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CITY OF CHEBOYGAN
PURE MICHIGAN LAND TRAIL DESIGNATION APPLICATION

DRAFT prepared for Public Comment April 29, 2019

Submitted by the Cheboygan Trail Town Committee:

Thomas E. Eustice, Cheboygan City Manager; Jim Conboy, Top of Michigan Trails Council; Bobbie Crongeyer, Bring It Cheboygan Volunteer; Joanne Cromley, Bring It Cheboygan Volunteer; Owen Gosling, Cheboygan Area Arts Council; Anne Fleming, Little Traverse Conservancy; Connie Reiger, Bring It Cheboygan; Dale Reiger, Bring It Cheboygan; Sandy Rose, Business Owner of 'Bittersweet' in Cheboygan; Sean Connors, Michigan DNR Cheboygan Parks Manager; Catherine Schulz, City of Cheboygan Parks and Recreation Chairperson.

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A.1 EXECUTIVE SUMMARY

See attached Form Application A: Pure Michigan® Designated Trail

Trail Summary & Details

Designated trail to be name the 'Mullet-to-Mackinaw' Trail featuring a uniform width of ten (10) feet through entire length of trail. Total length of ... Trail is a section of the North Central State Trail which is designated for hiking, biking and snowmobile use. lat/long at beginning and end and USGS quad.

The 'Mullett to Mackinaw Trail' takes walkers and riders through five scenic Northern Michigan communities and connects the popular destinations of Mackinaw City and Indian River via the more rural area of Cheboygan and the surrounding townships including Mullett Township, Inverness Township, City of Cheboygan, Beaugrand Township, Mackinaw Township. Each municipality has given their support as documented in Letters of Support found in the appendices.

DRAFT excludes Mullett Township, letter of support on their agenda Tuesday May 7.

Designation of the 'Mullett to Mackinaw Trail' will provide residents of and visitors to the area a quality trail experience as part of a state trail network along the North Central State Trail; this section of trail is also designated by Boy Scouts of America as the 'Midland to Mackinaw' trail. Both Cheboygan County and the Mackinaw City area are excellent year round destinations.

The section of trail described here is over 28 miles in length, is permanently open to public, and provides significant scenic features along Mullett Lake, Cheboygan River, Lake Huron and densely forested areas. Sections of the 'Mullett to Mackinaw Trail' include:

- Topinabee (Mullett Township) to Cheboygan is 11.9 miles featuring a swimming beach on Mullett Lake, views of Mullett Lake along the trail, and forest.
- Cheboygan to Mackinaw City is 16.3 miles featuring the Cheboygan River, forest and farmland, Lake Huron access, Little Traverse Conservancy Nature Preserve Access, and views of the iconic Mackinac Bridge.

The trail, maps and additional information can be found at [Add website link as appendix with list of trails included in the application](#)

Signage and Wayfinding

See Appendix 'Trail Town Master Plan'

The length of the trail is marked with regulatory and wayfinding signage including directions to nearby businesses, mile markers and "distance to" signs, directional signage to downtown Cheboygan, information kiosks at the Historic Train Depot in Topinabee and Cheboygan Trailhead. Directions to amenities and cultural resources are placed along the trail indicating access to:

- Topinabee Historic Train Depot (now Topinabee Library)
- US Coast Guard Cutter Mackinaw (City of Cheboygan)
- Cheboygan Carnegie Library now hosting tours (City of Cheboygan)
- Cheboygan Opera House (City of Cheboygan)
- Historic Mill Creek Discovery Park (Mackinaw Township)
- Lighthouses in Cheboygan and Mackinaw City

Trail-related Events

'Churchill Classic'

Citizens National Bank (CNB) sponsors the annual 'Churchill Classic' each August since 2005 in memory of CNB President and CEO Robert E. Churchill who was an avid runner. The Churchill is an 'out and back' course beginning at the Cheboygan Trailhead and offering 5k, 10k and ½ marathon distances, all timed and ranked by age category. Runners and walkers of all abilities, both local and visitors to the area, enjoy the event as an opportunity to celebrate the trail and health promotion in the community. All proceeds from the race are donated to a local charity with a different organization selected to receive the gift each year.

'The Michigander'

Bi-Annually, Cheboygan is proud to have been selected twice as host to cyclists participating in 'The Michigander' Bicycle Tour. Cheboygan hosted the 27th Annual Michigander Bicycle Tour. Presented by Michigan Trails and Greenways Alliance and the Michigan Fitness Foundation, The Michigander has been named one of the "Top 10 Multi-Day Rides in America".

