Michigan Heritage Routes

Take the road less traveled...

Michigan Heritage Routes are unique corridors having outstanding natural beauty, historic buildings or resources, and capture a recreational setting that sets the mood for the recreational experience.

Michigan Heritage Routes – established by the Legislature in 1993

Administered by MDOT

Staffed by the Regional Planning Agencies through funding from MDOT
Recreational Routes

1. US 23: Huron Shores Heritage Route
   200 miles from Standish to Mackinaw City

2. M-35 Hidden Coast Highway
   64 miles between Gladstone and Menominee.

3. M-1: Woodward Ave
   27 miles through Detroit Metro Area
   All American Road & National Scenic Byway

4. M-15: Pathway to Family Fun
   85 miles from Clarkston to Bay City

5. M-179 Chief Noonday Trail
   19 Miles (located south of Grand Rapids)

6. I-69
   80 miles from Indiana border to Battle Creek area

7. River Road National Scenic Byway
   20 miles along the Au Sable River
Scenic Routes

1. M-119 Tunnel of Trees
   13 miles Harbor Springs to Cross Village

2. M-22/M-204/M-109 Leelanau Scenic Heritage Route
   64 miles around the Leelanau Peninsula

3. M-37: Old Mission Peninsula Scenic Heritage Route
   18 miles from Traverse City to the tip of the Old Mission Peninsula.

4. US 41 Copper Country Trail
   47 miles from Houghton to Copper Harbor

5. M-123 Tahquamenon Scenic Heritage Route
   62 miles loop through Paradise to Newberry
Historic Routes

1. **US 12: Heritage Trail**
   212 miles from Detroit to New Buffalo

2. **M-125: Monroe Historic Route**
   7 miles within City of Monroe

3. **M-25: Bay City Historic Route**
   2 Miles in Bay City

4. **I-94 Business Route: Marshall’s Territorial Road**
   14 blocks

5. **US 2: Iron County Heritage Trail**
   16 miles from Iron River to Crystal Falls
Routes that make a difference

Having an Impact

Byways have an impact by bringing together communities with a common feature – a unique roadway – to work together in promoting a regional destination.

Economic impacts of Heritage Routes: some can be measured, some cannot.

Pathway to a Region

Regional Tourism – large enough to make a difference by combining community assets and resources and by giving the traveler a real destination, but small enough to manage.
Rebranding of the Program

The economy, social media, and changes in the way visitors search for information is prompting a reinvention of Heritage Routes into…

MDOT and Travel Michigan have begun to work together to promote the State’s unique tourism corridors.

More consistent with the “America’s Byways” program....
Reinventing the Program

New program name: Heritage Routes become Pure Michigan Byways
Requires legislative action

New logo and signage

New websites for each byway

Partnership with Travel Michigan

New coordinating promotional materials.

Stable program funding.
Welcome to Heritage 23

- 200 Miles of Linear Corridor
- 366 Miles of Coastline
- 6 Counties
- 45 Municipalities
- 3,703 Square Miles of County-Wide Area
- 6,000 miles of Rivers & Streams
- 170 Square Miles of Inland Lakes
- 635,000 Acres of Public Land
- 448 Square Miles of National Marine Sanctuary
- 200+ Shipwrecks
It’s all about Partnerships

6 County Teams Representing....
Cheboygan County Community Development Office
Cheboygan County Commissioners
MSU Extension
Mackinaw City Chamber of Commerce
Mackinaw Area Historical Society
Cheboygan Historical Museum
PH Hoeft State Park
Presque Isle Co Hist. Museum
Presque Isle Co Dev Commission
40-Mile Point Light
Mackinaw City
Rogers City Area Chamber of Commerce
Presque Isle County Library
City of Rogers City
Thunder Bay National Marine Sanctuary
Alcona County Historical Society
Great Lakes Lighthouse Keepers Association
City of Alpena
Alpena Township
Sanborn Township
Senator Moolenaar’s Office
Alpena County Commissioner’s
Alpena CVB
Alpena DDA
Target Alpena
Alpena County Library
Alpena Township
Alcona County Road Commission
Bicycling Advocates
Alcona County Commissioners
City of Harrisville
Sunrise Coastal Coalition
Oscoda/AuSable Chamber
Alabaster Township
Iosco County Road Commission
Tawas City
Michigan Sunrise Tours
Oscoda Township
City of East Tawas
Tawas Area Chamber
Oscoda Wurtsmith Airport
City of AuGres
Iosco County Commissioners
Hale Area Association
Oscoda DDA
Oscoda CVB
AuSable Township
Michigan Sea Grant
Whitney Township
Baldwin Township
Standish Depot
Saginaw-Chippewa Indian Tribe
Modern Craft Winery
Arenac County Commissioners
Michigan DNR
US Forest Service
River Road Scenic Byway
Besser Museum for Northeast MI

