

OHIO LINCOLN HIGHWAY HISTORIC BYWAY
CORRIDOR MANAGEMENT PLAN

June 30, 2015

(see attachment “CMP FC.pdf”)

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A. OVERVIEW

The Ohio Lincoln Highway Historic Byway was established by the Ohio Department of Transportation in 2004 and provided for marking the final 1928 path of the highway through Ohio. Its 241 mile path from East Liverpool on the east through 39 communities and place-named towns through Van Wert on the west is our designated historic byway.

Vision: Our corridor will offer many stories through architecture, monuments, signage and businesses that will help interpret America’s first transcontinental highway. This set of stories will attract tourism which will create caring and support for the preservation of the road’s amenities.

Mission: Our mission is to preserve, interpret and promote the Lincoln Highway. Our effort will strengthen education, increase tourism and encourage economic development along America’s first transcontinental paved highway.

B. CONVENTIONS

The Ohio Lincoln Highway Historic Byway organization will be referred to as the OLHHC in this document. The Ohio Department of Transportation will be referred to as “ODOT.” This document, the Corridor Management Plan and its predecessors will be referred to as the “CMP.”

The official 241-mile corridor throughout the state will be referred to as either the “Road” or the “LH” to abbreviate the “Lincoln Highway” and in context, may refer to either Ohio’s portion of the highway or the road nationally.

Although our organization promotes all routes of the LH, we will emphasize the 1928 route officially designated by ODOT.

Ohio’s LH will be discussed from east to west in this document when referring to chronological travel, unless otherwise noted.

C. CORRIDOR CONDITIONS

1. Intrinsic Qualities

a. **Historic Narrative of Corridor Conditions**—The Lincoln Highway began as a series of existing roads in 1913 that were worthy of being improved and were connected and marked to create the “safest and best” path across the U.S. As roadbed technology improved, miles of challenging travel on the original route, dangerous railroad crossings and congested areas of towns were eliminated or replaced. The remaining corridor which existed in 1928 pleased the National

Lincoln Highway Association, and as the governments were now developing roads, they decided to disband. The ODOT - designated path through Ohio is commemorated as the final and official path.

Several abandoned road segments still remain as glimpses into the history of the road. Some are not navigable, but there is ample space to pull off and investigate these stretches, although several of these are on private property. Several stretches of the original highway are now consumed by four-lane, such as the stretch from west of Convoy to the Indiana state line. Also the stretch from Dalton to Riceland is now 4-lane.

Most of the attractions of the road consist of restaurants, retails and other venues where parking and ingress/egress is already provided as part of the business, so our concerns are not applicable directly. The exception is the Hopley Monument on the east side of Bucyrus, which has ample pull-off area on the side of the monument, however it is not paved or marked as a pull-off.

The stretch of Lincoln Highway just northwest of East Liverpool follows a hilly two-lane, highly trafficked road to just east of East Canton that is also designated U.S Route 30. This stretch is the hardest and least safe for anyone wanting to take a leisurely drive while sightseeing.

b. Top Five Intrinsic Qualities

i. Cindell and Baywood Streets— (Historic, cultural) Just east of Canton there are two stretches of brick streets that were laid as the original Lincoln Highway. These are very rare sections to remain of any road, and certainly of the 3,389 miles of the Lincoln Highway. Once widened from sixteen feet to 22 feet in the 30s, the bricks were simply spaced apart saving the cost of additional bricks. Baywood Street from the intersection of Route 30 west of Minerva extending to Applehill Road at Robertsville is the longest remaining stretch of original brick road of the LH in America.

ii. Route 30A viewsheds—(Historic, Natural) This may be considered a “scenic” quality at first blush, and that is important. However, standing on any of the several hilltops on this stretch of road and seeing the valleys and bridges below are important as a glimpse into history; these views are as close as we will get today in seeing what it was like driving in the 1920s on this road. There has been little changed as far as road grades, so imagining how a Model T would chug up these hills is an historic exercise.

iii. The Hopley Monument— (Historic, cultural) Bucyrus, Ohio’s newspaper publisher and later state representative John Hopley saw the importance of being involved with the early Lincoln Highway. He was the Ohio consul to the association for years. As a way to commemorate his legacy, stones were gathered from places around the world where he had served as ambassador, and assembled to create a 10 foot high monument on the east side of the town. This monument is totally unique and a must-see attraction of many Lincoln Highway travelers.