Existing Amenities

See Appendix 'Amenities'

Indian River is just south of the designated trail area, and is home to a Trailhead next to the Chamber of Commerce in addition to other amenities. The Indian River trailhead has parking, restrooms, water fountains, a picnic pavilion, playground, and interpretive signs. Indian River has lodging at hotels and motels and campgrounds, and a variety of restaurants and shops

including an outfitter for outdoor sports. Otsego Memorial Hospital provides walk-in medical service at the Indian River Urgent Care clinic.

Topinabee Park in *Mullett Township* has a Trailhead with parking, restrooms, water fill stations, a picnic pavilion, interpretive signs, playground, and swimming beach on beautiful Mullett Lake. Topinabee has a general store and restaurants.

Inverness Township provides Resting spots are provided along the trail at Long Point historic sign and park on Mullett Lake near Bayshore Road. Inverness Township also has restaurants, grocery stores and a hardware store (for repair purposes).

Cheboygan Trailhead is placed at the convergence of the North Eastern and North Central State trails. Cheboygan's trailhead has parking with space for RV's and trailers, restrooms (open year round), water fill station, picnic pavilion, bike fix-it station and directional signage. Cheboygan provides year round lodging at hotels and motels, and seasonal campgrounds. Shopping, farmers market, restaurants and the very successful Cheboygan Brewery are located in Downtown Cheboygan. Lake Huron is accessible from the city beach at Gordon Turner Park. Cheboygan is home to a McLaren Northern Michigan medical campus which includes an Emergency Room.

Beaugrand Township provides a scenic stretch of forested trail adjacent to Lake Huron. MDOT provides a roadside park at the halfway point between the City of Cheboygan and Mackinaw City featuring a picnic pavilion, vault restrooms and expansive views of Lake Huron.

Mackinaw Township is home to Historic Mill Creek. Mill Creek provides historic information on the logging history of the area, extensive trails and adventure experiences. Mill Creek Campground and other lodging can be found in Mackinaw Township which is in close proximity to Mackinaw City. A resting spot is available at the 'Freedom' historic sign.

To the north of the 'Mullett to Mackinaw Trail', *Mackinaw City* has many amenities including lodging, campgrounds, restaurants and shopping. The Mackinaw City Trailhead is the terminus of the North Central State Trail and provides parking, toilets, water fill stations, a picnic pavilion, beach access and interpretive signs. Trail users can connect to the North Eastern State Trail, the North Western State Trail, the Iron Belle Trail and the North Country multi-state trail in Mackinaw City.

Planned Amenities

Future projects to improve the trail are documented in Cheboygan's 'Trail Town Master Plan' (see appendix). Dedicated leadership on the trail committee plan to assess and improve signage to promote navigation and accessibility without creating 'sign pollution'. Currently the designated trail area meets accessibility requirements, but users would benefit from standardization of accessibility criteria of amenities and communication of that information.

Topinabee Village within Mullett Township is a very popular trail destination. With beach access on Mullett Lake, a playground excellent dining opportunities, and other amenities the area is often very busy. To accommodate the large number of visitors to the area, Mullett Township leadership hopes to improve parking in the vicinity of the park. Erosion and water runoff from the hill just west of the park is also an issue; the area would benefit from a rain garden or other storm water management strategy. While not immediately connected to the designated trail area, the Boy Scout camp on the east side of the township and historic school house on the west are also being renovated to promote year-round recreation for visitors and residents.

Within the City of Cheboygan planned projects include connecting the trail to city parks and installing signage, for example to the newly upgraded 'Kiwanis Park' on Mackinaw Avenue. Upgrades to the Felix Merchant park on the East Side of town would benefit cyclists using the new bike route from Cheboygan State Park, through the near-complete Duncan Bay Preserve and to downtown and give residents in that neighborhood a safe and healthy place for recreation. Highlighting the trail in regional festivals and events is an ongoing marketing initiative through the Cheboygan Chamber of Commerce and Visitors Bureau, more trail related activity during events will continue to be encouraged.

Trail Programming & Educational Plan

See Appendix 'Curriculum'

The 'Trail Town' Committee has worked closely with Cheboygan Area Schools (CAS) and Cheboygan County MSU Extension to review and adopt evidence-based curriculum for use in trail-based learning activities. The curriculum selected encourages safety, respect for surrounding environment, physical activity and historic importance of our trails and forests.

