



The Florida Trail Town Program

Office of Greenways and Trails

Florida Department of Environmental Protection





Fiscal Year

16 . 17

\$3 Billion

Direct Economic Impact



Attendance:
32 Million



Sales Tax Revenue
\$205 million

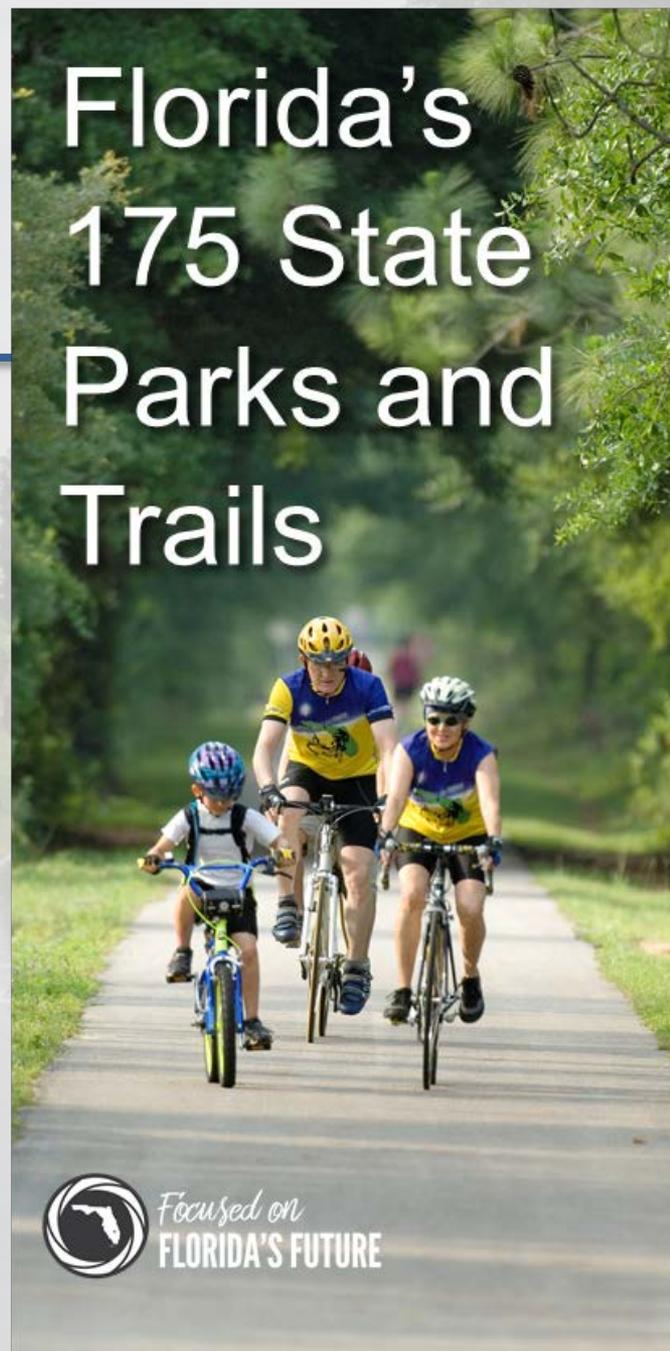
Jobs Supported
48,622

**Cross Florida Greenway
and**

Florida Keys Overseas

Heritage Trail has greatest direct economic impact

Florida's 175 State Parks and Trails



Focused on
FLORIDA'S FUTURE



Bicycling on paved roads and trails

\$6 Billion

Bicycling on unpaved trails

\$2 Billion

Fitness walking and jogging

\$13.5 Billion

paddling

\$3 Billion





West Orange, Little Econ and Cady
Way Trails in Orange County

Regional Trail Study

- **516 jobs**
- **Annual economic impact of \$42.6 million**
- **Supported 61 jobs in downtown Winter Garden**



