

Tropics Sign Project

Update Report – 2/14/17

Desired Outcome:

Increased tourism revenue for Lincoln/Logan County.

Means of Achieving Desired Outcome:

Restore and preserve the Tropics neon sign - an iconic piece of Lincoln/Logan County's Rt. 66 heritage – in such a way that tourists are attracted to our area and motivated to spend time and money here.

Goals to Achieve Desired Outcome:

- Identify and secure the involvement/approval of the appropriate group of stakeholders who can work together to achieve the desired outcome, including:
 - Jack Milan, owner of the new McDonalds
 - Corporate McDonalds
 - The Johnson Family
 - The Illinois Historic Preservation Agency
 - The City of Lincoln
- Secure a set of estimates from qualified companies, detailing the costs of restoring the Tropics sign
- Identify a comprehensive list of probable funding sources that will provide the money needed to restore the Tropics sign
- Determine a timeline for completion of the project