



LAKE HURON DISCOVERY TOUR
OCT 7 - 10, 2016



heritage23.com

“DISCOVER ME ON US 23”

*Northwest Michigan Arts & Culture Summit
February 11, 2016*

Presented by Julie Avery, Denise Cline, Mary Ellen Jones and Katie Wolf








LAKE HURON DISCOVERY TOUR



- **History of ARTown/MACNE**
 - Michigan Arts & Culture Northeast (MACNE)
 - Creative collaboration
 - 43 arts, culture and humanities organizations in NE MI
 - Exploring regional communities around arts & culture

An aerial photograph taken from an airplane window, showing a large body of water (Lake Huron) and a forested shoreline. The sky is blue with some clouds. The wing of the airplane is visible in the upper right corner.

LAKE HURON DISCOVERY TOUR

- **US 23 Heritage Route**
 - Partnership with NEMCOG
 - ARTrail Roadmap coordinates
 - MACNE serves as arts & culture arm of US 23 Heritage Route

Lake Huron

DISCOVERY TOUR

More to see on 



- Lighthouses
- Hiking & Biking
- Shipwrecks
- Museums & Shopping
- ARTrail
- Canoeing & Kayaking
- Birding
- Quilt Trail
- Horseback Riding
- Camping
- ORV Trail
- Sinkholes
- Fishing
- Wine & Hops Trail
-and More

Chart your own course!

your adventure is just a click away on

www.us23heritageroute.org

OCTOBER 9TH-12TH, 2015

State officials tour northeast Michigan

By Mary Weber
Staff Writer

Senator Jim Stamas and Representative Peter Pettala stopped by the Harrisville State Park during their 200 mile, two-day legislative tour of U.S. Heritage Route 23 which began on Thursday, July 16.

The tour is an effort to help bring attention and tourists to northeast lower Michigan. It began in Standish, Mich. and ended on Friday in Mackinaw City, Mich.

"This positive tour is an effort to highlight what Michigan's sunrise side has to offer and engage the community with state officials about issues critical to the region," said Stamas, R-Midland. "My goal in leading this tour with state and area officials is that we continue to serve the people by identifying new ways to help attract tourists, improve the economy and create jobs.

On hand at the state park were several state and regional officials as well as Eric Ostrander, Michigan Department of Natural Resources



(From left) Senator Jim Stamas, Eric Suzanne Miller Allen speak to a handful of people at the Harrisville State Park. Photo by [unclear]

Allen was there to promote the Michigan Activity Pass (MAP) project, which offers library card patrons free day passes to state parks and events. The free day pass can be picked up at most libraries across Michigan including

Harrisville embraces fall Discovery Tour

By Mary Weber
Staff Writer

Art and cultural organizations along Alcona County's US-23 Heritage Route are ready for Michigan's first Lake Huron Discovery Tour planned for October 9 through October 12.

The inaugural tour promises many unique and interesting art exhibitions, activities, outdoor adventures and more from Standish to Mackinaw City with many free or low cost family events.

Alcona County's activities for the weekend stand out as one of the most diverse as far as events and activities go including a dark sky observation through telescopes at Negwegon State Park, hands-on events and demonstrations with artists, a lighthouse festival, author event, historic unveiling, a film screening and a haunted trail ride.

The weekend begins Friday, Oct. 9 with a Dark Sky event in Black River at the Mountain Inn Bar and Grill, 5495 US-23, Black River at 7 p.m. with special guest speaker, Mary Stewart Adams. She is the dark sky program director of the Headlands International Dark Sky Park in Emmet County, Mich.

Farm accidents put two in hospital

By Cheryl Peterson
Editor
A second farming accident in as many weeks lo-

The evening continues with a caravan to Negwegon State Park where people can observe the dark sky through telescopes provided by the Besser Museum. The event is free, but entry into the park requires a recreation pass-port.

- The Sturgeon Point Lighthouse will be open from 11 a.m. to 4 p.m. throughout the weekend with the opportunity to climb in the lighthouse tower until 3:30 p.m. for \$3.

- On Saturday, Oct. 10 there will be a Perley Silverthorn lighthouse keeper's journal unveiling at 1 p.m. Silverthorn deeded land to the government for the purpose of building the lighthouse and became its first lighthouse keeper.

Linda Klemens, president of the Alcona Historic Society, said until recently this journal was too fragile for the public to view. It had been put into archival storage until recently when a complete photo copy of the journal was made and put onto computer disks by the special collections librarian at the Alpena Public Library.

