of its natural, cultural and recreational resources. Development functions include the creation of new venues and attractions, providing support facilities and lodging, improving and maintaining the image of both specific destinations and corridors, and developing special events that draw additional visitors.

MANAGEMENT

Ongoing management helps to improve the visitor experience, build the capacity of the leisure industry and coordinate events to ensure that resources are used efficiently. Management functions include providing visitor experience and support services, planning and coordinating special events (including traffic management), programming and scheduling activities, and maintaining relationships with operators, CVBs and other regional groups.

PROMOTION

Promotion is a core activity for many tourism organizations, and consists of both media and direct marketing. Media activities include advertising the region as well as individual attractions and operators, maintaining a website and social media presence, providing referrals to activity and lodging operators and coordinating with state marketing programs. Direct marketing consists primarily of contacting and coordinating large trips with group trip and conference planners.

IMPLEMENTATION FRAMEWORK • RECOMMENDED APPROACH



IMPLEMENTATION FRAMEWORK • RECOMMENDED APPROACH

The Corridor benefits from having a wide range of well-established organizations promoting tourism.

Based on the Corridor's existing organizational assets and the perspective provided by the case study regions, an organizational approach that fills gaps and improves coordination between groups while building new capacities at a strategic level appears suited to implementing the Plan. This approach assigns functions to entities at 3 levels:

- Tourism Advisory Council, Corridor level
- Municipal Tourism Development Committees, Community level
- Venue Sponsors & Operators, Site level

TOURISM ADVISORY COUNCIL

The Tourism Advisory Council would be a permanent entity concerned with strategic planning, setting regional priorities, creating a cohesive brand for the Corridor and management functions. These management functions could include the following:

- Major events and attractions
- Development of basic tourism support services (e.g., lodging and wayfinding)
- Grant seeking
- Programming and scheduling
- Coordination of venues, events & activities
- Maintaining linkages to Heritage Corridor
- Maintaining linkages to Route 66, the Canal Corridor, and Illinois River Road
- Maintaining linkages to the Will County Center for Economic Development
- Management, coordination and support of events

Since the Stakeholder Group has already been concerned with these issues, the Tourism Advisory Council could be seen as its evolution. Staff support could be provided initially by County personnel before transitioning to more permanent staff as described in the Funding Framework section.

MUNICIPAL TOURISM DEVELOPMENT COMMITTEE

Tourism Development Committees at the municipal level could help coordinate planning and zoning activities between municipalities along the Corridor and leverage the economic development tools municipalities have at their disposal, such as TIF, SSA, and business districts. These resources could be used not only to support development and maintenance of venues and supporting facilities, but also to enhance the character of corridor communities as authentic small towns with unique identities.

VENUE SPONSORS/OPERATORS

Operators of individual venues and lodging have immediate concerns related to their bottom line, and are primarily focused on developing and marketing their own operations. Regional and municipal entities should remain engaged with operators to ensure that plans and initiatives meet their needs and help their initiatives succeed. There could also opportunities for direct partnerships between operators and municipal and regional entities around marketing and development.

IMPLEMENTATION FRAMEWORK • FUNDING FRAMEWORK

There are a wide range of funding options to provide ongoing funding for the development, management and promotion of the Corridor.

There are several strategies to use established economic development programs and funding sources to provide permanent support for the management and promotion functions that would be undertaken by a Tourism Advisory Council.

For specific projects, organizations can also seek funds through various grants offered by regional and state agencies.

MULTIPLE SSA DISTRICTS

As mentioned previously, municipalities have the ability to create SSAs to fund improvements, maintenance and promotion of designated areas. Often, municipalities contract with a management entity to provide these services with the funds they collect. Municipalities could agree to create SSAs covering existing and planned visitor destinations and supporting facilities within their boundaries, and then contract with the Tourism Advisory Council for services. This would enable the Tourism Advisory Council to hire dedicated staff with reduced need for external support.

