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July 2017 Issue

A historic roadtrip along the Lincoln Highway

Rediscover the charm of the American roadtrip on the historic Lincoln Highway (which is known through Illinois as U.S. 30, Illinois Routes 31 and 38) as it traverses from the east on the Indian border in Lynwood to the western terminus at the mighty Mississippi in Fulton.

As you venture out on this National Scenic Byway and explore all it has to offer, you will find something for everyone! Learn more at www.DriveLincolnHighway.com This summer you can experience Illinois' premier National Scenic Byway before driving your first mile; with an interactive website and a redesigned, travel-size visitor guide that is small enough to fit in your glove box or purse.



Murals

The Illinois Lincoln Highway Coalition has produced a series of 35 Interpretive Murals that are installed along the Illinois Lincoln Highway National Scenic Byway and its corridor in over two dozen communities. Each mural depicts the history, heritage and events of the highway and its impact on American travel.

The Coalition worked in a collaborative process directly with local historians, civic leaders, and

talented artists to bring the murals to each community. This project effort provides a wonderful way to share the intriguing stories about the evolution of travel with the visitors who explore the Lincoln Highway in Illinois and discover all that it has to offer. With completion of the mural series, a collection of postcards was created to highlight each mural. A website dedicated to the mural series was also created. This website includes the stories behind the murals and select information about the mural subjects and the creation process. Check out the website - www.MuralsOfTheLincolnHighway.com!

Sally Pearce, Co-Executive Director of the National Scenic Byway Foundation, submitted the information about the Illinois Lincoln Highway. Want to highlight your Scenic Byway? Send us an email at info@nsbfoundation.com.

Summertime is road trip time

Just because they're classic and an American summer standard doesn't mean that road trips are a thing of the past. In fact, [AAA](#) estimates that 35% of Americans are going to take a vacation of 50 miles or more away from home this year, with the old-school family road trip keeping its place in tradition. There is an estimated 10% increase of family road trips planned for 2017 compared to last year.

National Scenic Byways and All-American Roads are some of the most beautiful locations to visit and they are [located in almost every state](#). Some of the most breathtaking drives were highlighted in a [recent article by USA Today](#).



The Bucktown Village Store (where Harriet Tubman had her first public act of defiance) is found along the Harriet Tubman Underground Railroad Byway; 125 miles through Maryland and Pennsylvania. Photo by Jill Jasuta

Fast facts!

Digital Marketing Tip: Using Yelp for small byway businesses

We use Yelp (the review site and app) all the time, especially to find good local restaurants and shops. A few Yelp tips for your small business byway partners:

1. **Find and claim your Yelp business listing.** Fill out all the information as completely as

possible, and include good photos. Use the owner dashboard to see stats on how you're doing. Start here - biz.yelp.com

2. **Install the app on your phone, and use it yourself to see what customers - both locals and visitors - like and don't like.** Use those insights to improve your own business.
3. **Do respond to reviews, both good and bad.** It shows that you pay attention to customer feedback.
4. **You can ask for reviews** - simple signage or a quick request at customer checkout - but do NOT offer any sort of compensation or prize for doing so.
5. **You can flag/report questionable reviews** (contains false information, threats, lewdness, hate speech, etc.) Remember, a negative review may be embarrassing, but that doesn't make it worthy of flagging. Here's a helpful video about flagging, via [Go Fish Digital](#).



By the numbers!

Since 1984, July has been celebrated as National Ice Cream month! About [10% of US produced milk](#) is made into ice cream. Support one of the small ice cream shops around the country this month (find them on Yelp) and test your ice cream history knowledge with a short (and sweet) online quiz from the [Washington Post](#).

Know the joys of exchanging ideas with like minded Byway communities.

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