

A scenic sunset over a beach. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. A large evergreen tree stands on the left side of the frame, silhouetted against the bright sky. The beach is in the foreground, and waves are breaking on the shore to the right. The sky is filled with scattered clouds, some of which are illuminated by the setting sun. The overall mood is peaceful and serene.

Managing the Byway

PURE MICHIGAN BYWAYS

- 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

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.



Where Are We Going?

The State Role

The Regional Planning Agency Role

The Local Committee Role

Contribution to the Byway Guidelines

The State's Role

- The Michigan Legislature Established the Byway Program in 2014 to Replace the Dated Heritage Route Program.
- Specific Verbiage Outlined the States Responsibility for the Program
 - It is the intent of the legislature to establish this state's responsibility for the enhancement and enjoyment of Michigan's scenic, recreational, and historic resources along its roadside by identifying and designating certain portions of the state trunk line highway system as Pure Michigan byways
 - ...The legislature further intends to provide criteria for the location and length of Pure Michigan byways and adjacent areas requiring **continuing and careful coordination** of.....adjacent land use **consistent with the intent** of the designation.



PURE MICHIGAN BYWAYS

- What Are They?
 - State Trunkline Routes classified as one of the following:
 - **Recreational**
 - **Scenic**
 - **Historic**



The State's Role

- Establishing the Pure Michigan Byway Program advanced upon the dated Heritage Route Program through prioritizing Complete Highways.
- Specific Verbiage Outlined the States Responsibility for the Program
 - In establishing Pure Michigan byways, the department shall consider the concept of the **complete highway**, which is a highway incorporating not only **safety, utility, and economy** but also **beauty**. The department shall also consider that in a complete highway pleasing appearance is a consideration in the planning and design process.
 -Local governmental agencies shall take **any action** necessary to protect the integrity of a designated route as stipulated in the uniform criteria developed for the identification of Pure Michigan byways by the department.
 - Planning, design, reconstruction, and maintenance of all designated Pure Michigan byways established by this act to ensure that these routes are **reasonably safe and fit for travel**, while **preserving the unique characteristics** that qualify them as Pure Michigan byways.



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 byways must be awarded their designation by the Governor.



DESIGNATION OF A BYWAY

QUALIFICATION

- **Located on a State Trunkline**
- **Has intrinsic qualities**

APPLICATION

- **Proposed name**
- **Byway sponsor**
- **Resolutions**
- **Description of route**
- **Narrative**
- **Maps**
- **Letters of support**
- **Documentation of public meetings**

DESIGNATION

- **Approval by MDOT**
- **Added to Byway Driving Guide**
- **Added to Byways website**
- **Byways signs**
- **Added to state map**

BYWAY COMMITTEE & CORRIDOR MANAGEMENT PLAN

- **Formation of Byway Management Committee**
- **A corridor management plan must be written and updated every 5 years**

SUPPORT FROM LOCAL REGIONAL PLANNING AGENCY

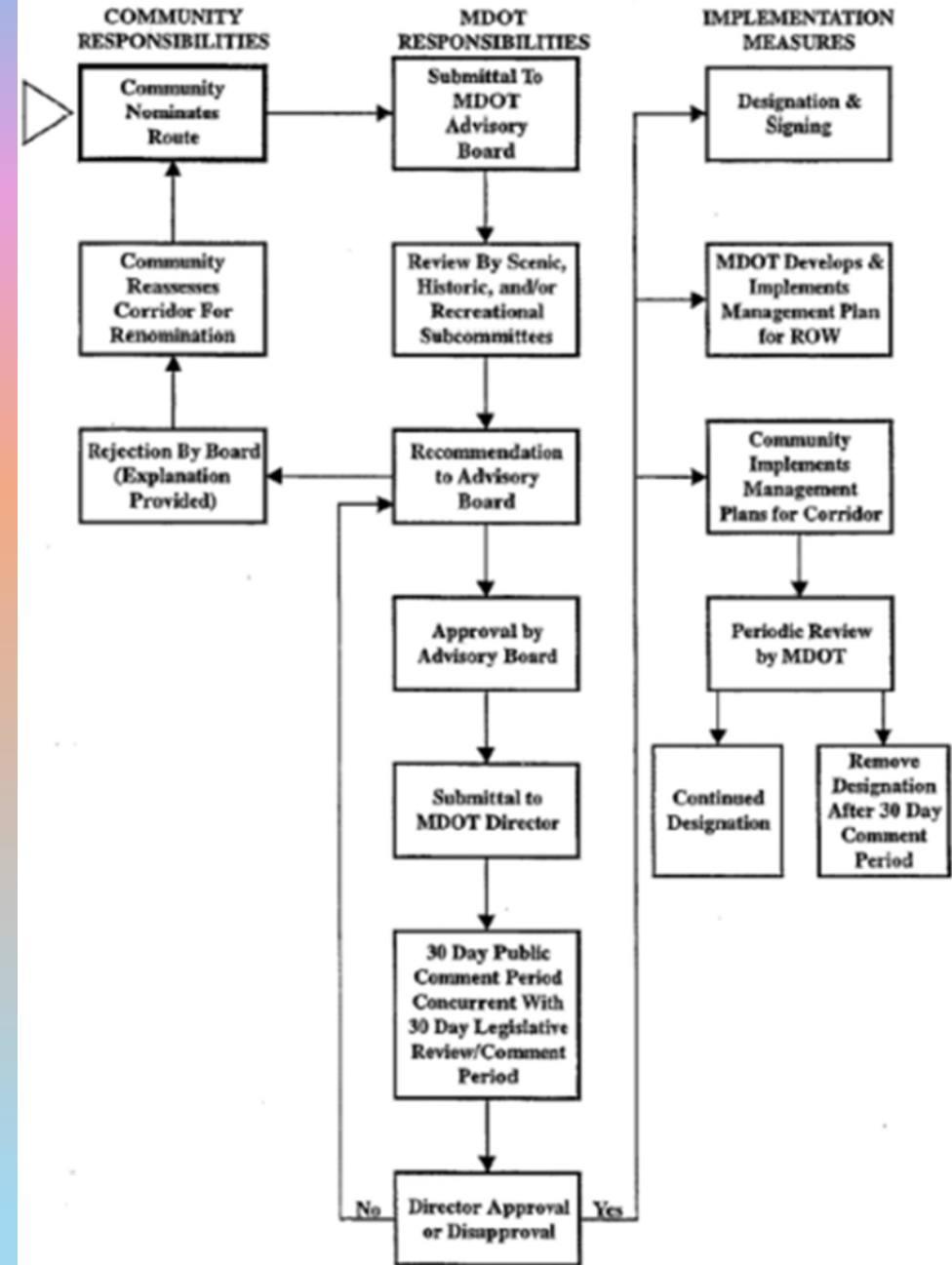
- **Support for Byway committees**
- **Eligible for funding for specific activities**

THERE IS NO COST TO THE COMMUNITIES

The State's Role (MDOT)

- So, What Do We Do?
 - **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.)

The flow chart below shows the Designation and Implementation process for new byways:



The State's Role (MDOT Regions)

- So, What Do We Do?
 - **The Regional MDOT Offices are a Primary Partners of Byway Committees**
 - **Partner Status**
 - As the Owner of Most Designated Routes, MDOT Regional Offices & Transportation Service Centers inform committees over any planned work along a roadway.
 - **Management**
 - As the Owner of the Roadway, MDOT engages in the actual management of a roadway (Construction, Engineering, Etc.).
 - **Designation**
 - Depending on the Status in the Designation Process, the MDOT Regional Offices may act as the primary organizer.

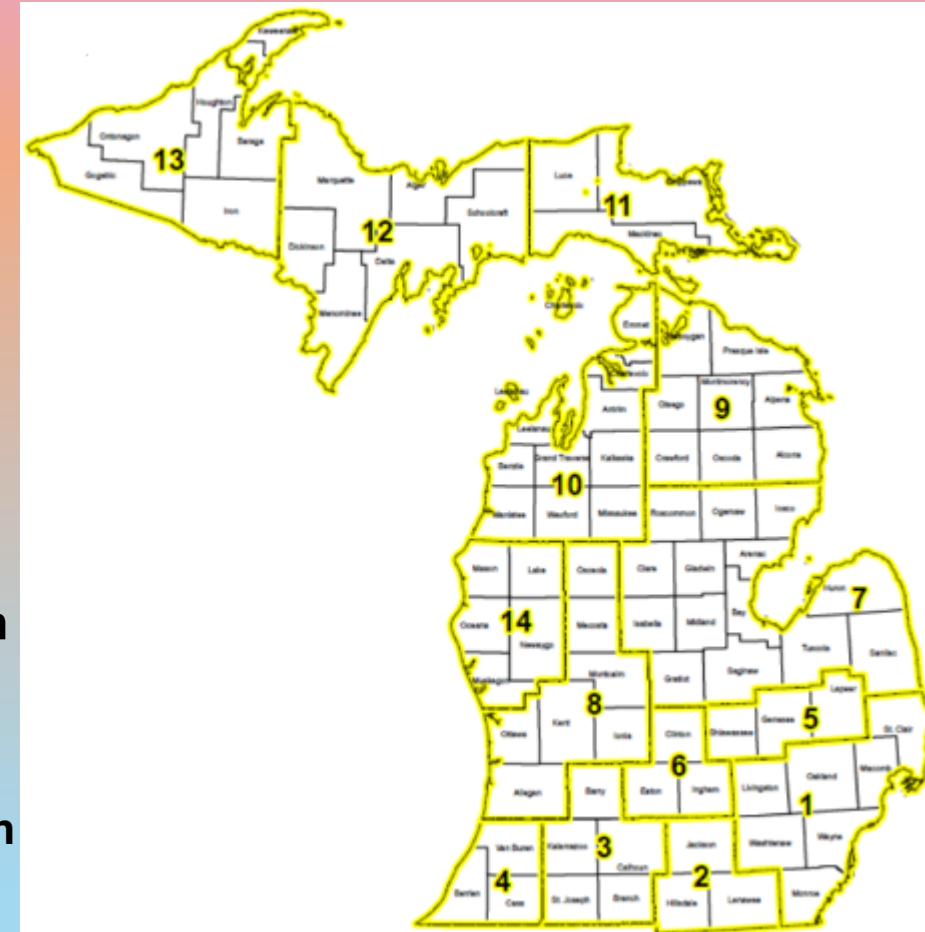


The State's Role (MDOT SPS)

- So, How Do I Use My Time?
 - **30% Program Updates**
 - Program Guideline & Form Updates, Reports, Operating Procedures
 - **15% Promotion & Collaboration**
 - FHWA Coordinator's Call, MEDDC Collaboration, NFS Integration
 - **25% Byway Management**
 - Meeting Attendance, Query Correspondence, Data Collection
 - **30% Byway Planning**
 - Program Focus, Funding Opportunities, Trainings

The Regional Planning Agency's Role

- The Michigan Department of Transportation (MDOT) recognizes the importance of the state-local partnership in delivering a safe and efficient transportation system.
- How Do We Support State-Local Partnerships
 - **RTPP (The Regional Transportation Planning Program)**
 - Created in 1974 by the MDOT Bureau of Transportation Planning (BTP).
 - Regional Planning Agencies (RPAs) receive contracts for various planning services to be performed to assist BTP and local units of government.
 - The RTPP requires each participating regional planning agency have an annual work program in accordance with a three-year Master Agreement.
 - A more detailed Byways Work Plan and Budget will be required if an RPA budgets for byways administrative activities and/or applies for planning grant implementation activities.



The Regional Planning Agency's Role

- What Do They Do
 - Administration
 - Manage or assist in the **management of designated byways** within the region's geographical boundaries.
 - **Provide guidance** to local grassroots organizations seeking to nominate a state highway as a Pure Michigan Byway or National Scenic Byway.
 - **Serve as a liaison between MDOT and the local byway committee** on issues relating to future transportation system improvements, or local land use and zoning changes proposed for and adjacent to the byway.
 - Provide opportunities for **public involvement activities** related to the byway.
 - **Ensure the byway corridor management plan is up to date.**
 - **Attend byways related conferences, workshops, and seminars** (this is also an SPR eligible activity).
 - Assist in the **management and facilitation of byways meetings.**
 - **Maintenance of existing byways websites & contact lists.**
 - **Review and submit the Byway(s) Work Plan** and Budget to MDOT by July 1, as completed by the byways committee.
 - Review and **submit the Byway(s) Evaluation Report** for the previous fiscal year by the end of December 2024.



The Regional Planning Agency's Role

- What Do They Do?

- Planning

- Assist **Regional Economic Development Initiatives.**
 - Assist Byway committee in **event creation and implementation.**
 - **Attend byways related conferences, workshops, and seminars.**
 - **Facilitate Marketing and Promotional Activities**
 - **Marketing/promotional/educational brochure and pamphlet creation, printing, and distribution that advance the safe use and enjoyment of the byway.**
 - **Website creation or grand scale updates** (does not include maintenance costs)
 - Prepare and/or assist a consultant in the **development or update of corridor management plans (CMP).**
 - **Conduct studies and manage research initiatives** of the byway, transportation, and visitor-oriented facilities.

What's Been Done Recently?

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



The RPA & Byway Committee Meetings

- The RPA's Byway Administration Outlines "Management and Facilitation of Byways Meetings" as a Primary Duty
 - **Logistics**
 - All Meeting Logistics will be Handled by the RPA
 - **Material Preparation**
 - Agendas/Minutes
 - Presentations
 - Studies
 - **Space Reservation**
 - **Supply Accumulation**
 - **Facilitation**
 - RPA Representative Should Assist Meeting Facilitation When Needed
 - **Ensure Meetings Stay On Track**
 - **Serve as the Committees Leadership** if Leaders are Not Present
 - The Meeting Facilitation will generally be the role of the local byway committee's President.



The Local Committee's Role

- Byway Designation Relies on Grass-Roots Collaborations from a Nominating Team
 - Following Designation, the Nominating Team then Transforms to a Management Council for the Byway
 - **This Council 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 bylaws** and a decision-making process.
 - **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!**





