



# Pure Michigan Byways Coordinator Call

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April 14, 2025

# Where are we going?

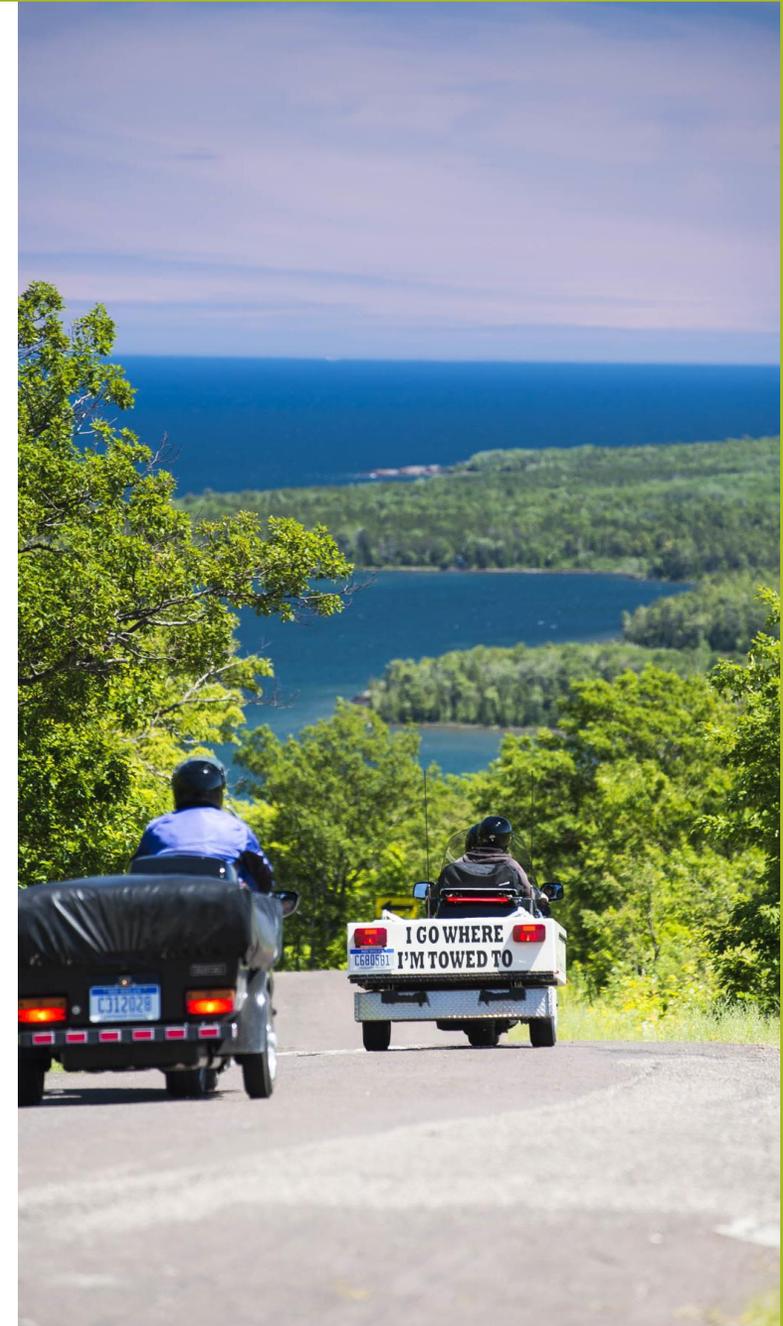
The Strategic Plan

Program Updates

2025 Requested Activities

America250

Byway Roundtable



# THE CURRENT STRATEGIC PLAN

- **Our Goal**
  - “The goal of the program is to identify, designate, and support certain portions of the state trunk line highways system as Pure Michigan Byways for the enhancement and enjoyment of Michigan’s scenic, recreational, and historic resources along its roadside.”
- **Years 2024-27 Covered**
- **The Document Outline Plans for the Program in a Broad Sense**

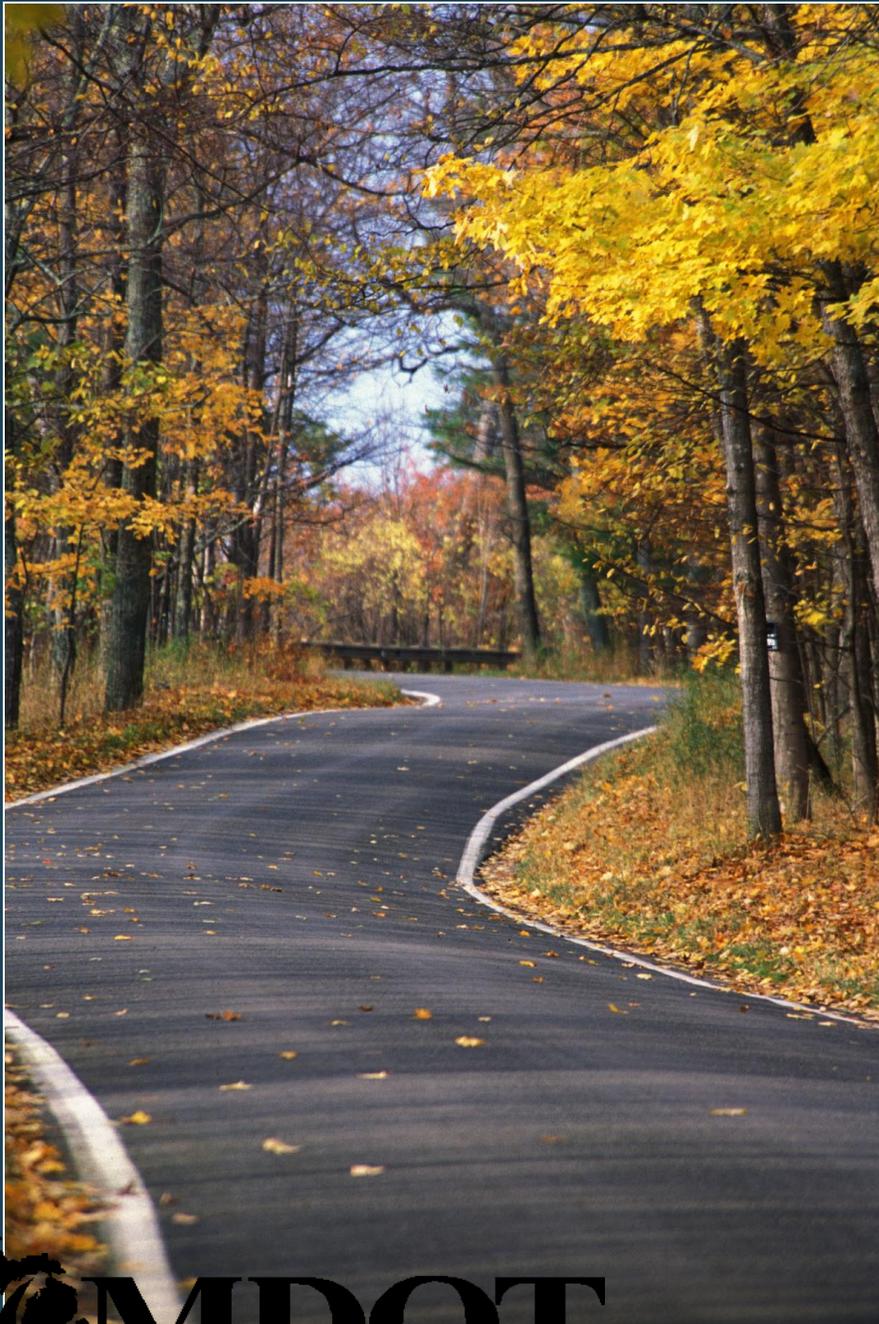


# The Mission Statement

- Program Mission Statement Edits:
  - **Original:** “Michigan’s Pure Michigan Byway Program will preserve, protect and enhance the intrinsic resources of the recognized byways across the state. This community-based program will encourage grassroots collaboration to help recognize, preserve, and enhance select routes throughout Michigan, and enhance the byway travelers experience and regional economic prosperity.”
  - **Edited:** “The Pure Michigan Byways Program will preserve, protect and enhance the intrinsic resources of recognized byways to enhance the byway travelers experience and regional economic prosperity.”
- The Byway Toolkit
  - A toolkit is in development for use by byway committees to assist their actions, which will provide various instruments (Forms, Guidance, Links, Etc.)
    - Implementing the Byway Designation (Cp 5) v. The Byway Toolkit
  - What guidance do you need?

