The Florida Trail Town Program

Office of Greenways and Trails
Florida Department of Environmental Protection

http://blog.besodelsolresort.com/bike-skate-walk-or-jog-floridas-pinellas-trail-is-across-the-street-from-beso/
Florida’s 175 State Parks and Trails

**Cross Florida Greenway and Florida Keys Overseas Heritage Trail** has greatest direct economic impact

- **$3 Billion Direct Economic Impact**
- **32 Million Attendance**
- **$205 million Sales Tax Revenue**
- **48,622 Jobs Supported**

Fiscal Year 16 & 17
Bicycling on paved roads and trails
$6 Billion
Bicycling on unpaved trails
$2 Billion
Fitness walking and jogging
$13.5 Billion
Paddling
$3 Billion
Regional Trail Study

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

- 516 jobs
- Annual economic impact of $42.6 million
- Supported 61 jobs in downtown Winter Garden
Trail Events Boost Local Areas

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

Photos courtesy of Bike Florida
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.
Tours are developed for each town.
Florida’s Designated Trail Towns

- Dunedin
- Titusville
- Malabar
- Vilano Beach
- Clermont
- Palatka
- Inverness
- 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?
Trail Towns are a Win-Win for Both the Towns and Trail Users
Thank You

Q + A

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