



# Coast To COAST CONNECTOR



Economic Benefits of Coast-to-Coast Connector  
March 11, 2013 | Tallahassee, Florida



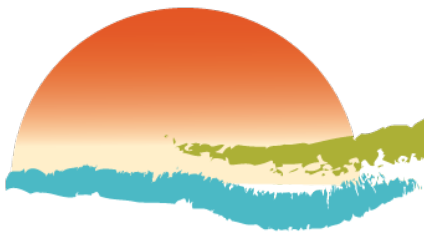
# Presentation Outline

1. Overview
2. Florida Tourism
3. Cross State Trails
4. Bicycle Tourism
5. Benefits of Trails
6. Health and Wellness
7. Environmental Benefits
8. Conclusion



Van Fleet Trail

Photo by John Moran



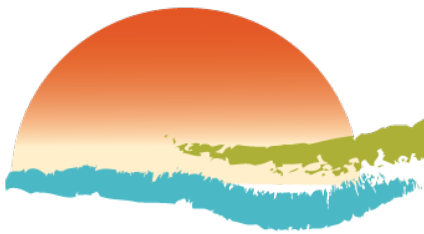
*Economic Benefits of Coast-to-Coast Connector*

# Coast-to-Coast Connector

Coast-to-Coast Connector is a 275 mile trail that will link the Gulf Coast to the Atlantic Ocean, through Central Florida



Photos by VisitFlorida



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# Coast-to-Coast Connector



Data was provided by the Florida Department of Environmental Protection's Office of Greenways & Trails, the Florida Natural Areas Inventory, the U.S. Census Bureau, and ESRI's World Imagery Base map.





The Pinellas Trail

Pinellas Trail, Pinellas County, FL





Starkey Trail, Pasco County, FL





Suncoast Trail, Hernando County, FL

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West Orange Trail, Orange County, FL

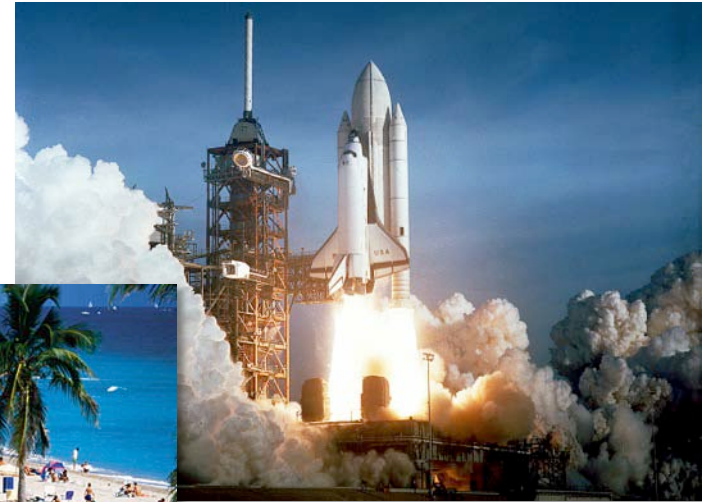




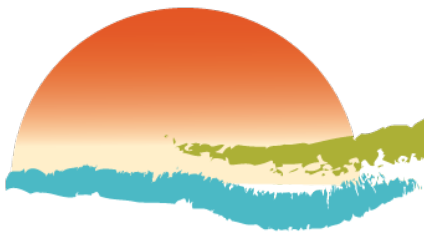
Seminole-Wekiva Trail, Seminole County, FL

# Coast-to-Coast Connector

- Clearwater Beach to Cape Canaveral



Photos by VisitFlorida



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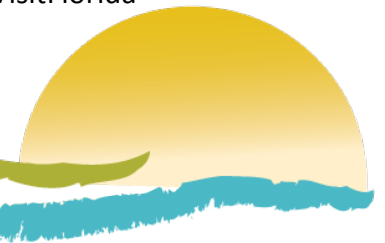
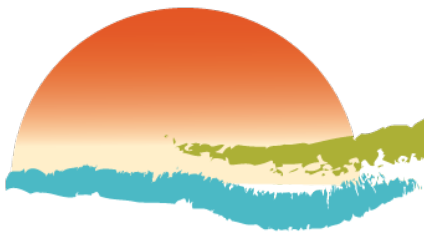


# Tourism in Florida

- Tourism generated **\$67 billion** in economic impact in Florida, roughly **10%** of total GDP.
- Florida is the top tourism destination **IN THE WORLD** with **87 million visitors** in 2011. (Source: VisitMyFlorida.com)

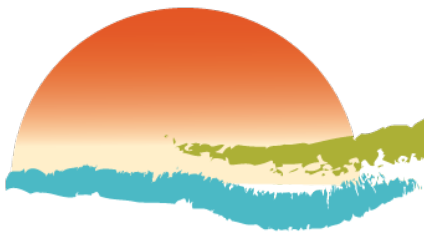


Photos by VisitFlorida



# Tourism in Florida

- Tourism in Florida employs more than 1 million people
- Tourism generates 23% of all revenue collected by the state
- Primary reason for coming to Florida – leisure (88% of all visitors) (Source: VisitMyFlorida.com)

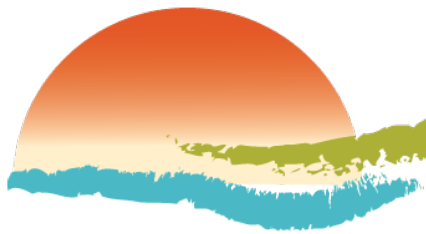


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# Tourism in Florida

- 73% of Florida's 87 million visitors include nature based activities in their travel.
- 65% of Florida visitors say that outdoor recreation is very important.