# THE CURRENT STRATEGIC PLAN

- **Three areas of focus for the Pure Michigan Byway Program Manager:**
  - 1. Tourism Marketing and Promotion**
    - **Work and collaborate with all partners to improve Marketing and Promotion strategies.**
  - 2. Program Administration**
    - **Provide necessary information and coordinate program actions with all partners.**
  - 3. Program Success and Evaluation**
    - **Monitor evaluation criteria and planning activity grants and improve the process as needed.**



# How did I do? (FY24/5)

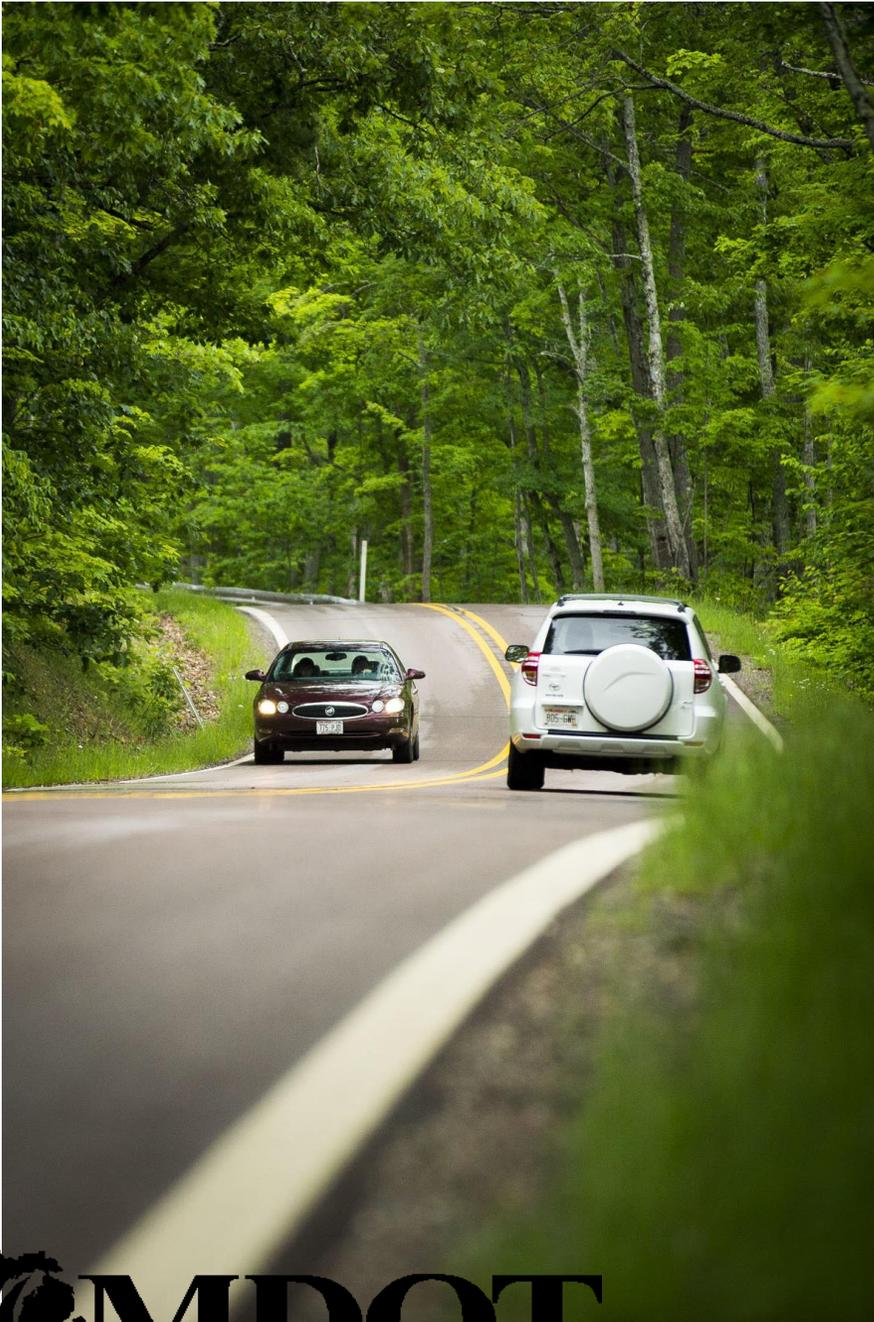
- 1. Tourism Marketing and Promotion**
  - Work and collaborate with all partners to improve Marketing and Promotion strategies.
  - Frequent Collaboration W/ Non-Profit Partners
  - Re-established Connections W/ Various State Agencies
- 2. Program Administration**
  - Provide necessary information and coordinate program actions with all partners.
  - Established a 4 Interaction Cycle for Byways
  - Standardization Priority
- 3. Program Success and Evaluation**
  - Monitor evaluation criteria and planning activity grants and improve the process as needed.
  - Planning Grant Form Updated

# PROJECTS & PLANS

- **FY 24**
  - **Continue to update MDOT website to include links to existing byways websites**
  - **Statewide Guidelines created and approved**
  - **Reconnect with MEDC**
  - **NOFO – work with the two previous applicants to reapply**
  - **Hold Annual Workshop**
  - **Reprint, if necessary, and work with welcome centers on driving guide distribution**
  - **Continue to identify ways to improve contracts and invoicing process**

# How did we do? (FY24)

- Continue to update MDOT website to include links to existing byways websites
  - Large Scale Update Planned for FY26
- Statewide Guidelines created and approved
  - Guideline Update is Underway, expected by FY 26
- Reconnect with MEDC
  - Reconnected w/Travel Michigan, Currently Updating Offerings
- NOFO – work with the two previous applicants to reapply
  - 2 Applicants (Copper Country Trail & River Road)
- Hold Annual Workshop
  - Held November 2024
- Reprint, if necessary, and work with welcome centers on driving guide distribution
  - Reprinted 4,500 Copies
    - Update Planned for FY25/26
- Continue to identify ways to improve contracts and invoicing process
  - New Invoicing Form in Use



# PROJECTS & PLANS

- **FY 25**
  - **Develop an illustrative list for future NOFOs if needed**
  - **Work with TSCs and central office to install and/or upgrade signage on active byways**
  - **Hold Annual Workshop**
  - **Reprint, if necessary, and work with welcome centers on driving guide distribution**
  - **Continue to identify ways to improve contracts and invoicing process**

# How did we do? (FY25)

- **Develop an illustrative list for future NOFOs if needed**
  - **Restructuring Activity Around Needs for the Corridor**
- **Work with TSCs and central office to install and/or upgrade signage on active byways**
  - **Addressed as Needed, Process begins at the committee Level**
- **Hold Annual Workshop**
  - **Planned for November 2025**
- **Reprint, if necessary, and work with welcome centers on driving guide distribution**
  - **Reprint in FY26**
- **Continue to identify ways to improve contracts and invoicing process**
  - **Addressed as Needed, No Current Improvements Planned**



# RECAPPING THE WORKSHOP

- **Attendance**
  - **11** Individuals representing **15** Byways
- **Topics**
  - **The Strategic Plan**
  - **NSBP Grants**
  - **Managing the Byway**
  - **Marketing the Byway**

## THE PURE MICHIGAN BYWAYS STRATEGIC PLAN



## Marketing the Byway

11/04/24

- **Comments**
  - **Byways Need More Support**
  - **Work with CVBs/Pure Michigan for Promotion**
  - **More Attendees Needed**
  - **What Funding Opportunities are there?**

## Planning for Successful National Scenic Byways Grant Applications

Heritage Route Workshop  
April 17, 2012



Managing the Byway



# Program Updates

Interaction Cycle

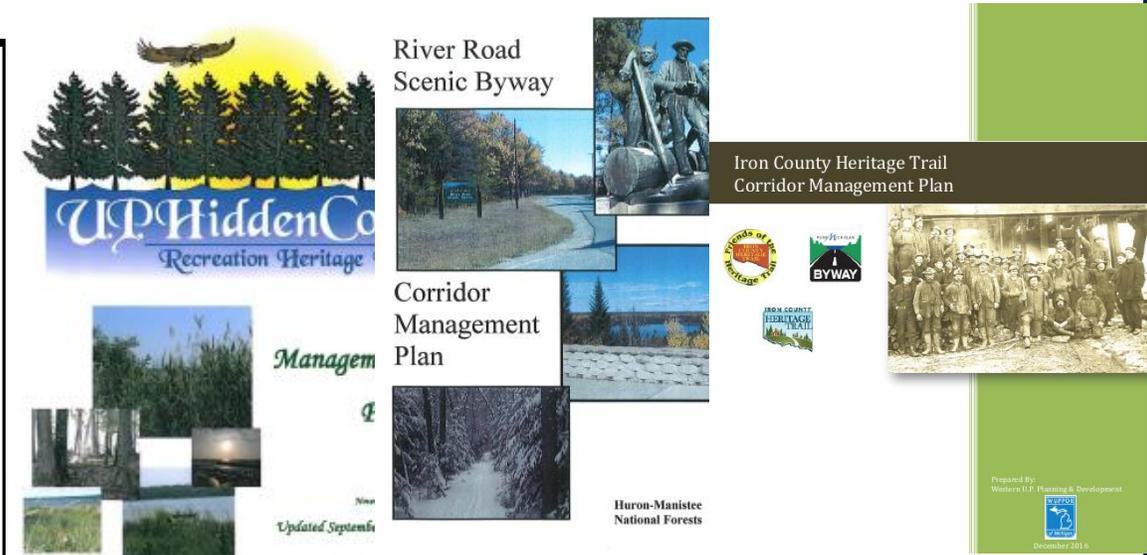
Meeting Agendas

The Byway Workplan



# Pure Michigan Byway Oversight Interactions

- In effort to standardize interactions across the Byway Program an annual interaction cycle has been established.
  - Note: This is Planned Interactions, there may be More or Less!!
- 1. The Pure Michigan Byways Coordinator Call (Spring)
- 2. The Pure Michigan Byway Committee Meeting Visit (Summer)
- 3. The Pure Michigan Byways Workshop (Fall)
- 4. The Pure Michigan Byways Year End Roundtable (Winter)