- Also on Saturday an art-

Continued on page 5

**LAKE
HURON
DISCOVERY
TOUR**

- **Marketing Regional Event**
 - *US 23 Heritage Website*
 - *Self-posting of calendar events*
 - *Signage along highway and tributaries*
 - *Signature Poster and rack cards*
 - *200 mile road trip*
 - *Selfie campaign*
 - *County promotional materials*
 - *Sustaining momentum*

Upcoming tour promotes 'More to See on 23'

By DIANE SPEER
News Lifestyles Editor

If Michigan Arts and Culture Northeast has its way, the fall weekend of Oct. 9-12 will see scores of visitors traveling up and down US-23 from Standish to Mackinaw City to experience the plentiful arts, history, cultural and recreational opportunities found in the region.

A key group of MACNE volunteers that represent multiple counties in Northeast Michigan have dedicated many hours to planning and promoting the first-ever Lake Huron Discovery Tour. Their adopted slogan, "More to See on 23," speaks to their underlying belief that the area offers an abundance of enjoyable things to do if only people outside the area take the time to visit.

They've partnered with many businesses and other groups that share the belief that tourism is a driver of economic development. They've joined forces with the Northeast Michigan Council of Governments to have the Discovery Tour included on NEMCOG's US 23 Heritage Route website where it's been getting thousands of hits.

They've put out professional-grade promotional materials distributed throughout the state. They've been busy making media appearances via radio, television

and newspaper. They've launched a selfie campaign on Facebook while visiting many of the destinations included on the tour in the six-county area of Cheboygan, Presque Isle, Alpena, AuSable, Tawas and Arenac counties.

President Tim Kuehlein. "It's our first year and not a brand that people recognize yet, but it's catching on. It's the kind of brand that will stick."

It's hard to tell just how many tourists from other parts of Michigan, and even beyond, will be inspired to visit that weekend, but Kuehlein and his fellow MACNE members want to caution restaurants and other key service industries to be aware of the possibility.

"Restaurants should be aware of the possible influx of people," he said. "If people are just prepared to have enough staff, but also be flexible in case they don't get an influx, that would be great. This is one of those things we're trying to develop something here. We just need businesses to be prepared."

The tour is planned around the time that fall color should be at its peak. It also takes place over the same weekend as the Great Lakes Lighthouse Festival in Alpena. All the various arts and cultural organizations

along US-23, as well as inland communities like Hillman, Atlanta and Lincoln, have been encouraged to put their best foot forward that weekend.

"What we emphasize is that you don't have to do something new," Klein said. "Just do what already are doing great, and know that might have a whole group of people coming to see you on your face. First impression is going to matter."

Some tour participant planning special events held around the week while others have agreed to come on board and just note what they already offer to the public. With an array of lighthouses, and biking trails, shipwreck museums, shopping, fishing and kayaking, art galleries, camping, hotels, wineries and fish farms, the possibilities do end.

What the MACNE members who have been busy planning stops all along US-23 corridor have is that even they are priced by some places had never visited before. "Those of us travel route, we are floo Kuehlein said. "Some lived here our entire lives. There are things I had idea about like the Au-

Sable River Queen. It's a paddle boat that you can have dinner on, and it travels up and down the AuSable River."

Fellow MACNE member
88 • THE ALPENA NEWS • Wednesday, September 30, 2015

to be a tourist in their own communities," Witulski said. "The Discovery Tour can be a great day trip too for people." Over the next couple of

HERITAGE ROUTE 23

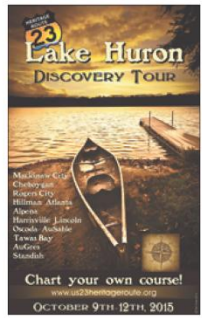
Lake Huron DISCOVERY TOUR

Chart your own course!
OCTOBER 9TH-12TH, 2015

Mackinaw City
Cheboygan
Rogers City
Hillman Atlanta
Alpena
Harrisville Lincoln
Oscoda AuSable
Tawas Bay
AuGres
Standish

Chart your own course!
www.us23heritageroute.org

OCTOBER 9TH-12TH, 2015



Now, as the tour draws closer, they are hopeful their efforts will pay off and that all of Northeast Michigan will be ready for a possible influx of visitors. Oct. 9-12. "We may very well end up with a nice little flood of people," said MACNE

Highlighted Discovery Tour events in 3 counties

Highlighted this week are a few of the events planned in Arenac County, where the Lake Huron Discovery Tour starts at the southern most point in Standish as well as events in Iosco County and Cheboygan County, where the tour starts in the northern most point at Mackinaw City. Next week, look for activities planned in Presque Isle County and Alpena County. For a complete listing go to ariontomichigan.org or www.us23heritageroute.org.

