

# US 23 Heritage Route

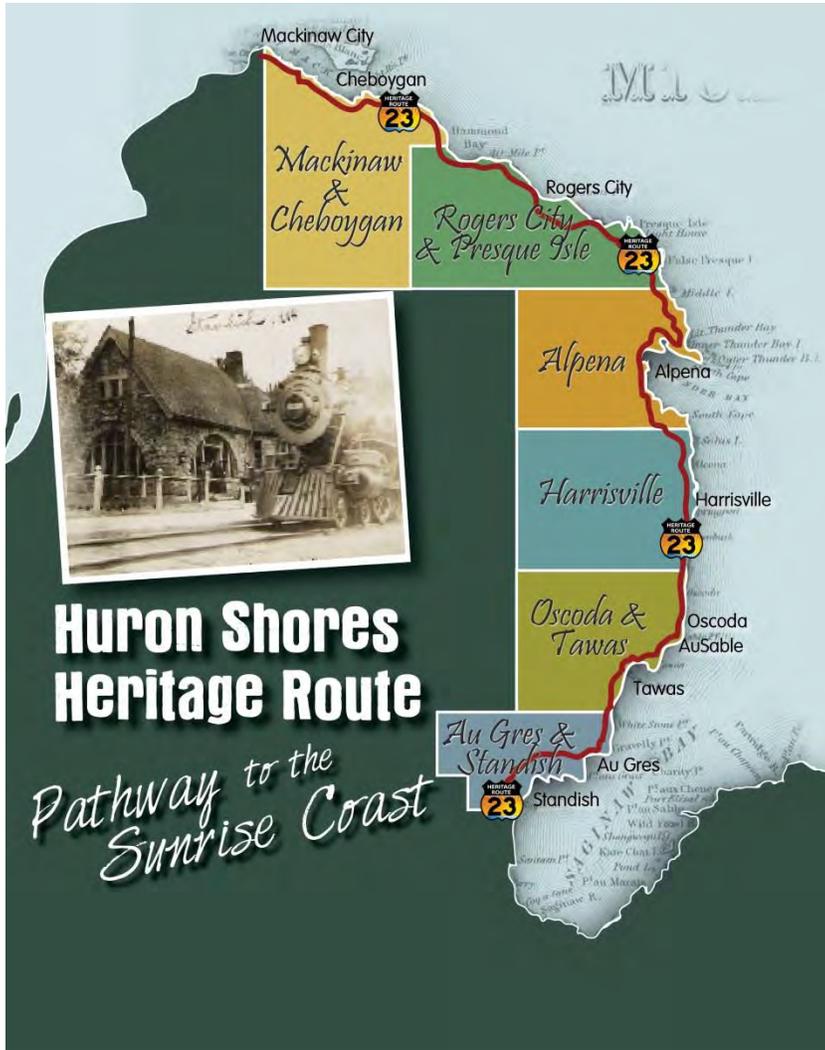
## Corridor Management Plan



2020-2024

# US 23 Heritage Route Corridor Management Plan

Adopted: October 23, 2014      Last Updated: November 21, 2019



## US 23 Management Council

- Arenac County – two members
- Iosco County – two members
- Alcona County – two members
- Alpena County – two members
- Presque Isle County – two members
- Cheboygan County – two members
- Private Tourism Rep – two members
- Thunder Bay National Marine Sanctuary
- Friends of the Thunder Bay National Marine Sanctuary
- Sunrise Coastal Coalition
- Michigan Department of Transportation
- Saginaw Chippewa Indian Tribe
- Convention & Visitors Bureaus/Chambers
- US Forest Service
- Michigan DNR
- Michigan Sea Grant/MSU Extension
- NRTH Committee
- (Negwegon/Rockport/Thompson’s Harbor)
- South Bay Corridor Committee



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## Location

The US 23 Heritage Route is located in the northeast portion of Michigan's Lower Peninsula. The southernmost point of the route is the City of Standish and the northernmost point is the Village of Mackinaw City. The US 23 Heritage Route, designated in 2003, is 195 miles long. US 23 is the only road included in the State byway designation.

US-23 from Mackinaw City to Standish is nearly 200 miles of an excellent roadway system that takes travelers by spectacular scenic views of Lake Huron, and an astounding array of large public forest, park and recreational properties. The coastal counties of Alcona, Alpena, Arenac, Cheboygan, Iosco and Presque Isle contain some of the most extensive and significant recreational, ecological, historical and cultural sites in Michigan's Lower Peninsula. The northern Lake Huron shoreline is graced with large tracts of publicly owned properties. Thus much of the northern Lake Huron shoreline is free and accessible to residents and visitors alike.

For those who are familiar with the area, this section of US-23 has long been a favorite destination for travelers seeking a pleasant, leisurely drive through beautiful settings. One can choose to drive the entire 195 mile length or take a shorter trip, allowing time to stop and enjoy some of the numerous parks, campgrounds, picnic areas, scenic points, historic sites and the inviting communities along the way. It is the type of travel experience that many tourists are seeking in an attempt to escape from their stressful urban lives.

# Jurisdictional Boundaries

The US 23 Heritage Route intersects 45 jurisdictions including six counties, 10 incorporated communities, and 29 townships.

**1. Arenac County**

*Cities*

2. AuGres
3. Omer
4. Standish

*Townships*

5. Standish Township
6. Lincoln Township
7. Deep River Township
8. Arenac Township
9. AuGres Township
10. Sims Township
11. Whitney Township

**12. Iosco County**

*Cities:*

13. East Tawas
14. Tawas City

*Townships:*

15. Alabaster Township
16. Tawas Township
17. Baldwin Township
18. Au Sable Township
19. Oscoda Township

**20. Alcona County**

*Cities:*

21. City of Harrisville

*Townships:*

22. Greenbush Township
23. Harrisville Township
24. Haynes Township
25. Alcona Township
26. Caledonia Township

**27. Alpena County**

*Cities*

28. City of Alpena

*Townships:*

29. Sanborn Township
30. Alpena Township



Figure 1-1 Jurisdictions within Corridor

**31. Presque Isle County**

*Cities:*

32. Rogers City

*Townships*

33. Presque Isle Township

34. Krakow Township

35. Pulawski Township

36. Belknap Township

37. Rogers Township

38. Ocquoec Township

39. Bearinger Township

**40. Cheboygan County**

*Cities/Villages*

41. City of Cheboygan

42. Village of Mackinaw City

*Townships:*

43. Benton Township

44. Beaugrand Township

45. Mackinaw Township

## Corridor Management Boundaries

The US 23 Heritage Route County Teams and Management Council represent groups from a county-wide corridor from Lake Huron to the county line of the six counties. While the right-of-way along US 23 from Standish to Mackinaw City are the boundaries, certain program elements encompass the entirety of Cheboygan, Presque Isle, Alpena, Alcona, Iosco, and Arenac Counties.

## Major roads

	Major Roads Connecting to U S 23	Communities in which road connects with US 23	Other Major Roads within US 23 Counties
<b>Cheboygan County:</b>	I-75	Mackinaw City	M-33
	M-33	Cheboygan	M-68 Old 27 (Straits Hwy)
<b>Presque Isle County:</b>	M-68	Rogers City	M-33
	M-65	Rogers City (south of city limits)	
<b>Alpena County:</b>	M-32	Alpena	M-65
<b>Alcona County:</b>	M-72	Harrisville	M-65
<b>Iosco County:</b>	River Road National Scenic Byway	Oscoda/AuSable	M-65
	M-55	Tawas City	
<b>Arenac County:</b>	M-65	Omer (east of city limits)	I-75
	M-61	Standish	
	M-13	Standish (south of city limits)	

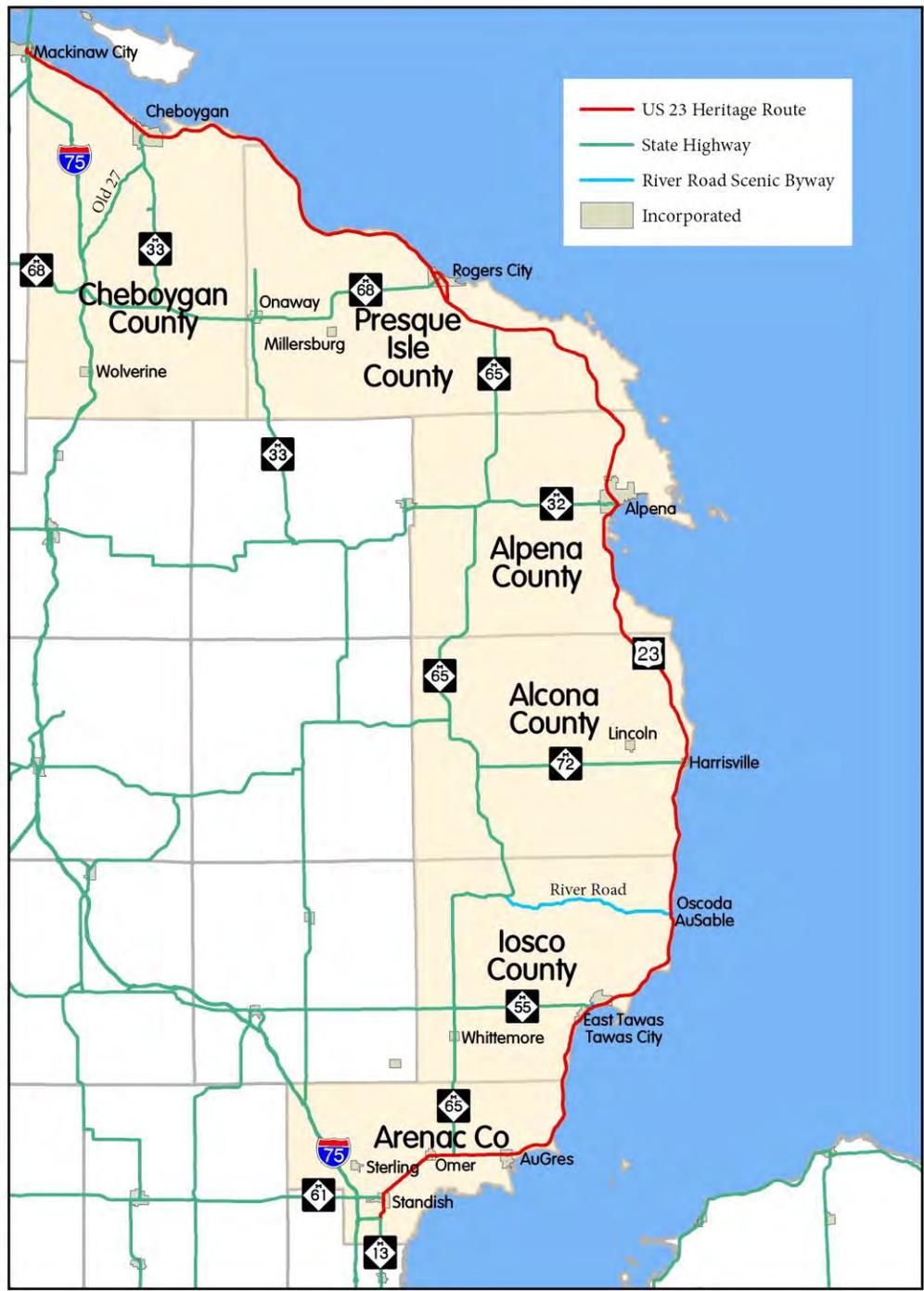


Figure 1-2 Major Roads within Corridor



## US 23 Management Council

The Huron Shores Management Council provides the overall organizational direction and structure to inform, coordinate and unite the efforts of existing organizations, businesses, and municipalities engaged in economic and community development, natural resource management, preservation, travel and tourism, education, marketing, and promotional efforts along the coast. With the assistance of NEMCOG, the Management Council advocates aesthetics, safety, and maintenance of the Heritage Route and encourages sound community development practices to support the preservation of the natural environment along the coast. The Council also recognizes the importance and impact that tourism has on the region and focuses on its enhancement and the delivery of a strong voice in the marketplace.

### US 23 MANAGEMENT COUNCIL

1. Adam Poll (Chair)	Alpena Co (City of Alpena)
2. Mary Ellen Jones (Vice-Chair)	Alcona County
3. Ken Gauthier	Alpena County
4. Jim Klarich	Alpena Co (alternate)
5. Rich Sullenger	Alpena Co (alternate)
6. Marlina MacNeill	Alcona County
7. Anne Belanger	Presque Isle County
8. Deb Stiller	Presque Isle County

9. Dave Wentworth	Iosco County
10. D. Jay O'Farrell	Iosco County
11. Mary Beth Stutzman	CVB
12. Larry Clark	South Bay Corridor
13. Ian Dockrill	Private Tourism rep
14. Vacant	Private Tourism rep
15. Sarah Waters	Thunder Bay National Marine Sanctuary
16. Katie Wolf	Friends of the Thunder Bay National Marine Sanctuary
17. Belle Flora	Sunrise Coast
18. Pat Shiflet	Sunrise Coast (alternate)
19. Don Seal	Saginaw Chippewa Indian Tribe
20. Frank Cloutier	Saginaw Chippewa Indian Tribe (alternate)
21. Mary Ellen Jones	Michigan Arts & Culture Northeast
22. Vacant	Michigan Department of Transportation
23. Andrew Kenyon	US Forest Service
24. Blake Gingrich	Michigan Department of Natural Resources
25. Brandon Schroeder	Michigan Sea Grant
26. Vacant	Cheboygan County
27. Vacant	Cheboygan County
28. NRTM Committee	Vacant

**Recent projects implemented by the US 23 Management Council include:**

- (1) Winter Tour map and video development.
- (2) Sunrise Coast Birding Trail map and video development.
- (3) Historic Sites map development.
- (4) Huron Blueways flip book development.
- (5) US 23 Guidebook
- (6) Brochure development, printing, and distribution to MDOT Welcome Centers and local tourism information centers.
- (7) Creation of US 23 website at [www.heritage23.com](http://www.heritage23.com).
- (8) Collaboration with Michigan Arts & Culture Northeast to roll [www.artownmichigan.org](http://www.artownmichigan.org) into the US 23 website.
- (9) Collaboration with the Sunrise Side Wine & Hops Trail to roll [www.sunrisesidewineandhopstrail.com](http://www.sunrisesidewineandhopstrail.com) into US 23 website.
- (10) VIP tour in 2012 and 2013: Two-day tour for Lansing VIPs organized in collaboration with Senator Moolenaar's Office.
- (11) Collaboration with the Sunrise Coastal Coalition as the marketing arm of US 23 resulting in the establishment of the Sunrise Coast Pure Michigan campaign.
- (12) US 23 video documentaries focusing on (1) Shipwrecks; (2) Ocquoec Falls; (3) Historic Mill

- Creek; (4) Birding at Tuttle Marsh; and (5) Winter Tourism.
- (13) Establishment of Greenways and Blueways features on the US 23 Website.
  - (14) Collaboration with 2011 Back to the Bricks and the Old 27 Ride Home Cruise – informational packets made up and distributed to participants.
  - (15) Creation and printing of US 23 logo stickers for car windows (included in packets referenced above).
  - (16) Dockhand hospitality training.
  - (17) Ecotourism resource guide for ecotourism business development.

## County Heritage Route Teams

A US 23 Heritage Route Team exists in each county. NEMCOG works with these teams to advance projects in the team’s local area. Each team has a chairperson. The chairperson has the responsibility of calling meetings as needed and runs the meeting. The following pages contain tables which denote the make-up of the county teams.

### **Recent projects implemented by the Alcona County Heritage Route Team include:**

- (1) Bike Tour Maps: 5 maps were created highlighting bike tours around the county.
- (2) Alcona County Quilt Trail Map.
- (3) Public input gathering concerning a trail from Harrisville to Sturgeon Point Lighthouse.
- (4) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.
- (5) Compilation, upload, and editing of attractions on the website.
- (6) Establishment of the Harrisville Heritage Route Walking Tour including brochure development/printing and paving of a section of trail. The trail was also connected to a trail in Harrisville State Park thereby linking the City to the park.

### **Recent projects implemented by the Alpena County Heritage Route Team include:**

- (1) Heritage Route Welcome Center blueprints and estimates at Mich-e-ke-wis Park.
- (2) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.
- (3) Compilation, upload, and editing of attractions on the website.

### **Recent projects implemented by the Cheboygan County Heritage Route Team include:**

- (1) Cheboygan ORV Map.
- (2) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.
- (3) Compilation, upload, and editing of attractions on the website.

### **Recent projects implemented by the Presque Isle County Heritage Route Team include:**

- (1) Brochure map design for Chamber of Commerce.
- (2) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.

- (3) Compilation, upload, and editing of attractions on the website.

**Recent projects implemented by the Iosco County Heritage Route Team include:**

- (1) Formation of boat building committee which resulted in Heritage Coast Sailing & Rowing. This group built a Mackinaw Boat called the Heritage 23.
- (2) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.
- (3) Compilation, upload, and editing of attractions on the website.
- (4) Establishment of the Alabaster Trail and Arboretum including an interactive component to allow QR codes to bring online info to people on the trail. A brochure was also designed.

**Recent projects implemented by the Arenac County Heritage Route Team include:**

- (1) Renovation of Standish Depot as Heritage Route Welcome Center.
- (2) Compilation of stories for inclusion on Stories of the Sunrise Coast feature on the website.
- (3) Compilation, upload, and editing of attractions on the website.



### Corridor Inventory

The US 23 Management Council and County Teams have been conducting an on-going inventory of assets along the byway since 2009. This inventory is constantly being updated online. Assets which have been uploaded are categorized as an “attraction type” and assigned “activities” in order to better define the amenities available at each asset. Each asset is mapped with latitude/longitude and has other informational fields filled in as needed. This methodology serves two purposes. First, assets can be downloaded in spreadsheet/map form and used for analysis purposes. Second, this methodology results in those assets being promoted to the public in the form of a trip planning website that pulls information from the same inventory database. Currently, there are 1,531 assets in final form in this inventory/website. An additional 668 assets remain in draft form.

*195 miles of corridor*  
*366 miles of coastline*  
*6,000 miles of rivers & streams*  
*170 square miles of inland lakes*  
*635,000 acres of public land*

Corridor Inventory						
Location	Resource	Amenities	Media	Collections	Tours	Contact Info
Name	Summary Statement	Season of availability	Photos	Region: Mackinaw & Chebogygan	Heritage	Name
Address	Attraction Type	Handicap Accessible	Sounds	Interest Area Greenways Blueways	Nature & Outdoors	Phone
Map (lat/long)	Description Text	Public Restrooms	Documents	Special Interest Trail: ARTrail Sunrise Side Wine & Hops Trail	Legends & Lore	Fax
Source	Activities available	Fees			Logging	Email
					Maritime	Website
					Native American	Social media
					Stories of the Land	
					More Stories	

### Land Uses

To calculate land use percentages along the corridor, existing land use maps were gathered for municipalities who had recently updated them. The National Land Cover Dataset was used for those municipalities without updated existing land use maps. The following table depicts existing land use and land cover for 100 feet on each side of the centerline of US 23. The following map set depicts the land use and land cover by county.

Land Use & Land Cover			
Land Use	Acres	Square Miles	Percentage of total area
Residential	1630.27	2.55	27.92%
Upland Forest	1616.74	2.53	27.69%
Lowland Forest	795.53	1.24	13.62%
Commercial	699.51	1.09	11.98%
Non Forest Upland	351.80	0.55	6.02%
Agriculture	259.09	0.40	4.44%
Industrial/Extractive	159.90	0.25	2.74%
Institutional/Recreational	125.14	0.20	2.14%
Non-Forested Wetland	122.79	0.19	2.10%
Surface Water	51.79	0.08	0.89%
Beaches	26.74	0.04	0.46%

The two predominant land use/land cover categories along the immediate highway corridor are **residential and upland forest**. Together, these account for over 55 percent of the land use/land cover along US 23. **Residential** land use includes residential dwelling structures such as: single family or duplexes, multi-family low-rise residential, multi-family medium & high rise residential, and mobile home parks. Forestland use areas are generally at least ten percent stocked by trees of any size. The **upland**

*forest* category includes upland hardwoods like maple and beech, other upland species like aspen and birch, upland conifers such as red, white or jack pine, white spruce, blue spruce, eastern hemlock, and balsam fir. The area is known for its vast tracts of publically accessible forestland, so it is not surprising that upland forest makes up over 27 percent of the land use/land cover along the corridor.

The next most common land use/land cover is **lowland forest** which accounts for nearly 14 percent of the corridor. **Lowland forest** areas are dominated by species that grow in very wet soils. Lowland hardwoods include ash, elm, red maple and cottonwood. Lowland conifers include cedar, tamarack, balsam fir, black and white spruce.

**Commercial** areas make up nearly 12 percent of the corridor. The **commercial** land use category includes classifications related to the sale of products and services such as: central business districts, shopping centers/malls, strip commercial, and neighborhood compact groups of stores that are surrounded by noncommercial uses. Commercial centers have built up along US 23 due to the fact that the highway is the main route along the Lake Huron coastline. In addition, many commercial establishments have located along US 23 to serve passerby traffic outside of the commercial centers.

**Nonforest upland** makes up six percent of the land use/land cover along the corridor. Nonforested upland includes “open land” and rangeland classifications such as barren land, herbaceous open land, and shrubland. Herbaceous open land is usually subjected to continuous disturbance such as mowing, grazing, or burning, and typically it can have a variety of grasses, sedges, and clovers. Shrubland is land in transition from being open to becoming an eventual forest. There are native shrubs and woody plants like blackberry, dogwood, willow, sumac, and tag alder.

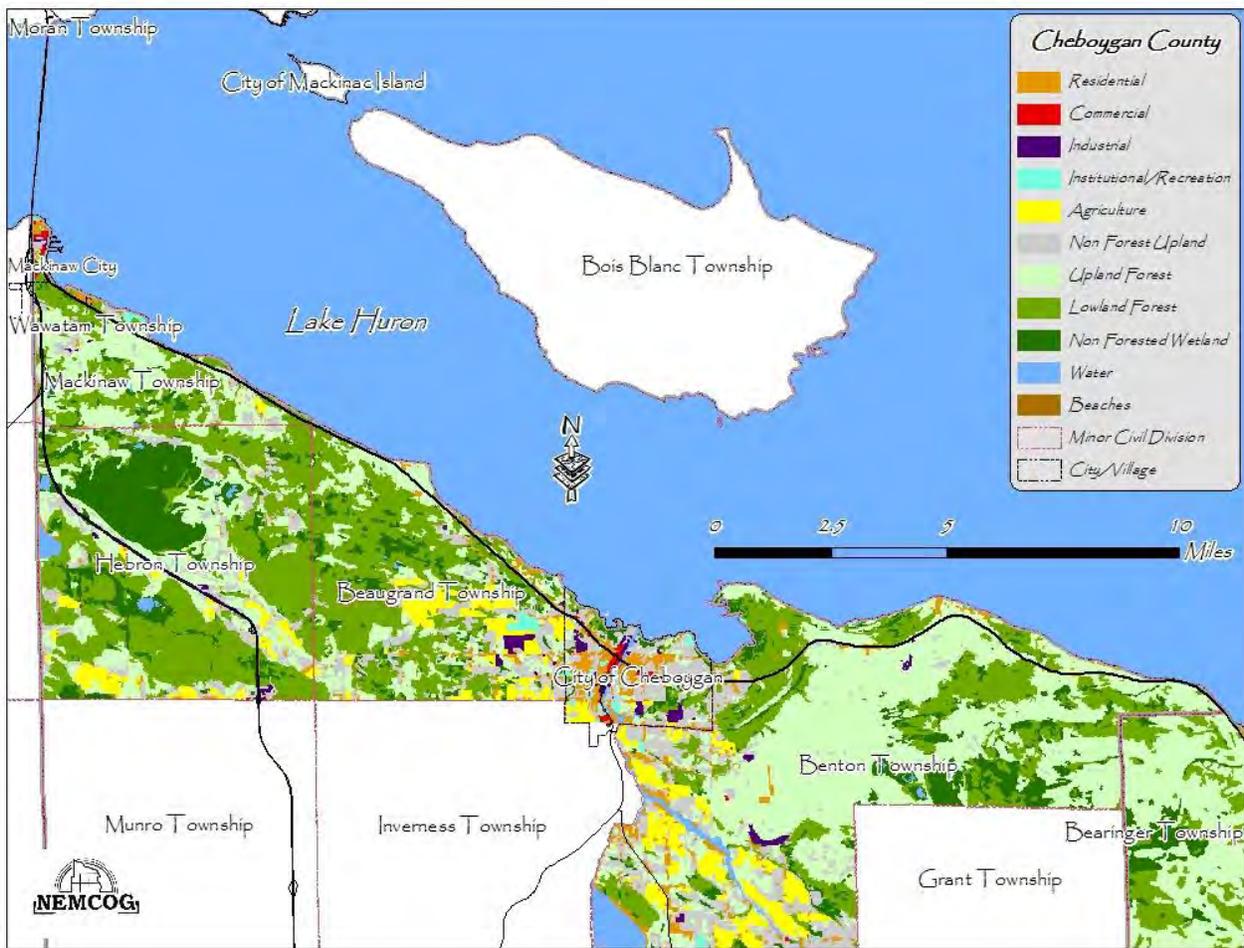
**Agricultural land** accounts for over four percent of the corridor. The **agricultural** land use category generally includes land that is used for the production of food and fiber, but also includes land used for non-food livestock such as horses. These classes are: cropland, orchards, confined feeding operations for livestock of any kind, permanent pasture lands, farmsteads, greenhouse operations, and horse training areas. While this may appear to be an insignificant land use for the US 23 corridor, it actually has a great impact on the route. Many farming operations are located farther inland in the coastal counties making them accessible to US 23 traffic by driving just a few miles off the Heritage Route.

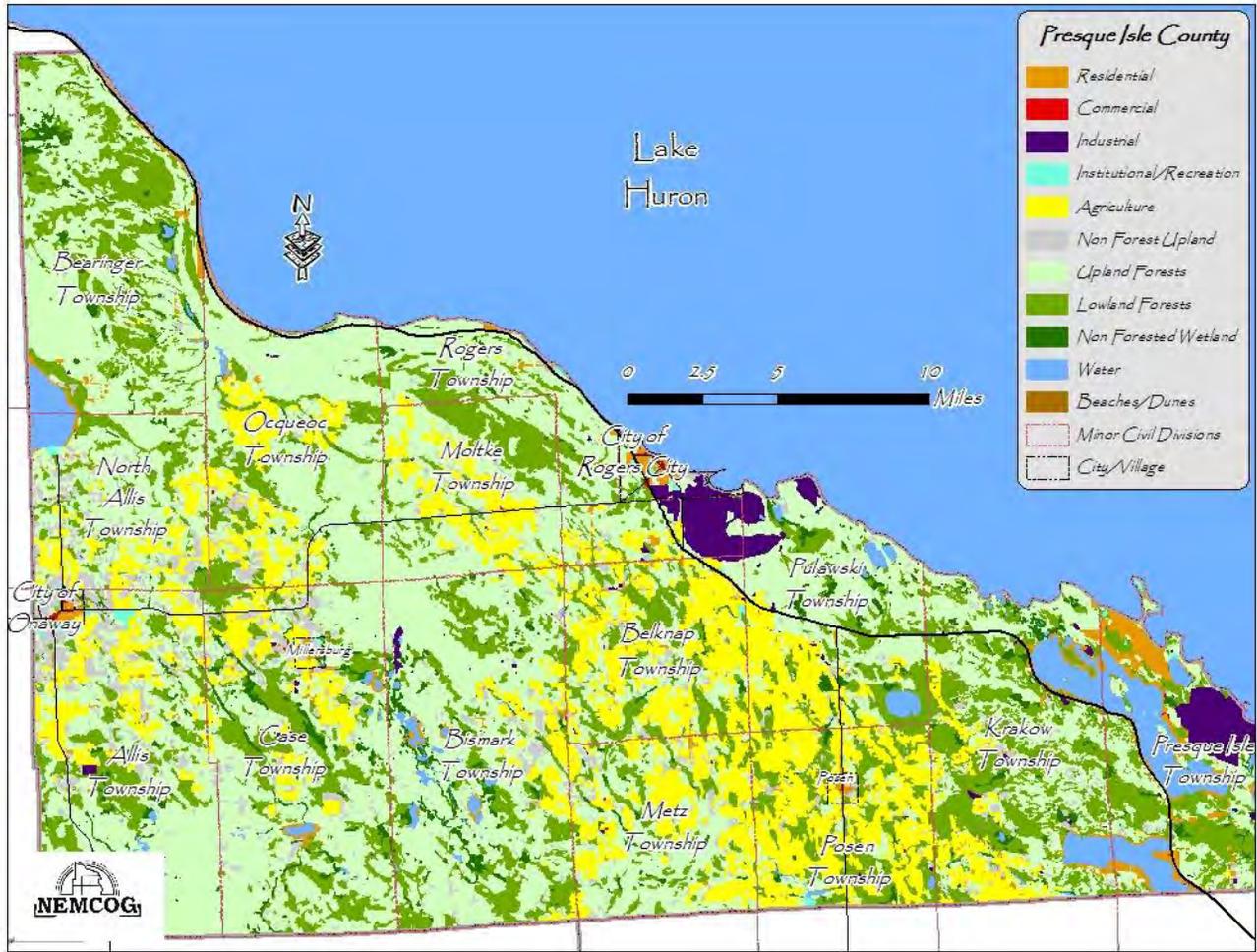
**Industrial/Extractive, Institutional/Recreational, and Non-Forested Wetlands** each make up around two percent of the corridor. The **Industrial/Extractive** land use includes extractive industries, manufacturing and industrial parks, light industries that fabricate or package products, oil & gas drilling and production facilities, lumber mills, chemical plants, brick-making plants, large power facilities, waste product disposal areas, areas of stockpiled raw materials, and transportation facilities. **Institutional/Recreational** uses include institutional uses such as churches, schools, museums, hospitals, cemeteries, public buildings, military facilities, and recreational facilities. **Non-Forested Wetlands** are those areas where the water table is at or near the land surface for a significant part of most years. Examples of wetlands are marshes, mudflats, wooded swamps, shallow areas along rivers or lakes or ponds. Wetland areas include both non-vegetated mud flats and areas of hydrophytic vegetation.

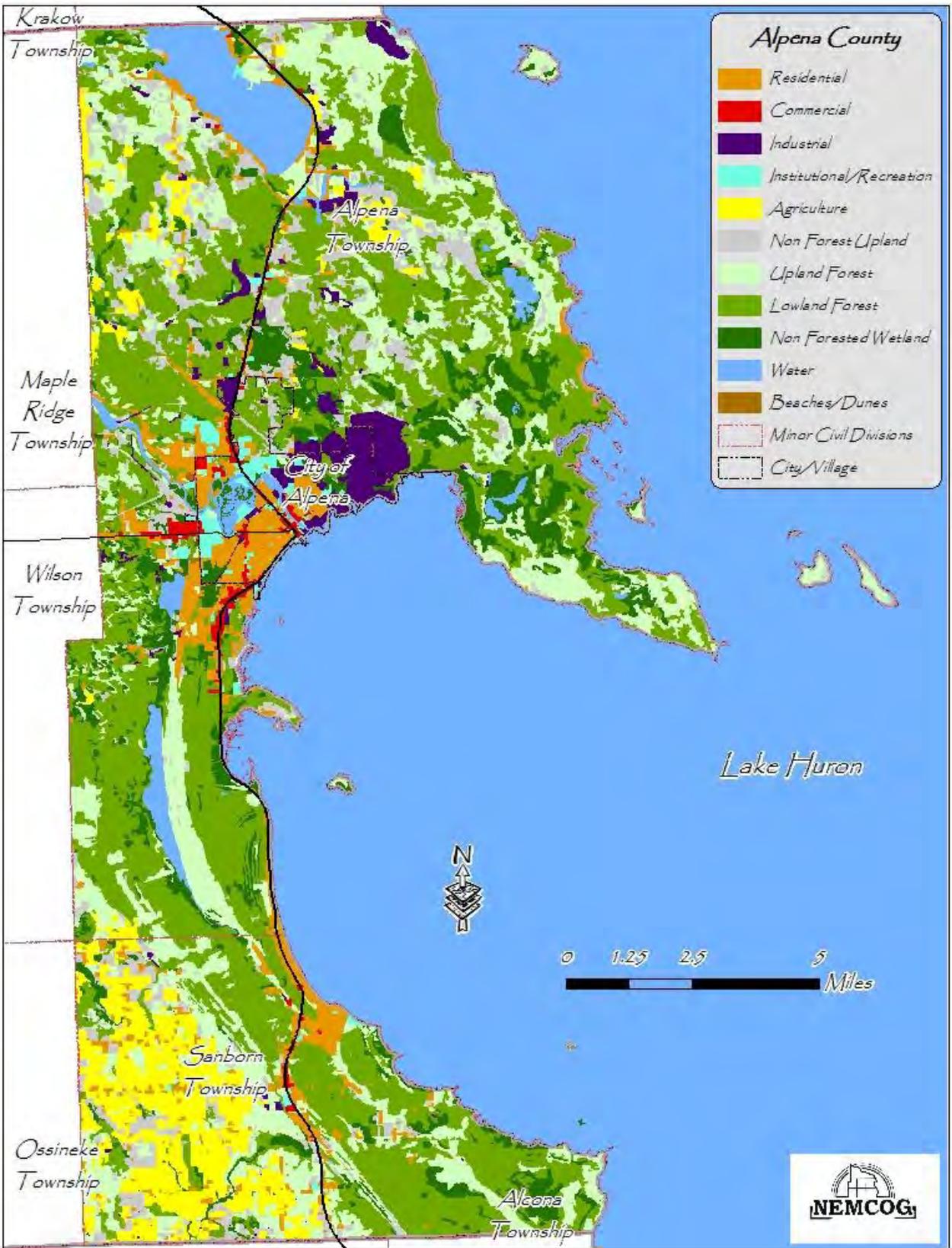
**Surface Water** makes up less than one percent of the corridor. It should be noted that **surface water** does not include Lake Huron and only includes areas such as lakes, reservoirs, impoundment's, ponds, rivers, and streams that are within 100 feet of the road centerline. Surface water is a very significant land use/land cover for the US 23 Heritage Route. The total surface water located in each county of the US 23 Heritage Route is 113,679 acres (177 square miles); therefore surface water is a significant resource available within a very short drive off US 23.

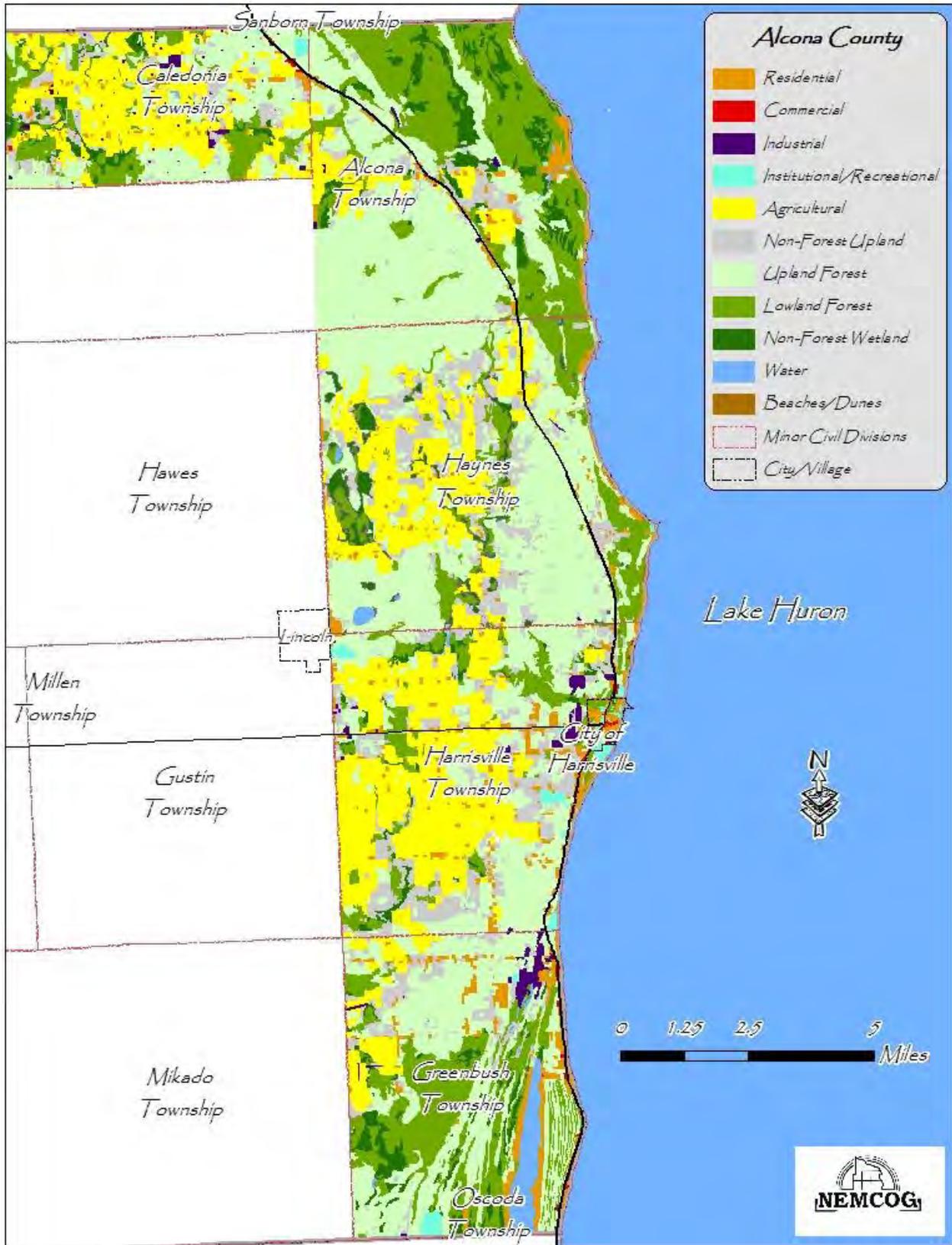
**Beaches**, totaling less than one percent, is another land use/land cover category that is underrepresented when reporting within 100 feet of the centerline. Obtaining an exact calculation of the area of beach along Lake Huron is difficult due to the lack of shoreline detail in many land cover assessments. However, with over 366 miles of Lake Huron coastline within a short distance of US 23, beach areas are an extremely significant natural resource.