## Expected Timeline:

- The Pure Michigan Byway Committee Meeting Visit
  - Varies by Committee (June-August)
- The Pure Michigan Byways Workshop
  - November X
- The Pure Michigan Byways Year End Roundtable
  - TBD (December-January)
- The Pure Michigan Byways Coordinator Call
  - April 2026



# Pure Michigan Byways Agenda/Minute Template

# Pure Michigan Byway Work Plan/Planning Grant Form



 **MDOT**

# 2025 Requested Activity

Required Activities

Recommended Activities

Future Activities



# Required Activities

## Development of a Byway Project List

- What
  - Each Byway Committee will Identify Projects that are applicable for the National Scenic Byway Program funding. (1-3)
    - Projects can be Broad, reach out to the Program Manager for assistance.
- Why
  - The Strategic Plan for FY25 attributes creation of an Illustrative Project List for NSBP Funding opportunities.
- When
  - Constantly
    - The Projects a Byway Committee may undertake should be informed by the Corridor Management

Plan



### Michigan

Year	Name	Project#	Funding Amount
1998	Corridor Management Plan	SB-1998-MI-01	\$72,000
1998	Statewide Planning, Coordination & Administration of Byway Program	SB-1998-MI-02	\$80,800
2000	Development of the Michigan State Scenic Byway Program	SB-2000-MI-03	\$114,000
2000	M-15 Heritage Route Trailway Feasibility Study	SB-2000-MI-02	\$5,695
2000	Southeast Michigan's Main Street Marketing Plan for Woodward Avenue	SB-2000-MI-05	\$40,000
2001	Cass River Bridge Aesthetic Enhancement (Vassar, MI)	SB-2001-MI-02	\$168,000
2001	Copper Country Bike Facility: Phoenix, MI to Delaware, MI	SB-2001-MI-01	\$311,074
2001	Copper Country Corridor Management Plan	SB-2001-MI-03	\$35,000
2001	Southeast Michigan's Main Street Marketing Plan for Woodward Avenue/Phase II Implementation	SB-2001-MI-04	\$268,000
2002	Leelanau Heritage Route CMP Implementation	SB-2002-MI-03	\$44,400
2002	Southeast Michigan's Main Street Marketing for Woodward Avenue - Phase III Implementation	SB-2002-MI-04	\$536,000
2003	M-22 Non-motorized Path	SB-2003-MI-50	\$428,480
2003	Marshall Historic Resource Protection	SB-2003-MI-50	\$334,000
2003	Woodward Avenue - Corridor Management Plan Implementation	SB-2003-MI-50	\$25,000
2004	Woodward Ave/M-1 - Developing the Byway Story	SB-2004-MI-51	\$437,404
2005	Iron County Heritage Trail, US-2: Pathway Feasibility Study	SB-2005-MI-02	\$60,000
2005	M-119 Tunnel of Trees Wooden Bridge Project	SB-2005-MI-04	\$320,000
2005	Woodward Avenue - Developing the Byway Story Phase II	SB-2005-MI-03	\$396,000
2005	Woodward Avenue - Implementation of Corridor Management (Year 2)	SB-2005-MI-01	\$24,000
2006	Brookway Mountain Drive Scenic Overlook Enhancement - Phase I	SB-2006-MI-03	\$395,000
2006	Corridor Management Plan Implementation - Copper Country - Year 1	SB-2006-MI-05	\$25,000
2006	Corridor Management Plan Implementation - Woodward Ave - Year 3	SB-2006-MI-06	\$24,400
2004	Woodward Ave/M-1 - Developing the Byway Story	SB-2004-MI-51	\$437,404
2005	Iron County Heritage Trail, US-2: Pathway Feasibility Study	SB-2005-MI-02	\$60,000
2005	M-119 Tunnel of Trees Wooden Bridge Project	SB-2005-MI-04	\$320,000
2005	Woodward Avenue - Developing the Byway Story Phase II	SB-2005-MI-03	\$396,000
2005	Woodward Avenue - Implementation of Corridor Management (Year 2)	SB-2005-MI-01	\$24,000
2006	Brookway Mountain Drive Scenic Overlook Enhancement - Phase I	SB-2006-MI-03	\$395,000
2006	Corridor Management Plan Implementation - Copper Country - Year 1	SB-2006-MI-05	\$25,000
2006	Corridor Management Plan Implementation - Woodward Ave - Year 3	SB-2006-MI-06	\$24,400
2006	Marshall Historic Resource Protection - Phase II - Territorial Road	SB-2006-MI-04	\$400,000
2006	Sharing our Legacy-Interpreting Center Ave/M-25 Historic Heritage Rt-Phase I	SB-2006-MI-02	\$125,200
2007	Copper Country Trail: Interpretive Plan	SB-2007-MI-09	\$76,000
2007	Leelanau Scenic Heritage Route Trailway Project	SB-2007-MI-01	\$240,000
2007	River Road: Corridor Management Plan Update and Interpretive Materials	SB-2007-MI-04	\$25,000

# Required Activities

## Byway Signage Review

- What
  - A review of the current byway signage within your corridor to identify gaps in coverage.
    - This Process should be a collaboration with the Local & Central MDOT Offices.
      - A Byway Sign should be present at all Trunkline Intersections.
- Why
  - The Strategic Plan for FY25 outlines working with TSCs and the central office to install and/or upgrade signage on active byways as a primary activity.
    - This signs brand the route and assist recognition/wayfinding.
- When
  - This should be done every 5 years in-line with a CMP Update.
    - If no review of byway signage has occurred since 2020, please complete one before year's end.



# Required Activities

## Byway Leadership Established

- What
  - Establishment of Committee Leadership
    - Ultimately Decided by Committees, but at a minimum it should include a Chair/President, Co-chair/Vice President, and Secretary (RPA Representative).
- Why
  - Clear Leadership is crucial for information distribution and representation.
- When
  - Leadership should already be established for your committees, if not, it is an IMMEDIATE need.



# Required Activities

## Hold Public Meeting

- What
  - An Advertised Open to the public Meeting should be held each year.
- Why
  - The PMB Program Requires at least one In-person Open to the Public Meeting.
    - Involving the Public may also increase awareness and participation of/in your Byway.
- When
  - Summer
    - Ideally, the Public Byway committee meeting is when the PM performs their Annual Committee visit.

### Connect

The M-119 Tunnel of Trees Scenic Heritage Route Committee is dedicated to preserving and enhancing the scenic, cultural, natural, and historic characteristics of the M-119 corridor.



The M-119 Tunnel of Trees Scenic Heritage Route Committee is dedicated to preserving and enhancing the scenic, cultural, natural, and historic characteristics of the M-119 corridor through Friendship, Readmond, West Traverse, and Cross Village Townships. The Committee is made up of representatives from four townships and the Emmet County Lakeshore Association. The Little Traverse Bay Bands of Odawa Indians, the Emmet County Planning, Zoning, and Construction Resources, the Little Traverse Conservancy, and the Michigan Department of Transportation are active partners in the Committee's activities.

Please visit the [Networks Northwest Community Development website](#) for any questions.

The M-119 Tunnel of Trees Heritage Route Implementation Committee generally meets the second Tuesday of every month at 9:30 a.m. Meeting locations rotate throughout the M-119 corridor communities. Visit the link below to view details and package information on upcoming meetings.

[View Upcoming Committee Meetings](#)

See 2024 meeting dates and location below:

- April 22, 2025 Emmet County Building – Conference Room – 3434 Harbor-Petoskey Rd, Suite A Harbor Springs, MI 49740
- May 13, 2025 Friendship Township Hall - 3018 S Beacon Hill Ln, Harbor Springs, MI 49740
- June 10, 2024 Readmond Township - 6034 Wormwood Ln, Harbor Springs, MI 49740
- July 8, 2025 West Traverse Township Hall – 8001 M-119 Harbor Springs, MI 49740
- August 12, 2025 Cross Village – 5954 Wadsworth Rd., Harbor Springs, MI 49740
- September 8, 2025 Friendship Township - 3018 Beacon Hill Lane Harbor Springs, MI 49740
- October 14, 2024 Readmond Township - 6034 Wormwood Ln, Harbor Springs, MI 49740

### Committee Members

- [West Traverse Township](#)
- [Friendship Township](#)
- [Readmond Township](#)
- [Cross Village Township](#)
- [Emmet County Lakeshore Association](#)

### Partners

- [Little Traverse Bay Bands of Odawa Indians](#)
- [Michigan Department of Transportation](#)
- [Networks Northwest](#)
- [Emmet County](#)
- [Little Traverse Conservancy](#)

# Requested Activities

## Byway Product Development

- What
  - Whether Informative or Promotional, the byway should have products it can offer to the user.
- Why
  - Having Byway Offerings can serve many goals, such as informing best practices, increasing awareness, and promoting your destination.
  - The MDOT Welcome Centers receive millions of visitors annually offering countless exposures.
- When
  - Constantly
    - Throughout your Byways History numerous products may have been created, utilizing those to create updated versions are a best practice.



