



Results from the East Central Florida Regional Planning Council's economic impact study of the West Orange, Little Econ and Cady Way Trails in Orange County

February 2011 - The East Central Florida Regional Planning Council (ECFRPC) worked with the Florida Department of Environmental Protection's Office of Greenways and Trails (OGT) and Orange County to analyze the economic impact of business activities and consumer spending related to trail usage in Orange County.

The ECFRPC, Orange County and OGT conducted over 660 online and face to face surveys to collect data on the spending habits associated with using the West Orange, Little Econ and Cady Way Trails. Data collected was analyzed and split into different categories reflecting specific consumer spending and business sales.

Data Input and Assumptions:

Based on the surveys, the average spending per person using the trail averages \$19 on food and beverages, transportation, books and maps, bike maintenance, rentals and more. According to Orange County, there are 1.7 million people that use these trails each year for recreation, health and fitness, or transportation. This brings total spending by trail users to \$32 million.

REMI Policy Insight, a customized econometric model for the East Central Florida Region, was used to analyze the economic impact of these trails in Orange County. Below are the results of that analysis.

Results of REMI Policy Insight Model:

Category	Units	2010
Total Employment	Jobs	516
Output or Sales	Millions of Dollars	\$42.6
Personal Income	Millions of Dollars	\$10

Summary:

In 2010, the West Orange, Little Econ, and Cady Way trails in Orange County supported 516 jobs and an estimated economic impact of \$42.6 million.

The full quantitative and qualitative results of this study will be detailed in a comprehensive report to be released in April 2011. This study is jointly supported and funded by the East Central Florida Regional Planning Council, the Florida Department of Environmental Protection's Office of Greenways and Trails, the Florida Greenways and Trails Foundation, the US Forest Service, Orange County and the City of Winter Garden.