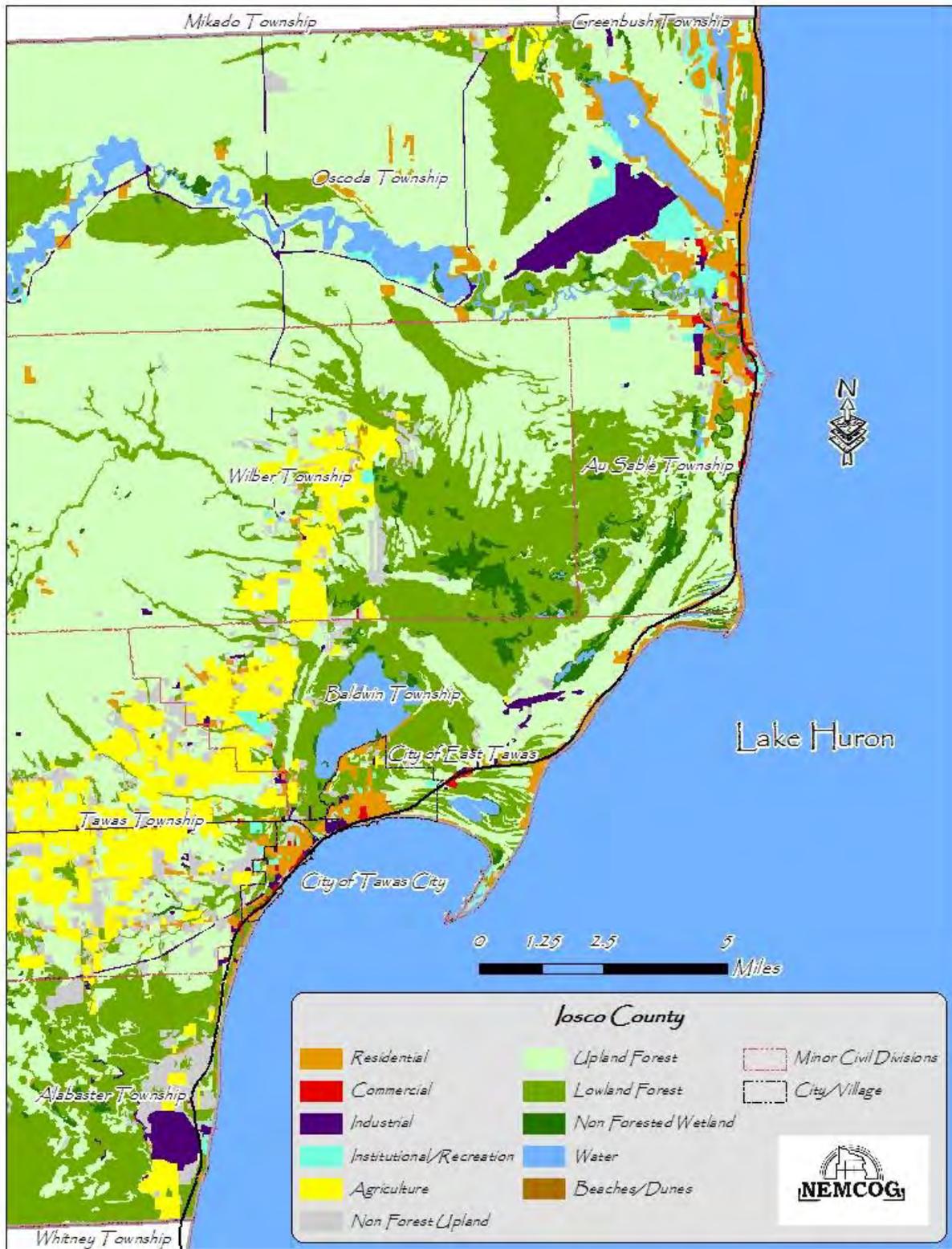
The following map set depicts the land use and land cover by county.

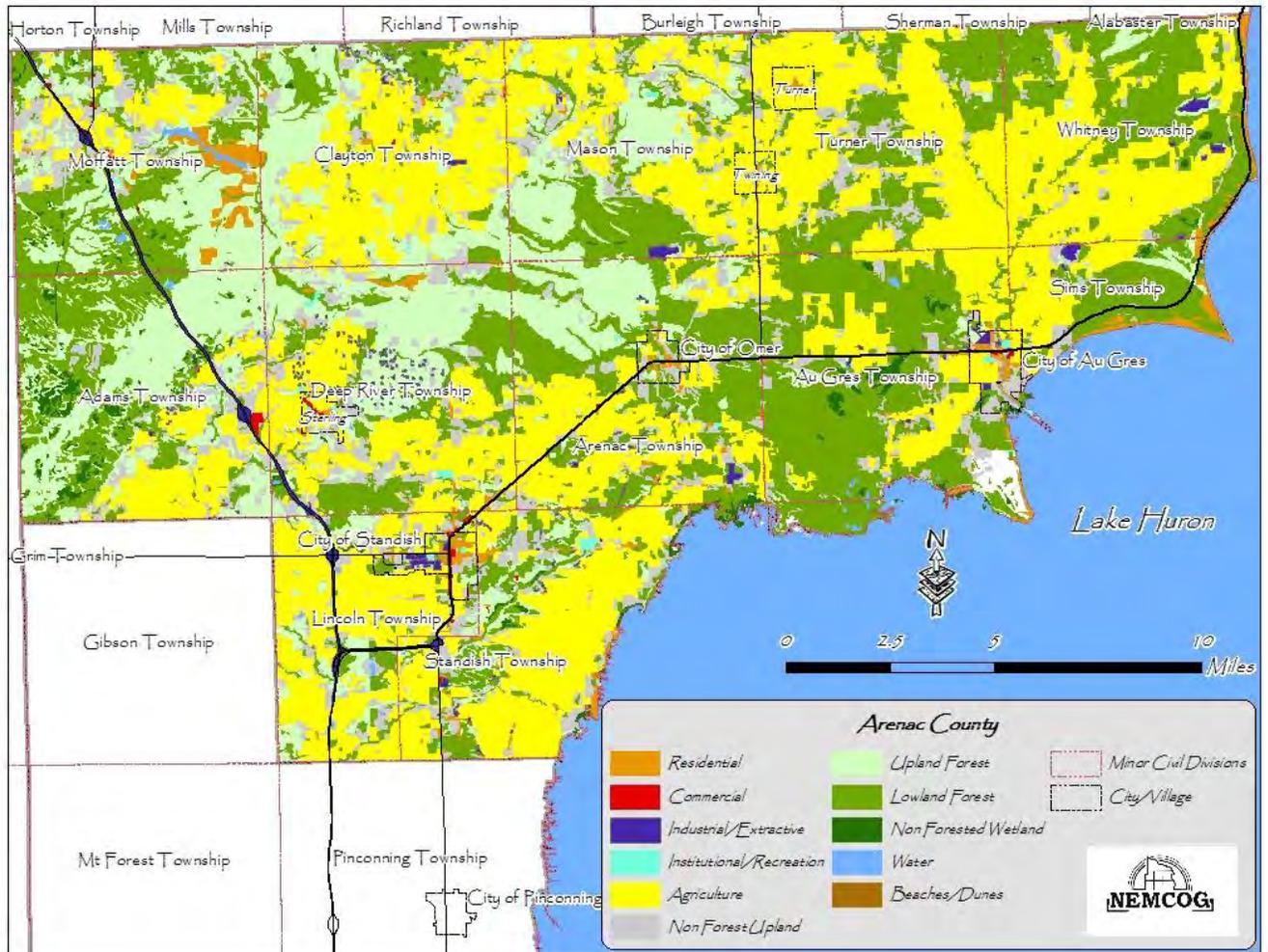












## **Traffic & Safety Analysis**

A general analysis of traffic conditions and safety was conducted for the US 23 Heritage Route corridor. The analysis looked at both traffic volume and traffic crashes. Traffic volume data was taken from MDOT 2017 Annual Average Daily Traffic (AADT) and Commercial Annual Average Daily Traffic (CAADT) data. The analysis considered crashes occurring in 2014 through 2018, and examined crashes by severity, type, and location.

### ***Traffic Volume***

Traffic volumes are very useful in determining how a roadway is being used, and in analyzing safety and traffic flow patterns. Annual Average Daily Traffic for the corridor ranged from a low of 840 from north of Rogers City in Presque Isle County to just south of Cheboygan in Cheboygan County, to a high of just over 17,000 near Standish, in Arenac County. Traffic volume was between five and eleven thousand AADT for the southern portion of the corridor from Standish to Oscoda, and again in Alpena County. Higher volumes over ten thousand AADT were recorded within the cities of Standish, East Tawas, Tawas City, Alpena, and in the Oscoda area. The AADT for the remainder of the corridor was below five thousand. Northern Alcona County and southern Presque Isle County averaged less than 3,000 AADT, and northern Presque Isle County and eastern Cheboygan County dropping to an average of less than two thousand AADT. The number of commercial vehicles on a roadway also plays a key role in traffic flow and safety. Examining the 2017 CAADT data revealed relatively stable numbers of commercial vehicles. In general, commercial traffic decreased from south to north within the corridor, with the highest level being just over 1,000 CAADT near Standish and again in the Oscoda area. Other short segments within Standish, Au Gres, Tawas City, East Tawas, Oscoda, and Alpena averaged between 500 and 800 CAADT. The rural areas of the corridor north from Standish to Oscoda ranged between 350 and 500 CAADT. The CAADT ranged from 125 to 350 in the northern portions of the corridor from Oscoda to Alpena, and again from Cheboygan to Mackinaw City. The lowest CAADT, averaging less than 100 was from Rogers City north to Cheboygan.

### ***Traffic Safety***

There were a total of 3,068 crashes in the five-year period. Of that total, there were 1,665 crashes involving deer or other animals. For the remainder of the analysis those crashes will be removed, leaving a total of 1,403 crashes. Traffic crash numbers remained stable over the five-year period, with an average of 281 crashes per year. November, December, and January had the three highest numbers of crashes with 29.5% of all crashes occurring in those three months. Winter weather driving conditions would be the most likely cause, with 24.2% of all crashes and 49.8% of crashes in those three months having occurred on snowy, slushy, or icy roads. July and August had the next highest rates of crashes, more than likely due to increased traffic from tourism and recreational activities. Alpena and Iosco counties had significantly higher numbers of crashes than the remaining counties most likely due to higher population, and higher traffic volumes.

Crash severity is a key parameter when analyzing the safety of a roadway. Traffic crashes are grouped into three categories: those resulting in fatalities, crashes causing injury but no fatality, and those causing only property damage (PDO). A summary of the US 23 corridor traffic crash severity can be seen in the Table 3-1 below.

Table 3-1: Crash Severity					
	Rural		Urban		Total
	Number of Crashes	Percentage of Total	Number of Crashes	Percentage of Total	
<b>Fatality</b>	4	44.4%	5	55.6%	9
<b>Injury</b>	182	47.6%	200	52.4%	382
<i>Number Injured</i>	271	50.6%	265	49.4%	536
<b>Property Damage Only</b>	406	40.1%	606	59.9%	1012
<b>TOTAL</b>	592	42.2%	811	57.8%	1403

As can be seen in Table 3-1, crash numbers are slightly higher in the more populated areas of the corridor. In addition, 70.7% of crashes involving two or more vehicles occurred within these urban areas. Fatal and injury crashes appear to be fairly evenly dispersed throughout the corridor and between rural and urban areas. Examining the type of crash is an effective method to identify issues with the function, design, or condition of a roadway. Table 3-2 below breaks down the traffic crashes by type of crash.

Table 3-2: Crash Type						
	Rural		Urban		Total	
Crash Type	Number of Crashes	Percentage of Crash Type	Number of Crashes	Percentage of Crash Type	Number of Crashes	Percentage of Total
<b>Angle</b>	26	11.4%	202	88.6%	228	16.3%
<b>Backing</b>	2	18.2%	9	81.8%	11	0.8%
<b>Bike</b>	1	11.1%	8	88.9%	9	0.6%
<b>Fixed Object</b>	218	71.0%	89	29.0%	307	21.9%
<b>Head On</b>	20	35.1%	37	64.9%	57	4.1%
<b>Misc. Multiple Vehicle</b>	32	43.8%	41	56.2%	73	5.2%
<b>Misc. Single Vehicle</b>	27	54.0%	23	46.0%	50	3.6%
<b>Other</b>	28	53.8%	24	46.2%	52	3.7%
<b>Over Turn</b>	48	84.2%	9	15.8%	57	4.1%
<b>Pedestrian</b>	1	11.1%	8	88.9%	9	0.6%
<b>Parking</b>	1	6.3%	15	93.8%	16	1.1%
<b>Rear End</b>	120	33.0%	244	67.0%	364	25.9%
<b>Side Swipe</b>	68	40.0%	102	60.0%	170	12.1%
<b>TOTAL</b>	592	42.2%	811	57.8%	1403	100.0%

Crash rates are higher in the urban areas in all but four categories: fixed object, miscellaneous single vehicle, overturn and other. This would be expected for the first three as these crash types are often single

vehicle crashes, and most often involve higher speeds that would be found in rural areas. Crashes coded as “Other” could be occurrences that do not fit within one of the defined crash types, or multiple sequence crashes that could be coded in several types. A careful analysis of those particular crashes would be needed to identify any patterns. Rear end, angle, backing, parking and side swipe crash rates are higher than other crash types within the urban areas. This would also be an expected result as these crash types generally involve two or more vehicles, and are more directly related to the number of intersections and other roadway access points and higher traffic volumes. Most pedestrian and bike related incidents occurred in the urban areas. Examining the location of the rural pedestrian and bike incidents revealed almost all occurred near the urban area or enroute to nearby recreational attractions.

### **Conclusions and Recommendations**

Traffic and commercial traffic levels appear to be stable and well within the capacity of the roadway throughout the corridor at this time. A more detailed analysis based on Vehicle Miles Traveled, Crash Rates, roadway Level of Service and Volume/Capacity ratios may reveal existing or potential future problem areas.

The urban areas within the corridor have higher crash rates than the rural areas. While this can be expected due to higher traffic volumes, a high percentage of those crashes appear to be related to access management issues. Local communities should continue to address access management issues through their local planning and zoning processes.

In addition to access management issues, most incidents involving non-motorized transportation were located in or near the urban areas. The local communities, road commissions, and MDOT should continue to consider and expand non-motorized facilities including connections from the urban areas to nearby recreational and tourism attractions.

## Intrinsic Quality Summary

### *Recreational & Natural*

Stories: (1) Outdoor Recreation; (2) Wildlife/Nature; (3) Geology (limestone and glaciation).

(1) Outdoor Recreation: US 23 was designated as a recreational Heritage Route because of the wide array of outdoor recreational opportunities along the corridor. There are 101 public access points to Lake Huron, 58 State-owned boat accesses on inland lakes in the coastal counties, over 200 public parks and public campgrounds, hundreds of private campgrounds and many canoe/kayak liveries. In the six coastal Heritage Route counties, there are over 548 miles of hiking trails, 439 miles of ski trails, 312 miles of biking trails, 390 miles of ORV trails and routes and motorcycle trails, 117 miles of horse trails, and 517 miles of snowmobile trails. In addition, there are numerous local establishments which cater to outdoor recreation travelers such as charter fishing and dive boats, outfitters, and guided tours. Coastal Lake Huron is also known for the hundreds of “mom and pop” cabins and cottages that dot the shoreline. Many of these establishments were built in the early to mid-20th century and are still in use today.

***Recreational Quality** involves outdoor recreational activities directly association with and dependent upon the natural and cultural elements of the corridor’s landscape. The recreational activities provide opportunities for active and passive recreational experiences. They include, but are not limited to, downhill skiing, rafting, boating, fishing, and hiking. Driving the road itself may qualify as a pleasurable recreational experience. The recreational activities may be seasonal, but the quality and importance of the recreational activities as seasonal operations must be well recognized.*

(2) Wildlife/Nature: The Sunrise Coast is a natural wonderland of rugged and beautiful Lake Huron shoreline and vast tracts of dense woodland, inland lakes, crystal clear rivers and streams, and wildlife. There are hundreds wildlife and nature viewing opportunities along the coast. For example, the US 23 website boasts 53 sites which have been designated as premier birding sites.

***Natural Quality** applies to those features in the visual environment that are in a relatively undisturbed state. These features predate the arrival of human populations and may include geological formations, fossils, landform, water bodies, vegetation, and wildlife. There may be evidence of human activity, but the natural features reveal minimal disturbances.*

(3) Geology: Geologic time is measured in terms of “eras” which consists of many of hundreds of millions of years. In Michigan’s Lower Peninsula, the bedrock formations date from the Paleozoic and Mesozoic eras. During these last two time periods, this area had a climate quite different from that which we know today. For some time the area was covered by a warm tropical sea, then dense tropical swamp and finally, much later by great glaciers. Sediments from the warm seas settled to the bottom and formed layers or strata of sedimentary rock. As the seas began to dry up and decrease in size, many strata were deposited in a layered pattern resembling a stack of saucers. For visitors wishing to view and experience the geologic story, there are many examples of limestone geology which provide the opportunity for fossil hunting. Karst geology can be observed at locations along the coast including inland at Mystery Valley and Thunder Bay Karst Preserve. There are hundreds of sites at which glacial geology can be observed. All of the

publically-accessible sites at which these natural features and wildlife can be experienced are available on the US 23 website.

### **Scenic**

*Stories: (1) Lake Huron; (2) Inland Lakes & Streams (3) Northern Woods*

- (1) Lake Huron: Every view that one has of Lake Huron is a scenic one. With over 366 miles of Lake Huron coastline along the route, there are many opportunities to capture scenic views of Lake Huron.
- (2) Inland Lakes & Streams: There are over 6,000 miles of rivers and streams and 170 square miles of inland lakes in the coastal Heritage Route counties. These lakes and streams offer unlimited scenic beauty.
- (3) Northern Woods: In the six coastal counties, there are approximately 635,000 acres of land which is open to the public. There are unlimited opportunities to experience the scenic qualities of the upland and lowland northern forests that dominate these public lands.

***Scenic Quality** is the heightened visual experience derived from the view of natural and manmade elements of the visual environment of the scenic byway corridor. The characteristics of the landscape are strikingly distinct and offer a pleasing and most memorable visual experience. All elements of the landscape— landform, water, vegetation, and manmade development— contribute to the quality of the corridor’s visual environment. Everything present is in harmony and shares in the intrinsic qualities.*

### **Historic**

*Stories: (1) Maritime (2) Lumber Era (3) Native American (4) General*

- (1) Maritime: For over 12,000 years, people have traveled the Great Lakes. From Native American dugout canoes to wooden sailing craft and steel freighters, thousands of ships have made voyages. Thunder Bay is adjacent to one of the most treacherous stretches of water within the Great Lakes system. Unpredictable weather, murky fog banks, sudden gales, and rocky shoals earned the area the name "Shipwreck Alley." Today, the Thunder Bay National Marine Sanctuary’s shipwrecks capture dramatic moments from centuries that transformed America. Lake Huron's cold, fresh water ensures that the shipwrecks are among the best preserved in the world. Many sites remain virtually unchanged for over 150 years. With masts still standing, deck hardware in place, and the crews' personal possessions often surviving, sites located in deeper waters are true time capsules. Other shipwrecks lay well-preserved but broken up in shallower waters. Readily accessible by kayakers, snorkelers, and divers of all abilities, these sites often provide sanctuary users with their first shipwreck experience. The lighthouses of the Lake Huron shoreline go hand in hand with the story of the

***Historic Quality** encompasses legacies of the past that are distinctly associated with physical elements of the landscape. Whether natural or manmade, they are of such historic significance that they educate the viewer and stir an appreciation for the past. These historic elements reflect the actions of people and may include buildings, settlement patterns, and other examples of human activity. Historic features can be inventoried, mapped, and interpreted. They possess integrity of location, design, setting, material, workmanship, feeling, and association.*

shipwrecks. Lighthouses played an integral role in the history of the region. 17 of these life-saving beacons are located along the shoreline of the US 23 Heritage Route.

- (2) Lumber Era: Northern Michigan's vast supply of white pine along with its network of rivers used to transport lumber to sawmills and ports led to the lumbering era of the 19th century. By 1869, Michigan was producing more lumber than any other state. Much of the housing in the Midwest was built from Michigan timber. This timber boom had a great economic impact on Michigan and also vastly changed the natural environment. Evidence of this era of Michigan history can be visited at sites along the AuSable River as well as in the Mackinac Straits.
- (3) Native American: Native Americans, the original inhabitants of the Great Lakes region, numbered in the tens of thousands when the first French explorers visited Michigan. The Ottawa, Potawatomi, and Ojibwa had migrated to Michigan from eastern Ontario. Most Native American settlements were along river valleys or near the shoreline of the Great Lakes because strategic trade routes were necessary for survival. The most prominent place to experience Native American history, along with the French era and British eras, is the Straits of Mackinac, but Native American influence can be experienced all along the route from the traditional Pow wow held by the Saginaw Chippewa Indian Tribe to the exhibits on display in Mackinaw City and Mackinac Island.
- (4) General History: Many other historical threads are readily available for visitors to experience along the coast. For example, the history of the Straits area is interwoven into other history stories (above) but can also stand on its own as a story. At the many museums along the coast, visitor can learn about life in the 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries.

### **Cultural**

*Stories: (1) Cultures of the past (2) Cultural sites of the present (ARTown; Quilt Trail).*

- (1) Cultures of the Past: There are many sites along the route that re-create or communicate the traditions of past cultures. For example, Mackinaw Historic Village portrays life from 1880-1917. Glawe School, Old Bailey School and Maple Ridge Historic Schoolhouse all re-create the experience of a one-room schoolhouse. The lighthouses of the coast give visitors a glimpse into the life of lighthouse keepers. Life in lumberjack camps is a cultural story that is prevalent along the route. Native American culture is also evident at Native American sites and cultural events that are on-going today. The cultural influence of transportation systems is evident in structures such as the Standish Historic Depot and in the location of recreational cabins which were established as automobile travel became more prevalent and vacationers began coming north from the Detroit area (auto workers).

***Cultural Quality** is evidence and expressions of the customs or traditions of a distinct group of people. Cultural features including, but not limited to, crafts, music, dance, rituals, festivals, speech, food, special events, vernacular architecture, etc., are currently practiced. The cultural qualities of the corridor could highlight one or more significant communities and/or ethnic traditions.*

- (2) Cultures of the Present: Trends are emerging today as artistic genres become organized. For example, the Sunrise Coast boasts artisans organized into a group called Michigan Arts and Culture Northeast (MACNE). Over 80 artists, organizations and art-related businesses have banded together to present the “ARTrail”. This group has designated the Sunrise Coast as “ARTown, Michigan” as a way to coordinate and collaborate in the art genre. Another trend which is emerging is part of the quilting community. The first quilt trail along the route was established in Alcona County which takes travelers on a tour to find quilt squares on historic structures and other iconic cultural sites.

### **Archaeological**

*Stories: (1) Shipwreck Alley (2) Colonial Fort Michilimackinac*

- (1) The main archeological-based attractions along the route are related to shipwrecks and Colonial Fort Michilimackinac. The shipwrecks contained within the Thunder Bay National Marine Sanctuary, a 4,300 mile freshwater shipwreck sanctuary off the coast of Presque Isle, Alpena and Alcona Counties, are archaeological sites. Divers from the TBNMS conduct on-going research on the wrecks in “Shipwreck Alley”. The archaeological research that is done helps to tell the story of the maritime history of the Great Lakes from the earliest Native Americans to the present day. Visiting divers are able to explore these archaeological sites but removal or disturbance of artifacts is illegal. Sometimes, artifacts are removed or wash up on shore. In those cases, they are catalogued and periodically displayed at the Maritime Heritage Center.
- (2) In 1715 French soldiers constructed Fort Michilimackinac. This fortified community became the great fur trade center of the Northwest until its relocation to nearby Mackinac Island in 1781. It was here where fur traders and Indians rendezvoused, French and British officers organized war parties and explorers began their journeys into the vast western unknown. An archaeological dig has been on-going since 1959 and only 65% of the fort has been excavated. Over one million artifacts have been recovered. Visitors can view artifacts and archaeologists at work at the site.

*Archaeological Quality involves those characteristics of the scenic byways corridor that are physical evidence of historic or prehistoric human life or activity that are visible and capable of being inventoried and interpreted. The scenic byway corridor’s archaeological interest, as identified through ruins, artifacts, structural remains, and other physical evidence have scientific significance that educate the viewer and stir an appreciation for the past.*

## **Corridor Analysis**

The resource inventory maps contained in this chapter denote the location of community gateways, welcome centers, other tourism information centers, and traveler amenities. In addition, the maps contain the location of major points of interest, water bodies, and settlements. Each county team was responsible for designating which assets were considered “primary” attractions and which were considered “secondary” attractions. Primary attractions were given a “tourism readiness ranking” using an assessment form provided by MDOT. Many attractions had some qualities of multiple numbered

rankings, so it should be noted that even if an attraction rated a final ranking of “3”, it might also contain a quality that is listed in the “5” category.

Tourism-Readiness Ranking System:

(5) This is the highest ranking for tourism readiness. It reflects a resource or facility that:

- Can handle one or more motor coach at one time (60 or more visitors)
- Has adequate parking
- Has adequate visitor services such as restrooms, handicap accessibility, etc
- Has regular posted hours of operation, year round or seasonal
- Has a high degree of “authenticity” for the program or services its providing
- Has clear highway orientation signage to the site
- May already be listed in state or national travel guides, such as AAA guidebooks

(4) This type of facility meets the same criteria as a number 5 ranked site but may be smaller in size.

- It can handle 60 or less visitors at one time
- Has parking available relative to facility size and or location

(3) This type of facility or site has a lower level of tourism readiness and is typical of small museums or historic homes and structures.

- Has limited facility carrying capacity, usually 30 or less visitors at one time
- Has limited dedicated parking but has “on street” parking available
- Has limited or reduced hours of operation, such as only open on weekends or by appointment
- May not have directional signage from the byway
- May need additional work to upgrade its authenticity or readiness

(2) This type of facility has the lowest level of acceptable tourism readiness. Due to the variables listed below it may not be wise to advertise this type of site or attraction in any travel guide or website.

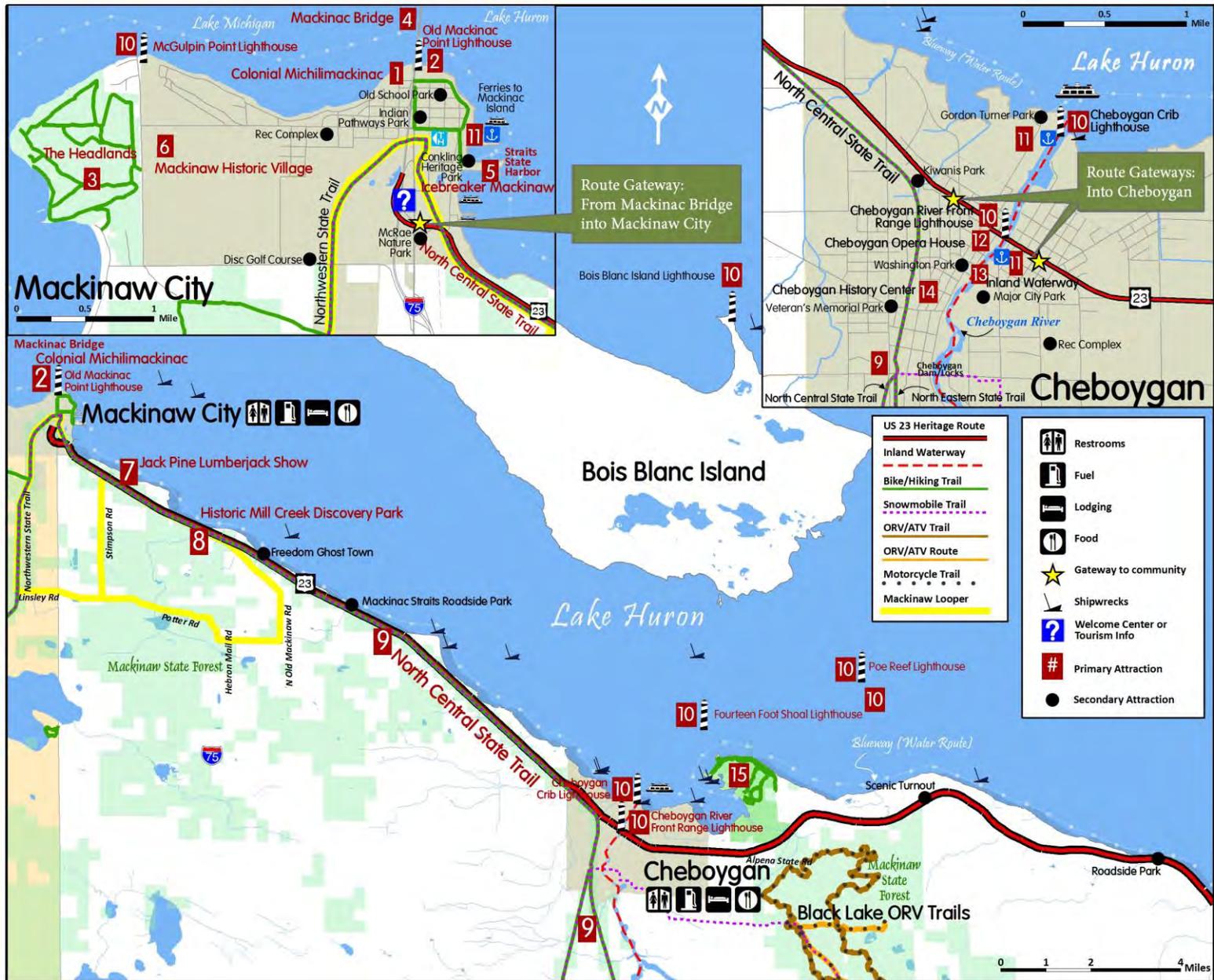
- Can only handle small numbers of visitors at one time, usually “drop in” visitors to a scenic turn out or overlook.
- Has limited or no dedicated parking area and may have limited street parking or residential parking.
- Has no public restrooms
- Has no orientation or directional signage to the site
- Has limited hours or none posted

(1) This type of site or facility is not “tourism ready” for marketing the byway. Some factors considered in this ranking include:

- No posted hours of operation
- Limited parking
- No signage to find site
- Site may be weak in authenticity
- No public services

- (0) This type of site or resource is not physically accessible to visitors, but can be easily seen by visitors by a drive by or can be viewed as a vista or viewpoint and should be included in the tourism readiness inventory if:
- It has unique or significant scenic or historic value
  - Visitors can easily see it
  - It has authenticity in its design or tells a story significant to the byway
  - It may have some other value that is important to telling the story of the byway

# Cheboygan County Resource Inventory



## Colonial Michilimackinac

Map Reference #: 1

Photo #: 001-1

Tourism Readiness #: 5

- ✓ Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



### *1. Why is this scene important?*

Michilimackinac, now one of the longest on-going archeological projects of its kind, was founded in 1715 as a French fur-trading village and military outpost. It was here where fur traders and Indians rendezvoused, French and British officers organized war parties and explorers began their journeys into the vast western unknown. It was later occupied by the British who abandoned it in 1780 to establish a new fort on Mackinac Island.

### *2. How do the resources shown in this photo help to tell the byway's story?*

The photo depicts a reenactment of a cannon being fired by a British officer – giving the visitor insight into historical events at the Fort.

### *3. How is this resources linked to the other resources along the byway corridor?*

Other resources in the Straits area depict this period of history. In addition, Native American influences are represented in other areas along the byway.

### *4. How is this resource linked to the roadway?*

This resource is a few blocks from where US 23 intersects Huron Avenue.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Mackinac State Historic Parks – represented on the Cheboygan/Mackinaw Area Heritage Route Team.

## Old Mackinac Point Lighthouse

Map Reference #: 2

Photo #: 001-2

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



### *1. Why is this scene important?*

Erected in 1892, Old Mackinac Point Lighthouse served as a beacon of safety in the Straits for more than 60 years. Climb the tower and take in the spectacular view. Interact with hands-on exhibits.

### *2. How do the resources shown in this photo help to tell the byway's story?*

The photo shows the lighthouse, grounds, and view of the Mackinac Bridge in the background.

### *3. How is this resources linked to the other resources along the byway corridor?*

Maritime history tourism is evident along the entire US 23 Corridor.

### *4. How is this resource linked to the roadway?*

This resource is a few blocks from where US 23 intersects Huron Avenue.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Mackinac State Historic Parks – represented on the Cheboygan/Mackinaw Area Heritage Route Team.

### **The Headlands International Dark Sky**

#### **Park**

Map Reference #: 3

Photo #: 001-3

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- ✓ Scenic



**1. *Why is this scene important?***

The Headlands, a 600-acre thickly forested gem situated along the clear blue expanse of Lake Michigan, is 1 of only 6 International Dark Sky Parks in the country. The Headlands possesses exceptional natural darkness, starry skies and natural nocturnal habitat. Dark Skies programs are available. The Park contains pristine woodlands, more than 2 miles of undeveloped Lake Michigan shoreline and many species of rare and endangered plant life. Visitors to the Headlands may experience sightings of the many wild animals native to the area including: bald eagles, osprey, white tail deer, wild turkeys, coyotes and occasionally a black bear. Marked nature trails guide hikers, bicyclists, cross-country skiers, and nature photographers to

experience the park throughout the changing seasons.

**2. *How do the resources shown in this photo help to tell the byway's story?***

The photo depicts a Dark Sky program being held on the beach. It shows the vastness of stars to be seen.

**3. *How is this resources linked to the other resources along the byway corridor?***

While this is the only Dark Sky designated area, it is indicative of the majority of areas along the Lake Huron coastline (dark skies, nature trails, Great Lakes shoreline).

**4. *How is this resource linked to the roadway?***

This resource is a short drive off US 23 through the Village of Mackinaw City.

**5. *Has this resource been recognized by any regional or national program or organization?***

International Dark Sky Park designation

**6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

Emmet County.

### **Mackinac Bridge**

Map Reference #: 4

Photo #: 001-4

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- Recreational
- ✓ Scenic



**1. Why is this scene important?**

The Mackinac Bridge, built in 1957, is the longest suspension bridge in the western hemisphere. The total length of the bridge is 26,372 ft. The height of the towers soar 553 ft above the water. The 1,024,500 ton structure features 42,000 miles of cable. Each year on Labor Day, the bridge is opened to walkers traveling from St. Ignace to Mackinaw City.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the scenic quality of bridge viewing areas.

**3. How is this resources linked to the other resources along the byway corridor?**

The Mackinac Bridge is considered the northern "gateway" to the US 23 Heritage Route. It is the culminating scenic view from the roadway for those beginning their trip in the south.

**4. How is this resource linked to the roadway?**

US 23 is accessed directly from the bridge.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

State of Michigan – MDOT is represented on the US 23 Management Council.

**Icebreaker Mackinaw Maritime Museum**

Map Reference #: 5

Photo #: 001-5

Tourism Readiness #: 5

Archaeological

Cultural

✓ Historic

Natural

Recreational

Scenic



**1. Why is this scene important?**

The "Queen of the Great Lakes", built as part of the war effort during WWII, the Mackinaw (WAGB-83) was the most powerful and capable icebreaker in the world and is still the standard by which icebreakers are measured. For 62 years, she served the Great Lakes shipping industry. She was decommissioned June 10, 2006.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the Icebreaker in action which contributes to the story of Great Lakes shipping.

**3. How is this resources linked to the other resources along the byway corridor?**

The maritime history story is told all along the byway.

**4. How is this resource linked to the roadway?**

The Icebreaker is located directly off US 23 on Huron Ave.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Icebreaker Mackinaw is its own nonprofit corporation – represented on the Cheboygan Area Heritage Route Team.

**Mackinaw Historic Village**

Map Reference #: 6

Photo #: 001-6

Tourism Readiness #: 3

- ✓ Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

Heritage Village recreates a period between 1880-1917. The 43-acre site features historic buildings including a one-room school house and a 1900 pestilence house.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts reenactments which occur during events at the Village.

**3. How is this resources linked to the other resources along the byway corridor?**

The Village's story is indicative of life in the Mackinac Straits area during a specific period in history.

**4. How is this resource linked to the roadway?**

The Heritage Village is a short drive from US 23 in Mackinaw City.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Mackinaw Area Historical Society - represented on the Cheboygan Area Heritage Route Team.

**Jack Pine Lumberjack Shows**

Map Reference #: 7

Photo #: 001-7

Tourism Readiness #: 5

Archaeological

- ✓ Cultural
- Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

The Jack Pine Lumberjack Shows are a journey back into the late 1800's when logging was king in the northwoods of Michigan. Visitors can watch as two rival camps compete for the title, "Bull of the Woods" in chopping, sawing, pole climbing and log rolling.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts an event in the Lumberjack competition which shows visitors the skills which men from the logging era utilized.

**3. How is this resources linked to the other resources along the byway corridor?**

The logging story is told in several locations along the route such as Historic Mill Creek, the Au Sable River, and several museums.

**4. How is this resource linked to the roadway?**

Jack Pine Lumberjack Shows is located directly on US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

The resource is owned by Jack Pine Lumberjack Shows.

## Historic Mill Creek Discovery Park

Map Reference #: 8

Photo #: 001-8

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- ✓ Natural
- ✓ Recreational
- Scenic



### *1. Why is this scene important?*

The site of the first industrial settlement in the Straits area. Hear the rush of water powering a reconstructed sawmill as you experience a sawmill demonstration. Participate in the sawpit method of lumber production. Immerse yourself in nature trails and interactive exhibits. Climb a 50-foot tower. And then experience the adrenaline of the park naturalist-guided Adventure Tour, which includes the Eagles Flight Zip Line, Forest Canopy Bridge, and Nature Trail Climbing Wall.

### *2. How do the resources shown in this photo help to tell the byway's story?*

The photo depicts a visitor experiencing the zip line across the pond to the old mill. This shows the sites recreational nature.

### *3. How is this resources linked to the other resources along the byway corridor?*

Not only does this site relate to the logging story along the route, but it also fits into the "natural" story of the forests of Northeast Michigan. Visitors tour the site while learning from forest guides.

### *4. How is this resource linked to the roadway?*

This site is located directly on US 23.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Mackinac State Historic Parks – represented on the Cheboygan/Mackinaw Area Heritage Route Team.

## Rail Trails

Map Reference #: 9

Photo #: 001-9

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



### *1. Why is this scene important?*

North Central State Trail: The 62-mile rail trail between Gaylord and Mackinaw City has a surface of compacted limestone that is suitable for virtually any bicycle tire. Its uses include not only bicycling but also walking, horseback riding, and in the winter snowmobiling. Trailheads in Gaylord, Vanderbilt, Wolverine, Indian River, Cheboygan, and Mackinaw City.

North Eastern State Trail: Traversing 71 miles between Alpena and Cheboygan, this trail joins up with the North Central State Trail just south of Lincoln Street in Cheboygan. With a crushed limestone surface, this trail follows the path first made possible by the lumber industry in the need to transport lumber by rail.

2. *How do the resources shown in this photo help to tell the byway's story?*

The photo depicts a bicyclist experiencing the North Central State Trail. Northeast Michigan has 3,000 miles of trails (929 miles hiking, 484 miles biking, 780 miles skiing, 280 miles horseback riding, 1,221 miles snowmobiling, 996 miles ORVing). This recreational trail story is extremely important to the coastal byway.

3. *How is this resources linked to the other resources along the byway corridor?*

See above.

4. *How is this resource linked to the roadway?*

Portions of these rail trails are directly adjacent to US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

State of Michigan – represented on US 23 Management Council.

**Lighthouses (Straits Area)**

Map Reference #: 10

Photo #: 001-10

Tourism Readiness #: variable

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



1. *Why is this scene important?*

Michigan lighthouses were beacons of brilliance as they guided sailors along the Michigan coastline.

While some lighthouses are still in operation, others have been converted to museums in order to share their stories. The Straits Area boasts numerous lighthouses and lighthouse ruins to explore: Old Mackinac Point Light, McGulpin Point Light, Cheboygan Crib Light, Cheboygan River Front Range Lighthouse, Poe Reef Light, Fourteen Foot Shoal Light, Spectacle Reef Light, and the Bois Blanc Lighthouse.

2. *How do the resources shown in this photo help to tell the byway's story?*

The photo depicts McGulpin Point Lighthouse – one of the many lighthouses accessible to the public. Lighthouses play an essential role of the maritime history of the coast.

3. *How is this resources linked to the other resources along the byway corridor?*

Many lighthouses tell the maritime story of the coastal Heritage Route. These are prominently featured sites along the route.

4. *How is this resource linked to the roadway?*

Most of the Cheboygan/Mackinaw area lighthouses are a short distance from US 23. Some are not accessible to the public but can be viewed from the water.

5. *Has this resource been recognized by any regional or national program or organization?*

Great Lake Lighthouse Keepers Association

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Varies depending on lighthouse – McGulpin Point (Emmet County), Spectacle Reef Light and Poe Reef Light (Coast Guard), Old Mackinac Point (Mackinac State Historic Parks), Cheboygan River Front Range Light (Great Lake Lighthouse Keepers Association – represented on Cheboygan/Mackinaw Area Heritage Route Team).

**Cheboygan & Mackinaw Marinas**

Map Reference #: 11

Photo #: 001-11

Tourism Readiness #: 5

Archaeological

- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The Mackinaw City Municipal Marina, Straits State Harbor, the Cheboygan County Marina and the Cheboygan Municipal Marina all provide an expansive view of the Straits and provide access the route’s greatest asset of all – Lake Huron.

**2. How do the resources shown in this photo help to tell the byway’s story?**

The photo depicts the Cheboygan Marina – one of over 100 lake access points along the route telling the story of the accessibility of the natural resources of the route.

