



STRATEGY #1

Collaborate with federal, state and local organizations to establish partnerships and regional alliances that enhance investment opportunities for the development and management of the FGTS

GOALS

- Implement regional systems.
- Allocate strategic investments and resources to accelerate the completion of the system.



OBJECTIVES

- Recognize and prioritize system-wide opportunities for partnerships, operational efficiencies and implementation.
- Involve and collaborate with regional stakeholders to define, assess and promote the advancement of the system.
- Provide information and assistance to traditionally under-represented recreational user groups.
- Foster connectivity between the FGTS, State Parks, Florida Wildlife Corridor, local parks and communities.
- Enhance the recreational user experience and drive economic development while preserving valuable resources.
- Identify funding sources for acquiring, designing, constructing and managing the FGTS.





STRATEGY #2

Engage federal, state and local stakeholders to facilitate statewide and local promotion of trails and trail segments within the Florida Greenways and Trails System

GOALS

- Promote and market the Florida Greenways and Trails System to residents and visitors.
- Establish partnerships and engage stakeholders.



OBJECTIVES

- Promote excellence through the Trail Town Program, fostering recognition and encouragement.
- Create and execute an integrated marketing and communications plan to improve stakeholder communication.
- Foster collaboration between communities to promote events on the FGTS.
- Promote the FGTS to advance Florida's economy, tourism, health, transportation, recreation, conservation and quality of life.
- Actively involve and collaborate with stakeholders and partners.
- Collaborate with stakeholders to encourage the development of a local identity and sense of place.
- Participate with partners and stakeholders to promote and cultivate educational programs and youth volunteer opportunities that support greenways and trails.



FLORIDA FAST FACTS

OUTDOOR RECREATION HAS A

\$41.9

**BILLION
ANNUAL
ECONOMIC
IMPACT**

2021 U.S. Bureau of Economic Analysis

**Florida State Park visitation
generates \$3.6 billion to local
economies**

2022-2023 Economic Assessment Report Florida State Parks

OUTDOOR RECREATION GENERATES

\$3.5 **BILLION IN STATE
AND LOCAL TAXES**

Outdoor Industry Association 2017

**The Cross Florida Greenway had the
greatest local economic impact totaling
almost \$418 million.**

2022-2023 Economic Assessment Report Florida State Parks

**“City of Dunedin reported, business
occupancy rates in downtown—Florida’s
first Trail Town—rose from 30% to
100%,” between 1990-2017.**

City of Dunedin, Bob Iron Smith, Economic & Housing Director



**WHAT ARE FLORIDA VISITORS &
RESIDENTS DOING OUTDOORS?**

WATERFRONT ACTIVITIES

**Beach or waterfront activities were
the most popular activities for Florida
visitors in 2021.**

Visit Florida

TRAIL ACTIVITIES

**The most popular trail activities for both
residents and visitors surveyed was running/
walking.**



ECONOMIC IMPACT OF OUTDOOR RECREATION & TRAILS

\$20 BILLION
IN WAGES

Recreation has long served as an economic driver in Florida, as the state remains a major destination for national and international tourism.

2021 U.S. Bureau of Economic Analysis

OUTDOOR RECREATION GENERATES

414,582 DIRECT
JOBS

2021 U.S. Bureau of Economic Analysis

With more than 1,600 miles of multi-use trails, Florida State Parks receive almost 29 million visitors annually, supporting 50,427 jobs.

2022-2023 Economic Assessment Report Florida State Parks

99 percent of all Florida residents surveyed said outdoor recreation is important to them.

2021 Florida SCORP Survey



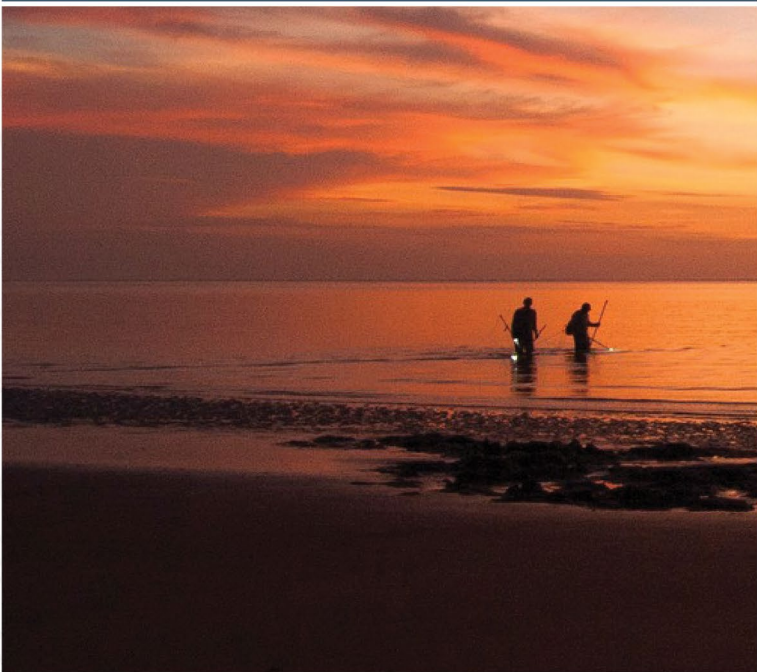
EQUESTRIAN ACTIVITIES

According to the Florida Department of Agriculture and Consumer Services, the equestrian industry's economic impact on the gross state product is \$6.5 billion. Florida's state parks offer 1,889 miles of equestrian trails.