'Bicycling Adventures', 'Backpacking Adventures' and 'Exploring Your Environment' have been reviewed by CAS teachers and recommended to the school board for approval to be used as part of any applicable curriculum and/or a field trip experiential learning opportunity. These programs may also be used in summer or after school programming upon request and in compliance with MSU Extension guidelines.

Annually, bicycle safety classes are available as part of the 'Earth Week Plus' educational series highlighting environmental education and health, emphasizing the area's many natural resources. Separate sessions are available for adults and children with support from Bring It Cheboygan and Top of Michigan Trails Council. Classes are currently scheduled for Saturday, May 11, 2019 at the Cheboygan Area Library.

Nordic Rocks is an introductory cross-country class offered to elementary age students to promote the sport and healthy behavior for youth and families. Cross-Country skiing has been incorporated in addition to regular physical education classes to encourage outdoor recreation during the winter months; the classes are very popular with Cheboygan kids.

Financial Support for Trail Town Projects

Existing trail amenities have been funded through various sources including state and local government, visitor's bureaus, volunteer donations of time and capital, and special interest groups advocating for the preservation and expansion of trail resources.

As stated in Cheboygan's 'Trail Town Master Plan' (*Northeast Michigan Council of Governments, 2018*), implementing a comprehensive Trail Town initiative will require funding. Funding through grants and other economic assistance programs can be secured for community and economic development initiatives from local, county, state and federal agencies. These financial aid programs may include Michigan Natural Resources Trust Fund grants from the Michigan Department of Natural Resources, Transportation Alternative Program (TAP) grants from the Michigan Department of Transportation, Rural Development grants from the United States Department of Agriculture (USDA), grants from Michigan's Coastal Zone Management Program (CZMP), and grants from the Michigan Economic Development Corporation (MEDC). Local financing tools, like Tax Increment Financing (TIF), can also be utilized. In addition, tax credits are available to small businesses who make accessibility improvements that better serve customers with disabilities (information can be found at: www.ada.gov/taxincent.pdf)

Funding may also be secured from the Cheboygan Community Foundation, regional trail and recreation advocacy organizations, friends groups, and local conservation groups. Grants and applications may be submitted by municipal staff members, DDA staff members, staff members from the Northern Lakes Economic Alliance, interested volunteers, or even a professional grant writer can be especially helpful in researching and writing grants on behalf of a local Trail Town initiative.

Moving forward, the City of Cheboygan has a stated goal of establishing a Recreation Authority to include the City of Cheboygan and seven (7) townships that comprise the Cheboygan Area

School District. If achieved, a Recreation Authority could serve to fund a comprehensive and cohesive trail improvement strategy. A related marketing campaign may be developed through use of Recreation Authority and Cheboygan Visitors Bureau resources to realize community and economic development benefits using other Pure Michigan© designated trails as models of best practice.

The more that local leaders can involve a wide variety of interest groups, stakeholders and individuals in the Trail Town Planning effort, the more likely it will be to secure funding from these different sources.

Cheboygan Trail Town Committee

Thomas E. Eustice, Cheboygan City Manager; Jim Conboy, Top of Michigan Trails Council; Bobbie Crongeyer, Bring It Cheboygan Volunteer; Joanne Cromley, Bring It Cheboygan Volunteer; Owen Gosling, Cheboygan Area Arts Council; Anne Fleming, Little Traverse Conservancy; Connie Reiger, Bring It Cheboygan; Dale Reiger, Bring It Cheboygan; Sandy Rose, Business Owner of 'Bittersweet' in Cheboygan; Sean Connors, Michigan DNR Cheboygan Parks Manager; Catherine Schulz, City of Cheboygan Parks and Recreation Chairperson.

Regional Support

Letter provided as Appendix

Townships through which the 'Mullett to Mackinaw Trail' run have provided Letters of Support including [Mullett Township TBA 5/7/19] Inverness Township, Beaugrand Township and Mackinaw Township.

In addition to the towns along the 'Mullett to Mackinaw' Trail, trail designation is supported by the Top of Michigan Trails Council, Cheboygan Area Schools, Bring It! Cheboygan and others; letters are provided as an appendix to this application.

