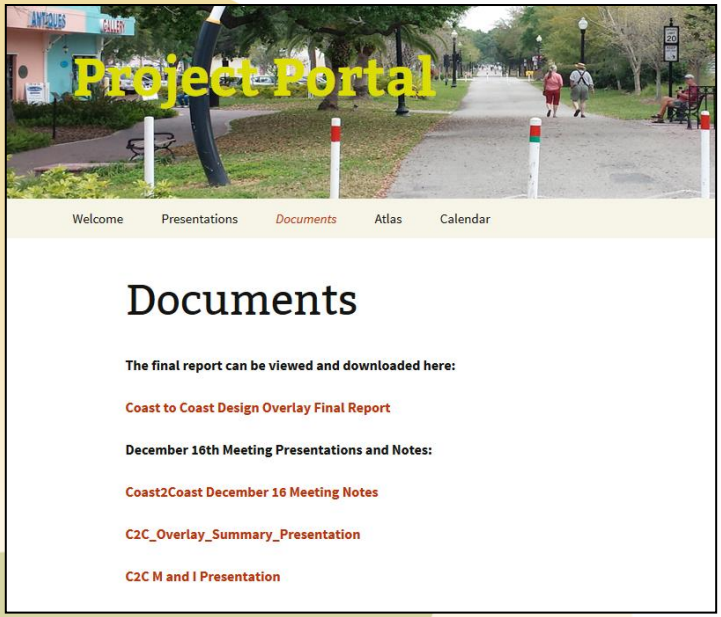
Coast to Coast Trail Marketing and Implementation

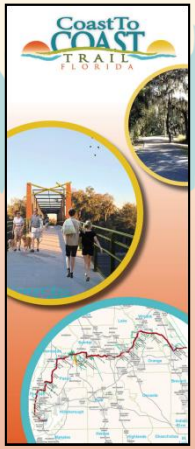
Marketing and Implementation Technical Assistance Project Webinar

February 23, 2017

Today's Agenda

- Overview of project
  - Components and due dates
- Review what concepts/discussion from December 16th meeting in Winter Garden
- Marketing toolkit draft concepts
- Discuss next steps





Components of the Project

- Marketing Tool Kit (4/30)
- Implementation Guidebook (4/30)
- Economic Impact Analysis (5/31)
- C2CTrail.com Website (5/31)

Implementation Guidebook:

The Coast to Coast Trail (C2C) spans many geographic areas with diverse needs to provide a consistent high quality trail experience and preserve local character.

The objective of the guidebook is to provide guidance for consistent management and operations, coordinated marketing, and ongoing leadership coordination.

Implementation Guidebook:

Focus Areas

- ***Operations and management***
- ***Funding Strategies***
- ***Marketing/Events/Tourism***

Implementation Guidebook:

Operations and management

- Coordination with Emergency Response
- Strategies to address issues in rural areas
    - Cell coverage
    - Education
- Mile Markers
    - Short and long term strategies
    - Ex: You are Here, every 5-10 miles or key locations but no actual mile markers; Markers to mark “You’ve Made It”, Interim markers – ½ way, ¼ way, have monuments;

Implementation Guidebook:

Operations and management

- Signage – incorporate Phase 1
  - Wayfinding using templates from Phase 1
  - Include technical specs of features provided for tail signage, sign parameters, layout
- Identify Mapping Tools – ex: Google Bike Maps
- Trail Elements
  - Recommendations for parameters for Urban Trailheads, Trail Facilities, Wayfinding

Implementation Guidebook:

Funding Strategies

- Construction phases
- Management
- Wayfinding and other elements
- Marketing
- Volunteer Engagement
- Others

Marketing/Events/Tourism

- Best Practices to enhance partnerships

Marketing Toolkit - February 2017

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Marketing Objectives

The objective of the marketing toolkit is to provide potential C2C marketers with the tools and information they need to effectively promote their local, regional, and Coast to Coast trails.

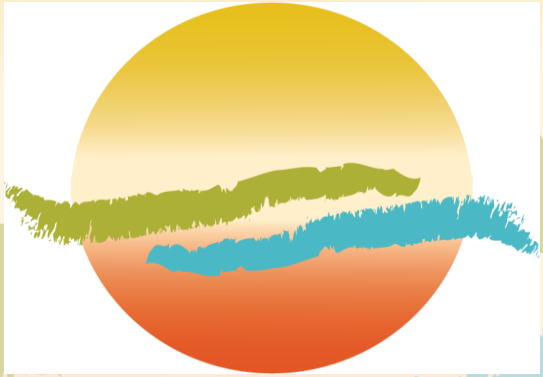
Marketing Toolkit Steps

- Understand the C2C Product
- Identify key messages
- Regional and Local Marketing Strategies
    - Brochure(s)
    - Rack Cards
    - Sample Press Release
    - Sample Itineraries
    - Ride and Event Planning Guide
    - Social Media Plan
    - Tourism Information
- Identify Shareable Resources
    - Event calendars (link TDCs?)