# Requested Activities

## Byway Material Development

- What
  - **“Shelf Ready” Materials should be created to support standardized actions of a Byway Committee.**
  - **A great first step is a Letter-head for offering the committee’s support to local initiatives.**
- Why
  - **This facilitates support for Grant Opportunities, Planning Initiatives, and More.**
- When
  - **ASAP**



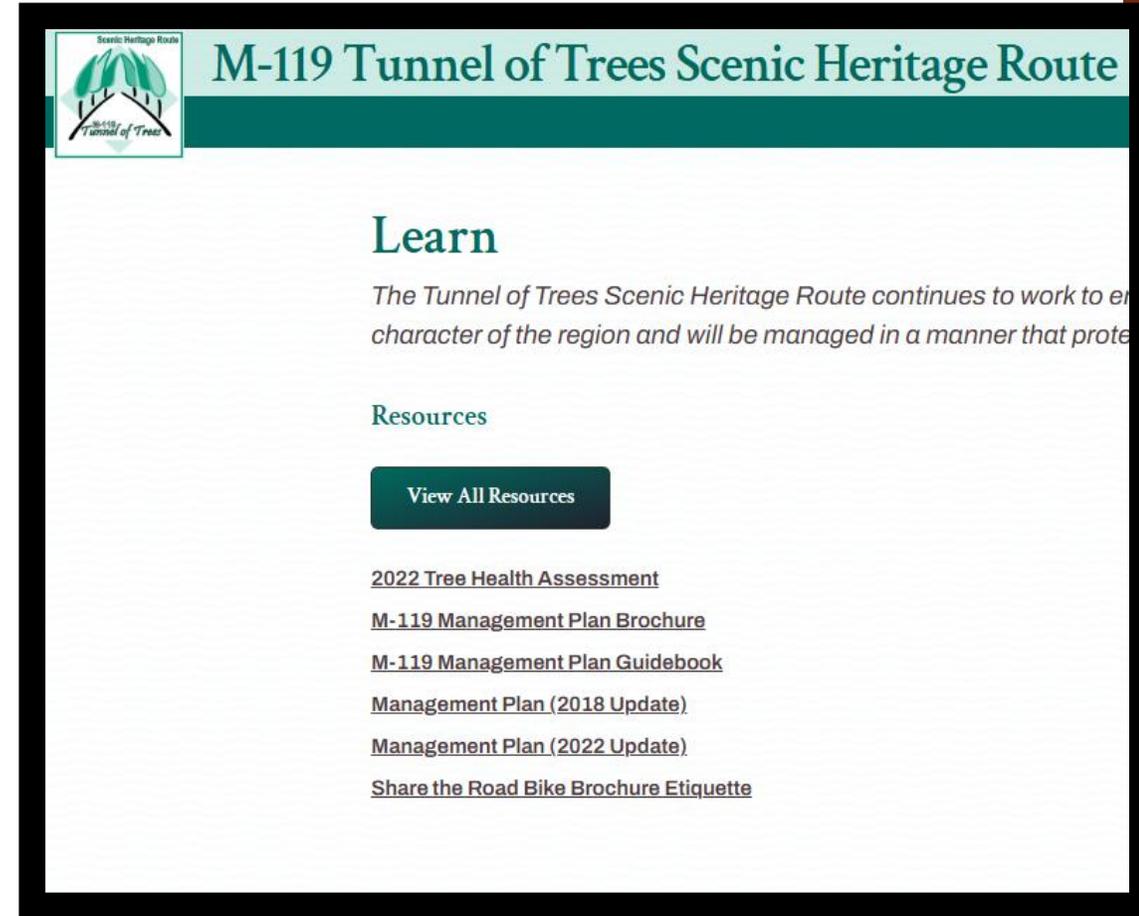
*Your Pathway to the Sunrise Coast!*  
[www.heritage23.com](http://www.heritage23.com)

US 23 Heritage Route Management

# Requested Activities

## Byway Record Keeping

- What
  - **Create an email address/historical drive to possess & maintain Byway Records Products, and Materials.**
- Why
  - **Knowledge Transfer is the greatest obstacle when organizations gain new members.**
- When
  - **ASAP**



**M-119 Tunnel of Trees Scenic Heritage Route**

### Learn

*The Tunnel of Trees Scenic Heritage Route continues to work to preserve the character of the region and will be managed in a manner that protects*

### Resources

[View All Resources](#)

- [2022 Tree Health Assessment](#)
- [M-119 Management Plan Brochure](#)
- [M-119 Management Plan Guidebook](#)
- [Management Plan \(2018 Update\)](#)
- [Management Plan \(2022 Update\)](#)
- [Share the Road Bike Brochure Etiquette](#)

# Requested Activities

## Premier Attraction Identification

- What
  - Identify your corridor's most premier attractions that represent the primary points to visit (At Least 15).
- Why
  - Having standard offerings that can be marketed by our partners ensures standardization in marketing regardless of the distributor.
- When
  - ASAP



## 15 Stops on a Road Trip Along the Tahquamenon Byway

PURE MICHIGAN

Michigan's eastern Upper Peninsula features natural wonders, breweries, and wild animal sanctuaries. It's a 63-mile journey past waterfalls and lighthouses, and along miles of shoreline.



earthlifeskyproductions

### 1. Eckerman Pond – **Eckerman**

Begin your journey along the Tahquamenon Scenic Byway at Eckerman Pond. This Upper Peninsula historic site is home to great trout fishing and picnicking, and is the perfect place for a day out in a canoe.

### 2. Naomikong Point – **Bay Mills Township**

#### Keweenaw Mountain Lodge

Built in 1934, the lodge is a historical wilderness resort with lodging, dining, and a variety of outdoor activities such as golfing, mountain biking, and hiking.

[Directions](#)

#### Fort Wilkins Historic State Park

State park that preserves a historic army military outpost and the Copper Harbor Lighthouse, which now features camp sites and day-use facilities.

[Directions](#)

#### Portage Lake Lift Bridge

Lift bridge and the start of the byway that connects the cities of Houghton and Hancock.

[Directions](#)

#### Calumet Theater

Historic theatre built in the late 1800s that still operates as a theater and holds a variety of performing arts events.

[Directions](#)

#### Brockway Mountain Drive

Located in Copper Harbor, Brockway offers you a 9 1/2 mile drive that is has breathtaking views of Lake Superior and thousands of acres of the Keweenaw. It is the highest above sea-level drive between the Rockies and the Alleghenies and is designated as an official Michigan Wildlife Viewing Area.



National  
SCENIC  
BYWAY  
Foundation

# Requested Activities

## Review NSBF Maps

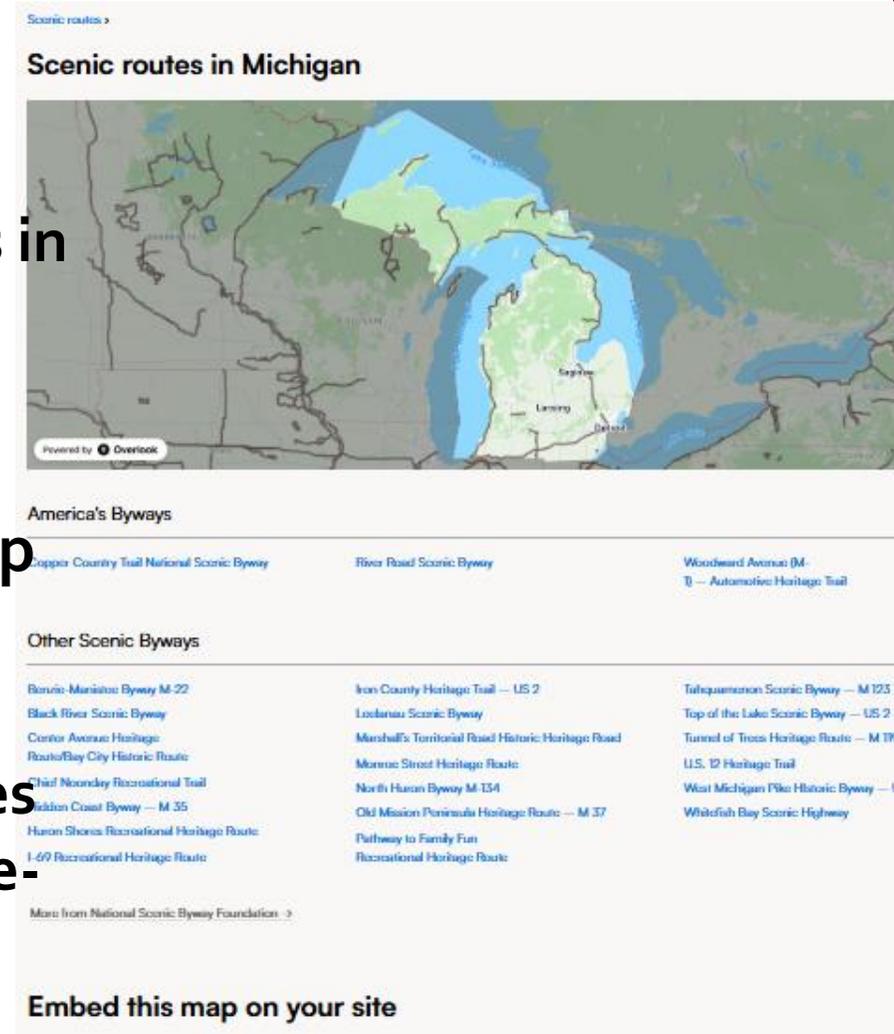
- What
  - The National Scenic Byway Foundation has partnered with Overlook Maps to have all Byways in America Mapped.
  - Such a WebMap is available to all byways to embed on their Website.
  - Work with the PM to Review the Overlook Map and address any required changes.

