

AMERICA'S LONGEST HIGHWAY

HISTORY TRAVEL AND TOURISM JOIN US

THE HISTORIC US ROUTE 20 ASSOCIATION

TWENTY

2016 - 2017

TAKE THE HISTORIC ROUTE

3365 MILES OF
HIGHWAY

12 STATES

1 ROAD

BOSTON TO NEWPORT

SMALL TOWNS
MOM AND POP SHOPS
HISTORICAL SITES
AND MORE

HISTORIC ROUTE SIGNS
PASSPORT AND STAMPS
EDUCATIONAL PROGRAMS

THE ORIGINAL CONCOURSE TO THE GREAT AMERICAN ROAD TRIP

SEE THE **BEST** OF AMERICA ON



Spanning the continent through twelve states, from the Atlantic to Pacific Oceans

America's Longest Highway, US Route 20, is a 3,365 mile adventure through the nation's history and it's most breathtaking wonders.

The mission of the Historic US Route 20 Association is to identify and preserve the cultural importance of the cities, small towns and rural communities along all present and former alignments of Highway 20. We've partnered directly with towns, visitors bureaus, chambers of commerce and small businesses to promote travel & tourism and encourage economic development. The Association believes that acting at the local level in a grass roots effort will nationally connect the sites along Route 20. We offer educational and community development programs, the seeking out and/or providing grants, books, guides & more to bring people off the interstates and back into downtown America.



History

Route 20 reveals the broad scope of American expansion from an early Native American trail to the very first National Park—Yellowstone. Travelers can connect with history by visiting the homes of Presidents Grant and Garfield, stand in the place where Lincoln once debated Douglas, and even experience where the first Women's Rights Convention was held.



Natural Wonders

Traverse the rolling hills of New England, take in the striking beauty of the Finger Lakes as well as the grandeur of the Great Lakes, experience inspiring possibilities of the wide open farm lands of the Great Plains, cross high mountain sage brush deserts, climb the Rocky Mountains and Cascades before they reach the shores of the Pacific.



Small Towns

Route 20 connects many of America's small towns, bypassed by modern interstates. View classical architecture in New England's oldest villages, explore the Erie Canal communities that grew with the Industrial Revolution that lead to westward expansion via the railroads. Imagine the wilderness trading outposts visited by Lewis & Clark becoming modern cities.



Act Locally... Think Nationally.



HISTORIC ROUTE SIGNAGE...

Promote travel & tourism and connect with others along Historic US Route 20 with these historic markers. Made specifically for your state, the design depicts the original 1926 highway shield! Two sizes available. As seen on Route 66 and Route 6!



OUR BOOK..

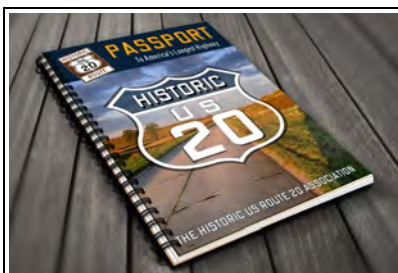
For anyone who has heard the romantic call of Route 66 or followed the Lincoln Highway, rediscover America on Historic US Route 20. This coffee table book is filled with over 200 color photographs and historic anecdotes depicting the journey from Boston to Newport.



TRAVEL GUIDE AND APP...

A comprehensive travel guide features town by town directions, attractions, history and information for you to get out along the original 1926 alignment.* Includes small detours or circle tours to make your trip an even greater adventure. Detailed maps, photographs and links to local websites enhance the travel experience. Companion Mobile App & E-Book Also Available -Spring 2017.

*Locations west of Yellowstone were added to the Route at a later date.



NEW!! PASSPORT AND STAMPS

A new program for 2016-17 aimed to encourage tourism & engage travelers by stopping in every town on Route 20 to obtain a passport stamp. Participating locations can offer a stamp, history guide, local map, children's activity, post card and gift.



Follow us on:



HistoricRoute20



www.historicUS20.org

FINDING HISTORIC US ROUTE 20

Since its original designation in 1925, US Route 20 has in some locations been moved, rerouted or relocated. Every effort is being made by the organization to locate and indentify these former alignments. This effort is achieved by consulting old maps, news articles, documents from highway officials and photographs. The organization strives to become a physical and online repository for all of this documentation, to create maps and a mobile app to present this information to promote tourism and travel on all of US Route 20.

