



*Missouri Highway 36 Heritage Alliance  
Make a Difference  
Become a Member Today!*

Your membership makes you part of the statewide promotion of Missouri Highway 36 through economic development, historic and educational experiences along the corridor and tourism. Together with your support we provide incredible information.

**Fees:** \$200.00 for Voting Members,  
\$200.00 for Institutional (Voting) Members  
\$50.00 for Supporting (Non-Voting) Members

**Benefits for ALL Membership Levels:**

**Online Referral Listing:**

We list your name and contact information along with details about your business or organization on our website: [www.AmericanGeniusHighway.com](http://www.AmericanGeniusHighway.com). This listing on the website also includes a Google Map identifying the location of your business/organization for easy visitor identification.

**ExtraNet / Online Membership Updates:**

This unique "Member Only" area allows you to quickly and easily update your information for Highway 36 materials — such as publication listings, special offers, events calendar and key organization contacts. Best of all, you can update your information at your convenience.

**Website Link:**

A hot link from our website to yours – originating from your referral listing.

**Events Listing:**

You have free access to include your events on our events calendar. The calendar not only lists your events, you can also include details about those events, location, times and description.

**Membership Packet:**

Includes a complementary Audio Tour CD.

**Promotional and Advertising Opportunities:**

Only members will be allowed to advertise in MO Highway 36 publications. Members are given a substantial discount on ads placed in the visitors guide.



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***Vision***

The vision of the Missouri Highway 36 Heritage Alliance is to foster widespread recognition of the unique character and heritage of the Highway 36 Region.

***Mission***

The mission of the Missouri Highway 36 Heritage Alliance is to cultivate the educational experience and the economic well being of the Missouri Highway 36 corridor by fostering a greater appreciation of its natural, cultural, and historic resources by identifying and promoting the theme “The Way of American Genius”; those individuals and innovations that have uniquely defined and influenced American culture, and character.

***Goals***

- Improve the educational and cultural experiences of those travelling the Missouri Highway 36 corridor.
- Influence and enhance the quality of life and economic well-being along the Missouri Highway 36 Corridor.
- Identify and promote opportunities to develop the themes of American Genius; those individuals and innovations that have helped define American culture and character.
- Become the recognized umbrella organization for collaboration creating linked interpretation, and meta-stories.
- Build on, but not supplant, the individual attractions and museums along Highway 36, and actively promote members.



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## **MEMBERSHIP FORM**

**Voting Members** – Each Voting Membership entitles the entity or business to designate one individual to be a voting member at the Annual Meeting of the Membership. Membership also includes placement on distribution list for activities, initiatives and marketing opportunities and participation in committees. **\$200.00**

**Institutional Members** – Each Institutional Membership entitles the entity or business to designate one individual to be a voting member. Membership also includes placement on distribution list for activities, initiatives and marketing opportunities and participation in committees. **\$200.00**

**Supporting Members** - Supporting Membership includes placement on distribution list for activities, initiatives and marketing opportunities and participation in committees. (*Supporting Membership is not entitled to vote*) **\$50.00**

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Organization: \_\_\_\_\_

Contact Person (voting member if applicable): \_\_\_\_\_

Title \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number \_\_\_\_\_

Email: \_\_\_\_\_

Membership Level: Voting Member \$200  Institutional Member \$200  Supporting Member \$50

***Make checks payable to: MO Highway 36 Heritage Alliance  
Send to: 109 South 4<sup>th</sup> St. St. Joseph, MO 64501  
Membership dues are due January 1<sup>st</sup> of each year.***



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## **MEMBERSHIP DUES STRUCTURE**

**Eligibility** for membership of MO Highway 36 Heritage Alliance includes any city, town or township, chamber of commerce, convention and visitor bureau, non-for profit organization or business supportive of the Missouri Highway 36 Heritage Alliance purpose is eligible for membership in the Corporation.

**Membership:** Membership in the Corporation shall be of four classes: CHARTER, VOTING, INSTITUTIONAL, SUPPORTING, AND HONORARY.

**CHARTER Members:** This is restricted to the following entities and businesses that formed the Corporation. These entities and businesses shall retain Charter Membership status as long as they keep membership dues paid to date through one of the approved membership levels.

**VOTING Members:** Voting Membership dues are \$200. Each Voting member entitles the entity or business to designate one individual to be a voting member at the Annual Meeting of the membership and to such benefits as are designated by the Board of Directors. They are also allowed up to 5 people (in total) within the entity as additional members of the Highway 36 Heritage Alliance.

**INSTITUTIONAL Members:** Institutional Membership dues are \$200. Each Institutional member entitles the entity or business to designate one individual to be the lead voting member at the Annual Meeting of the membership and to such benefits as are designated by the Board of Directors. They are also allowed up to 5 people (in total) within the entity as additional members of the Highway 36 Heritage Alliance.

**SUPPORTING Members:** Supporting Membership dues are \$50. Supporting members entitles the business or entity to such benefits as are designated by the Board of Directors. Supporting membership is not entitled to VOTING member status. They are allowed up to 2 people (in total) within the entity as additional members of the Highway 36 Heritage Alliance.

**HONORARY Members:** The Board of Directors may, at their discretion, elect Honorary Members, to be designated as such in recognition of outstanding service to the Association or area served thereby. Said Honorary members will NOT have a vote in Association affairs by virtue of said Honorary membership and will be entitled to such benefits as are designated by the Board of Directors.