

**PURE MICHIGAN<sup>®</sup>**  
**Trail and Trail Town**  
**Designation Program**  
**Handbook**

PURE *M* ICHIGAN<sup>®</sup>



10/2022

# Pure Michigan® Trail and Trail Town Designation Program Handbook

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# Pure Michigan® Trail and Trail Town Designation Program

## Pure Michigan® Trail, Water Trail and Trail Town Designation Program Background

In 2014, the Michigan Trailways Act was revised (Act 451 of 1994, Part 721) to add the Department of Natural Resources' ability to designate trails and towns as Pure Michigan® Trails and Trail Towns. This designation is designed to acknowledge Michigan's position as the nation's trail state. Michigan has an incredible array of trails, developed and maintained by an extensive collaboration among state and local governments, non-profits, foundations and volunteers with exceptional scenic beauty and excellent outdoor recreation opportunities.

An extensive, statewide network of non-motorized and motorized trails:

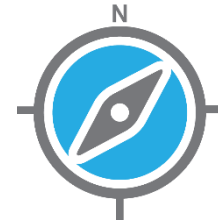
1. Provide for public enjoyment, health and fitness.
2. Serve to encourage constructive leisure-time activities.
3. Protect open space, cultural and historical resources, as well as habitat for wildlife and plants.
4. Enhance the local and state economies as tourism becomes a prominent part of the area.
5. Link communities through alternative transportation, parks and natural resources.
6. Create opportunities for rural-urban exchange, agricultural education and the marketing of farm products.
7. Preserve corridors for possible future use of other public purposes.

The trails that will be designated represent the best in the state. This handbook serves as a guide for the applications for the Pure Michigan® Trail and Trail Town Designation Program.

## Pure Michigan® Trail Criteria

The DNR, in designating a trail and in addition to requirements outlined in Act 451, Part 721, will seek to ensure the following:

1. A quality trail experience
2. Clear information for users
3. Broad community support
4. A sustainable business, maintenance and marketing plan



### 1. A quality trail experience

- a. The trail is either a part of a state network or in the trail proposal process. If this is not complete, there is adequate proof of completion within a year.
- b. The trail is permanently open for public use and is at least five miles or more in length, providing access to significant scenic features.
- c. Support facilities which may include, where feasible, parking, restrooms and emergency phones are available and accessible.
- d. Wherever possible, programmed activities are available. This allows for an increased enjoyment of the trails and a better understanding of the natural and cultural resources related to them.
- e. Encourages safety and respect for the surrounding environment.
- f. Unless the trail is primarily a looped trail or intended for a one-day trip or less, lodging is available for at least the following: every 12 miles for trails primarily used by walkers; every 15 miles for trails primarily used by cross country skiers; every 40 miles for trails primarily used by bikers; every 40 miles for trails primarily used by equestrians and every 100 miles for trails primarily used by snowmobile or ORV riders.
- g. The trail's terrain and setting will be considered, including its slope, tread, drainage techniques, structures and vegetation management.
- h. Accessibility standards are met and exceeded where feasible and the trail is available for public use and enjoyment on a nondiscriminatory basis.

### 2. Clear information for users

- a. The trail is marked with an appropriate amount of both regulatory and wayfinding signage (to help users stay on path and be aware of where they are) throughout its length. Signs are also encouraged to include directions to nearby businesses.
- b. Accessibility information is provided and standards for accessibility are met.
- c. Wayfinding signage and information on parking and directions are provided.
  - i. Signs are also encouraged to include directions to nearby amenities and cultural resources.
  - ii. Wayfinding signs are also encouraged to include directions to nearby services and attractions.
- d. The trail is identified on a website or other digital means of communication, including social media, with a map that can be printed and is appropriately keyed to make the user aware of its location, length, hazards, level of

difficulty and trail-related amenities. Web information is encouraged to also include information on nearby amenities and cultural resources.

### **3. Broad community support**

- a. The trail has a resolution of support for the designation of the trail as a Pure Michigan® Trail by the local unit of government, authority or non-profit that is primarily responsible for it.
- b. The trail enhances the local community and its culture, businesses and more.
- c. The trail's setting is its underlying attraction including its landscape, features, historic or unique built features and skylines, native vegetation, water features and lighting.
- d. Local opportunities to enhance a user's experience in the area, as well as needed facilities in case of an emergency, overnight stay and the like will be considered, including shopping, lodging, food options and medical services.



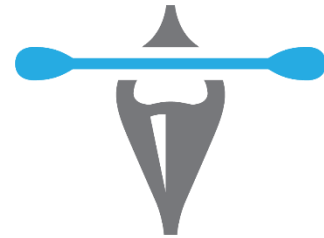
### **4. A sustainable business, maintenance and marketing plan**

- a. There is adequate enforcement of trail rules and regulations.
- b. Construction and maintenance is kept up with, including fencing.
- c. A plan must be in place that identifies the existing and planned amenities associated with the trail and how those amenities will be maintained and enhanced.
- d. A schedule for trail maintenance is established, along with a budget that identifies funding sources and those in charge of its upkeep.
- e. The trail must be supported, managed and maintained by at least one organization. If that organization works with others for the trail, they must create a written agreement with each other. These organizations must broadly represent the community(s), which might include recreation, education, conservation, heritage, business, public safety, health and government organizations, and need to get permission from all people that have an ownership interest over any portion of the trail.
- f. Wherever possible, programmed activities are available. This allows for an increased enjoyment of the trail(s) and a better understanding of the natural and cultural resources related to it.
- g. A way to evaluate the economic impact of the trail at least every five years must be identified, including the trail's users (who they are, where they live—a target market) and money spent on the trail.
- h. A local marketing plan has been developed to promote the trail, types of trail designations and descriptions, location tools and more to gain public interest.

## Pure Michigan® Water Trail Criteria

The DNR, in designating a water trail and in addition to the requirements outlined in Act 451, Part 721, will seek to ensure the following:

1. A quality trail experience
2. Clear information for users
3. Broad community support
4. A sustainable business, maintenance and marketing plan



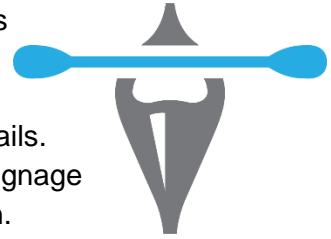
### 1. **A quality trail experience**

- a. The water trail is a waterway that is open to public recreational use and is a state-designated water trail.
- b. The water body must meet water quality use designations for partial body contact standards, as established by the Michigan Department of Environmental Quality, in addition to the requirements established by section 72103(3)(c) of the act.
- c. The water trail has access sites and rest areas available to the public within reasonable distances depending on the designated type of trail experience.
  - i. All access sites and rest areas along the trail need to be approved by the landowner they are on. The goal of this is to reduce potential conflicts and maintain public support for accessible water trails.
- d. The water trail may have amenities depending on the type of trail experience including restrooms, picnic areas, overnight lodging, camping, parking and drinking water.
  - i. Restroom facilities must be available on all trail types but can range from modern to rustic facilities. The spacing between restroom locations will vary by trail segment description.
  - ii. Provide information regarding trail segments that provide barrier-free access and amenities.
- e. Water trails should have connections to other recreational opportunities like camping, bicycling and hiking trails, fishing, hunting, cultural and historic experiences.