Trail Events Boost Local Areas



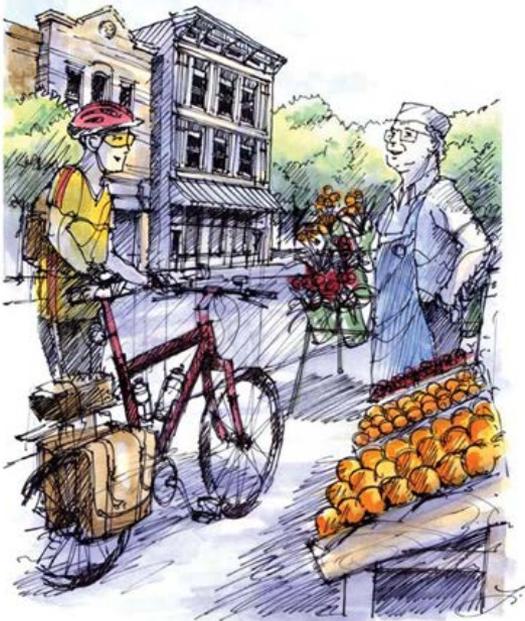
Photos courtesy of Bike Florida

Bike Florida's 2017 Gullah Geechee 7-day Spring Tour economic impact was calculated at **\$884,028**, the largest of any year



TRAIL TOWNS

— Capturing Trail-Based Tourism —



A GUIDE FOR COMMUNITIES IN PENNSYLVANIA



In 2015, a young planner from our office won a Hulet Hornbeck scholarship and attended the International Trails Symposium where he learned of trail town programs in other states.



Enhance the quality of the Florida trail experience

Promote tourism and growth of Florida's trails

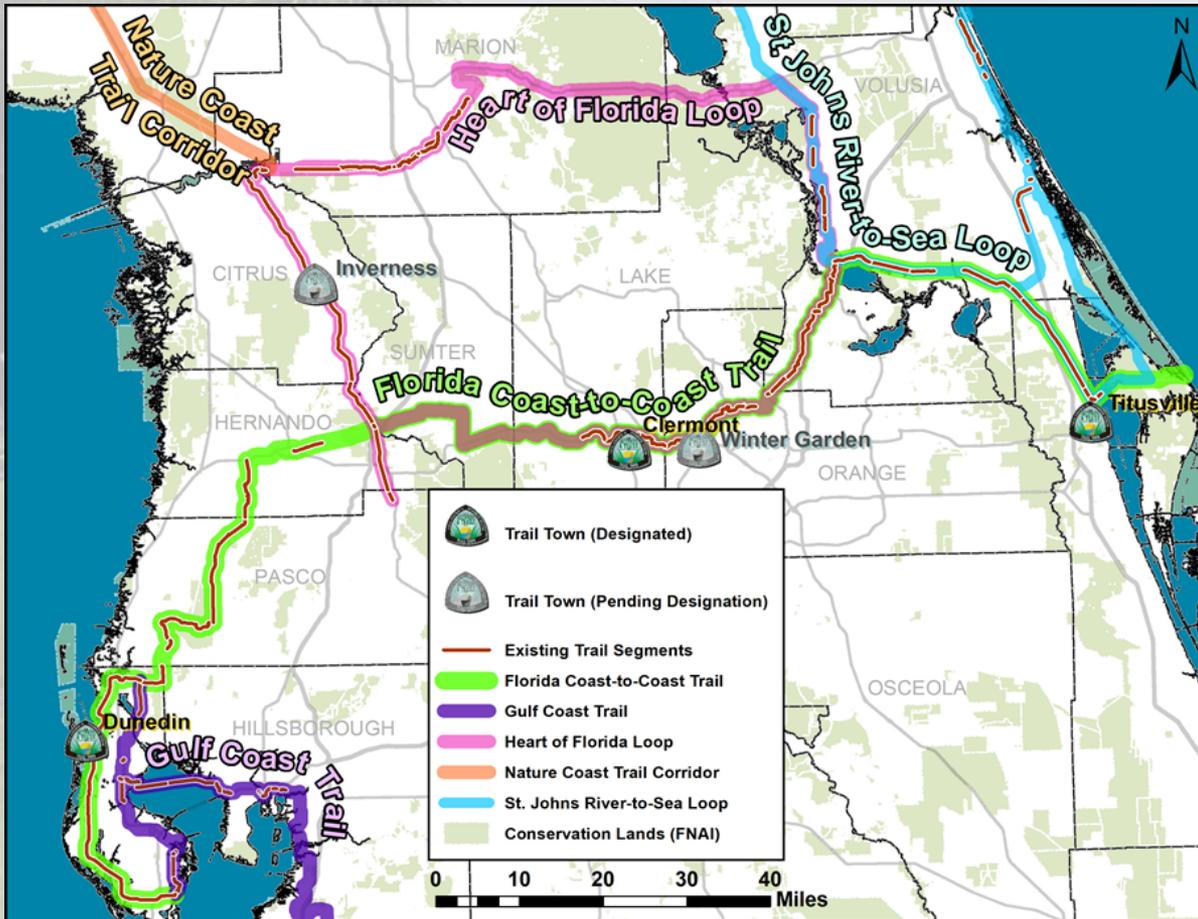
Increase the amount and frequency of Florida trail users

Boost a Trail Town's economy via purchases from trail users

Engage citizens with Florida's trail system through active community participation



What Makes a Florida Trail Town?



