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## Work Session Memo

Crest Hill, IL

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<b>Meeting Date:</b>	January 12, 2026
<b>Submitter:</b>	Daniel Ritter, Community & Economic Development Director
<b>Department:</b>	Community Development
<b>Agenda Item:</b>	Discuss the Route 66 100th Anniversary Event, Budget, and Signage

**Summary:** Staff would like to begin planning to celebrate the 100th anniversary of the official naming of Route 66, which passes through the City of Crest Hill. The national launch of the celebration is planned in Springfield, Missouri, on April 30, 2026, with other events planned within Illinois, the Heritage Corridor, and the Chicagoland area throughout 2026.

Staff looked at different options to celebrate and have requested information on obtaining additional Route 66 3D signs, similar to the existing sign in front of City Hall. The plan would include adding 2-3 additional signs in the City that could be ordered and placed at areas along the Rt. 66 corridor. In conjunction with the new signage, the city would have a scavenger hunt competition for residents and visitors to take selfies at all of the City's signs and submit them for a chance at a prize (gift cards to local restaurants or retailers) along with a dedicated city webpage. This would help to celebrate Rt.66 and Crest Hill's place in it but also help to promote the city and existing businesses. Initial plans are to place the new signs at the following three locations, which are well-known locations in Crest Hill, either on Rt. 66 or nearby to it. These provide enough space and parking to allow visitors to stop at the locations. Staff made an initial outreach to the property owners below who indicated that they would be willing to participate. Additional follow-up and coordination will be needed prior to their final placement.

- Merichka's Restaurant (Well-known family restaurant not near Rt.66 and plenty of parking)
- Dunkin/Quick Run (New retail location located on Rt.66 with available parking)
- Prairie Bluff Golf Club and Restaurant (Adjacent to Rt.66 with year-round family activities, park space, golf, food/drinks, and available parking)

The signs have various prices based on the specific design and size. While they would initially be used for this year's commemoration event to celebrate the 100th anniversary, the signs would remain the property of the City of Crest Hill and can be relocated to other public areas in the future where they will continue to bring value and be available to the public going forward. Available options, renderings, and pricing are attached in two different packets. It is recommended to get at least 7' high letters/signs as

the scale tends to be more appealing in pictures, as the letters are a more appropriate scale when taken with people next to them.

In addition to the two attached design packages supplied by the sign company, two other design options that were found are below:



Staff is looking for feedback on both the overall concept as well as a total budget, sign designs, and sign sizes that are preferred. Based on the feedback, staff would work with the contractor to finalize a contract (Your-Type 3D Event Letters) for up to 3 signs to be used for the event and commemoration. As production and delivery time can take a few months, the contract would need to be approved in late January or early February at the latest to be in place by the end of April.

Your-Type Website: <https://www.your-type.com/>

**Funding/Financial Impact:** As this event was not initially budgeted for 2026, the funds for the signs would need to come from excess budget funds from this year or from available reserves. Based on the different signs, for a total of 3 7-foot tall signs would be around \$50,000. That total can be reduced if the sign size or the total number of signs is reduced.

**Recommended Council Action:** Discuss the Route 66 100th Anniversary Event, Budget, and Signage

#### Attachments:

1. Rt.66 New (2026) Rendering Proposals (6 options)
2. Simple Letter Options (2024) Proposals (7 Options)
3. Three Renderings of Rt.66 Signs at Possible Locations