### 2. **Clear information for users**

- a. The trail is marked with an appropriate amount of both regulatory and wayfinding signage (to help users stay on path and be aware of where they are) throughout its length.
- b. Trail access sites need to have a high level of accessibility. Accessibility information is provided and standards for accessibility are met, and the trail is available for public use and enjoyment on a nondiscriminatory basis.
- c. The trail is identified on a website with a map that can be printed and is appropriately signed to make the user aware of its location, length, hazards, level of difficulty and trail-related amenities.
- d. Wayfinding signage and information on parking and directions are provided.

- i. Signs are also encouraged to include directions to nearby amenities and cultural resources.
    - ii. Wayfinding signs are also encouraged to include directions to nearby services and attractions.
  - e. Information provided during the trail experience promotes safety and encourages “leave no trace” principles.
    - i. Standard signs to warn of man-made hazards such as dams or electrical lines are used on all trails.
    - ii. Primary access sites are marked with reflective signage visible from the water with emergency information.
    - iii. Emergency contacts are listed on electronic and printed publications.
    - iv. Communicates ordinary risks with water recreation including safety messages about personal floatation devices, self-rescue, first aid skills, natural and man-made obstacles, paddler immersion and contact with water, ambient water quality, high water or flood events, severe weather and high wind or waves.



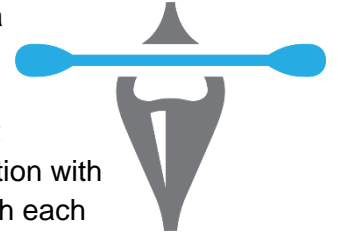
### **3. Broad community support**

- a. The trail has a resolution of support for the designation as a Pure Michigan® Water Trail by the local unit of government, authority or non-profit that is primarily responsible for it.
- b. The trail enhances the local community and its culture, businesses and more.
- c. The trail’s setting is the underlying attraction of the trail and will be taken into consideration including its water quality, landscape, features, historic or unique built features, and skylines and native vegetation.
- d. Local opportunities to enhance a user’s experience in the area, as well as facilities needed in case of an emergency, overnight stay and the like will be considered including shopping, lodging, food options and medical services.

### **4. Sustainable business, maintenance and marketing plan**

- a. A plan exists that shows how the water trail will and has provided a quality trail experience, as well as user information expectations in conjunction with public/ private partnerships.
- b. Plans must include a list of environmental, natural and cultural assets along the waterway, including existing public or private amenities, access sites, rest areas, accessible features and more.
- c. The plan addresses what the trail is lacking and devises ways to improve it.
  - i. A plan must be in place that identifies the existing and planned amenities associated with the trail and how those amenities will be maintained and enhanced.
- d. Trail information is promoted locally and as part of the state’s marketing program.

- e. A local marketing plan has been developed to promote the trail, types of water trail designations and descriptions, location tools and more to gain public interest.
- f. There is adequate enforcement of trail rules and regulations.
- g. Construction and maintenance is kept up with.
- h. A schedule for trail maintenance is established, along with a budget that identifies funding sources and those in charge of its upkeep.
- i. The trail must be supported, managed and maintained by at least one organization. If that organization works in conjunction with others for the trail, they must create a written agreement with each other. These organizations broadly represent the community, including recreation, education, conservation, heritage, business, public safety, health, and government organizations, and need to get permission from all people that have an ownership interest over any portion of the trail.
- j. The trail includes programming and educational activities along the waterway when possible, increasing the understanding of the natural, cultural and historic resources related to the trail and outdoor ethics.
- k. A mechanism to evaluate the economic impact of the trail at least every five years must be identified, including the trail's users (who they are, where they live—a target market) and money spent on the trail.





## Pure Michigan® Trail Town Criteria

The DNR, in designating a water trail and in addition to requirements outlined in Act 451, Part 721, will seek to ensure the following:

1. A quality trail town experience
2. Clear information for users
3. Broad community support
4. A sustainable business, maintenance and marketing plan



### 1. **A quality trail town experience**

- a. The city, village or township should be easily accessible to users of a Pure Michigan® Trail or a Pure Michigan® Water Trail.
- b. There has been or will be an annual trail-related project or event within the city, village or township with adequate plans to attract public involvement.
- c. A school board within the city, village or township has endorsed a trail-based service-learning educational component within its schools.
- d. Support facilities including parking, restrooms and emergency phones are available and accessible within the town.
- e. The trail town trail's terrain and setting will be considered including its ability to provide convenient connections to residential and commercial neighborhoods, parks, scenic areas, other trail networks and significant destinations.
- f. The trail town has attractions that make it a tourist destination.

### 2. **Clear information for users**

- a. Upon designation, the trail town will be marked with an official Pure Michigan® Trail Town sign and logo at major access points.
- b. Signage and information on parking and directions are provided.

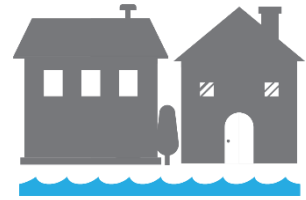
### 3. **Broad community support**

- a. The city, village or township has a resolution of support for the designation of the town as a Pure Michigan® Trail Town by the local unit of government
- b. The local community and its culture, businesses and more enhance the trail.
- c. Local opportunities to enhance a user's experience in the area, as well as needed facilities in case of an emergency, overnight stay and the like will be considered including shopping, lodging, food options and medical services.

### 4. **A sustainable business, maintenance and marketing plan**

- a. The petitioner demonstrates at least three of the following:
  - i. An advisory committee must be created, which should include people from various sectors of the community such as merchants, DDA chambers of commerce, government and trail users, showing support for designation.

- ii. Land use plans, planning tools, ordinances or guidelines must be in place, or support to add them, which recognizes the relationship between the trail and other staples in the community.
- iii. A local marketing plan has been developed to promote the trail, types of trail designations and descriptions, location tools and more to gain public interest.
- iv. A way to evaluate the economic impact of the trail town designation at least every five years must be identified, including the town's visitors (who they are, where they live—a target market) and money spent on the town in relation to the trail.



## Designation Process

An individual, local unit of government, authority or non-profit must submit documentation and an application that does the following:

1. Describes the quality trail or trail town experience
2. Provides clear information for users
3. Demonstrates broad community support
4. Provides a sustainable business plan that includes maintenance, marketing and emergencies

### **1. Describe the quality trail or trail town experience**

- a. Written description of the trail or town.
- b. Maps of the town, trail, river, river segments or water body should be provided, which include all available access sites, rest areas, portage routes, amenities, signage and launch type plus known static hazards.
- c. List of names and photos of access sites, launches, rest areas and signage. Launches, access sites and rest areas need to have adequate spacing as indicated in segment descriptions.
- d. Describe the educational information that is shared along the trails (natural and cultural heritage, conservation and health benefits).
- e. Documentation of land-owner approval of public and privately-owned access sites, rest areas and portage routes.
- f. Descriptions of barrier-free amenities. "Barrier-free" means they provide accessible launches at both the put-in and take-out locations.
- g. Plan for promoting safe trail use that respects the water, lands and private property, including "leave no trace" principles.
- h. Photos of the amenities, attractions and opportunities given to visitors.

