CCTNBC Member Upcoming Events

- November 2, 2011—Copper Country Trail National Byway Annual Meeting—Calumet Visitor Center 6:15 P.M. tour, 7:00 P.M. program.
- November 3, 2011—Keweenaw Peninsula Chamber of Commerce Eggs & Issues—Shelden Grill 7:00 A.M. breakfast, 7:30 A.M. program.
- December 3—24, 2011—Christmas in Calumet
- December 3, 2011—3P.M.—7P.M.—Santa Train—Houghton County Historical Museum
- December 4, 2011—Keweenaw Land Trust—Annual General Membership Meeting
- December 10, 2011—Keweenaw Land Trust—Marvin Nature Retreat Open House to celebrate recent renovations
- December 14, 2011—CCTNBC Governing Board Meeting—KNHP Headquarters 10 A.M.—12:00 P.M.

CCTNBC Mission

The Copper Country Trail National Byway Committee works with community partners to enhance the byway experience through stewardship of natural and historic resources and sharing the Keweenaw story.

CCTNBC Vision

The Copper Country Trail National Byway Committee is a collaborative organization guiding the region in the stewardship of this vibrant four-season destination where land, people and the stories of this place attract residents and visitors alike.

Background and Welcome

Copper Country Trail National Byway (CCTNB) follows US-41 from Portage Lake Lift Bridge to Copper Harbor. It was first designated as a State Heritage Route in 1994, and in 2005 attained federal designation under the America's Byways® collection (a program under Federal Highway Association).

Although the CCTNB Committee formed in the 1990s, it wasn’t until last year, 2010, that it formally organized. Bylaws were drafted, Memorandums of Understanding (MOUs) were signed for members of and technical advisors to the Governing Board, and officers were elected.

Since the strategic reorganizational period that started in 2007 the CCTNB Committee’s Governing Board has maintained a cohesive quality thanks to the direct involvement of its partners. The Governing Board continues to meet on a regular basis at Keweenaw National Historical Park Headquarters in Calumet, MI and looks forward to expanding participation.

Since the 2005 America’s Byways designation the byway committee with assistance from state and local stakeholders have leveraged $228,857 in return for $902,530 in grant funds. This is a total of over $1.1 million invested in projects benefiting the byway region, ranging from repairs and a new overlook on Brockway Mountain Drive to the development of region-wide interpretive and marketing plan.

The Governing Board is enthusiastic about all that they have accomplished over the years and invites you to review byway activities presented in this Annual Report.

The Committee is indebted to Western Upper Peninsula Planning and Development Region, Michigan Department of Transportation and Federal Highway Administration for aiding in the coordination and funding of CCTNBC activities.
Byway Funding since 2005 NSB Designation

<table>
<thead>
<tr>
<th>Project Grant</th>
<th>Granting Entity</th>
<th>Amount</th>
<th>Local Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006: Brockway Mountain Drive Scenic Overlook Enhance</td>
<td>National Scenic Byway Program</td>
<td>$395,000</td>
<td>$105,000</td>
<td>$500,000</td>
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<tr>
<td>2006: Corridor Management Plan Implementation Year 1</td>
<td>National Scenic Byway Program</td>
<td>$25,000</td>
<td>$6,250</td>
<td>$31,250</td>
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<tr>
<td>2007: Copper Country Trail Interpretive Plan</td>
<td>National Scenic Byway Program</td>
<td>$76,000</td>
<td>$19,000</td>
<td>$95,000</td>
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<tr>
<td>2008: Corridor Management Plan Update</td>
<td>National Scenic Byway Program</td>
<td>$24,800</td>
<td>$6,700</td>
<td>$31,500</td>
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<tr>
<td>2008: Copper Country Trail Marketing Plan</td>
<td>National Scenic Byway Program</td>
<td>$65,300</td>
<td>$16,500</td>
<td>$81,800</td>
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<td>2009: Collaborative Marketing Strategy</td>
<td>Michigan Department of Transportation</td>
<td>$38,299</td>
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<tr>
<td>2009: Preserving the Character: A Byway Viewshed Study</td>
<td>Michigan Department of Transportation</td>
<td>$24,505</td>
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<td>$24,505</td>
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<tr>
<td>2011: Historic Resource Inventory Phase III</td>
<td>National Scenic Byway Program</td>
<td>$60,970</td>
<td>$15,243</td>
<td>$76,213</td>
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<td>2011: Facilities, Enhancements, Universal Access and Historic Interpretation at Nature Preserves along the byway</td>
<td>National Scenic Byway Program</td>
<td>$192,656</td>
<td>$60,164</td>
<td>$252,820</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>$902,530</strong></td>
<td><strong>$228,857</strong></td>
<td><strong>$1,131,387</strong></td>
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The goals listed here are found in the CCTNbC’s Five Year Strategic Plan. (Boxes with check marks indicate at a good portion of the goal has been met)

The CCTNbC will define itself as an organization by developing appropriate documentation to formalize.

The Copper Country National Byway Committee (CCTNbC) is a volunteer group of non-profit, historical societies, governmental and non-governmental agencies, businesses and individuals working to preserve and enhance the historic, scenic, and recreational resources of the region. The committee’s Governing Board operates as an organization built upon Memorandums of Understanding between agencies. Governing Board members serve three-year terms and are required to meet at least four times per year. General Members are invited to attend all meetings of the Governing Board and be present at the Annual Meeting. These are non-term limits or duties for members of the CCTNbC.

Several subcommittees were formed in 2009 including Governance, Outreach, Grants, and Interpretive to carry out various tasks. Members of the Governing Board and general members may serve on these subcommittees.

- To remain strategic, the CCTNbC will revisit a portion of the five-year Master Plan at every byway meeting. At every meeting, one goal is visited in some way, usually regarding an action item.
- The CCTNbC will identify the byway story and develop five strategies to share the story.
- The CCTNbC will work collaboratively with private and public entities in the byway corridor to advocate for three “hidden treasures” that are important to the byway story.
- The CCTNbC will work with partners to assess current and identify additional resources that espouse the intrinsic values of the byway story.

To strengthen CCTNbC’s role in the region, members will communicate our purpose to all currently identified stakeholders.

This is an ongoing goal. This past year a presentation on the byway was delivered to seven area civic and business groups. In addition, members continue to distribute the byway brochure regionally.

To develop a sustainable organization, CCTNbC will identify and implement three additional funding strategies.

The CCTNbC will collaborate with at least four promotional agencies by December, 2013, to showcase the region through leveraging our National Scenic Byway designation.

This is a longer term goal that will be addressed in 2013 with the development of a byway Marketing Plan. The Plan should commence by January 2012.

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