

The Pure Michigan Byways Program



Where Are We Going?

Program History & Overview

Byway Management

Your Byway

Benefits of a Byway Designation

Examples



PURE MICHIGAN BYWAYS

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.

- Previously called “Michigan Heritage Routes,” the program was established in 1993 by Public Act 69.
- It was rebranded in 2014 to “Pure Michigan Byways.”
- Administered by MDOT
- Staffed by Regional Planning Agencies



Pure Michigan Byways History



SCENIC

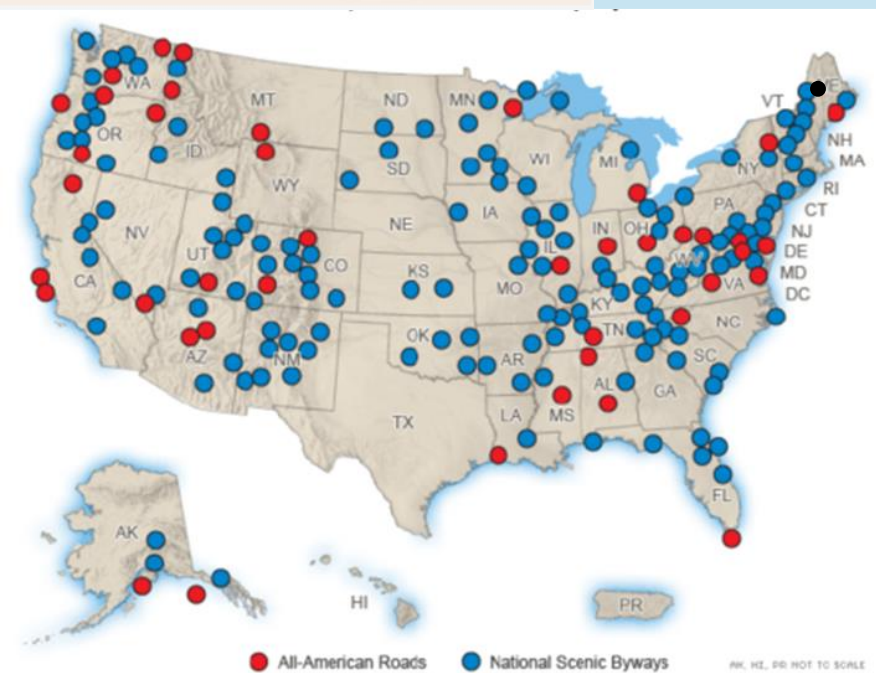
SCENIC



- The Intermodal Surface Transportation Efficiency Act of 1991 (ISTEA) established the NSBP
 - Sought to create a distinctive collection of American roads.
 - ISTEA Instructed States to create their own Program for Recognition of Byways
- 1993 - Public Act 69 created the Heritage Route Program –
 - Legislation Sought to Create a program to identify, promote, and protect roadways throughout Michigan.
- 2014 - Public Act 445 renamed the program Pure Michigan Byways
 - Legislation Sought to align the program with the Award Winning Pure Michigan Campaign.

Where are we now?

- Currently 1,152 miles of truckline road have been designated as state and/or federal Byway
- Byways Must Posses At Least 1 of 6 Intrinsic Qualities:
 - Archeological, Cultural, Historic, Natural, Recreational, and Scenic



22 Byways Within Michigan

- National Scenic Byways: 2
- All-American Roads: 1
- National Forest Scenic Byways: 2
- State Scenic Byways: 17
 - Historic: 5
 - Scenic: 7
 - Recreational: 5

ROUTE	NAME	PAGE
NATIONAL SCENIC BYWAY/ALL AMERICAN ROAD		
1	Woodward Avenue	7
2	Copper Country Trail	10
3	River Road	13
NATIONAL FOREST SCENIC BYWAY		
4	Whitefish Bay National Forest	14
5	Black River National Forest	16
STATE SCENIC BYWAY		
6	M-22 Byway	18
7	Old Mission Peninsula	22
8	Tunnel of Trees	24
9	Tahquamenon	26
10	US-2 Top of the Lake Scenic Byway	28
STATE RECREATION BYWAY		
11	Sunrise Coast	31
12	I-69 Recreational	34
13	Pathway to Family Fun	36
14	Hidden Coast	38
15	Chief Noonday	40
16	North Huron Recreational Trail	42
17	West Michigan Pike	45
STATE HISTORIC BYWAY		
18	US-12 Heritage Trail	49
19	Iron County Heritage Trail	53
20	Marshall's Territorial Road	54
21	Center Avenue/Bay City	56
22	Monroe Street	58

What is Needed for Designation

- From the Inception of ISTEA, the transportation community has been balancing land-use and transportation planning.
 - FHWA in establishing the NSBP seeks to balance the long-range planning of America's premiere touring routes with sustainable management practices to ensure the route may be enjoyed for generations to come.
 - To achieve that balance various materials are required to earn a byway designation.
- **Intrinsic Resources**
 - A listing of the resources available to the traveler demonstrates planning from a destination perspective.
- **Letters of Support**
 - Demonstrating support from the organizations actively engaged in management decisions for the route creates a mechanism for inspiring stewardship.
- **Nominating Team**
 - Those undertaking the designation process are instrumental in creation of a Management Committee.
- **Management Plan**
 - An initial plan is required to demonstrate how the route will be managed, and represents the Long-term desires for the route.

View	Township	
(3) Looking west; northwest and north	Friendship	
Owner Type	Name	Public Y/N
		No

Description/Use/Facilities
Just north of Devil's Elbow – view of Beaver Island and sailboat; special heritage route powder coated guardrails in brown



Appendix 10
SAMPLE RESOLUTION OF SUPPORT
COUNTY/CITY/VILLAGE/VILLAGE OF
ANYWHERE, MICHIGAN
HERITAGE ROUTE RESOLUTION

WHEREAS the Michigan Department of Transportation (MDOT), pursuant to the Heritage Route Act of 1993 (P.A. 69 of 1993), is empowered to designate scenic, recreational, and historic highways in the state, and

WHEREAS the public highway known as _____ extending from _____ to within the County/City/Village/Township of _____ exhibits exceptional scenic/recreational/historic quality and passes through an area of significant regional importance, and

WHEREAS a study has been undertaken by _____ which assesses the quality of and documents the character and features of the _____ highway corridor, and

WHEREAS it is intended that the study be forwarded to MDOT in order to nominate _____ as a heritage route,

NOW, THEREFORE, BE IT RESOLVED that the County/City/Village/Township Board/Council enthusiastically supports the nomination of _____ as a heritage route and authorizes including this resolution with the nomination documents, and

BE IT FURTHER RESOLVED that the County/City/Village/Township Board/Council hereby requests and encourages the MDOT to quickly designate _____ as a heritage route.

BE IT FURTHER RESOLVED that the County/City/Village/Township Board/Council hereby commits itself to enforce within its jurisdiction the management plan part of this nomination.

On the motion to adopt by Member _____, seconded by Member _____, and a vote of _____ ayes and _____ nays, this resolution was carried and the _____ declared the resolution adopted.