### **2. Provide clear information for users**

- a. Proof of standardized safety and wayfinding signage in place on the river or a written commitment to install it within one year of designation, as well as the appropriate signage for a trail town and trail.
- b. Documentation of information (stewardship, safety, rules, etc.) in various formats, including electronic and printed (maps, websites, pamphlets, etc.), as well as contact information to provide user input.

### **3. Demonstrate broad community support**

- a. Minutes of the public meeting(s) held in the largest population area near or adjoining the river, trail or in the town, depending on the type of designation, to obtain input and explain the value of the trail.
- b. Resolutions of support from the government entities involved.
- c. List of partners and/or businesses involved with the trail or town, including those participating from the education, heritage, conservation, tourism, business or health sectors.

4. **Provide a sustainable business plan that includes maintenance, marketing and emergencies**
  - a. Written documentation of a sustainable business plan that includes goals for development, management, promotion, operation and maintenance plans.
  - b. Documentation that the trail and amenities meet all local, state and federal land use plans and laws, and that, if a trail town, the town does, as well.
  - c. A list of cultural and natural heritage assets and conservation concerns with an explanation of how they are addressed and incorporated into the trail and town.

## Application Process

Applicants must complete the application for designation as a Pure Michigan® Trail, Water Trail (application A) or Trail Town (application B) and submit it, along with all required documentation, to the DNR state trails coordinator. Due date for application is January 15.

There are two applications: Application A for trails and water trails and application B for trail towns. The application form and all other documents must be attached at the time of submittal to be considered. Submittals can be sent by mail or email.

Trails proposed for Pure Michigan® Trails designations are reviewed against a set of standards and criteria, not by comparison to one another. The review committee evaluates applications through a process that includes the following:

1. A preliminary review by DNR staff of applications for completeness.
2. All complete applications will be presented to the review committee for consideration, discussion and recommendation.
3. A field visit and assessment may be conducted by a review committee member or designee.
4. The review committee will review and discuss applications and any field assessments.
5. The review committee sends a referral of the application back to the applicant with comments or a recommendation to the DNR director for approval from the NRC (which includes a public meeting).
6. Upon approval from the NRC, the DNR state trails coordinator will forward the nomination to the MEDC for a Pure Michigan® license.
7. The NRC approved recommendations will be provided to MTAC.
8. Official designation and promotion will occur during March/April of each year.

If the trail designation is approved, it will be handled as follows:

1. Designation will consist of a letter from the DNR State Trails Coordinator and a Memorandum of Understanding (MOU) between the DNR and the applicant.
2. A DNR press release announces the designation.
3. Presentation of plaque at the Michigan Governors Conference on Travel and Tourism (March or April)
4. Pure Michigan® incorporates the trail into its maps and marketing materials.
5. Signage with branding is placed in appropriate locations by the designee.

**Applications and documentation should be sent to:** [MorrisonM4@michigan.gov](mailto:MorrisonM4@michigan.gov) or:

State Trails Coordinator—Pure Michigan Trails Designation  
Parks and Recreation Division  
Michigan Department of Natural Resources  
PO Box 30257  
Lansing MI 48909

## Definitions and Roles

There are five main parties involved in the process of proposing a Pure Michigan® Trail or Trail Town: The applicant, DNR Trail System and Services Section (DNR Trails), Michigan Trails Advisory Committee (MTAC), Michigan Economic Development Corporation (MEDC) and the Natural Resources Commission (NRC).

**Access site:** Public (federal, state, county or local units of government) or private land where it is legal for the public to access, launch and land a watercraft into and from its adjoining waters. Access sites will have at least some legal parking along a public roadway. Access sites are also rest areas and may include amenities.

**Applicant:** Applicants can be individuals, local units of government, authority or non-profits. The applicant is the lead promoter of the trail or trail town and is responsible for coordinating the development of all materials needed for the application. The applicant is responsible for applying and consulting with DNR Trails prior to doing so and during the initial review.

**Barrier-free access:** A facility and its amenities can be approached, entered and used by persons with disabilities.

**Baseline economic impact plan:** Does the plan capture trail users' demographics, counts, perceptions of the trail and its usage characteristics? Does the plan showcase the regional business impact including trail-related spending, expansion, new businesses or other indicators?

**Designee:** The designee is defined as the public or non-profit body that has applied and received state water trail designation on a certain water system.

**Easily accessible:** Within two miles of the trail unless otherwise designated.

**Economic impact assessment report:** Evaluates, at a minimum, trail users (trail region demographics, user counts, usage characteristics, demographics of trail users or visitors, their perception of the trail and spending related to trail activities).

**Formally adopted:** Adopted by a resolution of the governing body overseeing the trail or the city, village or township seeking a Pure Michigan® designation.

**Government agency:** The federal government, a county, city, village or township—or a combination of these.

**Launch:** The mechanism used to access the water. Whenever possible, the type of launch should match the context of the surrounding environment. Launch types may include a natural surface (shoreline), paved ramp, geo-textile mat, stairs, dock, cantilever dock, floating dock and designated launch that meet the guidelines to be barrier-free.

**Lodging:** A place to sleep like a campsite, hut, shelter or other licensed overnight accommodation.

**Maintenance plan:** Is the plan adequate for maintenance and costs to support a

sustainable trail?

**Marketing plan:** Trails must be marketed in a way that appropriately and efficiently attracts users, addresses the target audience and identifies the best way to reach them.

**Michigan Trails Advisory Committee (MTAC):** MTAC reviews applications. Applicant's trail designation will either be recommended to the director of the DNR for adoption and submitted to MEDC for licensure, or the application will be returned to DNR Trails and the applicant with comment.

**Michigan Economic Development Corporation (MEDC):** The DNR director and DNR Trails forwards the signed nomination to MEDC, which offers services pertaining to business assistance and capital programs serving to help attract value and accelerate success, for a Pure Michigan® license.

**Natural Resources Commission (NRC):** The NRC will be involved within the designation process, checking to see if the proposed trails and trail towns meet all necessary requirements.

**Nearby attractions and needed facilities:** Local opportunities to enhance a user's experience in the area, as well as needed facilities in case of an emergency, overnight stay and the alike will be considered.

**Portage:** The practice of carrying a watercraft or cargo over land either around an obstacle in a river or between two bodies of water.

**Primary access site:** A designated, legal access site that is promoted for use by the water trail and serves as a trailhead. The primary access site will have an appropriate launch and landing facility for the context of the site, off-street parking for vehicles, water trail and local wayfinding signage and amenities such as restrooms, potable water, picnic areas and boat racks. A primary access site is also an access site and a rest area.