WE ARE LOOKING FOR...

- Stories of Historic Route 20
- Old Photographs
- Maps
- News articles about Route 20
- Businesses past and present
- And MUCH MORE!!
- Route 20 “artifacts”



START YOUR OWN US 20 BRANCH ORGANIZATION

Do you have a love of history, find yourself taking photographs of road signs, wanting to know more about the history of and want to promote the towns and the highway numbered 20? Consider joining our organization as a liaison or director to promote Historic Route 20 in your region.



EDUCATIONAL PROGRAMS

Our educational programs are designed with promoting your town in mind. We tailor each presentation to fit your needs.

Local History—A detailed history of how US Route 20 was formed from the native trails, following early migration routes and the evolution of the railroads.

People and Places of Route 20— Hear stories and tales about other towns and the people who call Route 20 home.

Travel and Tourism— Promoting your town or region and increase tourism and travel on America’s Longest Highway.

Programs are offered at no cost, please contact us for additional information route20@historicus20.com (Donations Greatly Appreciated)

HOW TO BECOME A MEMBER

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association to success on its mission to preserve and promote the many great sites along the longest highway in the United States. Your support will help us flourish as a national organization!

We offer everything from basic memberships, Passport memberships and will gladly entertain reciprocal memberships with other organizations.

Please visit us at <http://www.historicUS20.org> and click on Membership for more information

Your Tax Deductable DONATION



will help bring **US ROUTE 20** the recognition it and your town, business or organization deserves!



www.historicUS20.org

THE HISTORIC US ROUTE 20 ASSOCIATION



Historic US Route 20 Signs



New Lebanon, NY

Featuring the
original
1926 US ROUTE
Shield
design

Be A Part of Historic US Route 20

Connect communities by displaying an official Historic Route 20 Sign

Excellent Wayfinding Tool to promote tourism, towns & businesses

Your donation will help the Historic US Route 20 Association promote its mission by placing signage along historic alignments of US Route 20.



On #HistoricRoute20!

A Historic Route 20 Sign displayed on an original highway alignment in Dubuque County, Iowa.



Two Sign Sizes Available

Large—36"x 24"

Small—18"x12"

Pole Banners Also Available

Visit— www.historicus20.com/historic-route-signage.html

For more information about our signs

Large Signs 24" x 36" \$100

Are you an official with your town or city government?

Would you like to promote tourism and connect with others along US Route 20? Then this sign is for your town! Please contact us to set up a meeting to discuss available options!

Are you a business or land owner on US Route 20?

These signs can be placed on your private property -

Potential Economic Impact*

- Over 4.3 million visitors spent \$1.06 billion in 2015
- 55% are first time visitors
- 79% stay overnight
- 84% stay in hotels, B&Bs or campgrounds
- 2.9 nights is the average state along the route
- Typical party is one to 2-3 adults & 3 children
- 51% of visitors come from outside the highway area
- 40% of visitors come from other states
- 3% come from outside the country

* Information from the 2015 Economic Impact Study of the Pennsylvania Route 6 Heritage Corridor. Based along the 427 mile long, 11 county PA Route 6 Alliance.

All signs are made exclusively for the Historic US Route 20 Association. Please allow 4-6 weeks for sign delivery.

The Historic US Route 20 Association is a 501 (c) 3 Not for Profit Organization—Your sign order is considered a gift for your Tax Deductible Donation

HISTORIC US ROUTE 20 SIGNAGE

Is your town on US Route 20?

Did Route 20 run through your town, but was relocated?

Our grass roots mission to promote Historic Route 20 is to work with the local town & state governments to identify and recognize the route that is America's longest highway.

There are typically three ways to get Historic Route 20 signs placed on your town roads.

1. If the road that is or was US Route 20 is maintained by the town or county, a local ordinance or vote to establish the erecting of the signs is typically all that will be required.
2. If the road that is US Route 20 is maintained by the state, then legislation needs to be sponsored and passed or state highway department permission is likely required to place signage on such routes.
3. Private property owners can erect the signs just off of the State DOT right of way on their own land. The towns may also wish to erect such signs on their own property adjacent to the highway.

The original 1926 alignment may still be the current US Route 20 highway,

The Historic US Route 20 Association will provide your community with a detailed history of Route 20, historical maps and promotional materials for your review. A presentation to town officials can also be prepared.

