

2026 COMMUNITY TOURISM PARTNERSHIP FUNDING APPLICATION

Applicant Information

- **Organization Name:** Village of Pinckney
- **Address:** 220 S. Howell St., Pinckney, MI 48169
- **Key Contact Name:** Jo Self
- **Title:** Village of Pinckney Trustee
- **Email:** jself@villageofpinckney.org
- **Phone:** 716-394-3761

Pinckney "Gateway to Play" Visitor Infrastructure & Destination Connectivity Project

Becoming a Staycation Destination, one step at a time...

Project Funding Summary

Project/Program	Total Project Investment (\$)	LCCVB Contribution (up to \$10,000)	Applicant Match Dollar (Cash)	In-Kind Contributions (up to 20%)
1. Kinetic Wayfinding Signage System (4–6 <i>Kinetic Sculpture Posts & Directional Plaques</i>)	\$8,500	\$4,250	\$3,250	\$1,000 — Pro-bono kinetic engineering, master welding, and artistic drafting by Keith LaRue
2. Artistic Bike Stand Upgrades & Additions (8 <i>Custom Powder-Coated Racks</i>)	\$5,500	\$2,750	\$2,250	\$500 — DPW & volunteer labor for site prep, concrete core-drilling, and rack mounting
3. "Light Up the Park" Main Street Building Illumination Expansion	\$6,000	\$3,000	\$2,500	\$500 — Community volunteer team labor for facade mounting, aerial lift operation, and electrical setup
TOTALS	\$20,000	\$10,000	\$8,000	\$2,000

ANTICIPATED PROJECT RESULTS

Executive Summary & Alignment with CTAP

This multi-component initiative directly executes priority recommendations from the 2026 Pinckney Community Tourism Action Plan (CTAP). By bridging the physical gap between regional tourism draws, specifically the Mike Levine Lakeland Trailhead, Hell Survivors Paintball, Terrified Forest, and the new Rails-to-Trails Campground along with current Main Street merchants. This

project transitions Pinckney from a "pass-through" area into an active day-use and overnight stay destination.

DETAILED SCOPE OF WORK & FUND UTILIZATION

1. Kinetic Wayfinding Signage System (\$8,500 Investment)

- **Fund Utilization (\$7,500 Cash Expenditure):** Grant and municipal cash will cover raw steel materials, mounting post hardware, precision kinetic movement mechanics, heavy-duty weather-sealed bearings, custom plaque engraving, and professional powder coating (\$200/unit) across 4 to 6 strategic wayfinding points.
- **Placement & Strategic Purpose:** Placed at key transition hubs, including: the Lakeland Trailhead, Pearl Street corridor, Hell Survivors, and Main Street intersections. These posts will guide cyclists, campers, and venue attendees into downtown shopping and dining areas. Each post features a custom kinetic metal sculpture on top to serve as an eye-catching visual landmark and photo opportunity.
- **Local Artist Expertise:** Designed and fabricated by local Pinckney resident Keith LaRue (IG @kustomkeeper). Keith brings over 20 years of professional industrial welding and metal fabrication experience (including 19+ years at Burners, Inc. and current work at BEKUM), ensuring structural integrity, weather endurance, and artistic quality.

2. Artistic Bike Stand Upgrades & Additions (\$5,500 Investment)

- **Fund Utilization (\$5,000 Cash Expenditure):** Direct expenditure for custom structural bike frame modifications – utilizing and upgrading current bike racks, welding alterations (\$70/rack), raw materials, and high-durability vibrant powder coating (\$200 per batch of 4 racks / \$50 per rack) for 8 artistic bike racks.
- **Placement & Strategic Purpose:** Installed along Main Street and near downtown food and beverage establishments to accommodate the influx of touring cyclists from the Mike Levine Lakeland Trail and overnight visitors from the Rails-to-Trails Campground, making downtown Pinckney a bike-friendly stop.

3. "Light Up the Park" Main Street Facade Expansion (\$6,000 Investment)

- **Fund Utilization (\$5,500 Cash Expenditure):** Acquisition of commercial-grade, weather-resistant LED architectural lighting systems, structural wall-mounting hardware, power distribution units, and decorative holiday elements.
- **Placement & Strategic Purpose:** Expands the traditional "Light Up the Park" event beyond the central green space outward across Main Street commercial building facades. This expands the festive footprint, drawing families and regional visitors into the commercial core during December to boost nighttime dining and retail sales.

PERFORMANCE METRICS & TARGETED OUTCOMES

- **Tourism Impact & Origin:** Target 4,500+ total visitors across trail seasons, fall event runs, and winter holiday lighting, with an estimated 50%+ originating from outside Livingston County. Capture will come from Hell Survivors and local businesses with zip code and sales numbers.
- **Overnight Stays:** Leverage the adjacent Rails-to-Trails Campground and local regional assets to increase multi-day stays in the township/village corridor.
- **Economic Capture:** Increase downtown foot traffic, lengthen visitor stay durations, and raise merchant spending during peak trail usage and winter festivities[cite: 1, 2].

Partnership and In-Kind Support

Community & Private Partners

- **Village of Pinckney & Putnam Township:** Cross-jurisdictional cooperation on wayfinding alignment and tourism infrastructure.
- **Explore Brighton Howell Area (EBHA):** Regional promotion and destination development support.
- **Private Venue Anchors:** Cross-promotional synergy with Hell Survivors Paintball, Terrorfied Forest, and the Rails-to-Trails Campground to capture and direct regional visitor traffic downtown.

Documented In-Kind Contributions (\$2,000 Total)

1. **\$1,000 — Master Artist Labor (Keith LaRue):** Pro-bono kinetic engineering, structural design drafting, and precision welding time contributed by local metal artisan Keith LaRue. While Keith is taking a baseline fee of \$1,000 in cash to offset shop costs and materials, his donated master craftsman time represents a \$1,000 in-kind gift to the Village.
2. **\$500 — Installation & Site Preparation Labor:** Donated labor hours from DPW personnel and community volunteers for site clearing, core drilling, concrete pouring, and structural anchoring of the 8 artistic bike racks and wayfinding posts (20 hours @ \$25/hr value).
3. **\$500 — Holiday Lighting Setup Team:** Volunteer labor force provided by local business owners and civic groups utilizing aerial lifts and ladders to install lighting equipment across Main Street commercial facades during November setup (20 hours @ \$25/hr value).

Proponent & Payment Information

- **Proponent Organization:** Village of Pinckney
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