MUNICIPAL DONATIONS

If municipalities are unwilling to create SSAs, they could provide contributions from their general funds to support staffing of the Tourism Advisory Council. Such donations could be justified on the basis that the work of the Tourism Advisory Council would increase sales tax revenues.

MEMBERSHIP FEES

Tourism management organizations commonly charge tourism operators a fee in exchange for support services, a voice in tourism planning processes, and other membership benefits. Charging a membership fee can increase operators' engagement in promoting the region and can also give operators a sense of ownership in the management organization. Consequently, membership fees could help keep a Tourism Advisory Council accountable to operators, who will be interested in receiving value for their financial support.

SERVICE FEES AND OTHER REVENUES

Many tourism management organizations also charge service fees for event planning, management and promotion services. Advertising and sponsorship opportunities can also be sold to generate revenue and sustain promotion activities.

POTENTIAL GRANTS AND FUNDING SOURCES

(From CMAP website)

Illinois Transportation Enhancement Program Grants (ITEP) provides funding for community based projects that expand travel choices and enhance the transportation experience. Funding can be used for cultural, historic, aesthetic, and environmental improvements related to transportation infrastructure. A project must fall into one of twelve (12) eligible categories listed within the ITEP Guidelines Manual and also must relate to surface transportation in order to qualify.

A sub-category of the ITEP program is the **Illinois Green Streets Initiative**. The goal of this initiative is to reduce greenhouse gas emissions in the state, and to address the growing threat of global climate change, through landscape or streetscape projects that involve the planting of native trees and prairie grasses. Funding will be provided for up to eighty percent (80%) of the project costs. The remaining twenty percent (20%) is the responsibility of the program sponsor. See <http://www.dot.il.gov/opp/itep.html>

Congestion Mitigation and Air Quality Improvement Program (CMAQ): The Congestion Mitigation and Air Quality Improvement Program (CMAQ) grant requests are submitted through the Chicago Metropolitan Agency for Planning (CMAP). This is a federally funded program that is part of the surface transportation improvements designed to improve air quality and to mitigate congestion. It was created in 1991 as part of the Inter-modal Surface Transportation Efficiency Act (ISTEA). Eligible projects include pedestrian and bicycle facility projects, as well as transit improvements and traffic flow projects. Website: <http://www.cmap.illinois.gov/congestion-mitigation-and-air-quality>

Surface Transportation Program (STP): The Surface Transportation Program (STP) provides flexible funding that is used by states and localities on any Federal-aid highway, bridge projects on any public road, transit capital projects, and bus terminals and facilities. The federal share for the program generally is eight (80) percent, but is subject to the sliding scale adjustment. STP funds can be used for bicycle and/or pedestrian projects or elements of projects. All projects will be approved by the individual Council and then will be reviewed by the Chicago Metropolitan Agency for Planning (CMAP). All selected projects must be submitted to CMAP for inclusion in the region's Transportation Improvement Program (TIP). For more information about the Council of Mayors, see the CMAP webpage <http://www.cmap.illinois.gov/council-of-mayors>

Illinois Department of Commerce and Economic Opportunity (Illinois DCEO) [Tourism Attraction Development Grant Program \(TAP\)](#): This program was created "to provide matching grants to assist in the development or improvement of projects that increase the economic impact of tourism throughout the State." The program provides grants to counties, municipalities, not-for-profit and for-profit organizations to assist in the development and improvement of tourist attractions in Illinois. TAP grants and loans shall not exceed \$1,000,000 and shall not exceed 50% of the entire amount of the actual expenditures for the development or improvement of a tourism attraction.

Illinois Department of Commerce and Economic Opportunity (Illinois DCEO) [Community Development Assistance Program \(CDAP\)](#): The Illinois DCEO CDAP program is "a grant program funded through the U.S. Department of Housing and Urban Development (HUD) that assists Illinois communities by providing grants to local governments to help them in financing economic development projects, public facilities and housing rehabilitation. The program is targeted to assist low-to-moderate income persons by creating job opportunities and improving the quality of their living environment."