**3. How is this resources linked to the other resources along the byway corridor?**

Each lake access point is linked through a designated Huron Blueways water trail – prominently featured on the US 23 website.

**4. How is this resource linked to the roadway?**

Many of the lake access points are located either on or very near to US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Cheboygan County (Cheboygan County Marina), City of Cheboygan (Cheboygan Municipal Marina), Mackinaw City Municipal Marine (Village of Mackinaw City), Straits State Harbor (State of Michigan) – all represented on either

Cheboygan/Mackinaw Area Heritage Route Team or US 23 Management Council.

**Cheboygan Opera House**

Map Reference #: 12

Photo #: 001-12

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

The Opera House, originally constructed in 1877, was restored in 1984. This acoustically superb theater has become a focal point for entertainment in the Straits Area.

**2. How do the resources shown in this photo help to tell the byway’s story?**

The Cheboygan Opera House is an example of a beautifully restored arts venue along the route.

**3. How is this resources linked to the other resources along the byway corridor?**

There is a significant and organized “Art Trail” along the route. The Cheboygan Opera House is one of the focal points of this trail.

**4. How is this resource linked to the roadway?**

The Opera House is two blocks from US 23 in the City of Cheboygan.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Cheboygan Area Arts Council.

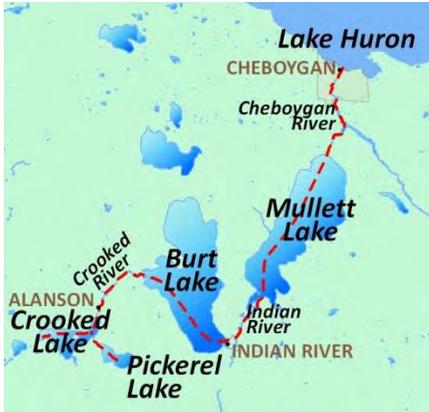
## Inland Waterway

Map Reference #: 13

Photo #: 001-13

Tourism Readiness #: 2-5 (depending on access site)

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



### *1. Why is this scene important?*

The Inland Waterway encompasses a 38.2-mile route from Lake Huron to Crooked Lake. In between, visitors travel the Cheboygan River, Mullett Lake, Indian River, Burt Lake, Crooked River and into Crooked Lake. This unique chain of lakes and rivers was once a vital means of transportation for the area. Visitors will travel through two locks - one located in Cheboygan and the other near Alanson.

### *2. How do the resources shown in this photo help to tell the byway's story?*

This photo shows the extent of the waterway which connects the inland lakes to Lake Huron.

### *3. How is this resources linked to the other resources along the byway corridor?*

The Inland Waterway allows visitors to experience the natural beauty of river and lake corridors while also traveling on an historic Native American transportation route.

### *4. How is this resource linked to the roadway?*

The Inland Waterway crosses under US 23 in the City of Cheboygan.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

N/a.

## The History Center of Cheboygan

### County

Map Reference #: 14

Photo #: 001-14

Tourism Readiness #: 4

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



### *1. Why is this scene important?*

Located at Huron and Court Streets in Cheboygan, the complex consists of four buildings which house artifacts and historic exhibits of the past and allow visitors a glimpse into the past cultures of the Straits area. The grounds also display the Memorial Rose Garden and beautiful perennial garden.

### *2. How do the resources shown in this photo help to tell the byway's story?*

This photo shows one of the buildings at the Cheboygan History Center. Museums such as this tell the story of past ways of life along the route.

### *3. How is this resources linked to the other resources along the byway corridor?*

This is one of many local museums which tell even more local stories along the route.

### *4. How is this resource linked to the roadway?*

The Cheboygan History Center is just a few blocks off US 23.

5. *Has this resource been recognized by any regional or national program or organization?*
6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Cheboygan History Center – represented on the Cheboygan/Mackinaw Area Heritage Route Team.

### **Cheboygan State Park**

Map Reference #: 15

Photo #: 001-15

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- ✓ Scenic



1. *Why is this scene important?*

Cheboygan State Park has a system of well-marked trails that provide access to scenic Lake Huron vistas and glimpses of rare wildflowers. Modern camping, rustic cabins, and teepees are all available, as well as a carry-in boat launch on Duncan Bay, and fishing on both the bay and Elliot Creek.

2. *How do the resources shown in this photo help to tell the byway's story?*

This photo shows the beach at Cheboygan State Park. The beach and trails at the site tell the story of the abundant natural resources (including access to Lake Huron) along the Route.

3. *How is this resources linked to the other resources along the byway corridor?*

Cheboygan State Park is one of several State Parks along the route. In addition, it offers examples of the abundant trail systems available along the route.

4. *How is this resource linked to the roadway?*

The road to the State Park is connected to US 23.

5. *Has this resource been recognized by any regional or national program or organization?*
6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Michigan Department of Natural Resources – represented on the US 23 Management Council.

# Presque Isle County Resource Inventory



## **Black Mountain Forest Recreation Area**

Map Reference #: 1

Photo #: 002-1

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



### ***1. Why is this scene important?***

The Black Mountain Recreation Area offers a vast network of marked trails for hiking, biking, ATV excursions, horseback riding, snowshoeing, and snowmobiling. With over 30 miles available for hiking, 60 miles for off road vehicles, and 80 groomed miles for snowmobiling, the area is ideal for any type of outdoor adventure at any skill level. Parking and trail access at Black Mountain are located at a number of locations, including the Black Lake State Forest Campground and the Twin Lakes State Forest Campground.

### ***2. How do the resources shown in this photo help to tell the byway's story?***

This photo depicts one of the many trail experiences to be had along the coastal area.

### ***3. How is this resources linked to the other resources along the byway corridor?***

Hundreds of miles of trail systems for all user types are located in the coastal counties. Black Mountain is a unique area which offers the most extensive network of various types of trail uses in one location.

### ***4. How is this resource linked to the roadway?***

This resource connects to US 23 via Town Hall Highway or Alpena State Road.

### ***5. Has this resource been recognized by any regional or national program or organization?***

### ***6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

Michigan Department of Natural Resources – represented on the US 23 Management Council (and local trail user groups represented on Cheboygan Area Heritage Route Team.

## **Ocqueoc Falls**

Map Reference #: 2

Photo #: 002-2

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- ✓ Scenic



### ***1. Why is this scene important?***

The largest falls in the Lower Peninsula, Ocqueoc (interpreted as “crooked river or water”) has two falls - the upper and lower approximately 300’ apart. Rustic camping is available at the Ocqueoc Falls State Forest Campground. Hike, ski or mountain bike the 6-mile Bicentennial Pathway, fish, or enjoy the wildlife in this beautiful park. The falls was a significant site in Native American history. It is also the only universally-accessible waterfall in the United States and allows visitors the opportunity to swim in the falls.

### ***2. How do the resources shown in this photo help to tell the byway's story?***

This photo depicts the portion of the falls which are accessible to swimming. Ocqueoc Falls is one of the most significant attractions of the area and allows users to literally immerse themselves in the type of natural resources available along the byway.

3. *How is this resources linked to the other resources along the byway corridor?*

Outdoor recreation is the byway’s largest attraction type, therefore this site is one of many available to travelers.

4. *How is this resource linked to the roadway?*

This resource a 15 minute drive from US 23 on M-68.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Michigan Department of Natural Resources – represented on the US 23 Management Council. Ocqueoc Falls is also represented on the Presque Isle Heritage Route Team.

**40 Mile Point Lighthouse Park**

Map Reference #: 3

Photo #: 002-3

Tourism Readiness #: 4

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



1. *Why is this scene important?*

The 1896 lighthouse features a restored bunkhouse gift shop, the Calcite Pilothouse, picnic area, and beach. In addition to being able to tour the lighthouse, visitors can also view a shipwreck, the

Joseph Fay, on the Lake Huron beach behind the lighthouse.

2. *How do the resources shown in this photo help to tell the byway’s story?*

The photo depicts the lighthouse as seen from the beach. This site contributes to the powerful maritime story. Interpretive displays are viewable inside the lighthouse.

3. *How is this resources linked to the other resources along the byway corridor?*

This site is connected to other maritime history resources along the byway including other lighthouses and shipwrecks. This resource is also physically linked to others via the Huron Sunrise Trail – a paved bike path along Lake Huron from 40 Miles Point to Rogers City.

4. *How is this resource linked to the roadway?*

This resource is accessed directly from US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Presque Isle County. Managed by the 40 Mile Point Lighthouse Society – represented on the Presque Isle Area Heritage Route Team.

**Glawe School**

Map Reference #: 4

Photo #: 002-4

Tourism Readiness #: 4

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

Glawe School was built in 1885 by Christian Glawe. Glawe School is a one-room schoolhouse located in 40 Mile Point Lighthouse Park.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the Glawe School – it gives insight into the culture of the late 1800's.

**3. How is this resources linked to the other resources along the byway corridor?**

Other sites along the route also give a glimpse into life in the 19th century including another one-room school house located in Alcona County.

**4. How is this resource linked to the roadway?**

This resource is accessed directly from US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Presque Isle County.

**Sacred Rock**

Map Reference #: 5

Photo #: 002-5

Tourism Readiness #: 1

- Archaeological
- ✓ Cultural
- Historic
- ✓ Natural
- Recreational
- Scenic



**1. Why is this scene important?**

This massive boulder of Engodine dolomite, measuring 20' X 8' X 6', was deposited along the shore when the last glacier receded from the Great Lakes. The Indians believed it was sacred and were known to make sacrifices at the rock whenever they passed up or down the lake.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo shows Sacred Rock.

**3. How is this resources linked to the other resources along the byway corridor?**

This site contributes to the natural history story of the glaciation of the area but also to the Native American story prevalent in Presque Isle and Cheboygan Counties.

**4. How is this resource linked to the roadway?**

This site is located off Huron Shore Road which is accessed by US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

This rock is on land owned by the State of Michigan – represented on the US 23 Management Council.

**P.H. Hoeft State Park**

Map Reference #: 6

Photo #: 002-6

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- ✓ Scenic



**1. Why is this scene important?**

One of Michigan's oldest State Parks, Hoefft State Park was established in the early 1920's on property donated to the State of Michigan by local lumberman Paul H. Hoefft, one of the area's first settlers. Hoefft State Park was further developed by the CCC during the 1930's, and many of the structures that remain in the park today date to that era. Hoefft State Park is also adjacent to the Huron Sunrise Trail and has several listed geocaching sites. The park area on the west side of US 23 is open to hunting and also contains a cross country ski trail.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the beautiful sandy beach of Lake Huron and communicates the nature of the recreational site.

**3. How is this resources linked to the other resources along the byway corridor?**

The park is another gem in a string of recreational sites along the byway.

**4. How is this resource linked to the roadway?**

The park is directly accessed from US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Michigan Department of Natural Resources – represented on the US 23 Management Council and the Presque Isle Area Heritage Route Team.

**Harbor View/Quarry View**

Map Reference #: 7

Photo #: 002-7

Tourism Readiness #: 3

Archaeological

- Cultural
- Historic
- ✓ Natural
- Recreational
- Scenic



**1. Why is this scene important?**

At Quarry View, visitors stand at the observation deck and overlook the world's largest open pit limestone quarry or visitors can watch the ships being loaded at nearby Harbor View, one of the few places in Michigan where observers can get such a close-up view.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the view at Quarry View where visitors can stand on the platform and look down into the world's largest limestone quarry. One of the stories of the byway is that of geology – most notably limestone.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource shows the extent of the geologic resources of the area. This same limestone is responsible for the Karst topography and fossil collecting areas on the route.

**4. How is this resource linked to the roadway?**

Quarry View is located directly on US 23 (business route) while Harbor View is within Rogers City and is accessed from Calcite Road (a few blocks from US 23).

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Carmeuse Lime and Stone – not directly on the committee but participates in activities within the program.

## Thompson's Harbor State Park

Map Reference #: 8

Photo #: 002-8

Tourism Readiness #: 2

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



### *1. Why is this scene important?*

Situated along 7.5 miles of Lake Huron shoreline, this undeveloped park provides a rustic retreat for hikers exploring the park's 6 miles of trails. Hike in late May and June to see beautiful spring wildflower blooms. The rare dwarf lake iris may be seen in late May along the trails and on the shoreline just west of Observatory Point. Thompson's Harbor now has 2 rustic cabins.

### *2. How do the resources shown in this photo help to tell the byway's story?*

The photo depicts the beach area with Lake Huron in the background. Thompson's Harbor offers visitors an opportunity to experience the natural features of the area in an undeveloped state.

### *3. How is this resources linked to the other resources along the byway corridor?*

This site is one of many recreational sites that allow visitors to experience nature.

### *4. How is this resource linked to the roadway?*

This site is located directly on US 23.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Michigan Department of Natural Resources – represented on the US 23 Management Council and the Presque Isle Area Heritage Route Team.

## New Presque Isle Lighthouse

Map Reference #: 9

Photo #: 002-9

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



### *1. Why is this scene important?*

Presque Isle Light Station is a complex of three historic buildings including a lighthouse tower and two keeper's residences. Located on the Lake Huron shoreline near Presque Isle Harbor, the "New Presque Isle Light" is the tallest lighthouse tower accessible by the public on the Great Lakes. Built in 1870, it replaced the 1840 harbor light. The light station complex is part of a 99-acre township park that includes a playground, picnic area, pavilion and nature trails. An unattached 1905 keeper's dwelling has been painstakingly restored. It is now a museum that provides visitors with an opportunity to learn about local history, as well as how keepers and their families lived.

### *2. How do the resources shown in this photo help to tell the byway's story?*

This lighthouse is one of the many maritime history stories that are so prevalent along the route.

3. *How is this resources linked to the other resources along the byway corridor?*

This resource is linked to other lighthouses and shipwrecks along the coast.

4. *How is this resource linked to the roadway?*

This resource is approximately six miles from US 23 via Grand Lake Road.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Presque Isle Township (owner); managed by the Presque Isle Township Museum Society.

### **Old Presque Isle Lighthouse**

Map Reference #: 10

Photo #: 002-10

Tourism Readiness #: 4

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



1. *Why is this scene important?*

The Old Presque Isle Lighthouse is one of the oldest surviving lighthouses on the Great Lakes. Built in 1840, the harbor light operated until 1871 when the keeper transferred to a new, taller, coastal lighthouse a mile to the north. The Old Presque Isle Lighthouse park is a complex composed of two main structures, a keepers dwelling and a light tower. Visitors can climb the hand-hewn stone steps for a panoramic view of the Lake Huron

shoreline and Presque Isle Harbor. Nearby is the one-story side-gabled brick keeper's dwelling which serves as a hands-on museum. Here, visitors can blow foghorns and examine other interesting artifacts and ring the bell from the Lansing City Hall clock tower. Tipping the scales at 3,425 pounds, this bronze bell is much bigger than the Liberty Bell.

2. *How do the resources shown in this photo help to tell the byway's story?*

This lighthouse is one of the many maritime history stories that are so prevalent along the route.

3. *How is this resources linked to the other resources along the byway corridor?*

This resource is linked to other lighthouses and shipwrecks along the coast..

4. *How is this resource linked to the roadway?*

This resource is approximately six miles from US 23 via Grand Lake Road.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Presque Isle Township (owner); managed by the Presque Isle Township Museum Society.

### **Huron Sunrise Trail**

Map Reference #: 11

Photo #: 002-11

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

Winding through woods with a spur to the Herman Vogler Conservation Area and north along Lake Huron from Rogers City, the Huron Sunrise Trail is one of northern Michigan’s most beautiful. The all-asphalt trail ends at 40-Mile Point Light for an 8 mile ride.

**2. How do the resources shown in this photo help to tell the byway’s story?**

The photo depicts the trail with scenic views of Lake Huron in the background.

**3. How is this resources linked to the other resources along the byway corridor?**

This trail is one of many trails linking resources in the coastal area. This particular trail links site sin Rogers City to P.H. Hoeft State Park and 40 Mile Point Light.

**4. How is this resource linked to the roadway?**

The trail runs alongside US 23 and can be accessed at many points in Rogers City as well as at P.H. Hoeft State Park and 40 Mile Point.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Ownership varies based on segment (MDOT and City of Rogers City). Both are represented on US 23 Presque Isle Area Heritage Route Team and US 23 Management Council.

**Seagull Point Park**

Map Reference #: 12

Photo #: 002-12

Tourism Readiness #: 4

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- ✓ Scenic



**1. Why is this scene important?**

Seagull Point is a favorite place to watch sunsets. The park features an extensive network of nature trails, a mile of unspoiled beach, low dunes and woodlands, and a nice view of the shoreline back to Rogers City and beyond.

**2. How do the resources shown in this photo help to tell the byway’s story?**

This park helps to tell the story of the natural settings available in parks along the route.

**3. How is this resources linked to the other resources along the byway corridor?**

The park is one of the many parks along the route where visitors can enjoy spectacular views of Lake Huron.

**4. How is this resource linked to the roadway?**

This park abuts US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of Rogers City - represented on US 23 Presque Isle Area Heritage Route Team.

**Herman Vogler Conservation Area**

Map Reference #: 13

Photo #: 002-13

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The HVCA contains more than seven miles of trails, all used by hikers, cross-country skiers, hunters and nature lovers. Four main trails run along Trout River and are beginner, moderate and challenging. The trail system traces a path through a constantly changing blend of habitats that range from hardwood highlands to cedar thickets and marshes. There are public restrooms and picnic areas adjacent to the parking lot located at the Trout River Dam, which is located within the park, and which is a favorite spot for fishermen.

**2. How do the resources shown in this photo help to tell the byway's story?**

This park continues the story of natural resources and the amazing variety of public land available for visitors to tour.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource is linked to the Huron Sunrise Trail and other points along that trail.

**4. How is this resource linked to the roadway?**

This resource is accessed off US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Presque Isle Conservation District

**Great Lakes Lore Maritime Museum**

Map Reference #: 14

Photo #: 002-14

Tourism Readiness #: 4

- Archaeological
- ✓ Cultural
- ✓ Historic

Natural  
Recreational  
Scenic



**1. Why is this scene important?**

The Great Lakes Lore Maritime Museum specializes in memories, not just artifacts. The generations of men and women who risked life itself to sail these waters are enshrined and remembered here as are their uniforms, personal possessions, navigational and other maritime tools. Visitors can view four centuries of fascinating Great Lakes history.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo shows a portion of the collection which tells the maritime history story and how it relates to the culture of Rogers City.

**3. How is this resources linked to the other resources along the byway corridor?**

This is one of several maritime museums along the coast which contribute the maritime story.

**4. How is this resource linked to the roadway?**

This site is directly on Business US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Great Lakes Lore Maritime Museum – a membership organization.

**Presque Isle County Historical Museum**

Map Reference #: 15

Photo #: 002-15

Tourism Readiness #: 4

- Archaeological
- ✓ Cultural
- ✓ Historic

Natural  
Recreational  
Scenic



**1. Why is this scene important?**

Located in the historic "Bradley" House, the Presque Isle County Historical Museum contains numerous exhibits that chronicle the development of the county from the days of the lumbermen, to the area's reliance on basic industry and shipping.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo shows the exterior of the "Bradley House" which now houses the Historical Museum.

**3. How is this resources linked to the other resources along the byway corridor?**

This museum literally tells the story of other sites along the route including the limestone quarry, maritime history, and the logging era.

**4. How is this resource linked to the roadway?**

This site is one block off Business US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Presque Isle County Historical Museum – represented on the Presque Isle Area Heritage Route Team.

**Rogers City Marina**

Map Reference #: 16

Photo #: 002-16

Tourism Readiness #: 4

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The "Customs Port of Entry" is along the waterfront. A beautiful harbor invites sailboats and cruisers into a state-of-the-art facility. A port of entry, which makes for a great jumping off point to the North Channel. The harbor is home for 92 seasonal and 34 transient slips. An extended breakwall assures smooth dockage for boats coming in off Lake Huron. The breakwall extension has a fishing platform for anglers wishing to try their luck. Adjacent to the marina is Lakeside Park with its playground and swimming beach. Restaurants and shopping just a few blocks away.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo shows boats docked in the marina. Boating is a large part of the recreational story along Lake Huron.

**3. How is this resources linked to the other resources along the byway corridor?**

The marina links boaters to many other resources only accessibly by boat including shipwrecks, islands, and lighthouses.

**4. How is this resource linked to the roadway?**

This site is several blocks off Business US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of Rogers City – represented on the Presque Isle Area Heritage Route Team.

## **Sinkholes (Mystery Valley & Thunder Bay Karst Preserve)**

Map Reference #: 17

Photo #: 002-17

Tourism Readiness #: 2

- Archaeological
- Cultural
- Historic
- ✓ Natural
- Recreational
- Scenic



### ***1. Why is this scene important?***

The 76-acre Mystery Valley Karst Preserve and Nature Sanctuary contains one of the largest karst “collapse valleys” in the Great Lakes region, several dramatic earth cracks and a lake that rises and falls, and sometimes disappears. Visitors to the preserve can follow two self-guided trails: Earthcrack Trail and Valley Trail. Earthcrack Trail passes a series of cracks, including two that converge into one that’s several hundred feet long and nearly 15 feet deep. Following the Valley Trail, visitors can see fossils of marine invertebrates such as brachiopods, bryzoa and crinoids that lived some 350 million to 400 million years ago. The Thunder Bay Karst Preserve combines two adjoining preserves obtained by the conservancy in the 1990s.

### ***2. How do the resources shown in this photo help to tell the byway’s story?***

This photo shows a canoer on the lake that rises and falls in Mystery Valley. These sites are part of the story of the unique geology of the area which resulted in sinkholes around the region.

### ***3. How is this resource linked to the other resources along the byway corridor?***

This resource is part of a larger geologic story which can be witnessed at the quarries and at fossil digging sites along the coast.

### ***4. How is this resource linked to the roadway?***

This site is approximately 20 miles from US 23 but connects to the story of the Karst Coast.

### ***5. Has this resource been recognized by any regional or national program or organization?***

Michigan Karst Conservancy

### ***6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

Michigan Karst Conservancy – represented on the Alpena Area Heritage Route Team.

# Alpena County Resource Inventory



## Alpena County Resource Inventory

### Great Lakes Maritime Heritage Center / Thunder Bay National Marine Sanctuary

Map Reference #: 1

Photo #: 003-1

Tourism Readiness #: 5

- ✓ Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



#### 1. *Why is this scene important?*

Thunder Bay was designated as a national marine sanctuary to protect a nationally significant collection of over 200 shipwrecks that lie in Lake Huron off the coast of Alpena County, Michigan. These vessels rest in an area known as Shipwreck Alley and tell stories of the development of the Great Lakes region and the western expansion of the United States. Visitors can fish, kayak, snorkel, or dive the wrecks. Travelers can also visit NOAA's Great Lakes Maritime Heritage Center and experience the interactive Exploring the Shipwreck Century exhibit. The exhibit features a life-size hand-built replica of a portion of a 1800s Great Lakes schooner, a re-creation of a shipwreck site, artifact lab, and hundreds of interpretive learning opportunities.

#### 2. *How do the resources shown in this photo help to tell the byway's story?*

This photo depicts the Defiance, one of the many well-preserved shipwrecks in the sanctuary. The shipwrecks tell the maritime history story of the

byway – this story is told in the Great Lakes Maritime Heritage Center (museum) and also to visitors on the glass-bottomed boat (Alpena Shipwreck Tours) or visitors who choose to dive the wrecks. The maritime story is one that truly shaped the culture of the area.

#### 3. *How is this resources linked to the other resources along the byway corridor?*

Hundreds of shipwrecks are located along the coast forming a shipwreck trail. In addition, the many lighthouses of Lake Huron play a part in the maritime story.

#### 4. *How is this resource linked to the roadway?*

Hundreds of shipwrecks are located just off the coast. Ove 100 water access points are accessible just off US 23.

#### 5. *Has this resource been recognized by any regional or national program or organization?*

Designated a National Marine Sanctuary.

#### 6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The shipwrecks are protected by National Marine Sanctuary status (NOAA) and by the designation of a State Underwater Preserve (State of Michigan). NOAA (Sanctuary) is represented on the Alpena Area Heritage Route Team and the US 23 Management Council.

### Alpena Shipwreck Tours

Map Reference #: 1

Photo #: 003-1a

Tourism Readiness #: 5

- ✓ Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

Visitors can explore the shipwrecks 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. The Lady Michigan docks just behind the Heritage Center in the Thunder Bay River and offers tours throughout the boating season.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo depicts the glass-bottomed boat of Alpena Shipwreck Tours. This boat is the primary resource by which visitors are able to experience the shipwrecks firsthand.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource is the method by which visitors experience the maritime story without getting wet.

**4. How is this resource linked to the roadway?**

This resource is several blocks off US 23 at the Maritime Heritage Center.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Owned by Alpena Shipwreck Tours.

**City of Alpena Marina**

Map Reference #: 2

Photo #: 003-2

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The City of Alpena Marina is a full-service marina in the heart of downtown Alpena. 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.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo depicts sailboats in the harbor. The marina is one of the primary access points to Lake Huron – a major recreational feature for boaters.

**3. How is this resources linked to the other resources along the byway corridor?**

Lake Huron boasts over 100 public access points along the coast. The marina is one of the accesses that can accommodate large vessels and that provide other recreational amenities to boaters. In addition, charter boats operate out of this marina.

**4. How is this resource linked to the roadway?**

This resource is one block from US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of Alpena - represented on the Alpena Area Heritage Route Team and the US 23 Management Council.

**Besser Museum for Northeast Michigan**

Map Reference #: 3

Photo #: 003-3

Tourism Readiness #: 5

- ✓ Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

The Besser Museum for Northeast Michigan is an accredited educational institution dedicated to serving the public of all ages and abilities in art, history, and science. Through research, it collects, preserves, and interprets artifacts, specimens, and information concerning the 15 counties in Northeast Michigan. Through programs and exhibits, it promotes understanding and appreciation of the past and present. The museum also features special limited-time exhibits as well as a planetarium.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the front of the museum and also one of the metal sculptures located all over the coastal area – produced by Moran Iron Works – which form a iron sculpture trail. The museum helps to tell the many stories located along the byway by presenting exhibits from Native American history, geology, shipping, limestone and cement block production, etc.

**3. How is this resources linked to the other resources along the byway corridor?**

This site links many of the byway stories together by exhibiting them in one building.

**4. How is this resource linked to the roadway?**

This site is accessed a very short distance off US 23 on Johnson Street.

**5. Has this resource been recognized by any regional or national program or organization?**

Accredited by the American Association of Museums

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

The Besser Museum is an educational 501(c)3 and is represented on the Alpena Area Heritage Route Team.

**Rockport State Recreation Area**

Map Reference #: 4

Photo #: 003-4

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- ✓ Natural
- Recreational
- ✓ Scenic



**1. Why is this scene important?**

Rockport State Recreation Area covers nearly 6 square miles. The park features an inactive limestone quarry, a deep water harbor with boat launch, trails, parking and picnic areas, eight large and several small sinkholes and miles of forested land. Fossils of invertebrate sea life can be found in the old quarry.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo shows a remnant of where freighters were loaded with rock for building and paving materials (part of the limestone resource story). Boats currently launch from this area and spectacular scenic views are available here.

**3. How is this resources linked to the other resources along the byway corridor?**

Rockport provides a link to many of the byway's stories including shipping (shipwrecks are located offshore), geologic (fossil hunting and sinkholes), and recreational (trails).

**4. How is this resource linked to the roadway?**

This site is located on Rockport Road which is connected to US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

State of Michigan – the MDNR is represented on the US 23 Management Council. In addition, the Friends of Rockport are represented on the Alpena Area Heritage Route Team.

**Alpena Bi-Path**

Map Reference #: 5

Photo #: 003-5

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The Alpena Bi-Path is a bicycle and pedestrian pathway throughout the City. Users can bike, walk, roller blade and skateboard on the 18+ miles of paved pathway and access all 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. A section follows the shore of the Thunder Bay River through the Alpena County Fairgrounds. The Bi-Path encompasses the Maritime Heritage Trail located along the Thunder Bay River next to the Great Lakes Maritime

Heritage Center and spans the Thunder Bay River to connect the Maritime Heritage Trail to Rotary Island.

**2. How do the resources shown in this photo help to tell the byway's story?**

The photo depicts the portion of the Bi-Path that spans the Thunder Bay River. This section of Bi-Path is also known as the Maritime Heritage Trail which offers interpretive outdoor panels which allow visitors a glimpse into the maritime story of Alpena.

**3. How is this resources linked to the other resources along the byway corridor?**

The Bi-Path links resources with the Alpena area and provides a piece of the greater story of recreational trails along the coast.

**4. How is this resource linked to the roadway?**

The Bi-Path is adjacent to US 23 in many places.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of Alpena – represented on the US 23 Management Council and the Alpena Area Heritage Route Team.

**Island Park**

Map Reference #: 6

Photo #: 003-6

Tourism Readiness #: 4

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- ✓ Scenic



**1. Why is this scene important?**

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 joggers, walkers, photographers, fishermen, and nature lovers 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.

2. *How do the resources shown in this photo help to tell the byway's story?*

The photo depicts the view from one of the platforms. The view shows the Thunder Bay River and the wildlife sanctuary.

3. *How is this resources linked to the other resources along the byway corridor?*

This resource is a portion of the recreational story (trails) as well as a part of the natural resource story – at this location visitors have a chance to experience flora and fauna of the coast right in the middle of the city. These resources are easily viewed and are accessible within a short walking distance from the parking lot.

4. *How is this resource linked to the roadway?*

Island Park is directly on US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

City of Alpena – represented on the US 23 Management Council and the Alpena Area Heritage Route Team.

### **Long Lake Park**

Map Reference #: 7

Photo #: 003-7

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

This county park occupies 68 acres and offers a total of 105 campsites adjacent to the 5,652 acres of water that make up Long Lake. 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.

2. *How do the resources shown in this photo help to tell the byway's story?*

The Sunrise Coast has long been known as an outdoor recreation destination. This park is one example of a campground that offers visitors a wide range of amenities. It is sites like Long Lake that tell the recreational story.

3. *How is this resources linked to the other resources along the byway corridor?*

This site is one of many recreational sites that allow visitors to experience outdoor recreation.

4. *How is this resource linked to the roadway?*

This site is directly on US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Alpena County – represented on the Alpena Heritage Route Team.

### **Paul Bunyan**

Map Reference #: 8

Photo #: 003-8

Tourism Readiness #: 1

- Archaeological

- ✓ Cultural
- Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

These statues have become an iconic photo spot along US 23. Babe was white at the time he was built in 1937/38 on the hill across from the Lookout Inn. The legend was that a white cow on a hill signified good luck. In 1950, new owners bought the hill and Babe was painted blue. Paul was built in 1953. In 2006, Paul and Babe were moved to their present location and were restored in 2007.

**2. How do the resources shown in this photo help to tell the byway's story?**

This resource provides a visual reminder of the logging history of the area. While the statues themselves represent a fictional character, they serve to remind the visitor of the lumbering era. This site is also one of the most photographed on the route.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource links to other sites that tell the logging story.

**4. How is this resource linked to the roadway?**

This site is directly on US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Sanborn Township - represented on the US 23 Management Council and the Alpena Area Heritage Route Team.

**45th Parallel**

Map Reference #: 9

Photo #: 003-9

Tourism Readiness #: 1

- Archaeological
- Cultural
- Historic
- Natural
- Recreational
- ✓ Scenic



**1. Why is this scene important?**

Approximately halfway along the US 23 Heritage Route, visitors cross the 45th parallel. Countless people stop to have their photo taken underneath the sign.

**2. How do the resources shown in this photo help to tell the byway's story?**

This photo does not specifically contribute to any one byway story, however it is likely the most popular “unofficial” stopping point along the route. It designates a geographic milestone of being exactly halfway between the equator and the North Pole and people want to note that in their travels.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource doesn't link to any other resources along the byway except to mark a significant geographic marker.

**4. How is this resource linked to the roadway?**

This sign is directly on US 23 next to Squaw Bay, an expansive wetland area adjacent to Lake Huron. Until recent years, the Lake Huron Waters existed directly adjacent to this sign.

**5. Has this resource been recognized by any regional or national program or organization?**

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

MDOT owns the highway sign which is located in the ROW of US 23. MDOT is represented on the US 23 Management Council.

### **Dinosaur Gardens**

Map Reference #: 10

Photo #: 003-10

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

Dinosaur Gardens offers visitors a chance to tour a “prehistoric zoo” consisting of handmade dinosaur sculptures. This site is one of the more widely known recreational “oddbities” along the route.

2. *How do the resources shown in this photo help to tell the byway’s story?*

This site contributes to the recreational story along the route. This is one of the more popular recreational destinations. It allows visitors to hike on beautiful nature trails through a wooded area while also offering a glimpse into the prehistoric past of the U.S.

3. *How is this resources linked to the other resources along the byway corridor?*

This site is linked as another recreational destination of the route – it has become iconic as a must-see exhibit along the route.

4. *How is this resource linked to the roadway?*

This site is directly on US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

This site is privately owned.

### **Trail Systems**

Map Reference #: 11

Photo #: 003-11

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

There are numerous significant trail systems available in the Alpena Area. Norway Ridge Pathway and Chippewa Hills provide hiking, biking and skiing trails, Devils Lake Trails provide ORV trails, and a snowmobile trail system winds throughout the area and through the city.

2. *How do the resources shown in this photo help to tell the byway’s story?*

This photo shows Norway Ridge Pathway – a quality example of the outdoor recreational experience along the Sunrise Coast.

3. *How is this resources linked to the other resources along the byway corridor?*

These trails are linked to other recreational trail systems along the route. Many motorized and non-motorized trail systems are available along the route.

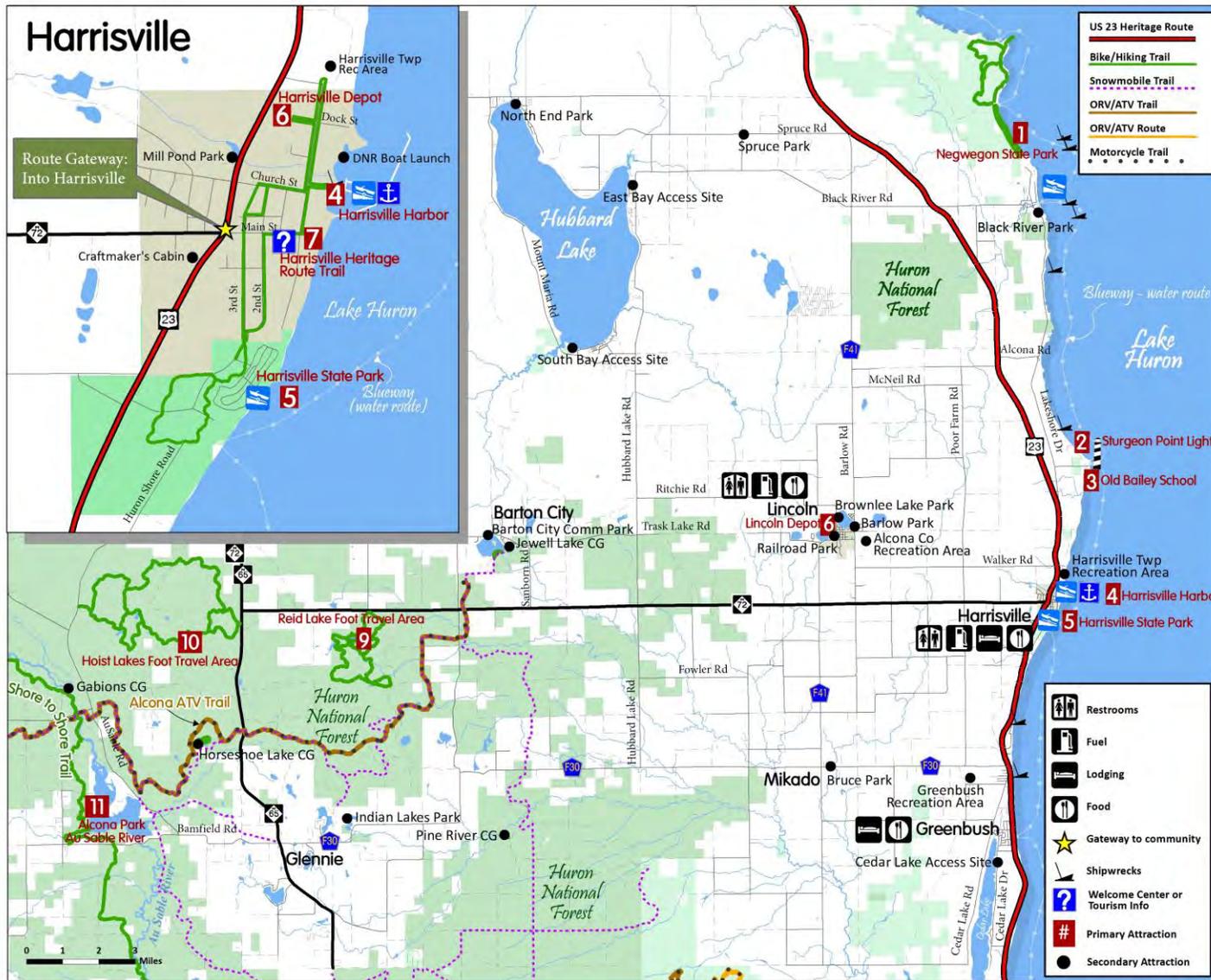
4. *How is this resource linked to the roadway?*

These resources are all located east of US 23 on State Forest land.

5. *Has this resource been recognized by any regional or national program or organization?*
6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

State of Michigan – the MDNR is represented on the Alpena Area Heritage Route Team and the US 23 Management Council.

# Alcona County Resource Inventory



# Alcona County Resource Inventory

## Negwegon State Park

Map Reference #: 1

Photo #: 004-1

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



### *1. Why is this scene important?*

Negwegon State Park is a 3,738 acre rustic, natural sand beach area open for hunting and hiking. The terrain is a mixture of low land and small ridges that include mature pine forest, hardwoods and aspen with pockets of open meadows mixed in. Negwegon hosts a beautiful undeveloped sandy beach on Lake Huron. The Algonquin Trail, the Chippewa Trail, and the Potawatomi Trail provide scenic hiking opportunities. Backcountry camping allows visitors to experience Negwegon's most scenic areas accessible only by hiking, kayaking or canoeing along the Lake Huron shore. Camping is available in Negwegon from April through November.

### *2. How do the resources shown in this photo help to tell the byway's story?*

This photo depicts the backcountry camping experience at Negwegon. This site adds to the recreational story along the route by providing that backcountry camping along the Lake Huron

shoreslines – for the traveler that does not desire the modern camping facilities so prevalent along the route.

### *3. How is this resources linked to the other resources along the byway corridor?*

This site links to the other camping experiences along the route and also provides hiking and kayaking experiences. In addition, there is the potential to tell a Native American story at this site due to the presence of Native American structures. However, this would require research and interpretation.

### *4. How is this resource linked to the roadway?*

Negwegon State Park is located between US 23 and Lake Huron. The access road is difficult, so improvements are needed.

### *5. Has this resource been recognized by any regional or national program or organization?*

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

State of Michigan – the MDNR is represented on the Alpena Area Heritage Route Team and the US 23 Management Council.

## Sturgeon Point Lighthouse

Map Reference #: 2

Photo #: 004-2

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- Recreational
- ✓ Scenic



### *1. Why is this scene important?*

Sturgeon Point juts into Lake Huron, and the waves off the point conceal a long and shallow reef which extends for almost a full mile beyond the visible confines of the land. In 1870, the Sturgeon Point Lighthouse became operational to mark the hazard of Sturgeon Point and continues to be an operational lighthouse today. The lighthouse was electrified and automated in 1939 and the last personnel left in 1941. The keeper's house is now a maritime museum maintained by the Alcona Historical Society. The keeper's house and the tower are both open to the public.

*2. How do the resources shown in this photo help to tell the byway's story?*

Sturgeon Point Light represents another link in the maritime story. Not only does it serve to provide an historic structure that visitors can tour to learn the role that lighthouses played in the Great Lakes, but visitors can walk out onto Sturgeon Point itself, thereby increasing their understanding of the shallow water hazards that ships endure.