A portal or gateway to a priority trail or trail system



What Makes a Florida Trail Town?

Have a trails and greenways action plan and shared vision





What Makes a Florida Trail Town?



Provide trail services such as shuttles, supplies and rentals

What Makes a Florida Trail Town?

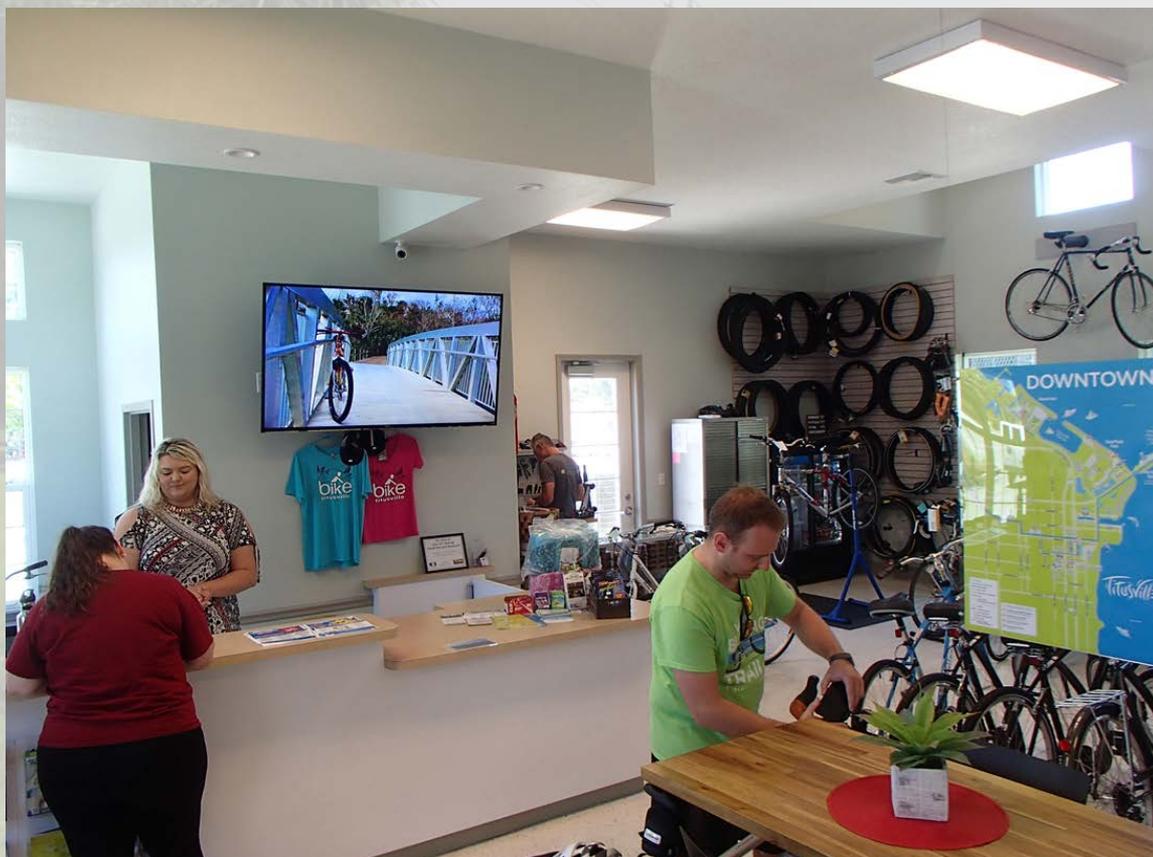


Good signage and trail information





What Makes a Florida Trail Town?



“Trail friendly”
with
knowledgeable
people who
interact with
visitors



What Makes a Florida Trail Town?



Offer amenities such as food and lodging that can be accessed safely





What Makes a Florida Trail Town?



Feature trail-related special events



What Makes a Florida Trail Town?