Arenac County
Au Gres Winery and Tasting Room
 Located at 211 E. Huron, Au Gres, offers modern craft winery and is part of the Wine and Hops Trail. For more information, call 876-4948.

Book Sale - Annual Standish Harvest Bazaar
 The Friends of the Mary Johnson Memorial Library in Standish is holding a book sale as part of the Annual Standish Harvest Bazaar held at Divine Shepherd Christian Community, Oct. 10, 10 a.m.-3 p.m.

Standish Historic Depot and Welcome Center
 The gateway to the US-23 Heritage Route, this is a restored depot built in 1880, and will be open Oct. 9-12. It is also the newest State Welcome Center. For more info, go to www.standishdepot.org.

Saganing Eagles Landing Casino and Cultural Center
 Saganing Eagles Landing Casino and Cultural Center offers 34,000 square feet of slots and electronic table games with an RV park, gift shop and the Zibiwing Cultural Center. For more info, go to www.saganing-eagles-landing.com.

Iosco County
Tawas Point State Park & Lighthouse
 This lighthouse has been in service since 1876 and will be open Oct. 8-11. Includes the tower climb and is located in

Tawas Point State Park. Call for hours at 362-5041.

Tawas Bay Players
The Tawas Bay Players will present the musical, "sensations" on Oct. 9-11. The theater is located at 401 main, East Tawas. For more info, call 362-8373

Lumberman's Monument
Erected in 1931, Lumberman's Monument and Vi Center interprets the area's colorful lumbering past. Located at 5401 Monument Rd., Oscoda, it overlooks the Au River. For more info, call 362-8961.

AuSable River Queen
The AuSable River Queen, a double-decker paddle boat, offers two-hour round trips on the AuSable River 9.12. Departs six mile west of Oscoda on River Road more info, go to www.ausableriverqueen.com.

Cheboygan County
Cheboygan Opera House
 Originally constructed in 1877 and restored in 1988 Cheboygan Opera House is located at 403 N. Huron more information, go to www.theoperahouse.org.

Mackinac Bridge Museum
This free museum honors the iron workers who built Mackinac Bridge. Includes a free movie. Located at Central Ave., Mackinaw City. For more info, go to www.mightymac.org.

Mackinaw trolley sunset tours
Mackinaw trolley sunset tours are offered Oct. 9-12 during the Discovery Tour weekend. For more info, go to www.mackinawtrolley.com.

Trappers Creek and Animal Tracks Miniature Trapper Creek
at 434 S. Nicolet and Animal Tracks 122 S. Huron, are just two of several miniature golf located in Mackinaw City.

HERITAGE ROUTE 23 Discover US 23

HERITAGE ROUTE ROGERS CITY & PRESQUE ISLE

Friday, October 9 - Monday, October 12

KORNMANN'S RESTAURANT

Rygwelski's
485 S. FIRST ST. • ROGERS CITY • 734-3248
Celebrating 100 Years of the Finest Homemade Sausages!

ACE Hardware and LUMBER
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989-734-0507 • Fax: 989-734-0686
Hours: Monday - Friday 9am - 7pm
Saturdays 9am - 6pm

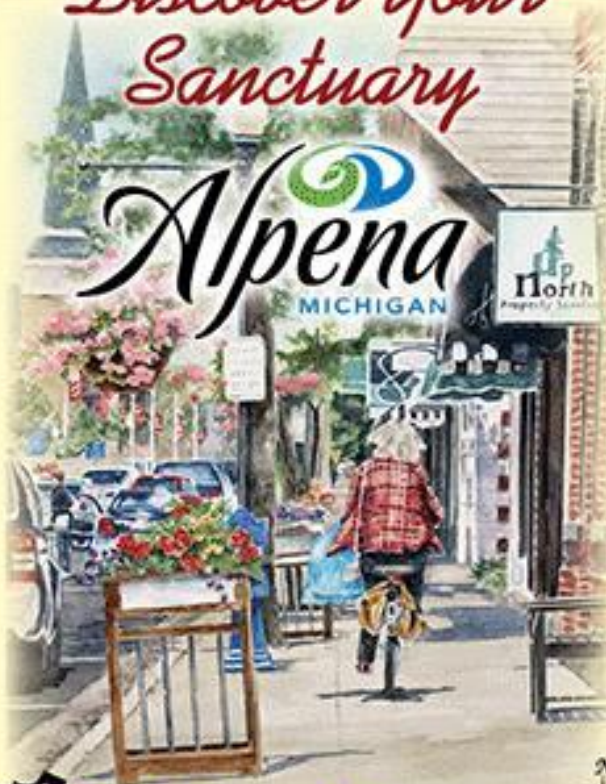
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KELLY'S FAMOUS HOMEMADE PIZZA
989-734-2865 • Open Tuesday - Sunday 9:00am - 9:00pm
Saturday Buffet Special - 4pm to 8pm

