COAST TO COAST TRAIL IMPLEMENTATION UPDATE

Coast To COAST TRAIL FLORIDA

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Tampa Bay Regional Planning Council

East Central Florida Regional Planning Council
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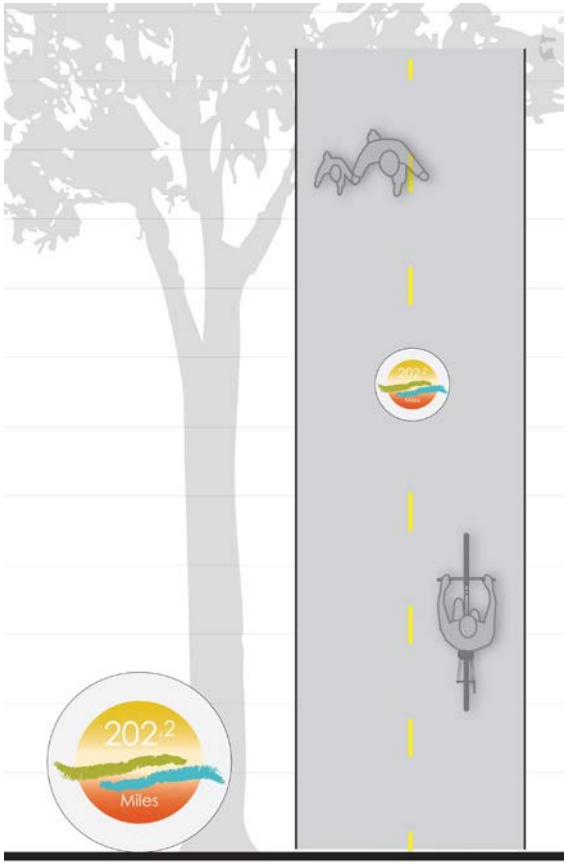
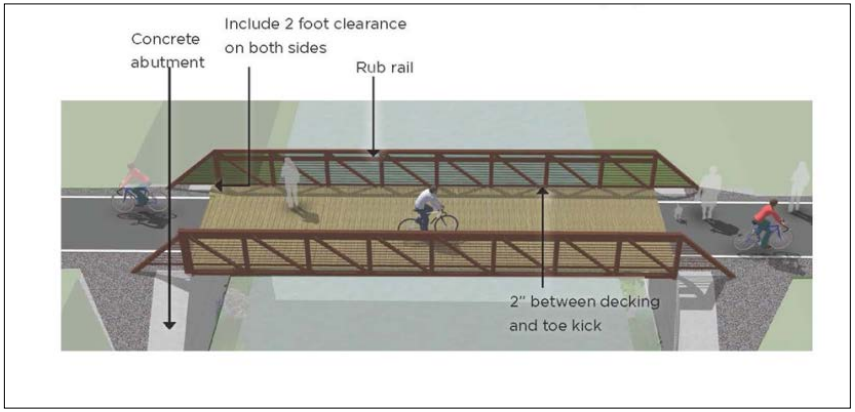
FDEO Technical Assistance Grants

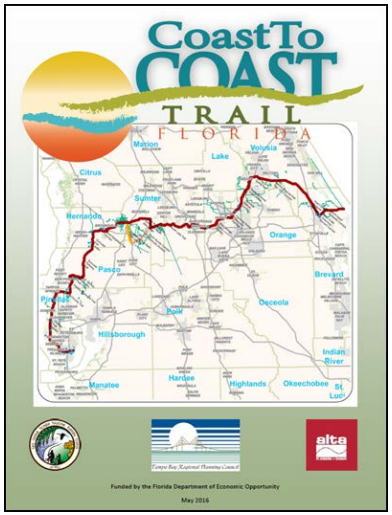
- East Central Florida RPC ,Tampa Bay RPC & ALTA Planning
- Year 1 – 2015/2016
  - Urban – Rural Overlay
- Year 2 – 2016/2017
  - Implementation Guide Book
  - Marketing Plan
  - Website
  - Economic Impact Analysis

Year 1: Urban – Rural Overlay Study

- Atlas
  - Assets and Opportunities Inventory
- Branding
  - Maintain local character
  - Create common overlay
- Design Guidance