Understand the C2C Product – C2C Brand and Vision

Coast To COAST TRAIL FLORIDA

Coast To COAST TRAIL FLORIDA



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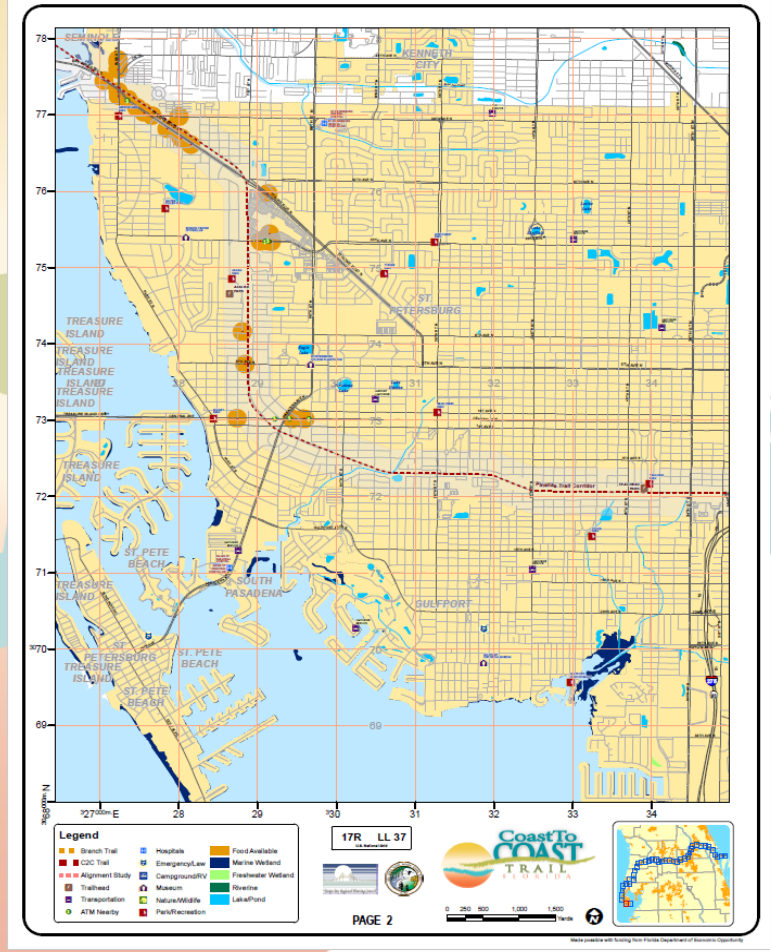
C:11 M:22 Y:100 K:0	C:5 M:15 Y:72 K:0
C:62 M:38 Y:100 K:20	C:38 M:20 Y:100 K:1
C:83 M:33 Y:40 K:5	C:63 M:6 Y:23 K:0

Understand the C2C Product – Key Messages

- Adventure for all ages!
- Enrichment and social cohesiveness.
- Better health.
- Tourism
  - Bicycle related
  - Athletic training (distance running)
- Enhances quality of life