Provide a “sense of place”—willing to share culture, history and stories





What Makes a Florida Trail Town?



Is Your Town a Florida Trail Town?

This self-assessment will assist your community in understanding the basic characteristics of a successful trail town, and to help you complete the questionnaire to become a recognized Florida Trail Town through the Office of Greenways and Trails. Visit other links on the Florida Trail Town page for additional information.

Interested communities contact our office and do a self-assessment before submitting an application



What Makes a Florida Trail Town?



OGT staff then does a site visit with local trail advocates and planners



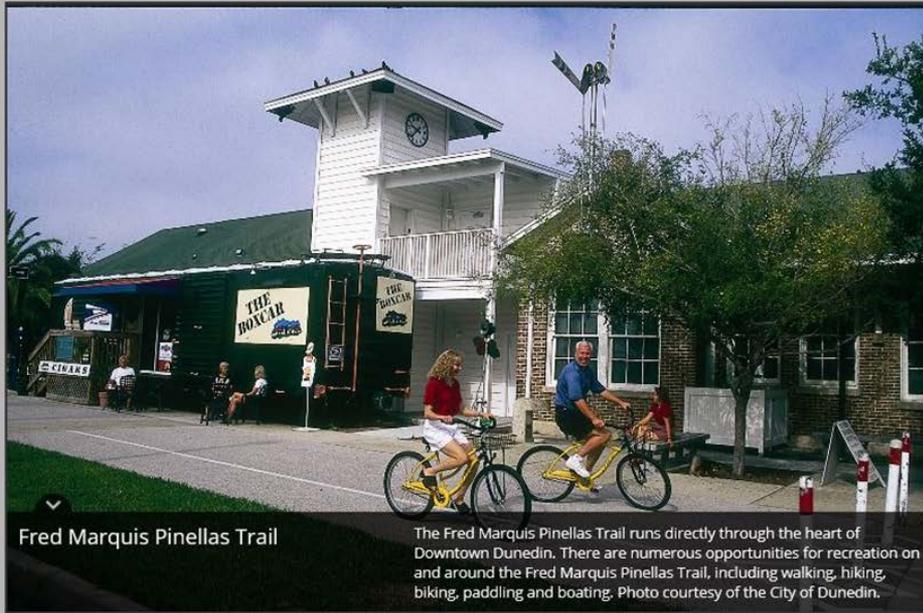
Designated trail towns receive signs, stickers, website presence and publicity





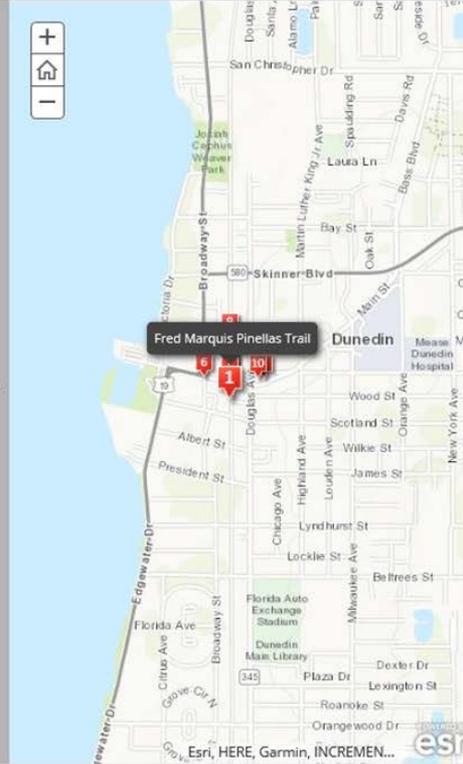
Dunedin: A Florida Trail Town

When you walk the streets of downtown Dunedin, you see a multitude of bike shops, bustling inns, busy cafes and humming businesses. The downtown area is also filled with joggers, bikers, in-line skaters and leisurely walkers, all perusing local businesses and enjoying coastal scenery. Much of the excitement and vitality in Dunedin comes from the Pinellas Trail, which runs through town on an abandoned CSX railroad corridor. Thanks to the Pinellas Trail, downtown Dunedin's business occupancy rate rose from 30 percent to 100 percent.



Fred Marquis Pinellas Trail

The Fred Marquis Pinellas Trail runs directly through the heart of Downtown Dunedin. There are numerous opportunities for recreation on and around the Fred Marquis Pinellas Trail, including walking, hiking, biking, paddling and boating. Photo courtesy of the City of Dunedin.