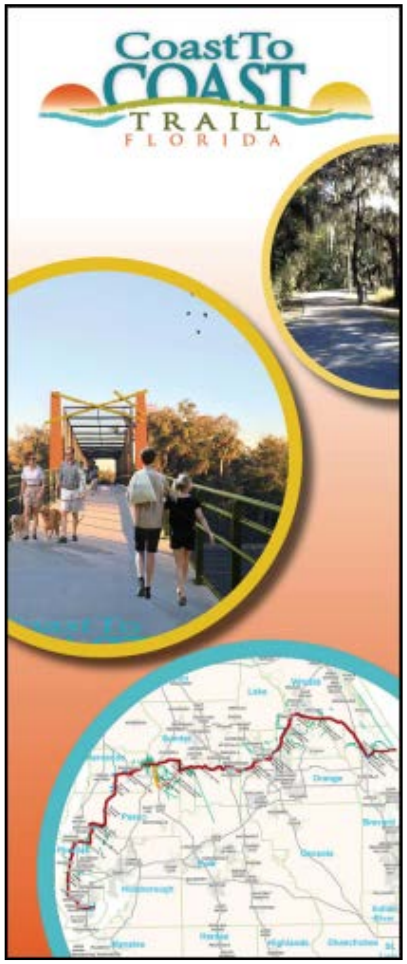




Coast To Coast Trail Florida

Year 2: 2016/2017

- **Implementation Guidebook**
- **Marketing Tool Kit**
- **C2CTrail.com Website**
- **Economic Impact Analysis**



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Marketing

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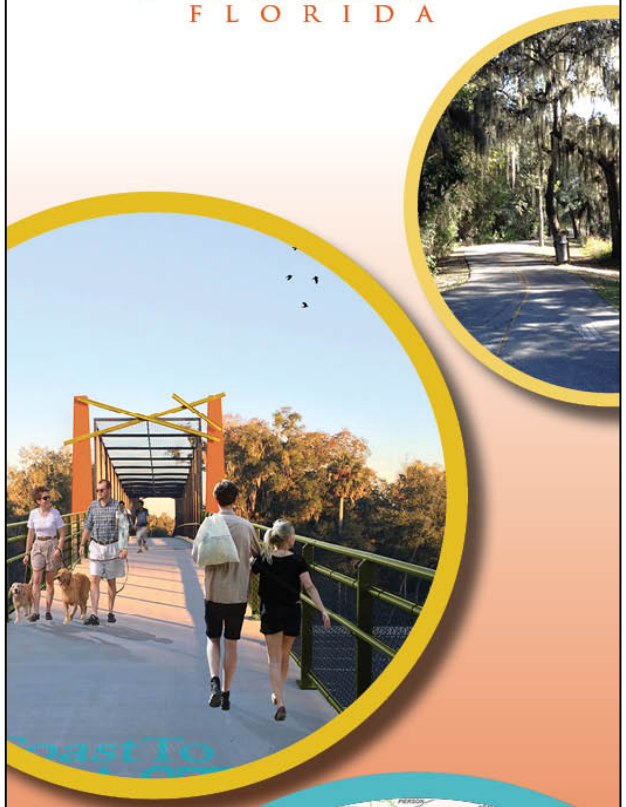

For trail info and trip planning, go to website

The Coast to Coast Trail (C2C) is a significant cross-state trail in Florida's statewide network of Greenways and Trails, spanning from the **Gulf of Mexico** to the **Atlantic Ocean** and traversing nine counties. The Trail will span approximately ***250 miles*** when completed.

Ride from sunrise to sunset through pristine environments and great places.

Plan your Trip, use:

Coast To COAST TRAIL FLORIDA

www.c2ctrail.com

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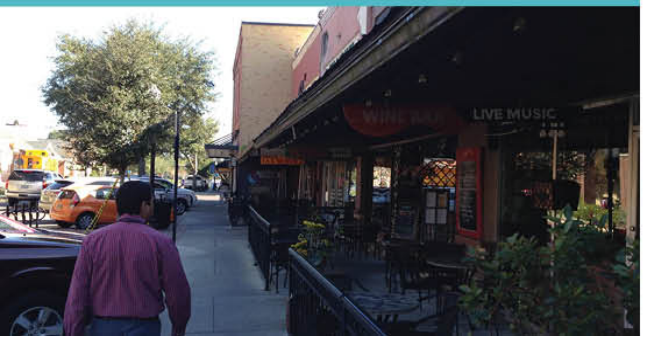

Plan your Trip, use:

Coast To Coast Trail Florida

www.c2ctrail.com

Trail Managers:

Local content

Following the path:

Local content

Tampa Bay Regional Planning Council

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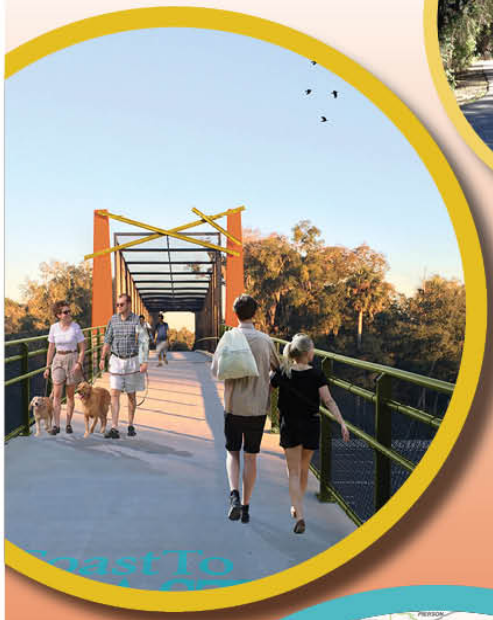
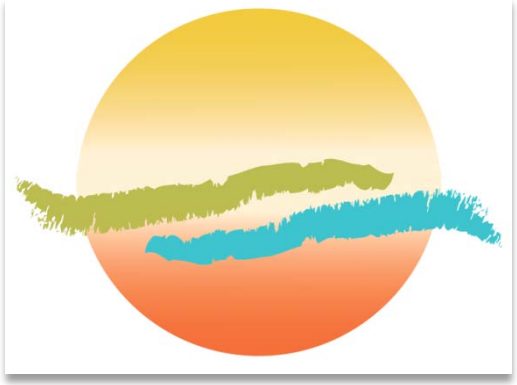


Marketing Logos to Suit your Need:



Simple Identification:

Coast To COAST TRAIL FLORIDA

Examples:

STARKEY PARK
BIKE TRAIL 65 M

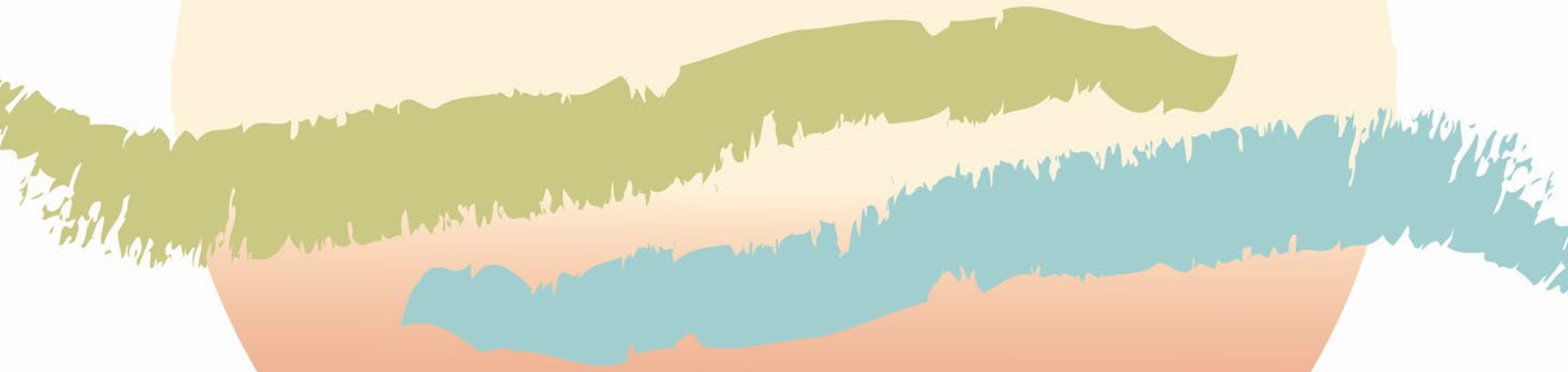
STARKEY PARK
BIKE TRAIL 65 M

WEST ORANGE
TRAIL
CHAPIN STATION

WEST ORANGE
TRAIL
CHAPIN STATION

Coast To
COAST
TRAIL
FLORIDA
C2CTRAIL.COM

Implementation Guidebook



Coast To COAST TRAIL FLORIDA

Implementation and Marketing Toolkit

May 2017

Provide direction for consistent implementation, management and operations, coordinated marketing, and ongoing leadership coordination.

Give trail users a high quality, consistent experience while preserving local ambiance.

Comments due to Marshall Flynn (marsh@tbrpc.org) By Friday, May 19th

Guidebook Comments to Date:

- *Highlight how the logo and mile markers can be implemented on existing signage to ensure that C2C enhances but does not supersede local trail names, marketing, and local feel.*

- *Emphasize that SunTrail funding is only for the physical TRAIL itself, not features and amenities along the trail.*

WWW.C2CTrail.com

Coast To COAST TRAIL

About the Trail | Trail Segments | Atlas | Events Calendar | Resources

C2Ctrail.com

Upon completion, the Coast-to-Coast Trail will be a continuous paved multi-use trail across the State of Florida from the Gulf of Mexico to the Atlantic Ocean. It will span approximately 250 miles when completed. The Connector is approximately 75 percent complete. Completion is expected around year 2021. The C2C will link communities between St. Petersburg and Titusville.