A.2 TRAIL FEATURES

See Appendix 'Trail Features'

Natural Resources

Abundant natural resources are found throughout the entire length of the 'Mullet-to-Mackinaw Trail' including Mullett Lake, the Cheboygan River and Lake Huron, densely wooded forest, open fields and farmland. Animals of all varieties can be seen in their natural, open environment and passing by farms, cows, horses and sheep can be seen at close distance. Cheboygan is home to three (3) Little Traverse Conservancy properties including the Charles

and Alice LaHaie Preserve, Duncan Bay Nature Preserve, Adolph and Margaret Gauthier Nature Preserve, and an additional project pending acquisition. The preserves offer excellent views of Lake Huron with observation towers in place at two of the sites to view the Mackinaw Bridge and watch for birds. Osprey, Spotted and Bald Eagles, Owls, Cranes and many other species can be seen throughout the Cheboygan area.

Cheboygan is home to 23 DEQ licensed campgrounds. Camping and other natural highlights of the area include:

- Straits Area Audubon Society provides presentations, lectures, field trips and more; visit straitsareasudubon.com or find on Facebook.
- Sturgeon for Tomorrow provides events, activities, education and the annual 'Shivaree' on Black Lake to raise funds and awareness for these ancient animals native to the Great Lakes. More information at sturgeonfortomorrow.org or on Facebook.
- Pigeon River Recreation Area (Wolverine).
- Burt Lake State Park and Pigeon Bay Campground (Indian River).
- Waterways Campground (Inverness Township).
- Cheboygan State Park (Grant Township).
- Cheboygan Lock and Dam (City of Cheboygan).
- Roberts Landing Campground (Beaumont Township).
- Mill Creek Campground and Tee Pee Campground (Mackinaw Township).
- Rich agricultural community highlighted by Cheboygan Farmers Market--fresh local produce, local honey and maple syrup, baked goods and more.
- Cheboygan Community Garden, plots are provided free of charge to citizens on a first-come-basis, water and land provided by the City of Cheboygan.

Cultural Resources

Arts and cultural opportunities are available in Cheboygan year-round for residents and visitors to the area. Many organizations support the arts including Cheboygan Public Library, Cheboygan Area Arts Council at the Cheboygan Opera House, Ottawa Art Park, local businesses, Cheboygan Chamber of Commerce, Cheboygan Downtown Development Authority and others.

- Cheboygan Public Library offers events, classes, children's activities, lectures, meeting space, open music night; cheboyganpubliclibrary.org or find on Facebook.
- Cheboygan Poetry Society meets at the public library.
- Cheboygan Opera House is an attraction for music and dance performances, and is home to Cheboygan's local theater group 'Northland Players'. Find events online at cheboyganoperahouse.org.

- Friends of Ottawa Art Park support a beautiful downtown art park with rotating exhibits by local amateur artists, kid's workshops and more. Find information online at ottawaartpark.org or on Facebook.
- Downtown Cheboygan mural depicting life in the 1800s- Washington Park; mural is maintained with donations from the community.
- Cheboygan Carnegie Library has recently been renovated and is now a destination for intimate music performances and events, and offers tours of the city. Visit cheboygancarnegie.com or find on Facebook.
- The History Center of Cheboygan County is working to implement a 'children's center' and is currently developing these plans for the future--cheboyganhistory.org or find History Center of Cheboygan County on Facebook.
- Grant Township is home to a Vietnam Memorial and 70's era Huey.
- Veteran's Memorial Park on Court Street in Cheboygan honors fallen Cheboygan County military. Renovations to the park are being planned to properly memorialize heroes from our community.
- Downtown restaurants including the Nauti Inn Barstro, Queens Head Wine Pub, The Boathouse, Mulligan's, Johnny's Sports Bar and others offer music and events for customers.
- Cheboygan Area Ministerial Alliance hosts Sunday Worship in Festival Square, Downtown Cheboygan on Sundays throughout the summer. More information on Facebook.
- Cheboygan Chamber of Commerce sponsors Thursday evening music in Washington Park every week throughout the summer, schedule available at cheboygan.com.
- Cheboygan Custom and Classic Car Show is hosted by Cheboygan Junior Chiefs each June in Downtown Cheboygan. 100% of proceeds benefit youth sports. More information on Facebook.
- 'Music on Mullett' is a party at the mouth of the Cheboygan River for two hours each Saturday of the summer with live bands. More information at mullettlakemarina.com.
- Cheboygan Waterways Festival is a joint effort of many community groups offering music, events, activities for children and adults more information at cheboygan.com.
- Cheboygan Music festival an annual event featuring music, activities, Rocking Rivertown Ride attracting motorcycle groups to the area cheboyganmusicfest.com.
- Cheboygan Sidewalk Sales are held every August. Visit cheboygan.com for information.
- Cheboygan Fall Festival is held annually in October highlighting agriculture in the area and celebrating amazing fall colors with music, family events and activities; more information at cheboygan.com.