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Discover Your Sanctuary

Alpena MICHIGAN



Alpena County Library
Historic Downtown Tour
 "Discover New World" for Kids Sat 10-12
 Historic Walk Sat 10am
 Cemetery Walk Sun 2pm



NOAA - Glass Bottom Tours
 All Day Every Day
 Check Schedule



Thunder Bay Theatre
 Production To Be Announced
 Fri & Sat 7:30pm • Sunday 2pm



Culligan Plaza
DDA Chowder Cook Off
 Sat 12-3pm



Besser Museum
"A Year in Alpena" Exhibit
 Mon - Sat 10am-5pm



TBAC Gallery Open Daily 11-5
Art in Public Places
 Thurs Oct 8 6pm • Unveiling NOAA



Art in The Loft - SummerView
& Making A Splash Fish Mural
 Fri-Sun 11-6 • Friday 6pm Unveiling



City Bike Path
At Your Leisure
 Local Rentals Available



Alpena Wildlife Sanctuary
Kayak Rental & Guided Tours
 Kayak Rentals Sat & Sun 12-5pm
 Guided Kayak Tour Sat 5pm
 Guided Nature Tour



Alpena Farmer's Market
 Behind City Hall
 Saturday 7:30am - 1pm



Great Lakes Lighthouse Festival
 Area Lighthouses
 Sanctuary Inn Fri & Sat 12-5pm
 Dinner 5-10pm City Golf Course



Discover Downtown...



...Dining, Drinks & Deals
 Historic Scavenger Hunt



Thunder Bay National Marine Sanctuary
 Art in Public Places
 Thurs Oct 8 6pm • Unveiling
 International Film Festival
 Sneak Peak Sun 1pm



Discover Beyond...
 South Bay Corridor
 Alpena Mall & M-32

HERITAGE ROUTE 23 Lake Huron DISCOVERY TOUR

See what's happening... your adventure is just a click away!

www.us23heritageroute.org **OCTOBER 9TH-12TH, 2015**

...and More!

Paintings by Judith Dawley from "A Year in Alpena"
 Exhibit & Book at Besser Museum

Chart your own course!

ALLEGRA



**LAKE
HURON
DISCOVERY
TOUR**

- **Event Highlights**
 - *Geocaching*
 - *Lighthouse Festival*
 - *Negwegon Dark Sky experience*
 - *Chowder Festival*
 - *Balloon and air plane rides*
 - *State Park activities & camping*
 - *Indigenous People's Day*
 - *Movie premiere at local library*
 - *Art & historic fashion shows*
 - *Over 100 event & destination postings*



City Hall
208 North First Avenue
Alpena, Michigan 49707
www.alpena.mi.us

**PROCLAMATION
DESIGNATION OF INDIGENOUS PEOPLES DAY**

WHEREAS, the City of Alpena and the Saginaw Chippewa Tribe are primary sponsors of the Lake Huron Discovery Tour that has fostered regional collaborative partnerships for cross-promotion of the arts, culture, history and humanities of our region; and

WHEREAS, the City of Alpena wishes to extend its appreciation to the Saginaw Chippewa Tribe for its contributions and involvement in the Lake Huron Discovery Tour and other events and activities along the Lake Huron shoreline; and

WHEREAS, the City of Alpena wishes to recognize and honor the long standing history and contributions of the Saginaw Chippewa Indian Tribe and other Indigenous peoples of Michigan to the region of Northeast Michigan and beyond; and

WHEREAS, the City of Alpena appreciates and embraces the value of multi-cultural awareness and preservation of Indigenous culture in our region and throughout the State; and

WHEREAS, the City of Alpena desires to develop a strong and productive relationship with all Indigenous peoples, including the Saginaw Chippewa Tribe, based on mutual respect and trust; and

WHEREAS, the idea of Indigenous Peoples Day was first proposed in 1977 by a delegation of native nations to the United Nations; and

WHEREAS, Indigenous Peoples Day is an opportunity to educate the public about pre-existing Indian cultures that continue to exist and thrive in present day America.

