

Seminole County Trails

The Gateway to a Healthier Economy

Presented by:

Bryan Nipe, ASLA, LEED AP
Greenways and Natural Lands Manager
and
Davia Moss, CPRP
Business Operations Program Manager



Overview

- Trails: Current product packaging
- Repackaging trails as a unique destination for visitors
- Instrumental program and marketing partners
- Overview of the destination marketing program

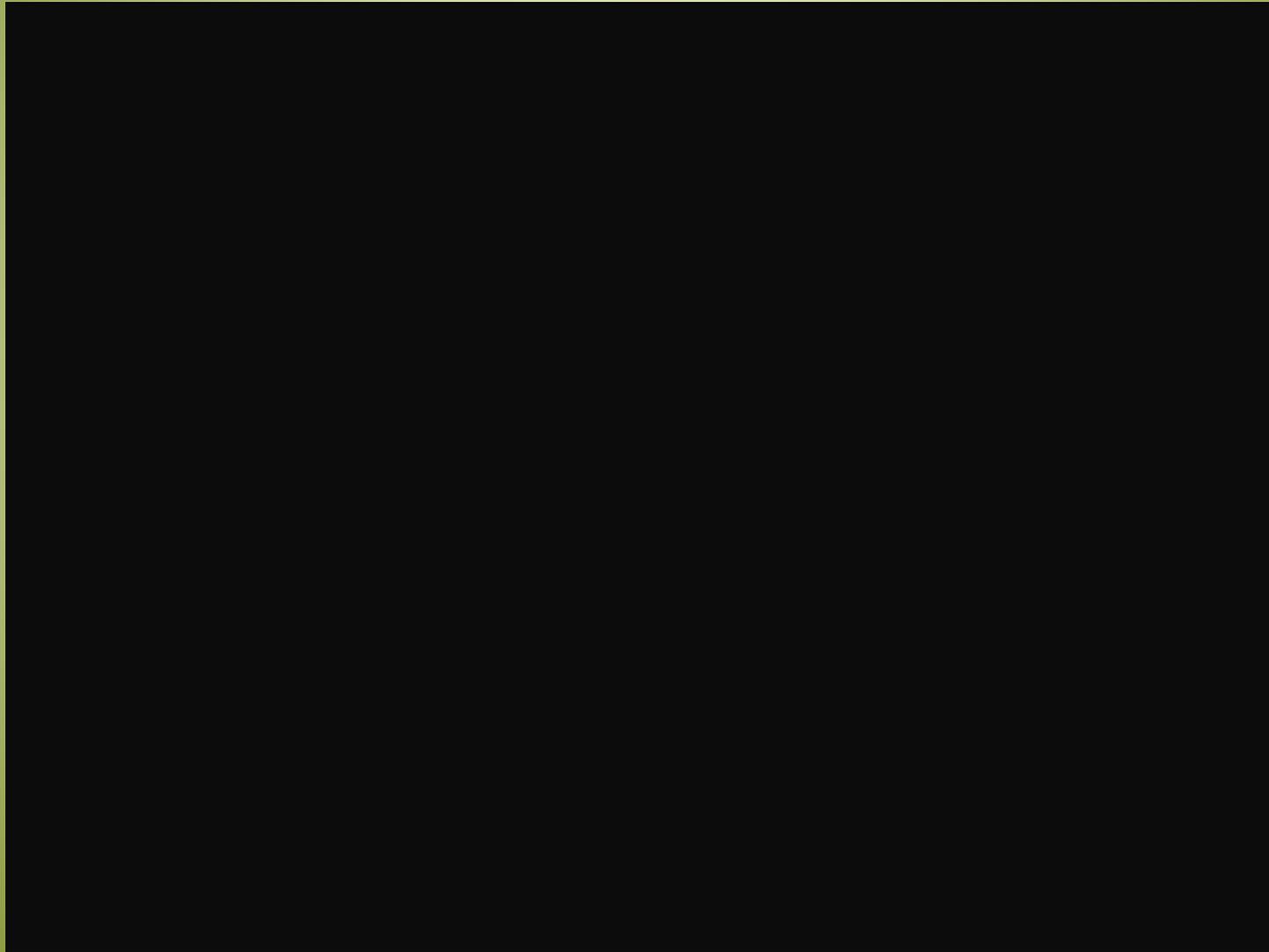
Trails: features

MAP LEGEND:

- | | | |
|-----------------------|--------------------------|-----------------------------|
| FLORIDA | CROSS SEMINOLE TRAIL | KENNEE TRAIL |
| NATIONAL SCENIC TRAIL | CROSSINGS/RINEHART TRAIL | SANFORD RIVERWALK |
| | FLAGLER TRAIL | SEMINOLE WEKIVA TRAIL |
| TRAIL ENTRANCES | SPECIALTY PARKS | WILDERNESS AREAS & PRESERVE |
| BOAT RAMPS | NEIGHBORHOOD PARKS | CONSERVATION AREAS |
| COMMUNITY PARKS | MUSEUM | |



Trails: current product packaging



Trails: current product packaging



Product position

- Convenience & safety
- Uniqueness
- Value

Trails: current product packaging



Seminole County hosts over 60 miles of interconnected trails that offer a variety of vistas -- from parks, wilderness areas and historical sites to interesting architecture, shops, dining and entertainment.

REpackaging trails as a unique destination



Positioning

- Convenient and safe
- Unique
- Value

PLUS

- Florida Trail Gateway Community
- Award-winning
- Added amenity for sporting events and convention visitors

Florida Trail Gateway Community

Benefits

- Alliance builds marketing position
- Cross marketing to reach additional audiences
- Alliance Increases ability to secure grants
- Alliance builds volunteer support

Seminole County is working toward being the 1st Gateway County!



Award-winning



Seminole County Parks Receives "It Starts in the Parks" State Award

Seminole County Leisure Services was voted among the best in the State for the promotion of its parks and recreation programs. The County competed against more than 160 agencies for the Florida Park Association's "It Starts in the Parks" award. The award is given to the agency that best promotes the benefits of parks and recreation to the community. The award is given to the agency that best promotes the benefits of parks and recreation to the community.

tion, economic development, health, heritage and nature. These messages tie into the overall statement that Florida's Future is in our parks, open spaces and recreation programs. The campaign started with the objective to

Parks & Recreation

Congratulations to the Following Agencies for Achieving National Accreditation on October 13-14, 2009

Seminole County Dept. of Leisure Services, FL
(Initial Accreditation)
Visit Team - Jim Grove (Chair), Janis Wood, Bill Tschirhart

SEMINOLE COUNTY
REGIONAL
CHAMBER OF COMMERCE

Seminole County Leisure Services Earns National Recognition Benefiting Residents Tuesday, October 20, 2009 - Seminole Sanford, FL 32771 - October 16, 2009 - Seminole County Leisure Services Department is one of only 86 agencies nationally to earn recognition from National Recreation and Park Association's Commission for Accreditation of Park and Recreation Agencies (CAPRA).

Sporting Events

THE UNRIVALED LOCATION FOR YOUR NEXT SPORTING EVENT

From world-class facilities to a countywide support staff, Seminole County has everything you need to make your next sports event a success. You will also enjoy all of the advantages of our Central Florida location – easy access, great weather, top attractions – all at an incredible value. It's why Seminole County has been chosen time and time again to host national and international competitions. And why Olympic champions have trained on our fields.

Convenient location: Minutes from I-4, major airports and Orlando's top theme parks. Within an easy drive to Daytona Beach.

Outstanding customer service: Countywide support staff to help you plan your event. On-site facility staff to help set up, assist during event and break down.

Affordable pricing: Some of the most competitive rates in the Southeast U.S. and hotel rates about one-third less than other Central Florida hotels.