POTENTIAL GRANTS AND FUNDING SOURCES

(From CMAP website)

Strategies/Partnerships with Local Initiatives:

General Revenues: In our region, the Village of Downer's Grove used general revenues to develop their comprehensive bicycle plan. Wheaton's Park District used capital funds to upgrade a path system that provides access to the train station and a grade school.

TIF Districts: These revenues can be used to improve conditions for walkers and cyclists as part of larger development projects. Arlington Heights used TIF money to help pay for the reconstruction of its pedestrian and bicycle friendly Metra station.

Other Funding Approaches: Communities may consider:

- general obligation bonds
 - bike licensing/registration fees (for exclusive use in building/maintaining bicycle and pedestrian facilities)
 - creating "advanced transportation districts" in zoning and development ordinances with traffic impact fees
 - local-option transportation taxes (see overview at: [Local Option Transportation Taxes in the U.S.](#) and at: [Local Option Transportation Taxes -- State by State](#)).
 - setting aside a portion of vehicle registration fees, and designating a percentage of STP funds for bike facility construction and maintenance. For provisions governing use of Motor Fuel Tax receipts, state by state, see: <http://www.fhwa.dot.gov/ohim/hwytaxes/mf106.pdf>. As an example, Alameda County, in California, set aside five percent of the county's transportation sales tax funding to go to bicycle and pedestrian projects. Chambers of commerce and tourism can help promote shopping and visiting by foot and bike. The fact is that bicycle and pedestrian facilities can be substantial attractions for tourists and economic activity. (See, for example, the article "Economic Impact of Investments in Bicycle Facilities: Case Study of North Carolina's Northern Outer Banks" at <http://trb.metapress.com/content/f511nk3g705230p2/>. Here in northeastern Illinois, in the Village of Woodridge, the local chamber of commerce prints and distributes a community map that includes bikeways. The Illinois Department of Commerce and Community Affairs also administers grants and provides technical assistance through programs such as the Illinois Main Street Program.
- The Illinois Department of Public Health, Nutrition and Physical Activity Section, is promoting the value of walking and biking for purposeful trips, like errands and work commute. See <http://www.activelivingresources.org/aboutalrc.php>) focuses on creating an environment that promotes physical activity and health.

POTENTIAL GRANTS AND FUNDING SOURCES

(From CMAP website)

Illinois Department of Natural Resources: IDNR administers Outdoor Recreation Grants-in-Aid programs. The programs, which are most relevant for bicycle and pedestrian projects include:

- Bicycle Path Program – helps with the acquisition, construction and rehabilitation of public, non-motorized bicycle paths and directly related support facilities. Applications must be received by IDNR by March 1 of each calendar year, when there is an active program. For more information see: <http://dnr.state.il.us/ocd/newbike2.htm>.
- Recreational Trails Program – provides up to 80% funding assistance for acquisition, development, rehabilitation and maintenance of motorized and non-motorized recreation trails. Applications are due March 1 of each calendar year. For more information see: <http://dnr.state.il.us/ocd/newrtp2.htm>.
- Open Space Lands Acquisition and Development (OSLAD), Land and Water Conservation Fund (LWCF), and Park and Recreational Facility Construction (PARC) -- the OSLAD and LWCF programs assist local government agencies in the acquisition and development of land for public parks and open space. Both programs have been used to fund bicycle/multi-use trail development. The PARC program provides grants to eligible local governments for park and recreation unit construction projects, including the acquisition, development, construction, reconstruction, rehabilitation, improvements, architectural planning, and installation of capital facilities such as buildings, structures, facilities, and land for park, recreational open space, and purpose. Applications are accepted between May 1 and July 1 of the calendar year. For more information see: <http://dnr.state.il.us/ocd/newoslad1.htm>.

