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Executive Director

RE: Support for Jobs, Economic Development and Preservation

Dear Senators Stabenow and Levin:



We are writing for your assistance regarding important changes and the impact of the National Scenic Byway (NSB) funding to your district/constituents and our State. This past week, the Congress passed an extension of the Transportation bill set to expire on March 31, 2012. Since 2004, the National Scenic Byway Program has provided close to \$5 million to the WA3 for infrastructure, economic development and tourism projects along Woodward Avenue from Detroit to Pontiac. In 2009-10 alone, \$615,300 in NSB funding was invested in local projects resulting in total investment of \$3.2 million.

A bi-partisan proposal, entitled Map-21 (Moving Ahead for Progress in the 21st Century) would continue current transportation funding levels for the next two years is being considered by congress. However specific language to continue the National Scenic Byway Program needs to be incorporated into the final bill in order for funding for the heritage route/byway program to continue.

Enclosed, please find a **Position Statement from the coalition of Michigan Heritage Routes and Byways**, along with a press release. As our representative/senator, we need your help in ensuring this program continues and that funding is available to advance our economic development, tourism and jobs effort here in our State. We are requesting your voice for the continued inclusion of the NSB program into the final bill language and that you and your colleagues support it.

The National Byway Program is the ONLY Transportation Program that helps fund grass-roots efforts for jobs, travel/tourism, economic development (especially in rural areas) and preservation. Thank you for your assistance – if you have questions, please feel free to contact me.

Sincerely,

Heather Carmona
Executive Director

Harriet Saperstein
WA3 Chairperson

- Cc: WA3 Board of Directors
Michigan Congressional delegation
Michigan State Senators and House of Representatives
Governor Rick Snyder
Kirk Steudle, MDOT
Michael Finney, MEDC
Carmine Palombo, SEMCOG
George Zimmermann, Travel Michigan
Sandy Baruah, Detroit Regional Chamber of Commerce

Heritage Routes & America's Byways



US 41 – Copper County Trail National Byway, Northern Houghton & Keweenaw Counties

M-123 – Tahquamenon Scenic Route, Luce County, Newberry, northwest Chippewa County

US 2 – Iron County Heritage Trail, Iron River, Crystal Falls

M-35 – U.P. Hidden Coast, Highway - Menominee, Escanaba, Gladstone

M-119 – Tunnel of Trees, West Traverse Township, Friendship Township, Readmond Township and Cross Village

M-22/M-204/M-109 – Leelanau Scenic Route, Leelanau County

M-37 – Old Mission Peninsula Scenic Route, Peninsula Township

US-23 – Huron Shores Highway, Mackinaw City, Cheboygan, Rogers City, Alpena, Tawas City, Au Gres, Standish

C-65 – River Road/Huron National Forest, Oscoda

M-125 – Monroe Historic Route, Monroe

M-25 – Bay City Historic Route, Bay City

I-94 BR – Marshall's Territorial Road, Marshall

US 12 – Heritage Trail, New Buffalo, Three Oaks, Galien, Buchanan, Niles, Edwardsburg, Mottville, Edwardsburg, White Pigeon, Sturgis, Bronson, Coldwater, Quincy, Allen, Jonesville, Clinton, Somerset, Irish Hills, Saline, Ypsilanti, Wayne, Dearborn, Corktown Detroit

M-15 – Pathway to Family Fun, Bay City, Vassar, Millington, Otisville, Davison, Goodrich, Ortonville and Clarkston

M-179 – Chief Noonday Trail, Allegan, Hastings

M-1 – Woodward Avenue Automobile Heritage Trail, Detroit, Oakland & Wayne Counties, Highland Park, Ferndale, Pleasant Ridge, Huntington Woods, Royal Oak, Berkley, Birmingham, Bloomfield Township, Bloomfield Hills, Pontiac