Dated: _____
Leelanau Scenic Heritage Route Committee



Committee Members
Jack Kelly, Elmwood Township
Doug Hill, Bingham Township
Tom Nixon, Suttons Bay Township
Wally Delamater, Village of Suttons Bay
Erik Zehender, Lake Leelanau Community
Marsha Buehler, Leelanau Township
Phil Mikesell, Village of Northport
Leland Township
Centerville Township
Tim Stein, Cleveland Township
Sharon Oriol, Glen Arbor Township
Jill Webb, Empire Township
Linda Payment, Village of Empire
Robert Kalbfleisch, Grand Traverse Band of Ottawa and Chippewa Indians
Greg Julian, Leelanau County Planning Commission
Charles Godbout, Leelanau County Planning Commission
Lee Bowen, Leelanau County Road Commission
Kimberly Mann, Sleeping Bear Dunes National Lakeshore
Lois Bahle, Suttons Bay Chamber of Commerce
Yarrow Wolfe, Leelanau Conservancy
Leonard Marzialek, Friends of Sleeping Bear Dunes
Becky Thatcher, Leland Merchants
Lee Maynard, TART Trails Inc.
Joanie Woods, Citizen

Michigan Department of Transportation
Gary Niemi, Transportation Service Center, Traverse City
Dave Langhorst, North Region Office

Northwest Michigan Council of Governments
Committee coordination, staffing and administrative support

This Corridor Management Plan is Presented by:
The Leelanau Scenic Heritage Route Committee, Leelanau County, Michigan
www.nwm.org/lshr.asp

Leelanau Scenic Heritage Route Corridor Management Plan Update 2012



Implementing a Byway Designation

- Once Designated, the Management Plan outlines how a designation is implemented.
 - Primary Management Areas are: Preservation, Promotion, Protection
- Byway Actions are focused on advancing the route's focused management area.
- MDOT offers various forms of support to advance a Byway's Management Area
- The management plan demonstrates long-range planning and is crucial justification to support planning desires.



*Management
Plan*

November 2008

Updated September 2013



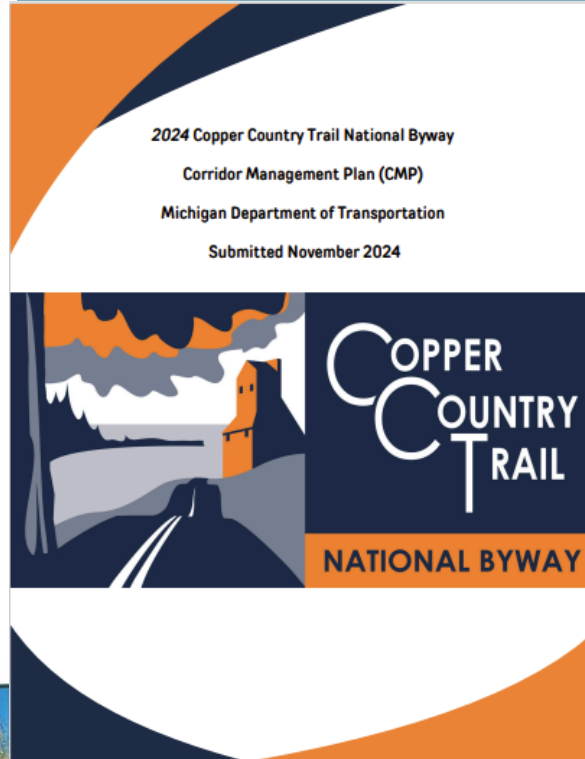
River Road
Scenic Byway



Corridor
Management
Plan



Huron-Manistee
National Forests

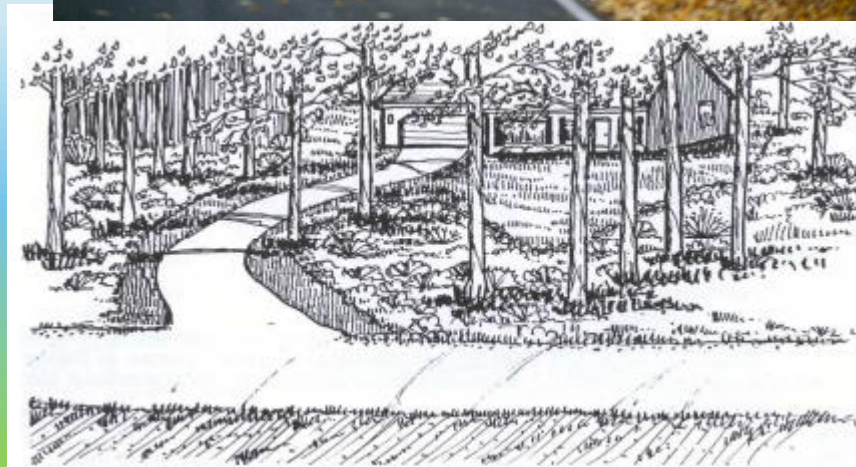


What Can You Do to Prevent Invasive Plants

1. Avoid disturbing natural areas, including the clearing of native vegetation.
2. Remove known invasive plants from your property.
3. Be an informed gardener and check if plants are invasive before you purchase and plant them.
4. Educate friends, neighbors, and local nurseries about problems caused by invasive plants.
5. Avoid spreading invasive plants you may come in contact with while enjoying outdoor activities by removing seeds and plant fragments from clothing and equipment before leaving an area.
6. Keep vehicles out of patches of known invasive plants. Drive on established roads. Remove clinging weeds before leaving an area.
7. Keep pets and other animals out of the known patches of invasive plants.
8. Check your watercraft and trailer for clinging aquatic weeds.
9. Never take plants from a wild area for transplanting or ornamental purposes!
10. Please protect and restore native plants:
 - Native plants are best suited for soil and light conditions, and rainfall amounts in the region for your property
 - These plants can require less maintenance
 - They have the best chance of survival
 - Protect natural habitats and the diversity of plants first
 - Please salvage native plants before development whenever possible
 - Restore natural habitats that have been changed or damaged

The Tunnel of Trees (M-119)

- Goals
 - Balancing growth and development with preservation and conservation
 - Balancing roadside safety with aesthetics
 - Maintaining steep slope integrity
 - Preventing intrusions to scenic character



Parks & Trails Iosco County, Michigan



Featuring...

US 23 Heritage Route
River Road National Scenic Byway
Tawas Point State Park
Tawas City & East Tawas
Oscoda & AuSable
Hiking Trails
Biking Trails
Snowmobile Trails
ORV Trails
Equestrian Trails

Sunrise Coast Touring Guide

SUNRISE COAST



Mackinaw City
Cheboygan
Rogers City
Presque Isle
Alpena
Harrisville
Oscoda/AuSable
East Tawas
Tawas City
Au Gres
Omer
Standish



A Pure Michigan Byway

A GUIDEBOOK FOR TOURING THE LAKE HURON COAST!

The Sunrise Coast (US-23)

• Goals

- Ensure that alternative forms of transportation are available along US 23.
FHWA
- Facilitate the public's enjoyment of forests, open spaces and scenic views along the route
- Encourage tourism related public sector attractions and private sector businesses to provide quality services to Heritage Route travelers.
- Provide visitors with quality information, guiding, and wayfinding along the US 23 Heritage Route.