*3. How is this resources linked to the other resources along the byway corridor?*

This resource links to the maritime story along the route. However, this would require research and interpretation.

*4. How is this resource linked to the roadway?*

Sturgeon Point is located off Lakeshore Drive which connects to US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The Sturgeon Point site is owned by the State of Michigan and the light is maintained by the Alcona County Historical Society – both of which are represented on the Alcona Area Heritage Route Team.

### **Old Bailey School**

Map Reference #: 3

Photo #: 004-3

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic

Natural  
Recreational  
Scenic



*1. Why is this scene important?*

Built in 1907 of Norway pine, the Bailey School is one of the few remaining one-room, log schoolhouses still standing in Michigan. The school bell still rings from atop the roof to summon students of history and simpler times. It was built at the site of C.A. Johnson Logging Camp west of Mikado for the children of the logging crews. It bears the name of a lumberman who was part of the crew that built the school and who supervised moving it in 1913 to a site on F-30, where it served the community until 1941. Partially restored in 1973, the structure was disassembled, moved and restored in 1998 to its current Sturgeon Point site. It is furnished with items used during its time, including a recitation bench, desks, drinking pail and dipper, and coal stove.

*2. How do the resources shown in this photo help to tell the byway's story?*

This photo depicts the exterior of the Old Bailey School. This resource helps to tell the story of everyday life in the early 20th century.

*3. How is this resources linked to the other resources along the byway corridor?*

This site links to other historic and cultural resources along the coast – all of which tell the story of what life was like.

*4. How is this resource linked to the roadway?*

Old Bailey School is located at the Sturgeon Point site - located off Lakeshore Drive which connects to US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The Sturgeon Point site is owned by the State of Michigan and the light is maintained by the Alcona County Historical Society – both of which are represented on the Alcona Area Heritage Route Team.

**Harrisville Harbor**

Map Reference #: 4

Photo #: 004-4

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

The Harrisville Harbor provides a total of 98 slips, 49 for transient and 49 for seasonal boaters. During the summer months, the Harbor Pavilion provides the backdrop for a variety of activities as well as the city’s summer concert series on Wednesday nights.

2. *How do the resources shown in this photo help to tell the byway’s story?*

The photo depicts the Harbor at sunrise. The Harbor provides a water access link along the route thereby adding to the recreational story but also provides one of the most stunning vistas of Lake Huron from the park atop the hill located on the Harbor grounds.

3. *How is this resources linked to the other resources along the byway corridor?*

The Harbor is one of over 100 Lake Huron access points along the route and one of many stunning views of Lake Huron.

4. *How is this resource linked to the roadway?*

This site is located a few blocks off US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

City of Harrisville – represented on the Alcona Area Heritage Route Team and the US 23. Management Council.

**Harrisville State Park**

Map Reference #: 5

Photo #: 004-5

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

Harrisville State Park features a campground and day-use area nestled in a stand of pine and cedar trees along the sandy shores of Lake Huron. The park is within walking distance of the resort town of Harrisville. Established in 1921, it is one of Michigan’s oldest state parks. The original park area consisted of six acres, much smaller than the current 107-acre size. Harrisville State Park also offers mini-cabins and rustic cabins all year long.

2. *How do the resources shown in this photo help to tell the byway’s story?*

Harrisville State Park contributes to the byway story by providing one of the most popular recreational sites along the route. Visitors can access Lake Huron, hike trails, and camp at the park. In fact, a trail through the park connects to the Harrisville Heritage Route in-town historic walking tour.

**3. *How is this resources linked to the other resources along the byway corridor?***

The park is another significant recreational site along the byway.

**4. *How is this resource linked to the roadway?***

Harrisville State Park is located on US 23.

**5. *Has this resource been recognized by any regional or national program or organization?***

**6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

Michigan DNR is represented on the Alcona Area Heritage Route Team and the US 23 Management Council.

**Historic Depots**

Map Reference #: 6

Photo #: 004-6

Tourism Readiness #: 0

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



**1. *Why is this scene important?***

Built in 1901 for the Detroit and Mackinac Railway Company, the Harrisville cut stone depot catered to 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. The Depot is one of the historic sites on the Harrisville Heritage Route Trail. A sister site, the Lincoln Depot, is a wood structure that has been standing since 1886 and was built by the Detroit, Bay City and Alpena Railroad. The Depot is located on Lake Street in Lincoln and served the community and the surrounding area until 1929. The first rail service to this area passed through Lincoln from the south and continued north through Ossineke and Alpena.

**2. *How do the resources shown in this photo help to tell the byway's story?***

Train travel is a story that is being told along the route and connects to the lumbering story.

**3. *How is this resources linked to the other resources along the byway corridor?***

Three depots are located along the route and, while the Harrisville Depot is not accessible to visitors on the inside, the Lincoln Depot and the Standish Depot are open for tours.

**4. *How is this resource linked to the roadway?***

The Harrisville Depot is one block off US 23 while the Lincoln Depot is 10 miles west of US 23.

**5. *Has this resource been recognized by any regional or national program or organization?***

**6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

No representation in the US 23 program.

**Harrisville Heritage Route Trail**

Map Reference #: 7

Photo #: 004-7

Tourism Readiness #: 3

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

This 2.5 mile pedestrian and bicycle trail winds along the picturesque streets of Harrisville. The trail begins at the Harrisville Harbor, follows portions of Lake Street, Church Street, Main Street, 3rd Street, and 2nd Street and connects to trails at Harrisville State Park at the south end of town and Harrisville Township Park at the north end. A Harrisville Heritage Route trail brochure guides visitors as they hike or pedal past such historic buildings as the former Widow’s Watch Bed and Breakfast (where the former roof-top gazebo can be seen sitting on the grounds of the property) and the Old Place Inn (where John Dillenger reportedly had coffee).

**2. How do the resources shown in this photo help to tell the byway’s story?**

The photo shows the Craftmakers Cabin – one of the historic sites on the trail. The cabin also serves as site to display local crafts.

**3. How is this resources linked to the other resources along the byway corridor?**

This trail links the stories at each of the sites with similar historic sites along the route.

**4. How is this resource linked to the roadway?**

The trail winds through Harrisville between US 23 and Lake Huron.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of Harrisville – represented on the Alcona Area Heritage Route Team and the US 23. Management Council.

**Alcona County Quilt Trail**

Map Reference #: 8

Photo #: 004-8

Tourism Readiness #: Depends on the site.

- Archaeological
- ✓ Cultural
- Historic
- Natural
- Recreational
- Scenic



**1. Why is this scene important?**

The Alcona County Quilt Trail winds up the coast of Lake Huron and inland across the rolling green fields of Alcona County. Visitors can download the driving directions and find the 8’ X 8’ quilt blocks on the sides of historic barns, at local parks, on historic churches, at a train depot, and hidden in many more unexpected places. Each quilt square tells a story about the location. Visitors can also travel the downtown Harrisville Walking Quilt Trail by visiting twelve downtown merchants and find 12” fabric quilt squares hanging in each.

**2. How do the resources shown in this photo help to tell the byway’s story?**

The quilt trail connects historic structures across the county and each quilt square tells a unique story and history, shipping, recreation, farming, etc. It is a unique way to represents a snapshot of all of the byway stories.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource links stories across the county which all tie into the stories along the coast.

**4. How is this resource linked to the roadway?**

This resource follows roads across Alcona County including US 23.

5. *Has this resource been recognized by any regional or national program or organization?*
6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The trail isn't owned by a single entity, but many of the sites at which quilt squares are located are owned by entities represented on the Alcona Area Heritage Route Team.

### **Reid Lake Quiet Area**

Map Reference #: 9

Photo #: 004-9

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



#### ***1. Why is this scene important?***

Reid Lake is a 3,000 acre back-country recreation experience that is closed to motor vehicles. 12 miles of gently rolling trails through the Huron National Forest will lead you around Reid Lake, once part of a northern Michigan farm. The ski trails are easily negotiated by a beginning skier, with enough rolling terrain to please even the more advanced skier. Hunting and fishing are permitted. Reid Lake boasts a large population of largemouth bass, perch, sunfish, and rainbow trout. Small boats, canoes, and inflatable rafts are permitted, but they must be carried in and out of the foot travel area.

#### ***2. How do the resources shown in this photo help to tell the byway's story?***

While this resource is not near US 23, it is one of the significant recreational resource along the county-wide corridor. It contributes to the

recreational and natural resource story in the coastal counties.

#### ***3. How is this resources linked to the other resources along the byway corridor?***

This site links to a string of recreational/natural area sites along the coastal county area.

#### ***4. How is this resource linked to the roadway?***

Parking lot and trailhead are located on M-72 approximately 18 miles off US 23.

#### ***5. Has this resource been recognized by any regional or national program or organization?***

#### ***6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?***

The US Forest Service owns this site – represented on the US 23 Management Council.

### **Hoist Lakes Foot Travel Area**

Map Reference #: 10

Photo #: 004-10

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



#### ***1. Why is this scene important?***

Hoist Lakes encompasses over 10,000 acres of pine, aspen and hardwood forests. The area is large enough to challenge any backpacking enthusiast. There are over 20 miles of trails winding through small pothole lakes and areas of beaver flooding, as well as over and around hills and ridges. As you travel through the area, watch for examples of timber harvesting and tree regeneration, wildlife management and watershed management. Hunting and fishing are permitted in season. The Hoist Lakes Area is home to white-tail deer, black bear,

raccoon, red fox, coyote, beaver, otter, mink, badger, skunk, and squirrel. North Hoist Lake is home to bass and sunfish while South Hoist Lake is a designated trout lake and is regularly stocked with rainbow trout. Byron Lake offers good bass and perch fishing.

*2. How do the resources shown in this photo help to tell the byway's story?*

While this resource is not near US 23, it is one of the significant recreational resource along the county-wide corridor. It contributes to the recreational and natural resource story in the coastal counties.

*3. How is this resources linked to the other resources along the byway corridor?*

This site links to a string of recreational/natural area sites along the coastal county area.

*4. How is this resource linked to the roadway?*

Parking lot and trailhead are located on M-72 approximately 23 miles off US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The US Forest Service owns this site – represented on the US 23 Management Council.

### **Alcona Park – Au Sable River**

Map Reference #: 11

Photo #: 004-11

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- Scenic



*1. Why is this scene important?*

Located on the historic AuSable River floodwaters above the Alcona Dam, this 1,100 acre park has three miles of shoreline on each side of this trophy fish-producing river. Surrounded by the Huron National Forest, it is a favorite home away from home for many vacationers. The river provides quality fishing of walleye, pike, perch, bass and trout. Canoeing, boating, swimming, fishing, hunting and wildlife viewing are all popular activities for visitors. 48 full-service campsites, 104 modern campsites, and 400 primitive campsites available.

*2. How do the resources shown in this photo help to tell the byway's story?*

This photo shows some of the iconic scenery on the Au Sable River. The “recreational” story continues with this site which offers the variety of outdoor recreation that this coastal corridor is renowned for.

*3. How is this resources linked to the other resources along the byway corridor?*

This site links to a string of recreational/natural area sites along the coastal county area.

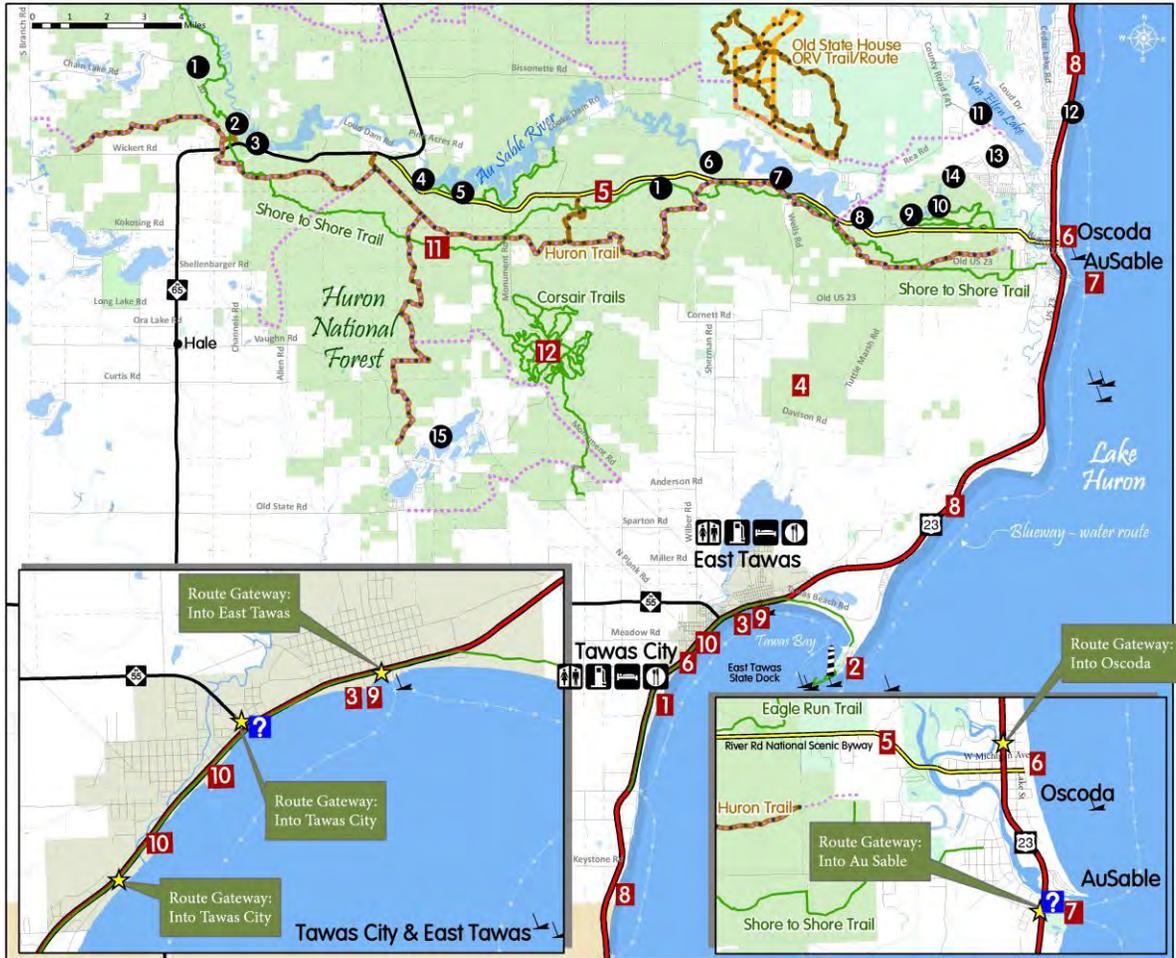
*4. How is this resource linked to the roadway?*

This resource is located on the west side of Alcona approximately 30 miles from US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

# Iosco County Resource Inventory



	Restrooms		US 23 Heritage Route
	Fuel		River Road National Scenic Byway
	Lodging		Bike/Hiking Trail
	Food		Snowmobile Trail
	Gateway to community		ORV/ATV Trail
	Shipwrecks		ORV/ATV Route
	Welcome Center or Tourism Info		Motorcycle Trail
	Primary Attraction		
	Secondary Attraction		

## Secondary Attractions

- 1 Horse Camps on the Shore to Shore Trail
- 2 Rollways Campground & Picnic Area
- 3 Westgate Welcome Center
- 4 Iargo Springs Scenic Overlook
- 5 Canoers' Memorial Scenic Overlook
- 6 Foote Pond Scenic Overlook
- 7 Old Orchard Park
- 8 AuSable River Scenic Overlook
- 9 Whirlpool Access
- 10 Eagle Run Trails
- 11 Van Etten Lake State Forest Campground
- 12 Huron Sunrise Park
- 13 Yankee Air Force Museum
- 14 Clark's Marsh Wildlife Area
- 15 Round Lake Campground

# Iosco County Resource Inventory

## Alabaster Trail & Arboretum

Map Reference #: 1

Photo #: 005-1

Tourism Readiness #: 2

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



### 1. *Why is this scene important?*

This 4-mile pathway winds its way from the southern edge of Tawas City through wooded areas and along the Lake Huron shores. The trail curves in and out of the woods and has a state-of-the-art wooden guard rail that keeps users safe from road traffic. The pathway also serves as an arboretum. Pick up an arboretum brochure and learn to identify native trees of Michigan. The trail starts at Alabaster Road and goes to Townline Road. The Alabaster pathway connects to a Tawas pathway that runs through the entire Tawas Bay area and out to Tawas Point State Park.

### 2. *How do the resources shown in this photo help to tell the byway's story?*

This photo depicts people using the Alabaster Pathway – located alongside of US 23. Outdoor recreation is a story that is prevalent all along the route and this pathway provides a universally-accessible path to access the northern woods.

### 3. *How is this resources linked to the other resources along the byway corridor?*

This pathway is a crucial link in the recreational trail system along the coast.

### 4. *How is this resource linked to the roadway?*

The pathway is alongside US 23.

### 5. *Has this resource been recognized by any regional or national program or organization?*

### 6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The resource is maintained by Alabaster Township – on the Iosco County Heritage Route Committee.

## Tawas Point State Park & Lighthouse

Map Reference #: 2

Photo #: 005-2

Tourism Readiness #: 5

- Archaeological
- ✓ Cultural
- ✓ Historic
- Natural
- ✓ Recreational
- ✓ Scenic



### 1. *Why is this scene important?*

The park sits on a point that juts out into Lake Huron. Sandy beaches run along both the bayside and lakeside of the point. For hikers, an interpretive trail runs from the campground to the tip of the park's sandy crescent. Because of its location it attracts a large variety of waterfowl and shorebirds. A birding festival occurs the 3rd weekend in May. The site is also home to a large monarch butterfly population. There are 195 modern sites with a shallow swimming beach. There are also horseshoe pits, a volleyball area, and

a ball diamond. A picnic area is available for day-use. Tawas Point Lighthouse has been in service since 1876. At night, the keeper’s house and tower are illuminated with exterior lights. Tours are available during the summer months.

*2. How do the resources shown in this photo help to tell the byway’s story?*

Tawas Point Lighthouse contributes to the maritime story of the coast. In addition, the trails at the park link to trails in the community. The site is an extremely important one for birders.

*3. How is this resources linked to the other resources along the byway corridor?*

This resource links to the maritime story, outdoor recreation, and the birding story along the route.

*4. How is this resource linked to the roadway?*

Tawas Point is located a short drive off US 23 down Tawas Beach Road.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Michigan DNR – represented on the Iosco County Team and the US 23 Management Council.

**East Tawas City Park Campground**

Map Reference #: 3

Photo #: 005-3

Tourism Readiness #: 5

Archaeological

Cultural

Historic

Natural

✓ Recreational

Scenic



*1. Why is this scene important?*

Long one of Michigan’s most popular family campgrounds, the East Tawas City Park features 174 available campsites with full hookup including cable TV. The park Day-Use area features a 36’ octagonal gazebo, 2 sets of horseshoe pits, a

“Mystery Ship” themed play structure, picnic tables and grills for your enjoyment. The gazebo is also available for private rental. The campground and Day-Use area also features 1600’ of groomed, sandy beach that is open to the public for no charge. An easy access to fishing is off the State Pier.

*2. How do the resources shown in this photo help to tell the byway’s story?*

This site is an extremely popular camping destination and is an important link in the outdoor recreational story.

*3. How is this resources linked to the other resources along the byway corridor?*

This site is one of the many outdoor recreational sites along the corridor.

*4. How is this resource linked to the roadway?*

This site is directly on US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

City of East Tawas – represented on the Iosco County Heritage Route Team.

**Tuttle Marsh**

Map Reference #: 4

Photo #: 005-4

Tourism Readiness #: 2

Archaeological

Cultural

Historic

Natural

✓ Recreational

Scenic



*1. Why is this scene important?*

Wonderful bird watching opportunities, including large eagle populations, abound all along marked

hiking trails in the AuSable Valley. The largest area is the Tuttle Marsh National Wildlife Area, a 400-acre impoundment surrounded by 5,000 acres of wetlands. Water birds abound. Herons, bitterns and many shore birds make this marsh their home. During the spring and fall migratory seasons, it is a stopping point for several types of ducks and geese. Tuttle Marsh is a favorite stop during the Tawas Point Birding Festival.

*2. How do the resources shown in this photo help to tell the byway's story?*

Public access to natural resources is an important story along the byway. The coast is well known as a birding destination.

*3. How is this resources linked to the other resources along the byway corridor?*

This site will become part of the Sunrise Coast Birding Trail in order to facilitate birding interpretation along the route.

*4. How is this resource linked to the roadway?*

This site is located several miles off US 23 and needs directional signage.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

US Forest Service – represented on the Iosco County Heritage Route Team and the US 23 Management Council.

### **River Road National Scenic Byway (& AuSable River)**

Map Reference #: 5

Photo #: 005-5

Tourism Readiness #: 5

Archaeological

✓ Cultural

✓ Historic

✓ Natural

✓ Recreational

✓ Scenic



*1. Why is this scene important?*

US 23 connects to the River Road National Scenic Byway which serves as the east-west route into the Huron National Forest. This route travels along the high banks of the AuSable River valley where visitors may enjoy panoramic views of the river and the natural beauty of the Huron National Forest. The US Forest Service offers primitive campsites along the riverbanks and on islands of the AuSable River. Full-service camping is available along the Foote Pond reservoir at Oscoda Township's Old Orchard Park Campground. The Huron National Forest and AuSable River valley offer opportunities for fishing, canoeing, swimming, birding, hunting, snowmobiling, and Michigan's "Capital of Cross Country Skiing" at Corsair Park. Many interpretive sites are also located along River Road.

*2. How do the resources shown in this photo help to tell the byway's story?*

Many people who travel US 23 also explore the River Road National Scenic Byway. River Road tells the same type of natural resource (lumbering, birding, fishing) and recreation (trails and camping) story as the Sunrise Coast.

*3. How is this resources linked to the other resources along the byway corridor?*

Resources along this side route are linked to resources along the main route of US 23 – trails, logging history for example.

*4. How is this resource linked to the roadway?*

This resource is linked to US 23 in Oscoda.

*5. Has this resource been recognized by any regional or national program or organization?*

National Scenic Byways

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

US Forest Service – represented on the Iosco County Heritage Route Team and the US 23 Management Council.

**Beaches**

Map Reference #: 6

Photo #: 005-6

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- ✓ Scenic



1. *Why is this scene important?*

Public parks and resorts along the Lake Huron shoreline in Tawas and Oscoda include uncommon stretches of “Sugar Sand” swimming beaches. These beaches are known for their pristine character.

2. *How do the resources shown in this photo help to tell the byway’s story?*

This photo depicts one of the sugar sand beaches in the Oscoda area. This photo conveys the quality of the resource that is available along this stretch of US 23.

3. *How is this resources linked to the other resources along the byway corridor?*

Beaches on Lake Huron are available by public access up and down the corridor.

4. *How is this resource linked to the roadway?*

These beaches are located adjacent to US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The beaches are under various ownership depending on location. Communities are represented on the Iosco County Heritage Route Team.

**Au Sable Shoreline Park**

Map Reference #: 7

Photo #: 005-7

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



1. *Why is this scene important?*

The Shoreline Park provides access to several hundred yards of sugar sand beach. A harbor, marine facilities, boat launch, picnic tables, grills and a gazebo are also located at the park. It is located next to the Oscoda Area Chamber of Commerce and Visitor’s Information Center on US-23 where Lake Huron meets the AuSable River.

2. *How do the resources shown in this photo help to tell the byway’s story?*

This site contributes to the recreational amenities along the route by providing a quality access to Lake Huron.

3. *How is this resources linked to the other resources along the byway corridor?*

Outdoor recreation and access to Lake Huron are a common theme along the route and this park contributes to that story.

*4. How is this resource linked to the roadway?*

The park is directly on US 23.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Au Sable Township – represented on the Iosco County Heritage Route Team.

### **Small Cabins/Cottage Resorts**

Map Reference #: 8

Photo #: 005-8

Tourism Readiness #: 4

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



*1. Why is this scene important?*

Numerous “mom and pop” rental cabins and cottage resorts are located along US 23. These are very concentrated in Iosco County (due to the quality of the sugar sand beaches there). The cottages have been popular recreation destinations since the mid-1900’s. Many of the same resorts were open in that time period and remain largely unchanged today. These resorts allow visitors to “step back into a simpler time” and their presence gives the route a mid-20th century flavor that is now missing in many other areas of the State. The

scenes above shows the “backyard” of two of the many resorts of the coast.

*2. How do the resources shown in this photo help to tell the byway’s story?*

These resorts can tell the story of how the area became a recreation destination as a result of auto workers from Detroit vacationing in Northeast Michigan.

*3. How is this resources linked to the other resources along the byway corridor?*

These “mom and pop” resorts are located along the entire 200-mile stretch of US 23 and allow visitors to experience that flavor of another era at any point in their trip.

*4. How is this resource linked to the roadway?*

These resources are located directly on US 23 from Standish to Mackinaw City.

*5. Has this resource been recognized by any regional or national program or organization?*

*6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Various private ownership.

### **East Tawas State Dock**

Map Reference #: 9

Photo #: 005-9

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



*1. Why is this scene important?*

Visitors to the Tawas area will find a safe - and breathtakingly beautiful - harbor at the East Tawas State Dock. The 140-slip marina (60 seasonal and 80 transient slips) is located on Tawas Bay. Amenities include a boat launch, new toilet/shower building, dock office, playground/park, water, electricity, garbage pick-up, and recycling. There's also a swimming beach just south of the dock. But the State Dock is more than just a marina - it has become a gathering point for local festivals and events. Its convenient and scenic location at the foot of the Newman Street Shopping District in East Tawas, is a natural draw for visitors.

**2. How do the resources shown in this photo help to tell the byway's story?**

This resource tells more of the recreational story of the byway – access to Lake Huron, beautiful scenic views and a gathering space for outdoor events.

**3. How is this resources linked to the other resources along the byway corridor?**

This site links to a string of recreational sites along the coastal county area.

**4. How is this resource linked to the roadway?**

The State Dock is on US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Michigan DNR – represented on the US 23 Management Council.

**Tawas City Parks**

Map Reference #: 10

Photo #: 005-10

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

Town Square Park, Shoreline Park and Gateway Park – all of these parks provide spectacular views of and access to Lake Huron. Shoreline Park contains a 450-foot pier which offers fishing and passive recreation. Recent renovations even provide an electric car charging station. Gateway Park contains a new fishing pier at the mouth of the river as well as other new amenities.

**2. How do the resources shown in this photo help to tell the byway's story?**

A main story along the byway is that of outdoor recreation and these parks contribute to that story and serve as important community focus points.

**3. How is this resources linked to the other resources along the byway corridor?**

These parks offer fantastic links in the recreational resources along the coast for active and passive recreational opportunities.

**4. How is this resource linked to the roadway?**

These parks are located directly on US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Tawas City – represented on the Iosco County Heritage Route Team.

**Shore to Shore Trail**

Map Reference #: 11

Photo #: 005-11

Tourism Readiness #: 4

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The Shore to Shore Trail is over 220 miles long that connects Lake Huron to Lake Michigan. Primarily used by horseback riders, the trail is also open to hikers and cross-country skiers. The trail features horse camps complete with privies and wells at approximately 18 to 25 mile intervals. Most of the camps overlook lakes or rivers. The east segment of the Shore to Shore Trail begins in Oscoda and generally parallels the AuSable River (south of the river).

**2. How do the resources shown in this photo help to tell the byway's story?**

Outdoor recreation of all types is represented along the route. Visitors can travel on this trail on foot or horseback and experience the coast in the same manner as people did prior to automobiles.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource adds a trail link in the coastal counties but also to other regions of the State.

**4. How is this resource linked to the roadway?**

The trail begins in Oscoda not far from US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

The trail goes across US Forest Service land. Represented on the US 23 Management Council and Iosco County Heritage Route Team.

**Corsair Trails**

Map Reference #: 12

Photo #: 005-12

Tourism Readiness #: 4

Archaeological

- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

The Corsair Trail System is located near Tawas City in Iosco County and is one of the largest groomed trail networks in Michigan. The trail system is perfect for hiking and cross country skiing and winds through red pine forest and along Silver Creek in the Huron National Forest. There are several loops that allow for quick half hour trips or all day adventures. The trails are groomed for cross-country skiing and the warming shelter is open most weekends making this area a fun winter getaway. The Corsair Trail Council operates and maintains the Corsair Skiing and Hiking Trail and the Highbanks Trail.

**2. How do the resources shown in this photo help to tell the byway's story?**

This is one of the best resources to tell the outdoor recreation story in the wintertime.

**3. How is this resources linked to the other resources along the byway corridor?**

This resource adds a trail link in the coastal area.

**4. How is this resource linked to the roadway?**

The trail is located 8 miles from US 23 up Monument Road.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

The trail is located on US Forest Service land. Represented on the US 23 Management Council and Iosco County Heritage Route Team.

# Arenac County Resource Inventory



	Restrooms		US 23 Heritage Route
	Fuel		Bike/Hiking Trail
	Lodging		Snowmobile Trail
	Food		ORV/ATV Trail
	Gateway to community		ORV/ATV Route
	Shipwrecks		Motorcycle Trail
	Welcome Center or Tourism Info		
	Primary Attraction		
	Secondary Attraction		

## Secondary Attractions

- 1 White's Canoe Livery
- 2 River View Campground & Canoe Livery
- 3 Brown's Landing RV Park
- 4 Crystal Creek Campground & Canoe Livery
- 5 Whispering Pines Campground & Canoe Livery
- 6 Rippling Waters Campground & Canoe Rental
- 6 Riverbend Campground & Canoe Rental
- 7 Russell Canoes & Campground
- 8 Big Bend Family Campground
- 9 Northport Marina
- 10 Presspitch Nature Preserve
- 11 Old Airport Disc Golf Course
- 12 Au Gres Kinderplatz/Chapel Park
- 13 Point AuGres Marina & Campground
- 14 Modern Craft Winery
- 15 Rifle River Campground & Canoe Livery
- 16 Eagle Bay Marina
- 17 Saganing Soaring Eagle Casino
- 18 Charity Island Dinner Cruise/Bed & Breakfast

# Arenac County Resource Inventory

## Standish Historic Depot & Welcome Center

### Center

Map Reference #: 1

Photo #: 006-1

Tourism Readiness #: 5

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



### *1. Why is this scene important?*

The Standish Historic Depot was a transportation hub for the region. Constructed in 1889, the Standish Depot was built when local farms brought wagon loads of stone from their fields. The Standish Depot is a modest yet fashionable example of the Richardsonian Romanesque style of architecture and serves as a Welcome Center for the US 23 Heritage Route today. Visitors can also view displays of railroad artifacts and depot memorabilia. Two vintage British rail coaches are located outside and open for touring.

### *2. How do the resources shown in this photo help to tell the byway's story?*

This photo depicts the depot during its heyday. It has since been restored and provides a crucial link to the transportation history of the route. Visitors can learn about the history and culture of the area inside the depot.

### *3. How is this resources linked to the other resources along the byway corridor?*

The depot is the starting point for all other resources along the route.

### *4. How is this resource linked to the roadway?*

The depot is located at the corner of US 23 and M-61.

### *5. Has this resource been recognized by any regional or national program or organization?*

National Register of Historic Places

### *6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Depot is managed by the Arenac Heritage Route Authority. Represented on the US 23 Management Council.

## Rifle River

Map Reference #: 2

Photo #: 006-2

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- ✓ Natural
- ✓ Recreational
- ✓ Scenic



### *1. Why is this scene important?*

Numerous rapids make this stream one of the Lower Peninsula's fastest and one of the state's most popular trout fishing and canoeing destinations. The Rifle River is perfect for birders and wildlife viewing enthusiasts. An MDNR public access site is located on the south edge of Omer, just off US 23. Several private canoe liveries are also located along the Rifle River.

### *2. How do the resources shown in this photo help to tell the byway's story?*

The Rifle River contributes to the natural resource story as well as to the story of recreation along the coast.

3. *How is this resources linked to the other resources along the byway corridor?*

The US 23 Heritage Route provides a pathway to major river systems up and down the coast. The Rifle River is another in that riparian resource story.

4. *How is this resource linked to the roadway?*

The Rifle River crosses under US 23 at Omer.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

The major access site is owned by MDNR – represented on the US 23 Heritage Route Management Council.

### **Old Courthouse & Masonic Hall**

Map Reference #: 3

Photo #: 006-3

Tourism Readiness #: 3

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



1. *Why is this scene important?*

The building was built in 1890 and served as the county’s first courthouse. When the county seat was moved to Standish, it became the local Masonic Lodge. Visitors can see Arenac’s first jail

as well as an 1890’s era barber shop. Old Masonic, city, and township records make it an excellent source of genealogical information.

2. *How do the resources shown in this photo help to tell the byway’s story?*

This site helps to tell the story of life in the 1800’s along the route.

3. *How is this resources linked to the other resources along the byway corridor?*

This site links to other historic resources and museums along the route to help tell a complete story of different eras of history.

4. *How is this resource linked to the roadway?*

This site is on US 23 in Omer.

5. *Has this resource been recognized by any regional or national program or organization?*

National Register of Historic Places

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Arenac County Historical Society – represented on the Arenac County Heritage Route Authority.

### **Arenac County Historical Museum & Genealogical Society**

Map Reference #: 4

Photo #: 006-4

Tourism Readiness #: 3

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic



1. *Why is this scene important?*

Inside this 1883 church are re-creations of a rural school room, bedroom, parlor, apothecary shop, a

country store and vintage apparel. The 2-story museum also features railroading and commercial fishing exhibits and is the genealogy center for the area. The museum also houses information on Historic Charity Island.

2. *How do the resources shown in this photo help to tell the byway's story?*

This site helps to tell the story of life along the coast in the 19th and early 20th century.

3. *How is this resources linked to the other resources along the byway corridor?*

This site links to other historic resources and museums along the route to help tell a complete story of different eras of history.

4. *How is this resource linked to the roadway?*

This site is just off US 23 in Au Gres.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Arenac County Historical Society – represented on the Arenac County Heritage Route Authority.

### **Wigwam Bay Wildlife Area**

Map Reference #: 5

Photo #: 006-5

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- ✓ Natural
- Recreational
- ✓ Scenic



1. *Why is this scene important?*

More than 900 acres of wetlands occur on this 3,023-acre state wildlife area. An extensive network of gravel-topped dikes in the wetlands is open to foot traffic all year. The remainder of the site is primarily undeveloped hardwood forest and small forest openings. Wigwam Bay is an outstanding site

for viewing shorebirds, wading birds, waterfowl, and gulls. Unique or rare wetland bird species such as black terns, Forster's terns, Caspian terns, yellow-headed blackbirds, American and least bitterns, sandhill cranes, common moorhens, and northern harriers are also found here. Bald eagles nest here, and are often seen soaring or sitting in perches along the dikes. Come in the spring for an excellent opportunity to see nesting snapping turtles.

2. *How do the resources shown in this photo help to tell the byway's story?*

Wigwam Bay is an excellent site to tell the natural resource story of the route.

3. *How is this resources linked to the other resources along the byway corridor?*

This site links to other wildlife areas along the route.

4. *How is this resource linked to the roadway?*

Wigwam Bay is 5 miles off US 23 on the shore of Saginaw Bay.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Michigan DNR – represented on the US 23 Heritage Route Management Council.

### **Au Gres River/Lake Huron Boat Launch and Breakwall**

Map Reference #: 6

Photo #: 006-6

Tourism Readiness #: 5

- Archaeological
- Cultural
- Historic
- Natural
- ✓ Recreational
- Scenic



✓ Recreational  
Scenic

**1. Why is this scene important?**

There's plenty of parking (300 spaces for vehicles and trailers) at the Au Gres DNR boat launch located just in from the mouth of the Au Gres River. With 4 concrete ramps and loading docks, it doesn't take long to get on and off Saginaw Bay. The facility ends on a point jutting out into Lake Huron. It offers a scenic view of the Lake Huron coastline, especially for those using the long pier. A terrific year-round location for both hiking and bird watching.

**2. How do the resources shown in this photo help to tell the byway's story?**

This site offers is part of the recreational story of the route – it is one of the sites that can accommodate a very large number of visitors.

**3. How is this resources linked to the other resources along the byway corridor?**

It is another link in a series of accesses to Lake Huron.

**4. How is this resource linked to the roadway?**

This site is just off US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Michigan DNR – represented on the US 23 Heritage Route Management Council.

**AuGres Riverfront Park & Campground**

Map Reference #: 7

Photo #: 006-7

Tourism Readiness #: 5

Archaeological

Cultural

Historic

Natural



**1. Why is this scene important?**

This shaded 23-acre city-owned park and campground is just a short distance from the DNR Au Gres River boat launch and Lake Huron breakwall. A paved walkway and wooden bridge connect it to downtown Au Gres. The campground has 119 sites with full hook-ups. Location: just north of US 23 on the northern edge of Au Gres. A 2.5 mile bike path runs from the park to the Lake Huron Breakwall.

**2. How do the resources shown in this photo help to tell the byway's story?**

This site contributes to the recreational amenities along the route.

**3. How is this resources linked to the other resources along the byway corridor?**

Outdoor recreation sites are a common theme along the route and this park contributes to that story.

**4. How is this resource linked to the roadway?**

This site is just off US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

City of AuGres – represented on the Arenac County Heritage Route Authority.

**Charity Island**

Map Reference #: 8

Photo #: 006-8

Tourism Readiness #: 0 (National Wildlife Refuge) and 4 (Charity Island Light)

- Archaeological
- ✓ Cultural
- ✓ Historic
- ✓ Natural
- Recreational
- ✓ Scenic



**1. Why is this scene important?**

222-acre Charity Island, the largest island in Saginaw Bay, is part of the “Michigan Islands National Wildlife Refuge”. Its isolated beaches and unique hardwood forest provide excellent habitat for rare and protected plants, animals and songbirds. There is also an historic lighthouse on the island that is under private ownership which is accessible to visitors.

**2. How do the resources shown in this photo help to tell the byway’s story?**

The National Wildlife Refuge is a valuable natural resource story although it is not accessible to visitors. Visitors can experience part of Charity Island at the privately-owned lighthouse and dinner cruise. The maritime history story of the area is told aboard this cruise and historic displays are available at the lighthouse.

**3. How is this resources linked to the other resources along the byway corridor?**

These “mom and pop” resorts are located along the entire 200-mile stretch of US 23 and allow visitors to experience that flavor of another era at any point in their trip.

**4. How is this resource linked to the roadway?**

The island is located approximately 10 miles off-shore and easily accessible from the Au Gres Boat Launch or a privately run ferry service.

**5. Has this resource been recognized by any regional or national program or organization?**

National Wildlife Refuge

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

National Wildlife Refuge (federal). Charity Island Light (private ownership).

**Maple Ridge Historic Schoolhouse**

Map Reference #: 9

Photo #: 006-9

Tourism Readiness #: #: 3

- Archaeological
- Cultural
- ✓ Historic
- Natural
- Recreational
- Scenic

**1. Why is this scene important?**

The interior of this fully restored 1904 one-room schoolhouse takes you back in time to ink wells and slate chalk boards. Artifacts include period wall maps, wall alphabets, text books and more. The site contains an interesting collection of period class photos.

**2. How do the resources shown in this photo help to tell the byway’s story?**

This resource tells about everyday life along the coast in the early 20th century.

**3. How is this resources linked to the other resources along the byway corridor?**

Many sites along the corridor convey a sense of what life was like in the 19th and early 20th century.

**4. How is this resource linked to the roadway?**

The schoolhouse is 7 miles from US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

**Arenac County Parks**

Map Reference #: 10

Photo #: 006-10

Tourism Readiness #: #: 5

- Archaeological
- Cultural
- Historic

- Natural
- ✓ Recreational
- Scenic



**1. Why is this scene important?**

Pte AuGres Park, located on Lake Huron, has a sandy beach, picnic and play areas, pavilions, volleyball, horseshoe pits, and barrier-free boardwalk available in addition to campsites and cabins. Oasis Lake Park is a 207-acre site with a 22 acre lake. The park offers swimming, fishing, picnic areas, children’s playground, beach volleyball, and horseshoe pits in addition to camping. Youngman Park is a 46-acre wooded area made up of fully mature trees and is adjacent to a softball field. There are numerous opportunities for hiking and appreciating the natural habitat.