BIKING

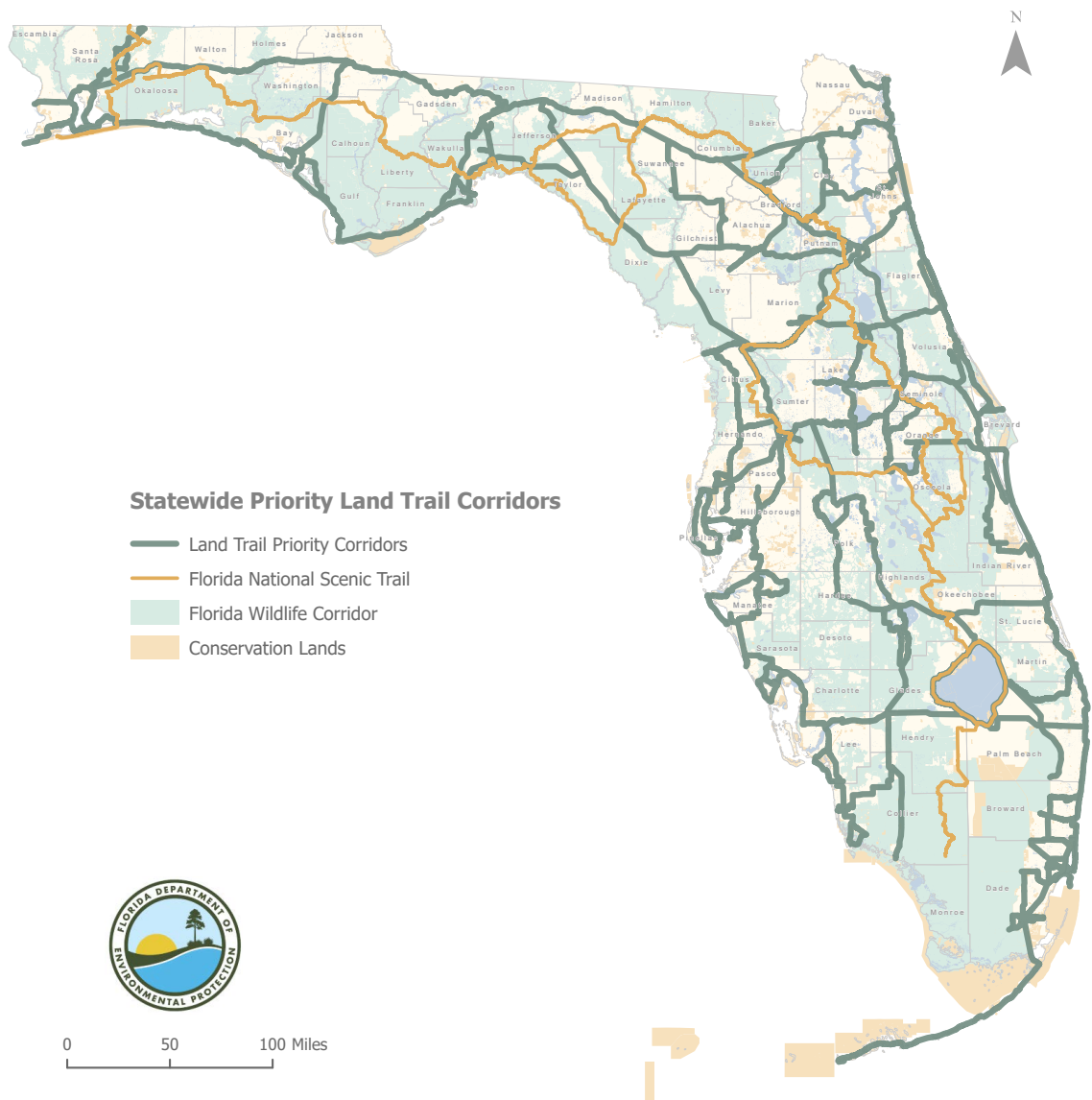
Bicycle riding on paved roads and trails brings in more than \$6 billion in Florida annually and riding on unpaved trails brings in almost \$2 billion. Outdoor fitness walking/jogging brings in \$13.5 billion annually and paddling activities bring in almost \$3 billion annually.

Economic Impact of Outdoor Recreation Activities in Florida 2017, Balmoral



Priority Trail Map – Attachment A

The Greenways and Trails System Priority corridors are the focused vision for trails in the state. Priorities build on past investments, join multiple counties and population centers, and demonstrate broad regional and community support.





