

## Pure Michigan® Trail and Trail Town Designation FAQ

### What is the Pure Michigan Trail and Trail Town Designation?

In 2014, the Michigan Trailways Act was revised (Act 451 of 1994, Part 721) to add the Department of Natural Resources' (DNR) 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.

### Which trails will receive designation?

The trails that will be designated represent the best in the state. 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

### What does the designation timeline look like?

The schedule for designation in 2018 is as follows:

#### August:

- Applications and the webpage are completed, go live and promotion is started
- Documents for the application become available digitally

#### November 1:

- Applications are due

#### November:

- Review of applications complete
- Director and NRC approval
- MEDC provides licensing information

#### December:

- Ribbon cutting/announcements

2019 and beyond will follow a schedule like this:

#### January:

- DNR makes any changes or updates to applications or processes and go live by February 1

#### June 1:

- Applications are due

#### June - August:

- Review period of applications

#### August:

- Review of applications complete
- MTAC review
- Director and NRC approval
- MEDC provides licensing information

**September (Michigan Trails Week):**

- Ribbon cutting/announcements

**Do I have to have a separate webpage or marketing plan just for my trail?**

No. All digital media and plans can be part of a larger plan but need to have specific references to the trail or town and meet all the criteria.