

2025 Michigan Byway Annual Work Plan Budget **DRAFT**

Byway Name: M-119 Tunnel of Trees Byway

Byway Coordinator: Networks Northwest Date Form Completed: June 11th 2024

Mailing Address: PO Box 506 Traverse City, MI 49685

Tel: 616-293-8667 E-mail: rob.carson@networksnorthwest.org Web Site: <http://www.m119tunneloftrees.org/>

Priority Activity/Project for Funding This Year:

Brief Description: *(Why a Priority? Why Now? Potential Partners? Is Local Funding Available? Proposed Outcome?)*

Priority Activity/Project for Implementation This Year:

Description: *(Why a Priority? Included in CMP? Potential Partners? Is Local Funding Available? Proposed Outcome?)*

Priority Marketing Activity/Project for Implementation This Year:

Brief Description: *(Target Market? Media? Distribution? Measurement? Proposed Outcome?)*

Desired Outcome(s)/Measurable Result(s) for This Year:

Increased visitation? Revenue Generation?

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Other Top Priorities (Describe)	In CMP (Y, N)	How does it contribute to the Byway Program mission, vision?	Partners (list)	New or continued activity	Target Start Date	End Target Date	Proposed Outcome

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Scheduled Byway Committee Meetings:

Date	Location	Time
10/08/2024	Readmond Township	9:30 AM
04/08/2025	Rotates location amongst township TBD	9:30 AM
05/13/2025	Rotates location amongst township TBD	9:30 AM
06/10/2025	Rotates location amongst township TBD	9:30 AM
07/08/2025	Rotates location amongst township TBD	9:30 AM
08/12/2025	Rotates location amongst township TBD	9:30 AM
09/09/2025	Rotates location amongst township TBD	9:30 AM

ANNUAL BUDGET FOR: October 1st 2024 – September 30th 2025

Planning Activity	Estimated Budget
1. Website	
2. Printing	
3. Signage Improvements	
4. Tree Assessment	
5. Public Meeting	
6. Symposium	
7.	
Total	

Admin activities listed are listed in the Regional Transportation Planning Work Program:

Admin Activity	Estimated Budget
1. Prepare and/or assist a consultant in the development or update of corridor management plans (CMP).	
2. Provide guidance to local grassroots organizations seeking to nominate a state highway as a Pure Michigan Byway or National Scenic Byway.	
3. Serve as a liaison between MDOT and the local byway committee on issues relating to future transportation	

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system improvements, or local land use and zoning changes proposed for and adjacent to the byway.	
4. Provide opportunities for public involvement activities related to the byway.	
5. Ensure the byway corridor management plan is up to Date.	
6. Conduct studies of the convenience of the byway transportation and visitor-oriented facilities.	
7. Attend conferences, workshops, and seminars. Attend MDOT Byways Workshop scheduled for the FY2025.	

2024 Michigan Byway Annual Work Plan Budget **SUBMITTED FY2024**

Byway Name: M-119 Byway

Byway Coordinator: Networks Northwest Date Form Completed: 7/25/2023

Mailing Address: PO Box 506 Traverse City, MI 49685

Tel: 616-293-8667 E-mail: rob.carson@networksnorthwest.org Web Site: http://www.m119tunneloftrees.org/

Priority Activity/Project for Funding This Year:

Brief Description:

Signage improvements, with hopeful matching fund from local agencies. There is an issue with current parking along roadway, collaboration with the Little Traverse Conservancy and other local partners to incorporate signage at locations directing to off-road parking locations.

Priority Activity/Project for Implementation This Year:

Description:

Updating pamphlets and brochures for education, awareness, and marketing. Printed and distributed.

Priority Marketing Activity/Project for Implementation This Year:

Brief Description:

Social media engagement at a level to be specified in the on-going strategic plan development process. Website improvements to occur following direction within the strategic plan.

Desired Outcome(s)/Measurable Result(s) for This Year:

Education, awareness, and increased safety along the corridor.