- Cheboygan Puddingstone Festival held annually in August with music, events, activities to raise awareness Puddingstones that are unique to the area and found very few other places in the world. More information at puddingstonefestival.org or on Facebook.
- Cheboygan County Fair is held each August. Visit cheboyganfair.com or on Facebook.
- Downtown Cheboygan 'Trick or Treat' is hosted by the Chamber of Commerce and DDA. Every Halloween, Cheboygan shuts down Main Street so boys and ghouls can trick or treat at the businesses.
- Cheboygan Christmas Parade is held the first weekend of every December with many businesses and community groups celebrating the season in a festive parade beginning at Cheboygan County Building, and ending at Festival Square in downtown Cheboygan with a tree lighting ceremony. More information and photos of past years' event at Cheboygan.com.
- Riggsville Redneck Christmas Parade is a one-of-a-kind celebration held every December on the back roads of Inverness Township. This parade celebrates the absolute best of the holiday season putting generosity on display as attendees fill the floats, which are decorated semi-trailers, tractors and animal-drawn wagons, with donations. The 2018 parade set records with 10,300 pounds of food collected for the St. Thomas food pantry, 80 coats and toys and local charities.
- Girls Night Out is held every November. To celebrate Northern Michigan holiday, 'opening day', Downtown Cheboygan businesses stay open late for shopping with discounts, food, music and special gift drawings. Camouflage encouraged. More information at cheboygan.com.
- The McLaren Foundation and McLaren Hospital Guild host an annual arts and craft show before the holidays to benefit patient care and hospital needs.
- Andrea Gimble Holiday Fundraiser is a craft and local goods fair hosted each year in Downtown Cheboygan, usually in the first week of December, to benefit Cheboygan Area Schools 'field trip fund'. With a poverty rate around 80%, the generosity of the community makes field trips available for all students regardless of household income. The event is hosted each year by Mulligan's in Downtown Cheboygan and Cheboygan Area Schools teacher, Sue Gimble-Crandell.
- Nourish Market is a small business that provides family events, children's classes, music, yoga, natural goods market, farm to table restaurant and more. Visit nourishnorthernmichigan.com or find on Facebook.
- The Coop in Cheboygan offers crafting class in the loft, activities and space to rent for events. Visit thecoopflowers.com.
- Creation Station provides events and crafting for kids and adults as well as unique 'right brain' toys and gifts. Visit creationstationmi.com or on Facebook.

- Secrets on Main B&B hosts tea time, Sunday “pie thyme”, activities, art gallery. Public welcome to stop and visit this renovated Victorian home on Main Street in Cheboygan. Find more information on Facebook.
- Cheboygan Fitness Trail was renovated within Major City Park across the Cheboygan River and visible from Downtown Cheboygan. Planned cultural features include a ‘book walk’ and art installations to be visible from Main Street.
- Junior Golf Academy is available at Cheboygan Golf and Country Club for Cheboygan county residents ages 8-17. Free lessons and equipment are provided. Visit ccjrgolfacademy.org.
- Cheboygan Parks and Recreation provides free Ice skating at Festival Square in Downtown Cheboygan, open to the public.
- Top O’ Michigan Outboard Racing Club (TOMORC hosts ‘The World’s Toughest Outboard Marathon’ on the Cheboygan River every August. More information on the official TOMORC website.
- Cheboygan Crib and Front Range lighthouses offer tours, gift shop and opportunities to stay overnight and act as lighthouse keeper. More information from Great Lakes Lighthouse Keepers Association-gllka.com or on Facebook.

Historic Resources

The North Central trail system is historically significant as a ‘rails to trails’ project. Locally, great pride is taken in the lumbering history of Cheboygan and the surrounding area, and the fact that many great Michigan towns were built with timber shipped from or through Cheboygan. Railways and waterways served as the backbone to successful industry in the early 20th century and beyond. Our Great Lakes are known for their vast beauty, but also danger as we are reminded by the many shipwrecks in the area that can be viewed on glass bottom boat tours hosted by local business, ‘Nautical North Family Adventures’, leaving from Cheboygan on the ‘Yankee Rebel’.

Historic sites are detailed here. More information and a full listing can be found in the appendices to this application on Wikipedia.