SUNRISE COAST

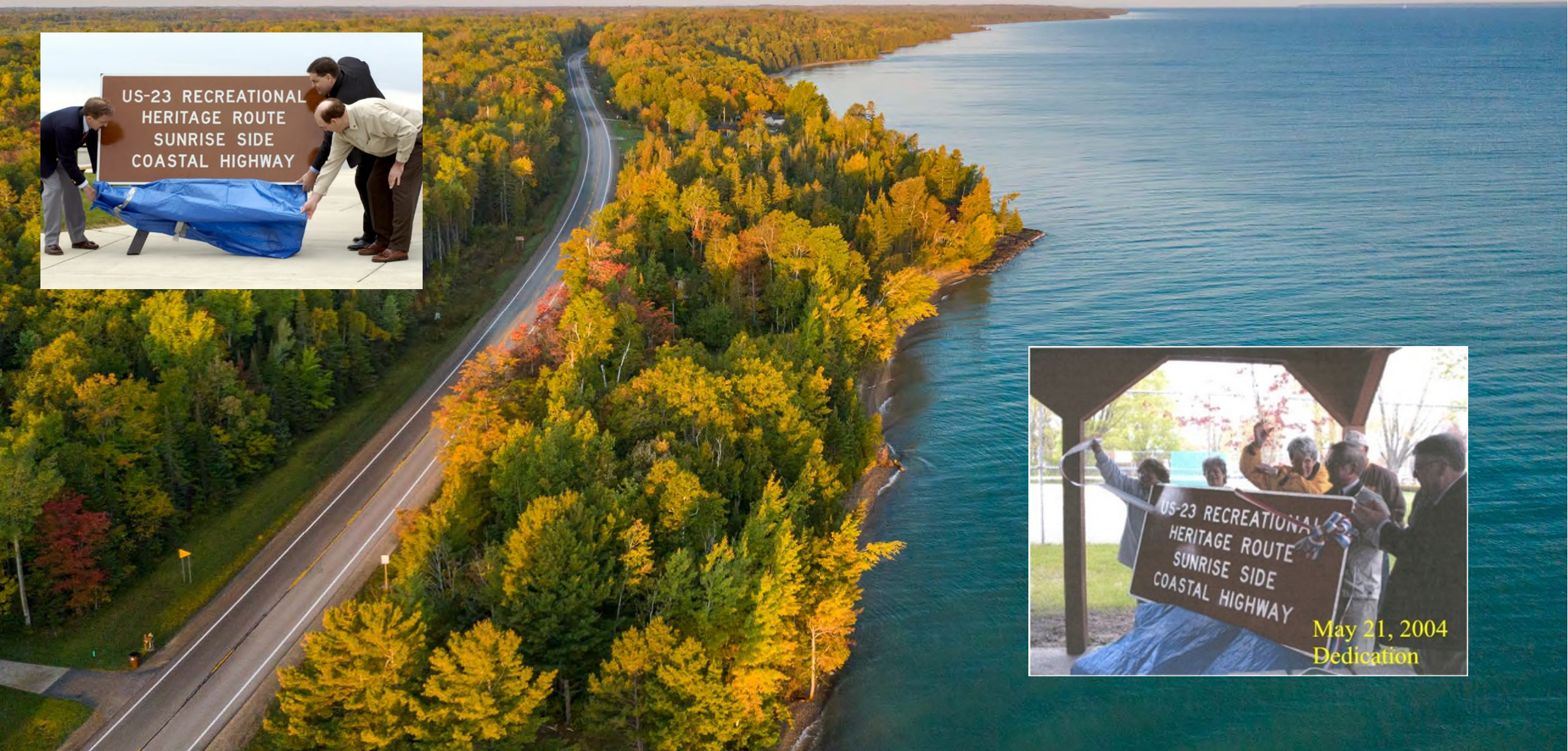
A Pure Michigan Byway



© Northern Living Photography

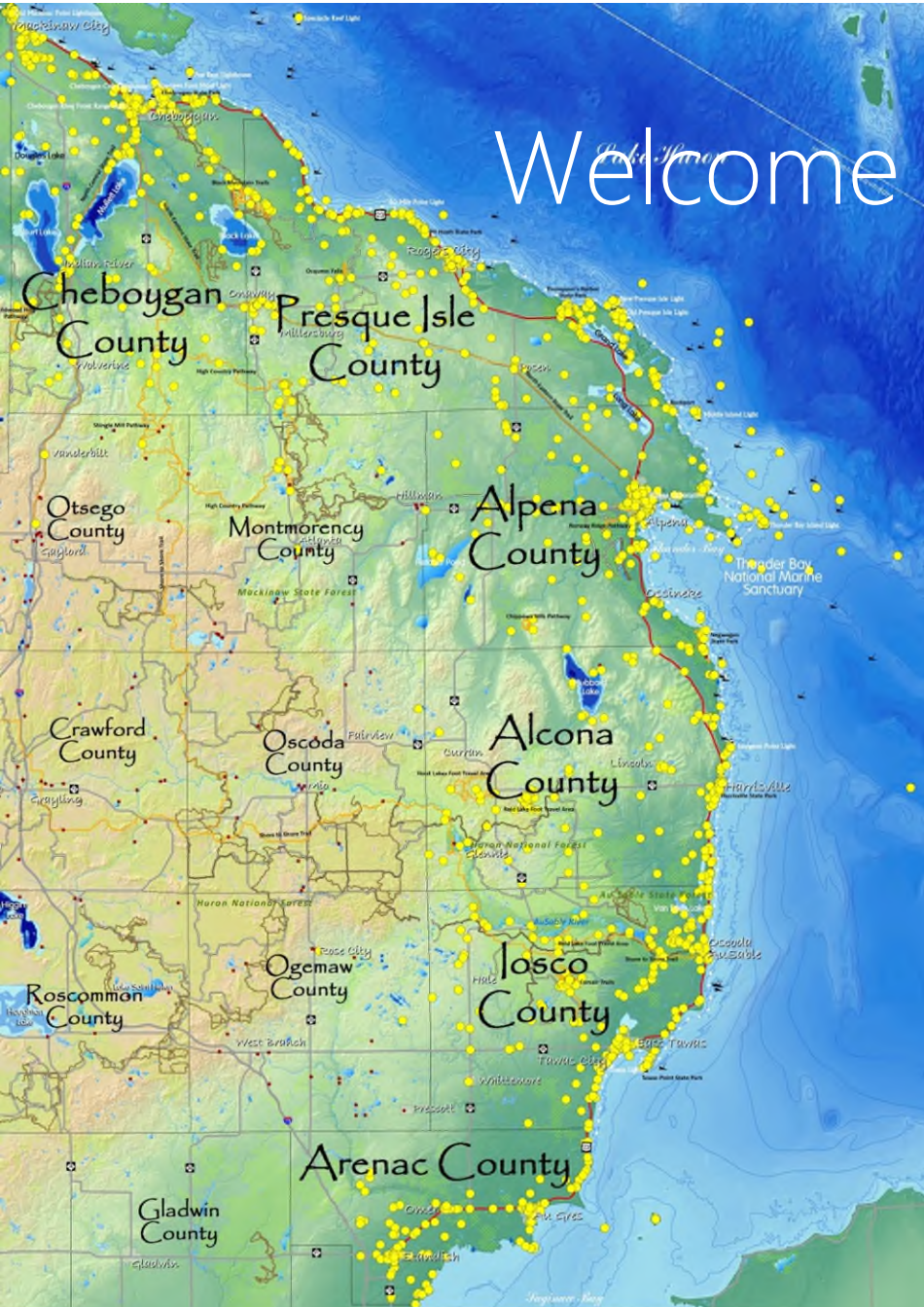


US 23 HERITAGE ROUTE DESIGNATION





Welcome to the Sunrise Coast



200 miles of Linear Corridor

366 miles of Coastline

6 Counties

45 Municipalities

3,703 square Miles of County-Wide
Area

6,274 miles of Rivers & Streams

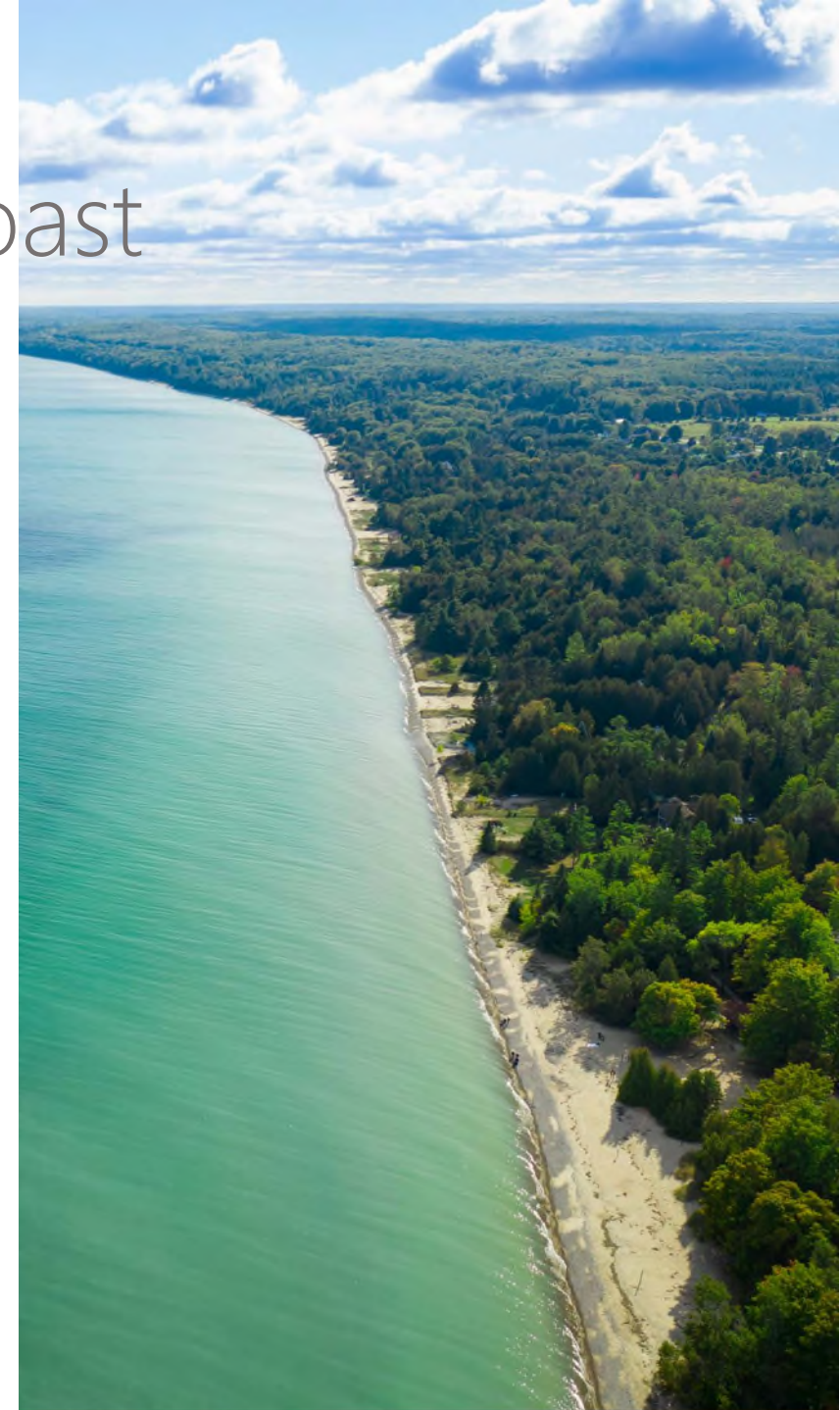
113,582 acres of Inland Lakes

753,000 acres of Public Land

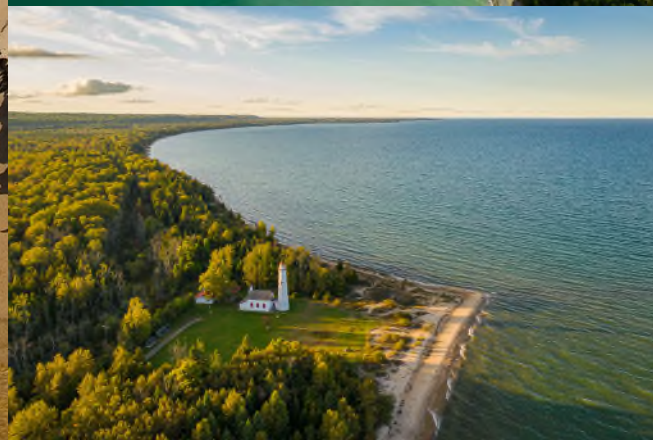
4,300 square miles of National
Marine Sanctuary

200+ shipwrecks

(Yellow dots = attractions mapped)



WATER



WATER



Ocqueoc Falls:
universally -
accessible
waterfall





WATER TRAILS

Huron Blueways
Inland Waterway
Thunder Bay River
Au Sable River



LAND TRAILS

Miles of hiking, biking,
skiing, ORV, horse, and
snowmobile trails.



Thunder Bay National Marine Sanctuary

The Sunrise Coast of PURE MICHIGAN.

Come Explore



PARKS & CAMPGROUNDS

Rockport Recreation Area



Structure & Benefits of an Active Byway Committee



IT'S ALL ABOUT PARTNERSHIPS...

STRUCTURE OF A BYWAY MANAGEMENT COUNCIL

Rep from each municipality

CVB/Chamber reps

MDOT

MDNR

US Forest Service/River Road Byway

Thunder Bay National Marine Sanctuary

Saginaw-Chippewa Indian Tribe

Michigan Sea Grant

Museum reps

Private tourism reps

Cheboygan County:

Cheboygan Chamber of Commerce: Carole Yeck (Cheboygan Area Chamber of Commerce Director)

Mackinaw City: Pat Wyman (Mackinaw City Village Manager)

Mackinaw City Chamber of Commerce: Amy Millard (Mackinaw City Chamber Director)

Presque Isle County:

Presque Isle County: **Anne Belanger** (Presque Isle Library and Bon Ami Filmworks) - **Management Council Chairperson**

Rogers City: Kaelie Fessler (Rogers City Main Street Director)

Presque Isle Township: Steve Lang (Township Supervisor)

Alpena County:

Alpena Chamber of Commerce: Adam Poll (Alpena Chamber Director) (alternate Mike Mahler, Target Alpena)

City of Alpena: Montiel Birmingham (City Planning Director), Rachel Smolinski (City Mgr) and Kevin Fisher (Parks Coordinator)

Alpena Township: Nathan Skibbe

Sanborn Township: Ken Gauthier

Alpena CVB: Mary Beth Stutzman (Alpena CVB Director)

Alpena County: Bill LaHaie, Alpena County Commissioner (alternate Travis Konarzewski)

South Bay Corridor: Larry Clark

Alcona County:

Alcona Township: Marlena MacNeill (Alcona Township Supervisor)

Alcona County: Mary Ellen Jones (Mitten Women Productions)

City of Harrisville: Jacquelyn Schwanz (Harrisville City Council)

Iosco County:

Iosco County: Rich Castle (Develop Iosco)

Iosco County: Dave Wentworth (Heritage Coast Sailing & Rowing)

Oscoda CVB: **Belle Flora & Erin Kellstrom - Mgmt Council Vice-Chair**

Oscoda Chamber of Commerce: Palma Leonatti (Chamber Director)

Baldwin Township: Mike Timreck (Zoning Administrator)

Arenac County:

Arenac County: Heather Bauman

Au Gres: Dale Wiltse

Organizations, Agencies & Other:

Thunder Bay National Marine Sanctuary: Sarah Waters

Friends of the Thunder Bay National Marine Sanctuary: vacant

Museums: Chris Witulski (*Besser Museum for Northeast Michigan Director*) and *Brenda Matt (Standish Historic Depot)*

Michigan Department of Transportation (Local): Kevin Schaedig

Michigan Department of Transportation (State): Heidi Phaneuf & Clayton Sigmann

Michigan Department of Natural Resources: Blake Gingrich and Eric Ostrander

Michigan Sea Grant: Brandon Schroeder

Saginaw Chippewa Indian Tribe: Don Seal (alternate Frank Cloutier)

US Forest Service: vacant

Private Tourism: Ian Dockrill (Lost Lake Woods)

Private Tourism: Scott Susalla

- Meets quarterly (1 in-person, 3 online)
- Subcommittees formed as needed (Marketing, Dark Skies, Legislative Tour, Discovery Tour)
- Remainder of tasks happen online





EVERYBODY NEEDS A TEAM OF LOCAL CHAMPIONS



Byway Committee Projects with State & Federal Partners



CORRIDOR MANAGEMENT PLAN



Partner: MDOT

US 23 Heritage Route

Corridor Management Plan



Location

- 1-1 Location
- 1-2 Jurisdictional Boundaries
- 1-3 Corridor Management Boundaries
- 1-3 Major Roads



Byway Committees

- 2-1 US 23 Management Council
- 2-3 County Heritage Route Teams



Inventory & Assessment

- | | |
|---------------------------------|------------------------------------|
| 3-1 Corridor Inventory | 3-29 Presque Isle County Inventory |
| 3-2 Land Uses | 3-40 Alpena County Inventory |
| 3-10 Traffic & Safety Analysis | 3-49 Alcona County Inventory |
| 3-13 Intrinsic Quality Summary | 3-57 Iosco County Inventory |
| 3-19 Cheboygan County Inventory | 3-65 Arenac County Inventory |



Public Outreach & Engagement

- 4-1 History of the Planning Process
- 4-3 General Public Outreach



Goals, Objectives & Strategies

- | | |
|--|--|
| 5-2 Attractions | 5-11 Outreach |
| 5-3 Highway Safety & Multimodal Trans. | 5-12 Branding |
| 5-4 Community Development | 5-13 Finance |
| 5-5 Forests, Open Space & Scenic Views | 5-15 Services |
| 5-6 The Environment | 5-16 Product Development |
| 5-8 Merchandising | 5-21 Website |
| 5-9 Sponsorships | 5-25 Advertising |
| 5-10 Michigan Byways Program | 5-32 County Team Projects - App. 5-A |
| 5-10 Events | 5-35 South Bay Corridor Plan - App. 5-B |
| | 5-48 Profile of a NE Mich Tourist - App. 5-C |



Supporting Documentation

- | | |
|-------------------------|--------------------|
| 6-1 History of US 23 | 6-17 Alcona County |
| 6-5 Cheboygan County | 6-21 Iosco County |
| 6-9 Presque Isle County | 6-25 Arenac County |
| 6-13 Alpena County | |