Management Council
Oversees entire program
+2 reps from each county
+ 2 alternates from each county
+2 private sector tourism reps
+MDOT
+MDNR
+US Forest Service/River Road Byway
+NOAA / Thunder Bay National Marine Sanctuary
+Sunrise Coastal Coalition
+Saginaw-Chippewa Indian Tribe
+Michigan Sea Grant
+Michigan Arts & Culture Northeast

6 County Teams + 1 Mgmt Council + 1 NEMCOG Staff = over 90 people!
Program Structure

Groups working together to promote the Sunrise Coast region...

US 23 Heritage Route Program

- Arts & Culture: MACNE
- Marketing: Marketing Team
- Business Development: MI Sea Grant
- Financial: Finance Team
- Events: Events Team
- History: Historic Teams
- Trails: Up North Trails Collaborative
- Local Projects: County Teams
- Pure MI: Sunrise Coastal Coalition

Other Heritage Route
Tying Us All Together

Sometimes, all you have to do is show them...

“Wow! We look like a Region!”
Featured Destination....Sunrise Coast

PURE MICHIGAN
Your trip begins at michigan.org
Back to the Water

Summer Campaign

http://youtu.be/IcT5WnIRKqY

Above & Below the Waves…
Different Direction

Fall Campaign

http://youtu.be/hEl6gMV497Y
Social Media

Michigan Sunrise Coast

4,109 likes

Anne Marlowe and Laraine Sundin like this.

Invite your friends to like this Page

Welcome to the Official Page of the Michigan Sunrise Coast! Feel free to suggest us to friends and spread the word of this beautiful area!

http://www.travelmichigan.org/

Post

Photo / Video

Write something on this Page...

Michigan Sunrise Coast shared Jen Reeves’s photo.
59 minutes ago

Jen Reeves shares her view with us this morning.
Thanks Jen!

Standish sunrise
Heritage 23 on the Web

DISCOVER HERITAGE ROUTE 23

Featured Attraction: Sunrise Side Wine & Hops Trail
Michigan’s Sunrise Side has some of the most unique beer and tantalizing wines to be found anywhere. You can sample what the Sunrise Side has to offer on a special tour called the Wine and Hops Trail. The Trail consists not only of wineries and breweries but some very special attractions. Make your trip a day, a weekend or a whole week. Follow the trail and find many exciting attractions, restaurants, historic sites and much, much more.

http://us23heritageroute.org/

Michigan Sunrise Coast

Michigan Sunrise Coast
Spring fishery workshops offer current research and information related to the status of the Lake Huron fishery.
Michigan Sea Grant and Michigan State University
Asset Inventory

Total Attractions Mapped: 2,209
Total Attractions Appearing on Website: 1,541

Asset Categories:
- Active Adventures
- Art, Culture & History
- Outdoor & Farm Fun
- Eat, Shop & Sleep
- Greenways
- Blueways
Asset Inventory Marathon

Our attraction and activity categories...
Greenways and Blueways

Enhanced US 23 website by providing interactive trail maps

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<th>Land Trails</th>
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<td>Nearby Points of Interest</td>
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Grooming method (skiing)

Nearby Points of Interest

Funded by a Coastal Zone Management Grant
Other Projects for the Traveler

Historic Depot in Standish
Heritage Route Welcome Center
Alcona County Quilt Trail
Tours

7 Bike Tours

Before You Ride
Water is only available at trailhead. Bring your own water on the hike.

1. Historical Marker: Harrisville Depot
   Built in 1900 for the Detroit and Mackinac Railway Company, this cut stone depot was a busy place any day of the week with the building housing a bus and around Harrisville. Today it serves as welcoming visitors to the area. The depot is open to the public on a limited basis. The depot was used for occasional storage by the railroad.