Placement of the signage will be delegated to the town with recommendations from the Association – if a historic alignment exists in the town, we strongly urge placement on this road.

Each sign is an official reflective highway grade sign measuring 24"x 36". The signs feature the original 1926 shield design, with specific state name, on a brown back ground. The design is the same used to designate Historic Route 66.

The cost of the sign is a donation of \$100 each to the Historic US Route 20 Association and is tax deductible. The donation helps cover the cost of the sign(s) and promotion on both our website and forthcoming mobile travel app.

The Historic Route 20 Association can or will place a QR code stamp on the back of each sign. This stamp can be scanned by persons with a smart phone to learn more about the location of where the sign is placed.

The town is responsible for erecting costs, poles, hardware and labor, unless otherwise negotiated.

Smaller signs are available for reassurance guidance. We recommend two (facing east and west) large signs for placement on the highway in each community.

Please contact us at

Historic US Route 20 Association 108 Skyline Trail - Chester, MA 01011

Email- route20@historicus20.com Phone (617) 733-5796



PASSPORT

To America's Longest Highway

Connecting Communities Across 20

Each Town Can Offer:

- 🏠 Stamps
- 📖 History/Local Guides
- 🗺️ Local/Regional Maps
- 📄 Post Cards
- 👦 Children's Activity
- 📚 Books, Posters, Travel Guide
- 🎁 Gift*



The Historic Route 20 Passport and Stamp Program is designed to engage travelers and tourists on their adventure across US Route 20.



In conjunction with our Historic Route signs, you can build awareness of Route 20 as a travel destination.



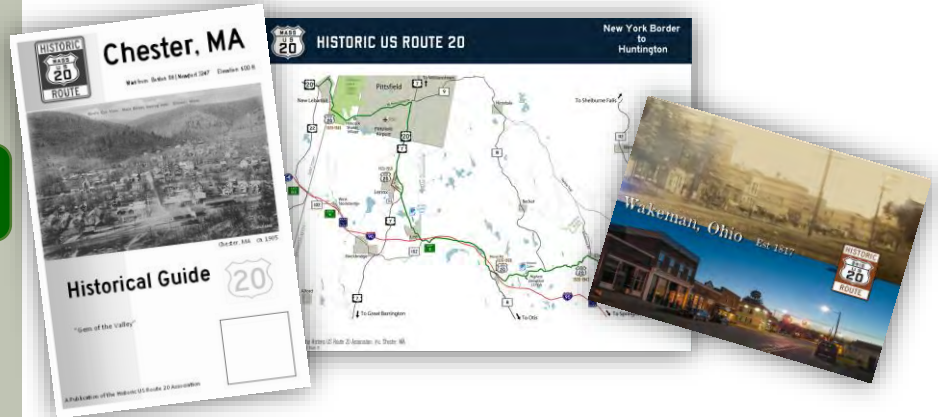
The stamp features a US Route shield outline with your town name, Historic Route 20 and space available for: the name of your historical site, date of incorporation, slogan or date (requires additional stamp)



Passport Books are available via online order or in bulk for resale

Economic Impacts of US Route Travel

- 🛣️ 4.3 Million Visitors
- 🛣️ Traveling Parties
 - 2-3 Adults
 - 3 Children
- 🛣️ 79% are overnights stays
- 🛣️ 40% are out of state
- 🛣️ Direct Visitor Spending \$1.06 Billion
- 🛣️ Supports 9,641 jobs



A Passport Program can draw Tourists and Visitors into your town by offering a known Passport station. Locations are updated on our website. Collecting a stamp and gathering unique guides, post cards and gifts* enhance the travel adventure.

Source: Economic Impact Study of Pennsylvania Heritage Area's for PA US Route 6 - A 427 mile Scenic US Highway. Univ. of Pennsylvania - Johnstown 2015

Becoming a Passport Member and Station

Marketing Route 20 to Help Your Town Prosper

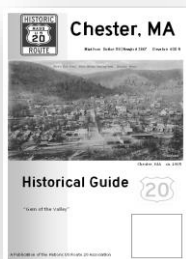
Stamp



Featuring the US Highway Shield, Your Town and optional space for historic site name, date of incorporation, slogan or current date.

Stamp locations available online or via QR codes.