ON THE WEB

www.heritage23.com

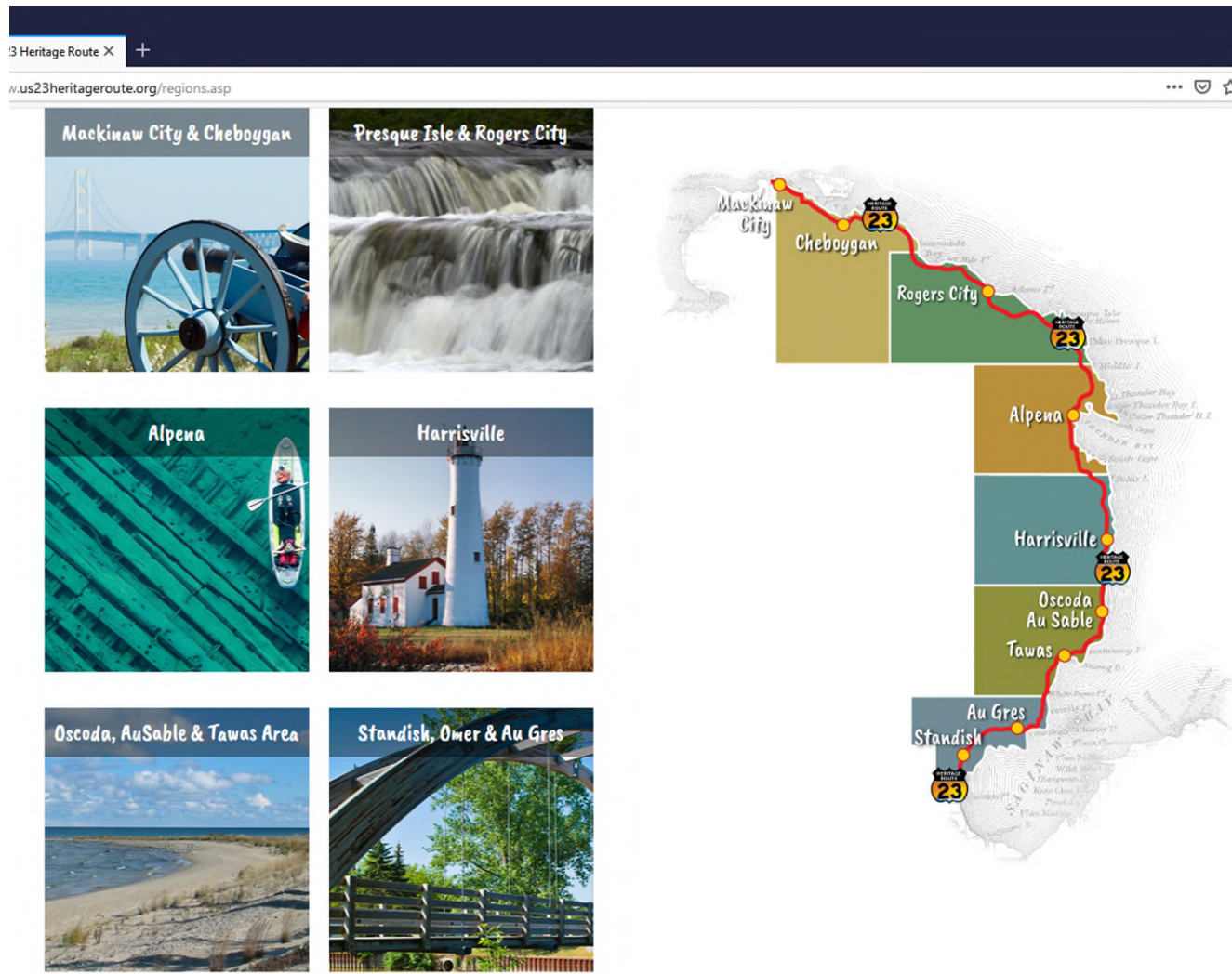
Partner: MDOT



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	+

ON THE WEB

Partner: MDOT



Since launch, 1.5 million pageviews and 593,046 users

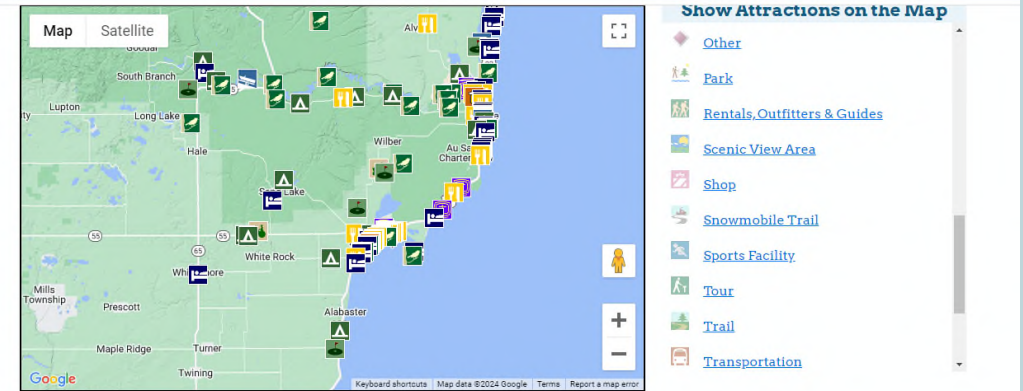
In winter, there are around 150 people per day using the site.

In summer, between 400 to 1,000 people per day use the site

ON THE WEB

Partner: MDOT

Total Attractions
Appearing on Website:
2,309



Oscoda, AuSable & Tawas Area Attractions

Accommodation		Hide Go to Map
	Aloha Beach Club Cottages in Oscoda	Info +
	Always A Holiday Bed & Breakfast Bed & Breakfast in East Tawas	Info +
	Americinn Lodge & Suites Lodging	Info +
	Anchorage Cottages Cottages on Lake Huron - Relax, Refresh, Renew...	Info +
	Aspen Motor Inn	Info +

46 editing accounts assigned

PURE MICHIGAN BYWAYS AND TOUR ROUTES DRIVING GUIDE

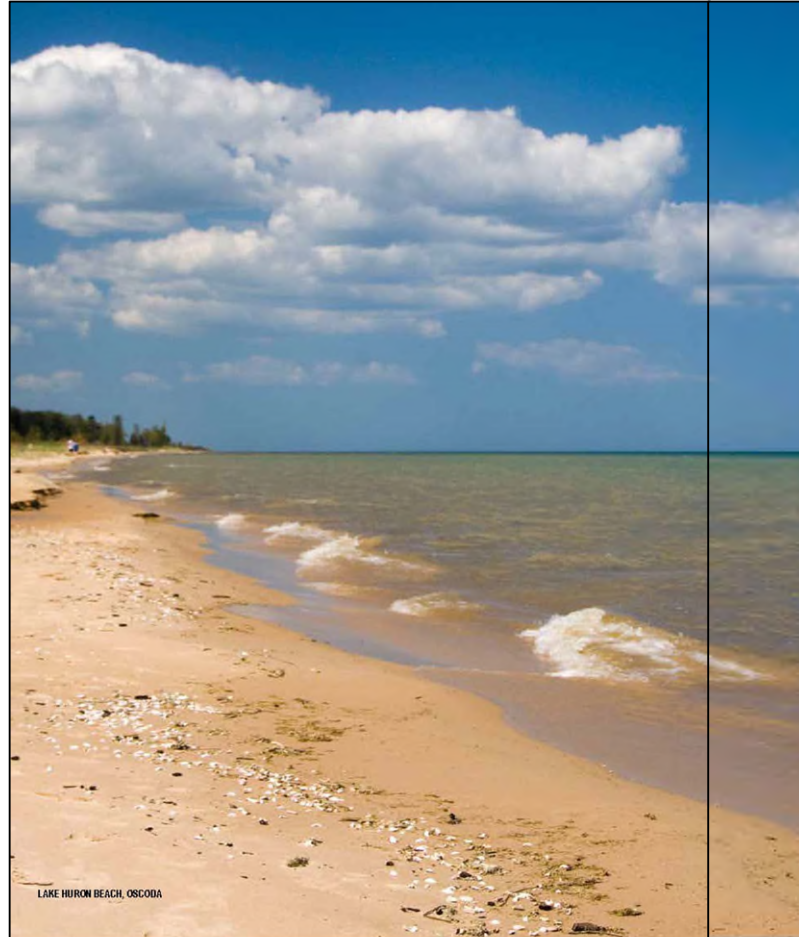
INSIDE:

- Road Maps and Scenic Drives
- Planning Tips
- Points of Interest
- Top Adventures



SUNRISE COAST - MACKINAC BRIDGE/OLD MACKINAC LIGHT

PURE MICHIGAN



LAKE HURON BEACH, OSCODA



SUNRISE COAST

Sunrise Coast

Sparkling lakes, majestic Lake Huron, mysterious shipwrecks, historic lighthouses, pristine beaches... treasures to be found along Michigan's 200-mile Sunrise Coast.

The Lake Huron Shores Good Roads Association was formed in 1913 to finish the Huron Shores Highway, now US-23, that linked Bay City and Mackinaw City. A promotional effort enlisted local people, businesses, and donations to construct this rural route. By June 20, 1913 a nationally acclaimed through-route had been completed. All along it are scenic views of Lake Huron, 6,000 miles of crystal clear rivers and streams, and more than 3,000 water bodies await travelers along the Sunrise Coast (US-23). Begin your journey at a historic train depot in Standish and wind your way up the Lake Huron coast to the majestic Mackinac Bridge at the Straits of Mackinac, where the sparkling blue-green waters of Lake Huron and Lake Michigan flow together. Gems nestled along the

Sunrise Coast include 16 lighthouses, hundreds of miles of hiking, biking, skiing, horseback riding, and motor trails, unique museums, true up north small towns, cottages, live performances, wine tasting, and fine dining.

The adventures continue beyond the coast. Connecting to US-23 byway in Oscoda is the River Road National Scenic Byway, which winds along the mighty AuSable River through the Huron National Forest. (For more information on the River Road Byway, see page 12.) Coastal and inland discoveries await, so get back to the water on the Sunrise Coast.



STANDISH HISTORIC TRAIN DEPOT

Standish and Au Gres

Begin your journey in Standish at the historic train depot on the corner of US-23 and M-61. The Standish/Au Gres area offers many opportunities for outdoor fun at the numerous campgrounds and canoe livery in the area. The Rifle River travels through downtown Omer on its way to Lake Huron and is one of the fastest, most popular trout streams in the Lower Peninsula. Fishing, birding and wildlife watching opportunities abound around Saginaw Bay. From historical schoolhouses and family-friendly parks to the faster-paced excitement at the Saginaw Eagles Landing Casino southeast of Standish and Au Gres. It's a perfect start to your Sunrise Coast adventure.

STATEWIDE PROMOTION

Partner: MDOT

BYWAY Mackinaw - Cheboygan Michigan

HERITAGE ROUTE 23

Featuring online... **ROUTE 23 ARTrail** and **Sunrise Coast Birding Trail**

www.heritage23.com

BYWAY Rogers City - Presque Isle Michigan

HERITAGE ROUTE 23

Special features online include... **ROUTE 23 ARTrail** and **Sunrise Coast Birding Trail**

www.heritage23.com

BYWAY Alpena, Michigan

HERITAGE ROUTE 23

Special features online include... **ROUTE 23 ARTrail** and **Sunrise Coast Birding Trail**

www.heritage23.com

BYWAY Harrisville Area Michigan

HERITAGE ROUTE 23

Special features online include... **ROUTE 23 ARTrail** and **Sunrise Coast Birding Trail**

www.heritage23.com

BYWAY Oscoda - AuSable - Tawas Michigan

HERITAGE ROUTE 23

Special features online include... **ROUTE 23 ARTrail** and **Sunrise Coast Birding Trail**

www.heritage23.com

BYWAY Au Gres - Omer - Standish Michigan

HERITAGE ROUTE 23

Special features online include... **ROUTE 23 ARTrail** and **Saginaw Bay Birding Trail**

www.heritage23.com

“Wow! We look like a Region!”

Partner: MDOT

1 Thunder Bay National Marine Sanctuary

The sanctuary is dedicated to protecting the Great Lakes and their rich history. In this 4,300 square-mile marine protected area, the cold, fresh water of Lake Huron preserves a nationally significant collection of nearly 200 historic shipwrecks. Through research, education, and community involvement, the sanctuary ensures future generations will enjoy these irreplaceable underwater treasures from our past. Shipwreck sites in sanctuary waters offer incredible diving, paddling, and snorkeling opportunities for visitors. thunderbay.noaa.gov

Photo by Bryan Dort-PhotoZone



Great Lakes Maritime Heritage Center

Explore the exhibits at Thunder Bay National Marine Sanctuary's Great Lakes Maritime Heritage Center. Open and free to the public 360 days of the year, experience maritime history, shipwrecks, and archaeology of the Great Lakes. Walk the deck of a life-sized schooner battling a treacherous Great Lakes storm and then dive in and explore a shipwreck—without getting wet! Special event space, meeting rooms, digital theater, Green Roof-Deck overlooking Thunder Bay River, and bikes available for rent. Check thunderbay.noaa.gov or call 989-884-6200 for upcoming events.

thunderbay.noaa.gov or call 989-884-6200



Alpena Shipwreck Tours



Explore the shipwrecks of Thunder Bay National Marine Sanctuary on the 65-foot glass-bottomed Lady Michigan! Two large viewing wells on the main deck give passengers a front row view of shipwrecks on the bottom of Lake Huron. Departing from the port of Alpena, the Lady Michigan will take you on a comfortable adventure into the heart of Lake Huron's Shipwreck Alley. Tours begin in May and continue through October fall color. Tickets can be purchased online, by calling 888-469-4696, or at the Sanctuary Gift Store located at 500 W. Fletcher Street in Alpena. The Lady Michigan docks just behind the Heritage Center. Group and private charters are welcome. alpenashipwrecktours.com

2 City of Alpena Marina



A full-service marina in the heart of downtown. It is a Michigan Central Reservation System harbor and has a Marina Store & Maintenance Facility, Haul-in/Haul-out Capability, Wireless Internet Service, Water & Electrical Service, Pump-Out Facility, Gasoline & Diesel Fuel, Winter Storage Options, Launch Ramps, Boaters Restrooms, and Fish Cleaning Station. alpena.mi.us

3 Besser Museum for Northeast Michigan



Experience art, history and science! You'll be delighted by the 8 acre campus with a historic village, full-dome planetarium, Foucault pendulum, Devonian fossil pit where visitors can keep the fossils they find, rotating art galleries featuring local, regional and nationally renowned artists, wildlife exhibits featuring native and non-native specimens, and thousands of artifacts from early man! An exhibit on regional resources and the flourishing industries that contributed to the development of Northeast Michigan is featured. 491 Johnson Street. 989-356-2202. bessermuseum.org

4 Rockport State Recreation Area & Besser Natural Area

A designated Dark Sky Preserve!



This park, with spectacular Lake Huron views, is located 10 miles north of Alpena. Situated on the Alpena/Presque Isle County line, east of US 23, the property covers nearly 6 square miles. The park features an inactive limestone quarry, a deep water harbor with boat launch, trails, parking and picnic areas, 8 large and several small sinkholes and miles of forested land. michigan.gov/rockport

5 Alpena Bi-Path



Bike, walk, roller blade and skateboard on the 18+ miles of paved pathway and access all of the waterfront parks in the city. The Bi-Path follows along the top of the breakwall at the marina, allowing an unobstructed view of Lake Huron. Follow the shore of the Thunder Bay River through the Alpena County Fairgrounds. The Bi-Path winds through downtown Alpena spanning the Thunder

Bay River connecting the Maritime Heritage Trail to Rotary Island and the Marina, among other landmarks. The bike path continues south to Starlite Beach and Miché-ke-wis park past the southern business district. Bike rentals are available at the Great Lakes Maritime Heritage Center. alpena.mi.us

6 Downtown Alpena



The heart of historic Downtown Alpena - where businesses provide old-fashioned personal service and quality - is nestled between the Marina on Thunder Bay and the Maritime Heritage Trail on the Thunder Bay River. Visit Downtown for all of your retail, service and professional needs, enjoy our wide variety of dining and entertainment...and don't forget to pause and enjoy the view. downtownalpena.com

7 Island Park - Alpena Wildlife Sanctuary



A 17-acre island jewel surrounded by the Thunder Bay River which winds through the 500-acre wildlife sanctuary of water, low islands and waterfowl. Several paths lead through varied ecosystems including sand dunes, meadows, woodlands, gentle slopes, and marsh areas. Viewing and fishing platforms (one handicapped-accessible viewing platform) are located at various points on the island. Kayak/canoe rentals and launch site available.