NOW, THEREFORE, I, Matthew J. Waligora, by the authority vested in me as Mayor of the City of Alpena, **DO HEREBY PROCLAIM** October 12, 2015 in Alpena as:

INDIGENOUS PEOPLES DAY

FURTHER, the City of Alpena supports that Indigenous Peoples Day be used to reflect upon the heritage of Indigenous people in our region and to celebrate the thriving culture and value that the Saginaw Chippewa Tribe and other Indigenous peoples add to our communities.

AND FURTHER that the City of Alpena recognizes the value of working collaboratively with all the Indigenous people of our region, including the Saginaw Chippewa Tribe, and looks forward to working together on projects of mutual interest in our community.

Signed at Alpena, Michigan this 8th day of October 2015.



Matthew J. Waligora
Mayor



**CELEBRATE
INDIGENOUS DAY**

**START YOUR
HERITAGE 23
WEEKEND TOUR WITH A STOP AT**

**SAGANING EAGLES LANDING
&
SAGANING TRIBAL COMMUNITY CENTER**

FRIDAY OCTOBER 9 | 4PM

EXPRESSIONS OF HERITAGE – PROCLAMATIONS – LANGUAGE DEMONSTRATIONS





Saturday, October 10, 2015
Recollections Clothing
 Victorian and Edwardian Clothing of Centuries Past
 Presents
 Historic Downtown Alpena Fashion Show



Models from Recollections Clothing will be walking around downtown Alpena prior to the fashion show at the Centennial Building located at Chisholm Street and First Avenue.

Free to the Public Activities Inside the Centennial Building

At **1:00- 1:45**: Jazz and Classical Acoustic Guitar Performance by Nathanael Koenig
<http://nathanaelkoenig.com/bio>

At **2:00- 2:45**: Historic Clothing Fashion show by Recollections Clothing.
<http://recollections.biz/>

At **3:00**: **Anecdotal Stories from Alpena's Past** hosted by Jere Doyle and Bob Lyngos at the Trinity Episcopal Church, 124 E. Washington Avenue. Everyone is welcome to share their favorite stories

Prize drawings for the Downtown Alpena Historical Scavenger Hunt participants will take place at Trinity Episcopal Church at 4:00 p.m.

This activity is part of the Lake Huron Discovery Tour Discover Your Sanctuary Alpena

www.us23heritageroute.org





Great Lakes Lighthouse Festival

LAKE HURON DISCOVERY TOUR

- **Promoting Self-Guided Tours**
 - *US 23 Heritage Route Website*
 - *Self-generated plans & maps*
 - *Extensive annotated directory of events & destination points*
 - *Lots of Videos & photos*
 - *Heavy media engagement*
 - *Alpena News*
 - *The Guide*
 - *More*



DISCOVER HERITAGE ROUTE 23



Indian River Biathlon

Huron Shores Heritage Route
Your Pathway to Michigan's Sunrise Coast



- Home
- About
- Regions
- Tours
- Interests
- Events
- Stories
- Plan Your Trip

Home > Events > US 23 DISCOVERY TRAIL GEOCACHING!

US 23 DISCOVERY TRAIL GEOCACHING!

Friday, October 09, 2015
to
Monday, October 31, 2016

Geocaching on the Sunrise Coast

A 200-mile long geocaching adventure! Begins Friday, October 9!

Beginning the weekend of October 9, 2015, the US 23 Discovery Geocaching Trail will guide participants on a high tech scavenger hunt seeking places of importance from Standish to Mackinaw City. Near each interesting location in the counties along US 23, a geocache (container) will be hidden. Beginning October 9, 2015, a newly designed US 23 themed souvenir path tag will be awarded to the first 150 geocachers locating 25 of the 30+ newly placed geocaches. To be eligible for the path tag, geocachers must travel from cache to cache, discovering the US 23 sites and answering specific questions on the passport form. When the geocaches are activated on October 9th, the passport can be downloaded [here](#).