Historical/Local Guide*



We will produce** a historical/local guide for your location or specific area. Includes a brief history, anecdotes, points of interest, maps. Space for additional stamps.

Regional/Local Map*



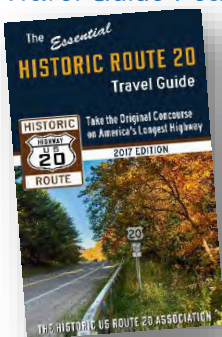
A regional map highlighting the Historic Route will be provided to each location. Annotations or additional details can be requested.

Then & Now Postcard*



A Then & Now card can be offered comparing an old photo of your location and today.

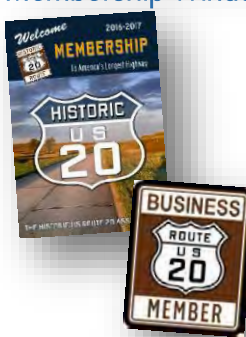
Travel Guide Feature



Be featured in the upcoming 2017 Travel Guide as a Passport Station. This comprehensive guide will take tourists through every town across US Highway 20!

Also featured on our website.

Membership Window Decal



A window decal to proudly state your membership in our program will be provided for you to display - letting our members know or increase public awareness of your support of Historic Route 20.

Gift *



As a gift to our members, you may wish to offer a unique or local product, discount or service at your discretion. A little something to look forward to & to say Thank you!

Other Merchandise



We offer a book, Passport Book, Travel Guide, T-shirts, bumper stickers, folk art prints, signs, post cards and more – Custom made, unique gifts for you to carry. Available for bulk or resale.

*Members of the Historic US Route 20 Association need to present their membership cards to receive items at no charge. Non-members may be charged on nominal fee.

PASSPORT FEES & DETAILS

For 2016-2017

** Please submit via email a 1 page short history of your town/location with 1 or 2 anecdotes. Also include 3-4 points of interest. Ex – museum, hikes

Visit www.historicUS20.com

Or email

passport@historicUS20.com

| | |
|-----------------------------------|---------|
| Passport Fee 1 st Year | \$50.00 |
| Passport Renewal | \$20.00 |
| Additional Stamp | \$20.00 |
| Reorder Post Cards | \$15.00 |

You will be sent upon receipt of your application a PDF file.

Each location is responsible for printing their own Color maps and B&W local guide.

Passport fee is supplemental to the annual or lifetime membership.



THE HISTORIC US ROUTE 20 ASSOCIATION

108 Skyline Trail Chester, MA 01011 (617) 733-5796 route20@historicUS20.com

Business, Passport, Town/City Membership & Sign Application (Feb 2017)

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association to success on its mission to preserve and promote the many great sites along US Route 20 from Boston, MA to Newport, OR.

We wish to become a Business CoC/VB Town/City Member

Membership Fee _____ **\$25.00/yr** *Town Governments wishing to purchase signs do not need to become members*

Lifetime Fee _____ **\$100.00**

_____ As part of our membership, I would also like to purchase HISTORIC US ROUTE 20 sign to place at my business, organization or in my town.

_____ As part of our membership, I would like to participate in the HISTORIC US ROUTE 20 *Passport & Stamp Program*
Please Use Additional Passport Form

AVAILABLE STATES FOR SIGNS: CIRCLE or INDICATE NUMBER REQUESTED

Spellings and designs listed below are how they will appear on your sign. Please allow 4-6 weeks for delivery.

| | | | | | |
|-------------|-----------------|---------------------|----------------|----------------|-----------------|
| MASS | NEW YORK | PENNSYLVANIA | OHIO | INDIANA | ILLINOIS |
| IOWA | NEBRASKA | WYOMING | MONTANA | IDAHO | OREGON |

Sign Prices

Small 12" x 18"
\$30 each incl shipping

Large 24" x 36"
\$100 each incl shipping

As a Business Member, you will have your business placed on our website, future mobile app and travel guide for promotional purposes. Please indicate below how you wish your business name and contact info to appear on our web page and in our printed material.

Business Name/Town Name

Address

City, State, Zip

E-mail and Phone

Signature _____ Date _____

Total Amount Enclosed \$ _____

Remit payment to address above or call for online payment

Yearly Memberships are Valid one Year from Receipt of Order

The Historic US Route 20 Association is a 501 (c) (3) organization. Your membership in tax deductible. IRS EIN # 46-0837490