Facilities for champions: Extensive experience and proven success in hosting a wide variety of professional sports events. Diverse offering of courts, fields, gyms, parks, lakes and stadiums.

SOCCER SOFTBALL BASEBALL TENNIS FISHING LACROSSE/FIELD HOCKEY ADVENTURE RACING AQUATICS FLAG FOOTBALL/RUGBY





**Added amenity for sporting events
and conventions**

Seminole County Trails Gateway Community Marketing Program



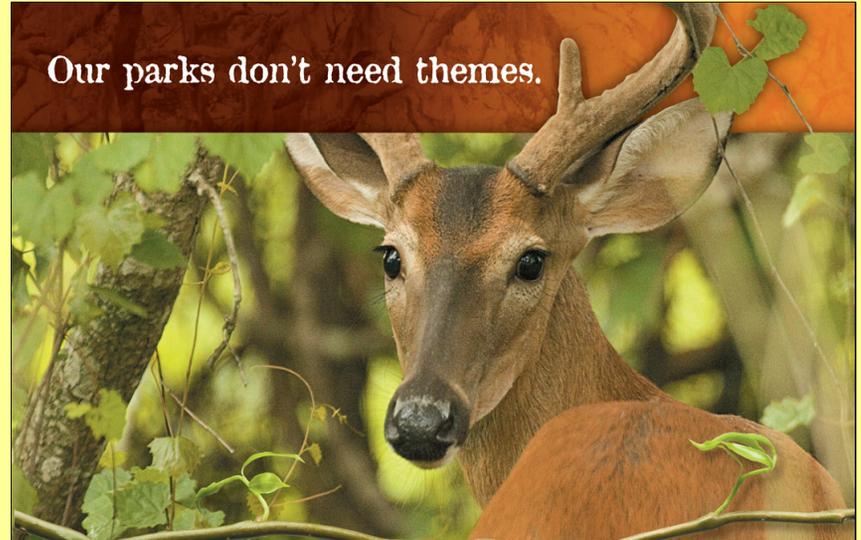
Our attractions have more bite.



Just beyond Orlando's theme parks, Seminole County puts you within minutes of some of the best natural attractions Florida has to offer. From enjoying the Florida Birding Trail, to canoeing wild rivers, to spotting gators on an airboat tour, Seminole puts nature nearer. So come discover a place just out of town, but more to sink your teeth into.



Our parks don't need themes.



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www.VisitSeminole.com
1-800-800-7832

The perfect place for groups to get out of their shell.



Just beyond Orlando, Seminole County offers a natural wonderland that's the ideal place for your group to reconnect. Discover a less crowded, more relaxing environment, lower hotel rates and top theme parks minutes away. As small group experts, we can help you plan the best get-together ever for a great price. So come enjoy a slower pace.



1-800-800-7832

Book a weekend stay and get your 3rd night free! Visit www.AFreeNight.com to learn more.

Branding

The possibilities
are wide open.

Find attractions
with more bite in
Seminole County.

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Florida's Natural Choice
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Branding


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Branding



Target Audiences

- Leisure market
- Niche market: Nature enthusiasts
- Sports marketing through CVB channel
- Convention marketing through CVB channel
- Hotel channel
- Hospitality and service business channel along the trail system

Leisure Market & Nature Enthusiasts

Alliance marketing with Florida Trails Association, 7 cities in county and Seminole County CVB.

- Collateral
- Website cross promotion
- SEO
- Weekly weekend event mass e-mail blast for the local visitor

CVB Channel

- Nature-based collateral
- Electronic sports guide
- Trade Shows and other event recruiting efforts
- Emphasis on trails as unique feature for sporting or convention experience
- Weekly weekend event mass e-mail blast
- Outdoor adventure blog on website

Hotel, Hospitality and Service Business Channels

- Rentals and exercise gear for trail users.
- Gateway participant sticker in business window for specials and discounts for trail users.
- Solicit sponsorships to underwrite costs of promotion materials.

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