Geocaching on the Sunrise Side of Michigan
US 23 Discovery Geocaching Trail
A 200 mile solo-trail from Standish to Mackinaw City
A US 23 themed souvenir path tag will be awarded to the first 150 geocachers locating 25 of the 30+ US 23 Discovery Trail geocaches and correctly answering the questions on this passport.
Obtain your souvenir path tag by taking the completed passport to one of the following sites:
1. McGulpin Lighthouse 100 Mackinac Drive, Mackinaw City
2. Standish Historical Depot and Welcome Center, 1017 N Main St, Standish
3. Mail your passport to: Denise Olson, 9886500, PO Box 457, Standish, MI 49784
Note: Only one path tag per geocaching team name.
Questions? Email: denise@us23.org
This passport belongs to: _____
Address (where the passport should be sent): _____
Remember to Cache in and Trash Out!
www.geocaching.com www.heritage23.com

Geocaching has become a very popular sport and family activity. This 15-year-old outdoor adventure game is



Facebook Feed

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See what's playing at the Thunder Bay Theatre in Alpena!

US 23 Events

- Mar 24, 2016
Tawas Community Band - Spring Concert
- Michigan Songwriters Concert
- Apr 2, 2016
Classic Movie Night
- Apr 15, 2016
Josco Soil Conservation District Tree & Shrub Sales
- Apr 22, 2016 to Apr 24, 2016
Alcona Gospelfest
- Apr 30, 2016
Michigan Opera Theatre
- May 6, 2016
National Workshop Paper Paintings
- May 13, 2016 to May 15, 2016
Arenac Community Funds' 13th Annual Golf Outing Standish
- May 16, 2016
10th Annual Tawas Point Birding Festival
- May 19, 2016 to May 22, 2016

Heritage Route 23 added 5 new photos.
January 22 at 11:05am
Thunder Bay International Film Festival.....dive in January 27-31, 2016!
This is a one-of-a-kind event you shouldn't miss!

THUNDER BAY INTERNATIONAL FILM FESTIVAL
SAN FRANCISCO INTERNATIONAL OCEAN FILM FESTIVAL

DIVE IN - JANUARY 27-31 2016

<http://www.us23heritageroute.org/>

LAKE HURON DISCOVERY TOUR


- **Social Media**
 - *US 23 Heritage Route Website*
 - *Facebook*
 - *Under the Radar partnership*
 - *Data tracking & results*
 - *Media interview postings*
 - *Selfie Postings*
 - *Build upon community pride & nostalgia*
 - *Have fun, quirky is good!*

lakehurondiscoverytour/?ref=hl

STARS - Scholarship... Home - Council on ... Designers Toolbox ... Apps Spitfire Smart Scan GiftLaw Modern Art Prints, C... Michigan Council fo... DC Post

Lake Huron Discovery Tour

Page Messages Notifications Insights Publishing Tools



Lake Huron Discovery Tour
Travel/Leisure

Create Call to Action Share

Timeline About Photos Likes More

100% response rate, 16-hours response time
Respond faster to turn on the badge

802 likes +1 this week

Status Photo / Video Offer, Event +

Write something...

Spitfire Smart Scan GiftLaw Modern Art Prints, C... Michigan Council fo... Poster Cabaret Delaware Commun

Lake Huron Discovery Tour Home

Settings Help

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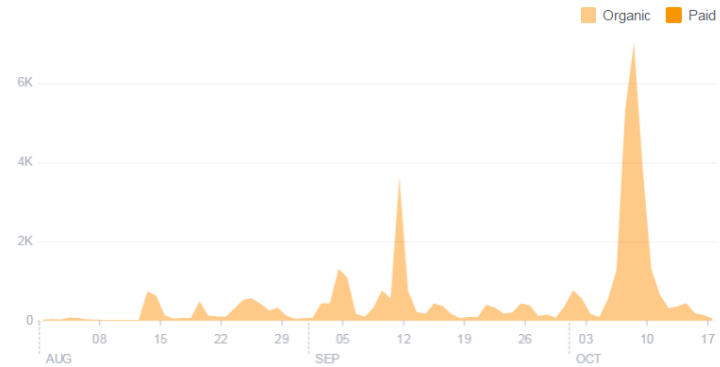
Start: 8/1/2015

End: 10/17/2015

Facebook Page

Post Reach

The number of people your post was served to.



BENCHMARK
Compare your average performance over time.

Organic

Paid

LAKE HURON DISCOVERY TOUR

- ***Lessons Learned & Challenges***
 - *Pros & cons*
 - *Missteps*
 - *Budget*
 - *Television ads*
 - *Need for volunteers*
 - *Events that create critical mass*
 - *People still want printed maps*
 - *Measuring results*



2016 Lake Huron Discovery Tour, October 6-10