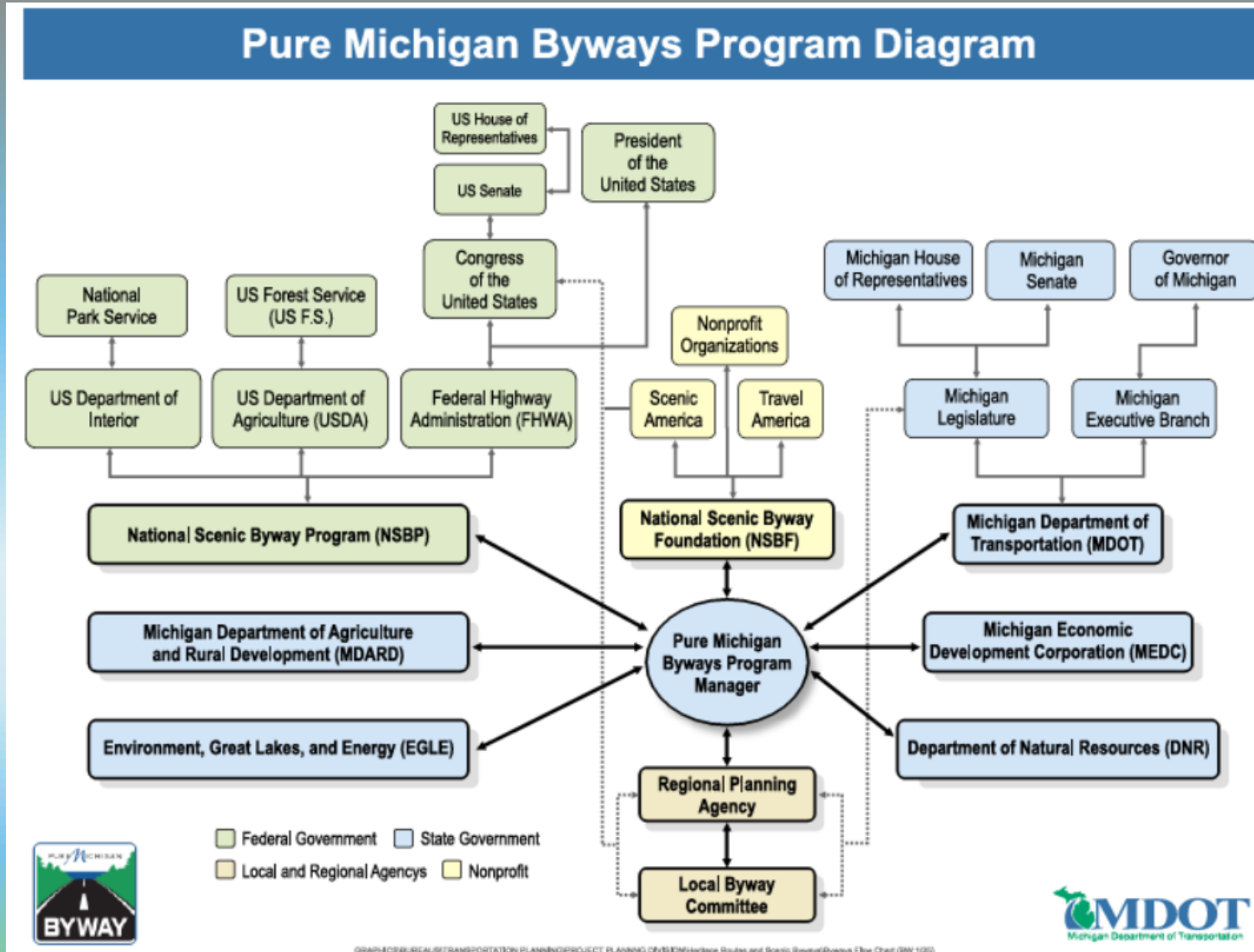


Huron Blueways Paddling Atlas



Byway Management

- Management of a Byway is a collaborative action at various scales
 - Local Committee
 - RPA
 - MDOT
 - FHWA



The State's Role (Legislature)

- **So, What Do We Do?**
 - **Legislature**
 - Establishes the program and outline's its focus and function.
 - No Legislative Action Taken Since 2014
 - **Governor**
 - Any newly designated byway must be awarded their designation by the Governor.



The State's Role (MDOT)

- Central Office
 - **Designation**
 - We Provide Official Designations to Proposed Route's For Their Recognition
 - **Identification**
 - We Identify Funding Opportunities, Innovative Management Techniques, and Physically Unique Areas.
 - **Management**
 - We Manage Funding Distributions, Land-use Changes, and Recognition
 - **Planning**
 - We Assist in All Planning Activities For a Byway (Beautification, Construction, Maintenance, Safety, Etc.)
- Regional MDOT Offices
 - **Partner Status**
 - MDOT Regions are Primary Partners of Byway Committees As the Owner of the Designated Routes and inform committees over any planned work for a roadway.
 - **Management**
 - As the Owner of the Roadway, MDOT engages in the actual management of a roadway (Construction, Engineering, Etc.).

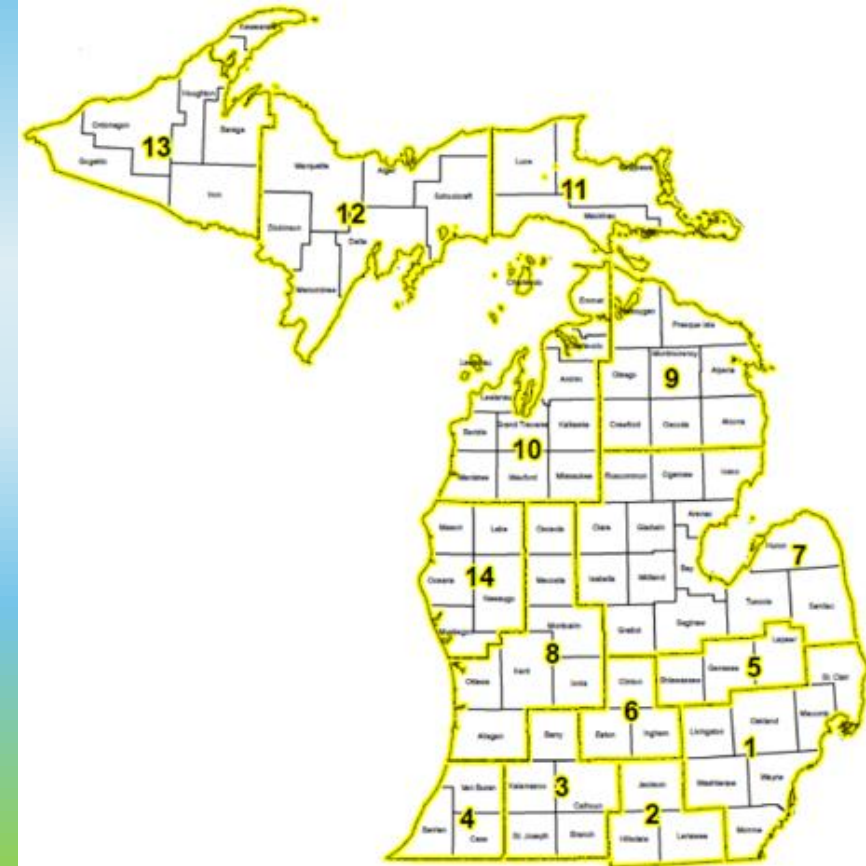


The Regional Planning Agency's Role

- Administration
 - **Manage or assist** in the management of designated byways
 - Serve as a **liaison between** MDOT and the local byway committee
 - **Ensure** the byway corridor management plan is up to date.
 - **Assist** in the management and facilitation of byways meetings.
 - **Maintenance** of existing byways websites.
- Planning
 - Assist **Regional Economic Development** Initiatives.
 - Assist in **Byway event creation and implementation.**
 - **Facilitate Marketing and Promotional Activities**
 - **Website creation or grand scale updates.**
 - Prepare and/or assist in the **development or update of corridor management plans (CMP).**
 - **Conduct studies and manage research initiatives** of the byway.

What's Been Done Recently?

- **Marketing Plan**
- **Signage Improvements**
- **Corridor Management Plans**
- **Environmental Reviews**
- **Engineering & Design**



The Local Committee's Role

- Following a Route's Designation, the Nominating Team then Transforms to a Management Council for the Byway
 - **This Committee retains the management of the byway as Local Byway Committee**
 - Additional Members may be from the Government, Industry and the Public
- The role of the local byway committee is to provide leadership, promote the byway's vision, and to maintain a successful byway designation.