Member Initiative Money: State legislators have discretionary funds that can be used for projects of their choice. They can be powerful allies for pulling together and providing resources for projects that span municipalities.

Rivers, Trails, and Conservation Assistance: Also known as the Rivers and Trails Program or RTCA, this program is the community assistance arm of the National Park Service. RTCA staff provide technical assistance to communities so they can conserve rivers, preserve open space, and develop trails and greenways. The RTCA program implements the natural resource conservation and outdoor recreation mission of the National Park Service in communities across America. August 1 is the deadline each year for the next round of assistance. Applicants are strongly encouraged to discuss project ideas with RTCA staff before submitting an application. Please contact: Diane Banta at diane_banta@nps.gov or (312) 863-6287. See: <http://www.nps.gov/ncrc/programs/rtca/whatwedo/projects/IL.pdf>.

POTENTIAL GRANTS AND FUNDING SOURCES

(compiled by Will County Land Use)

Name	Organization	Deadline	Category	Matching Amount	
Route 66 Corridor Preservation Program	NPS	March 29, 2013 (yearly)	Preservation & Restoration	Yes	Varies
American Express Corporate Responsibility (CSR)	American Express	None	Preservation, Restoration, & Sustaining	No	Varies
Prudential Foundation	Prudential	None	Economic Development	No	Varies
Tourism Marketing Partnership Grant	Illinois Dept. of Commerce	None	Tourism	Yes	Varies
Tourism Attraction Development Grant	Illinois Dept. of Commerce	None	Tourism	Yes	Varies
Bank of American Grants	Bank of America	April 15 - May 10, 2013 (yearly)	Community Development	No	Varies
Choice Hotels International Foundation	Choice Hotels	N/A	Tourism	Yes	Varies
Exelon	Exelon	None	Environment	No	Varies
George Gund Grant	George Gund Foundation	Winter Deadline: Nov. 15/// Summer: March 15/// Fall: July 15	Economic Development and Community Revitalization	No	Varies
Illinois Trail Grant Programs	IDNR	March 1st of every year	Bike & other Recreation Trails Development	Yes	Varies
Open Space Lands Acquisition & Development Program	IDNR	May 1 thru July 1 of each year	Development/Renovation Project	Yes	Up to \$400,000
Rivers, Trails & Conservation Assistance Program	NPS	August 1 of every year	Trail Development	Yes	Min of \$2,000
Large Projects IL Wildlife preservation Fund	IDNR	April 1st every year	Wildlife Preservation	Yes	Up to \$2,000
Rehadders IL Wildlife Preservation Fund	IDNR	April 1st every year	Protection of Endangered Species	Yes	Up to \$2,000
Small Projects IL Wildlife Preservation Fund	IDNR	April 1st every year	Protection of Endangered Species	Yes	Up to \$2,000
Illinois Habitat Fund	IDNR	August 1st every year	Preservation of Natural Habitat	Yes	Varies
Economic Development Assistance Program	Grants.gov	June 13, 2013// September 13, 2013	Economic Development	Yes	N/A
W.K. Kellogg Foundation	W.K. Kellogg Foundation	None	Community and Civic Engagement	No	Varies
Acres For America	Walmart and NFWF	June 3rd of every year (Pre-proposal)	Conservation	Yes	Varies
America's Great Outdoors: Developing the Next Generation of Conservationists	NFWF	January 21st, 2013	Outdoor Recreation Engagement	Yes	Varies

COMPLETE LIST OF RECOMMENDED PROJECTS

INSTITUTIONAL

- Establish Name And Identity
- Establish The Tourism Advisory Council to Oversea The Corridor Area Development and Events Management
- Establish Muncipale Tourism Development Committees For Each Community

INFRASTRUCTURE

ROADWAY

- IL 53 Improvements - Landscaping, Signage, 66 Stops, Trails, Pedestrian Crossings and Intersection improvements
- I-80 Interchange Improvements
- Walter Strawn Intersection Improvements