2. Historical Marker: Old Stone Church
   In 1829 the townships of Alcona had 287 houses, 6 schools, 2 churches, a lighthouse, and 3 postal offices. Presbyterian settlers built their own church, the First Presbyterian Church of Alcona. In 1829, the church building was moved two miles west to the present site of Harrisville Twp. In June 1845, sparks from a roof fire at a neighboring farmhouse set the church ablaze. Many of the interior fixtures were saved, but the building was totally destroyed. Volunteers rebuilt the church with stones found on surrounding farmland. It was reopened on June 4, 1855. The church became the present non-denominational community church.

3. Historical Marker: United Methodist Church
   The First Methodist Church in Harrisville was established in 1843 and the present building was constructed in 1887. The church is located on the northeast corner of US 23 and Church Street. The building was restored in 1987 and is open to the public on a limited basis. The church is open daily from 9:00 AM to 5:00 PM.

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

5. The Old Stone Church Route
   A Huron Shores Heritage Route Bike Tour
   Total Trip: 16.7 miles

6. Trailhead
   Harrisville Harbor on Lake Street

7. Overview Map of Alcona Bike Tours

8. Black River Route
   24 miles

9. Old Stone Church
   16.7 miles

10. The Sugarcane Point
    5.6 miles

11. Trailhead
    P on Lake Huron

12. Trailhead
    On Washington Street

13. Trailhead
    On US 23 and travel north.

14. Travel the “Old Stone Church Route”...

15. 0.35 mi Turn north on Lake Street, Harrisville Depot (Historical Marker 11) located on the west end of Dock Street.

16. 0.15 mi Turn left on Washington Street.

17. 0.3 mi Turn right on US 23 and travel north.

18. 1.0 mi Turn left at Shaw Rd, Old Stone Church (Historical Marker 11) located on the corner of Shaw Rd and Poor farm Rd.

19. 0.55 mi Turn left on Poor farm Rd. Travel south. Traffic can appear unexpectedly along this section.

20. 0.25 mi Turn left onto Old Stone Church Rd. Travel east to US 23. Park is located on the north side of the road near the intersection with Mill Creek Rd.

21. 0.9 mi Turn right onto US 23 back to Harrisville.

22. 0.3 mi Turn left onto Church Street, Methodist Church (Historical Marker 11) on the southwest corner of US 23 and Church Street. Turn left onto Lake Street back to the trailhead at the harbor.
Alabaster Trail & Arboretum

Trees of the Alabaster Native Tree Arboretum

- American Beech
- American Elm
- Ash
- Autumn Olive
- Balsam Fir
- Basswood / Linden
- Big Tooth Aspen
- Black Cherry
- Box Elder
- Common Apple
- Cottonwood
- E. White Cedar/Arborvitae
- Green Ash
- Hop-hornbeam
- Larch / Tamarack
- Northern Pin Oak
- Oak
- Oak hybrid
- Quaking Aspen
- Red Maple
- Red Oak
- Red Pine
- Scotch Pine
- Serviceberry
- Sugar Maple
- White Ash
- White (Paper) Birch
- White Pine

- Fagus grandifolia
- Ulmus americana
- Fraxinus sp.
- Elaeagnus umbellata
- Abies balsamea
- Populus grandidentata
- Prunus serotina
- Acer negundo
- Malus sputilla
- Populus deltoides
- Thuja occidentalis
- Fraxinus pennsylvanica
- Ostrya virginiana
- Larix laricina
- Quercus alabamensis
- Quercus alabamensis
- Quercus alabamensis
- Populus tremuloides
- Acer rubrum
- Quercus rubra
- Pinus resinosa
- Pinus sylvestris
- Amelanchier sp.
- Acer saccharum
- Fraxinus americana
- Betula papyrifera
- Pinus strobus

Discover Heritage Route 23
www.heritage23.org

Logo and tree identification signs appear on trail

Tree identification will be interactive online
Stories of the Sunrise Coast

Documentary Production and Written Stories

Stories focus on...

History
Culture
Natural Features
Legends & Lore

Available at www.heritage23.com and via QR Codes on print materials and site signage.