8 Long Lake Park



10 miles north of Alpena on Long Lake, this 68-acre county park has 105 campsites adjacent to 5,652 acres of water. Water and electricity are available at 80 of these sites with the other 25 sites considered primitive. Park facilities include restrooms/showers, dumping station, concession stand, concrete boat ramp, three docks, nature trails, two pavilions (with electricity), picnic tables, two playgrounds, two swimming beaches, and outdoor trailer storage. Special activities include an annual pig roast and a weekly pot luck dinner. Open May 15 to Sept 15. Camping is permitted after Sept 15 until Nov. 1 on a daily rate schedule. A park caretaker is on-site. alpenacounty.org

9 Thunder Bay Resort



Winter's white blanket, proud evergreens and Thunder Bay's horse drawn sleigh ride invite you to cuddle up as you travel through our northern woods. From the sleighs, you will view bull elk with world-class antlers. Warm up in front of the split stone fireplace inside the Elk Antler Log Cabin as your gourmet 5-course feast is prepared atop two antique wood cook stoves! Any time of the year Thunder Bay Resort makes an ideal destination and

location for couples, families, and small to medium size business meetings or retreats. Our Elk Viewing Carriage Ride with Gourmet Dinner & Wine Tasting is magical and romantic, making it perfect for your special occasion. We are experienced at planning Group Events, Vow Renewals and Wedding Celebrations. The beautiful 18-hole golf course is fun and challenging. Don't miss our beautifully landscaped RV Park! 800-729-9375 or thunderbayresort.com

10 Chippewa Hills Pathway



Chippewa Hills Pathway is one of the best groomed cross-country ski trails open to mountain biking in northeastern Michigan. It follows a roller-coaster route through a northern white cedar swamp and dense trees. For the most part it is high and dry and mostly singletrack. The path, like most other Michigan cross-country pathways, is amply marked and relatively hazard-free, except for a few sandy patches. The trail head is located 11 miles west of Ossineke on Nicholson Hill Road. michigan.dnr.com/parksandtrails

Fishing and scuba diving charters also available. Contact the Alpena CVB 1-989-340-2288 or visitalpena.com

Check out our video series featuring....

Shipwreck Alley

Also featuring: Tuttle Marsh, Ocqueoc Falls, Historic Mill Creek, & Silence (winter)!



youtube.com/us23heritageroute

Festivals & Events

Thunder Bay International Film Festival.....	January
Reel Fun Ice Fishing Tournament.....	February
Concerts in the Park (Bayview Park).....	All summer
Downtown Street Performers.....	Summer
Great Lakes Underwater Robotics Competition.....	May
Alpena Blues Festival.....	June
Besser Museum Log Cabin Days.....	June
Rockport Recreation Day.....	June
Thunder Bay Maritime Festival.....	July
Independence Day Celebration.....	July
Michigan Brown Trout Festival.....	July
Art on the Bay.....	July
Alpena County Fair.....	July/August
Ramblin' Reds Car Show.....	August
Antique Steam Engine & Tractor Show.....	August
Michigan Trails Day.....	September
Downtown Chowder Cook-Off.....	October
Light Up the Season Weekend.....	November
Holiday Parade (day after Thanksgiving).....	November
Alpena Farmer's Market.....	Year Round
Live Theaters.....	Year Round

Tourism Information

2024

Alpena CVB & Welcome Center

visitalpena.com
1-989-340-2288 420 N. Second Ave. Alpena

ARTrail

200-mile arts & culture trail along coastal
Northeast Michigan
www.us23heritageroute.org/artown.asp

Sunrise Coast Birding Trail

145-mile birding trail along coastal Northeast Michigan
sunrisecoastbirding.org

Michigan DNR

michigan.gov/dnr

Up North Trails

Our Trails Take You Farther.
upnorthtrails.org

Northeast Michigan

northeastmichigan.org



Sunrise Coast
Birding Trail
Hotspot!

Funding for this brochure was made possible through: MI Department of Transportation
Technical assistance and brochure design provided by: Northeast MI Council of Governments
Video funding was provided by: State of Michigan - EGLE
Cover photo (Lake Huron) courtesy of Northeast MI Council of Governments
Cover photo (shipwreck) courtesy of Thunder Bay National Marine Sanctuary

BROCHURE COMMODITY
CODE 8014-0746



Alpena, Michigan



Special features
online include...



Sunrise Coast
Birding Trail

www.heritage23.com



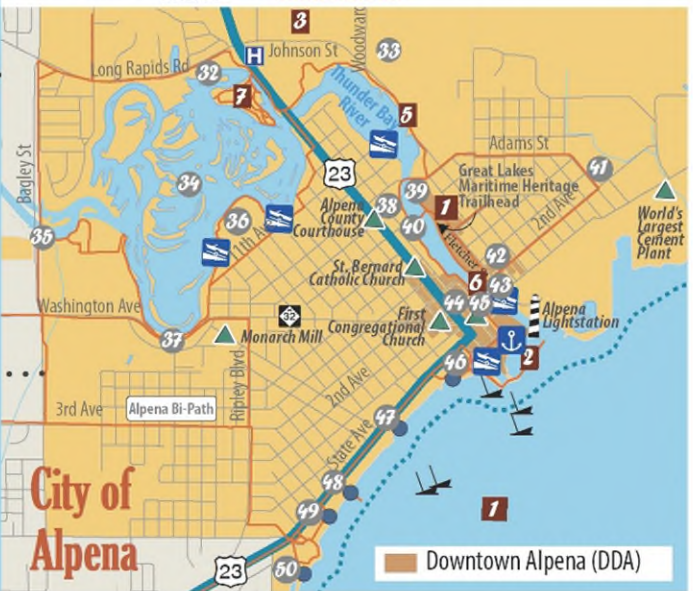
City of Alpena Parks

- 32 Duck Park
- 33 Northern Lights Arena/Aplex
- 34 Wildlife Sanctuary
- 35 Sytek Park
- 36 Alpena County Fairgrounds
- 37 Washington Avenue Park
- 38 LaMarre Park
- 39 Riverside Skate Park
- 40 Rotary Island Mill Park
- 41 McRae Park
- 42 Avery Park
- 43 North Riverfront Park (& Dog Park)
- 44 Chisholm Street Park
- 45 South Riverfront Park
- 46 Bayview Park
- 47 Thomson Park
- 48 Blair Street Park
- 49 Starlite Beach
- 50 Mich-e-ke-wis Park

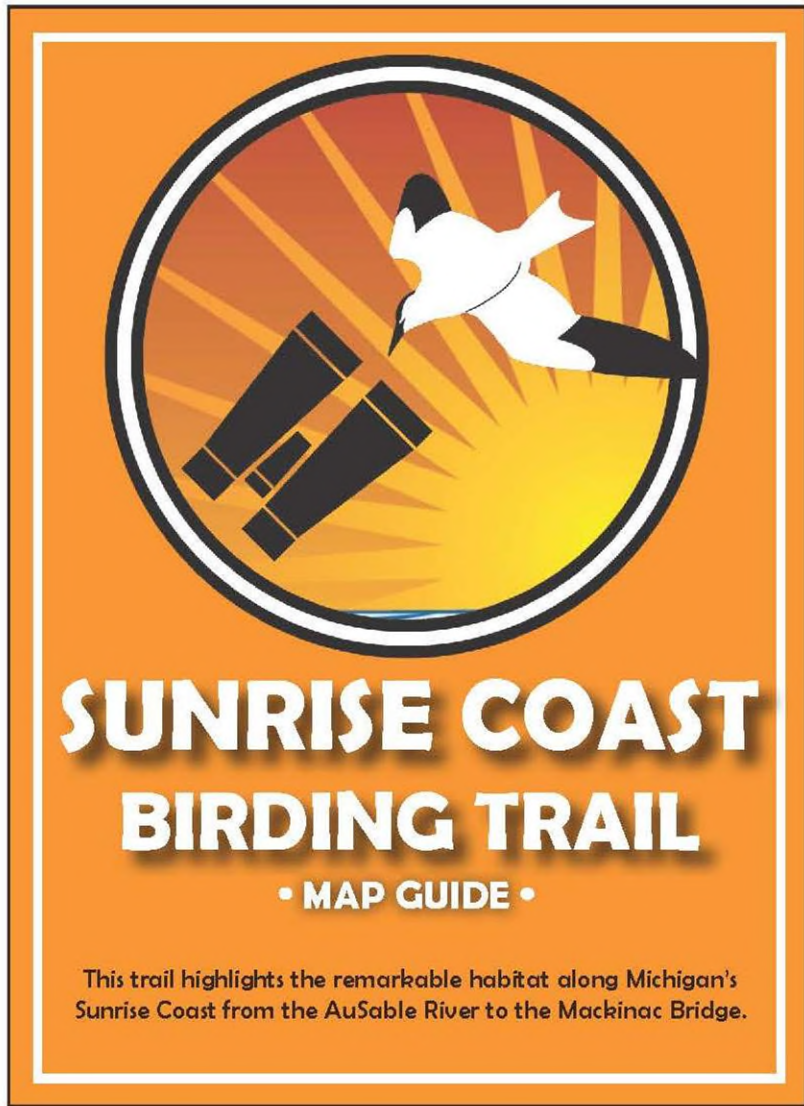


Trails

- Bike/Hiking Trail
- Snowmobile Trail
- Water Trail
- ORV/ATV Trail
- ORV/ATV Route



- ### Alpena - Ossineke Area
- The US 23 Heritage Route... a 200-mile official Pure Michigan Byway along the Sunrise Coast.
- 1-10** Featured attractions described on back
- 11 Thunder Bay Karst Preserve
Mystery Valley, Stevens Twins Sinks, and Bruski Sinkhole. mkc.caves.org/preserve_mv.html
 - 12 Emily Min Hunt Nature Preserve
Off Shubert Hwy. huronpines.org/min-hunt
 - 13 Middle Island Light
The lighthouse can be viewed from the water.
 - 14 Arzo Sports & Fun Park
Bumper cars, go-karts, batting cages, miniature golf, driving range, and ferris wheel. Bloom Road. www.arzopark.com
 - 16 Alpena Township Park
Four Little League baseball fields.
 - 16 Campers Cove RV Park & Canoe Livery
5005 Long Rapids Road. (989)356-3708. camperscovecampground.com
 - 17 Alpena Golf Club
1135 Golf Course Road. 989-354-5052. alpenagolfclub.com
 - 18 Alpena Township Nature Preserve
133 acre natural area off Misery Bay Road.
 - 19 Thunder Bay Island Light
No public access. Viewable from the water.
 - 20 Thunder Bay River State Forest Campground
10 rustic sites on Indian Reserve Rd.
 - 21 Norway Ridge Pathway
4.5 miles of hiking, mountain biking and groomed ski trails. Trailhead off Werth Road.
 - 22 Devils Lake Trails
26 miles of groomed snowmobile trails.
 - 23 Thunder Bay RV Park & Campground
4250 US 23 South. (989) 354-2528.
 - 24 Devils Lake ORV Route
ORV Route with 8 miles of trail. ORV Routes are maintained at a width of 72 inches and are open to all ORVs.
 - 25 River's Edge Golf Club
6373 Werth Road. 989-354-4312. riversedgealpena.com.
 - 26 Sanborn Park
Local beach park.
 - 27 Ossineke SF Campground
Rustic campground with 42 sites on a first come, first serve basis. Day use area with Lake Huron access.
 - 28 Dinosaur Gardens
Prehistoric zoo and mini-golf. 11160 US 23 South. 989-471-5477. www.dinosaurgardensllc.com.
 - 29 Shinga-ba-Shores
The playground reflects Native Americans, farming, lumbering, and Great Lakes trades.
 - 30 Paul Bunyan & Babe
Babe was white when built in 1937/38 on the hill across from the Lookout Inn. The legend was that a white cow on a hill was good luck. He was painted blue in 1950. Paul was built in 1953. In 2006, they were moved to their present location.
 - 31 Negwegon State Park
Undeveloped State Park with nature trails and backcountry camping. A designated Dark Sky Preserve!



Partner: DEQ, National Scenic Byways/FHWA, local Audubon Societies

BIRDING TRAIL

AUSAIBLE BIRDING TRAIL

MAP GUIDE

This trail highlights notable bird habitat throughout the Ausable River basin, including the Ausable River, Lake, Higgins Lake, T. Hays, and the Ausable River.

SAGINAW BAY BIRDING TRAIL

MAP GUIDE

This trail highlights notable bird habitat throughout the Saginaw Bay, including the Saginaw River, Lake, and the Saginaw Bay.

Official Sunrise Coast Birding Trail Hotspots

1. Shoreline Park - Au Sable River Mouth

The southern end of the Sunrise Coast Birding Trail begins here. Located on the east side of US 23 just south of the Au Sable River bridge, this natural woodland and shoreline area offers excellent habitat and bird species. From the "Vista" viewing platform, birding is a breeze. Check the observation platform along the paved trail and boardwalk leading to the shoreline where Green Herons frequent the small pond and the observation deck. The heavily wooded Great Lakes Plating Pines trail leads along the Au Sable River. Watch the water and bank birds in the break zone. Spring and fall are excellent times to observe migrating waterfowl along the river mouth.

3. Dirty Hill Rivermouth

In downtown Oscoda on US 23, turn west onto Dwight street. Follow the road up to the top of the hill. Here a wing stopping boardwalk leads down to the Au Sable River where numerous waterfowl can be seen along the shore. A variety of shrubs and hardwood along the bank offer great cover and food source for a number of warblers and Bluejays. American Redstarts are abundant during the spring migration.

3.1. Ribner Park

Following River Road west from the main light in Oscoda is Ribner Park. Located on the left side of the Au Sable River bridge, this small park has several short paved trails and easy access along the river. A variety of canyons, hardwoods, shrubs, and shrubs offer food, water, and nesting habitat for many species. Warblers frequent the area. Woodpeckers, thrushes, and other birds frequent the area. Woodpeckers, thrushes, and other birds frequent the area. Woodpeckers, thrushes, and other birds frequent the area.

4. Eagle Run

Located on Ribner Road in Ribner Park is Eagle Run. This US Forest Service-managed area contains several miles of trails in a quiet creek setting. Numerous species of waterfowl can be seen along several of the nature-based woodlands. Various songbirds, including Bluejays, are common along the stream. Woodpeckers, thrushes, and other birds frequent the area. Woodpeckers, thrushes, and other birds frequent the area.

5. Foote Site Park & Ben Fishing Hole at Foote Dam

The backwaters of Casselman Creek's Au Sable River Foote Dam form two 1,000-acre ponds. Located just east of Oscoda, this 316-acre park is a great spot for birding. The ponds are a great spot for birding. The ponds are a great spot for birding. The ponds are a great spot for birding. The ponds are a great spot for birding.

6. Clark's Marsh

Located near the Oscoda Municipal Airport off Perimeter Rd, this wetland has many unimproved woodlands surrounding it. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

7. Oscoda Airport Crossroads

Just a short distance from Clark's Marsh is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

8. Harrisville State Park & DNR Boat Launch Site in Harrisville

Approximately 15 miles north of Oscoda on US 23 is Harrisville State Park. This 107-acre park is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

9. Harpen Point Lighthouse State Recreation Area

Located two miles north of Harrisville, Harpen Point Lighthouse is a 30-acre State-owned park with low-lying and grassy open areas. Habitat includes Lake Huron and dunes, shrubs, grasses, and woods. A lot of nesting birds can be seen here during migration. Only a few species of waterfowl have been recorded here during migration. Only a few species of waterfowl have been recorded here during migration.

