



PURE MICHIGAN BYWAY  
STRATEGIC PLAN

## **VISION:**

**TO Create, a corridor connecting Flint and Saginaw that provides livelihood, along with balance of recreation and personal growth.**

## **MISSION:**

- **(including education), preserve and protect the multiple recreational, cultural, natural, and historical attractions of the trail through collaboration Ojibwe Tribe representatives, government entities including cities, townships and counties, along with Chambers of Commerce, Business/Downtown Development associations, interested groups, Michigan Department of Transportation and citizens from Flint to Saginaw.**

## **ANALYSIS:**

- **Route Defined**
- **Route Narratives**
- **Route Inventory**
- **Top 15 Attractions**

## **GOALS:**

- 1 Route Determined and affected communities connected by 10/25
- 2 Complete Descriptions of the Route by mile and then compile by 10/25
- 3 Build listing of Recreational, cultural, historical and scenic attractions within 5 miles of the Route by 10/25
- 4 Select the “TOP 15 Attractions” by 9/25
- 5 Determine “weaknesses” along route and plan to address by 10/25
- 6 Promote the Route plan established by 11/25
- 7 Protect the Route plan by 11/25
- 8 Set up “Continuation Program” for the Route by 11/25
- 9 Submit proposal to MDOT/PMB for acceptance by 1/26

## **OBJECTIVES:**

### **Route Determined and affected communities connected by 10/25**

- Route determined by 6/25
- Connect with Ojibwe tribe by 10/25
- Connect with affected communities by 9/25

### **Descriptions of the Route by mile and then compile by 10/25**

- Break Route into Sections by 6/25
- Sections assigned and to be completed by 9/25

## **Build listing of Recreational, cultural, historical and scenic attractions within 5 miles of the Route by 10/25**

- List Recreational attractions along the route by 9/25
- List Cultural, Historic and Scenic attractions along the route by 9/25
- List Recreational attractions within 5 miles of route by 9/25
- List Cultural, Historical and Scenic attractions within 5 miles of route by 9/25

## **Select the “TOP 15 Attractions” by 9/25**

- Establish “working list of “Top 15” by 6/25
- Solidify “Top 15” by 10/25

## **Determine “weaknesses” along route and plan to address by 10/25**

- Identify “blighted” areas and work with community and local groups to create plan to address 10/25
- Identify needed “signage” by 10/25
  - Identification of Route
  - Identification/Directional for Attractions
- Identify areas that need help promoting by 10/25

## **Promote the Route plan established by 11/25**

- Identify “Promotions” already in place 10/25
- Identify areas needing help in promotion by 10/25

- Recommendation for promotion to MDOT/PMB 11/25
- Plans for “additional” promotion by 11/25

### **Protect the Route plan by 11/25**

- Secure support of local groups by 11/25 (governments, Chambers, Convention, Parks, Roads, etc.)
- Secure support of County Boards by 11/25
- Secure support of Attractions by 11/25
- Secure support of Legislators by 11/25

### **Set up “Continuation Program” for the Route by 11/25**

- Identify and secure commitment by vital entities by 12/25
- Establish follow up and re-evaluation time tables by 12/15
- Determine responsibilities for the follow-up evaluations by 12/25

### **Submit proposal to MDOT/PMB for acceptance by 1/26**

- Review paperwork by 12/25
- Gather Photos & Descriptions of attractions by 12/25
- Assemble and submit paperwork by 1/26

