

HERITAGE ROUTE PLANNING

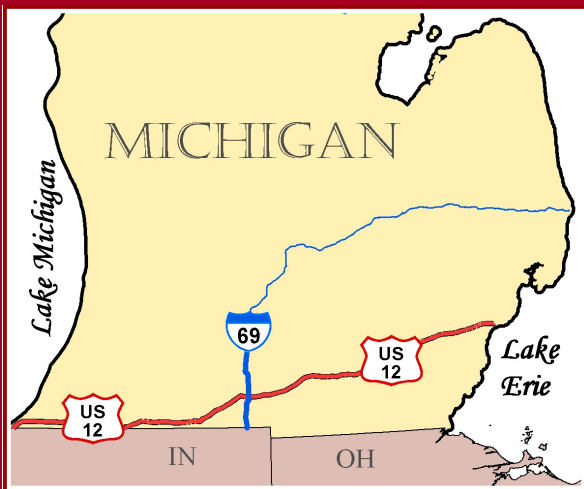
US 12 Heritage Trail

The website was enhanced to encourage interaction between visitors and community members. Website traffic increased by 12% to 21,200, of which more than half were new or unique visitors.

www.us12heritagetrail.org



US 12 Garage Sale participants entered key facts into an online form, which staff uploaded to an interactive online map and a printable list of addresses for the event. Over 435 people posted sale information on the site, which helped develop interest. Print publications, television stations, other websites, social media and word of mouth also contributed to spreading the word about "Michigan's Longest Garage Sale."



Heritage Routes Administered by SWMPC

• US-12 Historic Heritage Route

A 212 mile network of interdependent communities whose concerted actions reflect their commitment to protect and conserve the unique and inherent natural, historic and cultural resources that are the foundation upon which they will build and maintain a diverse, prosperous and sustainable economy.

• I-69 Recreational Heritage Route

A two-county, eighty-mile storybook telling stories about the connections between people and the land.

Among stories uploaded to the website:



I was thoroughly surprised Friday when SO MANY people stopped at our farm in Saline and said they were "doing the whole 212 miles". Several said it was part of their vacation. Some said they do the trek every year. One couple drove from the west side of the state the day before, stayed in a motel and worked their way back home starting with our sale.

Other US 12 Activities:

Efforts to add US 12 to US Bike Route system continued.

Saline partnered with *Michigan Main Street* to organize a downtown revitalization campaign called "Historic Route 12 to Main Street"



Information on bike trails, waterways and traffic data for communities along US 12 and I-69 was collected to assist in production of the Southwest Michigan Non-Motorized Transportation Plan and Map.

I-69 Recreational Route

Press ready articles were developed and distributed to various media outlets promoting these experiences:

Locavore Tour features local sources of food including farm stands, U-picks, meat producers & processors, and restaurants.

Amish Tour features cultural sites such as farms, woodworkers, bulk food & grocery and bakeries.

Michigan Heritage Routes

(Branch and Calhoun Counties)

- I-69 (highlights between Coldwater & Marshall)
- US 12 (Coldwater)
- BL 94/Territorial Road (Marshall)
- Recreation opportunities: golfing, boating, fishing, hiking, camping