

THIS ROAD IS MEANT FOR MICHIGAN MEMORIES

US 12 Heritage Trail



Welcome: *Debra Yee, Branch County Tourism Bureau,
Barbara Logan, Arab American Museum*

Group Introductions: *Everyone*

Michigan Heritage Route Program Overview, *Kim Gallagher*
MDOT/Federal Highway
Scenic Byway Grant Program

Travel Michigan Promotional Opportunities, *Debra Yee*
Events Survey
Featured Destination Branding Program

Promoting US 12 and Your Community, *Kim Gallagher*
Website
Garage Sale
Facebook
Brochure Template

Hometown History Initiative, *Karin Risko*

On-going Projects in Support of US 12
Charging stations
US Bike Route

Group Discussion:

What does the future look like from your point of view for Michigan Heritage Routes?.