**2. How do the resources shown in this photo help to tell the byway’s story?**

These parks contribute to the outdoor recreational story of the route.

**3. How is this resources linked to the other resources along the byway corridor?**

These parks provide more stops along the route to experience the outdoors.

**4. How is this resource linked to the roadway?**

Youngman Park is just off US 23, while Pte AuGres Park and Oasis Lake Park are both 10 miles off US 23.

**5. Has this resource been recognized by any regional or national program or organization?**

**6. Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?**

Arenac County – represented on the Arenac County Heritage Route Authority.

**Saganing Nature Preserve**

Map Reference #: 11

- Photo #: 006-11  
 Tourism Readiness #: #: 3
- Archaeological
  - Cultural
  - Historic
  - ✓ Natural
  - Recreational
  - Scenic



**1. Why is this scene important?**

Saganing Nature Preserve is home to a dense woodland area and the delta wetland of the Saganing River, which can be accessed on foot from the Preserve parking area. The southern half of this Preserve is very thick, wetland habitat with no established trails. Primarily held to help increase water quality by filtering stormwater runoff before it enters the Saginaw Bay, the Sagaing Nature Preserve’s delta wetland habitat is also an important sanctuary for migratory birds and wetlands plants and animals. The Preserve does have a rustic trail extending from the parking area out along the Saganing River, but it is seasonal and not well-established, so proceed with caution. Saganing Nature Preserve is perhaps best enjoyed in winter, especially for aficionados of snowshoeing.

**2. How do the resources shown in this photo help to tell the byway’s story?**

This nature preserve is a prime example of the wetland areas present along the coast. It is an excellent birding site.

**3. How is this resources linked to the other resources along the byway corridor?**

This site is one of the many birding sites along Lake Huron – it is an important link in the “ecotourism” draw of the route.

**4. How is this resource linked to the roadway?**

This site is 3 miles from US 23.

5. *Has this resource been recognized by any regional or national program or organization?*
6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Saginaw Bay Land Conservancy.

### **Wah Sash Kah Moqua Nature Preserve**

Map Reference #: 12

Photo #: 006-12

Tourism Readiness #: 3

- Archaeological
- Cultural
- Historic
- ✓ Natural
- Recreational
- Scenic



1. *Why is this scene important?*

A former farming location, this preserve covers 123 acres of land. The preserve contains a unique mix of grassland and emergent wooded habitat providing excellent habitat for birds. A fantastic road-end provides clear views to the Saginaw Bay shoreline as well.

2. *How do the resources shown in this photo help to tell the byway's story?*

This nature preserve is a prime example of the wetland areas present along the coast. It is an excellent birding site.

3. *How is this resources linked to the other resources along the byway corridor?*

This site is one of the many birding sites along Lake Huron – it is an important link in the “ecotourism” draw of the route.

4. *How is this resource linked to the roadway?*

This site is 4 miles from US 23.

5. *Has this resource been recognized by any regional or national program or organization?*

6. *Who owns this resource? Is the owner involved in the Byway Committee or the development of the CMP?*

Saginaw Bay Land Conservancy.



## History of the Planning Process

### The Beginning

This coastal region was not as well-known as a tourist and recreational destination as other Great Lakes areas of Michigan. Many of the visitors who came to the region were not aware of all of the recreational, cultural and historical points of interest clustered along US-23, so they did not fully enjoy the area's amenities. Efforts to promote this area by local, regional and state tourist organizations have done much to raise the public's level of awareness about this coastal area, but there is a great deal of work left to be done. The vast majority of tourists still visit this area only during the summer months, making the successful operation of a small tourist based business very difficult. High unemployment rates and low incomes are still the norm in this part of the State, which makes a livable family income difficult to sustain.

Local, regional and state community leaders have been aware of the challenges faced by this coastal area. They continue to seek ways in which to strengthen the local economy while preserving the natural beauty and historical integrity of the area. It was felt that having the US-23 corridor, from Mackinaw City to Standish, designated as a State Heritage Route was an excellent way in which many of these challenges could be addressed in a positive environmental manner. The idea of making this portion of US-23 the

part of a marked vehicular trailway had been around for many years, but had been met with limited success. It was felt that having official State designated “Heritage Route” status would help to overcome the problem of lack of public recognition that other trailway efforts have encountered.

The planning process for designation of US-23 of the proposed Sunrise Side Coastal Highway as a State Heritage Route began in the summer of 2002. Based on the encouragement of State Representative Dale Sheltrown and the Michigan Department of Transportation, a partnership of local and regional groups and individuals formed to undertake the designation process. Three regional organizations helped to shepherd this process: the Michigan Sunrise Side Travel Association, the Northeast Michigan Council of Governments and the East Central Michigan Planning and Development Regional Commission (East Michigan Council of Governments).

Committees dedicated towards the preparation of this management actively worked on this process over one year. County teams, made up of interested local elected leaders, tourist groups, historical society members, planning commission representatives, business owners, community staff members, interested citizens and others met on a periodic basis. Representatives of all county committees met as a group, as well. The original Heritage Route vision statement, goals, objectives, priority tasks and projects found in this management plan were generated, reviewed, revised and approved by the appropriate county teams and by the overall committee.



In 2003, US 23 was designated as a “Recreational Heritage Route” by the State of Michigan.

### **From Designation to the Present**

From 2003 to the present, County Teams and the US 23 Management Council have met and moved projects forward. Projects accomplished are listed in Chapter 2. A restructuring of the Management Council occurred in 2009. Bylaws were also adopted in 2009 and amended in 2010. An update to the US 23 Corridor Management Plan was completed in 2009. During this update, each county team met to discuss their goals, objectives and priority projects. In addition, the Management Council met to discuss goals, objectives and priority projects.

The Northeast Michigan Council of Governments (NEMCOG) has provided staff support to the US 23 Heritage Route program for a variety of activities and program administration. In addition, NEMCOG coordinates with the Michigan Department of Transportation in program administration and in the

coordination of promotional activities with the State Heritage Route program. Recently, the State of Michigan has rebranded the program from “Heritage Route” to “Pure Michigan Byways”.

In 2014, the US 23 Management Plan update was undertaken. NEMCOG staff either met with the County Heritage Route Teams or transmitted draft sections of the plan via email. Team members were given the opportunity to make changes to their county’s portion of the plan. The US 23 Management Council also reviewed the plan and was given the opportunity to make changes. The plan was posted online for three weeks at [www.heritage23.com](http://www.heritage23.com) for public input. The US 23 Management Council met on October 23, 2014, at the Maritime Heritage Center in Alpena and adopted the plan.

### **Creation of the US 23 South Bay Corridor Redevelopment Plan**

In 2012, a committee formed consisting of residents and business owners along the US 23 South Corridor in Alpena Township. The focus of the committee was to improve the appearance of that section of corridor. In the most recent Master Plan update for the City of Alpena and Alpena County, survey respondents identified that section of corridor as a blighted area. This committee, titled “Taking Pride in Alpena”, made great strides in beautification along the corridor. The group worked with local business owners and achieved the following types of success: sign replacement, sign painting, flower plantings, trash pick-up, building updates (including painting and new store fronts), bike path maintenance (including weed control), tree trimming, parking lot updates, and other general repairs.

In 2013, the committee began working toward a redevelopment plan for the corridor from Mich-e-ke-wis Park to Squaw Bay (approximately three miles). On July 29, 2014, a public visioning session was held at the Alpena Mall. The event was advertised in the Alpena News along and flyers were posted in local businesses throughout Alpena. In addition, flyers were mailed to businesses and residents along the affected section of corridor. Additionally, an editorial in favor of corridor redevelopment was written by the editor of the Alpena News. More than 80 people attended, including home owners and business owners along the corridor, along with representatives from government agencies (including Alpena Township, City of Alpena, Alpena County, and MDOT). Hosted by Taking Pride in Alpena, with Rick Deuell and Denise Cline of Northeast Michigan Council of Governments helping to facilitate public discussion, the meeting lasted more than 90 minutes and was an upbeat, positive exchange of suggestions for a vision and direction for Alpena’s southern gateway. The public was asked to identify the South Bay Corridor’s major assets, major drawbacks, and vision for the future. From the resulting input, a corridor redevelopment plan (goals, objectives and strategies) was written (results and plan contained in Appendix B). Alpena Township Board of Trustees and the Alpena Township Planning Commission passed Resolutions of Support of the redevelopment plan on \_\_\_\_\_.

## **General Public Outreach**

Over 90 volunteers contribute time and effort to the US 23 Heritage Rout program. Public outreach activities are on-going in the form of public presentations to historic, arts, culture, natural resource, and business organizations. 55 people have editing accounts on the US 23 website and can add content related to assets and events along the corridor. 21 of the “asset editors” regularly add content in order to keep the resource inventory up-to-date and the promotion of those assets current.

The program's general reach to the public is gauged by monitoring website usage by the public. Since September 2010, over 155,000 users have visited the site and viewed over 487,000 pages. Over 100 other sites link to the website. The top referring sites are Pure Michigan, the Sunrise Side Wine & Hops Trail, the Michigan DNR, Rogers City, and the Thunder Bay National Marine Sanctuary, Facebook, and Tawas City. Most website traffic is generated through Google, Direct, Pure Michigan, Yahoo, and Bing. In addition to website exposure, brochures are distributed to all Michigan Welcome Centers and to local tourism information outlets each year. In 2013/14, 75,000 brochures were distributed and that number is increasing to 90,000 in 2014/15. In addition, window stickers are available.

In 2012 and again in 2013, a two-day tour was undertaken and organized by Senator Moolenaar's office (R-36<sup>th</sup> District). NEMCOG and Heritage Route volunteers assisted with the organization and implementation of the tour. The purpose of the tour was to familiarize State Departments with the Heritage Route program. In 2012, the group stopped at 29 sites along the route and in 2013, they stopped at 24 sites. At each site they were greeted by Heritage Route volunteers and community members. In addition, meals were sponsored by various organizations and communities. Attendees on the tour were as follows:

### **2012**

Senator John Moolenaar (36th District) & Staff  
Representative Peter Pettalia (106th District) & Staff  
Representative Joel Johnson (97th District)  
Senator Mike Green (31st District)  
Jamie Clover Adams, Director of the Michigan Department of Agriculture & Rural Development  
Keith Craegh, Director of the Michigan Department of Natural Resources  
Kelly Bartlett, Director MDOT Office of Governmental Affairs  
Mike Kapp, Administrator MDOT Office of Economic Development  
Doug Smith, Senior Vice President of Michigan Economic Development Corporation (MEDC)  
Jason Geer, Michigan Chamber of Commerce  
Tom Doyle, Transportation Planner MDOT Statewide Planning Division  
Dave Langhorst, Northern MI MDOT Office  
Scott Thayer, Northern MI MDOT Office  
Lydia Murray, MEDC Business Development Manager  
Denise Cline, Heritage Route 23 Coordinator  
Diane Rekowski, Executive Director, NEMCOG  
Robert Heilman, NEMCOG Board President

### **2013**

Senator John Moolenaar (36th District) & Staff  
Representative Peter Pettalia (106th District) & Staff  
Representative Joel Johnson (97th District)  
Jamie Clover Adams, Director of the Michigan Department of Agriculture & Rural Development  
Keith Craegh, Director of the Michigan Department of Natural Resources  
Jon Allen, Director, Office of the Great Lakes, DEQ

Doug Smith, Senior Vice President of Michigan Economic Development Corporation (MEDC)  
Kim Schneider, Traverse Magazine  
Tom Doyle, Transportation Planner MDOT Statewide Planning Division  
Patty O'Donnell, Northern MI MDOT Office  
Doug Wilson, Alpena TSC Manager, MDOT  
Jim Lemay, Photographer, MDOT  
Dave Lorenz, Travel Michigan – Industry Relations & International Marketing  
Jim McBryde, MEDC Government Relations  
Lydia Murray, MEDC Business Development Manager  
Dan Leonard, Community Assistance Specialist, MEDC  
Denise Cline, Heritage Route 23 Coordinator  
Diane Rekowski, Executive Director, NEMCOG  
Robert Heilman, NEMCOG Board President



# Heritage 23

## Goals, Objectives & Strategies

### Attractions

**Objective 1: Work with local communities to preserve, maintain, improve and expand attractions along the route.**

**Strategies:**

1. Encourage the development of community recreation plans that plan for key recreational attributes; and encourage the development of master plans and strategic plans that support historical, natural and cultural resources.
2. Work with the appropriate entities to preserve and maintain public parks, public lands and attractions.
3. Encourage the pursuit of state, federal, private, foundation and corporate funding to assist in financing the preservation, maintenance, improvement, and expansion of these attractions.
4. Encourage public and private sectors to acquire, expand, and improve recreational, historical and cultural attractions to increase tourism levels. Examples may include adding trails, road side parks, and museums associated with lighthouses. Operational improvements may include establishing regular hours and longer hours of operation in addition to extending season beyond summer months.
5. Promote development and designation of historic districts and sites.
6. Encourage County Teams to develop a Capital Improvements Plan for attractions in their area.
7. Support the on-going development of the Great Lakes Maritime Heritage Center and the Maritime Heritage Trail
8. Promote the expansions of non-motorized and motorized trail systems along the route.

**Goal: Attractions**

*“Encourage the preservation, maintenance, improvement, and expansion of natural, recreational, historical and cultural attractions along the US 23 Heritage Route.”*

# Highway Safety & Multimodal Transportation

## Objective 1: Ensure that US 23 is an enjoyable driving experience for the automobile traveler.

### Strategies:

1. Encourage MDOT to maintain US-23 in excellent condition.
2. Work with MDOT to encourage the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity.
3. In order to facilitate traffic movement, advocate that MDOT continue to construct passing/relief and turn lanes along US-23, where needed.
4. Identify where new pull-off points and roadside parks are needed. Identify existing facilities that should be maintained and improved. Present the findings to MDOT and local units of governments. (Example: 45<sup>th</sup> Parallel/Peter Pettalia Memorial Park on South Partridge Point Rd.)
5. Encourage the adoption of access management practices to improve traffic flow and safety.

## Objective 2: Ensure that alternative forms of transportation are available along US 23.

### Strategies:

1. Advance a plan to MDOT and local units of government to construct non-motorized facilities (bicycle facilities on-road, sidewalks, shared use off-road paths and side paths) and snowmobile paths along US-23.
2. Promote the development of bicycle lanes and bicycles facilities along the Heritage Route with the overall goal of establishing a continuous bicycle route from Standish to Mackinaw City which links recreational, cultural, and environmental assets along the route.

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### **Goal: Highway Safety & Multimodal Transportation**

*“Ensure that the US 23 Heritage Route remains safe and inviting for all modes of transportation.”*

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3. Advocate alternative forms of transportation along the Route such as bus, rail, bicycle, group tours, and ride sharing.
4. Encourage pedestrian friendly highway corridors and crossings.
5. Encourage county Heritage Route committees to meet with MDOT to review MDOT's 5-year plan each year.
6. Plan for the use and development of efficient routes to handle trucks and traffic in the northern Lake Huron vicinity.

## Community Development

### **Objective 1: Work with local communities to improve gateways, reduce blight, and investigate local mechanisms to implement improvements.**

#### **Strategies:**

1. Advocate the adoption and enforcement of blight ordinances by local units of government. Encourage local governmental units to work cooperatively on these tasks
2. Work with local communities to develop placemaking plans that tie into the US 23 Heritage Route and promote the local culture and history.
3. Encourage communities to develop an attractive "gateway" into their community, including appropriate signage to persuade visitors to stop and visit their community.
4. Encourage streetscape, community beautification, landscaping and parking facility improvement projects.
5. Encourage local communities to investigate implementation and funding options for community development projects along US 23 (i.e. Corridor Improvement Authority).
6. Develop a corridor development guidebook that highlights regulatory tools for communities to implement corridor improvement projects.

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#### **Goal: Community Development**

*"Encourage the communities along the US 23 Heritage Route to continue to improve their attractiveness."*

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7. New industrial and commercial development should be directed to appropriately zoned areas with existing suitable infrastructure. Sustainable development and green industries should be encouraged.
8. Plan to develop ordinances for the relocation and/or burial of new utility lines located in the urbanized areas or in scenic viewsheds along US-23, where appropriate.
9. Plan methods in which to better control the placement of new and the maintenance of existing signs along US-23.

## Forests, Open Space & Scenic Views

### **Objective 1: Protect and preserve forests, open spaces and scenic views along the route.**

#### **Strategies:**

1. Identify significant scenic views, forest lands and open spaces.
2. Investigate and promote methods to protect identified scenic views, forest lands, and open spaces. These methods include but are not limited to corridor overlay zones, the purchase of development rights, conservation easements or fee simple purchase, scenic easements, cluster development, building height restrictions, and green buffers.
3. Encourage local units of government to develop and enforce controls on new and existing billboards.
4. Educate landowners and visitors on the importance of protecting and preserving forests, scenic view and open space.

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#### **Goal: Forests, Open Spaces, & Scenic Views**

*“Encourage the preservation and enjoyment of the forests, open spaces and scenic views along the US 23 Heritage Route.”*

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### **Objective 2: Facilitate the public’s enjoyment of forests, open spaces and scenic views along the route.**

#### **Strategies:**

1. Ensure there are adequate and safe pull off points along US 23 for scenic viewing.
2. Identify and promote public access points to public lands.
3. Ensure access points to public lands are welcoming and accessible to all.

## The Environment

### **Objective 1: Ensure US 23 is a clean and beautiful highway.**

#### **Strategies:**

1. Promote MDOT's Adopt-a-Highway program to help maintain the Route free of litter and debris.
2. Encourage local communities to organize community clean-up days.

### **Objective 2: Protect environmentally sensitive areas along the corridor.**

#### **Strategies:**

1. Identify environmentally sensitive areas.
2. Work with appropriate groups to research and implement methods of protection of environmentally sensitive areas including corridor overlay zones, the purchase of development rights, conservation easements or fee simple purchase.
3. Encourage coordinated zoning ordinances between adjacent local units of government.

### **Objective 3: Preserve and protect the native vegetation along the Route.**

#### **Strategies:**

1. Identify areas of concern.

#### **Goal: The Environment**

*"Encourage the preservation of the natural environment along the US 23 Heritage Route, including: air, water, native vegetation, wildlife and wildlife habitat."*

2. Work with MDOT and local Road Commissions to implement protection measures for native vegetation.

## **Objective 4: Protect wildlife and wildlife corridors along the route.**

### ***Strategies:***

1. Identify key wildlife habitats and corridors.
2. Work with appropriate agencies to ensure key wildlife habitats and corridors remain identified, intact, and protected.

## **Objective 5: Support education activities on the natural environment that target both landowners and visitors.**

### ***Strategies:***

1. Engage in public outreach and education through online methods.
2. Work with appropriate groups to hold educational events.
3. Ensure interpretive information development includes education on natural features.

## **Objective 6: Ensure good air quality in the coastal region.**

### ***Strategies:***

1. Encourage local communities to require compliance with MDEQ standards in their local ordinances which result in good air quality.

# Merchandising

## Objective 1: Offer products for sale online and in local establishments.

### Strategies:

1. Work with a Michigan-based company to develop appropriate logo products. Examples products include:
  - Apparel
  - Jewelry
  - Charms
  - Coffee
  - Wine
  - Beer
  - Ceramic Mugs
  - Travel Mugs
  - Photos
  - Posters
  - Art Prints
  - Postcards
  - Totes
  - Bumper Stickers
  - Window Stickers
2. Identify local businesses along the route that will offer products for sale.
3. Develop agreements where a percentage of sale proceeds will be directed into the US 23 program to support staffing, advertising, and other program elements.
4. Develop a web-based sales feature (online gift shop).

### **Goal:** **Merchandising**

*“Develop logo products to promote the route and provide income to the program.”*

# Sponsorships

## Objective 1: Implement Heritage Route Business Sponsorship and Corporate Sponsorship program.

### Strategies:

1. Offer local businesses the opportunity to become a “Heritage Business” for a fee. This fee would be on par with purchasing an ad on a website. However, because inclusion on the website is free of charge to all tourism-related businesses in the 6-county corridor, the Heritage Business designation would purchase the following:
  - **Featured Daily Business:** The business would appear on a rotating basis in a “daily” featured business section on the website.
  - **Self-Guided Tour Stop:** Inclusion of the business on pre-set self-guided tours.
  - **US 23 Participation Discount:** Heritage Businesses would receive a US 23 sign to display in their window. Visitors would print US 23 “ticket” from website and present this ticket to member Heritage Businesses to receive some benefit at that business (benefits such as “discounts” or “free gifts” would be determined by each individual Heritage Business).
2. Research and initiate corporate sponsorship program for the website. Corporate sponsors will be approached based on the demographic of website user and Heritage Route traveler.

### **Goal:** **Sponsorships**

*“Utilize sponsorships to increase exposure to heritage sites and to generate revenue.”*

# Michigan Byways Program

## Objective 1: Work with MDOT to develop and maintain a comprehensive Statewide Michigan Byway program.

### Strategies:

1. Work to develop and utilize a consistent State Byway Logo.
2. Use Michigan Byway brand on wayfinding signage.
3. Install Michigan Byway identification signage at key places along the route.
4. Work to maintain consistent visitor experience standards throughout all Michigan Byways.
5. Participate in collaborative marketing of Michigan Byways.
6. Utilize marketing materials with consistent icons and format.
7. Develop consistent standards for what is considered a “Heritage Site” on a Michigan Byway.
8. Work with Travel MI to promote Michigan’s Scenic Byways as a major feature on [www.michigan.org](http://www.michigan.org).

## Events

### Objective 1: Promote and take part in events along the corridor.

### Strategies:

1. Coordinate promotion of events along the corridor on US 23 website.
2. Develop US 23 Heritage Route Sponsored Events such as:
  - a. Car Cruise.

### **Goal: Michigan Byway Program**

*“Participate in the Michigan Byway Program to offer visitors unique corridor destinations in Michigan.”*

### **Goal: Events**

*“Ensure the US 23 Heritage Route has a visible presence in events along the corridor.”*

- b. Route-long Garage Sale.
  - c. History-oriented events.
  - d. Boat Building Race.
  - e. Triathlon/Bike Race.
  - f. Extreme Racing Events.
3. Development of connection to Dark Sky Parks and event programming.
  4. Establish a presence for US 23 at events along the corridor.

## Outreach

**Objective 1: Utilize successful and adaptive public outreach methods to keep the program “fresh” in the eyes of the local communities and to engage local stakeholder groups to participate in all strategies contained within this plan.**

**Strategies:**

1. Increase outreach to and improve coordination with local Convention and Visitor Bureau’s and Chambers of Commerce. Possibly add seats to Management Council or reconfigure Management Council to set aside one of the two seats per county for a tourism representative.
2. Work with local CVB’s and Chambers to develop a network of local business support.
3. Develop a book of Local Business Success Stories that will inform the public and raise public support for the program. Place these success stories in lodging establishments such as rental cabins, etc.
4. Utilize social media formats to inform the public and increase public awareness of the program. Utilize Facebook, Twitter, and blogs.
5. Engage special interest groups to function as “arms” of the route (i.e. Michigan Arts & Culture Northeast as the arts/culture arm, Michigan Sunrise Coast as the marketing arm, Up North Trails as the trails arm).

**Goal: Outreach**

*“Increase public awareness of the US 23 Heritage Route among the local communities and engage local organizations, business, youth and other stakeholders in the program.”*

6. Identify, prioritize, and communicate youth-engaged tourism development opportunities: Facilitate continued school, youth-focused Place-Based Education project partnerships through the Northeast Michigan Great Lakes Stewardship Initiative where youth, through their learning, engage in environmental stewardship and community development projects that enhance sustainable coastal tourism development priorities.
7. Continue to secure local government support at the County, Township, and Municipal levels. Also continue to secure state government support.
8. Issue regular public communications in multiple media formats to keep the public, local governments, and community leaders informed of program developments.
9. Institute an annual Full Meeting/Conference of all Heritage Route Management Council and County Team members.
10. Assess economic impact of the US 23 Heritage Route.
11. Encourage an annual presentation by County Teams to the County Board of Commissioners and other interested or key government bodies on activities within the US 23 program.

## Branding

A brand creates in the mind of customers and prospects the perception that there is no product or service on the market that is quite the same. While many communities have their own unique identity and brand, it is important that they all tie into the corridor in some way

### **Objective 1: Ensure that the brand of the program is established and protected.**

#### ***Strategies:***

1. Ensure continued renewal of the logo trademark. Trademark will be renewed in 2015.
2. Review and revise logo, as needed.
3. Connect the US 23 Heritage Route with the Sunrise Coast image.

#### ***Goal: Branding***

*“Establish a well - recognized brand for the route and coastal area.”*

4. Develop different versions of the logo relating to the particular arm of the route that is being promoted. Use the Arttown logo to promote arts and culture, develop a logo with an outdoor feel to use when promoting the outdoor attractions. In each logo, the 23 road shield will be prominent.
5. Utilize marketing strategies contained in this plan to advance the brand.

## Finances

### **Objective 1: Generate program income sufficient to provide full-time staffing and financial resources to implement other strategies of the Corridor Management Plan.**

#### **Strategies:**

1. Form a US 23 Heritage Route Authority.

This option was put in place by the Arenac County Heritage Route Authority under the Urban Cooperation Act of 1967 being MCL 124.501 (et seq). MSA 5.4088(1) (et seq) which authorizes inter-local agreements between public agencies to exercise jointly any power, privilege, or authority which the agencies share in common and which each might exercise separately. If the US 23 Management Council chooses to form an Authority, the Governing Body would likely be the Management Council as is. Once the authority is in place, a funding formula can applied to members. For example, the Arenac County Authority funding formula has each member municipality paying \$0.50 per person in the municipality per the latest US Census.

The Finance Team presented several financial scenarios using a per person cost for member municipalities (if the Authority scenario is adopted). The scenarios were developed by including the counties and villages and also by excluding the counties from population-based participation fees (due to the fact that, by creating a fee for counties and villages based on population, each person would essentially be double-counted). If the Authority scenario is developed and the Management Council wishes to avoid this double-counting, then a flat fee could be set up for county and village participation while the remaining municipalities would be charged based on population. In addition, the scenarios were developed using only the municipalities on US 23 and using all municipalities in a county-wide corridor since the US 23 program promotes all businesses across all six counties.

#### **Financing Example using a fee based on population:**

#### **Goal: Finances**

*“Develop a program income to implement the Corridor Management Plan.”*

- a. **Municipalities on US 23 (including counties & villages).**
  - 1) Municipalities on US 23 at \$0.25 per person: \$49,437
  - 2) Municipalities on US 23 at \$0.50 per person \$98,874
- b. **Municipalities on US 23 (excluding counties & villages).**
  - 1) Municipalities on US 23 at \$0.25 per person: \$18,772
  - 2) Municipalities on US 23 at \$0.50 per person: \$37,544
- c. **All Municipalities in County-Wide Corridor (including counties & villages).**
  - 1) All Municipalities in a County-Wide Corridor at \$0.25 per person: \$61,590
  - 2) All Municipalities in a County-Wide Corridor at \$0.50 per person: \$123,180
- d. **All Municipalities in County-Wide Corridor (excluding counties & villages).**
  - 1) All Municipalities in a County-Wide Corridor at \$0.25 per person \$30,463
  - 2) All Municipalities in a County-Wide Corridor at \$0.50 per person: \$60,927

**Financing using a flat fee:**

- a. **All Municipalities in County-Wide Corridor (101 municipalities).**
  - 1) \$500 each: \$50,500
  - 2) \$750 each: \$75,750
- b. **Municipalities on US 23 only (45 municipalities).**
  - 1) \$500 each: \$22,500
  - 2) \$750 each: \$33,750

- 2. Form a US 23 501c.  
US 23 must research the appropriate 501c. The National Scenic Byways Program indicates that some byways are 501c3 while others are 501c6 or 501c4.
- 3. Continue to pursue State of Michigan funding.
- 4. Continue to build partnerships with groups and agencies that can support the overall program.

A fee for participation option could be offered to special interest nonprofit groups outside of local governments. For example, lighthouse societies, historical societies, bird watching groups, art groups trail groups, etc. could all be brought on board the US 23 Program on a fee basis for the benefit of pooling resources to make a larger impact on the region.

- 5. Develop logo products (partnerships with local businesses) and use proceeds to develop the program.
- 6. Hold events which benefit the program.
- 7. Research other funding sources.

8. Continue to apply for grant funding as it becomes available.
9. Establish an administrative position to continue to pursue funding options.
10. Research and implement Corridor Improvement Authorities, where feasible.

## Services

### **Objective 1: Provide service support to private and public sector attractions.**

A business support network is critical to the success of new and expanding ecotourism businesses. In addition to local tourist associations and chambers of commerce, Michigan Sea Grant has established a website titled “Discover Northeast Michigan: Coastal Tourism Resources for Your Business”.<sup>1</sup> The site serves to provide resources that enhance sustainable, interpretive coastal tourism development, foster partnerships with resource managers and leaders, and supply marketing materials, tips, and information. In addition, the website highlights best practices for coastal tourism business development.

#### **Strategies:**

1. Work with Michigan Sea Grant to utilize the five overall strategies outline in a 2011 report from Michigan Sea Grant to assist business operators in reaching their goals of sustainable coastal tourism<sup>2</sup>:
  - Collaborate
  - Cross-promote
  - Understand natural resource significance
  - Educate and interpret
  - Empower community
2. Work with local Chambers and CVBs to provide resources to local businesses.
3. Support education programs for businesses and entrepreneurs on how to start and expand tourism oriented business

#### **Goal: Services**

*“Encourage tourism related public sector attractions and private sector businesses to provide quality services to Heritage Route travelers.”*

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<sup>1</sup><http://www.miseagrant.umich.edu/discovernemi/>

<sup>2</sup> Coastal Tourism Development in Northeast Michigan

4. Support hospitality education programs for private and public sector service personnel to provide quality service to customers.
5. Assist in educating front line service personnel regarding US 23 Heritage Route and its attributes.

## Product Development

In addition to the best practices available on the Discover Northeast Michigan site, the following is a summary of best practices published by *Tourism Queensland* to use as a quick resource guide.

“A key to successful tourism is to provide visitors with information, guiding service, educational experience, and entertainment service. Interpretation improves the tourism product by creating visitor experiences that cannot be duplicated anywhere else. Interpretation is enhanced by pre-visit information, orientation upon arrival that confirms the decision to visit was a wise choice, opportunities to experience and learn, and opportunities to acquire mementos to ensure positive recollection of experiences. Interpretation needs to be assessed regularly. Following are bullet points of findings from case studies done in Australia:”

- Focus on strengths (what natural or cultural product you have that others don't)
- Plan all stages before beginning
- Know your target audience
- Visitor safety and resource conservation are crucial
- Interpretation should be fun, encourage involvement, stimulate the senses, and pose a challenge.
- Plan all activities to reflect a strong theme
- Choose media that involves and engages the senses
- Face to face interpretation is the most effective
- Use caution with technology. Can you afford and maintain it?
- Collaborate with experts. Ask for input.
- Interactive displays must be meaningful
- Use appropriate materials for the site and the purpose
- Train staff
- Be creative, but be accurate and truthful in the interpretation.

### **Goal: Product Development**

*“Provide visitors with quality information, guiding, and wayfinding along the US 23 Heritage Route.”*

## **Objective 1: Develop interpretive information for the US 23 Heritage Route.**

### **Strategies:**

1. Develop standards for coordinated Heritage 23 interpretive materials and signage.
2. Develop driver-friendly wayfinding guides, maps, and other print materials which contain interpretive information about the route and self-guided tours or tour packages along the route.
3. Plan for and implement a coordinated interpretive signage program along the route.
4. Work with appropriate local agencies, businesses, and organizations in the development of coordinated interpretive information.
5. Develop signage kiosks at strategic locations along the route to provide visitor and interpretive information.
6. Research the benefits of establishing US 23 as a National Scenic Byway.

## **Objective 2: Continue the “Stories of the Sunrise Coast”.**

### ***Strategies:***

1. Continue to develop and upload unique stories to the website.
2. Continue to develop short documentaries to highlight stories along the coast.
3. Allow visitors to post their own stories to the website.

## **Objective 3: Develop guided and self-guided tours.**

### ***Strategies:***

1. Work with local business owners to identify potential for guided tours.
2. Work with guided tour operators to develop standards for Heritage 23 guided tours.
3. Utilize best practices for ecotourism guided tours as published by *Tourism Queensland*:

*“Best practice guiding provides the critical link between the community and the environment. It encourages visitors to interact and learn about the environment that they are experiencing*

*through skilled communication. Research has shown that people are seeking guided experiences. Concentrating promotional activities more strongly on the unique coastal experiences that visitors will have on tours, rather than on specific sites they will see, increases the tour's appeal to visitors.*

*Types of guided activities:*

- *Theme walks – highly planned, predetermined stops.*
- *Special interest walks – focus on a specific aspect of the natural or cultural environment (birdwatching or geology tours). Need to have adequate knowledge. Connect what visitors are looking at with a story.*
- *Discovery (or Senses) walks – use all senses. Tour guide facilitates the process of discovery by providing clues and allowing visitors to find out the answers for themselves.*
- *Night walks – new perspective of the natural environment*
- *Heritage walks – focus on cultural sites such as historic buildings*
- *Overnight tours – Take visitors to places they might not go to. Ex: Use Bed and Breakfasts.*
- *Vehicle tours – experience a number of attractions in a short time span.*
- *Bicycle Tours*
- *Kayaking*
- *Craft Beer and Wineries*
- *Lighthouse Tours*
- *Time your tour correctly:*
  - Guided tour – 30 min to 1 hr*
  - Birdwatching – 45 min to 1 hr*
  - Guided walk – 1-2 hrs*
  - Cycle tour – 1-2 hrs*
  - Canoe trip – 90 min – 2 hrs*
  - Overnight walks – 1-2 nights*

*Key points: Plan and prepare; make the introduction interesting and explain to visitors what they can expect, plan regular stops, be flexible, choose a simple theme, tell stories, keep it interesting, and involve the audience.”*

4. Develop self-guided or “package” tours. Possible themes are art, history, museums, ecotours, ghost towns, birding, agriculture, railways, maritime, geology, fall color, legends, historic transportation routes, etc).
5. Work with appropriate local agencies, businesses, and organizations in the development of tours packages.
6. Expand the self-guided tour efforts to include the Huron Blueways water trail and Up North Trails.

## **Objective 4: Develop site signage and wayfinding signage along the US 23 Heritage Route.**

### ***Strategies:***

1. Develop signage guidelines for site and wayfinding signage.
2. Develop criteria for placement of site Heritage Route signage at recreational, historic, and cultural attractions along the route.
3. Develop and implement a wayfinding signage program along the route.
4. Establish wayfinding signage at the gateways to the route.
5. Establish wayfinding signs located off US 23 which direct travelers to US 23.
6. Participate in statewide efforts to plan for consistent Heritage Route signage to tie all routes into a cohesive program.
7. Develop signage in conjunction with the Signage Strategy that was developed as part of the Statewide Heritage Route program.

## **Objective 5: Provide visitor information in a variety of formats.**

### ***Strategies:***

1. Investigate the feasibility of locating a series of tourist information centers along the Route. Determine how the tourist centers will be designed, staffed and maintained.
2. Develop professionally printed promotional materials that contain high quality graphics, photos, and text which communicate a message.
3. Distribute promotional literature at tourism information centers and MDOT Welcome Centers.
4. Provide visitor information on the US 23 website.
5. Develop podcasts, online videos, DVDs, and geocaching opportunities.
6. Develop a signage program for the Huron Blueways water trail and Up North Trails.

## **Objective 6: Manage visitors, energy, products and safety in a responsible manner.**

### ***Strategies:***

1. Visitor Management: Use appropriate methods to minimize environmental impacts, maximize visitor safety, and ensure ongoing monitoring.
2. Energy & Waste Management: Use energy efficient technology. Manage waste in the least environmental impact.
3. Product Management: Assure that the quality of the tourism product incorporates an understanding of customer expectations, maintenance of information flow, maintenance of customer satisfaction, and cooperative arrangements with people affected by the operation.
4. Safety/Risk Management: Ensure visitor safety is maximized by offering training, having standing procedures in place, checks on procedures, safety equipment adequate and checked, and emergency procedures in place.

## **Objective 7: Ensure visitor information is readily available across the State and along the route.**

### ***Strategies:***

1. Continue to supply brochures to Welcome Centers in Michigan.
2. Continue to supply brochures and interpretive maps to local visitor information outlets.
3. Maintain and upgrade the Standish Historic Depot as needed to ensure the continuation of that facility as a Welcome Center for the southern gateway of the route.
4. Research and develop additional Heritage Route visitor information centers along the route.

## Website

The US 23 Heritage Route website is the key public outreach component of the program. Its maintenance and use should be considered a critical priority. The website, [www.heritage23.com](http://www.heritage23.com), prides itself on its user-friendly nature. The site is designed to provide travelers a one-stop shop to trip planning to the Sunrise Coast. Travelers are able to view attractions based on either the geography they are planning to visit or on their specific interest area (Art, Culture, and History; Outdoor and Farm Fun; Active Adventures; and Eat, Shop and Sleep). In addition, visitors can utilize the “Plan Your Trip” feature to select multiple specific attraction and activity categories to build their own customizable tour.

### **Objective: Ensure that the US 23 website meets the needs of the US 23 program and visitors.**

#### **Strategies:**

1. Maintain mobile app or mobile version of website.
  - a. The mobile site shall contain search features similar to the full version of the website.
  - b. The mobile site shall contain the Telling the Story feature.
  - c. GPS technology will be utilized to provide locations of nearby assets.
2. Develop downloadable self-guided tours.
  - a. Pre-set tours shall be available which can be downloaded or printed. Tours shall be based around themes of interest such as lighthouses, maritime history, biking trails, lumbering history, mid-20<sup>th</sup> century resort travel.
3. Develop web-based sales feature (for logo products).
  - a. US 23 products will be available for sale on the website.
  - b. Paypal (or similar technology) will be utilized to conduct transactions.
4. Keep the Website “Fresh” and “Cutting Edge.”
  - a. As new technology becomes available, the website will be updated to reflect this.
  - b. New information will constantly be available on the website.
5. Website – ensure continued renewal of domain names.
6. Continue to work with LIAA to update Content Management System.
7. Ensure web server is large and fast enough to handle the capacity required.

#### **Goal: Website**

*“Maintain and improve the US 23 Heritage Route website.”*

8. Develop a sign-up feature for visitors to receive regular updates.
  - a. Updates will include information on events, specials at Heritage Businesses, and other items of interest.
9. Keep the Current Events Calendar updated.
10. Web-Based “Telling the Story” Program.
  - a. Continue to Monitor and expand stories on the website.
  - b. Develop video documentaries.
  - c. Add stories focusing upon Historical Events/Natural History/Landmarks.
  - d. Allow website visitors to tell their own stories and upload their own pictures.
  - e. Allow website to highlight Local Testimonials.
11. Utilize high quality, high resolution images on the website. Images should set the scene, show action, and evoke emotion. Continue to collect images through partners such as MDOT.
12. Embed high-quality commercial videos hosted on You Tube.
13. Continue to improve usability of website:
  - a. Use large image headers with support calls to action (links to Plan Your Trip).
  - b. Use contrasting colors and break up text into short segments because users scan-read online text.
  - c. Use a clean font style and size.
  - d. Provide text alternatives such as large print, Braille, speech, symbols, or simple language.
  - e. Provide multiple ways to navigate and find content.
14. Create and maintain a blog on the website. The blog will focus on news about Heritage 23 and the region. On the blog, Heritage 23 will tell stories, discuss visitor experiences, surroundings, unique facts and other engaging content. The blog will contain pictures, videos and hyperlinks. Heritage 23 will focus on keywords and implement search engine optimization principles to encourage search engines to visit and crawl the blog posts.
15. Provide maps to attractions and events.

