



History of “Heritage Highway”

Highway 136 has a rich history dating back to the early part of the 20th Century. Known then as “Goldenrod Highway” it extends from Brownville in Nemaha County, westward 238 miles to Edison in Furnas County.

The name “Heritage Highway” was adopted by a group of tourism promoters in 1994 to represent the route from Brownville to Red Cloud and then north to Hastings. This organization produced the first “Heritage Highway” brochure featuring the many historic attractions in each county along the route.

When the new Nebraska Byway program was announced, the Highway 136 nominating group decided to stick with the name, Heritage Highway. The route was limited to Highway 136, but extended through Red Cloud to Edison, NE.

“Heritage Highway” was one of the nine Nebraska highways designated by Governor Mike Johanns as a historic Nebraska Byway in 1999.

Byway Membership Benefits

- Joint marketing opportunities with other communities located along the Byway.
- Involvement in designated tourism grants issued by the state only for the Scenic Byways.
- Participate in association’s activities and events featured along the Byway.
- Representation in tourism decisions made at the State Level.
- Joint website featuring community events along the Byway. Special listing on state website for byways.
- Networking with other members & businesses.
- Updates on activities happening along Byway route.



Membership Form

January – December -- 2010

Name

Address

City State Zip

Phone

Fax

Email

Website

Signature Date

Please mark membership category

- _____ County membership \$100
- _____ For-Profit Business \$25
- _____ Non-Profit/Individual \$20

Committee Member Interest

- _____ Marketing & Promotions
- _____ Grants & Development
- _____ Website
- _____ Membership
- _____ Calendar of Events

THANK YOU!!!

Heritage Highway Association
Judy Coe
Box 59, Tecumseh, NE 68450

Heritage Hwy. 136 Highlights

- Tourism is Nebraska's 3rd largest revenue producer from outside the state.
- Creation and distribution of a new Brochure in 2007 & 2008.
- Almost 43,000 jobs are attributed to tourism in Nebraska.
- "Grass is Up" tour promotion, Spring 2007.
- Average nonresident tourist stayed 2.2 nights and spent \$400.
- Over 60 percent of nonresident tourists stay in hotels or motels.
- Bargains on Byways, 20 communities and 8 counties.
- Wineries, arboretums, and prairies promotions, along the Heritage Byway 136.
- Collaboration on 888 number with Homestead National Monument of America.
- 50 individual and business members since 2006

Heritage Highway Association

Byway 136

Judy Coe

Box 59

Tecumseh, NE 68450

Phone: 402-335-5900

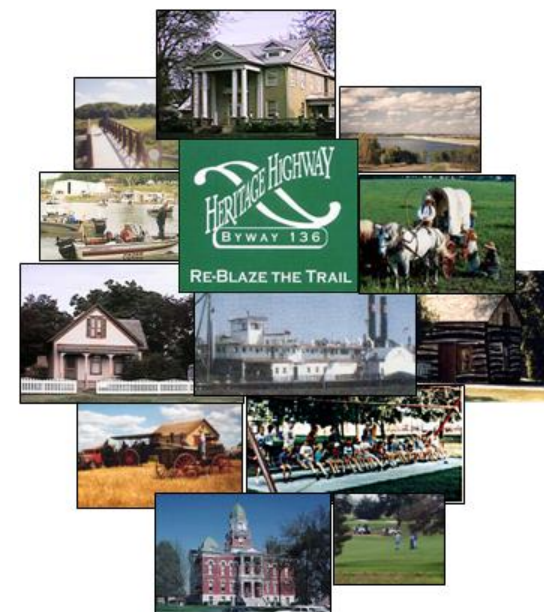
Fax: 402-335-5900

Website: www.heritagehighway136.com

Heritage Highway Association

Nebraska Byway 136

*...linking communities through
tourism and economic opportunities*



Membership Application

Our Mission

*To promote the
Heritage Highway corridor
by preserving and enhancing its cultural,
historic and scenic resources, resulting
in tourism and economic development
opportunities and better informed public.*