Florida National Scenic Trail

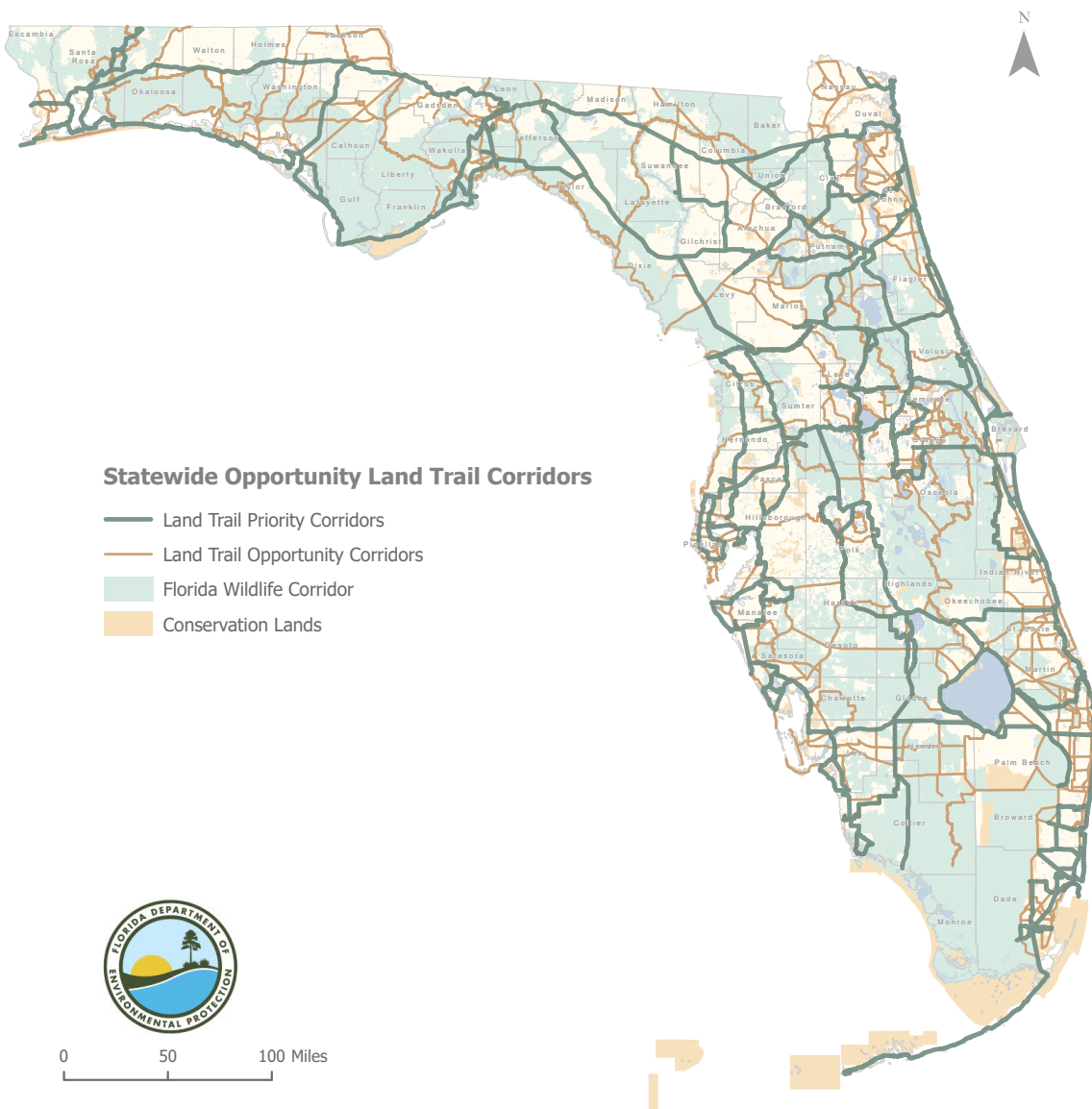
Florida National Scenic Trail

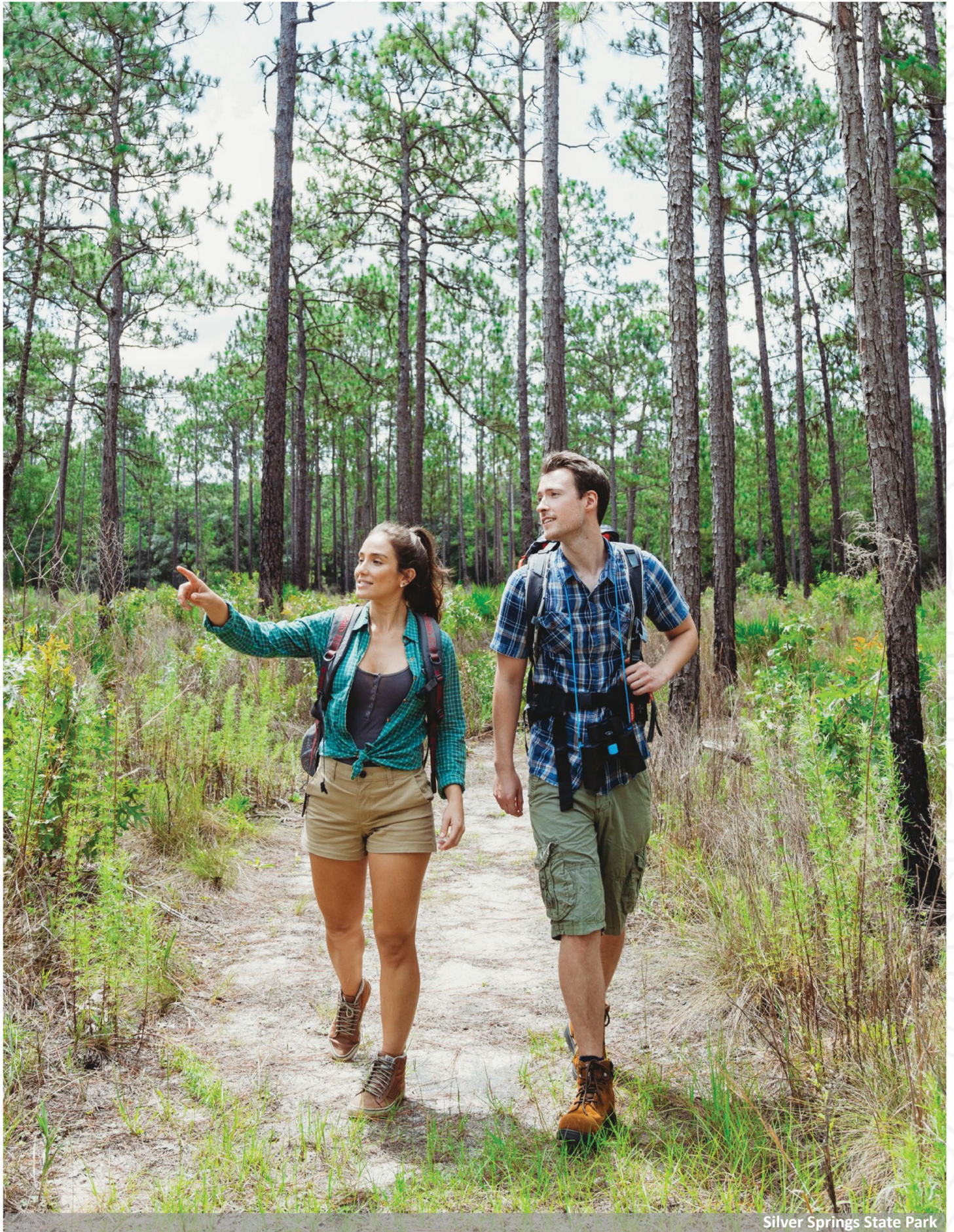
Florida is home to one of 11 congressionally designated national scenic trails. The Florida National Scenic Trail (FT) is a non-motorized, recreation trail that meanders more than 1,300 miles across some of the most beautiful landscapes in the country and the only national scenic trail within a subtropical landscape. Showcasing Florida's scenic, natural, historic and cultural character, the Florida Trail offers a world class recreational experience. The U.S. Forest Service is the designated administrator of the Florida Trail. Trail development and management has been a partnership initiative of over 50 years of dedicated work by the volunteers of the Florida Trail Association, and the many local, state, federal and private land managers along the FT who maintain and protect this treasure for Florida residents and visitors.

The entire planning corridor for the FT is within the FGTS Land Trails Opportunity Map and the prioritized single route identified by the U.S. Forest Service through its public process is included on the FGTS Priority Trails Map. For more information about the Florida National Scenic Trail, visit <http://www.fs.usda.gov/fnst>.

Opportunity Trail Map – Attachment B

The Land Trail Opportunity map is a synthesis of trail planning efforts conducted by cities, counties, transportation planning organizations, non-profits and other agencies throughout Florida. This map does not include all existing, proposed and conceptual trails in Florida, but focuses on trails that can form a comprehensive connected system when complete.

