



THE WORD ON THE STREET

OFFICE OF LIEUTENANT GOVERNOR PAT QUINN

July/August 2005 UPDATE

Special Issue: MAXimizing Tourism in Your Town

We've been talking a lot about tourism lately and some may wonder why Illinois Main Street is putting such emphasis on the subject. After all, isn't that the Illinois Bureau of Tourism's job? The answer is yes, the primary function of the Illinois Bureau of Tourism is to inform residents in and visitors to Illinois of all the wonderful places and activities our state has to offer.

However, we know that our Main Street towns are rich in unique sites and special events; and that capitalizing on what we have to offer can make an economic impact on our downtowns (see "Fast Facts" on page 2 for details). Therefore it's important we do our best to promote our historical, cultural, natural and agricultural assets. Our updated Illinois Main Street website is focused on doing just that. Here to tell you all about www.IllinoisMainStreet.org is Main Street's Tour Guide, Max.



The Interview

Word: Why were you created for cyber space and who created you?

Max: I am the new face of Illinois Main Street, one of the nation's largest downtown revitalization efforts. I represent the program at events and virtually on the web. I debuted at the Main Street Day at the Capitol and am always available at IllinoisMainStreet.org to take you on a tour of Illinois' 56 Main Streets.

Word: Where did you get your name?

Max: We had a competition where Illinois Main Street communities nominated dozens of different names for me.

Word: Was there a need to develop a Main Street Tourism site?

Max: The Illinois Main Street communities are each unique in their own ways. They offer some of the best historic, nature and cultural based tourism opportunities in the region. IllinoisMainStreet.org has individual pages for every designated Illinois Main Street community with information about their attractions and events. There is also numerous tour possibilities including the newest, "All Aboard: Illinois Main Street by Rail" and the "On the Road" famous highway tours.

Word: Can you link to other related sites?

Max: Of course. On the Main Street community's individual pages there are links to their websites. There is also a mapping system and directions on how to get to the communities. The Illinois Historic Preservation Agency has a brand-new web archive of designs they have created for Illinois Main Street communities. A link is available from the "Services" page at IllinoisMainStreet.org.

Word: What do you see in the future for this site?

Max: I am always trying to add new features to this site. The Members and Visitors Resource Centers are always getting new presentations, publications and other materials. Just recently I added a new, simpler Monthly Report form in the Members Corner. In the future I plan to add more tours and many more items to the Resource Centers. I may offer web-based training and interactive presentations in the future.

Thanks to Dan Persky & Phil Cuthbert who developed the Illinois Main Street website

FAST FACTS

Heritage Tourism on the Rise

According to "The Historic/Cultural Traveler, 2003 Edition," a study by the Travel Industry Association of America (TIA) and *Smithsonian* magazine:

- 81% of the 188 million U.S. adults who traveled in the past year are considered historic/cultural travelers.
- These travelers included historical or cultural activities on almost 217 million person-trips* last year, up 13 percent from 192 million in 1996.
- Historic/cultural travelers spend more money on these historic/cultural trips compared to the average U.S. trip (average \$623 vs. \$457, excluding cost of transportation).
- For 30% of historic/cultural travelers, their destination choice was influenced by a specific historic or cultural event or activity.
- Compared to the average trip in the U.S., historic/cultural trips are more likely to be seven nights or longer and include air travel, a rental car, and a hotel stay.
- Four in 10 historic/cultural travelers added extra time to their trip specifically because of a historic/cultural activity.
- Three in 10 Historic/cultural travelers agree that it is important that vacation and leisure trips provide cultural experiences.
- The top 10 states visited by historic/cultural travelers are California, Texas, New York, Florida, Pennsylvania, Virginia, Illinois, Tennessee, North Carolina, and Georgia.

*A person trip is one person on a trip traveling 50 miles or more from home, one way.
www.tia.org.



eBAY AUCTION

We now have over twenty active Main Street towns that will be participating in our **Main Street Cyber Sale**. It's not too late to participate! Please e-mail us or call us immediately if you would like to be a part of

this one-of-a-kind fundraising opportunity. The Cyber Sale will kick off with an announcement by the Lieutenant Governor on September 14th. In the meantime, Marketworks will continue to host informational Webinars on procedures.

