

## Elk Rapids-to-Acme Trail Project Sequence and Funding

2004-2016 Rotary Charities and *many dedicated village individuals* led and supported sustained efforts for the Charlevoix-to-Traverse City Trail. (CHX-TC)

2016 – TART asked for and received Village Council support of the CHX-TC Concept Trail Plan.

2016-2018

- Preliminary Design Fundraising with the goal of connecting Elk Rapids to Maple Bay. This was an attainable segment goal, providing a recreational option for Elk Rapids residents and visitors, while simultaneously drawing attention to the need for further connections.
- **\$5000 seed funding** from Harbor Commission. The Edward C. Grace Memorial Harbor is the only harbor on the northwest side of the state that cannot offer trail access as an amenity to its guests. The Harbor provided seed funding in a proactive approach to remain competitive.
- \$6450 Elk Rapids to Maple Bay Crowdfunding Campaign led by Melissa West.  
<https://www.gofundme.com/elk-rapids-to-maple-bay-trail>.
- \$3550 Pearl's community fundraiser and other donations.
- \$15,000 Subtotal used to match 2% tribal grant application.
- \$20,000 2% tribal grant received.
- \$10,000 Short's donation.
- \$35,000 from Acme Township and TART Partners – expanded project from Elk Rapids to Acme!
- **\$76,000 Total** – Preliminary Design of Elk Rapids-to-Acme Trail awarded
- **\$3.1 Million – MDOT and MDNR**

In summary, the Village of Elk Rapids can be very proud of its efforts. \$5000 seed money from the Harbor Commission leveraged individual donations, a tribal grant, a major business contribution, local and state partners and an expanded project.

**\$5000 of \$76,000 = 6.5%**                      **15.2:1 Return on Investment**

**\$5000 of \$3,176,000 = .15%**                      **635.2:1 Return on Investment**

This is the biggest economic development project for Elk Rapids since the Harbor. Suttons Bay downtown businesses report a 20% increase in sales due to cyclists. It also expands critical exposure of the community, encouraging return visits. This is extremely critical for our downtown businesses that struggle when visitors and seasonal residents leave. The extra boost of cyclists that maintain their sport through the shoulder seasons will be extremely helpful for our business community.