I-69 – Marshall, Coldwater

Position Statement

1. Michigan Heritage Routes and America's Byways define *Pure Michigan*. They are **the scenic, heritage and cultural stories of Michigan**.
2. Michigan Heritage Routes and America's Byways speak with one voice – We want the America's Byway program to continue and be funded at current federal funding levels.
3. Heritage Routes and America's Byways is a grass-roots program effort that leverages very few federal and state dollars with private dollars and in-kind volunteer efforts to preserve our most valuable national treasures while creating jobs and advancing economic development (especially in rural communities).
4. A national collection like America's Byways needs a funded national coordination body. The coordination should not be restricted by federal red tape and should fill a role that reduces the potential duplication of program efforts at a state level such as technical assistance, networking, education, and also work with the Department of Commerce and the Corporation for Travel Promotion to market the collection to an international audience.
5. Michigan's program needs to continue regardless of a national program and become more strategic with the development of a vision and plan so the program can better leverage scenic, heritage and cultural resources for economic development, jobs and tourism. The vision and plan development needs to include at a minimum the Heritage Routes/America's Byways, MDOT, Travel Michigan and Michigan Economic Development Corporation.
6. Michigan's Heritage Routes/America's Byways need to be marketed as a collection.
7. The operation of the Michigan program needs streamlining (less regulatory - we are not constructing highways) with more flexibility (like economic development programs).

Harriet B. Saperstein

Martin Overhiser

David R. Mott *Lark Ladd*

K. J. Stone

Patty O'Donnell

Humbly Hallagren *Joe Fortuna*
Deane Rekow

A consortium of leaders representing

the elite collection of Michigan's treasured places and unique visitor experiences

PURE MICHIGAN®



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FOR IMMEDIATE RELEASE

WOODWARD AVENUE ACTION ASSOCIATION JOINS MICHIGAN HERITAGE ROUTES AND NATIONAL BYWAYS TO FORM COALITION TO RALLY FOR CONTINUATION OF SCENIC BYWAY FUNDING

Royal Oak, MI (September 19, 2011) – For the first time ever, Michigan’s 17 Heritage Routes and National Scenic Byways have joined forces to form a proactive, grassroots coalition that will advocate for the continuation of funding for the America’s Byways® Program.

Currently the Transportation Bill, which provides funding for both Michigan Heritage Routes and the National Scenic Byways, is set to expire on March 31, 2012, setting the stage for a very uncertain future for the 20-year America’s Byways® Program.

Michigan’s collection includes 16 Heritage Routes and three National Scenic Byways representing Michigan’s unique cultural, historical, scenic, environmental and tourism locales. These cultural Heritage Routes and America’s Byways promote the state of Michigan to a global audience, as well as play a vital role in stimulating Michigan’s important travel and tourism industry.

The **Woodward Avenue Action Association (WA3)**, a non-profit economic development organization working to preserve, enhance and promote Michigan’s iconic 27-mile Woodward Avenue, initiated the call to action and helped assemble the coalition, which is encouraging local residents and businesses in the metro Detroit area to contact their U.S. Congressman and Senators Levin and Stabenow to urge them to support a current bi-partisan proposal, entitled Map-21 (Moving Ahead for Progress in the 21st Century), that would continue transportation funding at current levels for the next two years, however needs language added to the bill to continue the America’s Byways® Program.

“The National Scenic Byway designation allows us preserve and promote our state treasures, as well as create jobs and advance economic development, not only in urban areas like Woodward Avenue, but in Michigan’s rural communities too,” said Heather Carmona, WA3 Executive Director.

The routes and byways that comprise the new Michigan Heritage Routes and America’s Byways Coalition include: **M-1 (Woodward Avenue) Heritage Trail/All American Road; US 41, M-123, US 2, M-34, M-119, M-22, M-37, US-23, C-65, M-125, M-25, I-94 BR/Marshal, US12, M-15, M-179, and I-69.**

The consortium of leaders and representatives of the Michigan Heritage Routes and America’s Byways Coalition believe that by banding together and speaking with one voice, it can effectively leverage resources, market the routes and byways as one collection, and stand as a champion for this important cause.

-more-



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FOR IMMEDIATE RELEASE

The Woodward Avenue Action Association (WA3) is a non-profit collaboration of public, private, local and regional partners working to preserve, enhance and promote Michigan's iconic 27-mile Woodward Avenue All-American Road®, one of the most significant roadways in the country. Woodward Avenue is also a member of the prestigious **National Scenic Byway's Collection**®. **The America's Byway**® program is a collection of 150 distinct roadways in America that tell recognize roadways for intrinsic qualities and stories that can be told nowhere else in the world. For membership information, call 248-288-2004 or visit WA3 online at www.woodwardavenue.org.

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