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Other Top Priorities (Describe)	In CMP (Y, N)	How does it contribute to the Byway Program mission, vision?	Partners (list)	New or continued activity	Target Start Date	End Target Date	Proposed Outcome
Update guidebook and distribute	Y	Provides information and guidance for the corridor.	NN, MDOT, Emmet County, Local Units of Governm ent, Tribal	Newly updated, continuous process	October 1 st , 2023	May 1 st , 2024	Updated guidebook available
Update safety brochure	Y	Supports safety along the corridor.	NN, MDOT, Emmet County, Local Units of Governm ent, Tribal	Newly updated, continuous process	October 1 st , 2023	May 1 st , 2024	Updated safety borchure

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Scheduled Byway Committee Meetings:

Second Tuesday of Each Month

Date	Location	Time
10/10/23	Rotates Location	9:30am
12/12/23	Rotates Location	9:30am
1/9/24	Rotates Location	9:30am
2/13/24	Rotates Location	9:30am
3/12/24	Rotates Location	9:30am

ANNUAL BUDGET FOR October 1st 2023 – September 30th, 2024 (Dates)

Planning Activity	Estimated Budget
1. Website	\$1,000
2. Printing Guidebook and Brochures	\$1,000
3. Signage Improvements	\$1,000

Admin activities listed are listed in the Regional Transportation Planning Work Program:

Admin Activity	Estimated Budget
1. Prepare and/or assist a consultant in the development or update of corridor management plans (CMP).	
2. Provide guidance to local grassroots organizations seeking to nominate a state highway as a Pure Michigan Byway or National Scenic Byway.	
3. Serve as a liaison between MDOT and the local byway committee on issues relating to future transportation	

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system improvements, or local land use and zoning changes proposed for and adjacent to the byway.	
4. Provide opportunities for public involvement activities related to the byway.	
5. Ensure the byway corridor management plan is up to date.	
6. Conduct studies of the convenience of the byway transportation and visitor-oriented facilities.	
7. Attend conferences, workshops, and seminars. Attend MDOT Byways Workshop scheduled for the Fall of 2023 in Gaylord.	

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e-mail - print@tccopyshop.com

Quote

Date: 9-14-2023

To: Isha Pithwa
Networks Northwest

ph 231-492-8196
e-mail isha.pithwa@networksnorthwest.org

Thank you for the opportunity to quote the following.

Description:	Tri-fold Brochures	Report / Plan
Quantity:	Brochures 250	Report 50
Pages:	Print Two sided	
Ink Color(s):	Color	
Finished Size:	Brochures are 8.5 x 11 Flat and 3.67 x 8.5 folded	Report - 8.5 x 11
Stock:	Brochures - 80# Gloss Text	Report - 60# Digital Opaque White text
Art Work:	Provided	
Proofs:	digital art = required proof, Hard copy art = proof optional (revisions and or corrections billed at \$60.00 per hour) Quotes are based on ready to print electronic files.	
Bindery:	Brochures - Trifold	Report - Collate and Coil Bind
Price Quote:	Brochures - \$182.50 Each Total of \$365.00 Report / Plan = \$669.00	

Please call with any questions or if I can be of further assistance.

Cheers,

Dan Rickard

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e-mail - print@tccopyshop.com

Quote

Date: 6-5-2024

To: Isha Pithwa ph 231-492-8196
 Networks Northwest e-mail isha.pithwa@networksnorthwest.org

Thank you for the opportunity to quote the following.

- Description:** **Tri-fold Brochures** **Report / Plan**
- Quantity:** **Brochures 250 each** **Report 50**
- Pages:** **Brochures Print Two sided** **Report 34 pages**
- Ink Color(s):** **Color**
- Finished Size:** **Brochures are 8.5 x 11 Flat and 3.67 x 8.5 folded** **Report - 8.5 x 11**
- Stock:** **Brochures - 80# Gloss Text** **Report - 60# Digital Opaque White text**
- Art Work:** **Provided**
- Proofs:** **digital art = required proof, Hard copy art = proof optional (revisions and or corrections billed at \$60.00 per hour) Quotes are based on ready to print electronic files.**
- Bindery:** **Brochures - Trifold** **Report - Collate and Coil Bind**
- Price Quote:** **Brochures - \$191.25 Each Total of \$372.50**
Report / Plan = \$696.00

Please call with any questions or if I can be of further assistance.

Cheers,

Dan Rickard