



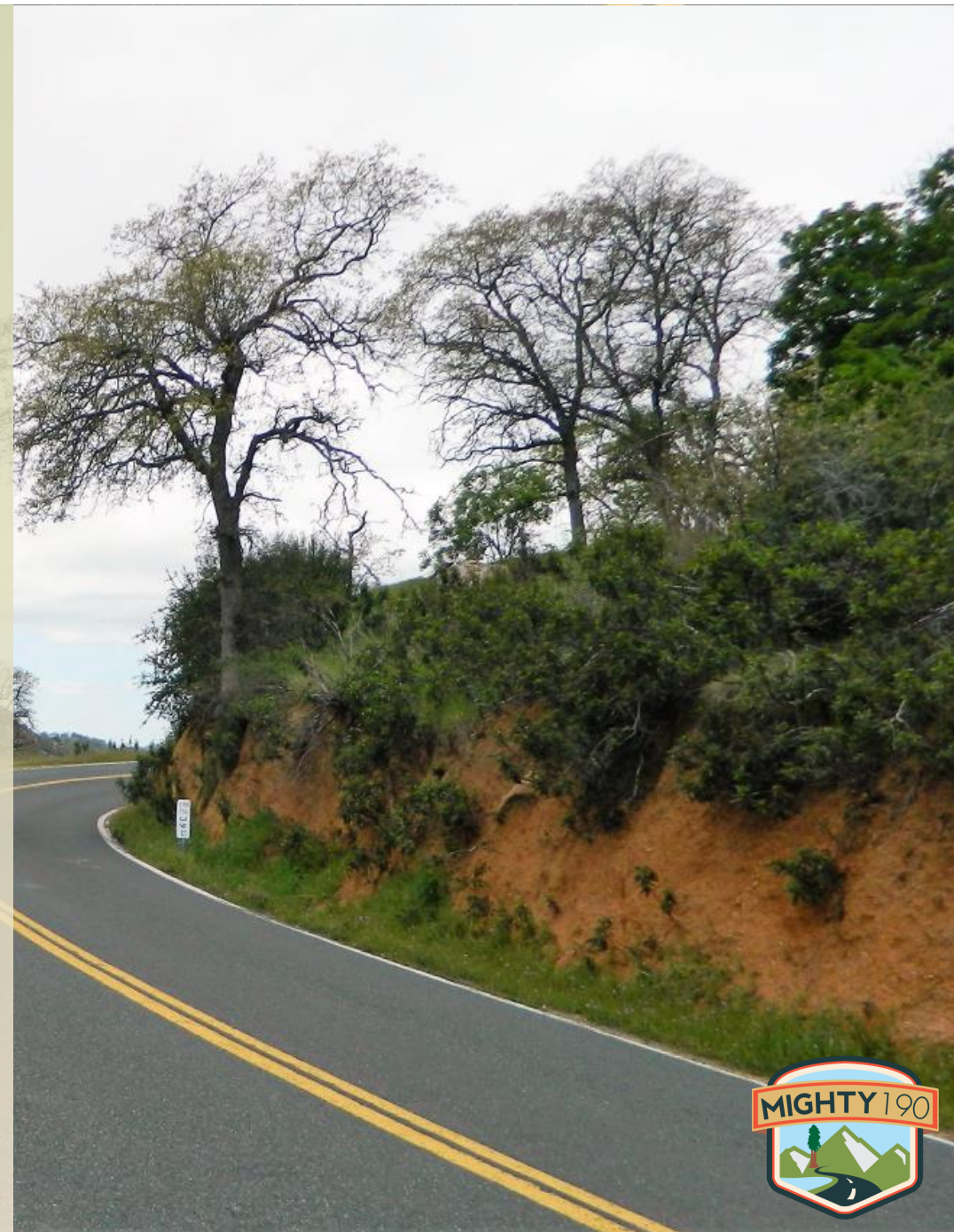
MIGHTY 190

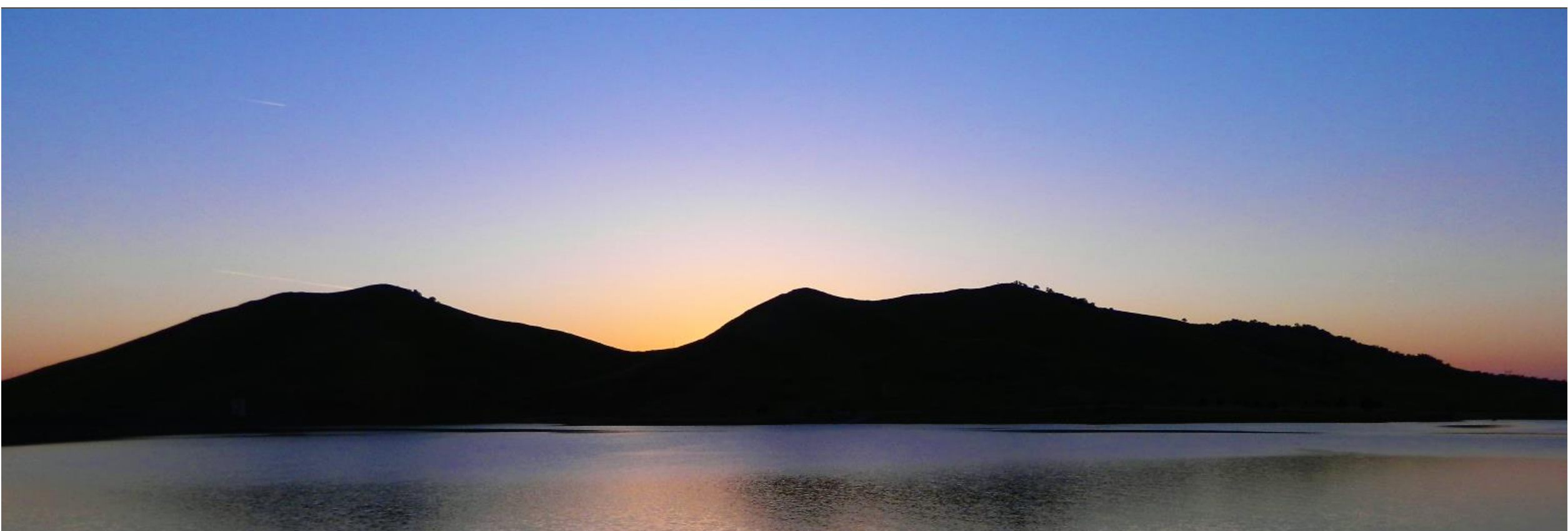
South County Tourism

MIGHTY 190

The “Mighty 190” is a local promotion and tourism collaboration to promote the natural amenities and communities located in southeastern Tulare County along State Route 190. Known as the “Mighty 190”, SR-190 serves as the gateway to groves of giant sequoias (the largest trees in the world) located in Tulare County, and is highlighted by the world-famous Trail of 100 Giants.

- SEQUOIA NATIONAL FOREST • GIANT SEQUOIA NATIONAL MONUMENT
- SUCCESS LAKE • BALCH PARK • CITY OF PORTERVILLE
- TULE RIVER INDIAN RESERVATION
- SPRINGVILLE • CAMP NELSON • PONDEROSA





The “Mighty 190” is the access to countless outdoor adventures, including world class biking, camping, fishing, hiking, hunting, off-road vehicles, rock climbing, and more! Enjoy the Mighty190 and begin making your memories.



BUILDING PARTNERSHIPS

U.S. Army Corps of Engineers
U.S. Forest Service
California Highway Patrol
Tule River Tribal Council
County of Tulare
City of Porterville
Porterville Chamber of Commerce
Springville Chamber of Commerce
Porterville Unified School District
Tule River Parkway Association
Porterville Museum
Springville Inn
Golden Trout Pack Train
Tulare County Audubon Society
WildPlaces

It began on September 13, 2016 as the Highway 190/Western Divide Highway Snow Removal committee, and evolved into what is now Mighty 190 South County Tourism Group.



MISSION STATEMENT

We are committed to strengthening tourism through commerce and recreational opportunities that will lead to a robust economic base for businesses and communities along the Mighty 190 corridor, while also offering inspiring educational experiences that focus on the discovery and protection of the area's natural wonders and the historical lineage of its people.

MILESTONES

- Collaboration led to the gate at Highway 190 and M-107 to remain open longer than in previous years
- Developed and adopted “Mighty190” branding and logo
- Completed Strategic Planning
- Mighty 190 Website Domain purchased
- Social media accounts created
- Informational board and restrooms at Success Lake Vista Point installed by U.S. Army Corps of Engineers



BRAND DEVELOPMENT



BRAND GUIDE
for Mighty 190

font pairings

palette

TITLEPAIRING **ABSIDEFUTURA PRO LIGHT**
Subtitle **Selphia**
Paragraph text Futura Bk BT



logo shapes