10. Neugebauer State Park

Neugebauer State Park, located 25 miles north of Harrisville, is a 1,200-acre park with a variety of habitats. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

11. Partridge Point

Partridge Point, a 63-acre parcel owned by the State of Michigan, is located just south of Alpena. There are two main trails that extend off of South Partridge Point Road to parking areas. The north two trails should be attempted during the wet season, as the trails are very deep and water-filled in places. Partridge Point is available for both of species, and at times during migration, a nesting with a single or more from a private business at the park or bring your own to launch at the site.

12. Alpena Wildlife Sanctuary (Including Duck & Island Parks)

Located at the mouth and of the city of Alpena along the Thunder Bay River, this 300-acre wildlife sanctuary is an easily accessible birding hot spot. The many areas and surrounding Thunder Bay River provide nesting habitat for many marsh birds, including Least Bittern, Island Park, a variety of waterfowl, including a variety of waterfowl and songbirds. In wet areas, including sand dunes, meadows, woodlands, open fields, and marshy areas, are also an excellent spot for birding.

13. Lake Bester

This is a feeding of the Thunder Bay River (formed by the North West River) located in the city of Alpena. In the spring and fall, waterfowl and other birds frequent the area. Woodpeckers, thrushes, and other birds frequent the area.

14. Ninth Street Dam Outflow

The site is best in the winter, when open water is limited locally. The outflow from the Ninth Street Dam keeps this section of Thunder Bay River from freezing most years. During ducks, including all three species of merganser, Common Goldeneye, and Red-breasted Loon, are common.

15. Wested Road "CKD Prairie"

This is an old Huron Provincial Game land, during, now mostly open with woods, grass, and shrubs. Many grassland species nest here, including Eastern Meadowlark and Great-tailed Grackle and Savannah Sparrow. Resident songbirds.

16. Misery Bay Road & Ilesson Bay

The north end of Thunder Bay is a good spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

17. Alpena Township Nature Preserve

This preserve has several of birding trails leading to a variety of habitats. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

18. Rockport State Recreation Area & Bester Natural Area

This site offers more than 4,200 acres, mostly for waterfowl. The main deciduous woods and coniferous woodlands offer nesting habitat for many birds, including White-throated Sparrows and House Wren, and a variety of waterfowl. A lot of nesting birds can be seen here during migration. Only a few species of waterfowl have been recorded here during migration.

19. The New Presque Isle Lighthouse

Enjoy the birding trails and sites surrounding Lake Huron. The best waterfowl observation site is at the end of the driveway directly west of the lighthouse. All three species of waterfowl have been recorded here during migration. Only a few species of waterfowl have been recorded here during migration.

20. Thompson's Harbor State Park

THSP has several well-maintained trails leading to several Lake Huron. A large early morning walk is offered by the club. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

21. Saw Cull Point

The site, located at the northern end of Rogers City, is easily accessible and offers excellent views of Lake Huron. It is a very good waterfowl migration site. Harpen Point has been recorded here rarely in October. Bald Eagle and Merlin frequently frequent the shoreline.

22. Herman Vogler Conservation Area

On the banks of the Trout River, this 20-acre park features prime waterfowl habitat, and more than 100 acres of wooded bird trails. Some of the birds that have been spotted here include Black-crowned Night Heron, White-bellied Nuthatch, Golden-crowned Kinglet, Red-breasted Nuthatch, Downy Woodpecker, Mallard Duck, American Crow, Blue Jay, and a Hawk circling the pine grove!

23. D.K. Hoelt State Park

Located approximately three miles north of Rogers City, D.K. Hoelt State Park offers excellent birding habitat that extends through the meadows and wet woods and provides nesting habitat for an excellent variety of species, especially waterfowl. Some of the species that regularly nest here include the Nighthawk, Magnolia, Black-throated Blue Warbler, Black-throated Green, Black-burner, Pine, Black-and-white Warbler, American Crow, Crow, and Merlin.

24. Cheboygan State Park

Located four miles east of Cheboygan, this 1,000-acre park features over three miles of well-maintained trails. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

25. Gordon Turner Park

This Cheboygan City Park at the north end of Herman Street features Lake Huron, the mouth of the Cheboygan River, and a large wetland marsh with a boardwalk and observation tower. In the spring and fall, waterfowl and other birds frequent the area. Woodpeckers, thrushes, and other birds frequent the area.

26. Dispenan Marsh

Dispenan Marsh is a State and Ducks Unlimited wildlife feeding which provides an excellent waterfowl habitat. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding. The area is a great spot for birding.

For more information, visit sunrisecoastbirding.org

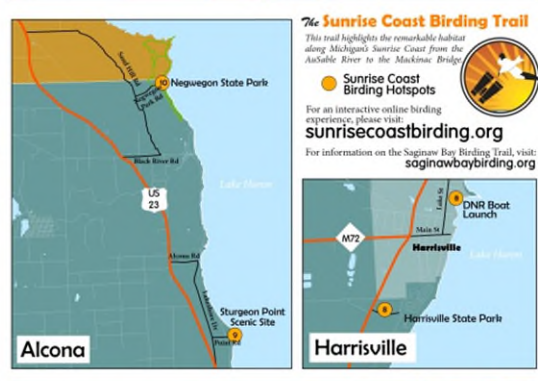
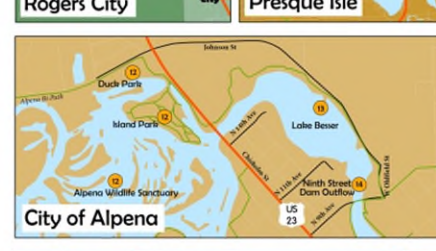
SUNRISE COAST BIRDING TRAIL - MAP GUIDE

Code of Symbols

Key: Birding - This is a parking lot with a bird symbol. Restrooms - This is a rest area with a toilet symbol. Water - This is a water source. Food - This is a food source. Shelter - This is a shelter. Information - This is an information center. Accessibility - This is an accessible area. University - This is a university. Visitor Area - This is a visitor area. Bird Banding - This is a bird banding station. Additional Birding Sites - This is an additional birding site.

Additional Birding Sites

1. Kirtland's Warbler Pine River Management Area
2. Cooles Dams Area
3. Lumberman's Monument
4. Ingo Springs
5. Highbanks Trail
6. Wetlands Overlook
7. Loon Lake Park



76 Sunrise Coast Birding Trail

This trail highlights the remarkable habitat along Michigan's coast from the Ausable River to the Mackinac Bridge.

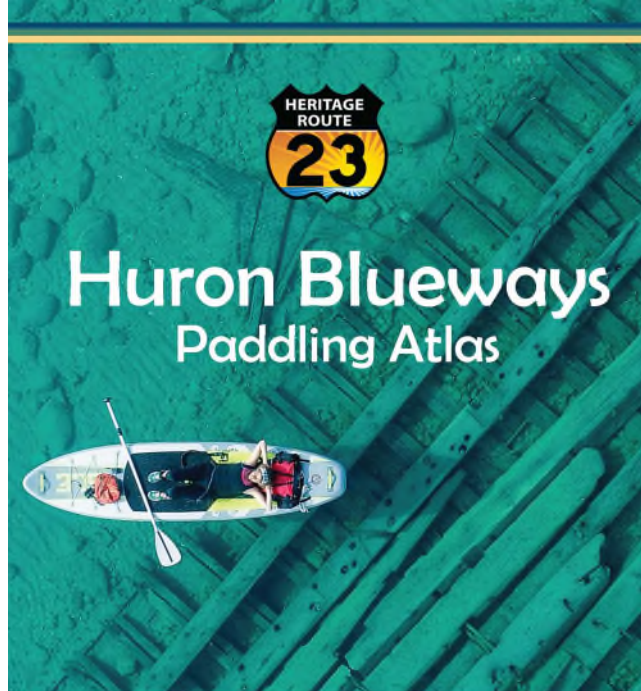
For an interactive online birding experience, please visit sunrisecoastbirding.org

For information on the Saginaw Bay Birding Trail, visit saginawbaybirding.org

HURON BLUEWAYS

Waterproof,
spiral-bound
paddle guide

Partner: National
Scenic
Byways/FHWA



How to Use this Atlas

This booklet contains important information that will help you plan a trip to experience the wide variety of outdoor recreation opportunities in addition to paddling and being safe.

For the maps, distances are given in both Miles and Kilometers.

The distances start with "0" measurement at Wilderness State Park on Lake Michigan and distance continuously increases southward in Lake Huron to Saginaw Bay.

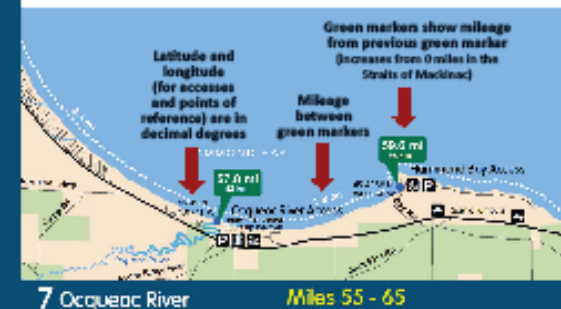
The line representing the Huron Blueways is shown 500 feet from shore. All distances from access to access are calculated at this 500 foot line.



Photo courtesy of Michael Beaulac

MAP KEY

- | | |
|-------------------------|---|
| ● Public Access Site | Amenities at Public Accesses: |
| 🏰 Lighthouse | 🚤 Hand Launch or Dedicated Kayak Launch |
| 🚢 Shipwreck | 🚢 Boat Launch |
| 📏 Non-Motorized Trail | 🅅 Parking |
| 🛣️ State Highways | 🚻 Restroom or Pit Toilet |
| 🛣️ Roads | 🍃 Picnic |
| — County Line | 🏕️ Campground |
| 🌊 Lakes | |
| 🌊 Rivers | |
| 🏠 Cities & Villages | |
| 🌳 State Land | |
| 🌳 Huron National Forest | |
- Shipwreck coordinates available at:**
THUNDERBAY.NOAA.GOV

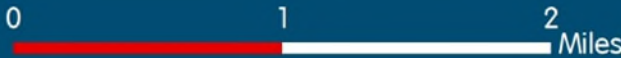


HURON BLUEWAYS

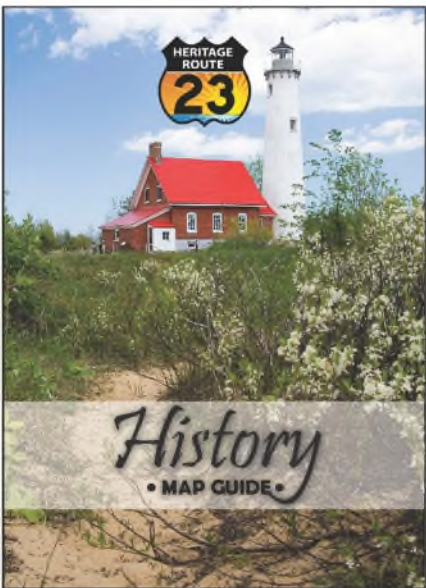


15 City of Alpena

Miles 136 - 145



Take a step back in time...along Heritage Route 23



17. Albion County Historical Society
 The Albion County Historical Society is located in Albion, Michigan. It was founded in 1923 and is dedicated to the preservation and interpretation of the county's history. The society's collection includes a wide range of artifacts, documents, and photographs that tell the story of the region from its early settlement to the present day. The society also organizes various historical events and tours throughout the year.

18. Albion County State Fair
 The Albion County State Fair is an annual event held in Albion, Michigan. It features a variety of exhibits, including agricultural displays, craft fairs, and live performances. The fair is a great opportunity for visitors to learn about the local culture and traditions of the region.

19. Albion County Lighthouse
 The Albion County Lighthouse is a historic structure located in Albion, Michigan. It was built in 1852 and is one of the tallest lighthouses in the state. The lighthouse is now a museum and offers guided tours that provide insight into the history of the lighthouse and the surrounding area.

20. Albion County Park and Recreation
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 The Albion County Lighthouse is a historic structure located in Albion, Michigan. It was built in 1852 and is one of the tallest lighthouses in the state. The lighthouse is now a museum and offers guided tours that provide insight into the history of the lighthouse and the surrounding area.

48. Albion County Park and Recreation
 Albion County Park and Recreation is a large outdoor area located in Albion, Michigan. It features a variety of recreational activities, including hiking, fishing, and boating. The park is a great place to enjoy the natural beauty of the region and is open to the public year-round.

49. Albion County Historical Society
 The Albion County Historical Society is a non-profit organization dedicated to the preservation and interpretation of the county's history. It has a large collection of historical artifacts and documents, and it organizes various historical events and tours throughout the year.

50. Albion County State Fair
 The Albion County State Fair is an annual event held in Albion, Michigan. It features a variety of exhibits, including agricultural displays, craft fairs, and live performances. The fair is a great opportunity for visitors to learn about the local culture and traditions of the region.



History on Heritage Route 23!
 This map highlights great historic (and pre-historic!) sites to visit along the US 23 Heritage Route.

1-46 Refers to the numbered sites described in detail on the reverse side of this guide.

1-75 Refers to the numbered sites described in detail on the reverse side of this guide.

heritage23.org

More site information can also be accessed online at: heritage23.org

HISTORY
GUIDE

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National
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Sunrise Coast Touring Guide

SUNRISE COAST



GLOSSY
40-PAGE
GUIDEBOOK

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A Pure Michigan Byway

A GUIDEBOOK FOR TOURING THE LAKE HURON COAST!

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

Special Highlight

Standish Historic Depot & US 23 Welcome Center

The Standish Historic Depot is often a traveler's first stop along the Sunrise Coast, so we want to highlight this historic gem which has been renovated into a Welcome Center for the US 23 Heritage Route!

Between 1880 and 1910, the Michigan Central Railroad (MCRR) decided to replace many of its Michigan depots. The MCRR extolled the virtues of its new stations in an 1890 publication: "The buildings that strike the traveler most forcibly, however, are the new railroad stations...their manifest beauty and appropriateness, their admirable construction, and convenient arrangement for the purposes of their use...make them models of railroad architecture . . . all [the buildings] are thoroughly harmonious, and suggest the comfort, the convenience, and even the cozy prettiness to be found in the internal arrangement, furnishing, and decoration. The Standish Depot, constructed in 1889, was one of these new stations."



Early history

The original depot was built in 1871 (south of M-61) just after the Lansing, Jackson and Saginaw Railroad finished a new line north of Bay City to Wells. The City of Standish was platted around the railroad line, so the railroad was the key to the community's growth and success. After the MCRR leased the line in 1871, it built new lines across the state, reaching Mackinaw City ten years later. With Detroit now linked to most of the Lower Peninsula, the MCRR could focus on improving the passenger experience. When the citizens of Standish asked for a new depot, MCRR told them they would receive a completely new structure if they supplied the stone. Local farmers answered the call and brought wagon loads of large field stones to the site. Site grading was finished for a grand total of \$1,000, and construction began in May of 1889. The entire building was finished the week of October 13, 1889. A newspaper article proclaimed the new Depot "a little daisy."

Depot a great community asset

The Depot was more than a transportation hub. The area in front of the Depot -the "Depot Park"- served as a community gathering place. In the 1910's a wood bandstand was moved to the grounds. A Bay City Times article from 1892 stated: "The MCRR have done much, and are continuing the good work, to make Standish the largest, liveliest, and best town on their road north of Bay City; and have spent more than \$10,000 there in the past year, their stone passenger depot alone costing \$5,000."

Designers and builders

The architect for the Standish Depot was probably Frederick Spier of the well-known Detroit firm of Spier and Rohns. This firm designed many Michigan depots including Dexter and Niles, and a number of imposing Detroit landmarks like the Chamber of Commerce Building. The Standish Depot is a modest yet fashionable example of the Richardsonian Romanesque Style, popularized by the famous architect Henry Hobson Richardson of Boston. Detroit contractors Nelson J. Rogers and Robert M. Adams were in charge of the construction. Adams and Rogers built the Dexter Depot in late 1880's, so they were already familiar with Spier and Rohns designs. A year after the Standish Depot was finished, Rogers collaborated with another contractor to build a twin depot in Lawton.