**Programming and educational plan:** Is the material engaging and are tours provided for the public, as well as schools?

**Pure Michigan® designated trails and trail towns:** Trails, water trails or trail towns that have been approved for designation by the DNR and other involved groups following a prescribed process. Designated trails and towns are supported by broad-based community partnerships and a statewide marketing program, which provide conservation, heritage and recreation opportunities.

**Resolution of support:** By the governing agency for the designation that includes support from all entities that have an ownership interest in the trail.

**Rest areas:** Places where it is permissible to land a watercraft, but not a place to access the water from a road. Rest areas may have campsites and amenities.

**Statewide trail network:** The statewide trail network established in section 72114 of Act 451.

**Support Facilities:** A formal or informal stopping place along the trail that provides

services that may be needed or desired by trail users. This includes access sites, primary access sites, rest areas or trailheads.

**Trail:** A right-of-way adapted to foot, horseback, motorized or other nonmotorized travel. A trail also includes a water trail.

**Trail condition:** Quality and upkeep of the trail in addition to its terrain will be considered.

**Trail design:** Trail design is the summation of all design elements that result in the constructed trail and its interaction with the environment. The trail must meet certain requirements for consideration as previously explained.

**Trailhead:** Public or private land where it is legal for the public to access a right-of-way adapted to foot, horseback, motorized or other nonmotorized travel and provides some legal parking along a public roadway.

**Trail map and website link:** Evaluate the maps and sites. Check to see if it provides users a variety of ways to understand the trail.

**Trail setting:** The trail's setting is the underlying attraction of the trail and takes in all the visual, auditory, tactile and olfactory elements of the trail experience.

**Water trail:** Recreational routes, motorized or non-motorized, on waterways with a network of public access sites.





## Pure Michigan® Trail or Water Trail Designation Application (Application A)

APPLICATION SUBMITTAL	DEADLINE
STATE TRAILS COORDINATOR PARKS AND RECREATION DIVISION MICHIGAN DEPARTMENT OF NATURAL RESOURCES PO BOX 30257 LANSING MI 48909	January 15

INSTRUCTIONS
Please complete this form in its entirety. Once completed, attach all necessary documents and submit application as stated above. Please contact the program coordinator with any questions you may have with this proposal.

SECTION A.0 APPLICANT INFORMATION					
Applicant:					
Primary contact name and title:					
Telephone:		Email:			
Secondary contact name and title:					
Telephone:		Email:			
Address:					
City:		State:		Zip:	

SECTION A.1 TRAIL OR WATER TRAIL LOCATION INFORMATION (IF TRAIL TOWN SKIP TO APPLICATION B BELOW)					
Applying for:	<input type="checkbox"/> Pure Michigan® Trail		<input type="checkbox"/> Pure Michigan® Water Trail		
Trail name:					
<input type="checkbox"/> On statewide trail network <input type="checkbox"/> Trail proposal is in process (see interactive map on DNR website for designated trails in network) <input type="checkbox"/> Trail is complete <input type="checkbox"/> Trail is within in one year of completion (please provide documentation that there is obligated funding to complete trail within one year of designation)					
Land ownership:	<input type="checkbox"/> State <input type="checkbox"/> Federal <input type="checkbox"/> County <input type="checkbox"/> Township <input type="checkbox"/> Other: _____ <input type="checkbox"/> Permanently open to public <input type="checkbox"/> Requires a Recreation Passport				
Trail length:		Trail width:			
Designated trail type:			Permitted uses:		
Beginning point (lat/long):			End point (lat/ long):		

USGS quad:		Town(s) T:		Range(s) R:		Section(s):	
Trail map(s) and website link (Please provide a list of maps of the trail included in application):							

<b>SECTION A.2</b> <b>(FOR THIS SECTION, PLEASE ANSWER IN ANOTHER DOCUMENT AND ATTACH)</b>
<ol style="list-style-type: none"> <li>1. Describe the natural, cultural, historic resources and attractions along this trail that make this trail desirable to non-resident and resident users alike.</li> <li>2. Describe any other factors that make this trail an iconic example.</li> <li>3. What design standards or other sustainability considerations went into the design and creation of this trail?</li> <li>4. Please document all easily accessible public facilities for the trail including parking, sanitary facilities, lodging, food and emergency phones. <ul style="list-style-type: none"> <li>• If a water trail, also describe access areas and rest areas, contiguous use and open portages along entire length of trail being designated.</li> </ul> </li> <li>5. Describe the signage and wayfinding system along the trail.</li> </ol>

<b>SECTION A.3 DOCUMENTS REQUIRED</b> <b>(SEE INSTRUCTION BOOKLET FOR MORE INFORMATION)</b>
<p>A.1 Application from Section A.1</p> <p>A.2 Supplemental responses from questions</p> <p>Formally adopted plan that includes:</p> <ul style="list-style-type: none"> <li>• Existing and planned amenities</li> <li>• Maintenance plan</li> <li>• Programming and educational plan</li> <li>• Marketing plan</li> <li>• Baseline economic impact plan and schedule for creating an economic impact plan every five years after designation</li> </ul> <p>Resolution of support by the governing agency for the designation that includes support from all entities that have an ownership interest in the trail.</p> <p>Accessibility report: Document that evaluates that the trail meets or exceeds ADA standards.</p> <p>Other photos or documentation.</p>

## Information on Application A: Trails or Water Trails

### Section A.1 Trail or Water Trail Location Information

**Applying for:** Check the box for the type of trail that you are applying for designation.

**Trail name:** Please use the most official, recognized or common name of the trail seeking designation. It is understood that many trails have several names or are pieces of other trails.

**Trail network/trail proposal:** Please use the interactive map on the DNR website to determine if the trail is designated on the state network. If not, there must be an active trail proposal in the DNR system prior to applying for designation.

**Trail is complete:** If the trail is not complete, documentation must accompany the application showing obligated funding and a plan for having the trail complete within one year of designation of the trail.

**Land ownership:** Mark boxes showing ownership. Land may be under a long-term lease or other agreement to one of the entities listed. If so, please include documentation.

**Open to the public:** The trail must be permanently open for public use.

**Trail length:** Please list the length of the trail that is seeking designation. Length must match the beginning and end points listed below.

**Trail width:** Please list the trail width. If variable, please list the various widths and how long the trail runs for at that width.

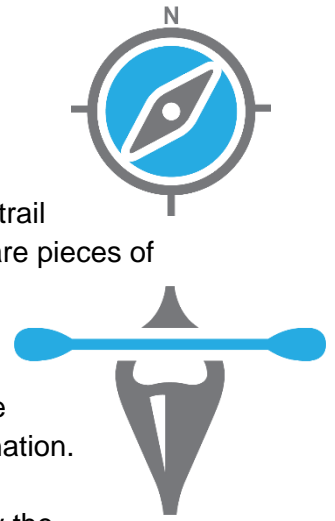
**Designated trail type:** Please list the primary use the trail is designed for.