## Why

- The NSBF as the Principal byway partner advances byway recognition nationally and offers the single-greatest byway traveling audience.

## When

- ASAP



Scenic routes in Michigan

America's Byways

- [Copper Country Trail National Scenic Byway](#)
- [River Road Scenic Byway](#)
- [Woodward Avenue \(M-14\) — Automotive Heritage Trail](#)

Other Scenic Byways

- [Bosnie Maritime Byway M-22](#)
- [Black River Scenic Byway](#)
- [Conroe Avenue Heritage](#)
- [Roush/Bay City Historic Route](#)
- [Chief Noonday Recreational Trail](#)
- [Hidden Coast Byway — M-35](#)
- [Huron Shores Recreational Heritage Route](#)
- [I-69 Recreational Heritage Route](#)
- [Iron County Heritage Trail — US 2](#)
- [Ludawan Scenic Byway](#)
- [Marshall's Territorial Road Historic Heritage Road](#)
- [Manass Street Heritage Route](#)
- [North Huron Byway M-154](#)
- [Old Mission Peninsula Heritage Route — M-37](#)
- [Pathway to Family Fun Recreational Heritage Route](#)
- [Tulsequamun Scenic Byway — M-125](#)
- [Top of the Lake Scenic Byway — US 2](#)
- [Turned of Trees Heritage Route — M-199](#)
- [U.S. 12 Heritage Trail](#)
- [West Michigan Pike Historic Byway — US 12](#)
- [Whitefish Bay Scenic Highway](#)

More from National Scenic Byway Foundation >

Embed this map on your site

# Requested Activities

## Update NSBF Byway Information

- What
  - Work with the PM to update your byway's information the NSBF website.
- Why
  - The NSBF as the Principal byway partner advances byway recognition nationally and offers the single-greatest byway traveling audience.
- When
  - ASAP

For all Byways, not just the nationally designated Byways:

We are now collecting the following information to be gathered and posted live as soon as of byways respond via the "Update" this byway information today link, at the bottom of each

Please send or update:

- Local traveler information website and phone number
- Signature Photo if needed (photos need to be sent separately to [sharon.strouse@sociation.com](mailto:sharon.strouse@sociation.com))
- 100-150 word Overview
- Up to 8 Partners, including their website and phone numbers
- Byway Story - about 500 words
- Up to 15 Points of Interest with descriptions and website link
- Driving Directions
- Itinerary

### Country Music Highway

Overview Story Overview Points of Interest Itinerary



Embed this map on your site

#### Details

Designation Info: National Scenic Byway (2002)

Intrinsic Qualities: Cultural

Location: KY

Length: 144.1 miles

Byway Visitor Information: Country Music Highway

Website: 866-745-2322

Statewide Byway Partners: Kentucky Transportation Cabinet

Website: 502-564-2020

Kentucky Department of Tourism

Website: 502-564-6983



#### Overview

The Country Music Highway engages with Eastern Kentucky's heritage to capture the sights and sounds of this rich cultural region. Visitors will have the opportunity to engage with the region's history, including Native American culture, pioneer settlement, coal mining, crafts, architecture, the Civil War, and natural resources against the backdrop of this region's famous country music.

#### Local Byway Partners

Ashland/Floyd County Tourism and

Convention Bureau

Website: 606-324-9507

Letcher County Tourism Commission

Website: 606-638-0670

Pike County Tourism

Website: 606-543-0789

Prentissburg Tourism

Website: 606-864-4704

Way County Tourism

Website: 606-422-5263

Letcher County Tourism

Website: 606-634-1838

Landon-Laurel County Tourism

Website: 606-348-6095

Harlan County Tourism & Convention

Commission

Website: 606-673-6925

#### Story of the Byway

The 144-mile Country Music Highway, which follows US Route 25, recognizes all the well-known country music stars that came from this area such as Loretta Lynn, Wynonna & Janni, Billy Ray Cyrus, Tom T. Hall, Ricky Skaggs, Keith Whitley, Dwight Yoakam, Gary Stewart, Patsy Cline, Crystal Gayle and more. While visitors may come to see the history of these stars, they will soon come to realize that the entire region is steeped in cultural and musical history.

There are many opportunities to hear the sounds of all types of music at venues along the Country Music Highway. The byway begins north in Greenup County. Here, visitors can discover the brand new amphitheater at Greenbo Lake State Resort Park. As the byway continues south, the route enters into Boyd County, home of the historic Paramount Arts Center in Ashland, Kentucky. This venue launched the careers of Billy Ray Cyrus and the Jubilee. Billy Ray's famous "Achy Breaky Heart" video was also filmed there. Today, visitors can still enjoy a performance, many of them will under \$50. The byway continues to Johnson County, home to two famous venues, the Mountain Homeplace Amphitheater and the Country Music Highway Museum. On Thursday, visitors can enjoy a bluegrass performance at the Country Music Highway Museum and visit the 14 exhibits honoring the country music stars who inspired the byway. Moving further south to Floyd County, in the city of Prentissburg, visitors will find the Mountain Arts Center, home to the professional entertainment ensemble, Billie Jean Osborne's Kentucky Opry. As the byway continues to Letcher County, visitors should be sure to stop by the multi-purpose facility, Appalachia, a quaint theater that features many Appalachian and bluegrass concerts.

Towards the end of the byway, visitors can find the Eastern Kentucky Exposition Center, located in Pike County, which was designed as a multi-purpose facility that is available for concerts, conventions and special events. In addition to the above venues there are countless shops and festivals that feature the sounds and tastes of the region. Visitors can't miss a taste of the music!

The Country Music Highway is not only about country music. When visitors travel the Country Music Highway, they can also learn about Native American, pioneer, the Civil War, and the coal mining industry. The history of Eastern Kentucky has been shaped by those who, early on in the nation's history, began searching for land west of the Appalachian Mountains. Not long thereafter, as a result of being a border state between the North and South, sections of the area became battlegrounds for the Civil War such as the Middlefield National Battlefield.

As the area began to develop and grow, coal mining became an essential chapter in Kentucky, and still is. This area is well known for a very notable feud - The Hatfield-McCoy feud, which became a nationally known event. While on the trail of feuders, pioneers, or miners, the area along Country Music Highway is full of natural beauty and recreational opportunities. The region is blessed with so beautiful State Parks from Greenbo Lake State Resort Park in Greenup County to Kingdom Come State Park in Letcher County, Jerry Wiley State Resort Park in Floyd County also features Broadway type musicals at Jerry Wiley Theatre.

Welcome to one of the most beautiful and historic places in the nation. As visitors travel along the Country Music Highway, and meet the friendly folk of this Appalachian region, they will quickly realize that they have found a hidden treasure. The key to a successful visit in this region is to make sure visitors have enough time to see and hear it all!



# Requested Activities

## Update NSBF Byway Information (Example)

- Local Traveler Contact
  - Normally the CVB
- Signature Photo
- Narrative Overview
  - A brief overview of the corridor.
- Byway Partners
  - Generally the CVBs
- The Byway Story
- 15 Points of Interest
- Travel Directions
- Itinerary
  - A brief tour of your corridor.

### Benzie-Manistee Byway M-22



Embed this map on your site.

#### Details

Designation: State Byway (2016)  
Location: MI  
Length: 49.5 miles

Statewide Byway Partners  
Michigan Department of Transportation  
[Website](#) 517-241-2400

Pure Michigan  
[Website](#) 888-784-7328



unattributed Photo

#### Overview

The route travels from Traverse City northward along the west shores of Grand Traverse Bay to Northport where it heads back south along the eastern shore of Lake Michigan and ends near the Manistee County line. The route's numerous turns and majestic hills amplify the scenic views. The mostly two-lane road has 4 scenic pullouts and one major scenic overlook. The visitor will find lighthouses, a look-out tower, campgrounds, and museums along the way and the entire route has water recreation and wildlife viewing opportunities. The area is a vibrant blaze of reds, yellows, and golds in the fall as the leaves change.

Update this byway information today!

### Volcanic Legacy Scenic Byway - OR

[Overview](#) [Story](#) [Directions](#) [Points of Interest](#) [Itinerary](#)



Embed this map on your site.

#### Details

Designation info: All-American Road (2002)  
Intrinsic Qualities: Natural, Recreation  
Location: CA, OR  
Length: 140 of 500 total miles

Byway Visitor Information  
Volcanic Legacy Community Partnership  
[Website](#) 530-926-5439

Statewide Byway Partners  
Oregon Byways Map  
[Website](#) 888-275-6368

Travel Oregon  
[Website](#) 800-547-7842



#### Overview

The 500-mile Volcanic Legacy Scenic Byway is a world-class drive through the geologic wonders of northeastern California and southern Oregon. It offers an unforgettable experience for outdoor enthusiasts with a quest for learning and adventure. Almost every bend in the road will excite your senses, refresh your soul, and take your breath away.