### Blogs Additional Info:

The main aim of a blog is to share thoughts with the rest of the world. Just like websites or customer reviews on TripAdvisor, they get indexed by search engines.

If people visit a blog and are interested in the content, they will subscribe to receive regular updates using the universal feed icon. A feed simply is a list of recent articles in a machine-readable format. A program known as feed reader or feed aggregator will go and collect the updates on behalf of the user and present the content in a user-friendly layout. Google Alerts is a very easy way to subscribe to what the world is saying about Heritage 23.

Since each blog post is made of short, judicious and topical content, a blog boost search engine rankings. Search engine crawlers (or robots) continuously visit the site for more relevant content. A site's online popularity will grow and more and more people are going to link to it.

16. Engage in Search Engine Optimization to improve the website rankings in search engine results.
  - a. Add sitemaps to provide a visual, user-friendly organization of the pages on the site.
  - b. Add keyword rich text on the home page.
  - c. Use more Title Tags to tell search engines what is on a page. (Title tags are one line descriptions of each page of a website).
    - i. Use keywords when setting title tags.
    - ii. Place keywords at the beginning of the title (within first 65 characters).
    - iii. Aim for meaningful titles.
  - d. Ensure meta description explains what each page is about using keywords.
  - e. Set Alt Tags with keyword rich text to ensure search engines can identify what is in an image.
  - f. Address duplicate content.
  - g. Ensure keywords are used within headings.
  - h. Ensure keywords are used in hyperlinks.

17. Expand inbound links to the site including editorial links and acquired links by:
  - a. Check all inbound links periodically.
  - b. Encourage businesses on the site to link back to the site from their own sites.
  - c. List the website on good online directories.

### Meta Descriptions Additional Info:

The description is the snippet of text displayed below a listing in the search engine results page. Search engines do not use it to rank your page but it is a chance for you to stand out from your competitors on the search engine results page.

Use it as a teaser for the webpage content. It will encourage the visitor to click on the listing. Ensure it also holds the page's keywords as the keywords used by the user in the search field will be bolded in the description, thus drawing the user's eye. The description tag, just like the title tag, is also part of the page header. It is referred to as the Meta description tag. It is generally located in the same area as the title tag within a website's content management system.

### Search Engines Additional Info:

Search engines operate by sending their robots to crawl a website in order to understand what a website and business is about, index all its pages in their database, list the website's pages on the first pages of results when a potential visitor enters keywords that describe an offer, and increase targeted visitation to a website.

Having an optimized website means that it is growing its online visibility. Accompanied with quality content, the online visitor will be enticed to contact you and book your product. With an optimized website, relevant inbound links and a sustainable strategy you can expect to rank on the first pages of search engines for the keywords your target market uses to search for you and be visible on other sites that are often used by your target market to research and share vacation experiences.

## The Value of the Inbound Link

There are a number of things that influence the value of an inbound link:

**Popularity** - If a website is popular, in search engine terms, it means that it already has relevant and high quality links pointing to it. This infers that links from popular websites will provide the site with a better link value than least popular sites.

**Relevancy** - Sites that are related to the industry or sector provide greater link value than non-related sites.

**Trust** - Trust refers to trusted domain names and extensions. Obtaining a link from a trusted domain generally positively increases the page's placement amongst search engine results.

**Number of links on the page** - The value of the link will be diminished if the page linking to the site has many other links. This demonstrates that the link value from a directory is demised as directories, by definition, list many businesses on each page.

**Hyperlinks** - When possible, ensure that the site linking to you uses your keywords in the hyperlink to your page.

## Inbound Links Additional Info:

Search engines also use inbound links to a website to gauge its popularity and importance. Links are the online version of word-of-mouth.

**Editorial links** express the opinion of the editor. In this instance, it is the opinion person linking to you from their website. Editorial links take time to get because they are earned as a reward for providing good, citation-worthy content. They are the links that search engines will favor and therefore have the biggest link value.

**Acquired links** are other links (paid or unpaid). Getting these links necessitates making contact with another organization to entice them to link to you. Participating in online discussion forums or by leaving comments on Blogs can create links as well.

Acquired links have less search engine value than editorial links because they bypass the feeling of trust that editorial links have.

## Keywords Additional Info:

Keywords are words used as reference points for finding other relevant information. In the online space, they become the link between users and search engines. Search engines determine how relevant webpages are to user queries by looking at how keywords are organized on each webpage. It is vital to ensure that keywords are used in appropriate places throughout a webpage, as this is fundamental to how search engines rank a site.

“The Long Tail” theory, when applied to search, highlights that the majority of the world’s demand for information through search engines originate on rare, unique keyword combinations. Successful online businesses use these Long Tail keyword combinations to their advantage by researching their target market and using the information to create content-rich websites that cater to specific needs.

Popular Keywords:  
“Accommodation Harrisville”

Long tail keywords: “Weekend escape in Harrisville”

Pinpoint what is being offered and have no more than 3 or 4 keyword combinations for each offering

2Can use the Google Adwords keyword tool to extract the keywords held in competing websites.

# Advertising

Advertising is a powerful means of communicating a message and builds brand presence and familiarity in the marketplace. Before advertising, it is important to be clear about:

- who you want to target
- what you need to say
- the way you're going to say it

## Objective 1: Advertise to Target Markets

Market segments usually are *demographic* (age, family status), *socioeconomic* (occupation, income levels, education), *purpose of visits*, *geographic* and *life style* (activities, interests, opinions such as escapers, renewal seekers). Most targeting will combine several segments.

### Strategies:

1. Identify target demographic, socioeconomic, purpose, geographic and lifestyle market segments.
2. Direct marketing to the groups identified in strategy 1.
3. Utilize information in Appendix 5-C to assist with target market identification.

## Objective 2: Engage in Cooperative Advertising

Advertising with partners can be advantageous by spreading the costs such as was done by the Alpena Pure Michigan campaign and the Sunrise Coast Pure Michigan campaign.

### Strategies:

1. Consider partnering with another Michigan Scenic Byway to offer two unique experiences. One possibility is to partner with Woodward Avenue to offer the urban and rural experience to the traveler.
2. Coordinate promotion with the River Road National Scenic Byway.
3. Partner with local tourism bureaus, local communities, and individual businesses to share in the cost of advertising in travel magazines, newspapers, and on billboards.

## Objective 3: Advertise in print publications.

### Strategies:

### **Goal: Advertising**

*“Engage in an advertising campaign in order to increase visitor awareness of the US 23 Heritage Route.”*

1. Advertise in Travel Magazines, national publications (i.e. Midwest Living), and statewide publications (i.e. Detroit News).
  - a. Develop marketing outreach to specific types of groups (i.e. divers, bicyclists, bird watchers, kayakers, skiers, car shows, wildlife watchers, etc) and advertise in publications which cater to those groups.
  - b. For newspapers and magazines - buy space on the odd pages i.e. 3, 5, 7, etc. - these are the first pages readers see when they turn the page
2. Advertise using Direct Mail.
3. Continue to offer brochures in Welcome Centers and in local brochure outlets.

## Objective 4: Advertise on the ground.

### Strategies:

1. Display banners on streetlights in coastal communities. These banners can be sponsored by local Heritage Businesses.
2. Install signage along roadside and at featured locations. The road signs will indicate that the traveler is on the US 23 Heritage Route. There should also be signage at the gateways to the route in Standish and Mackinaw City. Signage should be developed in conjunction with the Signage Strategy that was developed as part of the Statewide Heritage Route program.
3. Utilize billboards as an effective method of advertising to the traveler who is already traveling to northern Michigan. They can be used to divert traffic from I-75 to US 23.
  - a. Purchase billboard space on I-75 in the northbound lane in order to market to travelers already on their way north with the intention of diverting them to US 23
  - b. Purchase billboard space in a target market in order to encourage travel to Michigan and Heritage23.
  - c. For billboard advertising, keep the message brief and simple;

### Travel Michigan

Travel Michigan recommends the three-tiered approach to marketing.

**Protection of existing visitor markets.** Marketing activity needs to be continued through coordinated and effective campaigns that provide a distinct Sunrise Coast message.

**Identify and target the “preferred visitor”.** Preferred visitors are a select group of market segments that, through their pattern of expenditure, collectively provide economic benefits beyond their number. Economic benefits include increased visitor expenditure across all Sunrise Coast destinations. By specifically targeting the “preferred visitor”, the Sunrise Coast will increase its ability to maintain and grow the benefits of tourism across the region. A strategy will be implemented to identify source markets and market segments with the highest potential to increase visitor expenditure. A detailed picture must be developed which delivers the characteristics, expectations and demands of preferred visitors.

**Develop tourism product that aligns with the “preferred visitors” desired experiences.** Prepare marketing strategies built on the outcomes of the preferred visitor research.

let the picture tell the story.

4. Utilize “Poster” ads put up in restrooms in local establishments.

## **Objective 5: Advertise with television and radio using Pure Michigan.**

### **Strategies:**

1. Continue to advertise via radio using the Sunrise Coast Pure Michigan radio campaign. The previous Sunrise Coast ads have run in-state, however expansion to the Pure Michigan Out-of-State markets would be beneficial.
2. Partner with Pure Michigan and MDOT to develop a television ad focusing on Michigan’s Byways.
3. Where possible, schedule advertising in the time and with the programs target audiences watch and listen to.
4. Promote Sunrise Coast’s status as a featured destination on [www.michigan.org](http://www.michigan.org).
5. Utilize Pure Michigan logo on all marketing, promotional, and logo products.

## **Objective 6: Issue media releases to travel and tourism journalists.**

### **Strategies:**

1. Get to know travel writers and the travel press and build a rapport with them.
2. Issue media releases when there is important news to tell about the US 23 Heritage Route (a new tour, major upgrades, received an award).
3. Issue media releases that utilize the following best practices:
  - a. Focus media releases on the facts of who, what, when and where and keep them short.

### **Pure Michigan Partnership Program**

Travel Michigan offers advertising packages for both in-state and out-of-state markets. The Pure Michigan program is a dollar for dollar matching fund program. The Instate marketing program is intended to keep Michigan residents in-state, extend stays and further promote destinations by leveraging Travel Michigan and industry marketing dollars.

The out-of-state marketing program extends the limited marketing reach of the Michigan travel industry to key awareness target markets in Chicago, Cleveland, Indianapolis, Cincinnati, Milwaukee, Dayton, Columbus, St. Louis, and southern Ontario. Feeder markets are Toledo, Green Bay/Appleton, South Bend, and Fort Wayne.

Based on a financial commitment from Travel Michigan and potential partners, a specific strategic promotional campaign is jointly created utilizing television, radio, digital and print advertising, website and online promotion, public relations, and social media efforts. Specifically, Travel Michigan offers a Pay-per-Click partnership program, advertising opportunities in Michigan Travel Ideas, an eNewsletter campaign, monthly eSpecials, fall color updates eMail campaign, social media campaigns, public relations, website listings, and Michigan Welcome Center opportunities.

- b. Put the main information in the top few paragraphs – one sentence per paragraph.
  - c. Before quoting someone, introduce the person in the paragraph prior and end the first quote with the name of the speaker.
  - d. Keep quotes brief and to the point. Make it easy for journalists to get the facts.
4. Create a section of the website devoted to media releases with the heading “newsroom” or “media releases” to create better search engine optimization.

## **Objective 7: Engage in Familiarization (FAM) tours to enable trade and media contacts and partners to experience the US 23 Heritage Route first-hand.**

### ***Strategies:***

1. For media FAM, do research on the publication and what each is looking for, i.e. what is their story angle, story style, areas of interest
2. Plan an interesting and relevant itinerary
3. Pre-prepare the information they’ll need and give a small memento from the US 23 Heritage Route.
4. Allow time for interviews and filming/photography.
5. Allow time to fully experience the product,
6. Highlight authentic and unique experiences.
7. Greet FAM guests and treat them as VIPs during their stay.
8. Ensure the FAM tour is on time and well organized with scheduling.
9. Only engage in experiences that a regular Heritage Route traveler would experience.
10. Follow up in a few days with a short note of thanks.

## **Objective 8: Develop a PR Kit for the US 23 Heritage Route.**

### ***Strategies:***

1. Ensure the PR Kit includes brochures, business cards, media releases and CD or DVD of high-res images of the route and experiences.
2. Ensure the PR Kit includes promotional gifts that are either unique or everyday items branded with logo and contact details such as a toll-free number and website address.

## **Objective 9: Ensure the US 23 Heritage Route is represented at Trade and Consumer Shows**

### ***Strategies:***

1. Attend shows that reach the target demographic and geographic market for the US 23 Heritage Route.
2. Display high quality banners and other materials that show the best attractions of the route.
3. At the show, try to reserve a booth site which is close to the entry or center of the exhibition or on the main isle of the venue.
4. Try to share costs and find a product that is complementary to the US 23 Heritage Route and partner in an exhibit.
5. Attract consumers with music or action footage or some other kind of interesting/captivating feature.
6. Distribute brochures and information materials.
7. Give away coupons or vouchers as added enticement.

## **Objective 10: Engage in Direct Marketing including mail and email.**

### ***Strategies:***

1. Create a customer database or buy a contact list that is based on the target markets. Ensure previous travelers of the Heritage Route are in the customer database. Utilize the route's tourism partners to create this contact list.
2. Insert promotional brochures/vouchers and coupons in local, regional or national newspapers and magazines or send direct to the mailing lists.
3. Advertise and offer coupons in local business directories.

4. Use e-newsletters and subscriber notices to promote up-coming promotions using the following best practices:
  - a. Send only relevant information that gives the newsletter personality and a unique voice, provide educational content and testimonials, use colors and brands. HTML format with photos and embedded hyperlinks is generally preferred to plain, email-like, text format. Newsletter design should convey professionalism and be consistent. Include unsubscribe link.
  - b. Send email marketing regularly and consistently. Seasonal newsletters are popular. Mondays and Tuesday get the highest opening rate. Use a dedicated email marketing program. Aim for an opening rate of 30%. Segment the database based on your target markets (biking enthusiasts, bird watching, etc).
  - c. Include a call-to-action or two in the newsletter. Include a link to a special offers page on the website.

## **Objective 11: Advertise on the internet to reach target markets.**

### **Strategies:**

1. Utilize standard or Rich Media clickable ads to increase brand awareness and drive web traffic to the website.
2. Utilize Pay Per Click (PPC) to target audiences that are actively searching for a product. PPC is displayed on search engine results pages and advertising networks.
3. Utilize sponsored content articles containing links within the article to the website.
4. Follow potential customers from the US 23 website to other websites that they visit.

## **Objective 12: Engage in effective social media to increase brand awareness.**

### **Strategies:**

### **Pay Per Click Additional Info:**

1. PPC is cost effective: you will only pay a predefined amount when someone clicks on your ad. Your ads will therefore be displayed for free. In PPC jargon, the number of times your ads are displayed is called the number of impressions.
2. Immediate - There is no need to work with a third-party such as an agency or pay per click consultant: you can set up your campaign yourself and it will be live as soon as you press "ok". You can also make all the changes you like to your campaign.
3. Flexibility - Pay per click is a form of advertising that can be set up, left running for as long as you want, paused, re-started, altered, cancelled, etc. The campaign can be accessed and changed at any time using any Internet-enabled computer as the majority of PPC services are online-based and fully automated.
4. Tracking - Because everything is based online, you will be able to know exactly which ads were clicked, which ads converted, and which keywords your target market is using to search. Basically you will gain market intelligence on what works, what doesn't and will be able to use the keyword information within the content of your website to naturally increase its search engine rankings.

1. Create content in using the Sunrise Coast Facebook page to offer our target market a product in a shape and form that they are likely to respond to.
2. Create a Twitter account to increase interaction among target markets; keep with industry news and influential people by setting up searches; build industry contacts; and gain brand exposure in a casual, social, personable environment.
3. Utilize You Tube to feature quality short videos about Heritage 23.
4. Display Heritage 23's photos on online photo management sites to increase the exposure of the route and allow us to capture a different market.
5. Develop podcasts that highlight the stories of the Sunrise Coast.

## **Objective 13: Use other online tools to increase brand awareness.**

### ***Strategies:***

1. Utilize and monitor sites which provide user-generated content such as online customer reviews (such as Trip Advisor).
2. Utilize Google tools to increase brand awareness.
  - a. Heritage 23 will ensure that all fields in the Google Places listing are utilized. This includes categories, photos, videos, and customer reviews. The more information provided, the more attention Google and readers will pay to our listing.
  - b. Heritage 23 will continue to utilize Google Maps as the base for the interactive trip planning tool available on the website.
  - c. Heritage 23 will subscribe to Google Alerts to monitor the use of key terms related to Heritage 23.

## Appendix 5-A: County Team Projects

The following lists are projects specific to the County Heritage Route Teams. All goals, objectives and strategies listed above also apply to each County Team.

### Cheboygan County

1. Implement interpretive information and a pull-off point to highlight the ghost town of “Freedom”.
2. Encourage the Joseph Doyle Recreation Area pathway development.
3. Cattail Park Pathway development.
4. Erect trail signs on the non-motorized and snowmobile paths which help to direct traffic to downtown Cheboygan.
5. Support and encourage developing a boat docking area on the Cheboygan River in Cheboygan City where Great Lakes cruises can dock in order to visit the area.

### Presque Isle County

1. Support the development of a connection and "gateway" from US-23 to:
  - a. the Ocqueoc "Chain of Lakes" water trail
  - b. the Black Mountain/Black Lake State Park area
  - c. the Presque Isle Harbor area
  - d. the Posen agribusiness area
2. Support the extension of the non-motorized pathway from Presque Isle Harbor to connect with Alpena. Support trail from Presque Isle to Rockport via the Negwegon, Rockport and Thompson’s Harbor (NRTH) Committee.
3. Support the development of a nature and geological features trail through the Presque Isle/Alpena County karst areas.
4. Grand Lake Township Park expansion and improvements.

### Alpena County

1. Construct more pull-off points and roadside parks along US-23 and re-open roadside parks that have been closed (i.e. Squaw Bay; 45<sup>th</sup> Parallel/Peter Pettalia Memorial Park).
2. Implement the US 23 South Bay Corridor Redevelopment Plan (Appendix 5-B).
3. Enhance pull-off point on Long Lake.
4. Improve the transportation access to Negwegon State Park, Rockport, Alpena Township Nature Preserve, Partridge Point Park, and sinkholes. Erect signs to guide visitors.
5. Create a Heritage Route Welcome Center in Alpena.
6. Support the on-going development of the Great Lakes Maritime Heritage Center and the Maritime Heritage Trail.
7. Construct a viewing/educational station at the Lafarge quarry site.
8. Support the implementation of the Mich-e-ke-wis Park/Starlite Beach Master Plan.
9. Support the development of the River Center (interpretive center) at Duck Park.

10. Continue to improve and expand the Besser Museum for Northeast Michigan.
11. Support improvements to the City of Alpena Marina.
12. Support improvements of Northern Lights Arena.
13. Support the development of Rockport State Recreation Area.
14. Support the development of Alpena Township Nature Preserve into a low-impact recreational area.
15. Research the development of a launch site at The Narrows.
16. Acquire recreational property with Long Lake frontage.
17. Support the development/redevelopment of parks and campgrounds in Alpena County.

## **Alcona County**

1. Construct trail connecting Harrisville to the Sturgeon Point Light.
2. Improve the transportation access to Negwegon State Park.
3. Research options for acquiring and restoring old depot in Harrisville.
4. Plan for a museum and/or interpretive trail that describes the history of transportation in Alcona County.
5. Support the on-going development of the Great Lakes Maritime Heritage Center and the Maritime Heritage Trail.
6. Support the expansion and promotion of the Alcona County Quilt Trail.
7. Map and promote wi-fi hotspots.
8. Focus on geo-caching in the county.

## **Iosco County**

1. Expand Alabaster Trail.
2. Develop Iosco Exploration Trail along the AuSable River.
3. Development of a Park Pathway system in East Tawas.
4. In Oscoda, develop a Sports Complex facility.
5. Expansion of the Au Sable River Access in Au Sable Township.
6. Provide an interpretive trail for the Dead Au Sable River Nature Area.
7. Extend a riverside walking path between AuSable Township's Finish Line Park to Oscoda Township's River Bank Park.
8. Continue to acquire riverfront property in the Downtown area and west of Oscoda.

## **Arenac County**

1. River access improvements or handicapped accessible pocket parks, especially in Au Gres and Omer.
2. Work with local tourism leaders to develop wintertime opportunities.
3. Redevelop the Lutz property, and make additional improvements at parks in Au Gres. Construct volleyball facility in Au Gres.

4. Development of several recreation activities in Au Gres including Frisbee/Disc Golf Course and Dog Run/Park.
5. Increase Rifle River Trails and river access.
6. Investigate the establishment of a Standish Parks and Recreation Complex which will serve residents and provide desirable opportunities for travelers visiting Standish.
7. River access improvements or handicapped accessible pocket parks, especially in Au Gres and Omer.
8. Work with local tourism leaders to develop wintertime opportunities.
9. Redevelop the Lutz property, and make additional improvements at parks in Au Gres. Construct volleyball facility in Au Gres.
10. Development of several recreation activities in Au Gres including Frisbee/Disc Golf Course and Dog Run/Park.
11. Increase Rifle River Trails and river access.
12. Investigate the establishment of a Standish Parks and Recreation Complex which will serve residents and provide desirable opportunities for travelers visiting Standish.

## Appendix 5-B: US 23 South Bay Corridor Redevelopment Plan

### ***Vision Statement:***

***“Citizens, Businesses and governments working together to improve the appearance and economic vitality of US 23 South from Mich-e-ke-wis to Squaw Bay.”***

### **Goal 1: Improve the appearance of the South Bay Corridor**

Objectives	Strategies	Partners
<p>1. Implement enhancements to improve the aesthetics of the corridor.</p>	<p>a. Contract with a consultant to create corridor development designs.</p> <p>b. Engage in a community design charrette.</p> <p>c. Select a final corridor design.</p> <p>d. Include cost estimates for each element in corridor design.</p> <p>e. Seek out appropriate grants to implement the project.</p>	<p>Alpena Township</p> <p>Local granting agencies</p> <p>Business owners and residents</p> <p>Michigan Department of Transportation (MDOT)</p> <p>Michigan Economic Development Corporation (Community Assistance Team)</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p> <p>USDA Rural Development</p> <p>Michigan Department of Agriculture and Rural Development</p>

<p>2. Address blighted areas, structures, and signs</p>	<p>a. Enforce blight ordinance</p> <p>b. Utilize grant opportunities to address blighted areas.</p> <p>c. Work with property owners to reduce blight through possible business owners association or community action group.</p>	<p>Alpena Township</p> <p>Michigan Economic Development Corporation (Community Assistance Team)</p>
<p>3. Redevelop or demolish abandoned buildings and signs.</p>	<p>a. Work with property owners to determine needs.</p> <p>b. Utilize grant opportunities to demolish abandoned buildings.</p> <p>c. Work with property owners on the removal of abandoned signs.</p> <p>d. Ensure Township ordinances properly address abandoned buildings and signs.</p> <p>e. Utilize grant opportunities for the redevelopment of abandoned buildings.</p>	<p>Alpena Township</p> <p>Michigan Economic Development Corporation (Community Assistance Team)</p>
<p>4. Control weeds in the public right of way.</p>	<p>a. Work with Alpena Township to ensure that the sidewalks/bike path and road shoulder are kept weed-free.</p>	<p>Alpena Township</p>

<p>5. Address the excessive number of driveways along the corridor.</p>	<p>a. Complete an access management inventory.</p> <p>b. Create an access management plan aimed at reducing the number of driveways and implementing shared entrances.</p>	<p>Michigan Department of Transportation (MDOT)</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>
<p>6. Address power lines by burying them or moving them behind the buildings.</p>	<p>a. Encourage grant funding to bury or move the power lines.</p> <p>b. Work with the power company to bury or move the power lines.</p>	<p>Alpena Power Company</p> <p>Alpena Township</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p> <p>Michigan Economic Development Corporation (Community Assistance Team)</p>
<p>7. Add greenspace to the corridor.</p>	<p>a. Add street trees for a northern “look and feel” as part of a comprehensive “streetscape” project.</p> <p>b. Hold community flower plantings in the commercial section of the corridor.</p>	<p>Michigan Department of Natural Resources (MDNR)</p> <p>Community Service Agencies</p> <p>Alpena Township</p> <p>Local Garden Club</p>

<p>8. Assist businesses improve their facades.</p>	<p>a. Investigate façade improvement programs and implement if appropriate.</p>	<p>Alpena Township  Michigan Economic Development Corporation (Community Assistance Team)</p>
<p>9. Continue to keep the corridor clean.</p>	<p>a. Hold regular community clean-up days.  b. Work with local businesses to develop a regular trash maintenance system.  c. Education citizens on trash disposal.</p>	<p>Businesses and residents  Community Service Agencies  Alpena Chamber of Commerce</p>
<p>10. Address existing and future signage in corridor.</p>	<p>a. Inventory number of signs, square footage, and height.  b. Investigate options for alternate signage requirements.  c. Design and install wayfinding signage in the corridor.  d. Install vertical banners in the corridor to promote the area as a unique destination but to</p>	<p>Alpena Township  Michigan Department of Transportation (MDOT)  Alpena Chamber of Commerce  Alpena CVB  US 23 Heritage Route Management Council and Alpena Area Team</p>

	also promote events.	
11. Improve the aesthetics of parking lots	<ul style="list-style-type: none"> <li>a. Investigate the feasibility of requiring parking in rear or on side of buildings during future redevelopment.</li> <li>b. Work with property owners to eliminate the problem of weeds in parking lots</li> <li>c. Require that business owners maintain their parking lots in good condition.</li> <li>d. Require landscaping buffers or decorative fencing to improve parking lot aesthetics.</li> </ul>	<p>Alpena Township</p> <p>Property owners</p>
12. Ensure that new and redevelopment is aesthetically-pleasing.	<ul style="list-style-type: none"> <li>a. Research optional building form standards.</li> <li>b. Ensure buildings relate to the street in a manner that makes the corridor comfortable for both pedestrians and vehicles.</li> <li>c. Ensure that development provides eye-level interest for pedestrians.</li> <li>d. Support the implementation of land use techniques, such as clustering, shared parking, access management, and landscaping, to regulate commercial development.</li> </ul>	<p>Alpena Township</p> <p>MSU Extension</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>

<b>Goal 2: Improve walkability by improving connectivity to the Alpena Bi-Path and to Squaw Bay</b>		
<b>Objectives</b>	<b>Strategies</b>	<b>Partners</b>
1. Maintain bike path free of weeds in summer and snow in winter	<ul style="list-style-type: none"> <li>a. Work with Alpena Township and community groups to implement spraying of weeds on the bike path.</li> <li>b. Work with local businesses and Alpena County Road Commission to ensure bike path remains cleared of snow throughout the winter.</li> </ul>	<p>Alpena County Road Commission</p> <p>Alpena Township</p> <p>Community groups and local property owners</p>
2. Extend bike path to Squaw Bay	<ul style="list-style-type: none"> <li>a. Apply for funding for a bike path extension to connect to Squaw Bay as part of a comprehensive corridor redevelopment project. Extension to be sought in conjunction with the development of a pull-off point at Squaw Bay.</li> </ul>	<p>Alpena Township</p> <p>Michigan Department of Transportation (MDOT)</p> <p>Michigan Department of Natural Resources (MDNR) Recreational Trails</p> <p>Michigan Department of Natural Resources Trust Fund</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>
3. Create a more desirable bike path experience as part of a comprehensive	<ul style="list-style-type: none"> <li>a. Install unique pedestrian lighting. Investigate utilizing “green energy” designs.</li> </ul>	<p>Michigan Department of Natural Resources (MDNR)</p>

streetscape project.	<ul style="list-style-type: none"> <li>b. Provide decorative benches along path.</li> <li>c. Provide smoother riding surface on bike path.</li> <li>d. Ensure bike path surface is maintained.</li> </ul>	Alpena Township
4. Ensure pedestrians are safe and comfortable crossing US 23.	<ul style="list-style-type: none"> <li>a. Enhance crosswalk areas by investigating curb extensions or raised crossings.</li> </ul>	<p>Michigan Department of Transportation (MDOT)</p> <p>Alpena Township</p>

**Goal 3: Provide destinations along the corridor.**

<b>Objectives</b>	<b>Strategies</b>	<b>Partners</b>
1. Create pull-off point at 45 <sup>th</sup> parallel.	<ul style="list-style-type: none"> <li>a. Research the possibility of purchasing property within reasonable distance of the 45<sup>th</sup> parallel.</li> <li>b. If property purchase is feasible, obtain grant funding to purchase of property.</li> <li>c. Construct a roadside park with parking, picnic tables, benches, an information kiosk, public art, and photo opportunity with the 45<sup>th</sup> parallel sign.</li> </ul>	<p>Alpena Township</p> <p>Michigan Department of Transportation (MDOT)</p> <p>Michigan Department of Natural Resources (MDNR)</p> <p>Michigan Department of Environmental Quality (MDEQ)</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>

		Thunder Bay National Marine Sanctuary Alpena CVB US Army Corp of Engineers
2. Capitalize on Mich-e-ke-wis park and Starlite Beach	<ul style="list-style-type: none"> <li>a. Work with the City of Alpena to provide/continue interpretive information signage in the parks.</li> <li>b. Investigate the feasibility of interactive screens for interpretive materials.</li> </ul>	City of Alpena Michigan Department of Natural Resources (MDNR) Alpena CVB Thunder Bay National Marine Sanctuary
3. Provide and/or promote unique features along the corridor	<ul style="list-style-type: none"> <li>a. Work with local community groups and local artists to display public art in appropriate locations along the corridor. The art should reflect the heritage of the community (maritime and natural resources. Art should be located at pedestrian stopping points which are inviting and safe.</li> <li>b. Promote the public art as part of a larger art trail.</li> <li>c. Provide bird viewing areas. Promote Squaw Bay as a birding destination.</li> </ul>	Michigan Arts & Culture Northeast (MACNE) Local artisans Alpena Township Nature Conservancy

		Thunder Bay Audubon Society Michigan Sea Grant
4. Provide interpretive information along the corridor.	<p>a. Install signs along the bike path interpreting maritime history, natural history, and Native American history. Coordinate signage with the US 23 Heritage Route program.</p> <p>b. Work within the US 23 Heritage Route program to provide interpretive information on the website and in print materials.</p>	<p>US 23 Heritage Route Management Council and Alpena Area Team</p> <p>Besser Museum</p> <p>Alpena Township</p> <p>Michigan Department of Environmental Quality (MDEQ)</p>

**Goal 3: Work collaboratively in economic and community development**

<b>Objectives</b>	<b>Strategies</b>	<b>Partners</b>
<p>1. Businesses work together to implement projects that meet the general goal of the South Bay Corridor.</p> <p>2. Put a collaborative oversight structure in place which supports projects in the South Bay Corridor.</p>	<p>a. Form a South Bay Corridor Business Association</p> <p>b. Implement a Corridor Improvement Authority or similar program.</p> <p>c. Promote the corridor collaboratively as the South Bay Corridor.</p> <p>d. Hold joint retail events.</p> <p>e. Market the corridor collectively as a specified destination (South Bay Corridor) as part of the</p>	<p>Business owners along the corridor.</p> <p>Alpena Township</p> <p>Michigan Economic Development Corporation (MEDC)</p> <p>Alpena Chamber of Commerce</p> <p>Alpena CVB</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>

	<p>larger “Sanctuary of the Great Lakes” branding initiative.</p> <p>f. Research various funding scenarios to support community development projects in the corridor.</p>	
3. Encourage renovation of historic and/or existing structures.	<p>a. Work with property owners of historic structures to determine needs.</p> <p>b. Research and apply to grant programs to obtain funding for historic structure renovation and revitalization.</p>	<p>Michigan Economic Development Corporation (MEDC)</p> <p>Alpena Township</p>
4. Ensure routes from other areas of town to US 23 South are maintained and accessible.	<p>a. Work to ensure roads leading to the South Bay Corridor are in good condition.</p> <p>b. Develop wayfinding signage to the South Bay Corridor.</p>	<p>Alpena Township</p> <p>City of Alpena</p> <p>Alpena County Road Commission</p>
5. Work with Alpena Township to become certified as a <i>Redevelopment Ready Community</i> .	<p>a. Implement <i>Redevelopment Ready Communities</i> best practices for :</p> <ul style="list-style-type: none"> <li>• Community Plans &amp; Public Outreach</li> <li>• Zoning Regulations</li> <li>• Development Review Process</li> <li>• Recruitment and Education</li> <li>• Redevelopment Ready Sites</li> </ul>	<p>Michigan Economic Development Corporation (MEDC)</p> <p>Alpena Township</p> <p>City of Alpena</p> <p>Northeast Michigan Council of</p>

	<ul style="list-style-type: none"> <li>Community Prosperity</li> </ul>	Governments (NEMCOG)
6. Encourage mixed use development along the corridor.	<ul style="list-style-type: none"> <li>a. Assess housing needs of the community through a Target Market Analysis.</li> <li>b. Identify areas where mixed use development would be appropriate (including commercial, office, and high density residential areas).</li> <li>c. Work with Alpena Township to add mixed use development along the corridor in their Master Plan.</li> <li>d. Work with Alpena Township to update the Zoning Ordinance to allow mixed use through a corridor overlay zone.</li> </ul>	<p>Alpena Township</p> <p>Michigan State Housing Development Authority (MSHDA)</p> <p>Northeast Michigan Council of Governments (NEMCOG)</p>
7. Market the corridor as part of the larger product of the US 23 Heritage Route.	<ul style="list-style-type: none"> <li>a. Ensure the South Bay Corridor is represented on the US 23 Heritage Route website and print materials.</li> <li>b. Investigate the feasibility of catering to electric vehicles by providing charging stations in the corridor and encouraging the installation of charging stations along the entire US 23 Heritage Route from Standish to Mackinaw City to promote the route to electric vehicle owners.</li> </ul>	<p>US 23 Heritage Route Management Council and Alpena Area Team</p> <p>Alpena Township</p> <p>Alpena Power Company</p> <p>Alpena CVB</p> <p>Thunder Bay National Marine Sanctuary</p>

**Results from Public Input Session held on July 29, 2014:**

**Assets:**

1. Lake Huron (repeated several times)
2. Bike Path
3. Businesses
4. Beauty of northeast Michigan
5. Heritage Route
6. Mich-e-ke-wis Park
7. Safe
8. 45<sup>th</sup> Parallel
9. Eagles
10. 5 Lanes of traffic
11. Potential to plan development
12. Businesses have improved
13. All shopping needs met in one place
14. Residential areas
15. Walkability
16. Woods and wildlife
17. Friendly
18. Open space
19. Older buildings – possibly redevelopment
20. Birding potential (Squaw Bay area)
21. *Starlite and Mich-e-ke-wis Park (recent developments)*
22. *4<sup>th</sup> of July celebration*
23. *Positive attitude and commitment of area residents and businesses*

**Problems:**

1. Need education on trash disposal

2. Lack of trash cans
3. Dumpsters – open
4. Eyesores – abandoned buildings (repeated several times)
5. Lack of interpretive information – Squaw Bay
6. Lack of bike path to Squaw Bay
7. Snow piles on bike path
8. Lack of enforcement (blight) (repeated several times)
9. Too many vacant buildings
10. Piles of tires (blight)
11. Parking Lots (run down)
12. Gravel in road
13. Lack of marketing
14. Weed control (especially in parking lots)
15. Aesthetics – not good
16. Bike path – driveway crossings make it uneven
17. Signs (abandoned)
18. Utility lines
19. Too many driveways
20. *Blight*
21. *Businesses and residents (some not on board yet)*
22. *Resources not fully utilized and appreciated*

**Vision:**

1. Economic activity – small stores, no big box, control development (fine-tuned), fill vacant buildings
2. Flowers
3. Bike path to Squaw Bay (signage)
4. Lighting along path (unique and stylistic) – green energy
5. Green technology

6. Electric vehicle tourism (along the entire Heritage Route – places to recharge, etc)
7. Trees, greenbelt along road – northern look and feel - pines
8. Historic features – emphasis
9. Maintenance
10. Welcome center/kiosk at 45<sup>th</sup> parallel
11. Community working together (city, township, county, businesses)
12. Need for identity (i.e. South Bay Corridor)
13. Fix routes to 23 (i.e. Hobbs)
14. Screens in park for slideshows, etc.
15. Move Welcome to Alpena sign to less blighted area

# Appendix 5-C

## Profile of a Northeast Michigan Tourist

### Prizm™

To target marketing efforts for US 23 Heritage Route, it is crucial to understand the nature of visitors to the region. Their needs, desires, attitudes, and perceptions should be carefully considered when developing a marketing campaign and during product development. The nature of these various visitor segments will dictate where print advertising is placed, the content of that advertising, and the appearance and content of all collateral marketing materials such as brochures, signs, maps, and visitors' guides. Prizm™ is a neighborhood lifestyle segmentation system developed from such sources as the U.S. census, and it works because people with similar cultural backgrounds, needs and perspectives naturally gravitate toward each other. In the market segmentation system, each micro-neighborhood in the United States is defined according to 62 distinct types or "clusters" that exhibit similar demographic and behavioral characteristics. These characteristics include income, family type, age, education, occupation, purchase behavior, and media habits. These clusters are then used to identify and locate marketing targets. The variables that explain most of the differences among the clusters include:

- Socioeconomic ranking
- Family type
- Educational attainment
- Race and/or ethnicity
- Occupation
- Housing type

The Michigan Economic Development Corporation (MEDC) has studied the top Prizm clusters for the six counties of the "Sunrise Coast" – Cheboygan, Presque Isle, Alpena, Alcona, Iosco, and Arenac Counties as compared to all of Michigan. The ten top Prizm Clusters in NE Michigan are more traditional, families, older/retirees, small town/rural segments. These market segments account for over 35% of the visitors. While the top four may not be made-up of upscale audiences, they are not necessarily low-potential travel markets.

- Mayberry-ville – Small-Town Couples and Families, Middle Aged, high school grads, middle income.
- Big Sky Families – Young to Middle-Aged rural families, high school grads, blue collar, middle income.
- Fast-Track families – Upscale rural/towns families, some college, affluent, kids, disposable income.
- Back Country Folks – Older Downscale Rural Couples, high school grads, lower income.

It should be noted that the Toledo, South Bend, Fort Wayne and Columbus markets also are made up of these clusters, thereby providing nearby marketing potential for the type of visitor that northeast Michigan attracts.

**Table 1**  
**Top Prizm Clusters in Northeast Michigan**

	6 County Area* %	Michigan%
Back Country Folks	5.0	2.0
Traditional Times	5.0	4.6
Mayberry-ville	4.6	3.6

Big Sky Families	4.2	3.7
Fast-Track Families	3.7	3.2
Country Casuals	3.5	3.3
Blue Highways	3.3	1.8
Blue Blood Estates	3.2	2.0
Red, White & Blues	3.2	1.5
New Homesteaders	3.1	2.7

Michigan Economic Development Corporation: Corporate Research Unit 2009  
 \*Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties

Research conducted by the Michigan Economic Development Corporation Corporate Research Unit (2009) has indicated that leisure travelers are less likely to be on an overnight trip in northeast Michigan compared to the rest of Michigan. When on an overnight trip in the area, visitors in this region tend to stay longer than the rest of Michigan. (3.6 vs. 2.5 days). Also, the travel-party size in the area is about the same as the rest of Michigan. (2.2 vs. 2.3 persons)

**Table 2  
Travelers**

	Alcona County	Alpena County	Presque Isle County
Leisure Travel (% of travelers)	93.2	68.2	85.4
Day Trips (% of travelers)	59.5	26.0	74.4

Michigan Economic Development Corporation: Corporate Research Unit 2009

**Table 3  
Origin State for Leisure Travelers**

	6 County Area* %	Michigan %
Michigan	82.6	73.3
Wisconsin	2.5	2.4
Ohio	2.3	6.5
Illinois	2.1	4.4
Minnesota	1.5	0.5
Nebraska	1.3	0.1
Indiana	1.1	4.2
South Carolina	1.1	0.2
California	0.8	0.9
South Dakota	0.8	0.0

Michigan Economic Development Corporation: Corporate Research Unit 2009  
 \*Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties

The Huron Coastal region captures less tourism from Ohio, Illinois, and Indiana than the rest of Michigan. Marketing should target both within the State of Michigan and to the neighboring states to the south.