iv. Balyeat’s Coffee Shop— (Historic, cultural) The owner, who began working there in his teens is now 81 years old and has the restaurant for sale. Stepping into this restaurant is an amazing experience of going back to the 1930s. Waitresses do not write down orders for home-cooked meals like roast ham, pork and chicken with all the sides you’d expect at Thanksgiving. Located next to the courthouse, the charms of decades of hungry lunchers can be sensed. A long low lunch counter is punctuated by the owner in a starched white shirt and black bow tie, as a reminder of soda jerk days.

v. Ghost buildings and Ghost signs– (Historic, cultural) Through the 39 communities along the Lincoln Highway in Ohio, one sees the remnants of an auto era that was replaced by modern signs, convenience stores and car dealerships. Because small towns did not usually grow exponentially, many buildings were preserved simply by the coincidence of non-growth. Many were gently re-purposed, leaving clues and hints of what their original purpose was. These leftovers of history create an amazing scavenger hunt for children and adults alike to discover the heritage of the Lincoln Highway

c. Top Attractions (all seasons; east to West)

East Liverpool – View of Ohio River, Museum of Ceramics

Lisbon – Downtown retails, Old Stone House

Hanoverton – Spread Eagle Tavern dining, walking neighborhood

Minerva - Great Trail Golf Course, downtown shopping, Hart Mansion dining

Robertsville – LH remnant brick street

East Canton – Clearview Golf Club

Canton – Pro Football Hall of Fame, McKinley Monument & Museum, various restaurants, Canton Classic Car Museum

Massillon – Massillon Museum, Lincoln Theater, Charm Neighborhood tour,

Dalton – historic downtown

Orrville – J. M. Smucker outlet and museum, Shisler’s Cheese house shopping, Orrville Heritage Railroad Museum

Wooster - Local Roots Market shopping, downtown retails, various dining spots, College of Wooster galleries and attractions, Amish country, bucolic drives, Courthouse

Ashland – Ashland University activities, downtown shopping, country tours

Hayesville and Mifflin – Charles Mill Lake, camping, fishing, early road vistas

Mansfield – Mansfield Reformatory tours, Kingwood Center, Richland Carrousel, Oak Hill Cottage, shopping

Galion, Crestline– Railroad history, quaint towns, LH Bement and McMahan Markers

Leesville – Early pioneer village, J&M Trading Post

Bucyrus – 150 year old kettle factory tours, murals, specialty local shopping at Coopers and Carles Bratwursts, LH Hopley monument

Upper Sandusky – LH remnant brick street, Indian Mill Museum, downtown shopping, Indian Mission Church and cemetery, Courthouse

Kirby – Frey Hardware (museum-like retail store)

Forest – Forest-Jackson Public Library, a restored train depot, Gormley Park

Ada – Ohio Northern University activities, downtown shopping and dining, Railroad Park and restored depot. Wilson Sports (football manufacturing) tours

Lima – Lima-Allen County Museum, downtown shopping, Kewpee Hamburger Diner

Cairo, Beaverdam – I-75 & LH overpass bridge installation, quaint small towns

Gomer - Welsh Museum, location of Admiral Byrd’s Snow Cruiser crash and museum

Delphos – Miami & Erie Canal remnants, Canal Museum, Postal museum

Van Wert – Wassenberg Gallery, downtown shopping, VW Historical Society and campus, Lincoln Highway themed streetscape, Balyeat’s Coffee Shop retro dining, Courthouse

Convoy Area – early LH bridge preserved for interpretation

2. Mapping

- a. Corridor Wayfinding map; Official Ohio Roadmap highlighted (See attachment 6, “Ohio Map”)
- b. Maps for Lincoln Highway Wayfinding (See attachments 7, 8 “1TanMap.pdf” and “2TanMap.pdf”)
- c. Maps showing tourism, shopping, dining and political jurisdictions (See attachments 9, 10, 13 “West OH Map Shopping.pdf,” “Mid OH Map Shopping.pdf, and “East OH Map All.pdf”)
- d. Maps identifying Intrinsic Qualities (See attachments 11, 12, 13 “West OHMap Intrinsic.pdf,” “Mid OHMap Intrinsic.pdf, and “East OHMap All.pdf”)
- e. Legend showing all qualities listed geographically from west to east. (See attachment 14, “Maps Legend.pdf”)
- f. Engineering maps provided by Mike Buettner, which show markers, concrete posts and control station locations (See attachment 15, “Buettner Maps.pdf”)