Local Byway Partners  
Discover Klamath  
[Website](#) 541-882-1501

Discover Siskiyou  
[Website](#) 530-842-1628

Shasta Cascade Wonderland Association  
[Website](#) 530-365-7500

#### Story of the Byway

The 500-mile Volcanic Legacy Scenic Byway is in both California and Oregon and would take days to explore. The Byway is broken into several regions with enlarged maps, starting at the south end and traveling north to Crater Lake National Park. You can begin your journey anywhere along the Byway and visit as many sites as you have time. Just follow the byway signs on the highways. If you plan to fly and rent a car, Medford, Oregon, and Redding, California, are the closest commercial airports.

Most communities and counties have Chambers of Commerce or Visitor Bureaus to research your options for lodging and dining or to find community services. The California Welcome Center/Shasta Cascade Wonderland Association in Anderson, the Oregon Welcome Center at Colliers' Rest stop north of Yreka on the Klamath River, the Oregon Welcome Center in Midland, and Discover Klamath in Klamath Falls, Oregon are the Byway's four major centers for visitor information about the byway region.

The Byway produced a beautiful full-color brochure that is available at the key tourism information centers along the Byway. In addition, three destination marketing organizations have websites and social media information to help guide you along the Byway and through the region. Their websites and contact information are listed throughout the guide in each region. From south to north here are their websites: Shasta Cascade Wonderland Association (<https://www.shastascascade.com/> based in Redding, CA), Discover Siskiyou (<https://discoveriskiyou.com/> based in Yreka, CA) and based in Klamath Falls is Discover Siskiyou (<https://discoverklamath.com/>).

#### Driving Directions

Begin at Diamond Lake Junction and take OR 138 to Crater Lake National Park (road open June through October). Travel around the rim of Crater Lake before exiting the park at the south entrance and turn left on OR62. Continue west on Weed Road to Sevenmile Road, then West Side Road through the Wilema National Forest. West Side Road connects with OR 140, take it south to US 97 two miles south of downtown Klamath Falls. Head on US 97 to the California border.

#### Points of Interest

Mt. Lassen National Park  
Southernmost active volcano in the Cascade range.  
[Directions](#)

Medicine Lake (National Forest Byway) Highlands  
Camping, swimming, boating, fishing, and hiking.  
[Directions](#)

Mt. Shasta  
Potentially active volcano, located in California.  
[Directions](#)

# Future Activities

## Develop Byway Promotional Information

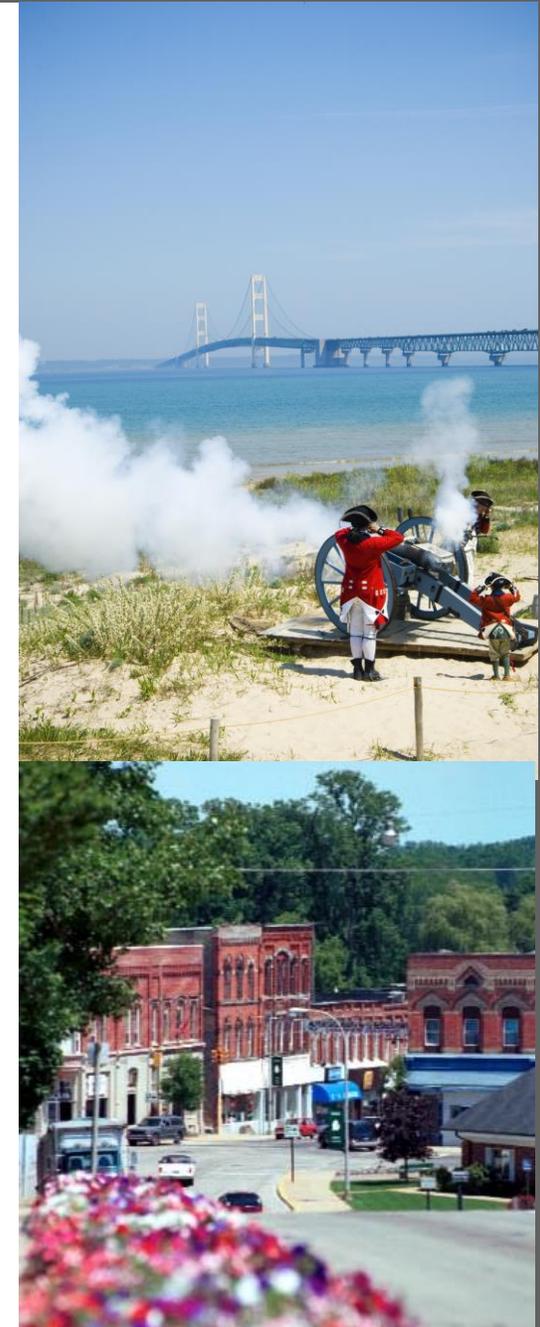
- What
  - Information over your Byway is required to inform target audiences for promotional activities.
- Why
  - With such information, Promotion of your byway can be pursued in achievement of the Program Wide Marketing Activity attributed to FY26 in the PMB Strategic Plan.
- When
  - In order to best prepare for the FY 26 Marketing Activity, I recommend keeping this in-mind as you develop your information for the NSBF.



# Future Activities

## Byway Photo Collection

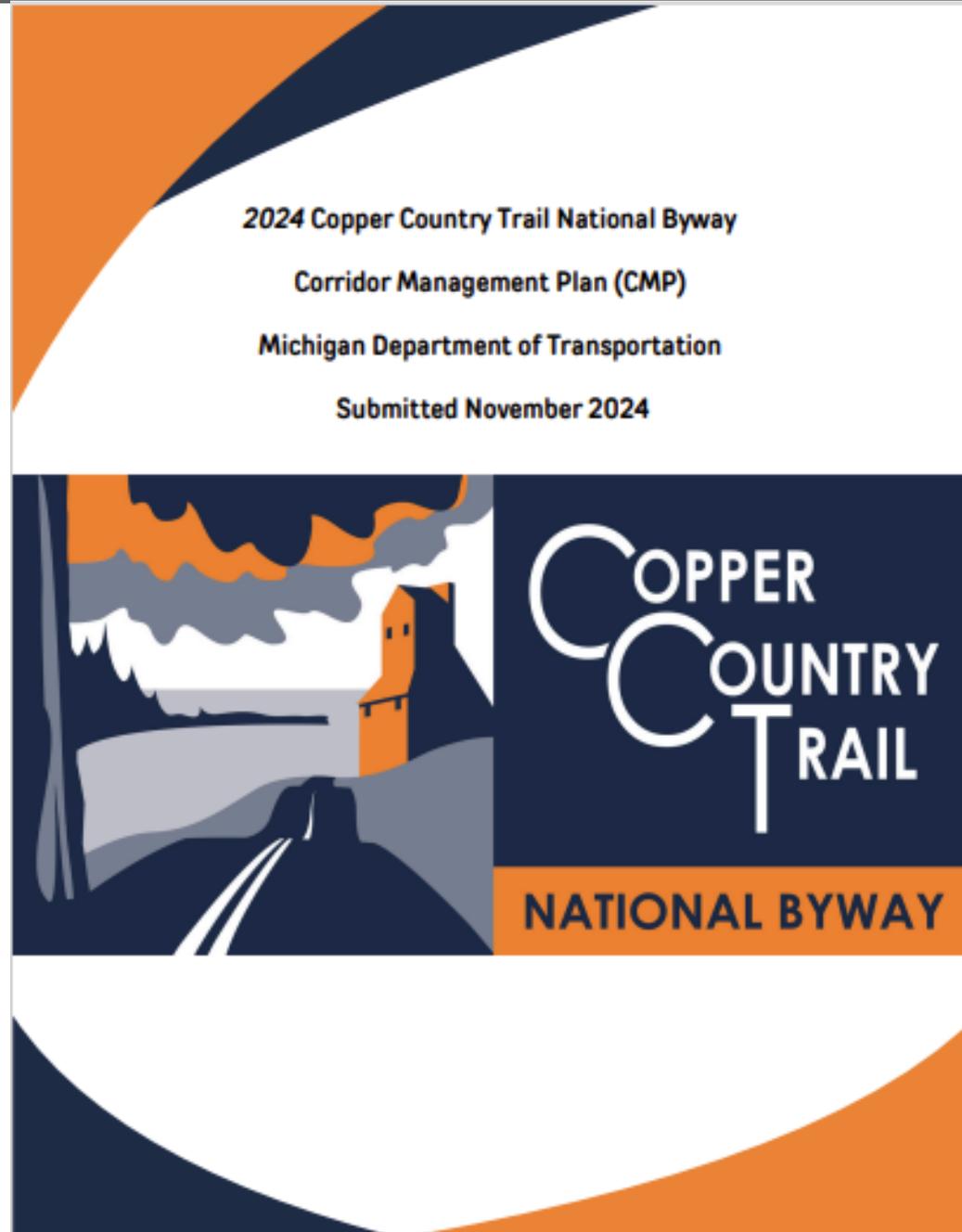
- What
  - Identify points along your corridor that best show the destination, as MDOT may commission high-quality photos for use in byway promotional products.
  - Store any photos used in byway products to develop a repository for your corridor.
- Why
  - To best support future promotional activities, visual references are needed. Such references will be used for marketing and developmental initiatives.
- When
  - ASAP



# Future Activities

## Corridor Management Plan Update

- What
  - An update to a Byway's Corridor Management Plan is done to reassess Intrinsic Resources and Goals.
- Why
  - Updating one's CMP is a Program requirement and provides an opportunity to reassess the needs of the corridor.
- When
  - An update to a Byway's Corridor Management Plan is required every 5 Years.