N = National Register of Historic Places

S = Michigan State Historic Sites

L = City of Cheboygan Historic Resources Designation

SITE	LOCATION	DESIGNATION
Old Depot (Topinabee Library)	Mullett Township	
Historical Marker at Long Point	Mullett Township	
Historical Marker at Cheboygan Trailhead	City of Cheboygan	

Old Cheboygan County Courthouse	City of Cheboygan	N/S/L
Cheboygan County Jail & Sheriff's Residence	City of Cheboygan	S/L
Cheboygan Locks & Dam	City of Cheboygan	
MacArthur-Rittenhouse House	City of Cheboygan	L
Jacob J. Post House	City of Cheboygan	S/L
Reynolds House	City of Cheboygan	L
Van Antwerp-Chlopan House	City of Cheboygan	L
Poirier House	City of Cheboygan	L
Historic St. Paul's United Methodist Church	City of Cheboygan	L
Cheboygan Opera House	City of Cheboygan	S/L
Cheboygan Carnegie Library	City of Cheboygan	L
St. Charles Borromeo Catholic Church	City of Cheboygan	L
Newton-Allaire House	City of Cheboygan	N/S/L
Kingston Theatre	City of Cheboygan	
Steffins Block	City of Cheboygan	L
Cheboygan River Front Range Light	City of Cheboygan	L
Cheboygan Crib Light	City of Cheboygan	L
Cheboygan Bascule Bridge (State Street Bridge)	City of Cheboygan	N
St. Mary's Catholic Church	City of Cheboygan	S/L
USCG Cutter	City of Cheboygan	
Third Ward Elementary Schoolhouse	City of Cheboygan	L
Freedom Historical Marker	Mackinaw Township	
Old Mill Creek Discovery Park	Mackinaw Township	N/S

'Mullett-to-Mackinaw': An Iconic Example

With cherished outdoor spaces and parks, Little Traverse Conservancy properties, natural resources, cultural events and festivals, historical sites, quality lodging and campgrounds, shopping, restaurants, outfitters for trail users, fun and friendly communities, and excellent access to features that make Northern Michigan unique including the Inland Waterway and Lake Huron, the Cheboygan area and 'Mullett-to-Mackinaw' trail is an iconic example of Pure Michigan®.

Design Standards and Sustainability Considerations

Throughout the expanse of the ‘Mullett to Mackinaw Trail’ terrain and setting are abundantly natural with attention paid to accessibility and easy navigation of the trail. The slope is predominantly flat with slight elevation changes. The tread is packed crushed limestone, from the southern border of Mullett Township to the northwest border of Mackinaw Township, turning to asphalt within Village of Mackinaw City.

Drainage techniques feature mostly raised-bed trail with natural drainage to creek beds either adjacent to or intersecting the trail with accessible structures namely bridges allowing those intersections to be safely crossed.

Vegetation management is provided by the local DNR staff who keep trees along the trail trimmed back and vegetation on the trail at a minimum by spraying as needed by a licensed applicator.

Accessibility along the trail is best with wide tires due to crushed limestone surface however is navigable with most types of tires. Restrooms provided by MDOT, DNR and/or municipalities along the trail are in compliance with or exceed ADA minimum standards. Restaurants, gas stations, stores and other private facilities have not been assessed for ADA compliance for the purpose of this application.

Public Facilities Accessible for Trail Users

See Appendix ‘Amenities’

Parking, sanitary facilities, rest stops, grocery stores and restaurants, lodging and health services are available along the length of the trail as described in the appendix. Cheboygan DNR and Public Safety patrol the trail; emergency phones are not provided on the trail.

Signage and wayfinding system along the trail exceeds minimum needed to navigate the entire length of the designated area with mile indicators throughout. Amenities and attractions in each area are easy to navigate to or directional signage present.

This chart depicts amenities and their location by municipality along the length of the trail. Detailed information and photographs can be found in the appendix.

