



Results from the East Central Florida Regional Planning Council’s economic impact study of the West Orange Trail on downtown Winter Garden

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), the City of Winter Garden and Orange County to analyze the economic impact of business activities in downtown Winter Garden and consumer spending related to trail usage on the West Orange Trail in Orange County.

31 business surveys and 163 face to face surveys were conducted on the West Orange Trail and in downtown Winter Garden to collect data on the spending habits associated with using the West Orange Trail and business data. Data collected was analyzed and split into categories reflecting specific consumer spending and business sales.

Data Input and Assumptions:

Based on the 31 downtown Winter Garden businesses surveyed, the average sales revenues were \$470,000, bringing the total business sales to \$14.6 million. Based on the Great Allegheny Passage Economic Impact Study, 25.5% of gross revenue was directly attributed to trail users. We used this conservative number to conclude that 25% of the sales from the surveys came from trail users, making the total amount of sales contributed by trail users \$3.6 million.

REMI Policy Insight, a customized econometric model for the East Central Florida Region, was used to analyze the economic impact of the West Orange Trail in Orange County on downtown Winter Garden. Below are the results of that analysis.

Results of REMI Policy Insight Model:

Category	Units	2010
Total Employment	Jobs	61
Output or Sales	Millions of Dollars	5
Personal Income	Millions of Dollars	1

Summary:

In 2010, in downtown Winter Garden, the West Orange Trail had a direct and indirect estimated economic impact of \$5 million and supported 61 jobs.

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.