3. Current Road Conditions

- a. Changes since designation — In 2004 at ODOT’s designation, several parts of Ohio’s U.S. Route 30 were not yet bypassed by a four-lane limited access highway. Later 4-lane sections opened:

The stretch from Route 57 at Orrville to east of Wooster removed U.S. 30 traffic from a ten mile stretch of robust business activity along the sometimes divided old road. This change affected many businesses negatively and many businesses shuttered along that stretch.

The stretch from Ontario to Bucyrus allowed the path of the LH through Crestline to be a safer and more leisurely drive by removing heavy truck traffic.

Likewise, the stretch from west of Upper Sandusky to north of Ada at State Route 235 allowed the original Lincoln Highway to be a county road with very little traffic.

In the end, most bypassed area businesses have not had an overall negative business impact, and some, in fact enjoy safer ingress and egress to their establishments. This ultimately creates a safer and more viewable and engaging historic byway.

The stretch of the original LH that is conjoined with U.S. Route 30 east of East Canton to the State Route 11 junction west of East Liverpool continues to be a congested traffic area for tourists.

- b. Changes since inception — A small section of original Lincoln Highway brick in Windsor Road between Mansfield and Ashland off U.S. 42 has been maintained by members of the Mid-Ohio Chapter of the Ohio Lincoln Highway League.

An historic marker was placed at a bridge over the creek east of Gomer where Admiral Byrd’s famous Antarctic snow cruiser went awry in 1939. This was a national news story then, and the trip was integral to the use of the Lincoln Highway.

Several brick pillars, which Ohio is unique in, and famous for, were restored or new replicas erected. A replica at Williamstown was installed and dedicated by the Ohio Lincoln Highway League and the Eagle Creek Historical Society in 2012.

A derelict pillar near Oceola was re-capped and the area cleaned and the pillar re-exposed in 2010 by the Mid-Ohio chapter of the LHA.

c. Accessibility to amenities — Most of the historic intrinsic qualities are very accessible to the traveler, but some must be actively sought to be seen. This makes the LH an adventure of historic discovery in that one will see many things as he or she is attentive to them and will connect their existence to the past. From ghost signs on buildings to museums of local culture to scenic vistas and remnants of early Lincoln Highway alignments, the Lincoln offers a story which is limited only to the time, energy and specific interests a traveler chooses in their itinerary. Several old roadbeds are on private property, and cannot be accessed by driving, or by technically trespassing in walking to or on them. Since most sites are either a commercial entity or an attraction that is intended for the public, handicap accessibility is a given. Viewsheds and monuments along the roadway are not an issue to handicap access, since they may be appreciated from within a vehicle.

D. VISITOR EXPERIENCE

1. Interpretation Since Designation

Along the Lincoln Highway, many historic sites and markers exist to communicate the presence of the Lincoln Highway towns and villages. Currently we have no static or active interpretive visitor centers focused exclusively on the Lincoln Highway in Ohio. Many states do have these. We have one existent 1930s era roadside pavilion that has potential to be converted to a static interpretive site, and we intend to pursue that happening in the future.

There are several privately owned restaurants and retails that are happy to overlay their products and services with Lincoln Highway themed items and memorabilia. Several of these retails also sell Lincoln Highway products provided by a partner with our organization, the Lincoln Highway Trading Post.

2. Byway Story

In September 1912, Carl Fisher of Indianapolis dreamed of constructing a “hard-surfaced, improved highway” from the Atlantic to the Pacific. He called this “The Coast-to-Coast Rock Highway.” He hoped to find financial support from other leaders of the automotive industry to build this first transcontinental automobile route. Automobile sales were waning because there were virtually no automobile roads. Fisher’s company manufactured headlamps for automobiles.

Later that same year, Henry B. Joy, president of Packard Motor Car Company, proposed that this road also be a memorial to Abraham Lincoln. His idea was well-received. On July 1, 1913 the Lincoln Highway Association was officially organized, with Joy being elected as its first president.