<i>*indicates adjacent to designated trail</i>	Mullett Township	Inverness Township	City of Cheboygan	Beaumont Township	Mackinaw Township	Indian River*	Mackinaw City*
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Trailhead	X		X			X	X
<i>ADA Compliant Features</i>			X				X
<i>Maintenance Agreement on File</i>			X				X
Parking	X		X			X	X
Restrooms	X		X	X		X	X
Water Fountains/Fill Station	X		X			X	X
Picnic Pavilion	X		X	X		X	X
'Fix It' Station			X				
Playground	X		X			X	
Swimming Beach	X	X	X	X			X
Interpretive Signs	X		X	X		X	X
Kiosk & Info	X		X				
Resting Spots Along Trail	X	X	X	X		X	X
Historic Markers or Information	X		X		X	X	X

Lodging: hotels			X		X	X	X
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A.3 IMPLEMENTATION PLAN

See Appendices for Maintenance Agreements and Resolution

The City of Cheboygan posted the ‘Mullett-to-Mackinaw’ Pure Michigan© designated Land Trail application for public comment on Tuesday, April 30, 2019. Public Comment occurred at a regular meeting of the City Council on Tuesday, May 7, 2019. With [insert comment], the City Council provided resolution to approve the formally adopted plan that includes:

1. Existing and Planned Amenities

The City of Cheboygan, with support of the Parks and Recreation Commission and other supporting entities, intends to participate in the maintenance of existing amenities and aims to work toward planned amenities as stated in ‘Application Part A.1: Executive Summary’.

2. Trail Programming & Educational Plan

The City of Cheboygan with support of professional and volunteer educators commits to supporting trail-based education to support safety, health and utilization of natural resources to promote community development. The trail-based curriculum is detailed in ‘Application Part A.1: Executive Summary’.

3. Maintenance Agreements

See Appendix ‘Maintenance Agreements’

Entities involved in maintenance of the ‘Mullett to Mackinaw Trail’ include DNR, townships and municipalities including the City of Cheboygan, and ‘Trailblazers’ volunteers. Boy Scouts and other clubs contribute for youth service projects as well. Enforcement of trail rules and regulations through DNR and Cheboygan Public Safety patrols is adequate. Given the large number of trail users there are, unfortunately, accidents related to snowmobiles most winters; public service announcements and health education could be improved to reduce such incidents.

Maintenance activities include spring clean-up for walkers and bikers, late Fall clean-up for snowmobilers, winter grooming by the ‘Trailblazers’ snowmobile club, April through November

grooming by DNR and volunteers. Trail amenities including Trailheads and related features are generally maintained by the municipality in which they are located.

See [appendix](#) for detailed schedule of trail maintenance activities including responsible parties, budget and funding sources, upkeep and maintenance activities.

4. Marketing Plan

Cheboygan provides “A Trail for All Seasons” and a logo was developed to promote that fact. To get the message out a marketing committee will need to develop a relationship with the local media, explain to them what local leaders are doing, and let them know how they can help. Articles have been printed in local media to promote trail projects. The trail committee plans to submit articles (with photos) to local organizations in the community, speak at local civic and community service meetings (e.g., planning commission, city council, Rotary, Kiwanis), establish a social media platform, and have a presence at community events and festivals.

Cheboygan Visitors Bureau provides marketing and presentation on amenities available in Cheboygan at boat shows and similar events throughout the region. Trails are highlighted at the annual ‘Earth Week Expo’, a large community and regional event hosted at Cheboygan High School. Trails are marketed through information on safety classes and other special events.

Local officials, trail advocates, the Cheboygan Area Chamber of Commerce and the Top of Michigan Trails Council can assist in promoting Cheboygan as a Trail Town destination. These organizations have the ability and capacity to not only promote Trail Town activities locally, but also throughout the region, the State of Michigan and the Midwest.

Before summer of 2019, the trail committee hopes to have shirts with Cheboygan’s ‘Trail for All Seasons’ logo with sayings such as ‘Hit the Trail’, ‘Take a Hike’ and ‘Bike Cheboygan’ available at Bittersweet gift shop in downtown Cheboygan and to participate in retail promotions to entice people into the downtown.

5. Economic Impact

A 2013 study by the Washtenaw County Office of Community and Economic Development found that the Huron River Water Trail has roughly 103,000 annual visitors, which translates to almost \$50 million in regional economic activity. Promoting the ‘Mullet-to-Mackinaw’ trail will have a positive economic impact in Cheboygan and the surrounding area due to the following:

- Trail enhances local community and culture, businesses and health
- Trail brings users to Cheboygan
- Trail connects communities of Indian River, Topinabee, Cheboygan, and Mackinaw City

- Trail connects to North Eastern State Trail and North Western State Trail
- Trail connects to other local trails such as downtown to Cheboygan State Park via Duncan Bay Preserve, Black Mountain Trails and Aloha State Park
- Presence of a trail enhances local business opportunities including needed amenities such as dining, lodging, outfitters and rentals.

