



EVENT

Background

21st Annual Stater Bros. Route 66 Rendezvous®

is a special event that incorporates nostalgia and family entertainment with an icon of Southern California lifestyle.

1990 - 2010

It debuted in 1990 as a one-and-a-half day event at Glen Helen Park and was produced by the San Bernardino Convention & Visitors Bureau (SBCVB). The Bureau created and owns the Route 66 Rendezvous name and registered trademark and has grown this event each year and now attracts over 500,000 spectators.

The SBCVB's primary objective is to have a positive impact on the San Bernardino region through tourism by creating special events that encourage overnight stays. With the Stater Bros. Route 66 Rendezvous the goal is to develop mutually beneficial relationships with corporate sponsors that share our vision and values while benefiting from their association with it.

Designed as an economic development project, the Rendezvous now generates over \$44 million for the local economy. Vehicle participation has grown from 300 classic cars, hot rods, street rods, customs, muscle cars and sports cars to the limited 1,700 vehicles so that each participant has a reserved parking space. Many local non-profit educational and charitable organizations are given the opportunity to participate, earning dollars for their respective community projects.

San Bernardino is centrally located as the transportation hub of Southern California. Prominently mentioned in Bobby Troup's immortal 1946 hit song, Get Your Kicks on Route 66, San Bernardino embodied the Southern California spirit with orange groves, beautiful mountains and palm trees. The mystique goes back to San Bernardino's legendary "E" Street, which was also designated as US Route 66(A). During the cruisin' era, "E" Street was hopping with cool cars and great music. And, during the Rendezvous, the nostalgia continues!