The actual route of the Lincoln Highway was determined two months later, and was announced on September 14, 1913. The original proclamation route across Ohio was through Canton, Mansfield, Marion, Kenton, Lima, Van Wert, known as Market Route No. 3, later to be designated U. S. Route 30 in Ohio. The road began at Times Square in New York City and ended in San Francisco, 3,389 miles across the continent, connecting a single automobile to both oceans for the first time in U.S. history.

With the advent of the Federal Highway Administration's building of limited access highways in the 50s, the history of this internationally famous path dimmed. Its economic surge of businesses and buildings across the route languished and became derelict, were reused or torn down, leaving a treasure of history for us today to re-discover, interpret and reflect upon our automotive history.

The Lincoln Highway Association closed its operations in 1928. The federal and state governments were building roads at last, and their job was done. Through Ohio, the 1928 route heads westward from entering East Liverpool and generally follows old U.S. Route 30, with several other later routes, (see maps section).

3. How the Story Will Continue to be Told

The OHLLC will continue to offer the BUY-WAY Yard Sale as an opportunity for individuals to explore and learn about our byway's story. We will also continue to offer interpretation of our story on our website, through print media, social media and especially through public speaking to small community groups.

We continue to recruit small business partnerships to sell Lincoln Highway related items, especially books and information.

We continue to initiate and encourage partnerships with nonprofit organizations that serve as attractions and storytellers of the local history of the Ohio Lincoln Highway.

4. Preservation

In 2004, Van Wert County received a grant to afford the preservation of a one lane 1930s era bridge over Little Prairie Creek, a cul de sac near the western terminus of the old roadbed west of Van Wert. Likewise, preservation happened by educating Paris Township Trustees east of Canton in not over-paving a stretch of the original brick road.

We believe that signage is the key to all future preservation efforts, in that it is our first line of education to the general public. Once the public realizes that this highway is something important enough to be marked, then we can hold their attention by telling them why. This can be done through the private sector citing the Lincoln Highway as part of their business' existence, and once the education has created caring, we can direct dollars to private partners who wish to preserve and restore what they own that contributes to the architectural history of the road. Currently, we have no grants in play or funding for preservation of any Lincoln Highway era bricks and mortar.

5. Signage

a. Existing ODOT signs — In 2004, ODOT provided approximately 200 brown-surround Lincoln Highway logo signs with the words “HISTORIC BYWAY” within the brown field. These signs have been added to with purchases by our organization and our sister organization, the three chapters of the national Lincoln Highway Association (LHA) in the past years. A GPS tracking inventory was completed in June of 2014, however a data-entered database has yet to be completed, awaiting volunteer or intern staff.

(see attachment 16, “States signs.pdf”)

(see attachment 17, “GPS of Brown Signs.pdf”)

b. Local byway signs — Many signs identifying the Lincoln Highway have been placed by our members along the way. Some have been purchased by our local chapters of the LHA, and some simply put up by residents wanting to help our cause. We intend to inventory these as well.

c. Interpretive signs — There is an Ohio Historic Marker located on a stretch of remaining original brick street on the east side of Upper Sandusky. The historical marker placed west of Gomer commemorating the Snow Cruiser crash also mentions the Lincoln Highway.

(For original and restored markers and monuments, see attachment 14a, Maps Legend.pdf)

d. Other way finding signs — Other than added-on arrow signs placed at the bottoms of about 100 non-official Lincoln Highway signs that were erected on all routes in 2006, and along with the directional arrows installed with the original ODOT sponsored signs erected in 2004, there are no significant wayfinding signs on the road. We are in need of many more of these directional signs, and we also need announcement signs placed at crossing township, county and state highways to indicate the crossing of the Lincoln Highway.

e. Monuments and Pillars — Because auto travel was a “new concept” with the Lincoln Highway’s introduction to long range auto travel, many monuments and way finding pillars were erected along its path not only as a commemorative to Lincoln, but also as wayfinding markers. Ohio had a propensity for erecting brick pillars, of which there are several across the state. In addition, there is a monument to John E. Hopley, an early consul to the highway in Bucyrus, and two originally lighted back pillars in Crestline dedicated to Austin Bement and J. F. McMahan. There are several brick pillars in other areas of the state as well. All of these collectively create a tourist attraction.