The Local Committee's Role

- What Do They Do?
 - Designation
 - The local scenic byway committee will **serve as the applicant for a proposed corridor designation** and is responsible for preparing and/or acquiring all required documentation.
 - Identification
 - **The committee analyzes the corridor**, including land use, transportation issues, community goals, lighting and more to implement the byway's vision.
 - Representation
 - The committee **manages meetings, Intergovernmental relations**, and serves as the primary point of contact for the Public.



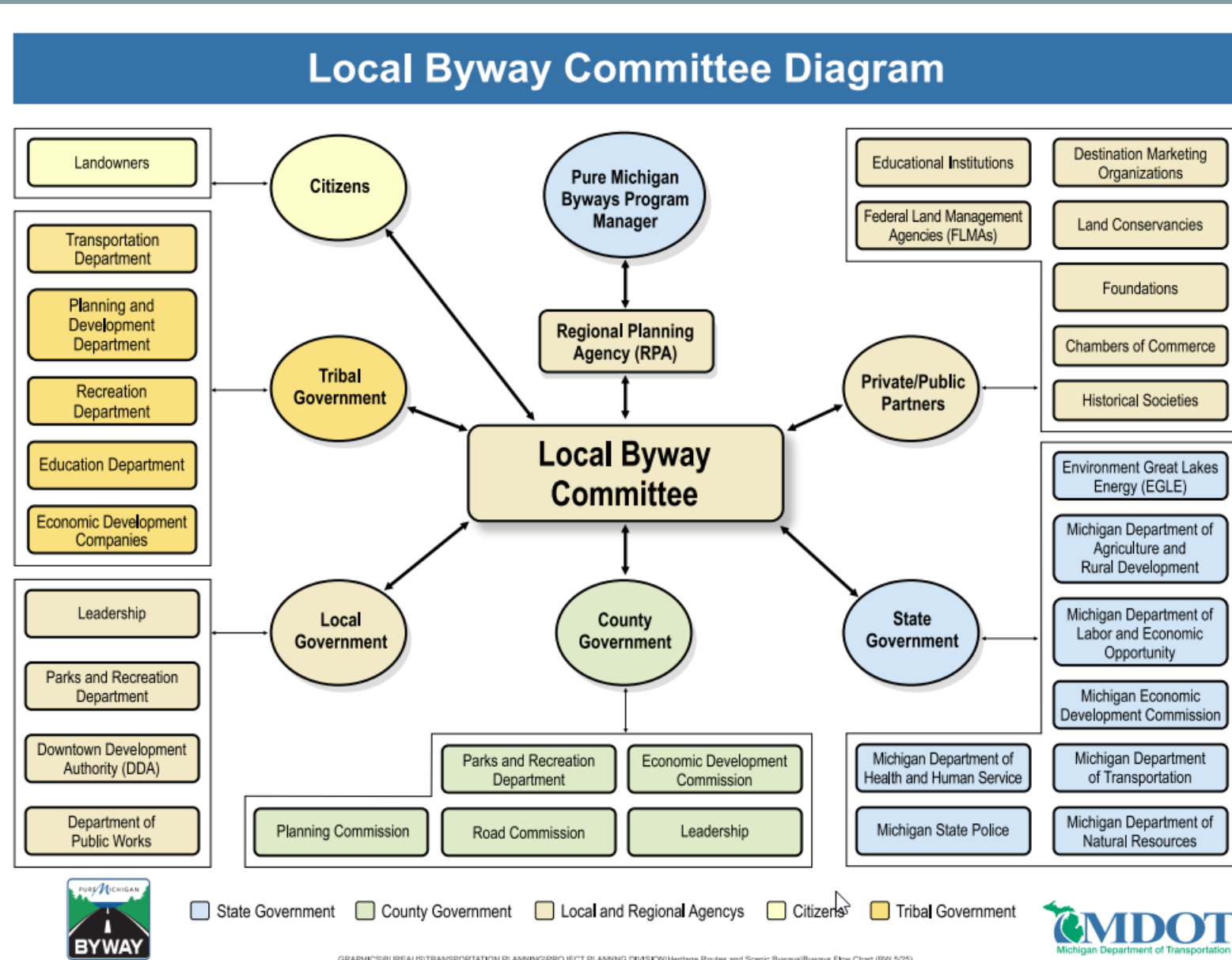
The Local Committee's Role

- What Do They Do?
 - Management
 - This committee will be instrumental in **developing the Corridor Management Plan (CMP)**.
 - **Formulate** decision-making processes.
 - **Maintain meeting minutes.**
 - **Establish a corridor vision.**
 - **Develop and implement** goals, objectives and strategies for the vision.
 - **Develop a schedule** or work plan for implementation.
 - **Develop a training program** for new members.
 - **Research and document** opportunities and techniques for corridor management protection.
 - **Identify existing management entities** having authority and ability to implement corridor strategies.
 - **Search for funding** sources such as grants and fund-raising opportunities to create funds for prospective projects.
 - **Manage** the implementation phase.



Who Is Involved?

- In Short, Anyone!
- Committee Members
 - **Membership can be broad,** and is ultimately decided by your Committee's Bylaws
 - A representative from each organization offering a Letter of Support for the Byway should be included.
 - Some Committees Require a Membership Fee
- Committee Partners
 - A representative from all organizations involved in byway activities should be included.
 - **Trail Groups, Energy Providers, MDOT, CRAs, FLMAs, and Many More!**



Your Byway



M-22

- **M-22 is a designated byway on M-22, M-109, & M-204 from Manistee to Traverse City, MI.**
 - First Designated in 1999
 - M-22 In Leelanau County Designated as the M-22 Heritage Route
 - In 2002, M-109 & M-204 were also designated creating the Leelanau Scenic Heritage Route
 - In 2016, M-22 in Benzie & Manistee County were Designated as a byway creating the M-22 Pure Michigan Byway
 - 130 Miles East-West
- **The Route**
 - A combination of 3 corridors that traverses countless bays & bluffs providing not only stunning views, but also a strong connection to the natural environment.
 - Characterized by Picturesque Views as it hugs the shore of Lake Michigan, offering scenic vistas & recreation opportunities in all directions.
- **What is it?**
 - A corridor that boasts scenic attributes, inherent beauty, rural characteristics and limitless opportunities for recreation across the Lake Michigan Shoreline.



• What's the vision?

M-22

- To promote measures which protect and enhance the scenic, historical, and recreational characteristics of Michigan State Highways 22, 109, and 204 as they traverse the rural countryside and unique villages of Leelanau County. (LHR Mission Statement)
- Increased appreciation of all the M-22 corridor characteristics (M&B)
- Draft: “A Corridor with enhanced & protected intrinsic characteristics that inspire appreciation of the M-22 Pure Michigan Byway.”

• What are the Goals?

- Preserve and enhance the natural, historic, and cultural resources of the Route. (LSHR)
- Preserve the scenic qualities of the corridor and encourage development that will not detract from these qualities. (LSHR)
- Encourage community involvement in the monitoring of the Route. (LSHR)
- Encourage interpretive programs that describe the natural, historical, and cultural features located along the corridor. (LSHR)
- Promote the maintenance of the unique and rural feel of the villages and countryside along the Route. (LSHR)
- The byway and the community emphasize local historical sites, local histories, cultural heritages, and even local legends and folklore along the corridor. (M&B)
- The rural character of the corridor is preserved. (M&B)
- Provides multi-modal opportunities for all corridor users. (M&B)
- Ensure access and provide education for visitors to take advantage of the abundance of natural, historical, and cultural resources and recreational opportunities. (M&B)



M-22

- **How to Achieve the Goal?**

- Objectives are action items to support a byway goal.
 - “The Byway will support and provide non-motorized facilities and trails on a regional level, including new connections and the development of new facilities and trails.”
- Strategies are the Action to be taken to achieve the objective.
 - “Explore Sleeping Bear Heritage Trail Extensions through exploring the feasibility of extending the Sleeping Bear Heritage Trail south to the Platte River Campground.”

