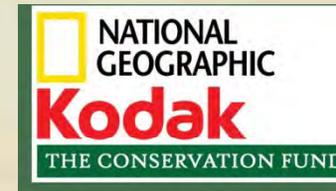


The Economic Impact of Trails on Communities



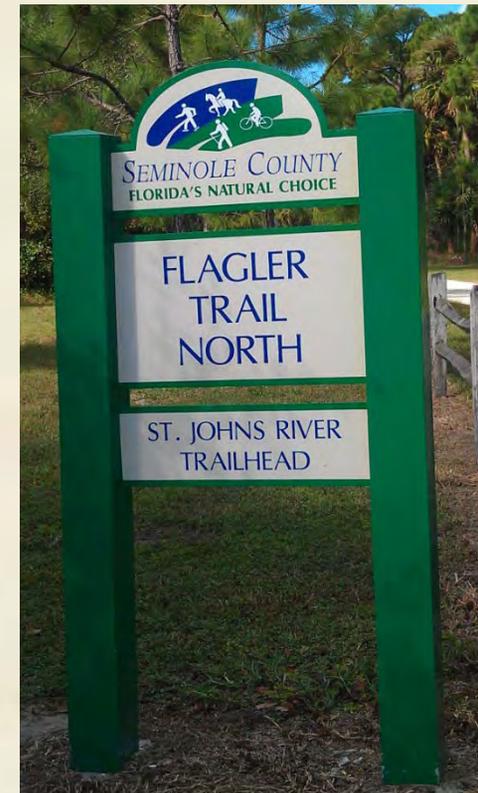
Orange County Trails



Impact on Orange County and Downtown Winter Garden



Seminole County Trails



Methodology

- Obtain behavioral characteristics and spending habits
- Online trail users survey (*surveymonkey.com*)
- Face-to-face on-site trail survey
- Business surveys
 - Determine business climate
 - Customer behavior





Orange County User Surveys

- On-site Surveys – 291
- Online Survey – 374

Seminole County User Surveys

- On-site Surveys – 111
- Online Survey – 253





Online Survey Outreach

- Businesses
- Agencies – State and Local
- Community advocacy groups
- Running, walking and biking groups
- Schools
- Trail survey volunteers

Downtown Winter Garden Business Survey

- 31 collected



Seminole County Business Survey

- 51 collected



Economic Impact Analysis



2. On average, please list any expenditures you typically make on a trail visit.

	\$0	\$5	\$10 to \$20	Over \$20	This was spent Orange County
Restaurant	<input type="checkbox"/>				
Food and beverage (retail)	<input type="checkbox"/>				
Transportation	<input type="checkbox"/>				
Books, guides, maps	<input type="checkbox"/>				
Rental fees for bikes, skates, and pull along carriages	<input type="checkbox"/>				
Other	<input type="checkbox"/>				
Other (please specify)					

Orange County Data Input & Assumptions

- Average spending per person using the trails - **\$19**
- **1.7 million** people use the trails each year
- Total spending by trail users - **\$32 million**



Seminole County Data Input & Assumptions

- Average spending per person using the trails - **\$15**
- **1.1 million** people use the trails each year
- Total spending by trail users - **\$ 16.5 million**



REMI, Inc.

- Customized econometric model for the East Central Florida Region
- Business activities and consumer spending





Orange County Results

In 2010, the Little Econ Greenway, West Orange and Cady Way trails supported **516 jobs** and had a direct and indirect estimated economic impact of **\$42.6 million.**

Category	Unit	2010
Total Employment	Jobs	516
Output of Sales	Millions of Dollars	\$42.6