The Boy Scouts of America erected more than 2,400 concrete posts marking the way in 1928, and there are only two existent in their original locations today in Ohio; one of which was hit by a truck in 2012 and restored and re-set a few feet back. These are documented in “A History and Official Road Guide of the Lincoln Highway in Ohio” by Mike Buettner;

(See excerpted maps, attachment 15, “Buettner Engineering maps.pdf”)

f. Control stations — Also noted in the “Buettner Engineering maps” are Lincoln Highway Control Stations. These were points at significant stops, usually businesses in the center of towns, that would allow for an odometer re-set to keep travelers on track as they traveled.

Several of these places are still marked with signs that state “CONTROL STATION” but many are not marked anymore.

g. Future sign needs — Our philosophy is that in order for people to fund preservation, they must first care about the byway. Caring cannot happen without education of its history and value, and education cannot happen without basic awareness of the Lincoln Highway. So our action plan must start with creating awareness; first along the corridor, then outside the corridor and targeted to people who 1) love to travel for general tourism and 2) love the history of this road and its automotive story.

If awareness is key, then our goal and focus to complete signage across Ohio’s Lincoln Highway is a priority.

E. BYWAY PROMOTION

1. Past promotional activities

a. Speakers bureau, Created three tabletop displays for use at libraries, universities, festivals, etc.,

(See attachment 18, “Tabletop Display.pdf),

b. Participation in AMERICAN ROAD Magazine with every issue since 2004 as a themed joint co-op ad from various retails, attractions and convention bureaus; for a typical ad,

c. (See attachment 19, “AM RD Typical ad.pdf)

d. Rack cards describing the history and path of the Lincoln Highway

(See attachment 20, “Rack Card F&B.pdf”),

e. Restaurant placemats strategically placed along the corridor with a history and cartoon map of the Lincoln Highway in Ohio, as well as a series of ads from corridor advertisers

(See attachment 21, “Placemat 14.pdf”),

f. T-shirt program for both the BUY-WAY Yard Sale and general Lincoln Highway theme

(See attachment 22, “LH T-Shirts.pdf”),

g. Participation with all annual national Lincoln Highway conferences, which are held across the eleven Lincoln Highway states, which includes speaking engagements, sponsorships of events, lectures and pass out literature for Ohio.

(See attachment 23, “12 Conference Guide.pdf”). (front cover included. The actual guide will be provided and is not available as a pdf file)

h. Membership and products offering sell sheet

(See attachment 24a, “Membership & Products.pdf”)

i. Membership three-fold brochure with application

(See attachment 24b, “Join OLHHC 3-Fold.pdf”)

j. By promoting cell phone collection and recycling, we not only earn a small amount of revenue, but put out the message that we think “green” by placing cards in various offices and bulletin boards in Lincoln Highway towns

(See attachment 25, “Cell Phone Card”)

k. A joint partnership as one of Ohio’s 27 byways allows us the privilege of advertising in the

OHIO TRAVEL GUIDE with a brochure insert ad on the inside back cover

(See attachment 26a, Ohio Travel Guide.pdf”)

l. with a stand-alone brochure available at other venues

(See attachment 26b, OBL Brochure.pdf”)

m. Also as a member of Ohio Byway Links (OBL) (Ohio Byway Links, a consortium of all of Ohio’s byways, we are participating in Ohio’s TICs (Travel Information Centers) with a kiosk ad

(See attachment 27, Ohio Byways Kiosk.pdf”)

2. Current and ongoing activities —Our Social media includes an active FaceBook page with now 1,550 followers daily. Our member businesses interact with this page promoting their products and services while telling the story of the corridor.

Our website, www.historicbyway.com, contains copious static content regarding each community’s amenities, attractions and retails, and the site offers drivable maps, maps showing various sites of interest, and offers BUY-WAY Yard Sale listers the ability to have a printed guide and map sent by mail. It also offers links to hotels and Bed & Breakfasts, member lists and photos taken along the way. Our member businesses who support us at the highest level are eligible for a banner ad on the website.

Now in its 11th year, the Ohio Lincoln Highway BUY-WAY Yard Sale offers tremendous exposure to the general public. We continue to produce 30,000 Travelers Guide BUY-WAY Yard Sale brochure/maps annually

(See attachments 28a, 28b, 28c “14 Trav Guide Outside.pdf,” “14 Trav Guide Inside1.pdf”” “14 Trav Guide Inside 2.pdf”).