- **Where is the funding to undertake action items?**

- NSBP Funding
 - Funding for visual assessments, preservation plans, trail creation, and more is available from Byway Program Grants from FHWA.
 - SB-2002-MI-03: Leelanau Heritage Route CMP Implementation (\$44,400)
 - SB-2003-MI-50: M-22 Non-motorized Path (\$428,480)
 - SB-2007-MI-01: Leelanau Scenic Heritage Route Trailway Project (\$240,000)
 - SB-2009-MI-01: Leelanau Scenic Heritage Route Trailway Project (\$800,000)
 - SB-2011-MI-03: Sleeping Bear Heritage Trail (\$328,000)
 - SB-2012-MI-01: Leelanau Scenic Heritage Route Wayfinding & Interpretive Signage for Sleeping Bear Heritage Trail (\$10,700)
- State Funding
 - Various funding sources are available across all state departments to address quality of life concerns.
 - MDOT Transportation Alternatives Program:
 - Charter Township of Elmwood received \$2,300,413 for Pedestrian Improvements and Traffic Calming along M-22 (2023)
 - Village of Beulah received \$292,334 for Downtown Streetscape Improvements (2014)
 - Manistee County Road Commission received \$136,928 to Pave Shoulders along Red Apple Rd. (2009)
- Non-Profit Funding
 - Numerous Foundations or Non-profit organizations are available to address issues of the corridor. Many local foundations are primary partners of Byway Committees.
 - Manistee County Community Foundation: Arcadia Township Recreation Development Initiative
 - Arcadia Township Received \$61,200 (Minger Family Endowment Fund)

Sleeping Bear Heritage Trail

- The Sleeping Bear Heritage Trail (SBHT) Began from the Leelanau Scenic Heritage Route (LSHR) Committee through a partnership of 9 townships and 3 villages along the route, and Various Partners.

- (MDOT), Sleeping Bear Dunes National Lakeshore (Lakeshore), Grand Traverse Band of Ottawa and Chippewa Indians
- Leelanau County, Leelanau Conservancy & Conservation District, Citizens, & Chambers of Commerce

- The project seeks to create a hard-surfaced, multi-use trail running 27 miles through the Lakeshore that will provide a safe, non-motorized, multi-use transportation alternative.

- Following Inclusion of the Trail in the Lakeshore's Master Plan, the Project Transitioned to a Lakeshore Project.

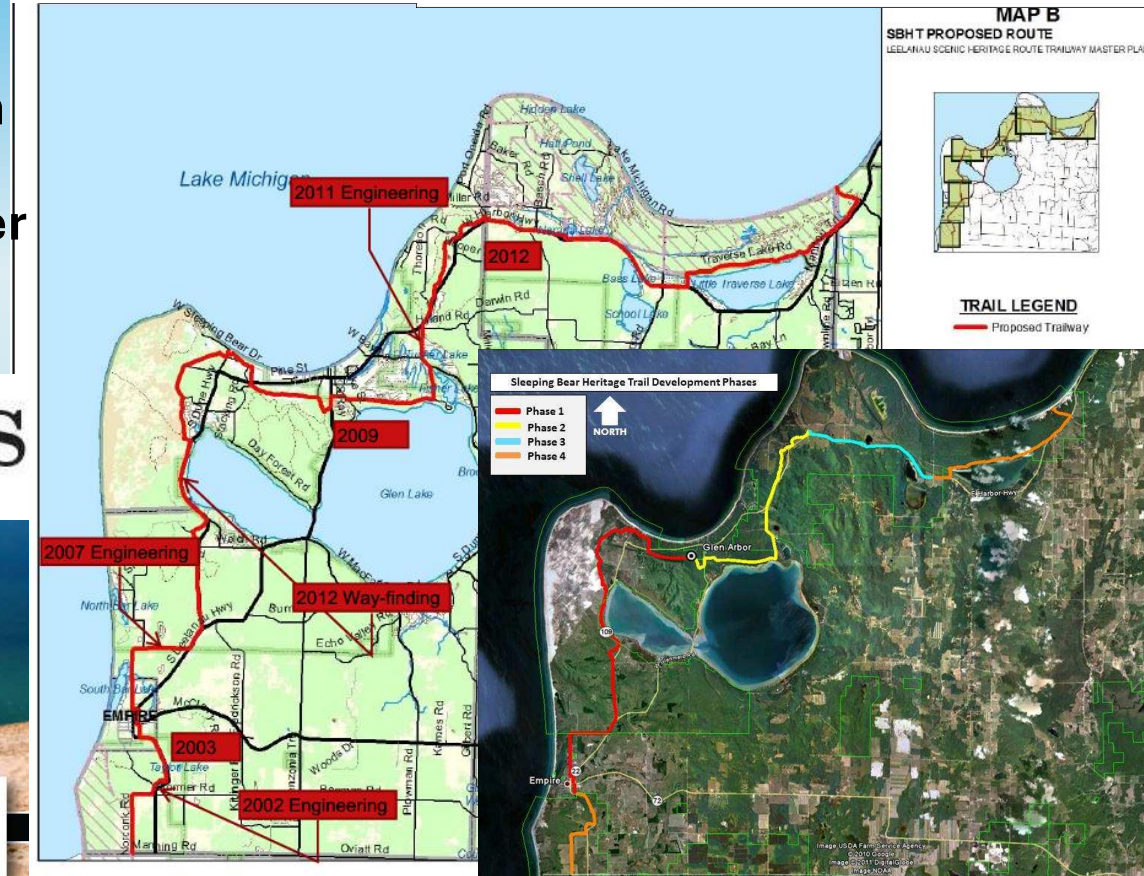
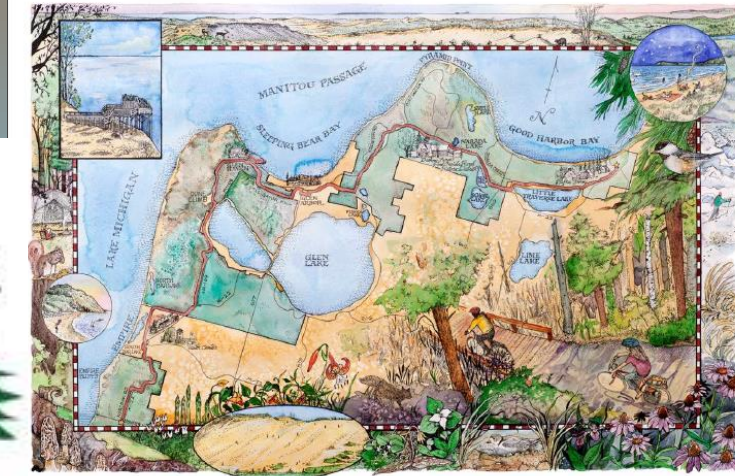
- Construction Partner: MDOT
- Financial Partner: TART Trails
- Project Lead: Lakeshore

- Project Progressed Quickly

- 2009: Engineering
- 2010 Fundraising Began
- 2012 Construction Began
- 2014 Phase 1 Completed
- 2016 Phase 2 & 3 Completed
- 2 Segments Remain Unconstructed



Print by Glenn Wolff for major donors



Sleeping Bear Heritage Trail

• Where Are We Today?

- 4 Million Provided by FHWA
 - Countless Donations have Provided the Bulk of Funding
- 22 Miles Completed (Segment 2-8)
 - Majority Constructed between 2012-2016
- Obstacles to Completion
 - Phase 4 of the Trail has been Delayed
 - Segment 1: Support for this section is limited, and was partially waiting for M-22 to be designated as a byway in Benzie & Manistee County
 - Segment 9: Mounting Legal Challenges have challenged the feasibility of this section.