BRIDGE IMPROVEMENTS

- I-80 Bridge Over IL 53
- Reconstruct Two Railroad Bridges Over IL 53 To Create Wider R.O.W For Drive Lanes, Sidewalks And Bike Trial
- Bike Trail On New I-55 Bridge Over Des Plaines River

TRANSIT

- Bike Share And Zip Car Stations At Both Metra Stations
- Kiosks/Info At Stations To Direct travelers to the corridor
- Market To The High Speed Rail Travelers From St. Louis
- Tram/Pace Loop Connecting Stations To Destinations

TRAILS

- Trail Within IL 53 Row
- Connection Between Wauponsee Glacial Trail And I&M Canal Trail At North End
- Connect The Wauponsee Glacial Trail To The Old Plank Road Trail
- Connect The I&M Canal Trail To The Old Plank Road Trail
- Connect The Kankakee River Trail To The Wauponsee Glacial Trail

- Connect The Midewin Trail To The I&M Canal Trail By Way Of Future Trail Connection On The I-55 Bridge
- Water Trails
- Kayak Course for the Wilmington Mill Race
- Canoe Loop from Kerry Sheridan Grove to the Kankakee
- Canoe Portage at Kerry Sheridan Grove
- Non Motorized Boating Routes
- Motorized Boating Routes

SIGNAGE AND WAYFINDING

- Route 66 Signage On I-80/IL 53 Interchange
- Route 66 Signage Of I-55 At Coal City Rd And River Rd
- Route 66 Signage On IL 53 At The Major Stops
- Route Signage for Historic Route 66 at 3 mile interval
- Wayfinding Signage For Whole Area

66 STOPS- ICONIC OBJECT, PARKING & WAYFINDING

- North End stop
- Elwood stop
- Sports Venues stop
- Midewin stop (with Manhattan)
- Wilmington stop
- Braidwood stop

RECREATION/DESTINATION/LODGING

- ATV Park
- Joliet Quarry Recreation
- Hot Air Ballon Rides
- Duck Tours/ River Tours
- 66 Themed Amusement Park / Go Cart/ Mini Golf
- Truck Stop
- Fast Food Near Speedway
- Resort
- Prairie Plants Nursery
- Youth Sports Complex
- Marinas, Boat Launches
- Campgrounds
- Waterfront Cottages

- Scouting , Youth Camps
- IDNR Lodge
- Boat Shops And Rentals
- Inns And B&Bs
- Equestrian Centers
- Agritourism
- Shooting Range
- Motels

PARKS AND OPEN SPACE

- Acquire privately owned land across from Brandon Dam at McKinley St for a Public Park And Dam and River Overlook
- Wilmington Island Park Improvements
- Braidwood Route 66 Park
- IDNR Land Between Midewin And Kankakee River

NEW EVENTS

- Fishing tournament
- ATV racing
- 66 Yard Sale along whole corridor
- Route 66 bicycle racing
- CARA (Chicago Area Runners Association) circuit race
- Seasonal festivals

POLICY

- IL 53 Overlay District
- Concentrate Commercial Uses to the Focus Areas In Local Comprehensive Plans

FOLLOW UP PLANNING PROJECTS

- Comprehensive freight and transportation plan
- Green infrastructure plan
- Overall Wayfinding and Signage Plan
- Kankakee River Master Plan
- 6 Stops Detailed Master Plans