**Permitted uses:** Please list any other uses that are permitted on the trail.

**Beginning point:** Please list the latitude and longitude of the first terminus of the trail that is seeking designation. It is understood that many trails are pieces of other trails and the termini for the trail seeking designation may be part of a longer trail, as well.

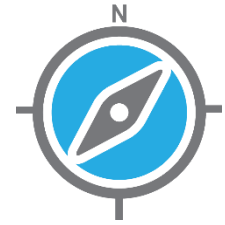
**End point:** Please list the latitude and longitude of the second terminus of the trail that is seeking designation. It is understood that many trails are pieces of other trails and the termini for the trail seeking designation may be part of a longer trail, as well.

**USGS quad:** Please determine what map(s) the trail falls on based on US Topo standards. Maps can be found here: <https://nationalmap.gov/maps.html>.



**Town/range/section:** Please list all the town/range/sections for the trail seeking designation.

**Trail map and website link:** Please list all official websites that represent this trail and attach any official paper or digital maps.



### Section A.2 Supplemental Questions

**1. Describe the natural, cultural and historic resources and attractions along this trail that make it desirable to both non-resident and resident users.**

**2. Describe any other factors that make this trail an iconic example of its type.**

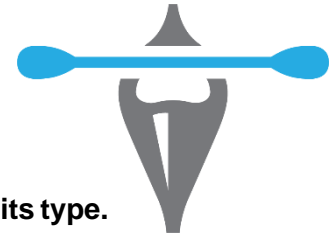
**3. What design standards or other sustainability considerations went into the design and creation of this trail?** Please provide documentation for all standards or considerations that you used to determine the trail design. Answers to questions such as: What standards did you use to guide your decision making? Is this an American Association of State Highway and Transportation Officials (AASHTO) compliant trail? Did you base the design on ADA or did you attempt to make it universally accessible? What design principles or maintenance practices are you using to ensure the life and sustainability of the trail? How are you planning to prevent water and erosion damage? How are you addressing up-and-coming trends in trail uses (electric bikes, larger ORV's, snowmobile studs, boating trends, etc.)?

**4. Please document all easily accessible support facilities for the trail open to the public including parking, sanitary facilities, lodging, food and emergency phones.**

- **If a water trail, also describe access areas and rest areas, contiguous use and open portages along entire length of trail being designated.**

Easily accessible means within two miles of the trail. Please include any maps that will help the reviewers understand where things are located and/or addresses or key identifying features.

**5. Discuss your signage and wayfinding system along the trail.** Wayfinding plays an important role in trail use safety, connecting users with emergency services. Items to have in the description include plans for regulatory signage, as well as directional and wayfinding signage. How are you going to lead people to towns that are near the trail and not on the trail? If signs are not in place yet, please provide a plan for where they will go and what they will say.



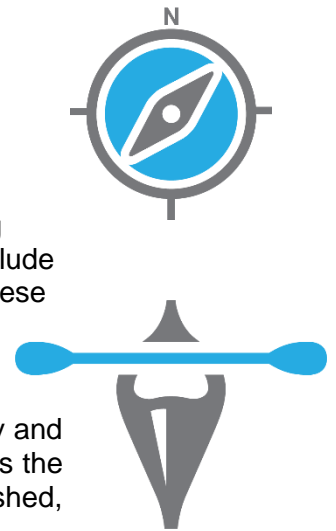
### Section A.3 Documents Required

**A.1 Application from Section A.1**

**A.2 Supplemental responses from questions**

**Formally adopted plan that includes:**

- **Existing and planned amenities:** Please include all items that are planned, estimated dates for completion, costs and funding mechanisms.
- **Maintenance plan:** For the proposed trail, provide the agency responsible for the operation and maintenance of the trail, annual maintenance schedule (including invasive species control where relevant), maintenance costs (indicate frequency of maintenance), lifecycle costs and provide the current maintenance budget.
- **Programming and educational plan:** Provide information regarding planned material that is engaging and readily available to visitors. Include information on tours with their length, stops and discussed topics. These should be provided on a weekly basis during the season to the public, schools and other organizations.
- **Marketing plan:** Trails must be marketed in a way that appropriately and efficiently attracts users, addresses the target audience and identifies the best way to reach them. Provide information on how this is accomplished, including social media insights and the like.
- **Baseline economic impact plan and schedule for creating an economic impact plan every five years after designation:** Provide a plan that adequately captures trail users' demographics, counts, perceptions of the trail and its usage characteristics. Provide information on adequately showcasing the regional business impact including trail-related spending, expansion or new businesses or other indicators. Provide information on the trail or trail town's plan and schedule for renewal every five years or less.
- **Resolution of support by the governing agency for the designation:** Includes support from all entities that have an ownership interest in the trail. This can include a formal resolution or letters of support for the designation.
- **Accessibility report:** Document that evaluate how the trail meets or exceeds ADA standards.
- **Other photos or documentation:** Anything else that you would like the review team to know about your trail or its management.





## Pure Michigan® Trail Town Designation Application (Application B)

APPLICATION SUBMITTAL	DEADLINE
STATE TRAILS COORDINATOR PARKS AND RECREATION DIVISION MICHIGAN DEPARTMENT OF NATURAL RESOURCES PO BOX 30257 LANSING MI 48909	January 15

INSTRUCTIONS
Please complete this form in its entirety. Once completed, attach all necessary documents and submit application as stated above. Please contact the program coordinator with any questions you may have with this proposal.

SECTION B.0 APPLICANT INFORMATION					
Applicant:					
Primary contact name and title:					
Telephone:		Email:			
Secondary contact name and title:					
Telephone:		Email:			
Address:					
City:		State:		Zip:	

SECTION B.1 TRAIL TOWN INFORMATION (IF SPECIFIC TRAIL OR WATER TRAIL NOMINATION, USE APPLICATION A)	
City, village or township (town) name:	
Pure Michigan® Trail near town (designated or applied for designation):	
Please demonstrate that the applicant community has 3 or more of these: <ul style="list-style-type: none"> <li><input type="checkbox"/> Advisory Committee or other community support group.</li> <li><input type="checkbox"/> Annual trail related project or event.</li> <li><input type="checkbox"/> School board has endorsed a trail-based service learning educational program within its Schools.</li> <li><input type="checkbox"/> Demonstrated relationship between the trail(s) and other community assets or a plan implement.</li> </ul>	

**SECTION B.2  
(FOR THIS SECTION, PLEASE COMPLETE IN ANOTHER DOCUMENT AND ATTACH)**

1. Describe how the town is easily accessible to users of a Pure Michigan® Trail or Pure Michigan Water® Trail.
2. Describe the natural, cultural, historic resources and attractions in the town and along the trail(s) that make this town desirable to non-resident visitors.