Coast To COAST TRAIL



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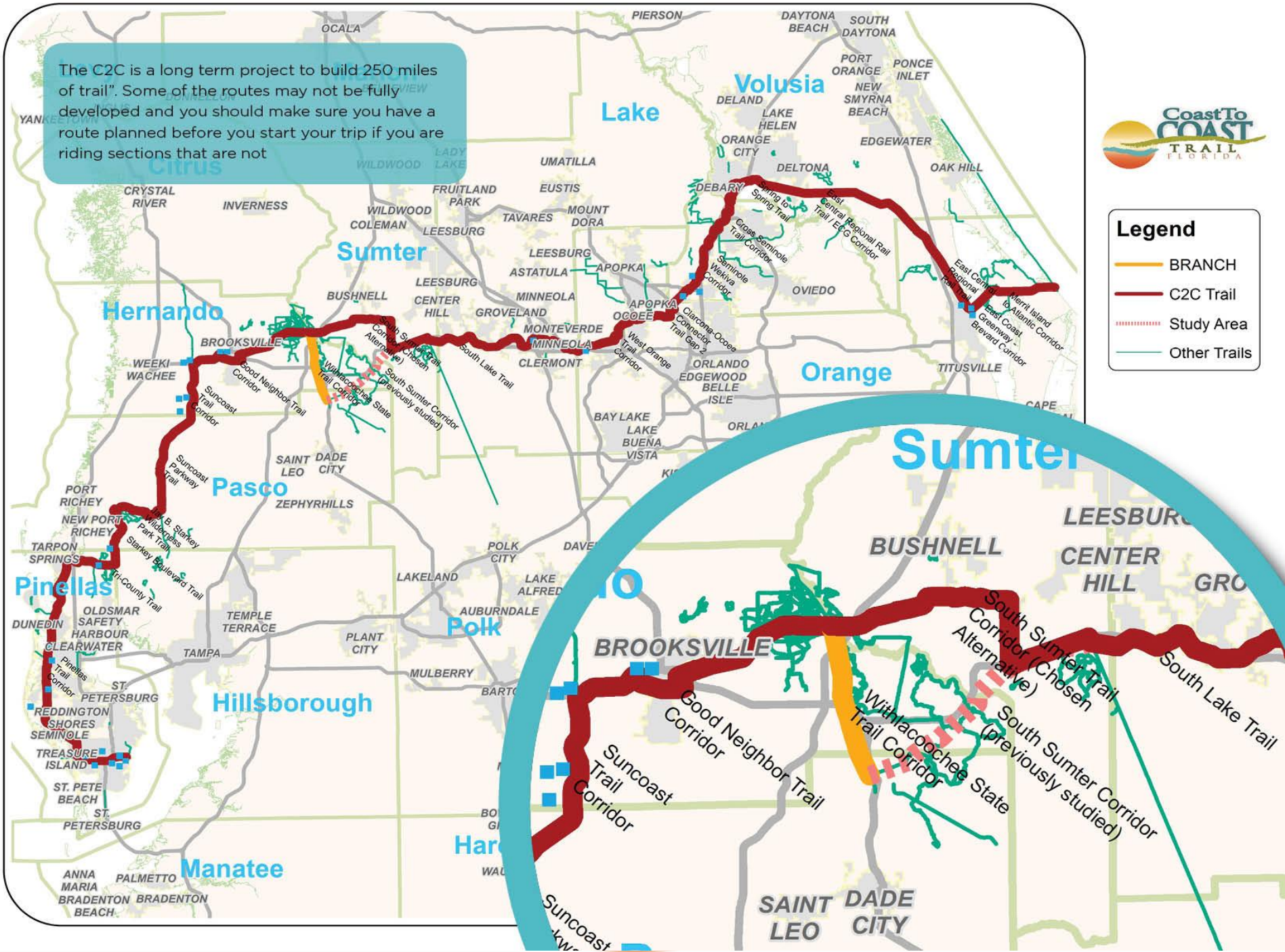
The C2C is a long term project to build 250 miles of trail". Some of the routes may not be fully developed and you should make sure you have a route planned before you start your trip if you are riding sections that are not
Coast To Coast Trail Florida
Legend
BRANCH
C2C Trail
Study Area
Other Trails
Volusia
Lake
Sumter
Hernando
Citrus
Pasco
Pinellas
Hillsborough
Polk
Manatee
Orange
OCALA
PIERSON
DAYTONA BEACH
SOUTH DAYTONA
PORT ORANGE
PONCE INLET
NEW SMYRNA BEACH
DELAND
LAKE HELEN
ORANGE CITY
EDGEWATER
OAK HILL
DELTONA
DEBARY
UMATILLA
EUSTIS
FRUITLAND PARK
TAVARES
MOUNT DORA
LEESBURG
WILDWOOD
COLEMAN
CRYSTAL RIVER
INVERNESS
BUSHNELL
CENTER HILL
MINNEOLA
GROVELAND
MONTEVERDE
CLERMONT
ASTATULA
APOPKA
OCOEE
OVIEDO
BROOKSVILLE
WEEKI WACHEE
SAINT LEO
DADE CITY
ZEPHYRHILLS
PORT RICHEY
NEW PORT RICHEY
TARPON SPRINGS
DUNEDIN
CLEARWATER
OLDSMAR
SAFETY HARBOUR
TEMPLE TERRACE
TAMPA
ST. PETERSBURG
REDDINGTON SHORES
SEMINOLE
TREASURE ISLAND
ST. PETE BEACH
ANNA MARIA
BRADENTON BEACH
PALMETTO
BRADENTON
PLANT CITY
LAKELAND
POLK CITY
LAKE ALFRED
AUBURNDALE
MULBERRY
BAY LAKE
LAKE BUENA VISTA
ORLANDO
EDGEWOOD
BELLE ISLE
TITUSVILLE
Spring to Spring Trail
East Central Regional Rail Trail / ECFG Corridor
Cross Seminole Trail Corridor
Seminole Wekiva Corridor
East Central Regional Rail Trail
Merritt Island to Atlantic Corridor
East Coast Greenway - Brevard Corridor
Ciarcoma-Ocoee Connector Trail Gap 2
West Orange Trail Corridor
South Sumter Trail Corridor (Chosen Alternative)
South Lake Trail
Withlacoochee State Trail Corridor
South Sumter Corridor (previously studied)
Good Neighbor Trail
Suncoast Trail Corridor
Suncoast Parkway Trail
Starkey Wilderness Park Trail
Starkey Boulevard Trail
Tri-County Trail
Pinellas Trail Corridor
Sumter
BUSHNELL
CENTER HILL
LEESBURG
BROOKSVILLE
SAINT LEO
DADE CITY