• Opportunities Ahead?

- MDOT Transportation Alternative Program
 - \$29,000,000 Distributed in 2024
 - Facilities
 - Safe Routes to School
 - Historic Preservation
- Michigan Health Endowment Fund
 - Nutrition & Healthy Lifestyles Initiative \$7,059,412 Awarded in 2024



Visit the Sleeping Bear Dunes on June 7 | National Trails Day

Celebrate National Trails Day with Friends of Sleeping Bear Dunes on Saturday, June 7 in Glen Haven! From 8 a.m. to noon, join the fun along the Sleeping Bear Heritage Trail—walk, bike, explore, and help report on trails across the Park. Swing by the Friends tent to register, pick up a trail guide, score some stickers and swag (while supplies last), and learn how you can get involved. Whether you're a longtime volunteer or just trail-curious, everyone's

Benefits of a Byway Designation

- The Ultimate Goal of a Byway Designation is to achieve a balance between Stewardships of Michigan's Intrinsic Resources and sustainable transportation planning
- To achieve that balance, the Byways Program Offers Technical & Financial Support.
 - RPAs Provide Technical Assistance
 - Administration
 - Planning
 - Funding is Made Available through Grants to Support Byway Activities
 - NSBP Funding
 - Targets Larger Projects Such as Construction

I. Basic Project Information – Project Description, Location, and Parties

The project narrative should be submitted in a single PDF document and should thoroughly address each of the below statutory eligibility criteria and merit criteria with as much detail as possible, without exceeding the overall page limit. FHWA recommends that the Basic Project Information section follow the outline below to address the program requirements and assist evaluators in locating relevant information:

1. Name/title of proposed project.
2. The State DOT or Indian Tribe applying for funding (23 U.S.C. 162(b)(1)).
3. Name and contact information for the State DOT or Tribal applicant point of contact.
4. Name of the byway(s) impacted by the proposed project, and whether the project is a statewide or multi-State project.
5. Designation type of the byway(s) impacted by the proposed project (National Scenic Byway, All-American Road, State scenic byway, or Indian Tribe scenic byway) (23 U.S.C. 162(b)(1)(A)(i) – (v)).
6. The primary project type under which the proposed project aligns (23 U.S.C. 162(c)).
7. If applicable, the additional project types identified.
8. Project Abstract (maximum five sentences): Summarize project work that would be completed under the project. The project abstract must succinctly describe how the specific request for NSBP funds would be used to complete the project.

(a) Project Description

The applicant should provide detailed information about the project, including current challenges and how the project would address these challenges. The project description must also detail how the project will protect the scenic, historical, recreational, cultural, natural, and archaeological integrity of a highway and adjacent areas (23 U.S.C. 162(d)).

16

The applicant should provide a concise discussion of the project's history and a description of any previously incurred costs. The applicant may use this section to place the project into a broader context of other infrastructure investments being pursued by the project sponsor.

To the extent possible, FHWA encourages, but is not requiring, applicants to identify the degree to which the project may contribute to the functioning and growth of the economy, including the extent to which the project addresses congestion or freight connectivity, bridges service gaps in rural areas, or promotes greater land-use productivity, including main street revitalization or locally-driven density decisions that support equitable commercial and mixed-income residential development.

Benefits of a Byway Designation

- The Primary Benefit of a Byway Designation is establishment of a committee whose purview is Addressing the issues of the Corridor.
- Recognizing the committee's relative lack of control over the roadway, it is designed as a forum so the decision makers can adequately plan for the benefit of the community.
 - Safety Issues
 - Multi-Modal Transportation
- Outside of the Corridor Issues, the Committee Serves as a Forum to align planning for the region from a destination perspective.
 - Tourism/Economic Development



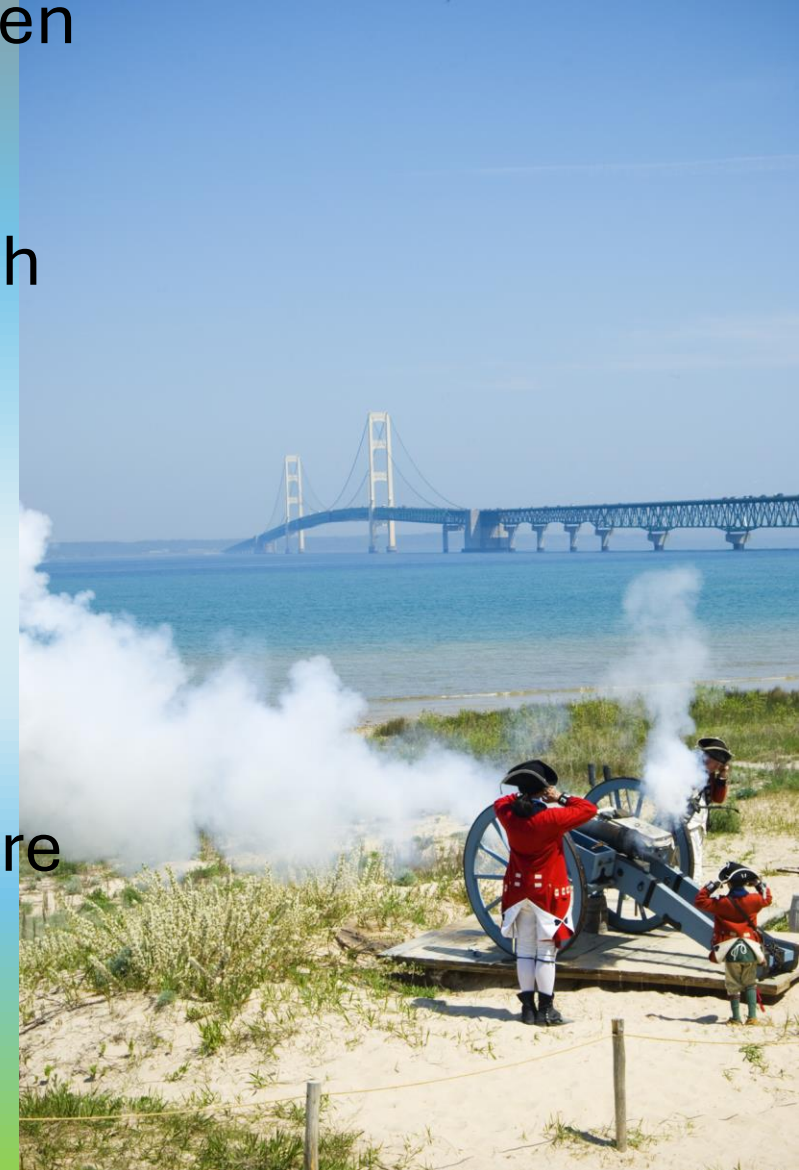
Volcanic Legacy Community Partnership DMO Plan

Part One: Visitor Focused Marketing Plan

Part Two: Member/Supported Focused Marketing
Plan

Benefits of a Byway Designation

- Given the alignment of the Byways Program with the Pure Michigan Marketing Campaign, The Pure Michigan Byways Program has become a crucial linkage Between Michigan's Tourism Economy and the infrastructure that facilitates tourism to the state.
- Byways are drivers of visitation to an area, and as such one of the most direct benefits from a designation is increased Tourism.
 - 100 new traveling parties to a destination can create the equivalent of one new job
 - Such tourism has vast impacts on a byway (Promotion, Recognition, Preservation)
- The byways are managed from a Destination Perspective which ensures the benefits of visitation are experienced throughout the region.
 - Paul Bunyan Byway showed **\$21.2 million** added to the economic output of the regional economy between 2000-2010.