**SECTION B.3 DOCUMENTS REQUIRED  
(SEE INSTRUCTION BOOKLET FOR MORE INFORMATION)**

B.1 Application

B.2 Supplemental responses from questions

Formally adopted plan that includes:

- Existing and planned support services for trail users
- Build and maintenance plan for Pure Michigan® signage
- Programming and educational plan
- Marketing plan for Pure Michigan® Trail(s) and evidence of implementation
- Baseline economic impact plan and schedule for creating an economic impact plan every five years after designation

Resolution of support by the governing agency for the designation

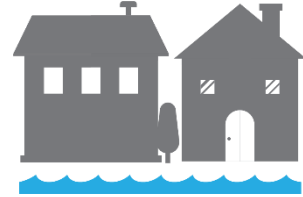
Other photos or documentation

## Information on Application B: Trail Towns

### Section B.1 Trail Town Information

**Applying for:** Check the box for a Pure Michigan® Trail Town.

**City, village or township (town) name:** The name of the place you want to become a trail town and a map of its location in relation to the Pure Michigan® Trail.



**Pure Michigan® Trail near town:** Designated or applied for designation.

**Please demonstrate that the applicant community has three or more of the following:**

- Advisory Committee or other community support group.
- Annual trail-related project or event.
- School board has endorsed a trail-based service learning educational program within its schools.
- Demonstrated relationship between the trail(s) and other community assets or a plan to implement doing so.

### Section B.2 Supplemental Questions

1. **Describe how the town is easily accessible to users of a Pure Michigan® Trail or Pure Michigan® Water Trail.** Easily accessible means within two miles of the trail. Please include any maps that will help the reviewers understand where things are located and/or addresses or key identifying features
2. **Describe the natural, cultural and historic resources as well as trail-related businesses and attractions in the town and along the trail(s) that make this town desirable to non-resident and resident trail users.**

### Section B.3 Documents Required

**Application from Section B.1**

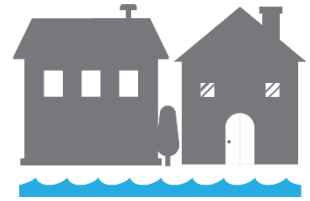
**B.2 Supplemental responses from questions**

**Formally adopted plan that includes:**

- **Existing and planned support services for trail users.**
- **Build and maintenance plan for Pure Michigan® signage:** For the proposed trail town, provide the agency responsible for constructing and maintenance of the signage, annual maintenance schedule, maintenance costs (indicate frequency of maintenance) and lifecycle costs, as well as the current maintenance budget.



- **Programming and educational plans:** Provide information regarding how the town integrates and promotes the trail’s programming and educational plan and how it ties into the local schools and other town programs.
- **Marketing plan for Pure Michigan® Trail(s) and evidence of implementation:** Provide information regarding how the town integrates and promotes the trail(s) and how it ties into the marketing and visitor services for the town.
- **Baseline economic impact plan and schedule for creating an economic impact plan every five years after designation:** Utilize the trail’s economic impact plan and show how the trail has impacted local businesses including trail-related spending, expansion or new businesses or other indicators. Provide information on the trail or trail town’s plan and schedule for renewal every five years or less.
- **Resolution of support by the governing agency for the designation:** Includes support from all entities that have an ownership interest in the trail. This can include a formal resolution or letters of support for the designation.
- **Other photos or documentation:** Anything else that you would like the review team to know about your trail or its management.



## Michigan Revised Statute

### NATURAL RESOURCES AND ENVIRONMENTAL PROTECTION ACT (EXCERPT) Act 451 of 1994

#### PART 721

#### MICHIGAN TRAILWAYS

##### **324.72101 Definitions.**

Sec. 72101. As used in this part:

- (a) "Advisory council" means the Michigan trails advisory council created in section 72110.
- (b) "Council" means a trail management council established pursuant to section 72106.
- (c) "Department" means the department of natural resources.
- (d) "Director" means the director of the department or his or her designee.
- (e) "Equine access locations" means open access roads, management roads, forestry access roads, 2-track and single-track trails that are not wildlife paths, staging areas for pack and saddle animals to be dropped off or picked up, and associated wilderness campsites.
- (f) "Forest road" means that term as defined in section 81101.
- (g) "Fund" means the Pure Michigan Trails fund created in section 72109.
- (h) "Governmental agency" means the federal government, a county, city, village, or township, or a combination of any of these entities.
- (i) "Pack and saddle trails" means trails and equine access locations that may be used by pack and saddle animals.
- (j) "Pure Michigan Trail" means a trail designated as a "Pure Michigan Trail" under section 72103.
- (k) "Pure Michigan Water Trail" means a water trail designated as a "Pure Michigan Water Trail" under section 72103.
- (l) "Pure Michigan Trail Town" means a "Pure Michigan Trail Town" designated under section 72104. (m) "Rail-trail" means a former railroad bed that is in public ownership and used as a trail.
- (n) "Statewide trail network" means the statewide trail network established in section 72114.
- (o) "Trail" means a right-of-way adapted to foot, horseback, motorized, or other nonmotorized travel. Trail also includes a water trail.
- (p) "Water trail" means a designated route on a body of water.

**History:** Add. 1995, Act 58, Imd. Eff. May 24, 1995; Am. 1997, Act 129, Imd. Eff. Nov. 5, 1997; Am. 2010, Act 46, Imd. Eff. Apr. 2, 2010; Am. 2014, Act 211, Eff. Sept. 25, 2014; Am. 2016, Act 288, Imd. Eff. Sept. 28, 2016.

**Popular name:** Act 451

**Popular name:** NREPA

##### **324.72102 Legislative findings.**

Sec. 72102. The legislature finds that a statewide system of trails will provide for public enjoyment, health, and fitness; encourage constructive leisure-time activities; protect open space, cultural and historical resources, and habitat for wildlife and plants;

enhance the local and state economies; link communities, parks, and natural resources; create opportunities for rural-urban exchange, agricultural education, and the marketing of farm products; and preserve corridors for possible future use for other public purposes. Therefore, the planning, acquisition, development, operation, and maintenance of trails are in the best interest of this state and are a public purpose.

**History:** Add. 1995, Act 58, Imd. Eff. May 24, 1995; Am. 2010, Act 46, Imd. Eff. Apr. 2, 2010; Am. 2014, Act 211, Eff. Sept. 25, 2014.

**Popular name:** Act 451

**Popular name:** NREPA

**324.72103 Designation as "Pure Michigan Trail" or "Pure Michigan Water Trail". requirements; public hearing; revocation of designation.**

Sec. 72103. (1) The director may designate a trail in this state located on land as a "Pure Michigan Trail". A person may request that the director designate a trail as a Pure Michigan Trail. The director shall not designate a trail as a Pure Michigan Trail unless it meets, or will meet when completed, all of the following requirements:

(a) The trail is a model trail for its designated uses and the designation of the trail as a Pure Michigan Trail contributes to a statewide trail network that promotes healthy lifestyles, economic development, recreation, and conservation of the natural and cultural resources of this state.

(b) The land on which the trail is located is owned by this state or a governmental agency, or otherwise is

under the long-term control of this state or a governmental agency through a lease, easement, or other arrangement. If the land is owned by a governmental agency, the director shall obtain the consent of the governmental agency before designating the land as part of a Pure Michigan Trail.

(c) The design and maintenance of the trail and its related facilities meet generally accepted standards of public safety.