PROJECTS CATEGORIZED BY ROUTE 66 STOP

CORRIDOR CONCEPTS FOR IL ROUTE 53, WILL COUNTY, IL			
66 STOP	PROPOSED PROJECTS AND RECOMMENDATIONS	NEARBY DESTINATIONS CONNECTED TO THIS STOP	THINGS TO DO
1 NORTH GATEWAY PARK	<p>NORTH GATEWAY ICONIC PHOTO OP PARKING ROUTE 66 TRAIL WITHIN IL 53 ROW CONNECTION BETWEEN WAUPONSEE AND I&M AT NORTH END BRANDON DAM OVERLOOK ON WOODED LAND AT SOUTH SIDE OF DES PLAINES RIVER AT MCKINLEY STREET WATER TRAILS - CANOE LOOPS ROUTE 66 DIRECTIONAL SIGNAGE ON I-80 MAJOR STOP SIGNAGE ON IL 53 INFORMATIONAL SIGNAGE AND APPS WAYFINDING SIGNAGE FOR NEARBY ATTRACTIONS JOLIET QUARRIES AS RECREATIONAL DESTINATIONS BIKE SHARE AND ZIP CAR STATIONS AT JOLIET'S UNION STATION</p>	<p>DOWNTOWN JOLIET JOLIET HISTORICAL MUSEUM JOLIET UNION STATION RIALTO THEATRE JOLIET SPORTS HALL OF FAME SILVER CROSS FIELD HAUNTED TRAILS HOLLYWOOD CASINO HARAHS CASINO I&M CANAL TRAILHEAD OLD PLANK ROAD TRAIL BRANDON LOCK AND DAM NOWELL PARK JOLIET QUARRY GLASCOCK FARM MCKINLEY WOOD PRESERVE SPLASH NATION CHANNAHON STATE PARK DES PLAINES RIVER BRISCOE BURIAL MOUNDS DOLLINGER FARM ROUTE 66 PARK</p>	<p>MUSEUMS THEATER CASINO SPECTATOR SPORTS BIKING CANOEING FISHING BOATING DINING NIGHT LIFE SHOPPING BIRD WATCHING CAMPING</p>
2 SPEEDWAY/ RACEWAY	<p>SPEEDWAY ICONIC PHOTO OP PARKING AND SERVICES (COULD BE COMBINED WITH RESTAURANT OR TRUCK STOP) ROUTE 66 THEMED RESTAURANT OR FAST FOOD ROUTE 66 THEMED TRUCK STOP MAJOR STOP SIGNAGE ON IL 53 INFORMATIONAL SIGNAGE AND APPS WAYFINDING SIGNAGE FOR NEARBY ATTRACTIONS ROUTE 66 TRAIL WITHIN IL 53 ROW BIKE SHARE STATION EVENT PLANNING</p>	<p>CHICAGOLAND SPEEDWAY ROUTE 66 RACEWAY SUGAR CREEK PRESERVE WAUPONSEE TRAIL HEAD AT SUGAR CREEK PRESERVE AUTOBAHN CLUB CPX SPORTS PAINBALL</p>	<p>BIKING SPECTATOR SPORTS PAINT BALL GAME</p>
3 ELWOOD	<p>THE PLAN FULLY SUPPORTS THE EFFORTS CURRENTLY UNDERWAY BY THE VILLAGE OF ELWOOD</p>	<p>JACKSON CREEK MIDWEST FARMLAND ABRAHAM LINCOLN CEMETARY THE CHILDREN'S GARDEN WATSON DINER SILVER DOLLAR RESTAURANT</p>	