We are continuing with a bill sponsored by State Senator Cliff Hite, Van Wert for a ODOT License Plate promoting the Lincoln Highway. This was recently passed by the Ohio Senate again as a new bill and will now go to the House as a new stand-alone request in 2015.

(See attachment 29 ”License Plate Program.pdf”)

3. Future planned activities —Although not a high priority, we are hoping to establish a two-day road rally/cruise-In/scavenger hunt event that begins for enthusiasts at each end of the state (East Liverpool and Convoy) and travels to mid-state (Mansfield) for entertainment, a car show and an overnight with a breakfast and awards the second day. Many other states have a several-day tour within the state to promote their byway. This event could build to do the same.

We also are considering working with one or several geocaching groups to place a “story of the Lincoln Highway” series of geocaches across Ohio.

There is also talk amongst other state’s Lincoln Highway Byways that we need a regional conference to share ideas and information, either during the national Lincoln Highway conference or as a stand-alone event.

4. Other Promotional items— We create and release news items (press releases) as needed and on an ongoing basis.

(see attachment 30, “PR Example.pdf”)

5. Promotional Descriptions

a. Short (30 to 50 word promotional description/ :15 second radio spot) — “Rediscover our

automotive past by traveling the Lincoln Highway, America's first transcontinental road, built in 1913 to encourage good roads for all. Travel through small charming towns and see early relics of the road that your grandparents knew!"

b. Long (330 word promotional description) — "Travel along the Lincoln Highway, America's first transcontinental road. In 1913 there were virtually no paved roads outside a city limit, and automobiles were only good for a short drive in town. There were no gas stations or repair shops. Auto manufacturers soon recognized that a network of good roads was needed. They reasoned that if a paved road were to be built connecting the Atlantic to the Pacific, other communities would connect, and soon a national network would be built, making automobile travel practical.

The road dedicated to Abraham Lincoln began September 14, 1913 as Henry B. Joy of Packard Motor Company; Frank A. Seiberling of Goodyear Rubber; and Carl Fisher, founder of Prest-O-Lite Company, maker of carbide car headlamps, announced this route to begin at Times Square in New York, and end 3,389 miles westward in Lincoln Park, San Francisco, passing along a corridor similar to today's Interstate Route 80. The Lincoln Highway route in Ohio passed through Northern Ohio from East Liverpool to Van Wert.

The success of the Lincoln Highway inspired connecting roads, and these were typically marked with symbols or colored stripes, sometimes painted on utility poles.

By the 1920s, the federal government and states were building roads, and a new system was established for marking routes. Much of the Lincoln Highway was designated U.S. Route 30.

The Lincoln Highway Association ceased its operations in 1928. At that time 2,500 concrete directional posts were set by the Boy Scouts of America along the highway. Of these, some can be found yet today. This era of automotive history changed America. It helped create the middle class and changed how and where we live.

Enjoy learning the history of this road. Discover buildings that were once thriving businesses and look for remnants of old-style motor hotels, drive-in restaurants, or filling stations. We hope you enjoy visiting this great part of America's past!"

6. Digital photographs — (see attachment 31, "Digital Photos.pdf")

7. Top Five Attractions — (see Intrinsic Qualities in this CMP.)

7. Website and social media —

Website: www.historicbyway.com

Facebook: Ohio Lincoln Highway Heritage Corridor

8. Marketing contact —

Mike Hocker, Executive Director

120 Harding Way East Suite 108

Galion, OH 44833

419-468-6773

director@historicbyway.com

F. BYWAY ORGANIZATION

1. Documentation of current operation -- The Ohio Lincoln Highway Heritage Corridor, d.b.a. Ohio Lincoln Highway Historic Byway is a 501(c') (3) charitable organization; corporation chartered in May, 2002.

(see attachment 32, "OLHHC Bylaws 08. pdf")

(see attachment 33, "IRS Reinstatement.pdf")

2. Describe levels of state, regional and byway meetings and trainings — Annually the Lincoln Highway is represented at the Ohio Byway Links meetings. Our director, past president (serving three years) and current V.P. of the Ohio Byway Links (OBL) attended the training and several other training meetings for creating a new CMP. Several of our board of directors also regularly attend advocacy group meetings statewide, as well as national Lincoln Highway Association's national annual conferences.