Byway Success Stories

- US-41 “The Copper Country Trail

- US-23 “The Sunrise Coast”





SUNRISE COAST

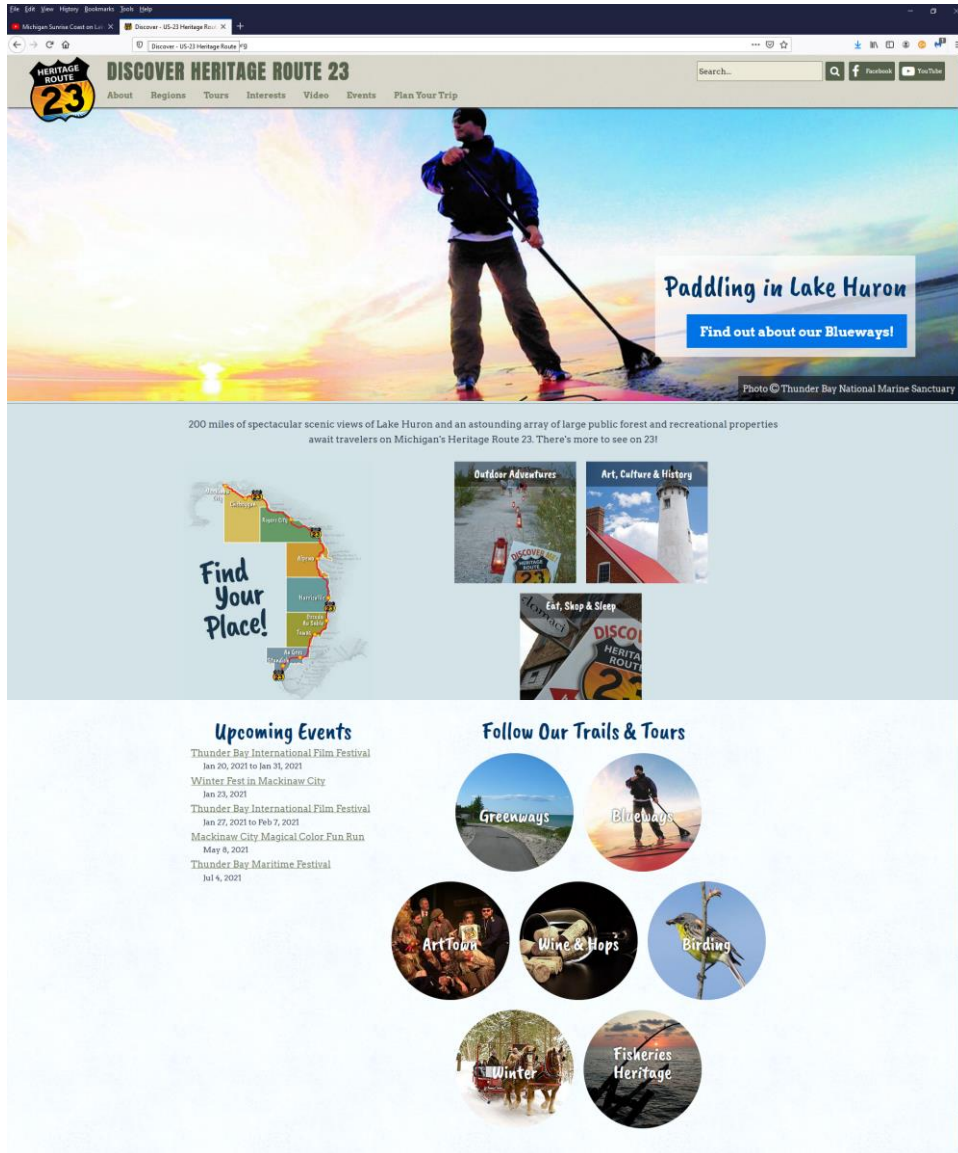
A Pure Michigan Byway



ON THE WEB

www.heritage23.com

Partner: MDOT



June 26 Wednesday	Northeast Michigan Regional Farm Market - Oscoda	Info	+
June 26 Wednesday	Headlands International Dark Sky Park Program Series - Mackinaw City - June 26	Info	+
June 29 Saturday	Northeast Michigan Regional Farm Market - Tawas City	Info	+
June 29 to June 30	Art on the Beach in Oscoda	Info	+
June 29 to June 30	Mackinaw Premier Arts & Craft Show	Info	+
June 29 Saturday	Long Lake Lights Festival	Info	+
July, 2024			
July 3 Wednesday	Northeast Michigan Regional Farm Market - Oscoda	Info	+
July 4 Thursday	4th of July in Mackinaw City	Info	+
July 4 Thursday	Thunder Bay Maritime Festival	Info	+
July 6 Saturday	Northeast Michigan Regional Farm Market - Tawas City	Info	+
July 10 Wednesday	Northeast Michigan Regional Farm Market - Oscoda	Info	+
July 11 Thursday	Headlands International Dark Sky Park Program Series - Mackinaw City - July 11	Info	+
July 13 Saturday	Northeast Michigan Regional Farm Market - Tawas City	Info	+
July 15 Monday	Headlands International Dark Sky Park Program Series - Mackinaw City - July 15	Info	+

ARTrail ROADMAP

Northeast Michigan

by RA Young

Visit
artownmichigan.org
for a complete listing
of venues



Michigan Arts & Culture
Northeast (MACNE)
Thunder Bay Arts Council

HARRISVILLE 48740

28 Craftmakers Cabin
106 South State Street (US 23)
N 44° 39.343 W 83° 17.828
huronshorescc.com/attractions/craftmakerscabin.aspx
989 724 6699

29 Hollyhock Quilt Shop
(Quilt Trail)
301 East Main Street
N 44° 39.400 W 83° 17.515
989 724 7788

30 Alcona Historical Society
(Sturgeon Point Lighthouse and Bailey School)
6071 Point Road
N 44° 41.035 W 83° 24.788
alconahistoricalociety.com
989 724 6297

31 Alcona County Library Harrisville Branch
312 West Main Street
N 44° 39.391 W 83° 17.930
alcona.lib.mi.us
989 724 6796

GREENBUSH 48738

32 Great Lakes North Gallery
4746 US 23
N 44° 31.146 W 83° 19.150
989 739 0625

33 Kahn Gallery
2431 US 23
N 44° 35.104 W 83° 18.991
989 724 5725

OSCODA 48750

34 Shoreline Players Community Theatre
6000 North Skeel Avenue
N 44° 27.289 W 83° 21.317
shorelineplayers.org
989 739 3586

35 Northeast Academy of Dance
4200 California Drive
N 44° 27.053 W 83° 21.315
neadancemi.com
989 739 7955

36 Wurtsmith Air Museum
3961 East Airport Drive
N 44° 27.223 W 83° 21.642
wurtsmithwyafmuseum.org
989 739 7555

37 Robert J. Parks Library
6010 North Skeel Avenue
N 44° 27.294 W 83° 21.323
ioscoarenaclibrary.org
989 739 9581

EAST TAWAS 48730

38 Iosco County Historical Museum
405 West Bay Street (US 23)
N 44° 16.724 W 83° 29.648
ioscomuseum.org
989 362 8911

39 Tawas Bay Art Guild and Gallery
211 Newman Street
N 44° 16.855 W 83° 29.449
989 362 5613

MACKINAW CITY 48750

40 Tawas Bay Players
401 Newman Street
N 44° 16.982 W 83° 29.486
tawasbayplayers.com
989 362 8373

41 The Booknook
114 Newman Street
N 44° 16.786 W 83° 29.425
989 362 4691

TAWAS CITY 48764

42 Summerfield Pottery
1262 Plank Road
N 44° 18.999 W 83° 35.671
summerfieldpottery.com
989 362 2523

AU GRES 48703

43 Arenac County Historical Society Museum
304 East Michigan Avenue
N 44° 2.739 W 83° 41.470
cityofau-gres-mi.org/museumhome
989 876 6399