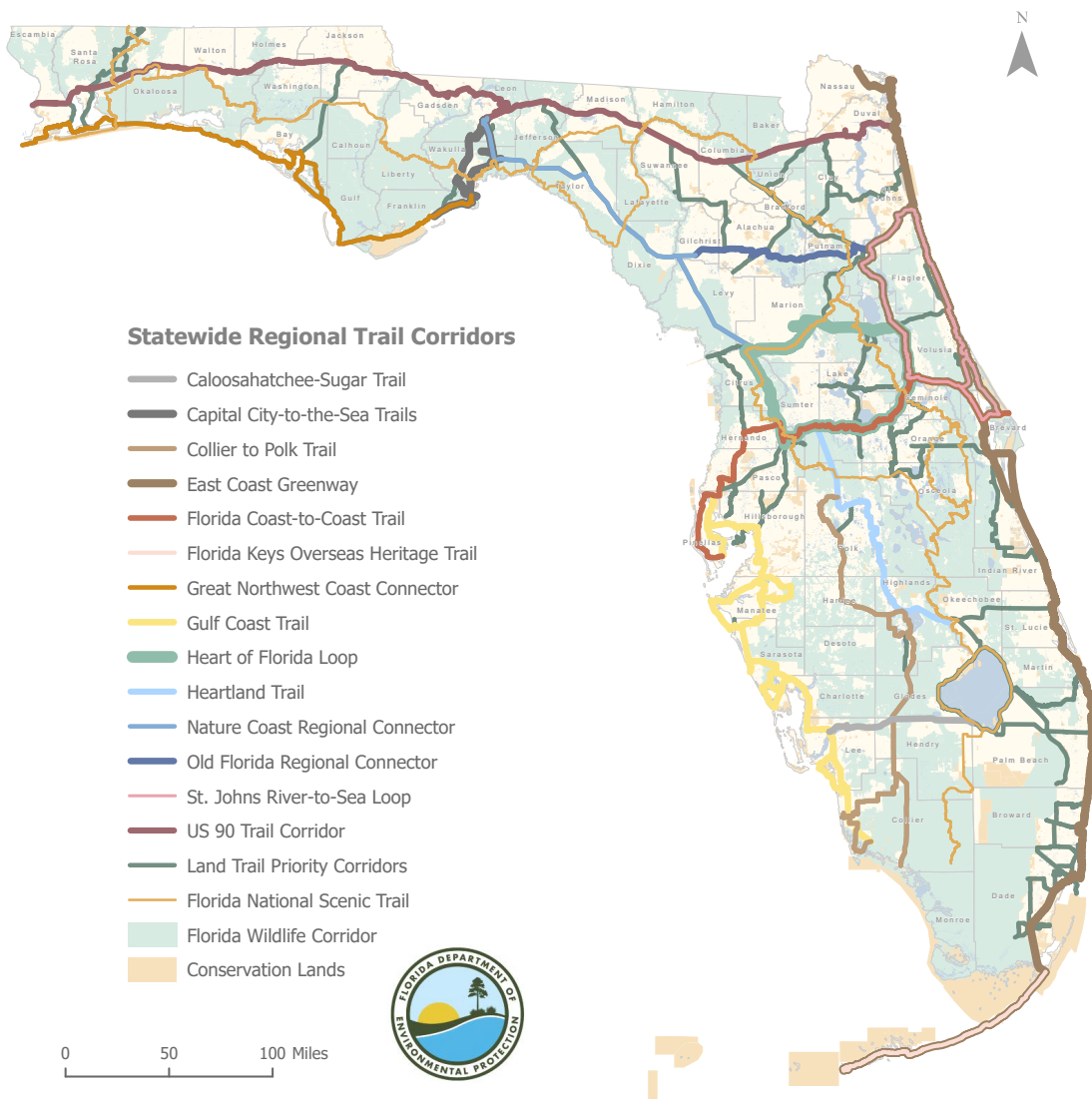




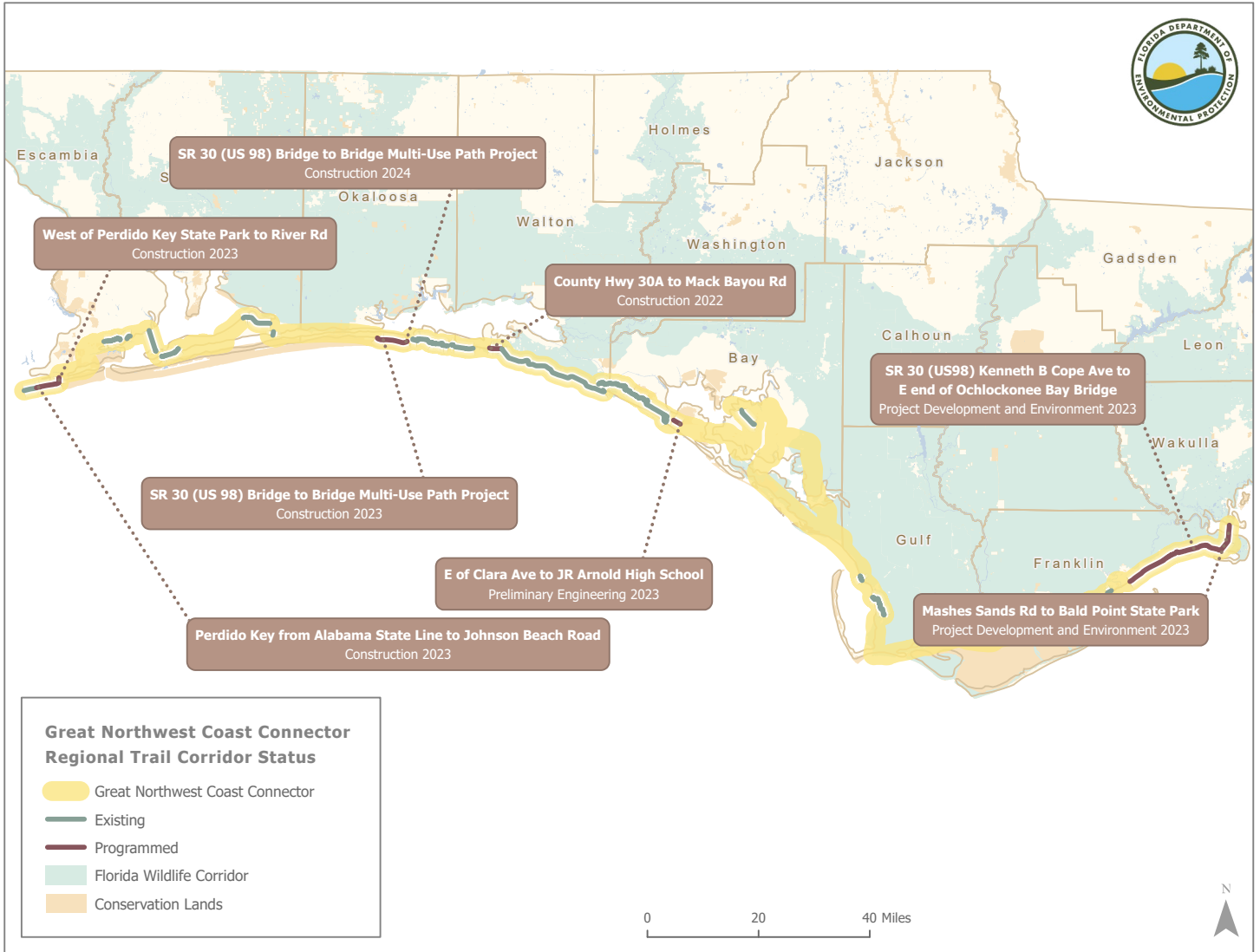
Silver Springs State Park

Regional Trail Map – Attachment C

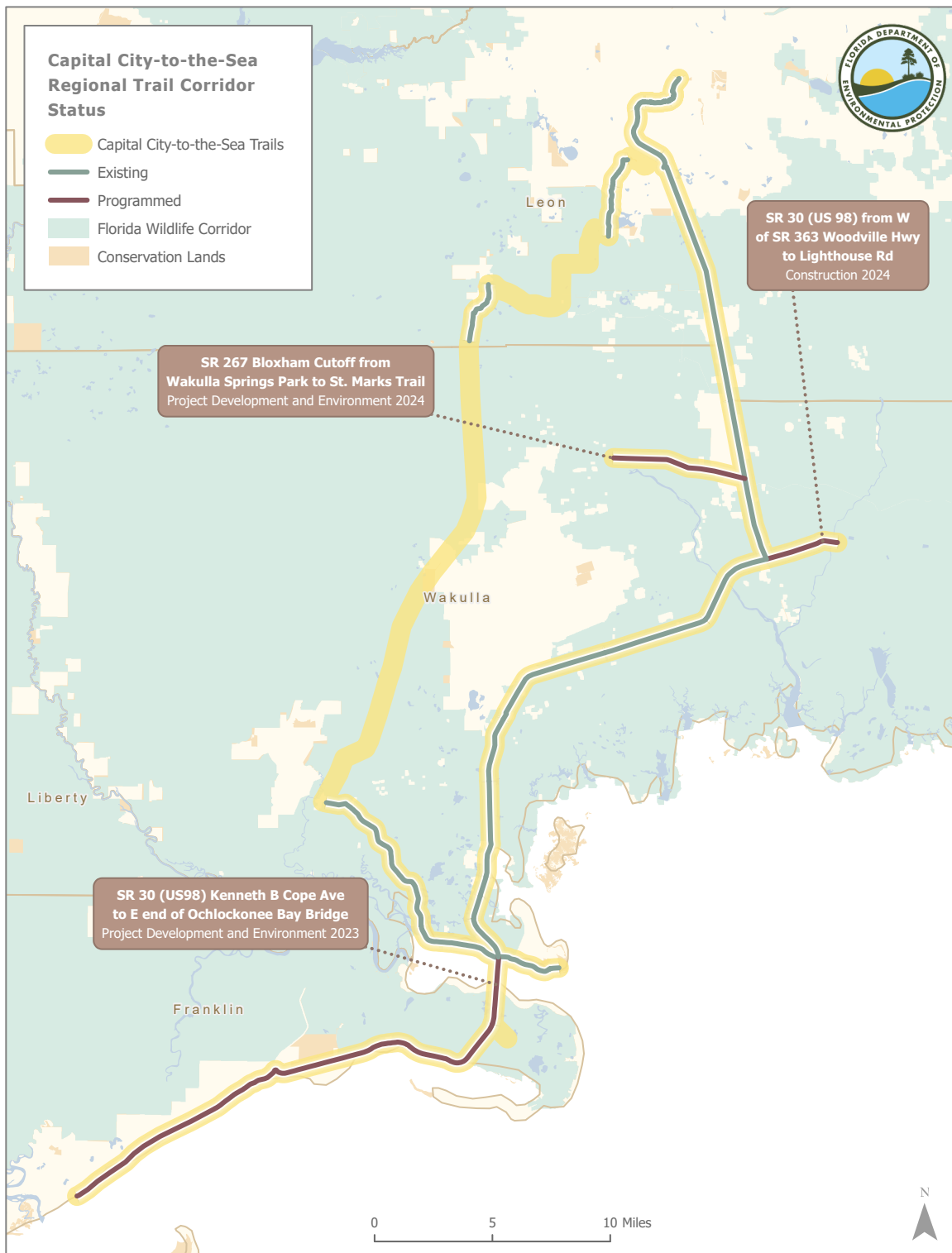
Regional trails are identified and delineated from within the Priority Corridors. They are multi-county projects and can be either linear or loop trail systems. Because they span long distances, sometimes over 200 miles, these regional trails can provide users with diverse multiple day experiences.