Cheboygan’s ‘Trail Town Master Plan’ references economic restructuring and a variety of resources to support the development of an economic impact study, metrics and use of data to maximize potential economic gains from the presence of a high quality trail and ‘Trail Town designation.

Economic restructuring refers to the functions of business expansion, business retention, and new business recruitment. It also deals with the key issue of market demographics. It is important for local officials and economic development agencies to understand how economic restructuring can capitalize on existing community assets to help establish a Cheboygan as a Trail Town.

Local officials and community development professionals with support of the local trail committee, plan to administer an online survey, or conduct a more thorough survey of trail users at the trail using volunteers. Once the socio-economic and lifestyle preferences of the trail customer base are somewhat better understood, local leaders, community development agencies and Top of Michigan Trails Council) can begin to make decisions about how to best attract potential trail customers into the community.

In 2014, the Michigan Department of Natural Resources delivered a presentation on bike tourism that profiled three basic types of bike tourists, noting their demographics, biking tendencies and spending preferences including:

1. The Shoestring Cyclist: Shoestring Cyclists tend to be younger and more self-contained. They will typically ride between 75 and 100 miles per day and prefer low-cost options for lodging and meals, spending no more than \$30 a day. When traveling, Shoestring Cyclists seek campgrounds near town and low-cost access to showers.
2. The Economy Cyclist: Economy Cyclists tend not to be age-specific. They will typically ride between 50 and 90 miles per day and prefer eating their meals in restaurants, spending no more than \$50 per day. The type of lodging preferred is typically dictated by the weather and location. When traveling, Economy Cyclists seek discounts for local tourist attractions, and campgrounds near town or other low-cost lodging options.

3. The Comfort Cyclist Comfort Cyclists tend to be older (between 50 and 65) and highly educated. They will typically ride less than 50 miles per day and are looking to stay in communities that offer the full vacation experience (e.g., beach, shopping, restaurants, full-service hotel, and museums). The typical Comfort Cyclist has a high amount of discretionary income, on average spending over \$100 a day.

These three bike tourist profiles are just one example. Due to its proximity to the water, Cheboygan is also visited by both paddlers and boaters. It will be important to try understand the needs, desires and spending habits of each trail user that travels to the community.

According to a Michigan Sea Grant report, in 2008 kayakers in the United States:

- Made an average of 10 outings each
- 56% of kayakers are male
- 36% are between 25 and 44 and 30% are over 45
- 57% earn over \$75,000 per year
- 51% have a college degree or higher
- 14.1% live in the Midwest

As previously stated, trail users and bicycle tourists will be interested in other activities and attractions in the community. Local business owners may wish to expand their offerings of goods and services to meet the demand of visitors using or visiting other attractions. Local officials and the Chambers of Commerce should work with local business owners to explore ways to encourage economic restructuring around local and regional trail and recreational assets.

One way local and regional leaders can assist local businesses is to develop an “economic gardening” approach to business development issues related to the trail. According to the Allegheny Trail Alliance, *under the economic gardening approach, one or more members of the committee would develop an in-depth understanding of the characteristics of the trail-user customer base and the trends in the activity itself. Then, through informational bulletins and educational sessions, the Trail Town concept is nurtured and grown in the community. Businesses that cater to this customer base will also flourish. The committee may also wish to provide funding to ensure that magazines, books, and publications that provide current information about the trail activity are available in the business section of the local library.*

6. Resolution of Support

Reference meeting date and resolution number; Resolution of support by the governing agency for the designation that includes support from all entities that have an ownership interest in the trail. (See APPENDIX)

7. Accessibility Report

In accordance with Michigan DNR and ADA standards, the dimensions and surfacing of the 'Mullett-to-Mackinaw' trail are uniformly compliant. With 10 foot wide paths and crushed limestone surfacing maintained by local DNR specialists, users of all abilities can safely navigate the trail. All facilities provided by municipal and/or state government meet or exceeds accessibility standards.

8. Appendices

Pure Michigan Trail Designation 'Application A' - 'Mullet-to-Mackinaw' Designated Trail

Pure Michigan Trail Designation 'Application B' - Trail Town, Cheboygan MI

A.1 Trail Town Master Plan

A.1 Trail Amenities

A.1 Trail Curriculum

A.1 Letters of Support

A.2 Trail Features (natural, cultural, historic attractions)

A.3 Maintenance Agreements

A.3 City of Cheboygan Resolution to adopt Implementation Plan