(d) The trail meets appropriate standards for its designated recreation uses.

(e) The trail is available for designated recreation uses on a nondiscriminatory basis.

(f) The trail is, or has potential to be, a segment of a statewide network of trails, or it attracts a substantial share of its users from beyond the local area.

(g) The trail is marked with an official Pure Michigan Trail sign and logo at major access points.

(h) Where feasible, the trail offers adequate support facilities for the public, including parking, sanitary facilities, and emergency telephones, that are accessible to people with disabilities and are at reasonable frequency along the trail.

(i) Potential negative impacts of trail development on owners or residents of adjacent property are minimized through all of the following:

(i) Adequate enforcement of trail rules and regulations.

(ii) Continuation of access for trail crossings for agricultural and other purposes.

(iii) Construction and maintenance of fencing, where necessary, by the owner or operator of the trail. (iv) Other means as considered appropriate by the director.

(j) A trademark license is obtained by the department from the Michigan economic

development corporation for use of the words "Pure Michigan".

(k) Other conditions required by the director.

(2) In designating trails as Pure Michigan Trails under subsection (1), the director shall consider all forms of permissible recreation uses equally in order to develop a Pure Michigan Trails network that is representative of the various trail uses.

(3) The director may designate a water trail as a "Pure Michigan Water Trail". A person may request that the director designate a trail as a Pure Michigan Water Trail. The director shall not designate a trail as a Pure Michigan Water Trail unless it meets, or will meet when completed, all of the following requirements:

(a) The trail and its access points are open to public use and are designed, constructed, and maintained according to best management practices.

(b) The trail is located on a contiguous waterway or a series of waterways that are contiguous or are connected by portages.

(c) The trail is consistent with applicable land use plans and environmental laws.

(d) The trail meets the criteria of subsection (1)(a), (c), (d), (e), (f), (g), (h), (i)(i) and (iv), and (k).

(e) A trademark license is obtained by the department from the Michigan economic development corporation for use of the words "Pure Michigan".

(4) Prior to designating a Pure Michigan Trail under subsection (1) or a Pure Michigan Water Trail under subsection (3), the director shall refer the proposed designation to the natural resources commission, which shall hold a public hearing on the proposed designation. Within 90 days after receiving the referral under this subsection, the natural resources commission shall provide the director with its recommendation regarding the designation.

(5) The director may revoke a Pure Michigan Trail or a Pure Michigan Water Trail designation if he or she determines that a trail fails to meet the requirements of this section. Before revoking a Pure Michigan Trail or a Pure Michigan Water Trail designation, the director shall provide notice to all entities involved in the management of the trail. If the trail is brought into compliance with this section within 90 days after providing this notice, the director shall not revoke the designation.

**History:** Add. 1995, Act 58, Imd. Eff. May 24, 1995; Am. 2014, Act 210, Eff. Sept. 25, 2014.

**Popular name:** Act 451

**Popular name:** NREPA

### **324.72104 Designation as "Pure Michigan Trail Town"; sign and logo; revocation of designation.**

Sec. 72104.

(1) The director, upon petition by a person, may designate a city, village, or township as a "Pure Michigan

Trail Town" if the director determines that the following conditions have been met:

(a) The city, village, or township is easily accessible to users of a Pure Michigan Trail or a Pure Michigan Water Trail.

- (b) The city, village, or township has adopted a resolution in support of the designation.
- (c) The city, village, or township has adopted a plan for providing support services to trail users such as parking, sanitary facilities, restaurants, accommodations, grocery stores, bike shops, boat docks, or other services that may be needed or desired by trail users.
- (d) The petitioner demonstrates at least 3 of the following:
- (i) There is community support for the designation as evidenced by creation of an advisory committee. (ii) There has been an annual trail-related project or event within the city, village, or township.
- (iii) A school board within the city, village, or township has endorsed a trail-based service learning educational component within its schools.
- (iv) Land use plans, planning tools, ordinances, or guidelines are in place that recognize the relationship between the trail and other community assets, or that there is support to amend, change, or add these provisions.
- (e) A trademark license is obtained by the department from the Michigan economic development corporation for use of the words "Pure Michigan".
- (2) Upon designation of a city, village, or township as a Pure Michigan Trail Town, the city, village, or township may erect and maintain along the Pure Michigan Trail or Pure Michigan Water Trail at a junction with the city, village, or township an official Pure Michigan Trail Town sign and logo designed by the department. The department shall only provide for the erection and maintenance of an official Pure Michigan Trail Town sign and logo when sufficient private contributions are received to pay for the cost of erecting and maintaining the sign and logo.
- (3) The director may revoke a Pure Michigan Trail Town designation if he or she determines that the city, village, or township has failed to meet the requirements of this section. Before revoking a Pure Michigan Trail Town designation, the director shall provide notice to the city, village, or township. If the city, village, or township is brought into compliance with this section within 90 days after providing this notice, the director shall not revoke the designation.

**History:** Add. 1995, Act 58, Imd. Eff. May 24, 1995; Am. 2014, Act 210, Eff. Sept. 25, 2014.

**Popular name:** Act 451

**Popular name:** NREPA

## Michigan Administrative Rules

(Filed with the Great Seal: 5/4/2018)

DEPARTMENT OF NATURAL RESOURCES

PARKS AND RECREATION DIVISION

PURE MICHIGAN TRAIL, WATER TRAIL, AND TRAIL TOWN  
DESIGNATION

(By authority conferred on the director of the department of natural resources by  
section 72112 of 2014 PA 210, MCL 324.72112)

R 324.1451 Definitions.

Rule 1. (1) As used in these rules:

(a) "Access site" means public or private land where it is legal for the public to access, launch, and land a boat into and from its adjoining waters. An access site has at least some legal parking along a public roadway. Access sites may be rest areas and may include amenities.

(b) "Act" means Part 721 of 1994 PA 451, MCL 324.72101 to 324.72118.

(c) "Easily accessible" means within 2 miles of the trail unless otherwise designated in these rules.

(d) "Formally adopted" means adopted by resolution of the governing body overseeing the trail or the city, village, or township seeking a Pure Michigan designation.

(e) "Lodging" means a place to sleep, including but not limited to, a designated campsite, hut, shelter, or other licensed overnight accommodation.

(f) "Rest areas" means places where it is permissible to leave the water and may have amenities such as restrooms, trash receptacles, and picnic tables. Rest areas may be access points.

(g) "Staging area" means public or private land where it is legal for the public to assemble and access a right-of-way adapted to foot, horseback, motorized, or other nonmotorized travel and provides some legal parking along a public roadway.

(h) "Trailhead" means public or private land where it is legal for the public to access a right-of-way adapted to foot, horseback, motorized, or other nonmotorized travel and provides some legal parking along a public roadway.

(2) A term defined in Act has the same meaning when used in these rules.

R 324.1452 Nomination process.

Rule 2. (1) To nominate a trail, water trail, or trail town for a Pure Michigan designation, an individual, local unit of government, authority, or non-profit shall complete an electronic form available on the department's website and include all of the following:

(a) A description of how the nominated trail, water trail, or trail town meets the requirements identified in section 72103 or 72104 of the Act and these rules.