The region is mostly a destination for in-state travelers. It is much more dependent on Michigan residents as a source of visitors than other destinations in Michigan (82.6% vs. 73.3%). Unlike the rest of Michigan, very few visitors come from surrounding states (8% from Illinois, Indiana, Ohio, and Wisconsin).

<b>Table 4 Top Origin Markets</b>		
	6 County Area* %	Michigan %
Detroit, MI	26.5	25.4
Flint-Saginaw-Bay City	19.5	11.9
Traverse City-Cadillac	15.2	17.4
Grand Rapids-Kalamazoo-Battle Creek	9.7	18.8
Alpena	5.3	0.5
Lansing	3.9	5.8
Chicago	2.2	4.7
Green Bay-Appleton, WI	1.9	1.2
Minneapolis-St. Paul, MN	1.4	0.4
Lincoln & Hastings-Kearney, NE	1.3	0.1

Michigan Economic Development Corporation: Corporate Research Unit 2009  
 \*Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties

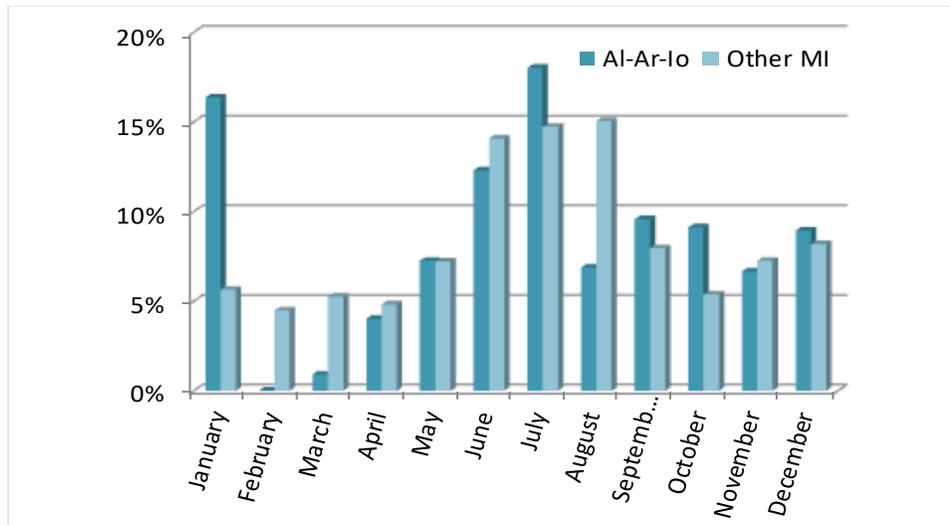
Southeast Michigan and Flint/ Saginaw/Bay City are strong markets for the region. Very few visitors come from the state's second largest market – Grand Rapids/ Kalamazoo/Battle Creek. There exists significant potential for growth in this market. There exists significant potential for day visit increase from other markets including northwest Michigan. In fact, statistics have shown Traverse City ranks as having one of the highest use rates of the US 23 Heritage Route website.

### Activities

Outdoor activities rank higher for travelers in the Huron Coastal area than for the rest of the state. Touring/sightseeing, beach/waterfront, parks, hike/bike, historic sites, hunt/fish, and camping are among the top leisure traveler activities in northeast Michigan.

<b>Table 5 Top Activities for Leisure Travelers</b>		
	6 County Area* %	Michigan %
Touring/Sightseeing	40.8	16.9
Shopping	29.7	22.6
Dining	29.6	27.9
Entertainment	26.7	20.7
Beach/Waterfront	20.5	9.8

Parks: National & State	17.0	6.0
Hike & Bike	15.1	3.0
Visit Historic Site	13.7	3.5
Hunt & Fish	12.3	5.3
Camping	8.1	4.1
Michigan Economic Development Corporation: Corporate Research Unit 2009		
*Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties		



Significant potential exists for travel in February, March and April. The top travel months in the region are January and July. The region performs well in the fall season. Late winter and early spring are relatively lower performers.

## Pure Michigan Advertising Markets

The Pure Michigan primary markets are:

- Chicago
- Indianapolis
- Cleveland
- Cincinnati
- Milwaukee
- Ontario, Canada
- Columbus
- Dayton
- St. Louis

The Pure Michigan Feeder Markets are:

- Toledo
- Ft. Wayne
- South Bend
- Green Bay

The Pure Michigan In-State Markets are:

- Detroit
- Grand Rapids
- Lansing

- Flint
- Traverse City

<b>Table 6 What Feeder Markets Do</b>			
	Toledo	Fort Wayne	South Bend
Beach/Waterfront	✓	✓	✓
Touring/Site Seeing	✓		✓
Boat/Sail		✓	
Outdoor Recreation (hike/bike/hunt/fish)	✓	✓	
Entertainment		✓	✓
Nature Eco-Travel	✓		
Nightlife			✓
Michigan Economic Development Corporation: Corporate Research Unit 2009 *Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties			

<b>Table 7 Feeder Markets PRIZM Clusters</b>			
	Toledo	Fort Wayne	South Bend
Mayberry-ville	✓	✓	✓
Fast-Track Families	✓	✓	
Traditional Times	✓	✓	✓
Close-In Couples	✓		
2 <sup>nd</sup> City	✓		
Heartlands		✓	
Kid Country USA		✓	
Big Sky Families			✓
Home Sweet Home			✓
Blue Highways			✓
Michigan Economic Development Corporation: Corporate Research Unit 2009 *Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties			

<b>Table 8 Feeder Markets Destinations</b>			
	Toledo	Fort Wayne	South Bend
Toledo	✓		
Detroit	✓		
Cleveland	✓		✓
Flint/Saginaw/Bay City	✓		

Los Angeles		✓	
New York		✓	
Orlando		✓	
Chicago		✓	✓
Grand Rapids			✓
Indianapolis			✓
Michigan Economic Development Corporation: Corporate Research Unit 2009 *Alcona, Alpena, Presque Isle, Arenac, Iosco, Cheboygan Counties			



This chapter provides details pertaining to the history of US 23 as well as a detailed description of the intrinsic qualities that are described in Chapter 3: Inventory & Assessment.

## History of US 23

### History of the Road

Prior to the 1800's, native Americans and early settlers in Michigan navigated their way through the state using the Great Lakes, rivers and Indian trails as the primary transportation routes. An early Indian trail which followed the Lake Huron shoreline from Saginaw Bay to Mackinaw, called The Shore Trail, would eventually become the route for US 23.

Road building in Michigan did not begin until after the American government gained control of the region in the early 1800's. In 1817, the Secretary of War stressed that roads were needed for the purpose of national defense and in order to defend the newly acquired lands. It was also necessary to build roads to connect the region with the rest of the Northwest Territory. However, progress was not quickly made and road building in Michigan lagged for several decades. By 1830, the federal government had started only three roads and only one had been completed. Federal road building ceased in Michigan in 1837 when it acquired statehood. State road improvements continued under township administration and the Plank Road Companies chartered by the State.

move people and materials as a result of the influx of settlers brought to the area because of the booming lumbering and fishing industries. During this time, short sections of roads, that would eventually become parts of US 23, were being built in the various settlements and lumbering camps that dotted the Lake Huron Shoreline.

In Alpena County, the first meeting of the Highway Commissioners took place March 26th, 1858. At this initial meeting, the first road districts in the county were formed. At their next meeting, later that year, the Highway Commissioners considered the first petition for a highway. The petition was for a road from near the mouth of Thunder Bay River to the Devil River. The request was eventually approved and the following motion was passed; "voted to raise the sum of one hundred dollars, according to the report of the Highway Commissioners, for the purpose of laying out a road from the mouth of Thunder Bay River to the Devil River." During this same period, road construction was also ongoing in Cheboygan County. The first road from Cheboygan to Duncan Bay was finished in 1858. In 1864, the first bridge across the Thunder Bay River was constructed for \$1,000.00. While it was even inexpensive for the times, it was totally inadequate for the forces of the Thunder Bay River and only lasted until 1869. In 1865, the State Legislature passed an act that provided for the establishment of the Duncan, Alpena and Au Sable River State Road that went from Duncan Bay, in Cheboygan County, to the Au Sable River, in Iosco county, via the City of Alpena.

In 1871 the first stage line was established between Standish and Alpena. The following excerpt from *The History of the Lake Huron Shore*, written in 1883, provides a glimpse of what travel was like on what would eventually become US 23: "The road between Standish and Alpena is mostly sand, except between Standish and Pine River, through Au Gres Swamp and across Alcona County. There has not been a trip missed since Mr. Green has been operating the line, although there are times when it would appear a physical impossibility to make the journey."

The early roads were a far cry from the modern highway. After surveyors selected a route, axe men cut away the brush and felled trees along the path low enough so wagons could pass over the stumps. Workmen constructed crude bridges over streams which could not easily be forded. Logs were laid crosswise of the road across bogs and swamps to prevent animals and wagons from miring, this was known as a "corduroy road". Other than this, little was done to provide a surface for the road.

Plank roads were the next big improvement. Road builders fastened 4-inch- thick pine or oak planks to the log rails called "sleepers." When properly maintained, the road surface was relatively smooth. Most plank roads were toll roads, but the money collected was seldom enough to keep them in good condition.

The rapid popularity of bicycles in the 1880's and 1890's was a major impetus for the construction and improvement of roads during this time period. These new road users where the most persistent of those who demanded better roads and organized The League of American Wheelman to help champion their cause. In Michigan, the group was led by Horatio S. "Good Roads" Earle, who eventually became the State's first highway commissioner. The League of American Wheelman had a significant and lasting effect on Michigan's road system and would eventually transform into the American Road Builders Association.

The mass production and affordability of automobiles in the early 1900's further increased the need for more and better roads. In 1905 there were 2,700 automobiles in Michigan, two decades later, over two million cars a year were being produced in Detroit. In 1913 the Michigan State Legislature passed the State Trunkline Act. This Act provided increased funding to the townships and counties for road construction and added approximately 3,000 miles to the road system. The new Act created much enthusiasm and led to the first Road Bee Day in Michigan. June 9, 1913, was set aside by The Huron Road Association for a road work bee and it was reported that over 200 miles of road were improved on that day

In the late 1920's, US 23, as we know it today, began to take shape. The US Highway system came into being in 1926 and the initial route of US 23 was established. Existing trunklines, mostly supplanting the existing M-10 and M-65, were used for the entire route. This initial US 23 looked quite different than it does today and was much farther inland in several locations. From Standish the route headed northeasterly to Omer, then headed northerly via Twining and Whittemore, then turned east to Tawas. The route continued northerly and easterly to Oscoda, then northerly to Alpena via Lincoln and Spruce. From Alpena, US 23 turned west to Lachine and then turned northerly through Posen into Rogers City. From there US 23 continued on the old M-10 route through Onaway and Tower, then curved northward through Aloha to Cheboygan where it traveled northwesterly to Mackinaw City and its northern terminus, following what would eventually become Old Mackinaw Trail.

In the 1930's and early 1940's, US 23 underwent several realignments that rerouted long stretches of the road much more closely to the Lake Huron Shoreline. The section of US 23 that runs from its present day northern junction with F-41 in Alcona County to the Werth Road intersection in Alpena County was realigned in 1933. The road was moved several miles east from its previous alignment along Werth, Spruce, Roe and Gillard Roads. The shoreline rerouting of US 23 in Alcona County continued in 1935-36 with the construction of 15 miles of road that stretched from Harrisville to the Alpena County line. Also in 1935, a 14-mile stretch of road was completed along the Lake Huron Shoreline between Cheboygan and the Presque Isle County line, however, it was not officially designated as US 23 until six years later. In 1939, a 24-mile stretch between Rogers City and the City of Alpena was completed, replacing the previous route that ran concurrently with M-32 through Lachine. The final major relocation of US 23 occurred in 1941 between Rogers City and Cheboygan. The shoreline route saved twelve miles over the old route which traveled through Onaway and is present day M-33.

Although the route of US 23 from Standish to Mackinaw City has remained basically unchanged for the last 60 years, there have been discussions and plans for a possible US 23 freeway from Standish northward to the Oscoda area and a possible US 23 bypass around the City of Alpena. These proposals have been highly controversial and it is unknown if, or when, they will ever be built. The US 23 freeway proposal would have significant environmental impact on wilderness areas along the route. The primary opposition to a US 23 bypass around Alpena has been from neighborhood residents that believe their homes would be negatively impacted by a bypass.

### **Present Condition of the Road**

The majority of the road surface of the US 23 Heritage Route from Mackinaw City to the Alcona County line is in good condition. From Mackinaw City to Alpena the road is typically comprised of two twelve-foot wide paved lanes with three-foot wide paved shoulders. Outside Mackinaw City and through the Cities of Alpena, Rogers City and Cheboygan, portions of the roadway have been widened to three, four and five-foot lanes to accommodate the heavier traffic volumes. The route passes through the downtown districts of Mackinaw City, Cheboygan and Alpena. Rogers City has a US 23 Business Loop that allows motorists to slow down and drive through the City or continue on their way at highway speeds. This portion of US 23 has recently been rebuilt for several miles (from the north end of Rogers City to M-65). A center turn lane has been added along US 23 in the Rogers City area. South of Alpena and through Alcona County, much of the road surface has been recently replaced and is in excellent condition. Through this stretch of road the shoulders are paved surfaces five to eight feet wide which provides safe lanes for bicycles. In Alcona County, north of Harrisville, there are two passing areas. One passing area is four miles long and the other is one mile long. In both areas, the pavement surface widens to four lanes, providing safe passing lanes for northbound and southbound motorist through the hills of northern Alcona County. In the City of Harrisville the highway widens to three lanes to facilitate left hand turning movements in and close to the city.

US 23 breaks off of I-75 just south of the City of Standish. US 23 bisects the City providing residents with easy access to larger cities such as Bay City and Saginaw to the south. Traffic counts taken on US 23 just south of the City in 1999 identified 14,600 vehicle trips over a 24-hour period and 8,900 vehicle trips over a 24-hour period north of the City. The large difference in the traffic volume north and south of the City can be attributed to Standish residents traveling to Saginaw and Bay City. Traveling through the City of Standish and along the commercial stretch on US 23, there are four lanes of traffic with one turn lane (five lanes). Just north of the City the highway narrows to two lanes of traffic each way (four lanes). The four lanes of traffic continue through the City of Omer heading northward where M-65 bisects US 23. At this location one-third of the truck volume is diverted north on M-65. After the M-65 crossing, US 23 becomes a two-lane highway until reaching the community of Au Gres. The road then turns into a four-lane highway, and for a brief stretch includes a turn lane (five lanes) to serve the commercial district through the City. The course again becomes a four-lane highway until just out of the City, where it narrows to two lanes. Just north of the City of Au Gres the roadway again extends to four lanes, providing faster-moving traffic the opportunity to pass. The remainder of the roadway through Arenac County is two lanes.

Entering into Iosco County the road widens to four lanes to provide a passing opportunity for travelers for approximately 1.5 miles. The roadway then tapers down to a two-lane highway until it reaches Tawas City, where there exists a turning lane. Through Tawas City and East Tawas the road widens to four lanes. Heading north out of the Tawas area the road then gains commercial traffic volume from M-55 and returns to a two-lane highway. The road is primarily a two-lane highway until reaching Oscoda except for an additional passing lane near Au Sable Point. Upon entering Oscoda a left turn lane appears and the road becomes a four-lane highway through town. Heading north out of Oscoda the roadway has a left turn lane, and then tapers down to a two-lane highway.

Recently, there have been improvements in the City of Au Gres, specifically the bridge that crosses the Au Gres River. This summer the road was repaved outside of Au Gres for about seven miles. The route's condition is all fairly new; the only rough area to travel exists around the I-75 interchange area.

## **Cheboygan County**

### **Natural Resources & Recreation**

In Cheboygan County, the majority of the Heritage Route travels through privately owned lands. There are, however, a great diversity of interesting plants, animals and natural resources to be found in the area, much of which is accessible to the public. US 23 crosses many creeks and streams in Cheboygan County that drain the coastal watershed. In City of Cheboygan, US 23 crosses the Cheboygan River which accepts water from Black, Sturgeon and Pigeon River Watersheds and drains into Lake Huron. The Cheboygan River is a navigable river that is deep and wide enough to accommodate large lake vessels.

Coastal marshes are found near US 23, with Grass Bay and Duncan Bay being among them. The open wetlands support plants such as rushes, bulrushes, sedges, cattails and willow shrubs. The beaches and narrow low dunes along this area provide habitat for several plants listed as rare and endangered on both Federal and State lists. Some of the rare plants found along US 23 in the Cheboygan County area include the dwarf lake iris and the pitcher plant.

US 23 in Cheboygan County traverses sand lake plains and dune sand deposits created by glacial and post glacial activity. Old shorelines, both rocky and sandy can be found in the coastal area. Dune and swale complexes are a series of alternating old beach ridges and linear depressions that parallel the Lake Huron shoreline.

A wide variety of wildlife can be found along US 23, in Cheboygan County. There are large numbers of white tail deer all along the route. Although deer tend to keep to the less populated areas, one can expect to see deer almost anywhere. As with the rest of Northern Michigan, turkeys have made a significant comeback in Cheboygan County and often can be seen. Other wildlife that has been seen along the route include black bear, fox, coyote, bobcat, opossum, skunk, porcupine and large variety of birds. The long-eared owl, solitary vireo, red crossbill, black-throated green warbler and evening grosbeak nest in the tree canopies within the conifer forests. Lowland brush provides prime cover and nesting opportunities for woodcock, alder flycatcher, rose-breasted grosbeak, black-capped chickadee and northern waterthrush.

In addition to the natural resources of the area, visitors will find a variety of recreational opportunities in this area, much of it tied to the natural environment. Between the City of Cheboygan and Mackinaw City, US 23 runs adjacent to the Mackinaw State Forest. Approximately two miles east of Cheboygan, US 23 travels another mile through State Forest lands. Many trail systems are found within this State Forest (including Black Mountain Recreation Area and the two rail trails - North Central State Trail and North Eastern State Trail). Historic Mill Creek Discovery Park (south of Mackinaw City) and The Headlands International Dark Sky Park (west of Mackinaw City) also provide outdoor interpretive opportunities. Several public and private campgrounds are located along the US 23 Heritage Route that offer a variety of camping and recreational opportunities (including Cheboygan State Park). Some of the best fishing in the

area, with Northern Pike, Small and Large Mouth Bass and several types of pan fish can be found in Duncan Bay. Little Billy Elliot Creek, which flows through the park and into the bay, is well known for its Speckled Brook Trout. Farther off the route, beginning in the City of Cheboygan, is the Inland Waterway, a 38-mile route from Lake Huron to Crooked Lake.

Two roadside parks and one scenic overlook are located on the route in Cheboygan County. Located halfway between the City of Cheboygan and Mackinaw City, the Mackinaw Straits Roadside Park has picnic tables, grills, bathrooms and water access. At this location there are excellent views of the Straits of Mackinaw, Bois Blanc Island, Mackinac Island and the Mackinac Bridge. The Huron Shores Roadside Park is located near the Cheboygan/Presque Isle County line and has picnic tables, bathrooms, water access and views of Lake Huron. A scenic overlook is located on the Heritage Route approximately five miles east of the City of Cheboygan. Located on the top of a bluff, views overlooking the forest to the Straits of Mackinac beyond can be seen. There are many public parks, beaches, marinas and playgrounds located along or very near US 23 in both the Village of Mackinaw City and the City of Cheboygan

### **Historic, Cultural & Archeological Resources**

The Mackinaw City area is rich in history and historical sites of interest. The Mackinac Bridge can be seen from many places along US 23, as well as from the Alexander Henry Waterfront Park and many other places in the area. In Mackinaw City, the reconstructed Colonial Ft. Michilimackinac, originally built in 1715, is open to the public from spring through late fall. This site provides a wealth of information concerning the history of that time period. Reenactments from British 1770's occupation and the American Revolution era occur on a regular basis. Periodic special events and festivals are held throughout the year. This area is also the site of the longest continuous archeological dig in the U.S. In addition, Mackinaw Historic Village is located on the western edge of Mackinaw City. The Historic Village recreates a period between 1880-1917 and features historic buildings and an audio tour.

A historic walking trail has been established in Mackinaw City, which leads visitors from one site to another, with interpretive signage along the way. Mackinaw City is one of the State's foremost tourist destinations, with shopping, dining, lodging and entertainment available year round. Ferry service is available from Mackinaw City to Mackinac Island, which provides access for visitors to that historic and lovely locale. Just east of Mackinaw City, along US 23, the Historic Mill Creek complex has been reconstructed on the site of the historic water-powered Mill Creek Mills. Originally built in 1790, this sawmill was the first industrial complex in the Midwest. A reconstructed 18th century water powered sawmill is located in a 625 acre wooded setting with nature trails and forest management displays. Skilled craftsmen in 1820's dress use period tools and techniques to demonstrate building methods of the period. Exhibits and demonstrations are available from mid-May through mid-October. A privately-owned facility called Jack Pine Lumberjack Shows pit two rival logging camps against each other to compete for the "Bull of the Woods" in chopping, sawing, pole climbing and log rolling.

The Straits of Mackinac area is home to several interesting and accessible shipwrecks. Diving on the many shipwrecks throughout the 148 square mile Straits of Mackinac Underwater Preserve can be reached by shore dives and small boats from St. Ignace, Mackinaw City and Mackinac Island. The Icebreaker Mackinaw Maritime Museum, in Mackinaw City, offers a glimpse into the icebreaking history

of the straits.

Traveling further east along US 23 takes visitors to Cheboygan. The City of Cheboygan plays an important historic role in the Northeast Michigan area. Additionally, Cheboygan offers a wide variety of tourist services, lodging and shopping opportunities. Several historic sites are found within the City, not too far from US 23. These include the Old Cheboygan Courthouse, a Greek revival structure built in 1869, and the renovated Cheboygan Opera House, still in use for a wide variety of musical and dramatic performances.

US 23 crosses the Cheboygan River by the Cheboygan Bascule Bridge. (A bascule bridge is a movable bridge which uses a weight as a counterbalance to raise the deck.) This was the last bascule bridge built in Michigan before World War II. The structure extends 155 feet, and when raised, the bridge provides a 60-foot-wide river channel for passing water craft. In the 1940's, the federal government excavated a turning basin in the mouth of the Cheboygan River. Today, that basin is the home of the Coast Guard Cutter Mackinaw which has been stationed in Cheboygan since 1944.

One lighthouse and a range light are located in the City of Cheboygan, both very near US 23. The Cheboygan Crib Light is located in the Gordon Turner City Park, at the point where the Cheboygan River meets Lake Huron. Originally constructed in 1884, it was built on a crib, located one-quarter mile from the shore in the Straits of Mackinac. One hundred years later (1984), it was moved by barge to its present location in order to save it from disintegration. The Cheboygan Front Range Light is located along the Cheboygan River, just off of US 23 on Water Street. Work on the range light began in 1880, as an aid to navigating the river. This building remains in the ownership of the Federal government and is still used to aid navigation.

Just east of the City of Cheboygan is the site of the Cheboygan Point Light. Located in the Cheboygan State Park, visitors will find the foundation remains of this once operating lighthouse. In 1851, the Cheboygan Point Light was originally built on a pier in Lake Huron. Due to rough water and winter ice, it only lasted a few years. In 1859, it was rebuilt on the shore and was in operation until 1930.

### **View Sheds**

In Cheboygan County there is a variety and an abundance of scenic views along the US 23 Heritage Route. Most of the route in the County is lined with mature forests which give the roadway a very rural experience. A wide mixture of conifers and hardwoods provides an abundance of natural beauty all year long, but it is exceptionally breathtaking in the fall when the route is lined with color. With the exception of the immediate areas around the City of Cheboygan and Mackinaw City, the majority of the route travels through upland and lowland forests. Typical species in the upland forest are sugar maple, beech, birch, cherry, aspen, basswood, ash, white pine, red pine, jack pine, scotch pine, white spruce, black spruce, balsam, larch and hemlock. Species that can be found in the lowland forests include ash, elm, soft maple, cottonwood, cedar, tamarack, black spruce, white spruce and balsam fir.

There are several locations along US 23 in Cheboygan County that offer water views of the Straits of Mackinac and Lake Huron. Lake views can be enjoyed by passing motorists as they travel on US 23 or by

pulling off at one of several roadside parks along the way. These parks also allow visitors to take a break, use the restrooms, have a picnic and enjoy the views.

Beginning in Mackinaw City, the views from US 23 are spectacular and interesting. At a height of over 550 feet, the towers of the Mackinac Bridge can be seen from several points along US 23. Huge cables made up of over 14,000 miles of wire suspend the deck of the bridge 200 feet above the water. The magnitude of the Mackinac Bridge is an awe inspiring sight during the day and at night, the lights on the towers and suspension cables provide a colorful and spectacular outline of the bridge against the night sky.

Between Mackinaw City and Cheboygan, the landscape alternates between upland and lowland forests. In this section of the route there are several areas where a motorist can see long stretches of the roadway ahead. The lack of signs, billboards, and utility poles offers travelers several miles of uncluttered forest views.

Along this stretch, there are several locations that have natural open areas or clearings which have been cut for homes and cottages. In these areas, clear or obscured views of Lake Huron can be seen. From these locations there are views of the Mackinac Bridge, Bois Blanc Island and Mackinac Island. On a clear day, the Grand Hotel on Mackinac Island, is visible. During the shipping season, numerous passenger ferries taking tourists to and from Mackinac Island and freighters from all over the world can be observed from these locations. Freighters can easily be seen with the naked eye and flags and identifying marks of the ships can be seen using a pair of binoculars.

Traveling east from the City of Cheboygan to Presque Isle County, US 23 is routed through predominantly upland forests. In addition to miles of uncluttered forest views, the hills and curves in this area add interest and character to the route. The winding road keeps motorist intrigued with what may be over the crest of the next hill or around the bend of the next curve. In this stretch there are only a few locations that have significant water views, and although the quantity of views is limited, they are some of the best in the County. Some spectacular views can be seen from a scenic turnout which is located on a bluff approximately five miles east of the City of Cheboygan. From this elevated perspective, there are views overlooking the top of the forest, beyond which Lake Huron and Bois Blanc Island can be seen. Near the Cheboygan/Presque Isle County line, US 23 is routed closer to the shoreline. Here water views can be seen from the road or motorists can stop at the Huron Shores Roadside Park or travel another four miles east to stop at Huron Dunes Roadside Park.

A “scenic detraction” can be defined as anything which tends to obstruct, spoil, or otherwise detract from a scenic view. The number of scenic distractions is numerous in the areas near the City of Cheboygan and Mackinaw City. These distractions will continue to increase as the progression of development moves outward from these areas. The construction of multi-story motels, signage and billboards on the outskirts of Mackinaw City has eliminated water views that once existed. Outside the city limits, there are relatively few visual distractions. Signage in these areas is comprised mostly of on-site signs for resorts, parks and campgrounds or MDOT informational and adopt a highway signs. As development increases on the lake shore side of the Heritage Route, views of the water will be opened up by clearings cut for new homes.

However, the line of sight will be limited as the typical new lake front home has multiple stories and is much larger than the small single-story homes and cottages that were built in the past.

## Presque Isle County

### Natural Resources & Recreation

The US 23 Heritage Route has more miles of roadway in Presque Isle County than any other county along the route. In this county the Heritage Route passes through much private property, but also by many public parks, historical sites and other areas of interest to tourists.

US 23 traverses very near Lake Huron from the Cheboygan County line to near Rogers City. Towards the northwestern side of Presque Isle County, the Heritage Route passes over the Ocqueoc River as it drains into Lake Huron. Since that river doesn't flow through any larger cities, its ecological resources remain relatively intact. Smaller coastal streams, such as the Bell River, Swan River, Little Trout River, Trout River, Greene Creek, Lone Pine Creek, Mulligan Creek, Three Creek and Black Mallard River are smaller coastal streams that empty directly into Lake Huron. Farther inland, visitors can travel to Ocqueoc Falls where they can swim in the falls or hike the trail systems.

Near the southeastern edge of the county, the Heritage Route passes very near Grand Lake and Long Lake. These lakes have glacial origins different than the numerous kettle lakes found further inland. The advancing continental glaciers broke apart the level sedimentary bedrock and scoured out the long linear lake basins.

Aspen-birch, oak and pine forests dominate the natural areas along the Heritage Route in Presque Isle County. Northern white cedar, tamarack and black spruce are prominent in the forested wetlands. These lowland conifers provide important winter thermal cover for many wildlife species such as the white-tailed deer. The snowy owl, pine grosbeak, purple finch, boreal chickadee and pine siskin also frequent lowland conifer stands during the winter months.

South of Hammond Bay sandy plains support jack pine and oak forests. The shoreline along the eastern edge of the county is characterized by rocky outcrops comprised of limestone bedrock. There are some stretches of cobble/sand beaches. A series of old shore beach ridges (dune and swale complexes) at Ferron Point, provides evidence of past glacial Great Lakes water levels.

The underlying bedrock along and near US 23 is limestone, shale, dolomite and gypsum, formed millions of years ago by marine and near-shore sedimentary deposits associated with the Mississippian and Devonian era seas that once covered this area. Limestone and dolomite, extracted from the Oglebay Norton Limestone and Stoneport quarries, are fine grained, finely crystalline, very pure and high quality. On the eastern side of Rogers City, US 23 runs adjacent to the Oglebay Norton Limestone Quarry. A look-out on that quarry is open for public viewing of the quarry, is located a short drive from US 23. In addition, Harbor View offers opportunities to watch the limestone being loaded onto barges. There is also an area nearby where fossil-hunters can pick up Devonian-era invertebrates.

The Rockport Sinkholes, which include eight large and several small sinkholes, are located in the southeast corner of Presque Isle County. The Karst geology, which make up the sinkholes, formed in the limestone bedrock. Water flowed into cracks in the limestone bedrock that had been exposed after the last continental glacier. The water gradually dissolved the limestone and widened the cracks underground. Over the years, these underground caverns became larger and the bedrock ceilings became thinner. Eventually, ceilings became so thin, they collapsed and formed sinkholes.

These sinkholes range in widths of less than 50 feet to 300 feet. The depth and steepness of their sides varies. Water can be found in the bottom of these sinkholes, although many drain during dry periods. The bottoms of the sinkholes are strewn with fallen and slowly decaying trees. Uncommon plants, such as Robert's fern can be found on the steep limestone walls of the sinkholes.

Presque Isle County is blessed with many public natural areas located very near US 23. A small road-side park is found on US 23, just a few miles from the Cheboygan County line. This park gives visitors a break from their travels and direct access to Lake Huron. Two other roadside parks, just east of the Ocqueoc River on the way to Rogers City, offer fine views of Lake Huron.

A bit farther south, the Black Mountain Recreation Area, within the Mackinaw State Forest, is a located not too far from US 23. This recreational area is known for its many marked multi-use trails, used for cross-country skiing, snowmobiling, ORVs, horseback riding and hiking.

Further southeast along US 23, the Forty Mile Point Lighthouse is located in a public park operated by Presque Isle County. Picnic facilities and restrooms are available in this park.

Only a few miles further along US 23, visitors have the option of stopping at the Hoefft State Park. Located on a heavily wooded 300 acre site, this park has a mile of sandy, Lake Huron shoreline. The park is a popular staging area for anglers who access Lake Huron trout and salmon by launching their boats at nearby ramps or by using local charter services. About one-half of the park is opened for hunting. Nearby public lands also provide hunters with locations where they can pursue deer, bear or small game. The park features trails running through gently rolling, mixed hardwood/conifer forest, as well as along the Lake Huron shoreline. Trails can be used for hiking or cross-country skiing. Hoefft State Park and Forty Mile Point Lighthouse is connected to Rogers City by the Huron Sunrise Trail for non-motorized use.

Just before reaching Rogers City, another large public park is found just off of US 23. The Herman Vogler Conservation Area is a 270 acre park with hiking, biking and ski trails. Over seven miles of trails takes visitors through constantly changing habitats that range from hardwood highlands to cedar thickets and marshes, all of which weave around the nine acre Trout River Flooding. The Trout River crosses the property, as well as many other small creeks, including the important brook trout nursery, Hartwick Creek. Visitors can take these non-motorized trails from the Vogler Area all the way to Rogers City onto the Huron Sunrise Trail.

Rogers City is next on the trip heading south and east on US 23. This community, located right on Lake

Huron, has had the foresight to establish many waterfront parks. Seagull Point is the largest and is noted for an extensive trail system through strands of native forest vegetation and dunes. Lakeside Park, at the center of town, includes a small boat harbor, beach, picnic area, soccer and basketball fields, bandshell (with seasonal performances), pavilion and seasonal food service. Downtown businesses and restaurants are within easy walking distance from the harbor. The City has constructed an extensive biking and pedestrian trail system, the Huron Sunrise Trail, which connects all of the waterfront parks to one another, and also to the Herman Vogler Conservation Area and the Hoeft State Park.

Thompson's Harbor State Park is located a few miles south-east of Rogers City, just off of US 23. This 5,109 acre park is situated along seven and one-half miles of Lake Huron shoreline. It is an undeveloped park, which provides a rustic retreat for hikers exploring the park's six miles of trails. This area is especially noteworthy for the variety of wildflowers found here in the spring and early summer, some of which are rare and endangered. Species commonly found here are the dwarf lake iris, yellow and rams head ladyslippers and wild columbine.

The community of Presque Isle lies approximately fifteen miles south of Rogers City, a few miles from US 23. This small community is an interesting historical and recreational site. Public docking, launching, swimming and picnic facilities are available in Presque Isle at the MDNR small boat harbor, with a seasonal restaurant and convenience store nearby. Located south of the community of Presque Isle is the 134-acre Besser Natural Area. A foot trail loops through the area formerly inhabited by the people of the Village of Bell. Some remains of buildings, a virgin stand of white pine trees, a sandy beach and a lagoon that holds the hull of an old ship are contained within the natural area.

The last segment of US 23 in Presque Isle County (from Thompson's Harbor State Park to the county line), passes very near both Grand and Long Lakes. An MDOT roadside park and two public access sites are found adjacent to the roadway along this portion of the route. The traveler then passes very near the Rockport site, described earlier, on their way out of Presque Isle County into Alpena County.

### **Historic and Cultural Resources**

A number of historical sites are accessible from the Heritage Route in Presque Isle County, north of Rogers City. The Hammond Bay Biological Lab is located just off of US 23 and is currently operated as a fisheries research station by the U.S. Fish and Wildlife Service. The Biological Station occupies the historic site of the Hammond Bay Lifesaving Station. The Lifesaving Station's original 1876 buildings are still in use and can be viewed from the first rest park east of the Ocqueoc River, as well as from the Biological Station's grounds.

Further south along US 23, the Forty Mile Point Lighthouse, a National Register property constructed in 1896, is located in a public park. The 52 foot high light tower is surmounted by an octagonal cast iron lantern that includes a working Fourth Order Fresnel lens built in 1872 by Henri LePaute. The 40 Mile Point Lighthouse Society maintains a museum and gift shop in one portion of the building. The Society is dedicated to restoring and preserving the lighthouse, the complementary buildings and other nautical artifacts found on the site. Examples of this include the pilot house of the 1912 steamer Calcite and the beached remains of the Joseph S. Fay, a wooden steamer that went down during a violent storm in 1905.

The Forty Mile Point building complex includes the original light, keeper's quarters, barn, fog signal building, outhouses and oil storage buildings. Another historic building has recently been relocated to this public park area; a one-room log school house called the Glawe School. This school was originally located in the small nearby community of Ocqueoc. It was relocated to this site so that it can be restored and opened to the public for viewing.

History buffs will be interested to learn that the Hoefft State Park, described in more detail in the preceding section, contains an architecturally significant picnic structure built during the Depression by the Civilian Conservation Corps (CCC). Another CCC constructed site, the Ocqueoc Outdoor Center, is located a few miles from US 23. This center occupies the site and buildings of an intake CCC camp.

As already described in detail above, Rogers City is an ideal stopping point for a short break or an overnight stay. In addition to the recreational opportunities already described, one can explore the area's history as a shipping and mining town in the Presque Isle County Historical Museum, located in a National Register historic home on Huron Street. The Great Lakes Lore Maritime Museum, also located in Rogers City, reviews the history of the men and women who sailed on the ships, and also houses other items of nautical history. Just south of Rogers City and not far off of US 23, Quarry View provides an overlook to view the largest limestone quarry in the world still in operation.

The small community of Presque Isle has numerous historic and recreational sites and is located only a few miles off of US 23. This spit of land became known as "Presque Isle" (French for "almost an island") sometime early in the 18th century. Presque Isle was an early and important wood fuel stop of lake-going passenger and freight steam ships. Maritime historical sites in the area include the Old Presque Isle Light (constructed in 1840), the New Presque Isle Light (constructed in 1870) and the Presque Isle Range Light.

The Old Presque Isle Light consists of a whitewashed rubble stone tower that stands 30 feet high and a detached single story living quarters. The building and tower have been restored and are open to the public during the summer months. The New Presque Isle Light was built only 30 years after the first structure when it was noticed that the first lighthouse's location and diminutive height allowed it to function only as a harbor light. The New Presque Isle Light consists of a brick tower 113 feet in height. The design of this tower was so successful that it was duplicated at a number of other lighthouses in the area. This site is also open to the public from May through October. The keeper's dwelling has been restored and operates as a combination gift shop and museum.

Sites which offer a glimpse into Native American history are also located in the area. Sacred Rock is very near US 23, while Ocqueoc Falls, a former Native American settlement, is located 20 minutes west of Rogers City.

### **View Sheds**

Presque Isle County has over 68 miles of Lake Huron shoreline. The US 23 Heritage Route is situated in very close proximity to the Lake Huron shoreline for most of the distance from the Cheboygan County line to Rogers City. There are more unobstructed views of Lake Huron from this stretch of US 23 than along any other portion of the Heritage Route. Making travel on this portion of the route even more

enjoyable are the four small roadside parks or public picnic areas situated in the more scenic areas.

When Lake Huron is not visible along this stretch of US 23, one traverses through very pleasant forested vistas instead. Aspen-birch, oak and pine forests dominate the natural areas. Northern white cedar, tamarack, and black spruce are prominent in forested wetlands. South of Hammond Bay sandy plains support jack pine and oak forests. The lack of signs and billboards offers travelers several miles of uncluttered forest views.

Beginning a few miles from Rogers City, US 23 heads in a southeasterly direction away from Lake Huron. It maintains this more inland track from that point to the Alpena County line. As with all urbanized areas, the scenic views around Rogers City diminish, as more commercial and residential developments begin to predominate. Urbanized developments fall off quickly, however, as one drives further east and enters the Mackinaw State Forest again.

From this point, US 23 passes very close to Grand Lake. The traveler comes to several scenic views of this lake, which reveal portions of the Presque Isle area from across the lake. There are two more roadside picnic areas in this vicinity. As one travels further south and east, US 23 passes near Long Lake and takes the traveler into Alpena County.

There are very few scenic detractions along Presque Isle's US 23 corridor, and the ones that do exist are found just outside of the urbanized Rogers City area. More commercial development is taking place along US 23 in this area, which will probably lead to the placing of more signs in this area in the near future. Outside of the Rogers City area there are relatively few scenic detractions. Signage in these areas is comprised mostly of small on-site signs for businesses, and informational signage for recreational areas.

## Alpena County

### **Natural Resources & Recreation**

Following the US 23 Heritage Route through Alpena County takes one through a wide variety of natural resources and recreational opportunities, which are quite different than one experienced in Cheboygan and Presque Isle Counties.

The centerpiece of Alpena County's coastal features is Thunder Bay. The Thunder Bay River is a significant regional ecological corridor with headwaters that arise in western Montmorency County near the community of Lewiston. The Thunder Bay River empties into Lake Huron at the City of Alpena. A long narrow, cedar forested peninsula called North Point jets out into Lake Huron, forming the northern edge of Thunder Bay. South Point in Negwegon State Park is the southern terminus of Thunder Bay. Middle Lake, Grass Lake, Mud Lake and Devils Lake are several of the small lakes located in the area. Long Lake, in the northern part of Alpena County, extends north into Presque Isle County.