PROJECTS CATEGORIZED BY ROUTE 66 STOP

CORRIDOR CONCEPTS FOR IL ROUTE 53, WILL COUNTY, IL			
66 STOP	PROPOSED PROJECTS AND RECOMMENDATIONS	NEARBY DESTNATIONS CONNECTED TO THIS STOP	THINGS TO DO
4 MIDEWIN	<p>MIDEWIN STOP ICONIC PHOTO OP AND OBSERVATION TOWER PARKING AND SERVICES MIDEWIN TRAIL BRIDGE OVER IL 53 - LINKED TO OBSERVATION TOWER MAJOR STOP SIGNAGE ON IL 53 INFORMATIONAL SIGNAGE AND APPS WAYFINDING SIGNAGE FOR NEARBY ATTRACTIONS ROUTE 66 TRAIL WITHIN IL 53 ROW BIKE SHARE STATION EVENT COORDINATION WITH MIDEWIN NATIONAL TALLGRASS PRAIRIE</p>	<p>MIDEWIN NATIONA TALLGRASS PRAIRIE MANHATTAN METRA STATION JOLIET MOTORSPORTS DES PLAINES DOLOMITE PRAIRIE LAND AND WATER PRESERVE THREE RIVERS MARINA DRESDEN LAKE WAUPONSEE TRAIL ROUND BARN FARM MIDEWIN VISITOR'S CENTER MIDEWIN TRAIL DES PLAINES FISH AND WILDLIFE AREA LAUGHTON PRESERVE</p>	<p>BIKING HUNTING WILDLIFE WATCHING HORSEBACK RIDING HIKING NATURE WATCHING INTERPRETIVE PROGRAMS VOLUNTEERING</p>
5 WILMINGTON	<p>ROUTE 66 DIRECTIONAL SIGNAGE ON I-55 AT RIVER ROAD ENHANCEMENTS OF WILMINGTON ICONIC PHOTO OP - GEMINI GIANT AND LAUNCH PAD POTENTIAL NEW USE FOR LAUNCH PAD PARKING AND SERVICES INCORPORATE WILMINGTON MAIN STREET AND ISLAND TO ICONIC STOP WATER TRAILS KAYAK COURSE MAJOR STOP SIGNAGE ON IL 53 INFORMATIONAL SIGNAGE AND APPS WAYFINDING SIGNAGE FOR NEARBY ATTRACTIONS ROUTE 66 TRAIL WITHIN IL 53 ROW BIKE SHARE STATION CAR SHARE STATION - DOWNTOWN WILMINGTON EVENT PLANNING</p>	<p>GEMINI GIANT LAUNCHING PAD WATER STREET FORSYTHE WOODS FOREST PRESERVE WILMINGTON SHRUB PRAIRIE NATURE PRESERVE WILMINGTON ISLAND AND DAMN FORKED CREEK PRESERVE DONOHUE GROVE PRESERVE JOHN WESLEY PRESERVE HITTS SIDING PRAIRIE NATURE PRESERVE KANKAKEE RIVER FOSSIL ROCK RECREATION AREA BIG FISH BAR AND GRILL BACKWATERS BAR AND GRILL</p>	<p>THEATER BIKING CANOEING FISHING BOATING DINING ANTIQUE SHOPS</p>
6 BRAIDWOOD	<p>ROUTE 66 DIRECTIONAL SIGNAGE ON I-55 AT COAL CITY ROAD ENHANCEMENTS AT BRAIDWOOD ICONIC PHOTO OP - POLK-A-DOT RESTAURANT ADDITIONAL PHOTO OP AT BRAIDWOOD PARK ON ROUTE 66 LINK POLK-A-DOT AND BRAIDWOOD PARK ON ROUTE 66 - ENHANCED PEDESTIAN CROSSING PARKING AND SERVICES MAJOR STOP SIGNAGE ON IL 53 INFORMATIONAL SIGNAGE AND APPS WAYFINDING SIGNAGE FOR NEARBY ATTRACTIONS - BRAIDWOOD LAKE - FOSSIL HUNTING ROUTE 66 TRAIL WITHIN IL 53 ROW BIKE SHARE STATION CAR SHARE STATION - BRAIDWOOD EVENT PLANNING</p>	<p>POLK A DOT RESTAURANT BRAIDWOOD MAIN STREET MAZONIA STATE FISH & WILDLIFE AREA BRAIDWOOD DUNES & SAVANNA PRESERVE KANKAKEE RIVER STATE PARK BRAIDWOOD ZOO WAUPONSEE TRAIL HEAD</p>	<p>FISHING FOSSIL HUNTING BOATING BIKING GOLF CAMPING</p>