# Future Activities

## Decision Making

- **What**
  - Look over your decision-making process this year in preparation to create a **Standard Process for your committee.**
    - **Can be Committee Bylaws**
- **Why**
  - Decision Making Processes should be established to standardize committee actions.
- **When**
  - A decision-making process should be established by FY27.

BYLAWS AND CONSTITUTION  
OF  
FRIENDS OF THE HERITAGE TRAIL

ARTICLE I - IDENTIFICATION

Section 1.01 Name.

This organization shall be known as Friends of the Heritage Trail.

Section 1.02 Insignia - Needs to be developed.

ARTICLE II - PURPOSES

The purpose of this organization shall be:

Section 2.01 To enhance, link and preserve those unique aspects of this area's natural and cultural heritage for the enjoyment of all.

Section 2.02 To develop a sense of common community.

ARTICLE III - MEMBERSHIP

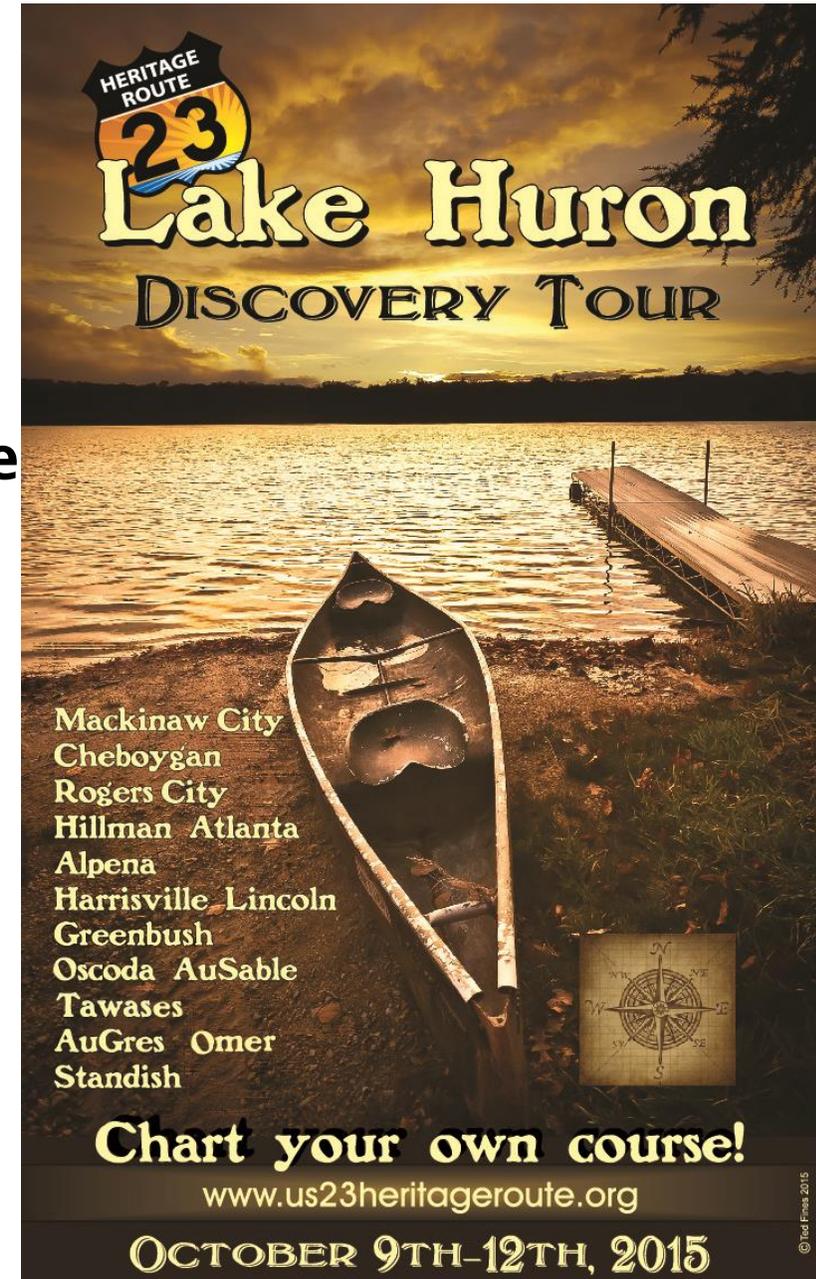
Section 3.01 Membership shall consist of representation from:

- government entities
- ethnic groups that represent the diversity of our culture
- heritage/cultural groups
- local organizations
- community at large
- area high schools
- Ex Officio - Michigan State University Extension County Extension Director/Staff

# Future Activities

## Byway Events

- What
  - Stand-alone or Collaborative Byway events should be held when applicable.
  - Collaborative events are easiest to participate in, it could be as simple as an Open-house booth or as intricate as a 5K.
- Why
  - Byway Events provide the public an opportunity to engage with the Byway and offers an opportunity to increase byway awareness.
- When
  - Great Events take Great Planning, so the earlier preparations begin, the better.



**HERITAGE ROUTE 23**  
**Lake Huron**  
**DISCOVERY TOUR**

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

**Chart your own course!**  
[www.us23heritageroute.org](http://www.us23heritageroute.org)  
**OCTOBER 9TH-12TH, 2015**

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# America250

April 14, 2025

# America 250

Who

Why

What

Where

How

When



# Who

## What is America250MI?

America250MI, Michigan's Committee for the United States Semiquincentennial, was established by Governor Whitmer in 2020 to encourage, advance, and foster the commemoration of the 250th anniversary of the founding of the United States, the signing of the Declaration of Independence, the American Revolution's role in Michigan's history, and the impact these, and other historic events had on the people of Michigan's past, present, and future. In preparing for this commemoration, the America250MI Committee seeks to generate a spirit of collaboration across the state through municipalities, American Indian tribes, cultural and civic organizations, libraries, educational institutions, and community groups. It is our hope that those networks will embrace the entirety of the nation's story, recognizing the importance of good, bad, and ambivalent histories, while setting the stage to foster narratives that highlight uncovered voices and support carefully considered programs, events, and exhibits.

For more information on the America250 national commemoration, please read our [Program Guide](#) or visit [AASLH.org/250](https://AASLH.org/250)

- Being a Nationwide Initiative, the effort has been carried both nationally, and at the State Level.
- Nationally: American Association for State and Local History
  - What to they Do: Provides leadership, resources, guidance, and advocacy to Historic Organizations across the nation.
- State: America250MI
  - Michigan's Committee for the 250 initiative, established by Governor Whitmer in 2020 to encourage, advance, and foster collaboration for adequate commemoration.
- You: CVBs & Historical Societies
  - The local practitioner is encouraged to develop events/information in-line with Michigan's Priorities for the initiative.

# Why

History, saved and preserved, is the foundation for future generations. Not only is it a social foundation, but also a catalyst for economic growth. Nurturing personal and collective identity in a diverse world attract talents, increases tourism revenues, and fortifies local economies.

In 2020, Governor Whitmer proclaimed the State's participation in the commemoration.

- Recognizing the importance of the nation's founding, leaders of private & public statewide history organizations were designated as the local leaders of the initiative.

**This Initiative is a Once in a Lifetime Opportunity**

- Semi-quincentennial (250 Years) celebration of the Signing of the Declaration of Independence

**Through participating in the Semi-quincentennial, Local Practitioners can reintroduce their content under a nationwide lens.**

- This will offer numerous benefits to the area and organization.
  - Education of the Public
  - Recognition of your history.
  - Integration in Planning & Marketing



History Relevance promotes a shared language, tools, and strategies to mobilize history organizations in the United States around the relevance of history. We support history organizations that encourage the public to use historical thinking skills to actively engage with and address current issues and to value history for its relevance to modern life.

### TO OURSELVES

#### IDENTITY

History nurtures personal and collective identity in a diverse world. People discover their place in time through stories of their families, communities, and nation. These stories of freedom and equality, injustice and struggle, loss and achievement, and courage and triumph shape people's personal values that guide them through life.

#### CRITICAL THINKING

History teaches vital skills. Historical thinking requires critical approaches to evidence and argument and develops contextual understanding and historical perspective, encouraging meaningful engagement with concepts like continuity, change, and causation, and the ability to interpret and communicate complex ideas clearly and coherently.

### TO OUR COMMUNITIES

#### VIBRANT COMMUNITIES

History is the foundation for strong, vibrant communities. A place becomes a community when wrapped in human memory as told through family stories, tribal traditions, and civic commemorations as well as discussions about our roles and responsibilities to each other and the places we call home.

#### ECONOMIC DEVELOPMENT

History is a catalyst for economic growth. Communities with cultural heritage institutions and a strong sense of historical character attract talent, increase tourism revenues, enhance business development, and fortify local economies.