End of the rail era

In the 1880's a total of eight trains stopped daily; by 1929 the number had dropped to four. Over time, the road in front of the Depot served more traffic than the railroad. In the 1940's the Fletcher Oil Company built a gas station in front of the Depot, bringing the number of gas stations along "Gasoline Alley" to seventeen. The Standish Depot served passengers until the 1960's and freight traffic until 1972. The Depot was home to a variety of enterprises in later years, including a real estate office, but all of the occupants left the building features largely intact. Due to its fine condition, the important role it played in the history of Standish, and the architecture of the building itself, the Depot was listed on the National Register of Historic Places in 1991.

Today the depot has been restored and contains railroad and local memorabilia. The depot serves as the southern Welcome Center for the US 23 Heritage Route!



Evergreen Cemetery
The area now known as Evergreen Cemetery began as locally known as "The Burial Ground," a pine barrens unsuitable for farming. The township acquired the land from Daniel Carter in 1866. Informal record keeping began then, but there were earlier burials prior to 1866. The area may have been the site of Native American burials before the first community members arrived. The majority of early pioneers and community developers are buried here. There are significant historical design characteristics to view and enjoy. (Marcia Simmons, *For The Purpose of a Burial Ground, the Early History of Evergreen Cemetery, Alpena, MI, 2019*).

Visit heritage23.org (under "Art, Culture & History") to find other historic cemeteries along the Sunrise Coast.

City of Alpena



Thunder Bay National Marine Sanctuary

83 Starlite Beach & Mich-e-be-wis Park

A wonderful, large, open beach with a splashpad, large playground, barbecue pits, picnic tables, and bathroom facilities/outdoor showers. The beach looks out onto Lake Huron providing beautiful scenery. Located within a few minute walk of restaurants and stores. Located on US 23 (State Ave).

84 Alpena Bi-Path

The Alpena Bi-Path is a beautiful city-wide paved pathway accommodating both walking and biking. It's a great way to see the City of Alpena and all the great things it has to offer. The Bi-Path connects almost every park in the city as well as many of the other attractions including the Besser Museum, Thunder Bay Recreation Center, Marina, the Thunder Bay National Marine Sanctuary, and many more. Many of the parks throughout the city provide great spots to park a car and head out on the trail by foot or bike. Shipwreck buoys are viewable from the Maritime Heritage Trail (part of the Bi-Path system). The Bi-Path is accessible from numerous parks throughout Alpena.

85 Bayview Park

This city park adjacent to the marina has a playground, tennis courts, and a spectacular view! The bandshell also serves as the focal point for many community concerts and events! From US 23 (State Ave) heading north in Alpena, turn right at Prentiss Street.

86 Little Red Lighthouse

Located at the mouth of the Thunder Bay River, the 80-foot skeletal tower has been called "Sputnik" (resembles the Russian space satellite) and "Little Red" by locals. It is said this oft dismissed light is "long on duty, short on beauty." Believed to be the only lighthouse of this type in the U.S., the station was built of wood in 1877, rebuilt of wood in 1888, and finally constructed of steel in 1914. An automated active aid to navigation, the Alpena Light originally housed a 4th Order Fresnel lens. From US 23 (State Ave) heading north in Alpena, turn right at Prentiss St (next to Bay View Park). Head out onto the breakwall to view Little Red.

87 Old Town Alpena

Enjoy the great stores and restaurants in the Old Town district of Alpena. Beautiful, historic renovations have been done to preserve the buildings in this area making it a great place to visit. You are sure to love it! From US 23, turn right on 2nd Ave - Old Town is on the east side of the 2nd Ave Bridge.

88 Great Lakes Maritime Heritage Center

Explore the exhibits at the Great Lakes Maritime Heritage Center. Experience the maritime history, shipwrecks, and archaeology of the Great Lakes, and much more. Walk the deck of a life-sized schooner battling the Great Lakes storm and then dive in and explore a shipwreck—without getting wet! The sanctuary is dedicated to protecting the Great Lakes and their rich history. From US 23 heading north, turn right onto 2nd Ave and cross the bridge. Turn left onto Fletcher St. See page 24 for more information on the Thunder Bay National Marine Sanctuary.

89 Island Park & Wildlife Sanctuary

Island Park and Wildlife Sanctuary, a 17-acre island jewel surrounded by the Thunder Bay River, winds through 500 acres of back waters and low islands. Located in the heart of Alpena, several footpaths wind along the island's perimeter and the interior and leads joggers, walkers, photographers, fishermen, and nature lovers through varied ecosystems including sand dunes, meadows, woodlands, gentle slopes, and marsh areas. Viewing platforms are universally-accessible. There is a universally-accessible canoe/kayak/paddleboard launch providing access to the wildlife sanctuary that surrounds the island. Corner of US 23 and Long Rapids Rd.

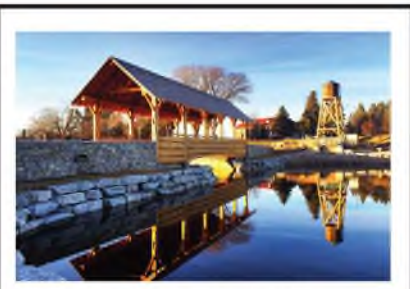
90 Besser Museum for Northeast Michigan

The Besser Museum offers educational experiences in art, history, and science. Visitors will be delighted by the Museum's eight-acre campus with a historic village, full-dome planetarium, Foucault pendulum, Devonian fossil pit - where visitors can keep all the fossil they find, rotating art galleries featuring both local, regional and nationally renowned artists, wildlife exhibits featuring native and non-native specimens, and thousands of artifacts from early man! An exhibit on regional resources and the flourishing industries that contributed to the development of Northeast Michigan is also featured. 491 Johnson Street. From US 23 north in Alpena, turn right onto Johnson St. bessermuseum.org

Alpena Shipwreck Tours

Explore the shipwrecks of the Thunder Bay National Marine Sanctuary on the 65-foot glass-bottomed Lady Michigan! Two large viewing wells on the main deck give passengers a front row view of shipwrecks on the bottom of Lake Huron. Departing from the port of Alpena, the Lady Michigan will take you on a comfortable adventure into the heart of Lake Huron's Shipwreck Alley. Daily tours begin in June and continue through the color season. Tickets can be purchased online, by calling 888-469-4696, or at the Sanctuary Gift Store located at 500 W. Fletcher Street in Alpena. The Lady Michigan docks just behind the Heritage Center. Group and private charters are welcome.

alpenashipwrecktours.com



Bridge to Island Park

US 23 LEGISLATIVE TOUR

Partner:
Legislature



US 23 LEGISLATIVE TOUR



2-DAY TOUR

Caravan-style
guided tour for
our state
legislators,
state
department
heads and
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ROADMAP

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ROUTE 23

ROUTE 23

ARTown

NORTH EAST MICHIGAN

Michigan Arts and Culture Northeast (MACNE)

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

Number	Name	Address	City	Phone	Website
28	Craftmakers Cabin	106 South State Street (US 23)	Harrisville	989 724 6699	huronshorescc.com/attractions/craftmakerscabin.aspx
29	Hollyhock Quilt Shop (Quilt Trail)	301 East Main Street	Harrisville	989 724 7788	
30	Alcona Historical Society (Sturgeon Point Lighthouse and Bailey School)	6071 Point Road	Alcona	989 724 6297	alconahistoricalociety.com
31	Alcona County Library Harrisville Branch	312 West Main Street	Harrisville	989 724 6796	alcona.lib.mi.us
32	Great Lakes North Gallery	4746 US 23	Standish	989 739 0625	
33	Kahn Gallery	2431 US 23	Standish	989 724 5725	
34	Shoreline Players Community Theatre	6000 North Skeel Avenue	Mackinaw City	989 739 3586	shorelineplayers.org
35	Northeast Academy of Dance	4200 California Drive	Cheboygan	989 739 7955	neadancemi.com
36	Wurtsmith Air Museum	3961 East Airport Drive	Cheboygan	989 739 7555	wurtsmithwafmuseum.org
37	Robert J. Parks Library	6010 North Skeel Avenue	Mackinaw City	989 739 9581	
38	Iosco County Historical Museum	405 West Bay Street (US 23)	Greenbush	989 362 8911	ioscomuseum.org
39	Tawas Bay Art Guild and Gallery	211 Newman Street	Tawas	989 362 5613	
40	Tawas Bay Players	401 Newman Street	Tawas	989 362 8373	tawasbayplayers.com
41	The Booknook	114 Newman Street	Tawas	989 362 4691	
42	Summerfield Pottery	1252 Plank Road	Standish	989 362 2523	summerfieldpottery.com
43	Arenac County Historical Society Museum	304 East Michigan Avenue	Au Gres	989 876 6399	cityofau-gres-mi.org/museumhome
44	Standish Historical Depot	107 North Main Street (US 23)	Standish	989 718 3021	

THUNDER BAY THEATRE
& THUNDER BAY ARTS COUNCIL

Welcome you to...

by RA Young

ROUTE 23

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artownmichigan.org





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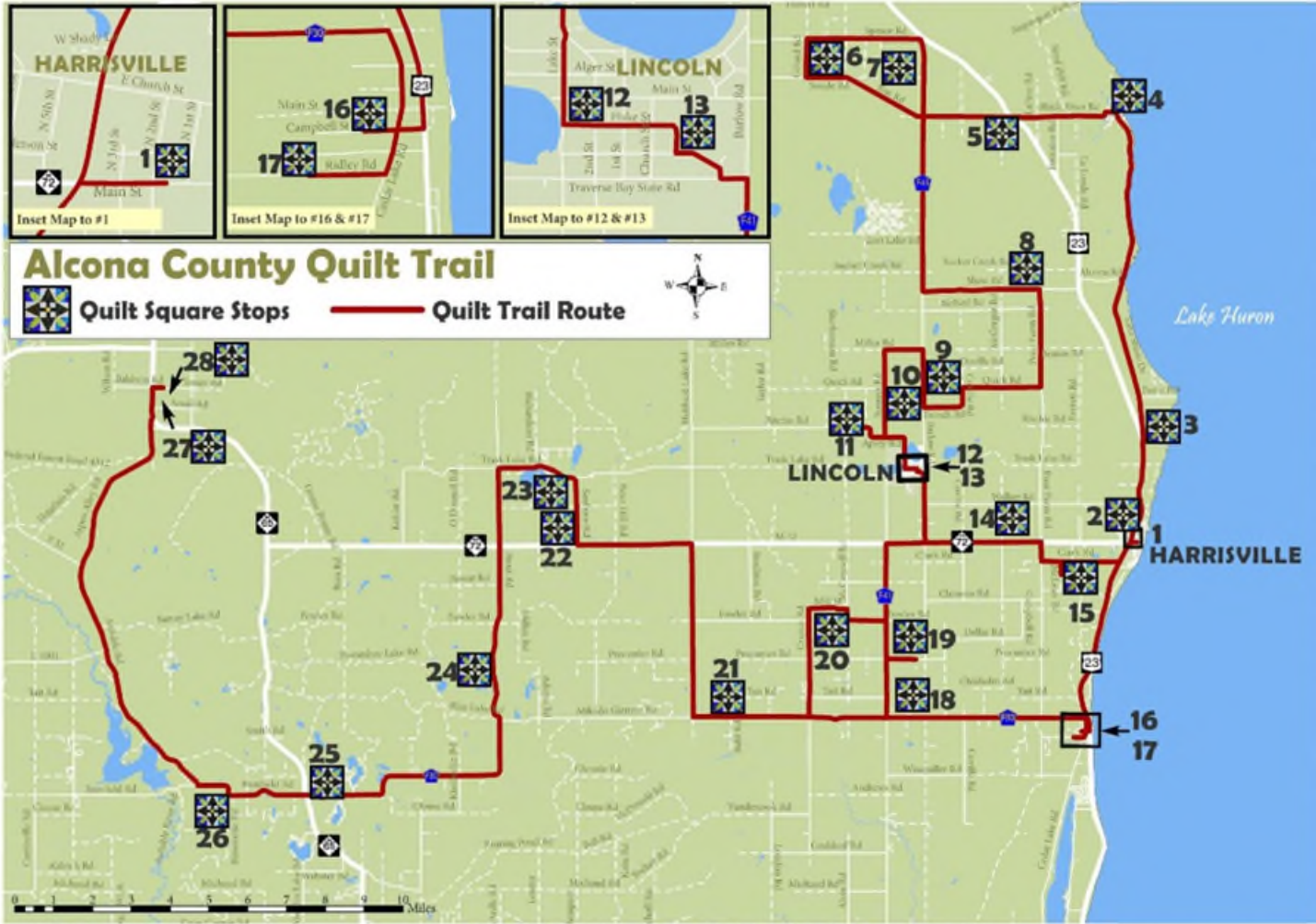




Alcona County
Michigan

Quilt Trail
Stitching Together
a Community

AlconaQuiltTrail.com



How it all began:

The Alcona County Quilt Trail is the first quilt trail in Michigan; other states have quilt trails in place. The project was begun in 2008 as a way for the community to share its unique history with visitors. A committee was formed and construction of quilt square blocks began. Eight blocks were mounted during the summer of 2008 in the eastern half of Alcona County. Twenty more were put up in 2009 to create a trail that encompasses every township in Alcona County.

A big thanks to all who made the Trail possible:

- **The East Shore Arts Guild.**
- **Behr Process Corp for their generous donation of paint.**
- **The National Quilting Association for a grant to purchase materials.**
- **The Harrisville Lady Lions.**
- **Everyone who donated time, materials, and money to the project.**
- **Printing: Community Foundation for Northeast Michigan, Alcona County Chamber of Commerce, Harrisville Arts Council, & Coming Attractions.**

Donations:

The Alcona County Quilt Trail Project was funded entirely by private donations and grants. All labor was done by volunteers from the community. If you've enjoyed visiting our Quilt Trail, please consider making a donation so that we can continue to help Alcona County promote its wonderful resources - the land, the water, and the people who live and work here. **Please send your check or money order to: The Alcona County Quilt Trail Project, 4299 M-72, Harrisville, MI 48740**

- 1 Hollyhock Quilt Shop**
301 E. Main St., downtown Harrisville 989-724-7788 Mon-Sat 10-5
hollyhockquiltshoppe@hotmail.com
This historic building began life as the Alcona House Hotel, circa 1866, and is one of only four original buildings in town that have survived early fires. The structure has also been a pharmacy with soda fountain, an appliance store, and a furniture refinisher. Their Quilt Trail block, the "Economy Block", reflects the building's business history.
- 2 Crick Home**
501 N. State St. (US 23), Harrisville, MI 48740
This home was built in 1907, and the building that is now the garage (where their block is mounted) was originally built as a stable in 1908. Their block, the "Mill Wheel", was chosen as their property crosses the old mill pond. The state-owned waterway is a tributary that feeds into Lake Huron.
- 3 Cedarbrook Trout Farm**
1543 N. Lakeshore Dr., Harrisville, MI 48740 989-724-5241
Bait & equipment furnished, no license required.
Hours: Open 7 days, 12-6 p.m., Father's Day thru Labor Day.
Thru Sat & Sun, 12-5 p.m. thru Oct. 15; then closed till spring.
Located on what used to be the main road along the Lake Huron shoreline, this place has long been a watering spot for native Americans, trappers, explorers and logging teams. 75 years ago, Cedarbrook became the first licensed fish farm in Michigan; it's been owned by Jerry and Michelle Kahn for 38 years. Their Quilt Trail block depicts their customer - a child in overalls with a fishing pole.
- 4 Alcona Township Black River Park**
Located south of the intersection of Lakeshore Dr. and Black River Rd.
This park is a popular recreation area for locals and visitors alike. Their Quilt Trail block signifies the annual "Black River Bridge Walk" which takes place on Labor Day every year - significantly shorter than the larger up-north one!
- 5 Benghauser farm**
4028 Black River Rd., Black River, MI 48721
The Fontaine family came from Canada in the late 1800's to settle in Black River. They bought 80 acres and built a log cabin in the area that is now the center of the circular drive. In 1892 they built the present two-story farmhouse and soon after bought the remaining 40 acres adjoining the farm to the Huron National Forest. In 1954 the Floyd Benghauser family purchased the 120 acres and added another 80 acres in the early 1960's. Working with the Michigan Forestry Dept. and the DNR in the 1960's, "Beng" Benghauser began a series of conservation programs; among them were three tree plantations on the property, hence the "Pine Tree" quilt block.
- 6 Spruce Presbyterian Church**
6230 Gillard Rd., Spruce, MI 48762
Originally called Caledonia Presbyterian Church after the township it is located in, the church was organized in 1888 by settlers of mostly Scottish and Swedish descent. Rev. Boyce was the longest-serving pastor, from 1901 until 1933 with the exception of six years. On the night of Oct. 1, 1933 the white clapboard church burned to the ground, the cause of the fire is unknown. In December 1933 Rev. Boyce died. The Gothic-style fieldstone church was built & rededicated in 1936. "Cross & Crown" is their Quilt Trail block.
- 7 Holsworth farm**
6195 F-41, Spruce, MI 48762
Pull in the driveway for a safe view of the barn off the busy roadway. A Michigan Centennial Farm, this property is now owned by Ramona Clark-Holsworth and Jim Holsworth. The barn was built in 1921 by George S. Snowden, grandfather to the late Harold Clark. Harold and his father Thomas raced horses in Alpena in the 1950's. There have always been horses on the farm; today they are kept for pleasure riding. Their Quilt Trail block features a horse's head in the center of a log cabin, as horses are the center of their farm life.
Quilt Trail stops continued on back...