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# Other Cross-State Trails

- Cross State Trails create jobs, boost economies of rural and urban areas, attract tourists and support small businesses



Photo by VisitFlorida



*Economic Benefits of Coast-to-Coast Connector*



# Other Cross State Trails

- NC Mountains-to-Sea Trail
- SC Palmetto Trail
- GA Coastal Georgia Greenway
- PA Susquehanna River Greenway
- NY Erie Canalway Trail
- MI Belle Isle to Wisconsin Trail



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# Economic Benefits of Cycling

- Bicycling industry contributes **\$133 billion** a year to the U.S. Economy
- Supports **1.1 million jobs**
- Generates **\$17.7 billion** in federal, state and local taxes
- Bicycle tourists spend **\$47 billion** on meals, transportation and lodging



Source: League of American Cyclists  
2009



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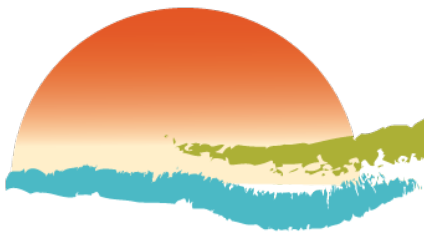


# Coast-to-Coast Connector Bicycle Tourism

- Reasonable tour ride is 25-50 miles
- Coast-to-Coast Connector tours: 5 to 7 days
- Average expenditure per cyclist: \$20/visit
- Projected annual use would exceed 1 million



Photos by VisitFlorida



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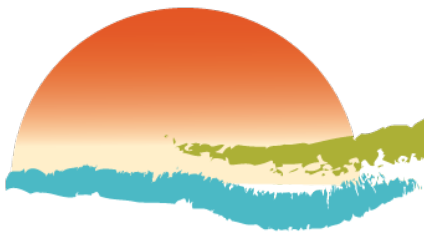
# Economic Benefits of Trails

- “The Pinellas Trail is an economic engine”

Bob Ironsmith, Dunedin  
Economic Development  
Director



Pinellas Trail



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# Economic Benefits of Trails

- Trails:
  - Reduce cost of public services
  - Improve health and wellness
  - Attract tourists, boost local economy
  - Improve real estate values
  - Make communities more liveable
  - Attract business and industry



# Health and Wellness Benefits

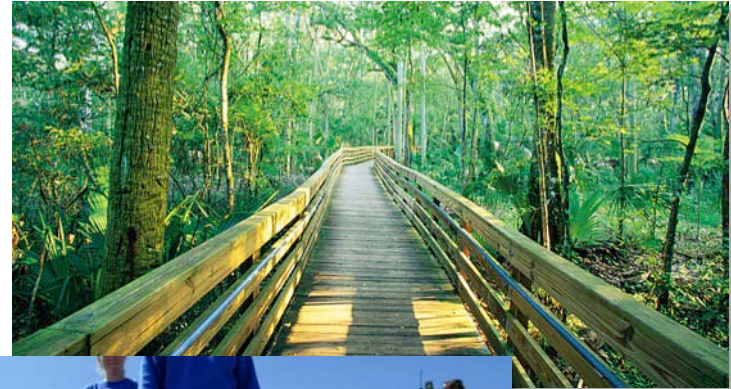
- Florida spends **\$119 billion** on health care
- Obesity is an epidemic
- CDC and Surgeon General encourage communities and states to build more trails
- Create active living communities



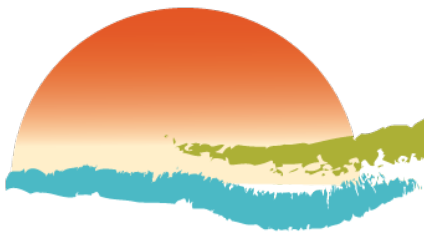


# Environmental Benefits

- Florida can conserve and protect our environment and native biodiversity by linking residents to a network of conserved and protected lands, from coast-to-coast



Photos by VisitFlorida

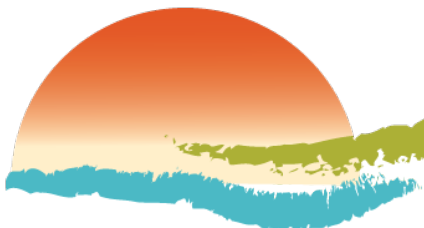


# Environmental Benefits

- Coast-to-Coast Connector will link trail users to numerous state forests, state and local parks
- Connector promotes human-powered, non-polluting, tourism-based outdoor recreation



Photos by VisitFlorida



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# Conclusion

- **Coast-to-Coast Connector:**
  - Will generate \$120 million in annual return from a one-time investment of \$42 million
  - Improve economy of Central Florida
  - Create jobs and support business growth
  - Foster better health and wellness through active living
  - Help to steward Central Florida's ecology and environment



# Questions/Comments



Dale Allen, President  
Florida Greenways & Trails Foundation, Inc.