Produced by Emmy-Award Winning Filmmakers
Shipwreck Alley
Tuttle Marsh
Ocqueoc Falls
Historic Mill Creek
Stories of the Sunrise Coast Interpretive Materials

Maps will be created in the following style:

Print materials on their way in 2015:
(all maps are large format)
Regional Map
6 County Maps
Historic Tour Map
Biking/Hiking Map
Ecotourism Map
Cultural Sites Map
Route Atlas/Guidebook
Heritage Coast Sailing & Rowing

Volunteer-Driven Effort within the US 23 Program

Purpose:
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.
Dockhand Hospitality Training

Another Volunteer-Driven Effort within the US 23 Program

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

Training provided by the US Power Squadron
Tours

VIP Tour: July 12-13, 2012 & July 18-19, 2013

Organized by Senator John Moolenaar
Attendees: State Department Heads including MDOT, DNR, DEQ, Agriculture, and MEDC. Also Senators & Representatives whose districts intersect with the Sunrise Coast.
Partners in Promotion...
Sunrise Side Wine & Hops Trail
Partners in Promotion: ARTrail
Tourism Trade Show Booth

Pure Michigan Dream Job held June 13, 2014: Ford Field in Detroit
US 23: 2011 “Trailblazer Award” Winner

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
Working together to market “Up North”

A multi-regional trail promotion collaboration in Northern Michigan
Up North Trails

ORV Riders: “Do you have any idea what you have here?”
Northern Michigan’s Greatest Asset

Northern Michigan has thousands of miles of trails which are some of the best trails in the US. These trails are relatively unknown in other parts of the country.

Lack of promotion means we aren’t capturing the $$$...
Partners from across Northern Michigan have banded together to form a collaborative to improve Northern Michigan’s economy through trail marketing. Here is our growing list of who’s participated in the discussions:

- Aloha Township/MTA
- Atlanta Area Tourism Council
- Briley Township
- Briley Township Planning/Parks & Rec
- Brown Trout
- Burt Lake Trail
- Burt Lake Trail Committee
- Cheboygan Chamber of Commerce
- Cheboygan County
- Cheboygan County EDC
- Cheboygan County Road Commission
- Cheboygan State Park
- City of Alpena
- City of East Tawas
- City of Grayling
- Corsair Trail Council
- Corwith Township
- Crawford County Trails Committee
- Department of Environmental Quality
- Department of Natural Resources
- Emmet County
- EUP Regional Planning and Development Council
- Gaylord Area Chamber and Tourism
- Grand Traverse Regional Land Conservancy
- Grayling Regional Chamber of Commerce
- Grayling Visitor’s Bureau
- Great Lakes Four Wheel Drive Association
- Great Lakes ORV
- Happi-Trails ORV
- Higgins Lake Roscommon Chamber of Commerce
- Houghton Lake Chamber
- Houghton Lake Area Tourism
- Indian River and Tipp of the Mitt Snowmobile Grooming Council
- Indian River Chamber of Commerce
- LIAA (Land Information Access Association)
- Little Traverse Bay Bands of Odawa Indians
- Little Traverse Conservancy
- Mackinaw Area Chamber of Commerce
- Mackinaw City
- MDOT
- Meyerson Consulting
- Michigan Department of Transportation
- Michigan Economic Development Corporation
- Michigan Mountain Biking Association
- Michigan Municipal League
- Michigan Snowmobile Association
- Michigan Trail Maps.com
- Michigan Trail Riders
- Michigan Trails and Greenways
- MSU Extension
- MSUE 4-H Youth Development
- Mud Brother ATV Club
- North Central Michigan College
- North Country Trail Association - H.S. Chapter
- Northeast Michigan Council of Governments (NEMCOG)
- Northern Lakes Economic Alliance
- Northwest Michigan Council of Governments (NWMCOG)
- Otsego County Economic Alliance
- Otsego County/Corwith Township
- Presque Isle County Development Commission
- Pure Michigan
- Roscommon Co EDC
- St Helen Chamber
- St Helen Snowpackers
- TART Trails
- TDA - Topinabee Development Association
- Thunder Bay Resort
- Thunder Bay Trails Association
- Top of Michigan Trails Council
- Troll 4-Wheelers
- Two-Trackers Four Wheel Drive Club
- United Four Wheel Drive Association
- US 23 Heritage Route
- USDA
- WATCH (also Lake to Lake Charlevoix Trail)
- West Branch Area Chamber of Commerce
- West Michigan Trails Magazine
Michigan wants to be the trail state ... well, we’re on top of that.

5,334 total miles

2,995 of those miles are in Northeast Michigan

...and still counting....

That’s 56% for those of you keeping track....

www.upnorthtrails.com
Website

Trail user groups identified what they wanted to see on a one-stop-shop website for trails.

Website launched in July 2014

www.upnorthtrails.com
Trail Towns

Up North Trail signage has been designed for use by trail towns across the region.
Thank you!

Denise Cline

Northeast Michigan Council of Governments

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www.nemcog.org
www.heritage23.com