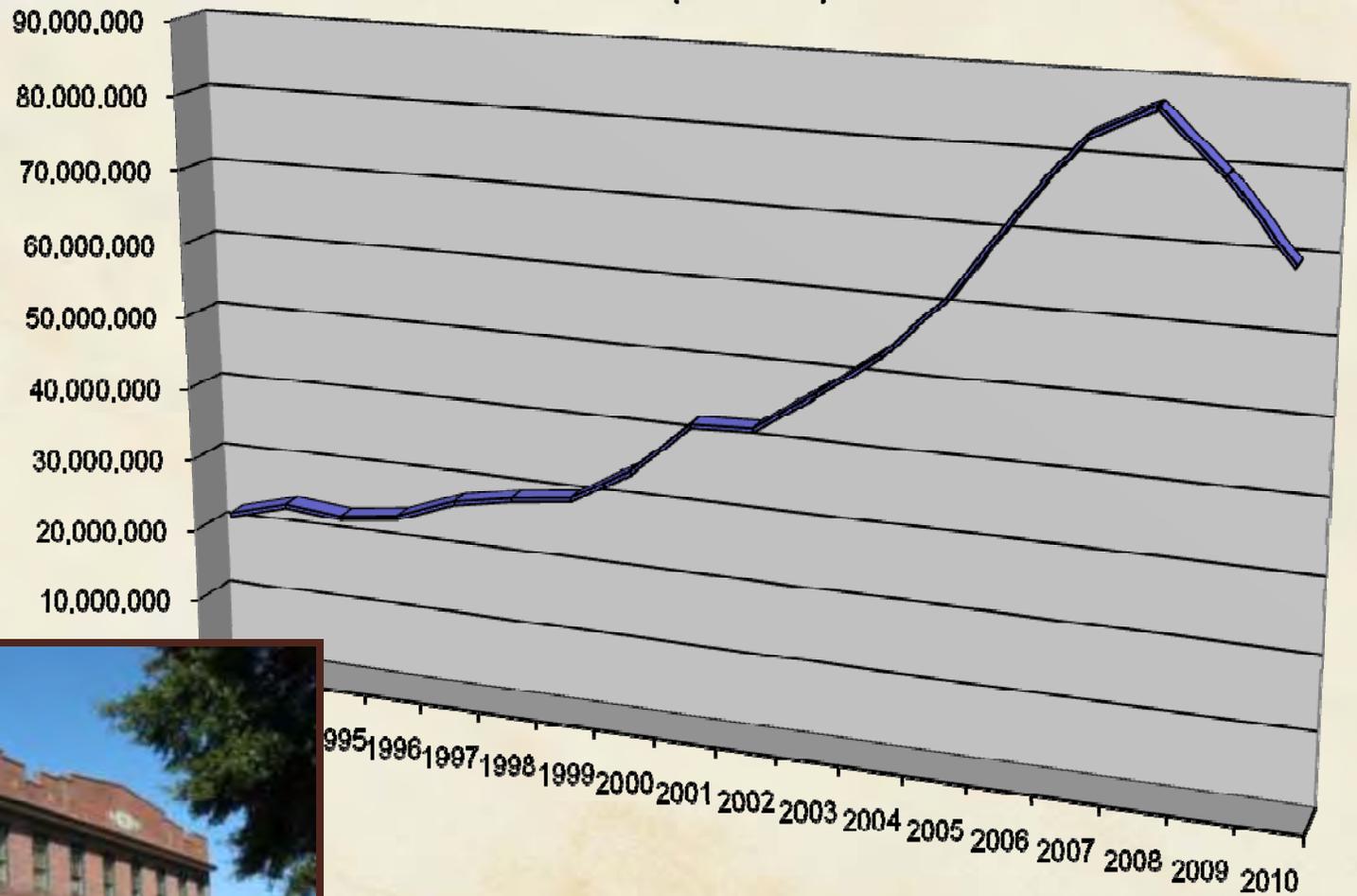


Seminole County Results

In 2011, Seminole County trails supported **174 jobs** and had a direct and indirect estimated economic impact of **\$14 million**.

Category	Unit	2010
Total Employment	Jobs	174
Output of Sales	Millions of Dollars	\$14

City of Winter Garden CRA I Assessed Valuation (in Dollars)





Data Input & Assumptions

- **31** businesses surveyed in downtown Winter Garden
- Average sales revenues - **\$470,000**
- Total business sales - **\$14.6 million**
- 25.5% gross revenue directly from trail users (Great Allegheny Passage Economic Impact Study)
- Total amount of sales by trail users - **\$3.6 million**



Downtown Winter Garden Results

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.

Category	Unit	2010
Total Employment	Jobs	61
Output of Sales	Millions of Dollars	\$5

Feedback and Recommendations

- Mile markers along the trail and local/cross jurisdictional way-finding
- Connect Little Econ and Cady Way
- Connect public transportation to trails
- Partner with local business to enhance trails and parks
- Enhance community and business area connectivity to the trail

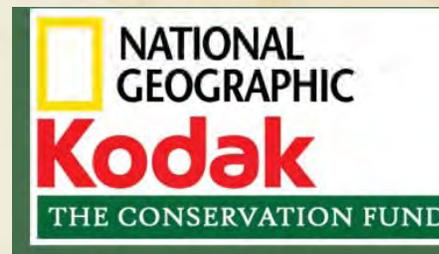


...More Trails!



10/14/2010

Thank you to our funding partners:





Celebrating 50 Years

Tara McCue, AICP – Project Manager
Elizabeth Rothbeind – Economic Development Specialist