(b) A description of the natural resources, cultural resources, historic resources, attractions to non-resident users, or any other factors that make the trail, water trail, or trail town an iconic example of its type.

(c) A description of whether the trail, water trail, or trail town meets standards

determined and approved by the department.

(d) For a trail town nomination, evidence of sufficient funds to erect and maintain an official Pure Michigan Trail Town sign and logo.

(e) If the nominated trail has not been completed, evidence of sufficient funds and governmental support to complete the trail within 1 year after receiving a Pure Michigan Trail designation.

(2) The department shall review the nomination. If the nomination meets the criteria identified in section 72103 or 72104 of the Act and these rules, the department shall forward the nomination to the Michigan Economic Development Corporation for a Pure Michigan license.

(3) Upon receipt of a Pure Michigan license, the department shall proceed with the process as provided in the Act.

R 324.1453 Requirements for designation; trail; water trail.

Rule 3. (1) The department shall consider a trail or water trail for a Pure Michigan designation if the trail or water trail meets the requirements established in section 72103 of the Act, and the following requirements:

(a) The trail or water trail is open for use by the public and publicly available access sites, staging areas, trailheads, and rest areas are appropriately spaced for the type of trail.

(b) The trail or water trail is identified on a website with a map that can be printed and is appropriately signed to make the user aware of all of the following:

(i) The location and length of the trail or water trail.

(ii) Hazards and level of difficulty of the trail or water trail.

(iii) Amenities related to the trail or water trail, including easily accessible access sites, staging areas, trailheads, rest areas, lodging, eating facilities, and other recreational opportunities.

(c) The trail or water trail is appropriately signed, including pictures as appropriate, to do all of the following:

(i) Make users aware of their location on the trail or water trail.

(ii) Make users aware of easily accessible access sites, staging areas, trailheads, rest areas, trail amenities, lodging facilities, and eating facilities as well as hazards, towns, and emergency contacts.

(iii) Encourage safety and respect for the environment.

(d) Unless the trail or water trail is primarily a looped trail or water trail or otherwise intended for the user to return to his or her vehicle in 1 day or less, lodging facilities appropriate to the type of trail or water trail users are available for at least the following:

(i) Every 12 miles for trails primarily used by walkers.

(ii) Every 12 miles for trails located upon water.

(iii) Every 15 miles for trails primarily used by cross country skiers.

(iv) Every 40 miles for trails primarily used by bikers.

(v) Every 40 miles for trails primarily used by equestrians.

(vi) Every 100 miles for trails primarily used by snowmobile or ORV riders.

(e) The trail or water trail is designed so that increased use of the trail or water trail

will not degrade the local experience, cultural resources, or the environment. Applicants shall identify the designs applied to ensure sustainability of the trail or water trail.

(f) At a minimum, for a water trail, the water body shall meet water quality use designations for Partial Body Contact standards, as established by Michigan department of environmental quality, in addition to the requirements established by section 72103(3)(c) of the Act.

(g) The trail or water trail has a formally adopted plan that does the following:

(i) Identifies the existing and planned amenities associated with the trail or water trail and how those amenities will be maintained and enhanced.

(ii) Establishes a schedule for the maintenance of the trail or water trail that identifies funding sources and the party or parties responsible for maintaining the trail or water trail and discouraging vandalism.

(iii) Includes programming and educational activity associated with the trail or water trail that allow or increase enjoyment of the trail or water trail, understanding of the natural, cultural, and historic resources related to the trail or water trail, boating skills, outdoor ethics and, for a water trail, efforts to improve the quality of the waterway and its water.

(iv) Identifies a mechanism to evaluate the economic impact of the trail or water trail at least every 5 years that includes an understanding of users and where they live, impact on area businesses, and money spent in conjunction with trail or water trail use.

(v) Includes a marketing plan for the trail or water trail.

(h) The trail or water trail has a resolution of support of the designation of the trail or water trail as a Pure Michigan Trail or Water Trail by the local unit of government, authority, or non-profit that is primarily responsible for the trail or water trail.

(i) The trail or water trail is supported, managed, and maintained by 1 or more organizations. If the trail or water trail is supported, managed, and maintained by more than 1 organization, the organizations shall enter into a written agreement with each other. The organizations shall be broadly representative of the community, including recreation, education, conservation, heritage, business, public safety, health, and government organizations and shall obtain permission from all persons or entities that have an ownership interest over any portion of the trail or water trail.

(j) The trail or water trail is part of the statewide trail network.

(2) The department may consult with the Michigan economic development corporation when considering a trail or water trail nomination for a Pure Michigan designation.

R 324.1454 Requirements for designation; trail town.

Rule 4. To be considered for a Pure Michigan Trail Town designation, a city, village, or township shall meet the requirements established in section 72104 of the Act and the following requirements:

(a) The city, village, or township has a formally adopted plan for marketing the trail or water trail and evidence of implementation of that plan. The plan may be part of a trail or water trail marketing effort that includes this state, other trail towns, or other trail marketing efforts.

(b) The city, village, or township has a plan to evaluate the economic impact of a



Pure Michigan Trail Town designation every 5 years.

R 324.1455 Application review; notification; designation.

Rule 5. The department shall review applications for a Pure Michigan designation for consistency with the requirements established in the Act and these rules, and notify the petitioner whether the director approved the Pure Michigan designation. The department shall keep a list of the active Pure Michigan Trails, Water Trails, and Trail Towns on its website.

R 324.1456 Generally accepted trail standards.

Rule 6. The generally accepted trail standards shall be determined and approved by the department.

R 324.1457 Expiration, re-designation, and revocation.

Rule. 7. (1) A Pure Michigan Trail, Water Trail, or Trail Town designation shall expire every 5 years.

(2) Unless re-designated, all trademarked Pure Michigan materials shall be removed by the governing body overseeing the trail, water trail, or the city, village, or township within 60 days of expiration of the Pure Michigan designation.

(3) A nominee may seek re-designation upon a form available on the department's website.

(4) Before approving a nominee's re-designation, the department shall inspect the trail, water trail, or trail town and evaluate the success of the trail, water trail, or trail town and related marketing plans by reviewing the economic impact report.

(5) If, after inspection and evaluation, the department determines that the trail, water trail, or trail town warrants re-designation based on continued compliance with these rules, the department shall recommend to the Michigan economic development corporation the licensing of the trail, water trail, or trail town with the Pure Michigan brand.

(6) A Pure Michigan Trail, Water Trail, or Trail Town designation may be revoked by the director under the Act.

History: 2018 MR 9, Eff. May 4, 2018.

Editor's Note: An obvious error in R 324.1457 was corrected at the request of the promulgating agency, pursuant to Section 56 of 1969 PA 306, as amended by 2000 PA 262, MCL 24.256. The rule containing the error was published in Michigan Register, 2018 MR 9. The memorandum requesting the correction was published in Michigan Register, 2018 MR 9.