Sporadic, but continual updates

- **Time and Funding permitting, of course**
- **Here at RPC for time-being….**
- **Additional section: photo gallery?**
- **Enhancement: Interactive Map(s)? http://gis.tbrpc.org/c2c**
- **Guest Articles from stakeholders?**

Economic Impact Analysis

Economic Impact Analysis

- **Construction Impacts**
- **Data collection**
    - Visitor Counts
    - Average daily spending estimates
    - Average number of days on the Trail per visitor
    - Total Annual Spending in 2015 - estimates
    - Total Annual Spending in 2025 - forecasts
- **Spending Pattern and Opportunity Costs**
- **Impact analysis output**
    - Employment, Income, Output, GDP

Economic Impact Analysis: Construction

Gaps	County	Cost
Starkey	Pinellas/Pasco	$3.9M/$2.0M
Good Neighbor	Hernando	$2.745M
South Sumter Connecter	Sumter	$11.407M
South Lake	Lake	$12.630M
Seminole/Volusia	Seminole/Volusia	$1.100M
Orange	Orange	$9.387M
Space Coast	Brevard (East Central Gap)	$7.35M
Total	All Counties	$50.509M

Impacts

Economic Indicators	Economic Impact
Total Employment	804
Total Personal Income	$38 Million
Total Output	$82 Million
Total Gross Domestic Product	$50 Million

Results

Economic Impact of Coast to Coast Trail

Construction	Visitor Spending
804 Jobs	2,845 Jobs
$82 Million Sales	$235 Million Sales
$38 Milion Personal Income	$143 Million Personal Income
$50 Million GDP	$140 Million GDP

Source: REMI PI+, Florida Counties, V2.06 Build 4056, April 2017

Economic Business Opportunities

Coast to Coast Bicycle Company
TITUSVILLE FL

Coast To COAST TRAIL FLORIDA

Moving Forward

Economic Development & Marketing

- Lake County Economic Develop Staff Volunteered to Coordinate Subcomittee
    - EDC/TDC Meeting in late summer
    - Marketing and Partnerships

Leadership Team Meeting

- Fall 2017
- Agenda Items
    - Set Action Items
    - Set Schedule
    - Others

Follow the progress…

C2Ctrail.com

Contacts

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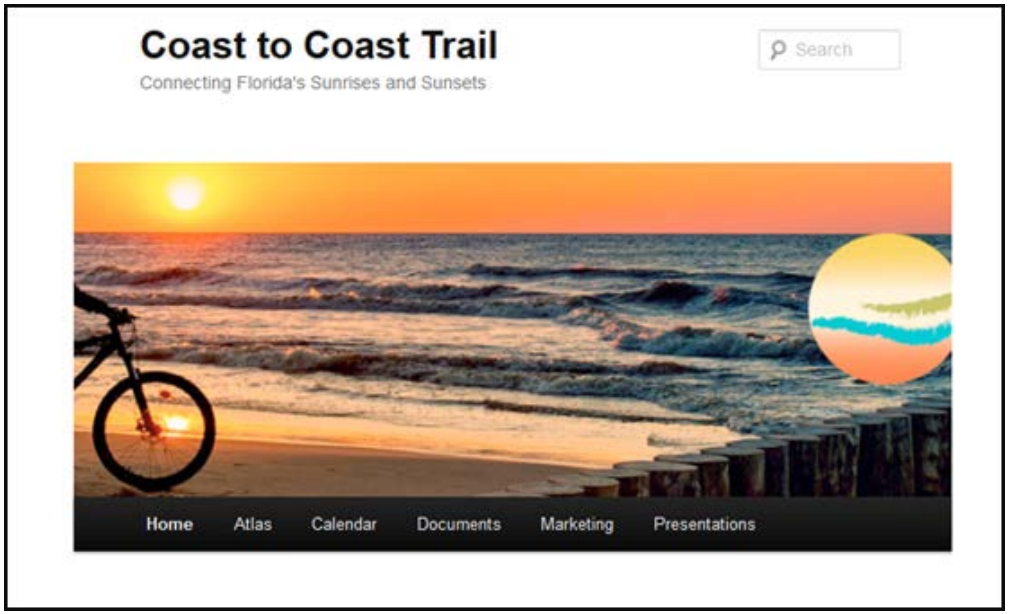

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