

Your Membership Helps...

- * Increase economic development through tourism promotion.
- * For each membership **dollar** received, **eight** dollars worth of tourism marketing takes place to benefit the Byway region.
- * Byway events and attractions are promoted on the website **www.sandhillsjourney.com** with links to member's websites.
- * Byway members have the opportunity to participate in discounted and cooperative advertising programs.
- * Pursuit of All-American Road designation and national marketing opportunities.
- * Quarterly Byway newsletter keeps membership informed.
- * Maintains a grassroots organization that advocates for local issues and promotes to a broad market.

Sandhills Journey Scenic Byway
P.O. Box 271
Hyannis, NE 69350



Membership Application



Credibility

The late *Charles Kuralt* called
Nebraska's Highway 2
*"one of America's 10 most
beautiful highways"*
exclaiming,
*"This road will take you to one of
the last unexplored frontiers where
vast treasure can be discovered."*

Mission...

To conserve and promote the natural, cultural, historical, recreational and scenic qualities along the Sandhills Journey Scenic Byway.

Vision...

To improve our rural economy by working cooperatively to enhance the visitor experience.



The Sandhills Journey Byway extends from the city of Grand Island west to the city of Alliance along Nebraska Highway 2. The Byway meanders through the communities of Cairo, Ravenna, Hazard, Litchfield, Mason City, Ansley, Berwyn, Broken Bow, Merna, Anselmo, Dunning, Halsey, Thedford, Seneca, Mullen, Whitman, Hyannis, Ashby, Bingham, Ellsworth, Lakeside, Antioch and Alliance. It passes through these Nebraska counties: Hall, Buffalo, Sherman, Custer, Blaine, Thomas, Hooker, Grant, Sheridan, and Box Butte.

How
Can
You
Become
Involved?



We Need You !

Financial and In-kind support from Byway communities and businesses is essential to achieve marketing and promotion that will lead to a real impact in the region.

Byway Projects Include:

Fourteen Visitor Information Centers available to travelers in byway communities

40,000+ promotional publications distributed

Print advertising in Nebraska Life, Western Journey, American Road and Heartland Traveler

Development of the Sandhills Journey Scenic Byway Visitors/Interpretive Center in Broken Bow

Website development for 24 hr. Byway access

Hospitality trainings

Produced Auto Tour on CD and cassette tape

Support development of Byway recreation facilities

Media and travel writer networking

Kiosk information available to travelers

Membership Application

Membership Type

_____ \$25 Individual, business, or community

_____ Tax deductible charitable contribution \$ _____ amount

Make payment to:

Sandhills Journey Scenic Byway

Name of Individual or Business

Mailing Address

City

State

Zip

Phone

E-mail

County

Please return this form with payment to:
Sandhills Journey Scenic Byway
Jeanne Davis
PO Box 271
Hyannis, NE 69350