Story Map
Tours are
developed
for each
town



Fred Marquis Pinellas Trail



Honeymoon Island Causeway



Shared Vision



Dining on the Trail



Wayfinding Program



Pedestrian Crossing



Dining at Night



Festivals



Trail



Florida's Designated Trail Towns



- Dunedin
- Titusville
- Malabar
- Vilano Beach
- Clermont
- Palatka
- Inverness
- Deltona
- Everglades City

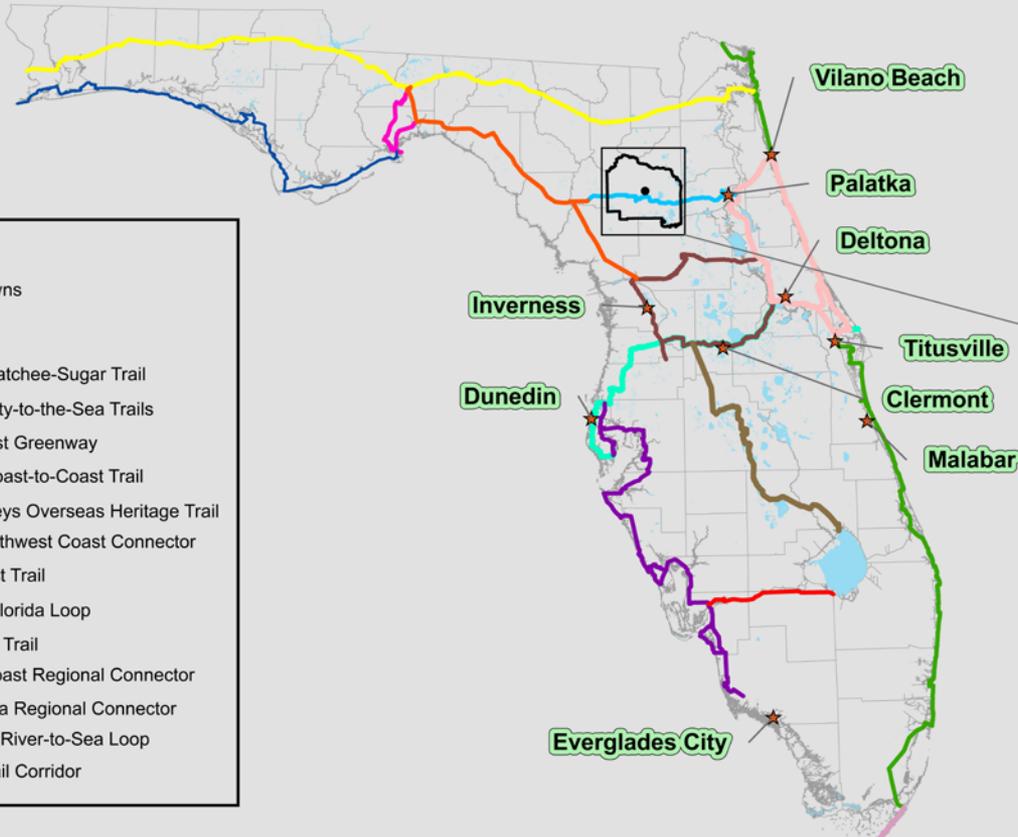


There are many more prospective trail towns. A trail town needs to ask: What do we want to showcase to the world?





Florida Trail Towns

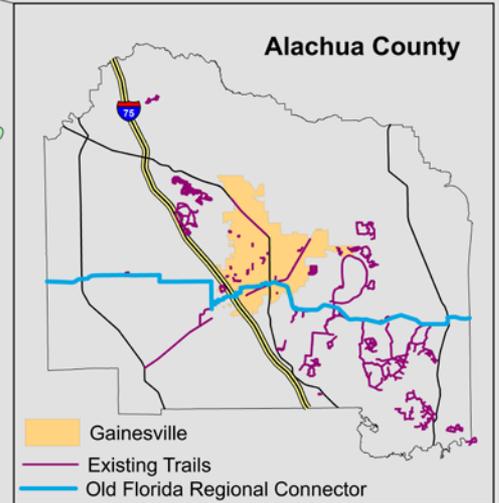


Legend

★ Trail Towns

Regional Trails

- Caloosahatchee-Sugar Trail
- Capital City-to-the-Sea Trails
- East Coast Greenway
- Florida Coast-to-Coast Trail
- Florida Keys Overseas Heritage Trail
- Great Northwest Coast Connector
- Gulf Coast Trail
- Heart of Florida Loop
- Heartland Trail
- Nature Coast Regional Connector
- Old Florida Regional Connector
- St. Johns River-to-Sea Loop
- US 90 Trail Corridor