OTHER PRINT MATERIALS

Partner: Alcona Quilt Trail Committee

ALCONA COUNTY BIKE TOUR MAPS



The Old Stone Church Route

A Huron Shores Heritage Route Bike Tour

Total Trip: 16.7 miles

Trailhead
Harrisville Harbor on Lake Street

Overview Map of Alcona Bike Tours

- Blue River Route: 24 miles
- Old Stone Church: 16.7 miles
- The Springport: 16.3 miles
- Greenbush Route: 17 miles
- Harrisville: 5.6 miles
- Sturgeon Point: 5.6 miles

Travel the "Old Stone Church Route" ...

- 0.35 mi** Turn north on Lake Street. Harrisville Depot (Historical Marker 1) located on the west end of Dock Street.
- 0.15 mi** Turn left on Washington Street.
- 6.3 mi** Turn right on US23 and travel north.
- 1.0 mi** Turn left at Shaw Rd. Old Stone Church (Historical Marker 11) located at the corner of Shaw Rd and Poor Farm Rd.
- 5.5 mi** Turn left on Poor Farm Rd. Travel south. Traffic can appear unexpectedly along this section.
- 2.6 mi** Turn left onto Walker Rd. Travel east to US 23. Airport is located on the south side of the road near the intersection with Mill Creek Rd.
- 0.9 mi** Turn right onto US23 back to Harrisville.
- 0.3 mi** Turn left onto Church Street. Methodist Church (Historical Marker 5) on the southwest corner of US 23 and Church Street. Turn left onto Lake Street back to the trailhead at the Harbor.

Historical Marker: Harrisville Depot
Built in 1901 for the Detroit and Mackinac Railway Company, this cut stone depot was a busy place any day of the week with the bustling lumber business in and around Harrisville. Daily trains arrived or departed to destinations such as Detroit or Cheboygan. As the lumber business diminished and automobile use increased, rail travel became less and less common. The last passenger train left the station on March 31, 1951. Mail and freight service continued through the early 1960's, after which the building was used for occasional storage by the railroad. This depot is one of the few remaining in northern Michigan.

Historical Marker: Old Stone Church
In 1880 the Township of Alcona had 187 houses, 4 schools, 2 Churches, a lighthouse, and 3 post offices. Presbyterians living there built their own white frame church, the First Presbyterian Church of Alcona. In 1886, the Church building was moved two miles west to the present site in Haynes Township. In June 1924, sparks from a roof fire at a neighboring farmhouse set the church ablaze. Many of the interior features were saved, but the building was totally destroyed. Volunteers rebuilt the church with stones found on surrounding farmland. It was reopened on June 6, 1934. In 1969, the church became the present nondenominational community church.

Historical Marker: United Methodist Church
The first Sunday School and Church in Alcona County was Methodist, with Rev. Joseph P. Merchant walking the Huron Shore, from settlement to settlement, from Tawas to Alpena. He settled in Harrisville with his family in 1861. He formed membership classes that met in a house with no chimney and two small slide windows on the bank at the foot of what became Church Street. When the town built a new schoolhouse on the Court House Square, that building was used by the Methodists. The present church, was built in 1867. Membership included such early family names as Conklin, Colwell, Lachapelle, Ruson and Van Buskirk. By 1899, the congregation numbered 140. The stained glass windows date from 1924.

Before You Ride

- Water is only available at trailhead. Bring your own water on the trip.
- Cell phone reception varies and does not exist along some route segments.
- All county roads have gravel shoulder. US 23 has paved shoulder.
- Be predictable and operate like a vehicle.
- Always wear an approved helmet.
- Ride with traffic.
- Use hand signals.
- Be mindful of other traffic.
- Wear appropriate clothing.
- Use lights at night.

This map was developed by the US 23 Heritage Route program and NEMDCOG. The user of this map bears responsibility for his/her own safety. The US 23 Heritage Route or NEMDCOG makes no express or implied guarantee as to the safety or condition of the roads shown and has no responsibility for maintaining them. Conditions indicated on the map are subject to change. Be prepared to make your own assessment of traffic and road conditions appropriate to your riding skills. All entities involved in the creation of this map disclaim responsibility and shall not be answerable or held accountable in any manner for loss, damage, or injury that may be suffered as the result of the use of this map.

★ Quilt Trail Panel
Discover Heritage Route 23....your Pathway to the Sunrise Coast!
www.heritage23.org

OTHER PRINT MATERIALS

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



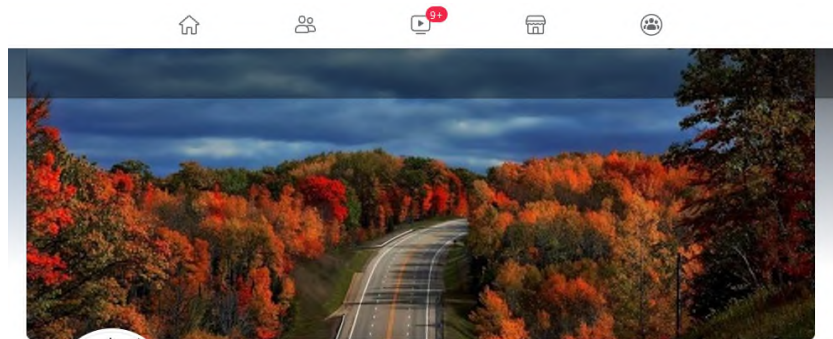
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Iosco County Parks & Trails



Partner: Iosco Co

Partner: Chambers/CVBs



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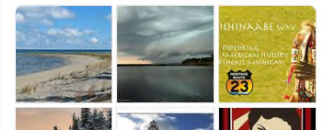
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200 miles of spectacular scenic views of Lake Huron and an astounding array of large public forest and recreational properties await travelers on the ... See More
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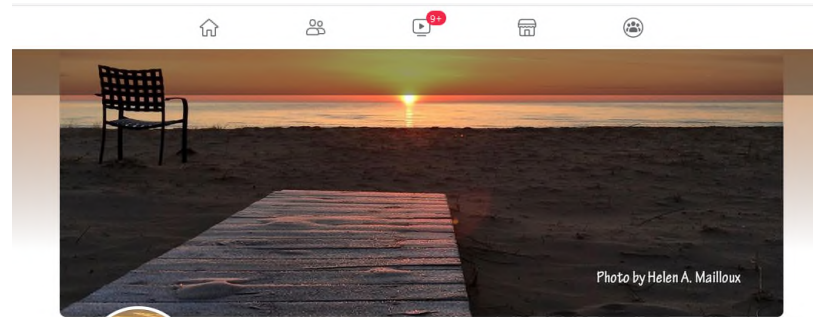


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Heritage Route 23 2h · 🌐

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SOCIAL MEDIA



From Sunrise ...

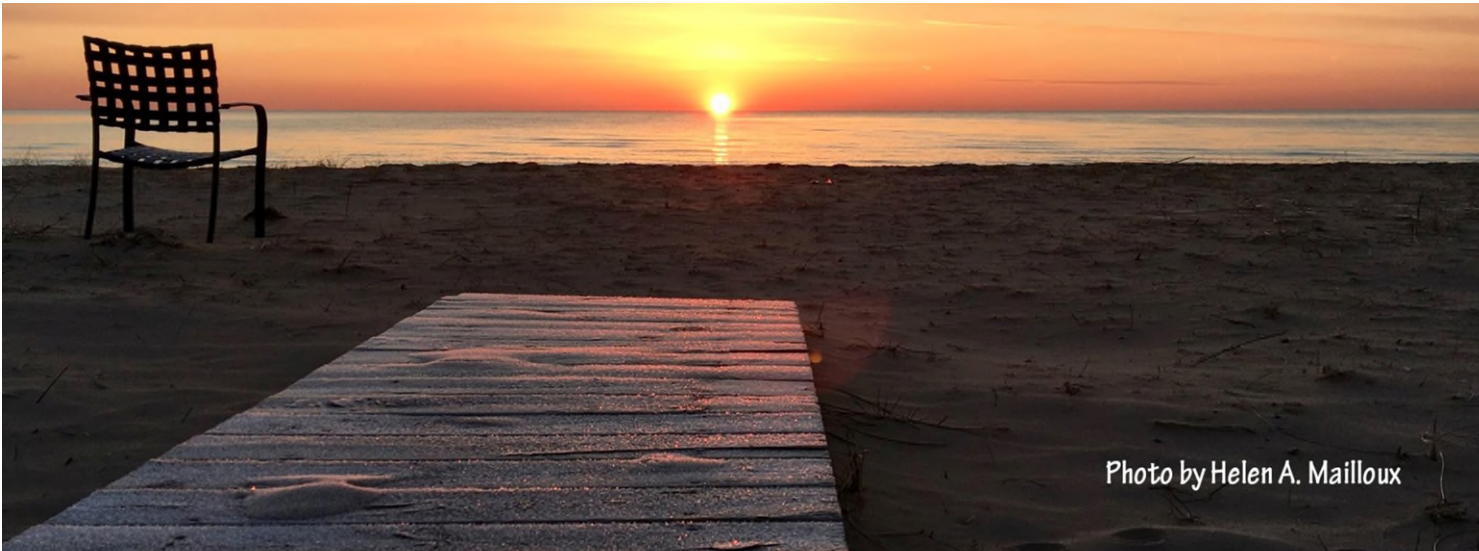


Photo by Helen A. Mailloux

...to Dark Skies



Partner: M-33 Committee

FEATURED DESTINATION...SUNRISE COAST

"Back to the Water"



<http://youtu.be/lcT5WnlRKqY>

"Different Direction"



<http://youtu.be/hE16gMV497Y>

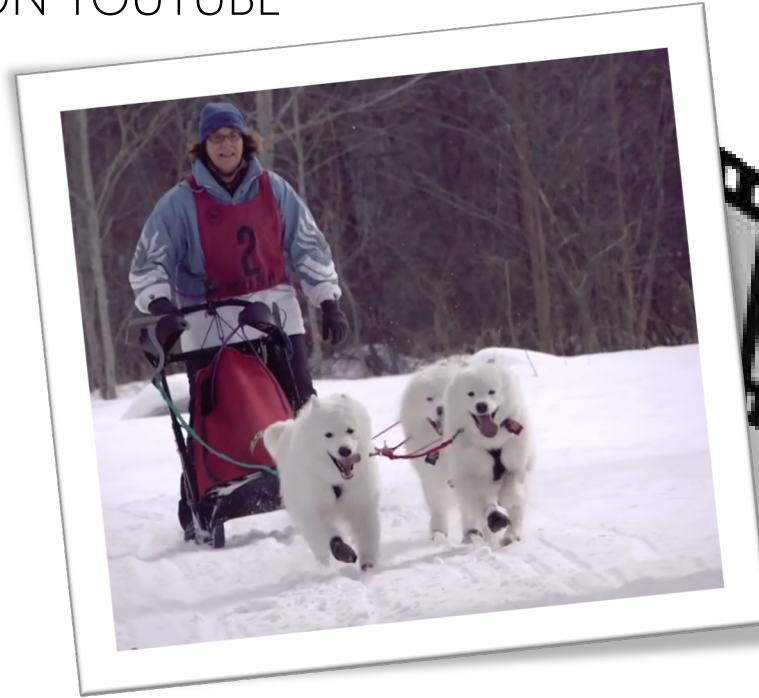
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VIDEO DOCUMENTARIES

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Silence

Shipwreck Alley

The Spirit of Ocqueoc Falls

Historic Mill Creek

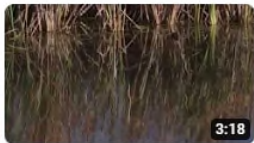
Tuttle Marsh

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SILENCE

4.2K views • 7 years ago



Tuttle Marsh

4.4K views • 9 years ago



Shipwreck Alley

219K views • 9 years ago



The Spirit of Ocqueoc Falls

24K views • 9 years ago



Historic Mill Creek Discovery Park

4.3K views • 9 years ago

Partner: DEQ/Anne & Brian Belanger

OUR DOCUMENTARY "SILENCE" WAS NOMINATED FOR AN EMMY AWARD FOR BEST COMMERCIAL CAMPAIGN



The short-film promoted winter tourism in the region.

HISTORIC DEPOT IN STANDISH

Heritage Route Welcome Center

Standish Depot Authority



HERITAGE COAST SAILING & ROWING

Partner Program

Formed to encourage rowing and sailing and to preserve historic boat designs.

A boat called the "Heritage 23" was designed by a boat builder in Scotland and will be built by volunteers to participate in regatta events along the route.



Heritage Coast

DOCKHAND HOSPITALITY TRAINING



Purpose:
To provide training
to dockhands
resulting in
professional and
consistent staffing to
marinas along the
Sunrise Coast.

Training provided by
the US Power
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MERCHANDISING



TOURISM TRADE SHOW BOOTH



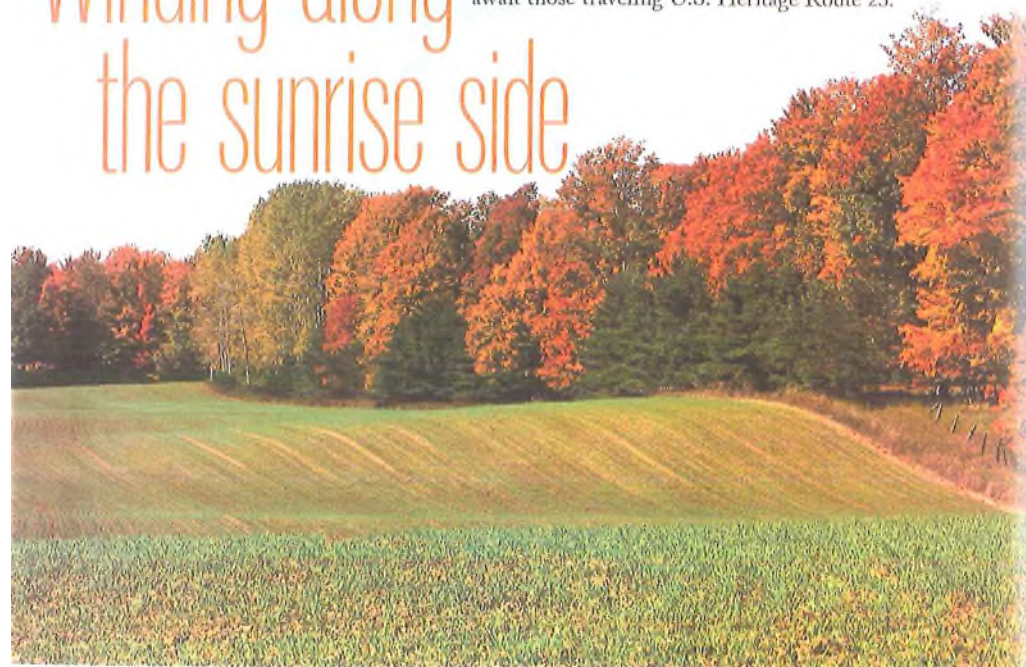
Local Retailers

EXPOSURE



Winding along the sunrise side

A rich lumbering history, legacy of spirit and miles of Lake Huron's unspoiled coastal beauty await those traveling U.S. Heritage Route 23.