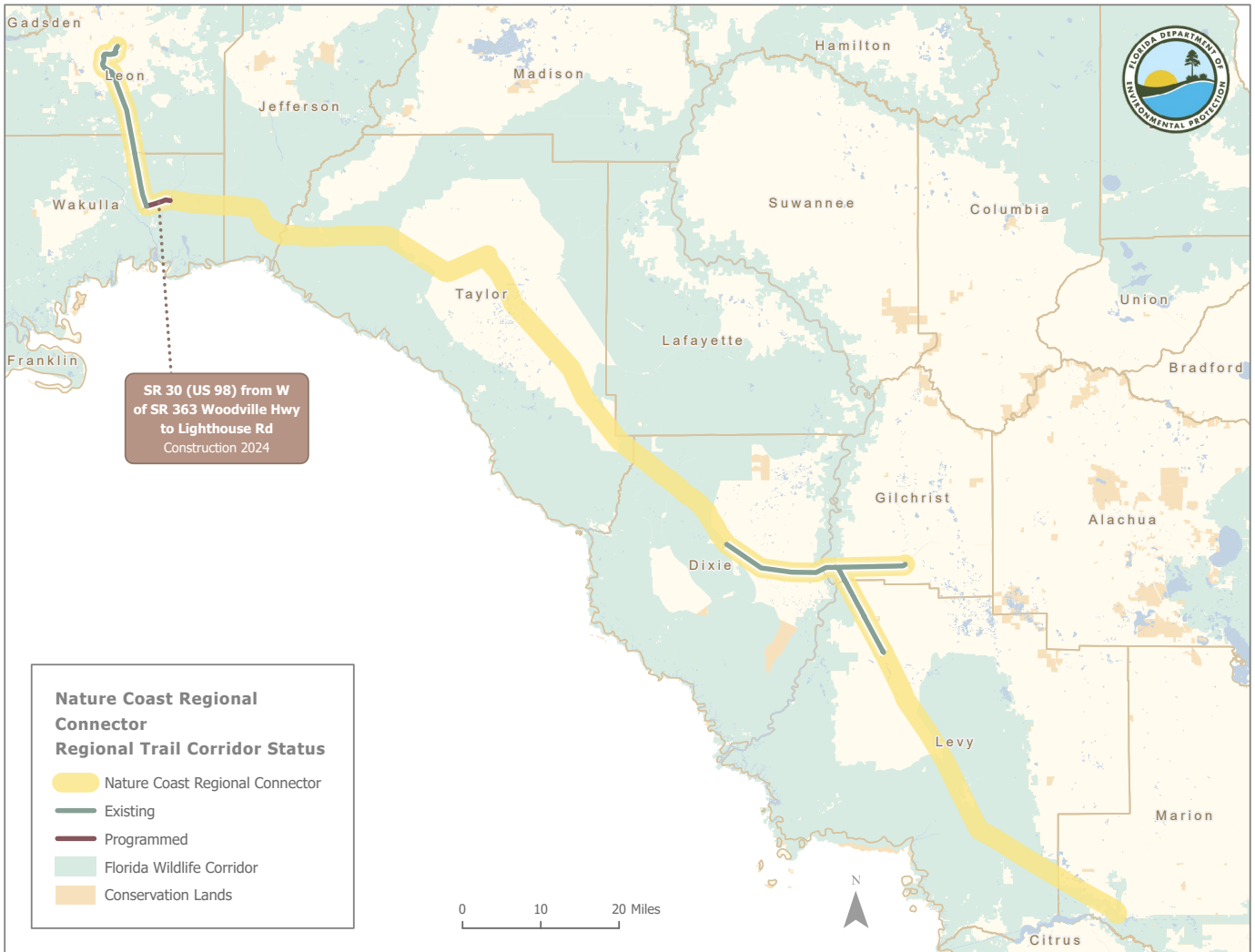
Regional Trail Status Map – Great Northwest Coast Connector



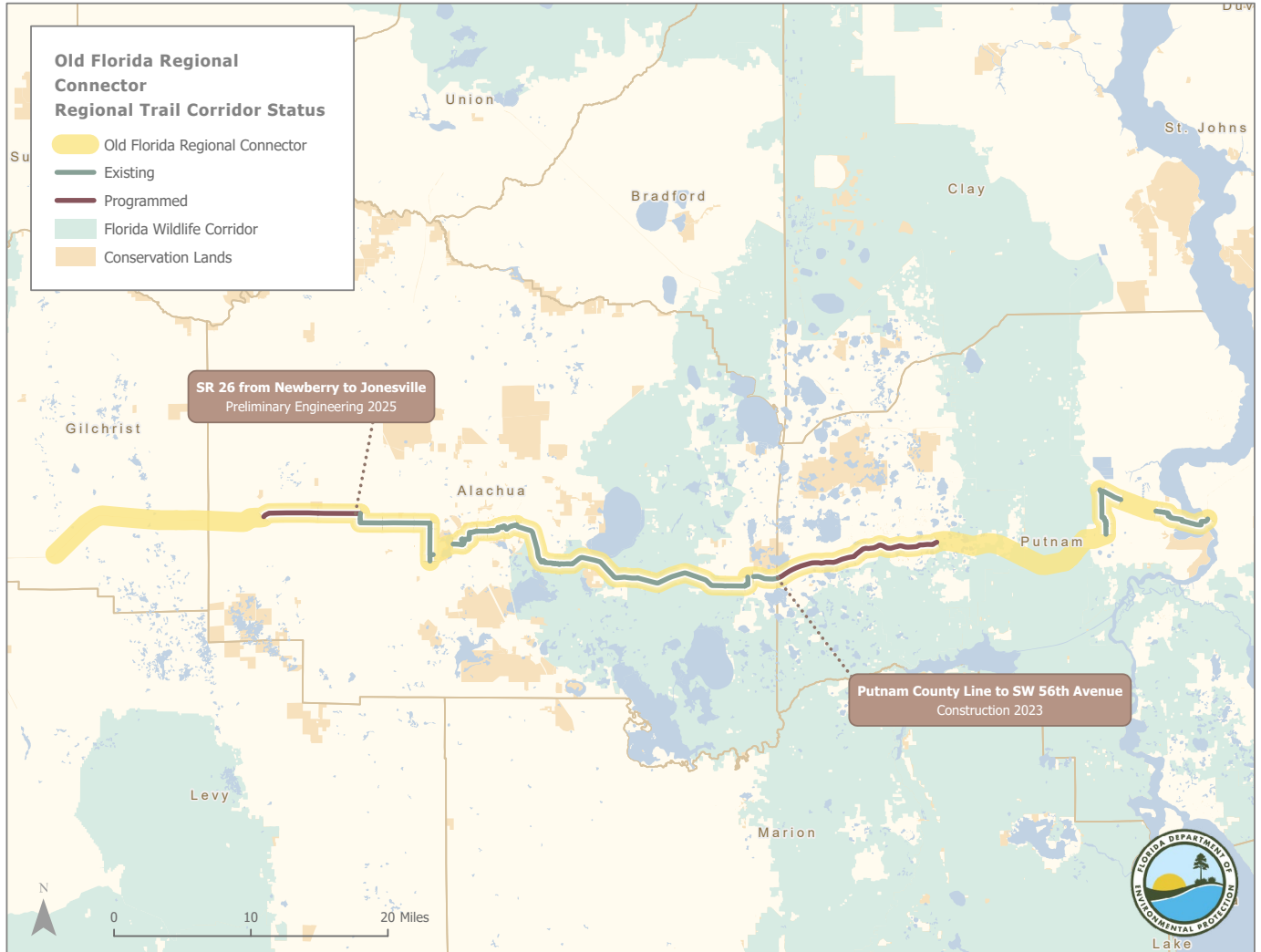
Regional Trail Status Map – Capital City-to-the-Sea Trail