3. Current Stakeholders; Members, Friends and other identified partners –

(See attachment 36 and 37, "Members and Partners.pdf" and "Friends.pdf")

4. Byway Leader Contact Information — Our constitution was revised in 2008 and requires ten directors to serve our board. Currently they are:

Martha Starkey, President, Wayne County Visitors Bureau

Larry Lee, First Vice President, Director Van Wert Area Convention Bureau (Second Vice President currently vacant)

Sara Lou Binau, Secretary; Wyandot County Visitors Bureau

John Long, Klingstedt Brothers Printing, Canton

Amy Daubenspeck, Ashland Area Convention Bureau

James Cassler, Lincoln Highway Trading Post

Ally Bussey, Canton/Stark Co. Convention Bureau

Norm Rex, Ada Community Investment Corporation

Rita Shisler, Shisler's Cheese House, Orrville

Barb Glowaski, Bucyrus Tourism Bureau

5. Future board mix — Our intention is to keep a balance of public and private sector representatives who have a vested interest in the promotion and development of economic development of the LH corridor; especially with regard to travel & tourism. We have been meeting monthly, however with board members from across the state, we have found that we can meet at least bi-monthly or quarterly to save traveling.

(see attachment 34 and 35, "Typical Agenda 10/14.pdf" and "Typical Minutes 8/14.pdf")

6. Primary and secondary byway leader contact information --

Executive Director:	President:
Mike Hocker	Martha Starkey
Package Power, LLC	Wayne County Convention & Visitors Bureau
120 Harding Way East #108	428 West Liberty St.
Galion, OH 44833	Wooster, OH 44691
419-468-6773	330-264-6474

7. Document succession plan — (See attachment 38, “OLHHC Succession Policy 11/14.pdf”)

8. Outline current and future funding needs — We need basic funding for office, administrative, out-of-pocket expenses and day-to-day operations of the byway, funding to seed marketing and outreach efforts, and to create signage and wayfinding literature, update web-based static content for the byway. Mostly, we need funding to become involved with preservation of historic artifacts along the byway.

Our philosophy is that in order for people to fund preservation, they must first care about the byway. Caring cannot happen without education of its history and value, and that cannot happen without basic awareness of the Lincoln Highway. So our action plan MUST start with creating awareness; first along the corridor, then outside the corridor and targeted to people who 1) are general tourists and 2) love the history of this road and its automotive story.

(See attachment 39, “Budget.pdf”)

G. PUBLIC PARTICIPATION

1. Community Support

a. Describe ongoing communication and cooperation with the public — We will continue to use newsletters, annual BUY-WAY sale flyers, social media, our website activities, and will continue to keep an open office daily for interfacing with queries.

b. Describe public meeting and public participation opportunities — We continue regular meetings, public speaking which allows for give and take discussion, and interface with local, state and national meetings. We also are invited to attend other non-profit organization’s meetings.

c. Describe steps to be taken to update byway mission and vision — Our board has reviewed these and made no changes for the immediate future.

d. Provide a narrative on how critical issues are/or will be addressed — Our board of directors reviews segmentation requests, is involved with annual report creation, continues to seek active and contributing board members and continues to maintain and increase business partnerships. Any other critical issues that arise will be engaged with the proper officials and we will apprise ODOT of our recommendations.

H. FIVE YEAR GOALS AND ACTION PLAN

1. Have signage on all 4-lane exits to the Lincoln Highway that announce it as an historic road
(See attachment 41, “4-lane announcements.pdf”)
 - Procure funding
 - Coordinate production through ODOT sources
 - Plan installation schedule
 - Create press releases

2. Inventory all Lincoln Highway markers, monuments and points of interest by GPS with a description for the purpose of interpretive planning
 - Get Ohio League on board
 - Gather information
 - Create maps
 - Identify weaknesses

- 3a. Have signage installed on all corridors of the Lincoln Highway so that way finding is evident
- 3b. Have signage in place on all state and county crossroads to announce the Lincoln Highway
 - Analysis of needed signage by small committee
 - Garner monetary support from hero sponsors
 - Work with county engineers/ODOT for permissions/installation

4. Encourage two previously not-involved retails, attractions and/or non-profits per county as partners in telling the Lincoln Highway story in any way
 - Focus on business owners, etc.
 - Strategize most likely activity
 - If boards of directors, plan to address group

For timing/ responsibility details, (see attachment 42, “Corridor Goals Action Plan.pdf”)

-XXX-