The National Trust will be recognizing the 25th Anniversary of the Main Street program with its 2006 Historic America™ Engagement Calendar. With 56 outstanding photographs, it celebrates 25 years of Main Street as a national movement of local, state and national programs.



Celebrate main street each week as you work your way through next year with this colorful desk calendar. Measuring 6 1/2 by 9" and wire bound, it provides a week-at-a-time layout with room for appointments and notes. This unique unique calendar is available for purchase for the special wholesale price of \$6 each plus shipping.

Great for gifts for your board members or volunteers as year-end thank yous.

HOW TO ORDER:

- > To charge by phone: call 1-800-944-6847, extension x6126
- > Fax orders to (202) 588-6085
- > Mail to:

Attn: Membership Office/Calendar Orders
National Trust for Historic Preservation
1785 Massachusetts Avenue, NW
Washington, DC 20036

Lieutenant Governor Quinn presents Wi Fi Grant to the Historic Quincy Business District



As announced last month, Quincy and Mount Vernon have received grants for downtown Wi-Fi networks from the Lieutenant Governor. Lieutenant Governor Quinn visited Quincy (below) to present their award and will stop in Mount Vernon on August 30th.

Calendar for September

- 13th: Executive Director's Training
- 14th: Cyber Sale Media Kick-off
- 15th: Monthly Reports Due
- Sept. 27-October 2: National Preservation Conference in Portland





ILLINOIS MAIN STREET SUMMER DIRECTOR'S WORKSHOP

READYING YOUR TOWN FOR TOURISM

This year's Summer Director's Workshop began at the Main Street award-winning Cultural and Civic Center in Marion. Long-term Mayor Robert L. Bulter welcomed the group followed by Representative John Bradley. Presentations on all the elements of tourism – from the state level to agri-tourism and nature based tourism, as well as how to package what you have, were given by an expert panel. Our thanks to: Jan Kemmerling, Illinois Bureau of Tourism; Marge Heissinger, Central Illinois Tourism Development Office; Lisa Groesch, Illinois Department of Agriculture; Rick Reichert, Peddles and Paddles; Stephanie Rhodes, Shawnee Community College in partnership with the Southernmost Illinois Tourism Bureau.



On the second day the group embarked on a bus tour of Southern Illinois. The first stop was at the Chocolate Factory, a retail business that entices the traveler with numerous types and shapes of chocolate. Our group practically bought out the store. We stopped a few miles down the road in Golconda for a tour of the Dam Worker's Houses



that have been renovated as bed and breakfasts. We also enjoyed lunch & shopping. From here we boarded the bus for some great sites in the Shawnee National Forest.

Main Streeters hiked up the trail to see the Garden of the Gods and took pictures of each other across the divide between Table Rock and Camel Rock. Cave-



in-Rock along the Ohio River was the next stop. In ages past, the cave had been a place for river pirates to prey upon those navigating the river. Occasionally,

pirates still roam the area and a group met us that day. Thankfully, Illinois Main Street Program Coordinator Wendy Bell saved the day with assistance from the local Sheriff. Safe and sound, we boarded the bus for Rosiclare. Rosiclare boasts a unique entry sign built by the WPA and a new river walk. The Shawnee Queen river taxi met us at the dock and we ferried to nearby Elizabethtown. As we approached the landing, a group of Southern Belles greeted us from the knoll overlooking the river. In the background was the historic plantation-style Rose Hotel, with its large porch and trees. Surely we were transported to another time! Historically attired volunteers from Hardin County Main Street then served a home-cooked dinner on the lawn. It was a wonderful way to end the day.



We would like to thank everyone who planned the trip, greeted us in each community, rode the bus as our tour guides, dressed in authentic 1880's

Southern style, cooked and served us a fantastic homestyle meal. We appreciate your hospitality and we can't wait to come back soon!

Certainly, travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living.

– **Miriam Beard**

ILLINOIS MAIN STREET

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