Public lands and large tracts of private land form wide ecological corridors within the Alpena County coastal zone. The predominate forest types along the northern section of the US 23 Heritage Route are northern white cedar and aspen-birch. Species such as the least flycatcher, red-eyed vireo, rose-breasted

grosbeak, black-billed cuckoo and American redstart nest in the tree canopy in aspen forests. Ground nesting species, such as the ruffed grouse, veery, snowshoe hare and white-tail deer also use aspen forest types.

US 23 crosses over Squaw Bay, located just south of the City of Alpena. This area is ringed with a rich, productive coastal emergent marsh. Species include cattails, bulrushes, sedges, sweetflag, arrowhead and pickerelweed. The marsh provides spawning habitat for fish and summer habitat for geese, ducks, great blue herons, red-winged blackbirds, Foster's tern and black tern. Devil's Lake is located west of Squaw Bay, just outside of the US 23 Heritage Route corridor. This long narrow lake aligns with the shoreline and in fact was once part of Lake Huron. As the post glacial lake levels receded, this linear depression became stranded from Lake Huron. Devil's River flows south eastward following an old beach ridge until it cuts through near Ossineke and empties into Lake Huron.

The northern portion of the US 23 Heritage Route travels inland from the Lake Huron shoreline from Long Lake to the City of Alpena. The coastal area of the county, at this point, is very interesting. It is heavily influenced by bedrock and can be characterized by many points, bay and islands. The shoreline has rocky outcrops of limestone bedrock. A series of old shore beach ridges (dune and swale complexes) can be found in the protected bays. With the exception of subdivisions along El Cajon Bay and Huron Bay, much of the coastline is still undeveloped. In this area, near shore islands are numerous, particularly between North Point and Rockport. The islands are undeveloped, with several being designated Michigan Islands National Wildlife Areas. This area offers many opportunities for sea kayaking. Misery Bay is a shallow bay formed in limestone bedrock. A submerged sinkhole is located in El Cajon Bay. It contains a spring that pumps large amounts of ground water into Lake Huron.

As described earlier, under Presque Isle County, the US 23 Heritage Route runs very near the abandoned quarry called Rockport, which extends into Alpena County. Fossils of invertebrate sea life, such as stromatoporioids and stromatolites, dating to the prehistoric seas abound in the old quarry. This is one of the best fossil collection areas in the Upper Great Lakes. The old Rockport deep water pier is accessible for viewing and shoreline fishing and is immediately adjacent to the State's Rockport fishing launch site. Rockport is a popular launch site for salmon and brown trout fishing. An extensive network of foot trails lead throughout the Rockport site. Outside the quarry and beach area, the property is heavily wooded.

As mentioned earlier, in the northern part of Alpena County, the US 23 Heritage Route follows an inland tract from the county line to the City of Alpena. Located north of Alpena on County Park Road, Long Lake County Park features a modern campground with opportunities for swimming, boating, fishing, bird watching and hiking on trails that wind through a scenic natural area. A day use area offers sandy beaches, convenient parking and picnic sites away from the campgrounds.

This northern portion of Alpena County area consists of sparsely populated farmlands. Although much of the land is still under cultivation or in pasture use, many of the older historic farm buildings have been abandoned.

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US 23 cuts directly through the City of Alpena, which is the largest city found along the Heritage Route

corridor. Alpena is located at the point where the Thunder Bay River meets Lake Huron. It is a vibrant city which offers travelers many amenities, including lodging, restaurants, and diverse shopping opportunities. In addition to these more urban activities, the City has a remarkable array of indoor and outdoor recreational facilities. The City has developed the award winning non-motorized pathway system throughout the area, called the “Bi-Path”. This pathway maximizes travel along the edge of the Thunder Bay River, Lake Huron and through the City’s extensive park system.

Alpena’s City park system includes more than a dozen recreational sites, which offer a number of beaches, sports fields and picnic areas along Lake Huron, as well as a small boat harbor adjacent to downtown. Located near the boat harbor is Bay View Park, which has a fine arts bandshell, basketball and tennis courts and a kiddie park and picnic area. The other parks have a variety of facilities, including beaches, picnic and play areas, a skate park, volleyball courts, horseshoe pits, as well as fishing platforms and boat launch sites.

Fishing is a very popular activity in the Alpena area, as it is in most of northern Michigan. Charter fishing boats are available in the area which takes fishermen trolling for king salmon, coho, steelhead or lake trout. Inland lake or river fishing is readily available in the area for such species as largemouth bass, smallmouth bass, walleye, perch, northern pike, crappie and catfish.

One of the premier natural attractions found within the City limits is the Island Park and Wildlife Sanctuary. Located at the corner of US 23 and Long Rapids Road, the Island Park is home to scores of plant and bird species. Visitors can explore the sanctuary area by water, or by following the foot trails that encircle the island.

As one heads south from the City, the US 23 Heritage Route follows the shoreline of Lake Huron once again. The Squaw Bay area is located just outside of the City and is home to many species of birds, including the great blue heron and bald eagle. A few miles west of US 23, running almost parallel to the Heritage Route, is the Devil’s Lake area. Although located outside of the Heritage Route corridor, this portion of the Mackinaw State Forest is a popular area for snowmobiling and hiking.

Located several miles south of Alpena along US 23, one passes through the small community of Ossineke. The two branches of the Devil’s River come together in Ossineke and then flows northeast to join with Lake Huron. A beautiful white sand beach is located in this park. The Ossineke community is home to a unique privately owned tourist attraction called “Dinosaur Gardens”, containing 25 life-sized reproductions of different prehistoric animals. In addition, visitors will find a popular photo spot next to a large statue of Paul Bunyan and Babe the Blue Ox.

Soon before reaching Ossineke, US 23 takes an inland course again where it remains until one crosses into Alcona County. As will be described in more detail below, under Alcona County, Negwegon State Park is located south of Ossineke on the Alpena/Alcona County line. This undeveloped and underutilized park contains beautiful white sand beaches on Lake Huron, within easy walking distance from the parking lot. There are many hiking trails in the park, which covers 2,935 acres.

## **Historic and Cultural Resources**

Historic and cultural resources are numerous and diverse in Alpena County along the US 23 Heritage Route. Beginning at the north end of US 23, overlapping into Presque Isle County is the old Rockport quarry, described earlier. The quarry walls are still exposed.

A bit farther south, along US 23 and east from there to Lake Huron, one can find many historic and picturesque farm buildings and residences. Many of these buildings were constructed of native fieldstone. Fieldstone fences can frequently be seen as well. Some of these farms are still under cultivation, while others are not. The old Alpena Township Hall has been relocated to the corner of Long Lake Rd and US 23. Built in 1896, it now serves as a lighthouse museum.

The City of Alpena is home to many historical and cultural sites, including Old Town Alpena, located on Second Street in the downtown area. Old Town contains many interesting restaurants and shopping opportunities. Historic structures downtown include the Centennial Block (1876), the Depression-era Alpena County Courthouse and the Alpena City Hall. The residential neighborhood surrounding Thompson Park also features a number of historically significant 19th Century homes. Examples of Gothic Revival, Italianate, Romanesque and other styles can be found in this area. The Alpena Flour Mills is the only flour mill that remains standing in this region. Built in 1914, much of the old equipment, chutes and bagging stations are still in place.

From a historical perspective, the Thunder Bay area is very interesting as it is home to a higher concentration of shipwrecks per square mile than any other spot in the Great Lakes. For this reason, this area has been designated as the Thunder Bay Marine Sanctuary by the federal government, making it the only freshwater marine sanctuary in the US. Scuba divers come from all over the world to explore this underwater preserve. These vessels rest in an area known as Shipwreck Alley and tell stories of the development of the Great Lakes region and the western expansion of the United States. Visitors can fish, kayak, snorkel, or dive the wrecks. Travelers can also visit NOAA's Great Lakes Maritime Heritage Center and experience the interactive Exploring the Shipwreck Century exhibit. The exhibit features a life-size hand-built replica of a portion of a 1800s Great Lakes schooner, a re-creation of a shipwreck site, artifact lab, and hundreds of interpretive learning opportunities. Visitors can also view the shipwrecks on a glass-bottomed boat operating from the Thunder Bay River behind the Maritime Heritage Center or by numerous diving, snorkeling, or kayaking opportunities.

Alpena is also fortunate to be home to the Besser Museum, located on Johnson Street, just off of US 23. It is the only accredited museum in Northeast Michigan. This museum specializes in topics related to art, history and science and hosts planetarium shows on a periodic basis. The museum grounds house an exhibit of 19th Century historic buildings. The museum has one of the last remaining Great Lakes fishing tugs in their collection – the “Katherine V”. She is a 57 foot long wood boat that is currently undergoing restoration. Live theater performances are frequently scheduled in several locations throughout the City, at the Alpena Civic Theatre, the Thunder Bay Theatre and at the Fine Arts Shell in Bay View Park.

Although more difficult to access, the Alpena area is also home to two lighthouses and one small light beacon. The only light on Alpena's coastline is a skeletal structure called “The Alpena Light”. This light is

best viewed from the harbor breakwater.

The Middle Island Light Station is located in Lake Huron, halfway between Thunder Bay Island and Presque Isle. There are seven buildings on the island, including a light tower, keeper's quarters, and other ancillary buildings. The conical brick tower stands 77 feet tall and can be seen for 17 miles. The foghorn building has been transformed into a bed and breakfast lodge, called the "Fog Horn Lodge". Middle Island Boat Tours are offered from June through early October.

One of the oldest light stations on Lake Huron is located on Thunder Bay Island. This island is the outermost one in a group of islands connected to the north point of Thunder Bay. The light was first constructed in 1832. Access to the island is limited to employees of certain federal agencies and members of the Thunder Bay Island Preservation Society.

### **View Sheds**

Continuing south from Presque Isle County, the US 23 Heritage Route passes into Alpena County, following very near Long Lake. From this point to the City of Alpena, the Heritage Route follows an inland route. After passing the Long Lake area, one finds themselves in an area that is somewhat developed with a mixture of residential and small commercial buildings.

As one would expect, the view sheds in and around the City of Alpena are much more urban in nature. In this vicinity, one passes the typical shopping, industrial and residential sections found in urban areas. US 23 takes the traveler by or very near the historic areas of the City, described earlier in this section. Unlike many cities, however, Alpena also has numerous scenic parks and recreational areas which help the visitor to take advantage of the city's location along the Thunder Bay River and Lake Huron.

Traveling south out of the City, the route begins to follow the Lake Huron shoreline once again. The Squaw Bay area just south of Alpena gives the traveler a good look at this marsh area, with its interesting island views. In addition, a sign denoting the 45<sup>th</sup> parallel is located next to Squaw Bay and has become one of the most photographed spots on the route. The road continues to follow the Lake Huron shoreline from this point to the small community of Ossineke. Ossineke contains some stores, fuel and privately owned tourist attractions. The area from somewhat north of Ossineke to near the Alcona County line is dotted with many seasonal and year-round residences.

Since the City of Alpena is by far the largest urbanized area along the US 23 Heritage Route, there are many more billboards and other signs in this area than in other sections of the route. Additionally, these signs begin to appear in a radius that is farther from the urbanized area than is found in other portions of the route. Unfortunately a few of these signs are in poor condition or are poorly placed. There are a few instances where a large billboard is placed in a manner that blocks an otherwise scenic view.

## **Alcona County**

### **Natural Resources & Recreation**

Access to areas of abundant natural beauty and outdoor recreational opportunities are plentiful in Alcona

County. The coastline is graced with sandy beaches, bluffs and low dunes. Some of the best examples of older shorelines associated with glacial activity can be found along this segment of the US 23 Heritage Route. Deep glacial deposits created many hills, valleys and bluffs from Greenbush north to the county line. The Heritage Route traverses the eastern edge of these glacial ridges.

Like Devils Lake in Alpena County, Cedar Lake (located near the southern end of the County) was once part of glacial Lake Huron. These deeper linear depressions were cut off from Lake Huron by a series of dunes and swales as the lake levels receded over the last 10,000 years forming “inland” lakes.

The north and south branch of the Black River, Mill Creek, Pine River tributaries and Cedar Lake are the major water features in the Alcona County segment of the Heritage Route. The North Branch of the Black River flows through large tracts of state and undeveloped private lands, creating an intricate wetland system between US 23 and Lake Huron.

The predominate forest types in this portion of the US 23 Heritage Route are oak and pine. The old beach ridges in the coastal lake plain provide good growing conditions for red oak, white oak, red pine, white pine, aspen and birch. Cedar, tamarack, spruce, balsam poplar, aspen, red maple, black ash and elm can be found growing within the low-lying areas of the coastal lake plains. Large expanses of these lowland areas in the Cedar Lake and Black River areas provide critical wildlife habitat, where the red-shouldered hawk, northern parula and wood thrush nest in tree canopies. The barred owl, red-headed woodpecker, pileated woodpecker, northern flying squirrel and wood duck nest in cavities of trees in these lowland forests.

The US 23 Heritage Route passes many former farm fields at various points in Alcona County, which serve as natural openings for wildlife. Many species use these openings for nesting and food gathering. The red-tailed hawk, eastern kingbird and loggerhead shrike nest in the canopy of surrounding trees, but feed extensively in open areas. Other species such as the American kestrel, eastern bluebird and eastern screech-owl make their homes in the trunks of trees and snags in and around these openings.

As the traveler enters Alcona County from the north along the US 23 Heritage Route, they are passing close by the little known Negwegon State Park. The access road (Sand Hill Road) is a narrow, soft road, not easily traversed by all vehicles (e.g. campers or low riding vehicles). However, Negwegon offers a fine network of footpaths and trails, both along the Lake Huron shoreline and in the wooded interior. This park is open to hunting for all species following regular State regulations, except in the summer months. The park boasts excellent deer, turkey and rabbit populations, as well as woodcock, duck, goose and squirrel. This park has a wide variety of rare and beautiful wildflowers, as well. One is apt to see fringed gentian, both the round-lobed and sharp-lobed hepatica, goldenrod, bunchberry, penstemon, bloodroot, Canada anemone, columbine, Solomon’s seal, foamflower, spring beauty, broadleaf toothwort, wild geranium and common buttercup.

Negwegon State Park is located near public lands at the mouth of the Black River. Rich in history because of its former bustling logging and commercial fishing industries, the Black River area is an interesting stop for visitors. Alcona Township has improved the boat launch and access site at the mouth of the Black

River, long a favorite with local boaters heading to the open waters of Lake Huron. The Township has also updated the playground equipment and privies and built a pavilion at the beach park, adjacent to the launch site.

Following US 23 farther south visitors can stop at the historic Sturgeon Point Lighthouse. This lighthouse is located on State park lands and is open seasonally to the public. It will be described in more detail below under “Historic and Cultural Resources”.

Harrisville, Alcona County’s seat, is the next major community found along the US 23 Heritage Route. Harrisville’s lovely downtown is located right on Lake Huron, and offers visitors amenities such as specialty shops and restaurants. Local crafts and other unique items can be purchased at shops on or very near US 23. The Harrisville Harbor is located within easy walking distance from the downtown area. Fishing is a popular sport for visitors to Harrisville, some of whom utilize the services provided by local charter fishing companies. There is also a trout farm located near Harrisville which is open to the public for fishing during the summer months. A well maintained DNR launch site offers access to Lake Huron north of the Harbor.

The US 23 Heritage Route intersects M-72 at Harrisville, providing a western portal to the Huron National Forest. Significant recreational areas located just west of Harrisville include Reid Lake Quiet Area (a 3,000 acre back country recreation experience), Hoist Lakes Foot Travel Area (10,000 acres of backpacking opportunity), and Alcona Park on the AuSable River.

Harrisville State Park is located along US 23, just south of Harrisville. This park features a campground and day-use area nestled in a stand of pine and cedar trees along the sandy shores of Lake Huron. The park is within walking or biking distance of Harrisville, making it a very popular recreational area. This 107 acre park is one of the oldest in the state.

Heading farther south from Harrisville to the county line, the US 23 Heritage Route continues to follow the Lake Huron shoreline. The historic community of Greenbush is found in this vicinity, just west of the Heritage Route. This small community provides the traveler with such amenities as restaurants, lodging and specialty shopping. Once past the Greenbush area, the Heritage Route takes the traveler between Cedar Lake on the west and Lake Huron on the east, until one passes the county line into Iosco County.

### **Historic and Cultural Resources**

As mentioned earlier, the Negwegon State Park is a little known park which straddles the Alpena/Alcona County line and features eight miles of Lake Huron shoreline. As the name suggests, this 2,400 acre park contains the archaeological remains of a Native American settlement. The park contains dolmens that date back to prehistoric times. These dolmens are table-like stones which were placed across two or more other stones by ancient Native American peoples. At the present time, archaeological features are not marked or interpreted for visitors.

Another historic site of interest which is found along US 23 is the Sturgeon Point Lighthouse mentioned

earlier in this section. This lighthouse was opened in 1870 in order to mark the Sturgeon Point reef which extends out into Lake Huron. This lighthouse has been in continuous service for 133 years. The tower is 70 feet high and has a 3.5 order Fresnel lens made in France. The Alcona Historical Society has restored the lightkeeper's house, as a maritime museum.

Also located at Sturgeon Point is the old Bailey School, one of the few remaining one-room school houses in the State. Built of Norway pine in 1907, the school is furnished with items used during that time, including desks, benches, a wood stove and the school bell. This schoolhouse was used until 1940 after which students were transported to a larger school building. The building was originally constructed in Mikado Township, but was moved to its present location in 1998. It now has a permanent home where it has been restored and is open to the public.

The City of Harrisville is home to several historic buildings including vintage Victorian homes along Huron Avenue and the former Railroad Depot.

Located farther south along the US 23 Heritage Route, the small community of Greenbush is home to two historic buildings. The Greenbush Township Hall (1868) and the Greenbush School (1870) have been preserved and are marked with historic plaques.

Visitors can view historic and culturally-significant buildings throughout the county by traveling along the Alcona County Quilt Trail – 8'X8' quilt blocks are found on the sides of these structures.

### **View Sheds**

From the Alpena/Alcona County line to the City of Harrisville, the US 23 Heritage Route traverses along a gently rolling, mostly wooded setting. This area is especially beautiful during the fall color season. There are no views of Lake Huron in this section of the route. If a traveler wishes to take a break and have a picnic in this area, a short drive to the Alcona Township beach park or to the Sturgeon Point State Park will fill that need. Near Harrisville, travelers will begin to pass by some seasonal and year-round residences located along the road. Harrisville, as mentioned earlier, fulfills a variety of traveler needs, including restaurants, lodging, shopping and access to parks and picnic areas. US 23 travels much closer to Lake Huron between Harrisville and Greenbush. There are sporadic views of Lake Huron in this segment of the route, although some of the views are blocked by residential and other buildings along the way. The segment of US 23 that passes between Greenbush and the county line, is routed between Lake Huron and Cedar Lake. Views of Lake Huron are available in many areas along this segment. There are several seasonal and year-round residences located in this area, as well.

There are very few billboards or other large signs found anywhere along US 23 in the Alcona County portion of the route. Even though Harrisville is a fairly large community, there are very few billboards found even in and around this city. Accordingly, the scenic views found in Alcona County are very appealing, because there are very few visual distractions.

## Iosco County

### Natural Resources & Recreation

Iosco County is located on the northern end of Saginaw Bay in one of the state's most popular areas for tourism and recreation. Large portions of the total area are forested and/or held in public ownership as national or state forest lands. The majority of the local population resides along the Lake Huron shoreline near US 23, East Tawas, Tawas City and Oscoda. The remaining population concentrations and employment opportunities are found in the west, where M-65 connects Hale, Plainfield Township and Whittemore. From the standpoint of political subdivisions, the County consists of eleven townships and three cities. There is an abundance of plants, animals, and natural resources in close proximity to the route, which is accessible to the public.

In order to understand the natural resources of Iosco County, one must first understand the geologic history of the State and also some of the geologic processes that brought about the various landforms. A brief over-view of the county will indicate a total relief of about 400 feet, with the high point being the 1,030-foot contour, which crosses the extreme northwest corner of the county. From there, the terrain slopes towards Lake Huron, which is itself approximately 580 feet above sea level. Significant deviations from the gently rolling terrain can be seen in the "high banks" along the Au Sable River and the moraine located roughly in the center of the County near the Silver Valley Winter Sports area.

Most of the topographic features of Iosco County (and Northeast Michigan) are a result of erosion or deposition during the Wisconsin Glaciation, the last glacial period. The part of the glacier that covered Michigan began to recede about 14,000 years ago and moved completely out about 8,000 years ago. The glacial drift (deposit) that was left as the glaciers melted covered the entire County to a depth of several hundred feet. It formed such topographic features as moraines, till plains, outwash plains, lake plants and glacial drainways. The western edge of the county is covered by the Hale Till Plain. It is nearly level to gently rolling and is dominantly loamy and clayey soils. The dominant feature of the northern part of the County is the Jack Pines Delta. It is a sandy, nearly level to rolling area dominated by the Huron National Forest. The rest of the County is dominated by the Oscoda Lake Plain. This nearly level to undulating area is largely clayey soils with thin sandy caps in the southern part and sandy soils in the northern part. During the Pleistocene Epoch, the northern hemisphere was repeatedly invaded by glaciers. As many as four times the glaciers moved into the area and then slowly subsided. Each time they altered the landscape by gouging the surface and depositing large amounts of consolidated material along their margins. In Iosco County, two significant morainic formations can be seen; one in the area of the Silver Valley and the other in the northwest portion of the county.

As the glaciers receded, melting water exerted a great influence on the terrain in Iosco County. Much of the area that encompasses the Huron National Forest is a large river delta. As the Au Sable River passed through Alcona, Oscoda and Crawford Counties, it picked up sand and silts and later deposited them at the mouth of the river creating the delta. During this time, Lake Huron was relatively high and covered much of the eastern and southeastern portion of the county. The lake's shoreline stretched from the west and south of Whittemore, northeast to Sand Lake, and on north through the delta area around Foote

Dam. As the level of Lake Huron dropped, the river began to cut deeply into the delta thus creating the area known as the High Banks.

Large bodies of water and wave action are responsible for yet another type of erosion. The lands adjacent to lakes, such as Lake Huron, are continually undergoing change due to erosion, or "littoral drift deposition." Sands washed away in one area are deposited elsewhere, in some instances creating new landforms. Tawas Point, for example, is a depositional structure composed of materials eroded by the Au Sable River and delivered via prevailing currents and littoral drift patterns. Eventually, Tawas Point will extend to the opposite shoreline, with the Bay becoming a separate lake of its own. Lake Solitude, found within modern-day Tawas Point, was formed in this manner. Because shoreline erosion is a force of considerable significance and because shorelines are continually changing, excessive caution should be used in considering development and construction along the lakeshore.

The County has about 12,000 acres of scattered lakes and ponds in addition to the Lake Huron Coastline. These water areas range from less than 5 acres to more than 1900 acres. Some lakes are located in marshes and exhibit all stages of filling by vegetation. Most of the lakes are in the northern half of the County. Among the larger ones are Cooke Pond, 1942 acres; Foote Pond, 1824 acres; Tawas Lake, 1670 acres; Van Etten Lake, 1320 acres; Long Lake, 493 acres; Loon Lake, 417 acres; and Sand Lake, 240 acres. Iosco County has three major drainage systems - The Au Sable River, the Au Gres River and the East Branch of the Au Gres River.

The uppermost bedrock in Iosco County consists of materials from the upper and lower Mississippian series of the Paleozoic era. Various strata contain minerals of varied importance. In addition to the oil and natural gas, which has formed in porous rock or pockets between strata, economic deposits of limestone, gypsum, salt & brine were found. In Iosco County, the Muramic-Osage formation of the Mississippian series is relatively close to the surface and considerable multitudes of gypsum are easily mined from it. It is interesting to note that gypsum is also mined in Grand Rapids from the same configuration.

Iosco County is a prime recreation area in the state. The county is situated on the northern boundary of Saginaw Bay, on Lake Huron. Tawas Bay, home to East Tawas and Tawas City, is one of the largest harbors on the Great Lakes. In addition to the lure of the "big lake," there are several beautiful inland lakes. Sixty such lakes exist within a 20-minute radius of Hale alone. The Au Sable River runs through the northern portion of the county and several other water courses are available for public recreational use. Thousands of acres of state and federal lands are also available for the public to roam. Approximately 69.6 percent of Iosco County is covered by state and federal forestlands. Au Sable State forest encompasses 22,200 acres, and Huron National forest constitutes 97,400 acres of Iosco County's land. Given the location and natural amenities of Iosco County, the area supports many types of recreational activities such as cross-country skiing (rated by many as the Midwest's best), snowmobiling, fishing, boating, hiking, horseback riding, camping, color tours, swimming golf, winter sports activities and so forth. There are over 94 miles of snowmobile trails in the Huron National Forest with multiple access sites in Oscoda Township, Hale, and Sand Lake. Several cross-country ski trails offer more than 50 miles of high-quality skiing opportunities-- Eagle Run is 11 miles, High Banks is 14 miles, Corsair is 16.2 miles, Wrights Lake is 13.2 miles, and Silver Valley is 13.7 miles. The Shore to Shore trail begins in Oscoda and eventually ends

up at Lake Michigan on the west side of the State.

Seven percent of the state lands (25,000 acres) and 29 percent of federal lands (103,000) in the County are open to hunting. Populations of salmon, perch, walleye, brook trout, brown trout, rainbow trout, smelt, bass, northern pike, bluegills and steelhead offer a variety of fishing in the County. Localities have developed several of their own recreational facilities. Tawas City, East Tawas and Oscoda Township offer public beaches. Tawas State Park has two miles of beach frontage. There are five boat launches along the Au Sable River. Approximately 4,030 acres of surface water have been created by power dams on the Au Sable River (Foote Dam, Cooke Dam, Loud Dam, and Five Channels Dam). There are 45 inland lakes in the county, six of which have public beaches (Sand, Loon, Londo, Van Etten, Long, and Cedar) and 15 of which have boat ramps (Van Etten, Jose, Loud Dam, Long, Londo, Cooke Dam Pond, Tawas, Floyd, Cedar, Round, Sand, Loon, Hale, Chain Lakes and Tawas River). There are a tremendous wealth of outdoor recreational opportunities that exist in Iosco County for both residents and tourists.

River Road National Scenic Byway traverses the Huron National Forest and offers many stops for visitors including Rollways Park (camping, restrooms, picnic area); Monument Park (picnic area, scenic overlook, foot path); Monument Campground; Round Lake Facility (85 acres with campsites, picnic area, boat launch and fishing); and Corsair Park (picnic area, fishing, cross-country skiing). Tuttle Marsh (5000 acre wildlife preserve) is also located within the National Forest and is a premier birding destination.

The State of Michigan also offers many opportunities on State Forest lands including Long Lake Park (10 acres with campsites, picnic area and swimming); DNR Cooperative Boat Ramp (2.2 acres with boat launch); Van Etten Lake Forest Campground (campsites, swimming, boat launch and fishing); Roadside Park 1 (9.3 acres with swimming, restrooms, picnic area, docks and fishing); and Tawas Point State Park (175 acres with beach, swimming, picnic area, docks and fishing, historic lighthouse, nature preserve, campsites). Tawas Point State Park has become a premier birding destination in Michigan.

The Oscoda/AuSable area contains Old Orchard Park (on the Au Sable River with campsites, horse camping sites, swimming, restrooms, picnic area, baseball field, playing field, boat launch, and fishing); Foote Pond Picnic Area (playground, boat launches with docks); McQuiag Park (picnic area, ice skating, restrooms, baseball field, play field, and tennis courts); Van Etten Lake Park (near Van Etten Dam with fishing, tennis courts); Oscoda Township Park (with pier, swimming, picnic area and play field); Old Wurtsmith Air Force Base (picnic area, swimming, restrooms, boat launch and play field). There are also registered charter fishing opportunities in Oscoda; and AuSable Shoreline Park.

In East Tawas, visitors can East Tawas Harbor (boat launch, docking/slips, fuel, restrooms); East Tawas City Park (campsites, electric, water, showers, CATV, day park, boat launch); and many smaller parks throughout the city. Tawas City boasts the Tawas City Boat Launch (docking facilities); Tawas City Picnic Area (2 acres with picnic pavilion); Gateway Park, Town Square Park and Shoreline Park. At the southern end of Tawas City, visitors can access the Alabaster Trail and Arboretum.

The Iosco County corridor also boasts many “mom and pop” resort cottages and sugar sand beaches.

## **Historic and Cultural Resources**

The original residents of Iosco County were the Sauk Indians. These people were driven out of the area by a combination of the Chippewa, Ottawa, Menominee and Algonquin Indians. The Ottawa and Algonquin Indians were still in the area when European settlers arrived. The first European to arrive in the area now known, as Iosco County was an Englishman, named Henry, who escaped the Mackinac Massacre and was brought as a captive in 1764. The first explorers were French fur traders. One of these was Louis Chevalier, who landed at the mouth of the Au Sable River sometime before 1800. He was to be the first European resident of the County. Through the Treaty of Saginaw, signed by General Lewis Cass in 1819, all but 8,000 acres of Iosco were purchased from the Saginaw Band of the Chippewa Indian Tribe. The 8,000 acres, located near the mouth of the Au Sable River, were kept by the tribe for hunting and fishing. Later this area was purchased for an annual stipend of \$1,000-- the Indian settlement then moved north near the county line, where it still remains.

The first settlement of European origin in the County began to develop in 1848 when two families settled near the mouth of the Au Sable River. Here, fishermen were attracted to the abundant supply of trout and whitefish. Soon, sawmills began to emerge near the mouth of the river and along the shoreline of Tawas Bay. White pine, red pine and northern white cedar were amongst the first selected, and they were floated down the river to the mills. Oak, ash, maple, beech and tamarack trees were to follow by the same process.

One of Iosco County's unique natural resources was discovered when, in 1840, gypsum was located in outcroppings on the Lake Huron shoreline. Quarries were opened in 1862 in Alabaster Township, south of Tawas Bay. In 1891, the Western Plaster Works was founded, and by 1902 that company had become the present United States Gypsum Co. In 1926, National Gypsum opened farther inland.

As with most northern Michigan counties, lumbering played a major role in the development of Iosco County. The lumbering industry commenced full-swing in the mid 1860's and ran until about 1911 when large portions of Northeast Michigan burned. Most significantly affected were Oscoda and Au Sable Townships, which were completely destroyed. The Lake Huron and Southwestern Railroad was built in 1877 to haul lumber and later farm products. In 1894, it became the Detroit and Mackinac Railroad. Visitors can see interpretive displays from the lumbering era along the River Road National Scenic Byway.

In 1912, Consumers Power Company began to utilize the Au Sable River to produce hydroelectric power and constructed a series of dams, and now owns extensive tracts of land within the flood plain on both sides of the Au Sable River. Through a licensing agreement with the Federal Government, this land is open to public recreational usage.

In 1925, a runway was built for what was to become Camp Skeel, a Federal wilderness facility. In 1942 Camp Skeel was renamed, "Oscoda Army Air Field," and served our nation during World War II. Made a part of the Strategic Air Command in 1948 as "Wurtsmith Air Force Base," the property is now an advanced development feature including a college, a county airport capable of landing international traffic, a manufacturing center, and a quality residential environment.

There are a number of local theater groups active in Iosco County. Productions are featured in East

Tawas, Oscoda Township, and Hale – the Tawas Bay Players and the Shoreline Players. Local music groups collaborate yearly to produce a community concert series. There is also a local "Singers" group that performs throughout the area. The Iosco County Historical Society was incorporated in 1975. The Iosco County Historical Museum, which is located near Tawas Bay on US23, opened in 1978. In addition to county musical or theatrical performances and the historical museum, several annual festivals, tournaments, and other events are important cultural activities and have a large local, state and interstate draw.

### **View Sheds**

Iosco County has numerous view sheds. Beginning when you cross the county line heading north, you immediately have significant views of the water. Most of the property is privately held, but there are still opportunities to view the water. When passing through Alabaster, you have a view of both a strip mine and how that material is transported onto the Great Lakes. US 23 primarily follows the water throughout the county, and upon entering into Tawas Bay, which is one of the better view sheds along the route, it is very plain to see why it has become very popular. Aside from the numerous public access points, and the State Dock, this is a great place to view Lake Huron. Heading north up the route, there are brief opportunities to view the water, but again, the water is close and it really gives character to the road for the traveler. Upon entering the Oscoda area, we pass over the mouth of the Au Sable river, and it is plain to see how important that natural resource is to the area. Here is where salmon fisherman come every year to fish in the deep water of Lake Huron. After leaving the Oscoda area, the road stays very close to the water. Noteworthy view sheds of the lake in Iosco County occur at Alabaster, Tawas Point, Au Sable Point, and the mouth of the Au Sable River.

Iosco County does not have the problem with visual distractions. There are billboards, which are spread out intermittently, but not too overwhelming. When the traveler reaches the more urbanized areas, such as the Tawas and Oscoda area, then there are more visual distractions. For the most part, it is relatively subdued, in comparison to other areas.

## **Arenac County**

### **Natural Resources & Recreation**

The uppermost bedrock in Arenac County consists of materials from the upper and lower Mississippian series of the Paleozoic era. Various strata contain minerals of varied importance. In addition to the oil and natural gas, which has formed in porous rock or pockets between strata, economic deposits of limestone, gypsum, salt & brine were found. In extreme eastern edge of Arenac County and Iosco County, the Muramic-Osage formation of the Mississippian series is relatively close to the surface and considerable multitudes of gypsum are easily mined from it. It is interesting to note that gypsum is also mined in Grand Rapids from the same configuration.

Most of the topographic features of Arenac County are a result of erosion or deposition during the Wisconsin Glaciation, the last glacial period. The part of the glacier that covered Michigan began to recede about 14,000 years ago and moved completely out about 8,000 years ago. The glacial drift (deposit) that was left as the glaciers melted covered the entire County to a depth of several hundred feet. It formed

such topographic features as moraines, till plains, outwash plains, lake plains and glacial drainways. The Hale Till Plain covers the eastern edge of the county. It is nearly level to gently rolling and is dominantly loamy and clayey soils.

Among the water resources in Arenac County is the Saginaw Bay lakefront, the Rifle River, which flows through Omer, the Au Gres River, which flows through Au Gres, and also deposits at the end of Turner Rd. The Pine River also empties into Saginaw Bay, north of Standish as well as Saganing River just south of Standish.

Arenac County is a prime recreation area in the state. The Rifle River runs through the center of the county and several other watercourses are available for public recreational use. Thousands of acres of state and federal lands are also available for the public to roam. Approximately 60 percent of Arenac County is covered by state and federal forestlands. Given the location and natural amenities of Arenac County, the area supports many types of recreational activities such as cross-country skiing, snowmobiling, fishing, boating, hiking, horseback riding, camping, color tours, swimming, golf, winter sports activities and so forth. Most of the state lands in the county are open to hunting. Populations of perch, walleye, brook trout, brown trout, rainbow trout, bass, northern pike, bluegills, and steelhead offer a variety of fishing in the county. Localities have developed several of their own recreational facilities.

The Standish, Omer, and Au Gres area boasts public and private campgrounds, marinas, yacht clubs, boat launches, golf courses, canoe liveries, parks and public accesses. Charter fishing operations are also available. Three Arenac County parks, including Point Au Gres Park, Oasis Lake Park, and Youngman Park, are outdoor recreation assets to the route. In addition, the Saganing Nature Preserve, the Wah Sash Kah Moqua Nature Preserve, and the Wigwam Bay Wildlife Area offer opportunities to visit premier wildlife habitat.

### **Historical and Cultural Resources**

Arenac County derives its name from a combination of the Latin “arena” and Indian “ac” meaning a “sandy place”. It is an appropriate name because it was from the 47.3 miles of sandy shores that the Native Americans who first inhabited the area, traveled to gather the sturdy beach grasses for basket making or launch their canoes to fish. It was the first European trappers and later settlers saw when they navigated the Saginaw Bay region of the Great Lakes. The sandy beaches are what have attracted modern day residents and tourists who come here to live year round or for the reason to enjoy the wind, water and sand.

The native society of the American Indian survived many centuries before the push of exploration and development forced the Native American Indian life to change or disappear. One of the earliest, if not the first recorded contact this area had with white men appears in the journal of Father Henry Nowvels, S.J. It is indicated that he and two Frenchmen came from St. Ignace to the Au Gres River on November 21st, 1675, which is 26 years before Detroit began. They visited Indians near the mouth of the river several days and instructed them. They went on to spend the winter among Indians of the Saginaw Valley.

Rivalry among the tribes in their struggle for food and hunting and fishing areas brought about much

warfare between the Indian tribes. Serious battles were fought at many places. Also expansion of Europeans into the new America brought explorers and fur traders to the Great Lakes to establish posts for exchanging food supplies and other goods for furs. Then came battles between French, British, and Indians for the same lands, which the Native American Indians had fought over previously.

Increasing numbers of settlers demanded cleared agricultural land and lumber for buildings. Vast forest areas of the Great Lakes became prime targets of the lumber industry. The Logging Era in the mid to late 1800's opened Arenac County and the rest of northern Michigan for development in farming, manufacturing industry, and tourism. Logging peaked in the county in 1872 when more than 80 million board feet of timber went to the mills.

The tourism industry dates back to the turn of the 20th century when Point Lookout, north of Au Gres was a popular resort area for the business families of Bay City and Saginaw. Twice day paddle-wheel steam ships took tourists back and forth across the Saginaw Bay.

Arenac County also offers very unique cultural resources which help to convey this story. The County has a Historical Museum, which offers parlor settings, country store items, early American apparel and other artifacts from the late 1800s to the early 1900s. The museum also has a pioneer kitchen, a barbershop, and apothecary shop and an Arenac County rural schoolroom, all located on Michigan Ave. in Au Gres. Michigan's oldest continuously operating speedway, since 1948 is also located in Whittmore, Michigan. The Maple Ridge Schoolhouse, located seven miles from US 23, is a fully restored 1904 one-room schoolhouse.

On US 23 in Omer, the Old Courthouse and Masonic Hall is a museum where visitors can see Arenac's first jail as well as an 1890's era barbershop.

Charity Island contains a privately-owned lighthouse which serves as a bed and breakfast. Historic displays are available at the lighthouse. In addition, the maritime history of the area is told aboard a dinner cruise to the island.

The Standish Historic Depot, an example of Richardsonian Romanesque style of architecture located at the corner of US 23 and M-61, contains a Heritage Route Welcome Center where visitors can obtain information about the attractions along the Route. In addition, visitors can view railroad artifacts and tour the restored depot and train cars. Many local history documents and books are also available for viewing and/or purchase.

### **View Sheds**

In Arenac County there are a few scenic views from land over water. The majority of the US 23 route travels through the interior of the County. US 23 runs near Lake Huron until just after the City of Au Gres. Most of the land is held privately on the lakeshore side. However, there are scenic views at the mouth of the Au Gres River, Point Lookout, Whitestone Point, and at the mouth of the East Branch of the Au Gres River, and at the Singing Bridge public access. The Rifle River is an interesting view, especially for the fisherman who flock to downtown Omer when the white suckers run from Lake Huron, and when

the different types of farms, such as sunflower farms are in full bloom.

The drive is an outdoor-lovers paradise because of the diverse views that one encounters. Natural open areas, low lands, farm fields, and the natural vegetation make the trip pleasant and relatively quick.

There are numerous visual distractions in Arenac County. Starting in Standish, when the visitor exits I-75, the view gets crowded with billboards and private business signs advertising merchandise for sale. The roadway signs, however, are easy to spot and there exists really no confusion. Heading north on US 23, there exists billboards intermittently but the intersection of US 23 and M-65 is loaded with billboards, which detract from the overall aesthetics of the area. The remaining portion of the route, again, has billboards along the route intermittently, but not to the extent of what has occurred in Standish and at the intersection of US 23 and M-65.