BY CINDY CRAIN NEWMAN
PHOTOGRAPHY BY JEFF GARLAND

“Lake Huron is so accessible. There are good public beaches in Au Gres, Tawas, and Oscoda and all the way up to the bridge — wonderful pull-outs where people can go and just enjoy,” observed Mike Hayes, president/CEO of the Midland Center for the Arts in Midland, who owns a second home south of Oscoda on Lake Huron.

The former state representative and current member of the State Transportation Commission added that while there's also no shortage of quaint hamlets to explore, the unspoiled, pristine lands along U.S. 23 are what attract him most.

“My wife and I don't want to be around a whole bunch of cities and resorts when we're relaxing,” he shared. “We'd rather be in a less-developed, peaceful area where we can swim and bird and enjoy the beauty of every different season.”

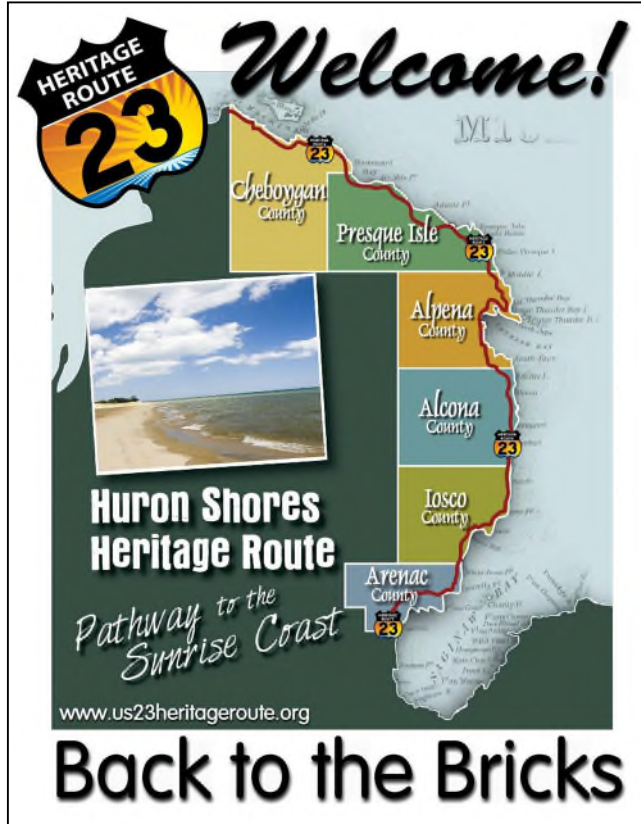
Not to mention the most spectacular sunrises.



Partner: Back to the Bricks

CAR CRUISES

In 2011, cars in the Back to the Bricks Michigan Mitten Tour and the Old 27 Ride Home Cruise-In displayed US 23 logo stickers.



HERITAGE ROUTE 23

Welcome!

Cheboygan County
Presque Isle County
Alcona County
Alcona County
Iosco County
Arenac County

Huron Shores Heritage Route
Pathway to the Sunrise Coast

www.us23heritageroute.org

Back to the Bricks



Welcome!

Back to the Bricks

HERITAGE ROUTE

23

www.us23heritageroute.org



2011 BACK TO THE BRICKS™

FLINT

An Official Event Of
Autopalooza

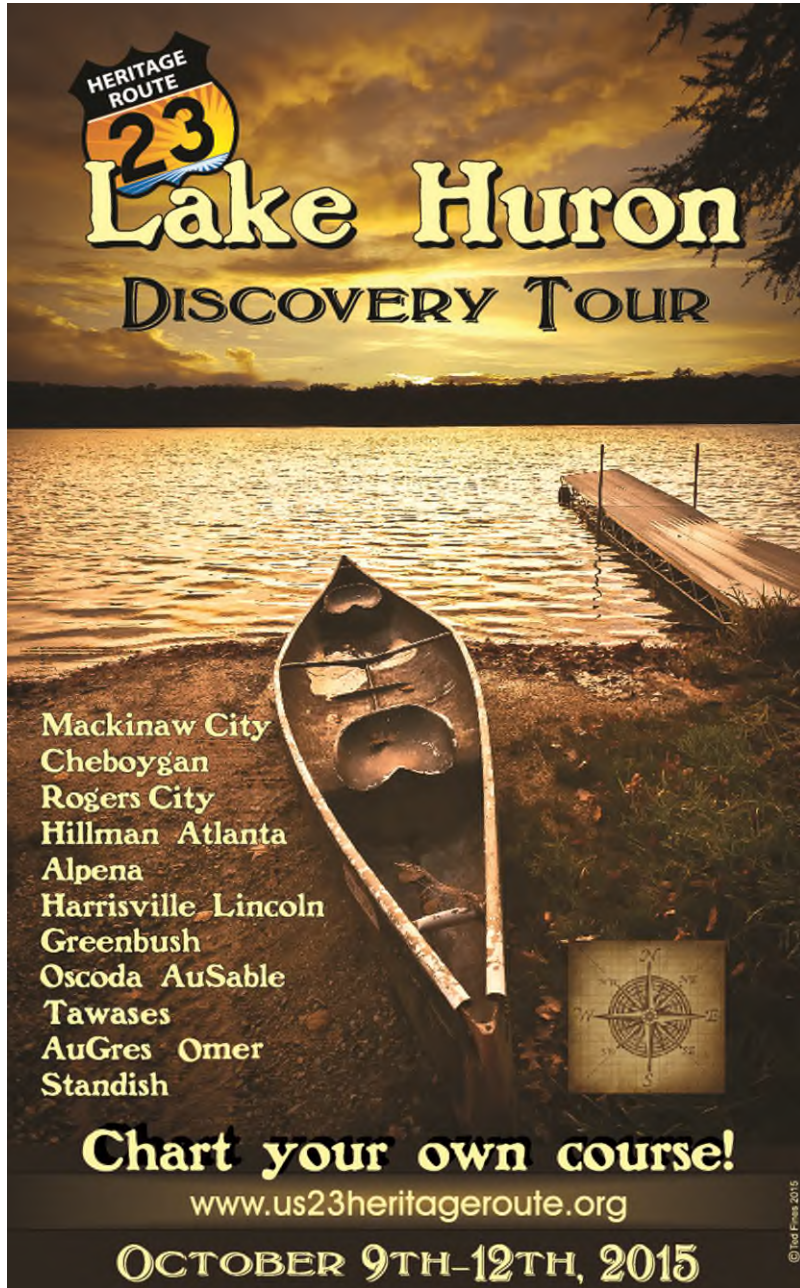
Michigan Mitten

PROMO TOUR

JUNE 17-26, 2011

WWW.BACKTOTHEBRICKS.ORG

LAKE HURON DISCOVERY TOUR



HERITAGE ROUTE 23
Lake Huron
DISCOVERY TOUR

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

Chart your own course!
www.us23heritageroute.org
OCTOBER 9TH-12TH, 2015

© Ted Fries 2015

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.

Partners: Multiple

LAKE HURON DISCOVERY TOUR

29 partner organizations were engaged.
Over 100 events were planned.
3 billboards.
Detroit Free Press mailer (10,000).
Michigan Radio ads – 3 runs.
WCMU radio.
100 “Discover Me” signs were sold.
5,000 racks cards were distributed.
3 ads in Lighthouse Digest.
100 full sized posters were printed and distributed.
3 ads in Women to Women Magazine.
Article in Michigan History magazine.
Ad in Michigan Art Guide.
Series of articles in Alpena News.
True North Radio Promo (20 spots donated by Lafarge).
Promos on WATZ.
Promos and interview on HITS FM.
Promos and interview on WXFT.
2 articles in The Guide.

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 - Tawas Bay
- WXTF Radio - Harrisville
- Thunder Bay Arts Council & Gallery
- Michigan Arts and Culture Northeast (MACNE) - ARTown, Michigan
- Sunrise Artist of Michigan - Guide for Art 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

Examples of events....

- Art scavenger hunt
- History scavenger hunt
- Art exhibits
- Live performances
- Hot air balloon rides
- 200-mile geocaching trail
- Film premier "The Teacher & the Student"
- Festivals
- Trolley color tours
- Glass bottom boat tours
- Great Lakes Lighthouse Festival events
- Author Judith Guest – discussion of new book.
- Wine tasting
- Dark Sky presentations
- Aerial color tours
- Tours of the historic Elowsky Mill
- Many other special events and tours

and over 100 other events!



LAKE HURON DISCOVERY TOUR Selfie Campaign...



LAKE HURON DISCOVERY TOUR Selfie Campaign...



LAKE HURON DISCOVERY TOUR Selfie Campaign...



LAKE HURON DISCOVERY TOUR Selfie Campaign...



LAKE HURON DISCOVERY TOUR 2016

HERITAGE ROUTE 23 Lake Huron DISCOVERY TOUR

See you on US 23 in 2016

Towns on the map: Mackinaw City, Cheboygan, Rogers City, Presque Isle, Onaway, Posen, Alpena, Hillman, Atlanta, Lincoln, Ossineke, Mio, Harrisville, Greenbush, Oscoda, West Branch, Tawas, Au Gres, Omer, Standish.

www.us23HeritageRoute.org

THIS SPACE FOR WRITING MESSAGES.

Dear Friends of Northeast Michigan,
 Did you feel the energy in Northeast Michigan last October? Back by popular demand, the **2nd Annual Lake Huron Discovery Tour** along the US 23 Heritage Route and adjacent communities is scheduled for **October 7-10, 2016**.

How can you make sure your community, business, organization or cause takes full advantage of this statewide promotion of our region?

- Add your events and destination points to the www.us23heritageroute.org website. (Events should be posted by May 30 to take full advantage of prime tourist seasons.)
- Create events, exhibits, excursions or special offers to engage arts, culture, history and outdoor recreational enthusiasts.
- Post photos and local highlights on the **Lake Huron Discovery Tour**, **Sunrise Coast** and **US23 Heritage Route Facebook pages**. Our social media went viral last year, reaching hundreds of thousands of viewers!
- Let your city, township and county officials and local media know that you want your community to have a strong presence in this year's promotional efforts!

For more information and a full list of sponsors, please visit our website: www.us23heritageroute.org

THIS SPACE FOR ADDRESS ONLY.

The success of the Lake Huron Discovery Tour depends on you. Last year's passionate team of volunteers made a lot happen. Let's accelerate that momentum this year for an even greater regional event. Your support makes all the difference... Please Join Us!

~ Lake Huron Discovery Tour Committee

MICHIGAN ARTS & CULTURE NORTHEAST (MACNE)
 ARTown Michigan

See you on US 23 in 2016!

Working
Partnerships Lead
Back to State
Partnerships



UNDER THE RADAR

Partnership campaign



PURE MICHIGAN

Georama live webcast featured location:
Tawas Bay

Occurred in September 2016 prior to the
Discovery Tour

Helped to promote that event by
interviewing committee members

Featured Under the Radar's Tom Daldin



PURE MICHIGAN

Scenic Route Sweepstakes – grand prize:
3-day trip up Heritage Route 23 on Lake
Huron Discovery Tour weekend



HAPPY GRAND PRIZE WINNERS!



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"

THERE'S MORE TO SEE ON 23!



Denise Cline
Deputy Director/Chief Planner
NEMCOG
dmcline@nemcog.org



Your Voice Should Be Heard!!

- Throughout 2024 and into 2025, MDOT will be creating Official Byway Guidelines for the Pure Michigan Byway Program.
 - As such, MDOT would like your contributions on how the guidelines would better serve you.
- Where does your contributions fit in?
 - Chapter 5: Implementing the Byway
 - Appendix

The screenshot shows the Michigan Department of Transportation website. The header includes the MDOT logo and navigation links: Travel, Projects and studies, Programs, News and outreach, Business, Careers, About us, and MDOTV. The main content area is titled "Program Information" and features a background image of a winding road through autumn foliage with a "M 123" sign. Below the header, there is a breadcrumb trail: Home > Travel > Tourists > Pure Michigan Byways > Program Information. The main text describes the program's history, goals, and application process. A "Contact" section provides an email address: MDOT-Byways@Michigan.gov. A "Resources" section lists links to "Guideline for Signing on State Trunkline Highway", "FHWA National Byway Program", and "Michigan Heritage Routes Legislation". An "Apply for a Pure Michigan Byway Designation" section outlines the steps for applying, including verifying the route, preparing evidence of support, and submitting a pre-application form. A table of "Existing Byways Corridor Management Plans" is also visible at the bottom of the page.

Program Information

In 1963, the state legislature passed Public Act 69 that directed MDOT to establish a program of identifying, promoting, and protecting roadway to be known as Heritage Routes. In 2014, Public Act 445 was passed to rename the program Pure Michigan Byways. Public Act 445 aligns the program with the award winning Pure Michigan Campaign and statewide travel and tourism initiatives.

The goal of the program is to identify and designate certain portions of the state trunk line highway system as Pure Michigan Byways for the enhancement and enjoyment of Michigan's scenic, recreational, and historic resources along its roadside.

The Pure Michigan Byways Program has two elements – designating new byways and maintaining existing byway designations. MDOT is responsible for review and approval of new state designated byways applications as they are received by newly formed byways committees. Once approved, byway committees may receive administrative support from its affiliated [Regional Planning Agency \(RPA\)](#) and may be eligible for funding on an annual basis, if available, to advance the planning activities identified in their Corridor Management Plan. MDOT is responsible for the review, approval, and oversight of these funds.

Of the 22 byways, three have received national status designations through the Federal Highway Administration (FHWA).

Contact
MDOT-Byways@Michigan.gov

Resources

- [Guideline for Signing on State Trunkline Highway](#)
- [FHWA National Byway Program](#)
- [Michigan Heritage Routes Legislation](#)

Apply for a Pure Michigan Byway Designation

If there is an interest in designating a new Pure Michigan route in Michigan, proceed with the following steps:

- Verify the route is on a state trunkline (I, M or U.S. route).
- Be prepared to show evidence of support in the form of a certified resolution from local units of government along the proposed byway.
- Fill out the online Pre-Application Form.
- Participate in a meeting with the Byways Program Manager to discuss pre-application submittal.
- Proceed with a full application **only** when approval has been given by MDOT.

MDOT will make an initial review of the proposed route's eligibility. If the route has potential, the sponsor will submit a full application form and be instructed to proceed with the process. The application will be evaluated and, if the road meets criteria, it will become a Pure Michigan Byway.

- [Pre-Application Form](#)

Existing Byways Corridor Management Plans

The following Corridor Management Plans (CMP) are prepared by the Regional Planning Agency on behalf of MDOT. The CMPs describe the state of the byway and the corridors, how to get to the byway and navigate the route, the significance of historic, cultural and natural resources, the plans and programs to preserve and enhance the byway, as well as identifying future needs of the byway. If you would like a CMP that is available upon request, e-mail MDOT-Byways@Michigan.gov.

Show 10 entries Search: Filter by keyword...

Byway Name	Byway Type	Corridor Management Plan	Regional Planning Agency
Black River National Forest	National Forest Scenic Byway	Not Available through MDOT	WUPROD
Chief Township	State Scenic Byway	Available upon request	MMPC
HR Scenic	State Scenic Byway	Available upon request	MMPC
1965 Michigan Scenic Road	State Historic Byway		MMPC

Chapter 5: Implementing the Byway

- What's In It?
 - Overview of Active Byway Management
 - Byway Meeting Guidance
 - Annual Byway Work Overview
 - Corridor Management Plan Guidance
 - Byways Annual Performance Evaluation
 - Byway Designation Change
 - Signage Guidance
- What is Missing?



Byway Guidelines Appendices

- Supplemental Information and Resources
- Byway & RPA Map
- Funding Source Layout
- Byway Meeting Format
- Sample Byway Narrative
- Sample Route Location Map
- Sample Inventory Map
- Roadside Inventory Form & Instructions

- Sample Completed Roadside Inventory Forms
- Michigan Historical Center Information
- Useful Supplemental Management Material
- Sample Resolution of Support
- Eligible Routes Map
- Designation Nomination Form
- CMP Guide & Example
- Byway Designation Flow Chart
- Signage Examples

Your Questions

- **Will there be increased funding to complete more activities?**
- **How can communities along M-22 can be more a part of the discussion on infrastructure upgrades like EV Charging stations and safety issues with speed limits?**
- **Any guidance for realtor and rental signage?**