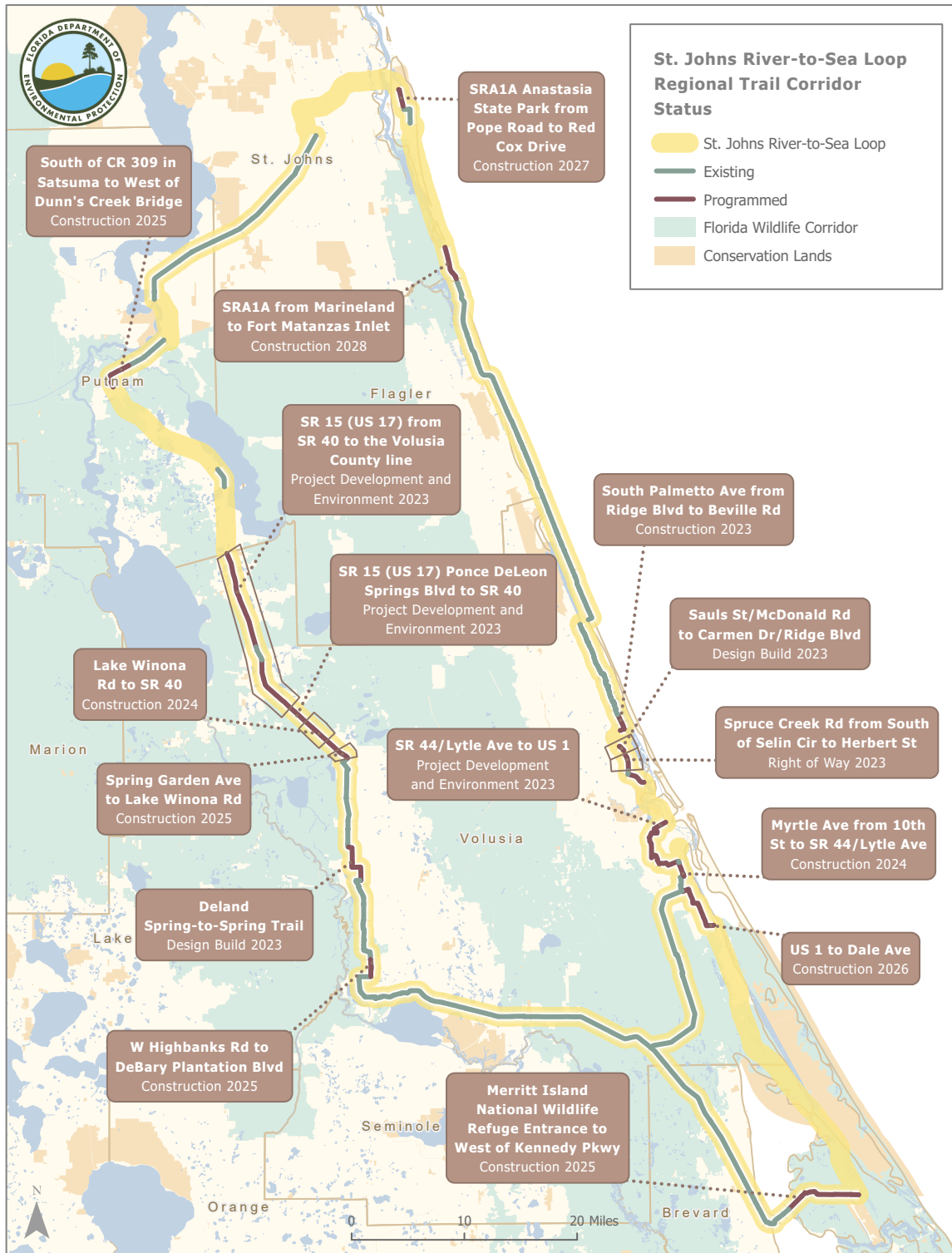
Regional Trail Status Map – Nature Coast Regional Connector