STANDISH 48658

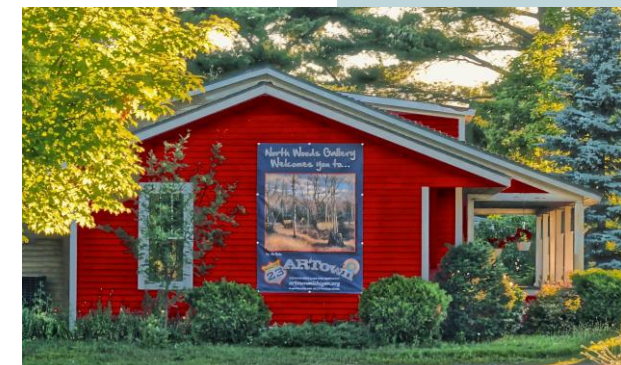
44 Standish Historical Depot
107 North Main Street (US 23)
N 44° 58.971 W 83° 37.588
989 718 3021

**THUNDER BAY THEATRE
& THUNDER BAY ARTS COUNCIL**

Welcome
you to...

by RA Young

Artown
MICHIGAN ARTS & CULTURE NORTHEAST
artownmichigan.org



LAKE HURON DISCOVERY TOUR

2015

Communities & businesses were invited to plan community events and specials.

All were given a web log in to upload their event.

Over \$40,000 in donations were collected to advertise.

Over 100 events appeared on the website.

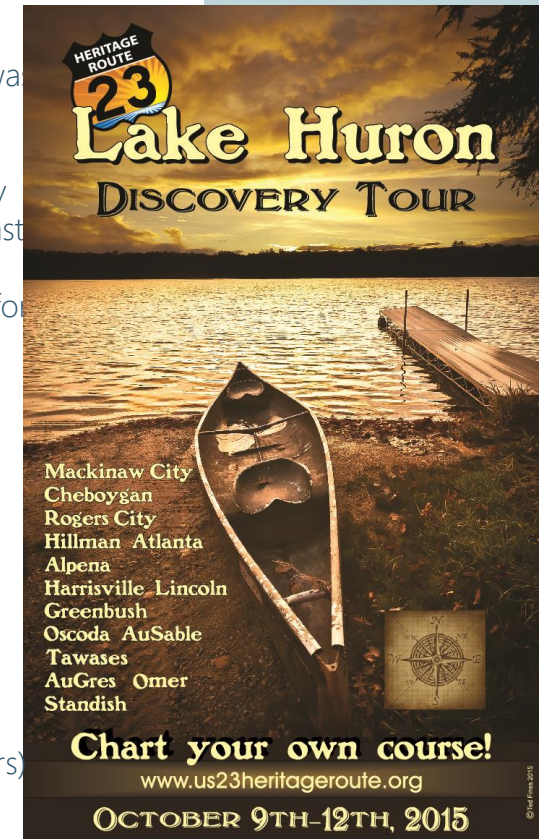
A true example of community collaboration to promote a region.

29 partner organizations were engaged.

- Over 100 events were planned.
- 3 billboards.
- Detroit Free Press mailer (10,000).
- Michigan Radio ads – 3 runs.
- 100 “Discover Me” signs were sold.
- 5,000 racks cards &. 100 full sized posters were printed and distributed.
- Ads in Lighthouse Digest, Women to Women Magazine, Michigan History Magazine, Michigan Art Guide, .
- Series of articles in Alpena News & The Guide. .
- Promos on WATZ, WCMU Radio & True North Radio
- Promos and interview on HITS FM& WXFT.

Partners...

- Saginaw Chippewa Tribe of Michigan
- Saganing Eagles Landing Casino and Resort
- City of Alpena
- Besser Foundation
- Community Foundation for Northeast Michigan
- Women to Women Michigan Magazine
- Northeast Michigan Council of Governments
- CMU Public Broadcasting (WCMU)
- Lafarge Corporation
- Alpena News
- Truly Your Design of Oscoda
- WATZ - Alpena
- Ted Fines, Artist - Harrisville
- Carroll Broadcasting/HITS FM - Tawa Bay
- WXTF Radio - Harrisville
- Thunder Bay Arts Council & Gallery
- Michigan Arts and Culture Northeast (MACNE) - ARTown, Michigan
- Sunrise Artist of Michigan - Guide for Lovers
- Lighthouse Digest
- Michigan History Magazine
- Besser Museum for Northeast Michigan
- Develop Iosco
- Under the Radar Michigan
- Alpena CVB
- Real Estate One (Alpena Postcard)
- JJs Restaurant and Steak House
- Cliff Anschuetz Chevrolet
- Allegra Model Printing (100 posters)
- Tawas Chamber



LAKE HURON DISCOVERY TOUR



AWARDS FOR US 23 HERITAGE ROUTE

2011 "Trailblazer Award"

from the National Association of Development Organizations

Awarded to **4 projects across the U.S.** that demonstrate:

Innovation, Unique Partnerships, Strategic Use of Resources, An Impact on the Region

2017 "Governor's Award for Innovative Tourism Collaboration"

Awarded to NEMCOG, Michigan Arts & Culture Northeast, Besser Museum, Mitten Women Productions, Thunder Bay National Marine Sanctuary



2017 Emmy Nomination for Best Commercial Campaign "Silence"



Copper Country Trail National Byway



BROCKWAY MOUNTAIN DRIVE IMPROVEMENT PROJECT



□ What?

- An Improvement to a Road in Effort to Advance the Scenic Quality of the Route

□ Where?

- Brockway Mtn Drive: The Highest Scenic Route Between the Rocky & Allegheny Mtns.

□ Why?

- Overlooks Developed through desires of the Keweenaw County Road Commission & Keweenaw National Historic Park





BROCKWAY MOUNTAIN DRIVE IMPROVEMENT PROJECT



History

- **1920's: Project Proposed**
 - ▣ **Jumpstart the Tourism Industry**
 - ▣ **Great Depression Creates A Cheap Labor Pool**
 - **Increased Workforce from 70-80 to 600-700 Men**
- **1933: Construction Started**
 - ▣ **Basic road completed in 4 months**
 - ▣ **150-300 men, all hand work – no machines**
- **Brockway Mtn Drive Officially opened on Tuesday, October 10, 1933**
- **Scenic Overlook Work continued:**
 - ▣ **1934: Scenic Overlook Improvement Made**
 - ▣ **1936: Project Considered Complete (\$40,000)**
 - ▣ **1938-1940 drive was hard-surfaced**

BROCKWAY MOUNTAIN DRIVE IMPROVEMENT PROJECT



2005 Applied to Scenic Byways Grant Program

- Acquisition of Copper Harbor Overlook (“Brockway Nose”)
- Construction of Overlook
- Preservation of Walls
- Surfacing of Turnouts
- Interpretive Signage

Project Funded in 2006 (SB-2006-MI-03)

- Road Commission Applicant
- Keweenaw National Historical Park Consulting
- WUPPDR Facilitating
- Matching funds/in-kind from Property Owner and KCRC.



BROCKWAY MOUNTAIN DRIVE IMPROVEMENT PROJECT



□ Fall 2012

- Overlook Construction & Dedication Complete

- Future Construction & Interpretive Signage Planned
 - WUPPDR & Local Agency Programs (LAP) Involvement

□ 2024

- Resurfacing Needed



BROCKWAY MOUNTAIN DRIVE IMPROVEMENT PROJECT





BROCKWAY MOUNTAIN DRIVE