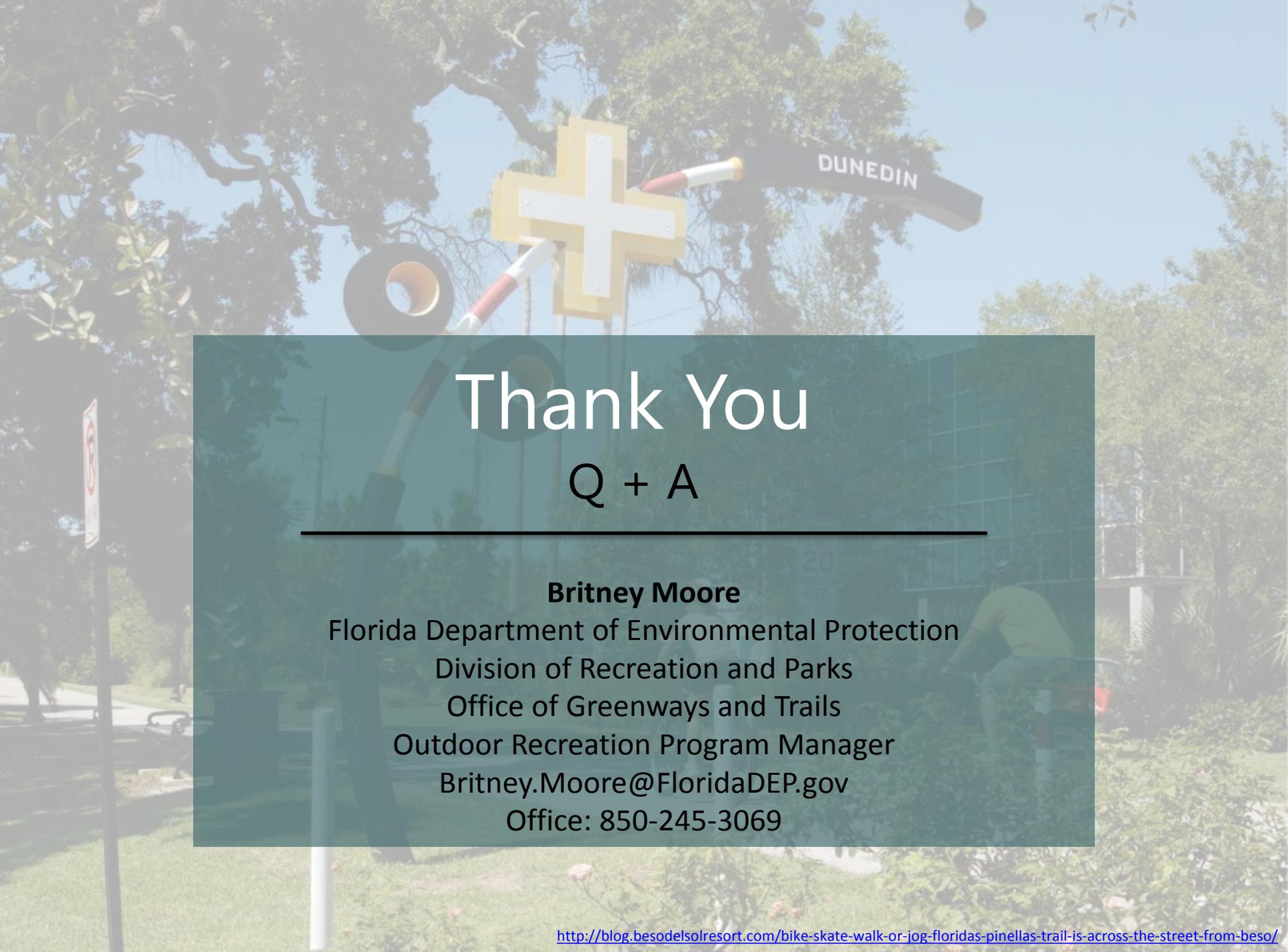
0 50 100 200 Miles





Trail Towns are a Win-Win for Both the Towns and Trail Users





Thank You

Q + A

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Office of Greenways and Trails

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