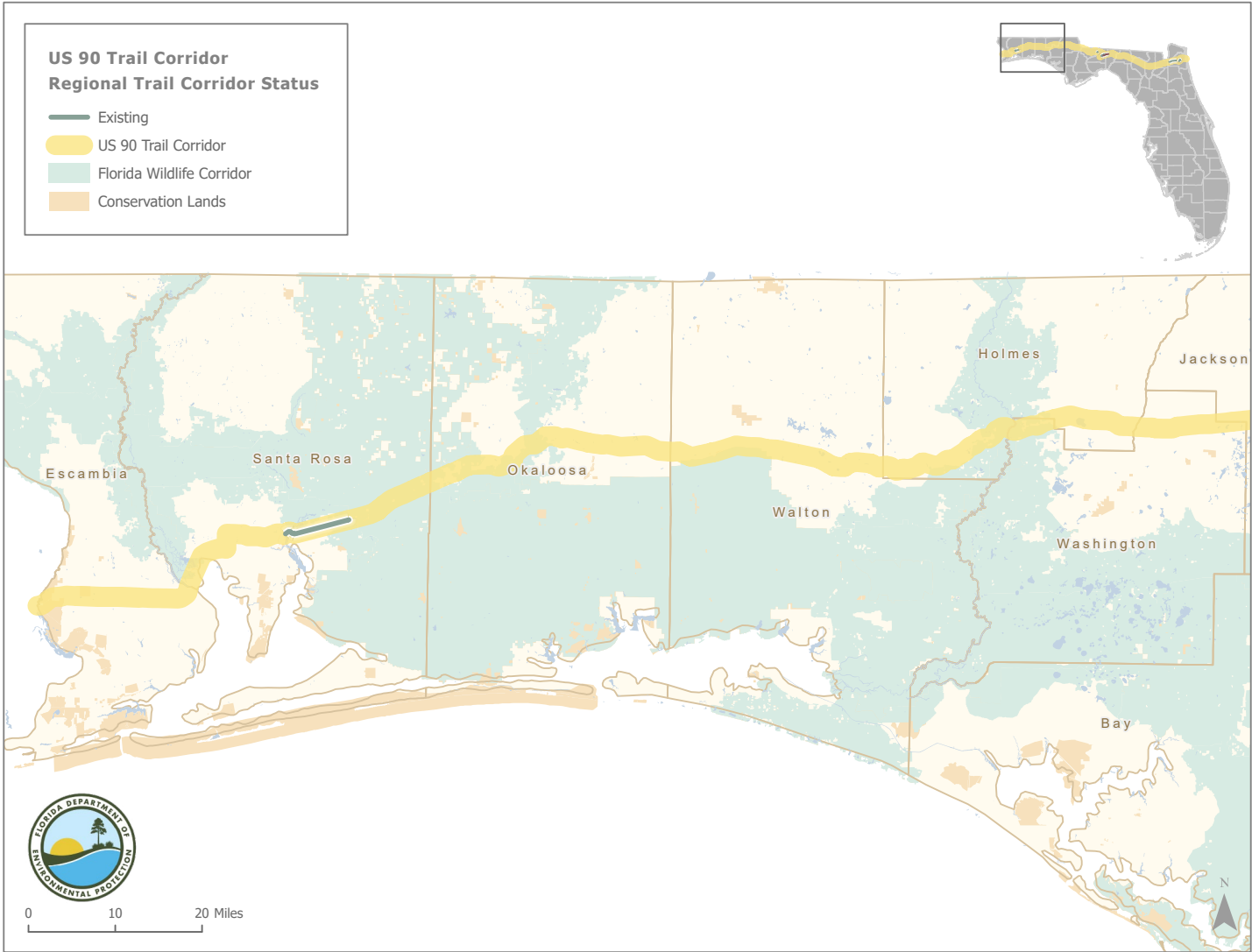
Regional Trail Status Map – Old Florida Regional Connector



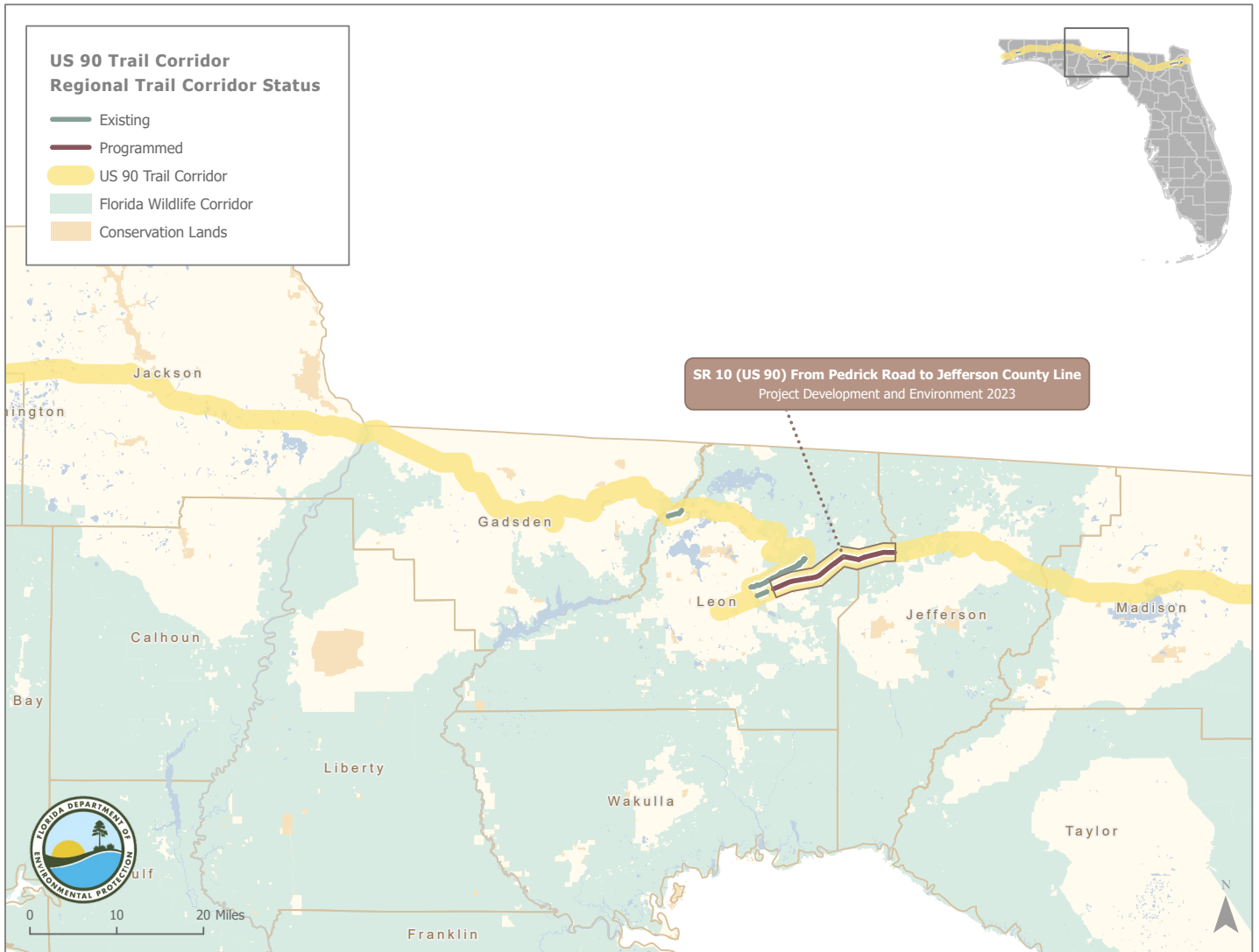
Regional Trail Status Map – St. Johns River-to-Sea Loop



Regional Trail Status Map – US 90 Trail Corridor – Map 1



Regional Trail Status Map – US 90 Trail Corridor – Map 2



Regional Trail Status Map – US 90 Trail Corridor – Map 3