### TO OUR FUTURE

#### ENGAGED CITIZENS

History helps people envision a better future. Democracy if individuals convene to express opinions, listen to others, a weaving history into discussions about contemporary issues, revealing different perspectives and misperceptions, reveals complex competing views in evidence, and introduces new ideas; a greater understanding and viable community solutions.

#### LEADERSHIP

History inspires leaders. History provides today's leaders with as they navigate through the complexities of modern life. If persons from the past can offer direction to contemporary life, help clarify their values and ideals.

#### LEGACY

History, saved and preserved, is the foundation for future generations. Historical knowledge is crucial to protecting democracy. By authentic and meaningful documents, artifacts, images, and places, future generations have a foundation on which to build what it means to be a member of the civic community.

[LEARN MORE » HISTORY RELEVANCE](#)



## America250MI 5 Guiding Themes\*



### *Unfinished Revolutions*

The American Revolution separated the American government from Great Britain in order to form a free and unified nation. Despite this, Michigan's people have struggled for liberty and freedom before, during, and after the American Revolution. Michigan has a history of its peoples fighting for freedom, recognition, and respect for basic human rights, whether it was along the Underground Railroad, in movements for civil and labor rights, or part of the continued struggle of Indigenous peoples to reclaim their cultural heritage and land. "Revolutions" or movements for freedom, recognition, and rights have never ceased and continue to this day.



### *Power of Place*

Place is a powerful concept that allows us to view the past through the geographic, geologic, and physical environment while also being aware of the political, economic, historic, cultural, and emotional connections to it. It has become human nature to identify ourselves by place, like our region, state, county, city, or nearby geographical landmarks. As children, Michiganders are even taught to use their hands (mittens) to represent a Michigan "map." Michigan has become the physical place we know today through wars and the establishment of treaties, ordinances, and statehood. Understanding past and present connections to place can inform current and future challenges.

### *We the People*

Since the nation's founding, definitions of "We the people," the boundaries of national belonging, and the very nature of citizenship have changed. Being American today means something different than it did 250 years ago. "We" are American, but we also identify with different ethnicities, races, faiths, regions, and languages. Michigan is made up of more than 10 million unique people of different races, cultures, languages, ethnicities, religions, and points of view. The term "Michigander" is defined as "a native or inhabitant of Michigan." However, throughout Michigan's past, many people have been excluded and not welcome to consider themselves Michiganders because of founding institutional documents and laws. Every generation is an opportunity to advocate for belonging.



### *American Experiment*

The leaders of the past did not have all the answers. Though their government based on democracy and a rights-based constitution was innovative, they knew the nation was an experiment. When we look at the founding documents of our country and our state, we can reflect on those excluded from the original American Experiment. There were intentional omissions of tribes, people of color, women, and immigrants. Now is our opportunity to reconsider the origins of our government, democratic institutions, and broader civic life and reflect on the ways we have changed them over time. Our participation is key to shape the nation during this continuing American experiment.

### *Doing History*

As those who love, teach, preserve, or make history, we must work together with our communities to interact with Michigan's past. Now is the time to openly engage our communities in conversations about what history is, how it is done, and why it matters. By being open and transparent to help communities understand the methods, sources, evidence, and perspectives that influence history, we can inform how community members can engage with history in their own lives and how history can speak to the current challenges our communities face.

# What

- To ease the difficulty of programming, themes have been created to guide your planning.
  - **Unfinished Revolutions**
    - After 1776, Michiganders Still Struggled for Liberty, whether for freedom, recognition, or basic human rights.
  - **The Power of Place**
    - Place is a powerful concept that allows us to view the past and present connections to a place to understand current and future challenges.
  - **We the People**
    - National belonging, and the very nature of citizenship have changed, what does it mean to be an American today?
  - **American Experiments**
    - Intentional omissions from inclusion as Americans allows us to reconsider our origins and progress.
  - **Doing History**
    - Now is the time to openly engage our communities in conversations about what history is, how it is done, and why it matters.
- **How will you tell your stories?**

# America250MI Program

Download Program Guide

AMERICA250MI  
Program  
Guide



America250MI is your guide to Michigan's commemoration of the United States Semiquincentennial.



WWW.AMERICA250MI.ORG



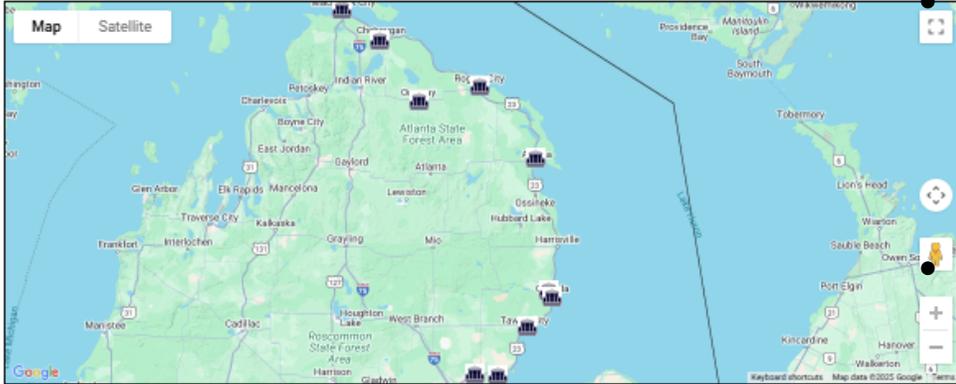
## How

- This nationwide initiative offers numerous avenues of support for practitioners
- America250MI is providing assistance to those participating in the initiative. (Financial & Technical)
- 250<sup>th</sup> Anniversary Handbook
  - A handbook was created at the national level to guide planning for the initiative.
- Shelf Ready Products have been created to facilitate low-cost planning for the initiative.
  - Events are great ways to integrate the public in your messaging, as well as educate those who may not know your areas history.
  - Programming virtually or in-person is also a great mechanism for impactful messaging.
- Grants are available to support planning work and interpret, preserve, or explore Michigan's history.

We found 11 Places you may find interesting...

We searched for Museum.

Try Another Search



<b>Arenac County Historical Society Museum</b> Historical Museum	Info	+
<b>AuSable-Oscoda Historical Museum</b> Where you can learn the history and past of our AuSable and Oscoda areas.	Info	+
<b>Besser Museum for Northeast Michigan</b> The Jesse Besser Museum teaches art, history, and science to all ages.	Info	+
<b>Cheboygan County History Center</b> This contains the artifacts and historic exhibits of Cheboygan County's past.	Info	+
<b>Iosco County Historical Museum</b> A great museum to learn about Iosco County history.	Info	+
<b>Mackinaw Museum at the Mackinaw Area Public Library</b>	Info	+
<b>Onaway Historical Museum</b> Exhibits from the late 1880's to the 1920's when Onaway was the Steering Wheel Capital of the World	Info	+
<b>Planetarium at Besser Museum</b> Northeast Michigan's only planetarium!	Info	+
<b>Presque Isle County Historical Museum</b> Exhibits and reference material that tracks the history of Presque Isle County	Info	+
<b>Wurtsmith Air Museum</b> Air Museum/ Three Hangars of History	Info	+

# Where

- Events will be held throughout 2026, making the initiative centerstage in communities across the nation.

- Numerous organizations have partnered to advance the Governor's Proclamation.

- The Historical Society of Michigan and the Michigan Historical Center are leading the initiative.

- Regardless of designation, your corridors have an intrinsic history that is important to your destination's identity.

- Through the initiative, the story of your byway can be promoted and preserved for generations to come.

- When developing materials for the initiative, engage your local historians and museums, as they are best suited to know your history.

- Where/how do we integrate the initiative?

- Try and include your projects into existing events & initiatives.

- 4<sup>th</sup> of July

- If holding events, partner with museums for the best impact.





## When

- **Planning for the initiative may already be underway in your communities.**
  - Across the state historical societies & museums have been engaged already.
  - Whether for the initiative or as a portion of standard programming, your local historical organization can inform your planning.
- **Easiest inclusion will come from incorporation with existing initiatives or events.**
  - 4<sup>th</sup> of July/Memorial Day/Labor Day
- **Events and programs will be held throughout 2026, with some planned around the season and visitation.**
  - Identify the best time to offer your products based on your situation locally.
  - Be innovative in your planning, participation can be as simple as promoting your byways story.
  - Utilize the Handbook to guarantee impactful and timely messaging.

A wide-angle landscape photograph showing a vast, lush green forest valley. In the foreground, a paved asphalt path runs along the edge of a rocky cliffside, bordered by a low stone wall. A few people are visible on the path, and a wooden viewing platform is situated on the cliff edge. The sky is bright blue with scattered white clouds. The text "Roundtable Time!!" is centered in the middle of the image in a white, bold, sans-serif font.

**Roundtable Time!!**



# Questions to Answer

- 1. Your Name, Organization, & Byway**
- 2. What got you involved with Byways?**
- 3. What role do you play on the Byway committee?**
- 4. What is your byway undertaking this year?**
- 5. What questions do you have for the Pure Michigan Byway Program Manager?**

[Sigmannc@michigan.gov](mailto:Sigmannc@michigan.gov)

**Thank You!!!**