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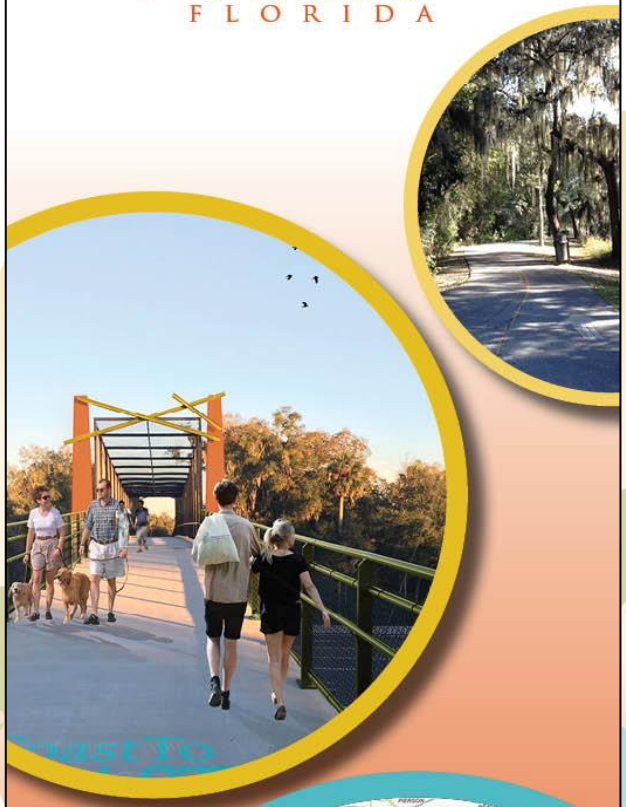

For trail info and trip planning, go to website

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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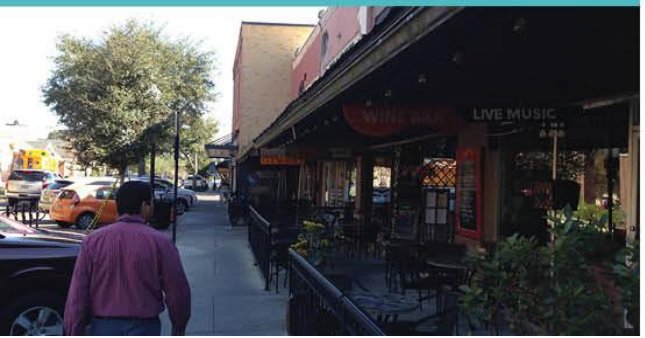

Plan your Trip, use:

www.c2ctrail.com

Trail Managers:

Local content

Following the path:

Local content

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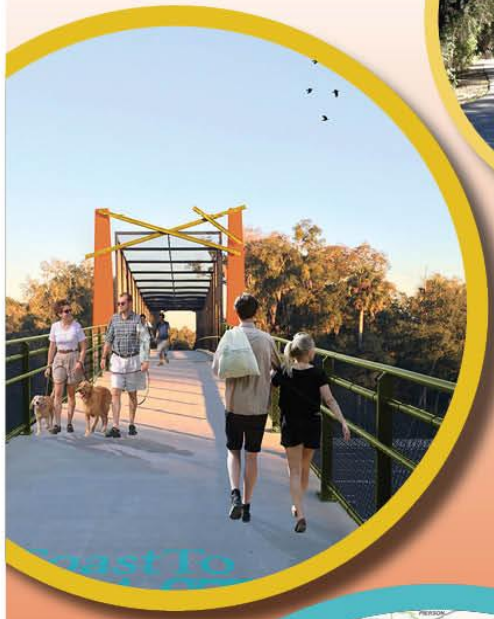

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Sample 8-day Itinerary

8-Day Itinerary - Overview

Day 1: Friday 48 Miles: Destination to Destination

Day 2: Saturday 37 Mile: Destination to Destination

Day 3: Sunday 52 Miles: Destination to Destination

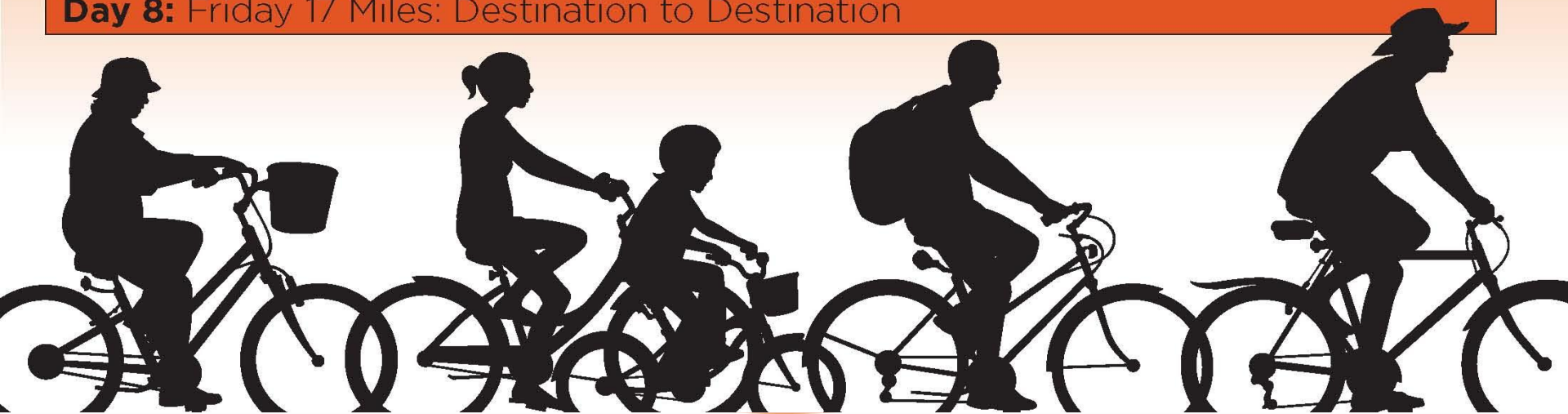
Day 4: Monday 32 Miles: Destination to Destination

Day 5: Tuesday Layover Day: local touring

Day 6: Wednesday 60 Miles: Destination to Destination

Day 7: Thursday 41 Miles: Destination to Destination

Day 8: Friday 17 Miles: Destination to Destination



Day 2: Saturday 37 Mile: Destination to Destination

Part 1: Destination to Destination ~ XX miles

Largely showcase trail to Osteen followed by quiet, deeply rural road most of the way to Oak Hill

Food: C2C Diner, Seafood Restarant

Map 1: https://goo.gl/maps/UwMh

Map 2: https://goo.gl/maps/gt

Part 2: Destination to Destination ~ XX miles

A long but relatively un-busy 4-lane, pave-shouldered section of US 1 before the Titusville Trail just north of downtown

Food: Crossroads

Overnight: XX Campground, XX Inn

Map 1: https://goo.gl/maps/mSL

Map 2: https://goo.gl/maps/lZk

Implementation Structure

Consortium

- Membership
- Potential Committees
  - Marketing
  - Operation/maintenance
- Formality of structure
  - Formal
    - MOU or Interlocal agreement
      - By-laws
      - Specified membership
    - Non-profit
  - Informal (current structure)
    - Unspecified membership
    - Who will staff?

Next Steps

- Presentations will be put on C2C website.
- **Survey Monkey** to ask questions and get feedback
  - https://www.surveymonkey.com/r/C2Ctrail
- Next webinar subjects
  - Economic Impact Analysis and Website
- Follow project at: **C2Ctrail.com**

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