



Historic Highway 99 Explorer

The Official Publication of the
Historic Highway 99 Association of California

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Welcome to the new Historic 99 Association of California Newsletter!

Each month, we will give an update on the progress of our various projects and outreach programs. These updates will usually be published toward the first week of each month, this one being a little early. In time, we'd like to have a Featured 99 Business section to help promote local businesses along the highway and stories about 99 happenings. Contact us if you'd like your business featured in our newsletter.

Advocacy

In December, we started a new program called "[99 Alerts](#)". These alerts are designed to help preserve a section of the highway or a business that is in danger of being lost. Each will have information about what it is and how you can help. They will also be listed under "Projects" in the main menu. Our latest 99 Alert involves a section of former US 99 in the Calimesa area, which has a long section of pristine 1925 concrete.



1925 Concrete section near Calimesa (Roberts Road)

Fundraising

At present, we are [raising funds for our first sign purchase](#). Once the goal amount is achieved, which is \$800, we will purchase 10 24x36 Historic Route 99 signs for placement in Banning and Beaumont. Currently, we have raised \$125. Additional funds may come from businesses and other groups in the Banning / Beaumont area.

A fundraiser for printing and distributing flyers and brochures for our organization may start in the near future but no date is set yet.

Outreach

We are in the process of gathering contact information for all the cities, counties, historical societies, and car clubs along the route. We are also developing a brochure which we intend to distribute to all these groups. We have also created a [web forum](#) which is available to use to discuss Highway 99 issues here on our site. We will also use them to help organize in-person events when we are able to do such things, likely not until later this year.

Membership

We are developing a plan for membership to our organization. It looks like we will have a few tiers such as Basic, Standard/Individual, Family, and Business. Each will have different levels of perks, which we are still working out. These will be implemented once we get our 501(c)3 status, which we anticipate in the next month or so.

We need your support to grow and get these projects accomplished. If you are interested in helping with our organization in any way, please contact us. If you aren't already, subscribe to our website so you can keep updated and receive our newsletter. We'd also love to [hear your feedback!](#)

Photo of the Month



Each newsletter will feature a photo of a section of Historic US 99. This month's photo shows a section of US 99 near Quail Lake in northern Los Angeles County. It was originally constructed in 1917 as a 17 foot roadway but was widened with a "second story" of concrete that was 20 feet wide. In 1933, it became a portion of State 138 and in 1968, it was relegated to a side road when the new freeway was constructed to the south. Today, it remains as a pristine section of roadway but is in danger of being destroyed by development. The "Centennial" housing project, by Tejon Ranch, is planned to be built adjacent and this would likely be paved over. As it may be a while before construction begins, we still have a chance to do something about it. Look for a "99 Alert" in the future with more details.

If you'd like your photo to be featured, contact us! Depending on the number of submissions, we may implement a "Featured Image" section on the site as well. All submitted photos will be given proper credit.



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