NORTHEAST FLORIDA

TRAIL ITINERARY WORKSHOPS

The Regional Community Institute of Northeast Florida, in collaboration with the Northeast Florida Regional Council and your local destination marketing organization, is hosting trail itinerary development workshops in the seven counties of Northeast Florida (Baker, Clay, Duval, Flagler, Nassau, Putnam, and St. Johns).

The people of Northeast Florida have invested in trails, parks, and open space, but many don't know about their community's outdoor resources and recreational opportunities. The workshops intend to convene stakeholders and interested citizens in each county to assist in developing trail itineraries that residents, visitors, and outdoor enthusiasts can use. An itinerary is a detailed plan for a trip to a trail that includes information about access, amenities, safety considerations, historical/cultural attributes, the environment, and local plants and animals.

If this interests you, please register for an upcoming trail itinerary workshop in your county!

WORKSHOP CONTACTS

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Hon. Robbi Correa
Mayor, City of Palatka
Board Member of the Regional Community Institute of NE Florida

NEFRC
NORTHEAST FLORIDA REGIONAL COUNCIL

RCI
Regional Community Institute of Northeast Florida, Inc.

Workshop Registration Links

Baker County - Thursday, January 30, 2025, from 9 am to 12 pm
Baker County Administrative Building, 55 N 3rd Street, Macclenny, FL 32063
Eventbrite Registration Link: **To Register, Click Here**

Clay County - Tuesday, January 14, 2025, from 9 am to 12 pm
Fleming Island Library, 1895 Town Center Blvd., Fleming Island, Florida 32003
Eventbrite Registration Link: **To Register, Click Here**

Duval County - Monday, February 10, 2025, from 1 pm to 4 pm
Jessie Ball duPont Center, 40 E. Adams St., Jacksonville, Florida 32202
(Lecture Hall Room 208)
Eventbrite Registration Link: **To Register, Click Here**

Flagler County - Wednesday, January 22, 2025, from 9 am to 12 pm
Tourism Development Office, 120 Airport Road, Suite 3, Palm Coast, Florida 32164
Eventbrite Registration Link: **To Register, Click Here**

Nassau County - Wednesday, February 12, 2025, from 1 pm to 4 pm
James S. Page Government Complex, 96135 Nassau Place, Yulee, FL 32097
Eventbrite Registration Link: **To Register, Click Here**

Putnam County - Tuesday, January 21, 2025, from 1 pm to 4 pm
Putnam County Government Complex, 2509 Crill Avenue, Suite #100,
Palatka, FL 32177
Eventbrite Registration Link: **To Register, Click Here**

St. Johns County - Tuesday, February 18, 2025, from 1 pm to 4 pm
Wind Mitigation Building, 3111 Agricultural Center Drive,
St. Augustine, Florida 32092
Eventbrite Registration Link: **To Register, Click Here**

WHO SHOULD ATTEND?

Outdoor Travel & Outfitters

Tourism & Marketing

Parks & Recreation

Trail and Outdoor Advocates

Local Government

Interested Citizens

Workshop Details

Workshop Agenda: 3-hour delivery

Time	Topic
5 Minutes	Welcome & Introductions
10 Minutes	Workshop Intent, Outcomes, and Expectations
15 Minutes	Mapping Exercise – Identify Local Places to Highlight in the County
60 Minutes	Group Breakout #1: Develop Draft ½-Day Itineraries
	Presentation and Feedback on ½-Day Itineraries
	Update Draft Itineraries Based on Group Feedback
60 Minutes	Group Breakout #2: Develop Draft Full-Day Itineraries
	Presentation and Feedback on Full-Day Itineraries
	Update Draft Itineraries Based on Group Feedback
20 Minutes	Group Discussion on Multi-Day Itineraries
10 Minutes	Next Steps & Final Thoughts
	Adjourn

WORKSHOP INTENT, OUTCOMES, AND EXPECTATIONS

Intent - Convene stakeholders in each county to assist in developing draft trail itineraries that residents, visitors, and outdoor enthusiasts can use.

* Overland Trail & Paddle Trail Considerations

Outcomes - The workshop will result in multiple draft trail itineraries for each county (½-Day, Full-Day, and Multi-Day Itineraries)

Expectations - Breakout groups will complete draft trail itineraries. A “Trail Itinerary Worksheet” will be provided to ensure a holistic approach and uniform information collection across all itineraries.

Mapping Exercise: NEFRC staff will implement a group exercise to identify local trails/places that should be highlighted in the county. This will be done through a dot-and-map activity to identify and name specific locations or trails. The locally identified locations will serve as the basis for developing trail itineraries. The goal is to narrow our scope and focus on the primary areas to highlight during our short time together.

Group Breakouts: Attendees will break into small workgroups to develop trail itineraries unique to their jurisdiction/county. A "Trail Itinerary Worksheet" will be provided to ensure a holistic approach and uniform information collection across all itineraries. Breakout Groups will briefly present their itineraries for group feedback. Time will be provided to amend the itineraries based on group feedback. This process will be replicated for the ½-Day and Full-Day Itineraries.

Group Discussion on Multi-Day Itineraries: NEFRC staff will facilitate a group discussion on creating some multi-day itineraries using the results of the ½-Day and Full-Day itineraries. What itineraries naturally fit together?

Next Steps:

- Attendees will provide recommendations on suggested marketing and promotional efforts.
- NEFRC staff will take draft itineraries and formalize/standardize the look across all itineraries in the region.
- NEFRC staff will work with local destination marketing organizations to identify amenities near the location, such as lodging, food, and other notable amenities that can be included on the itineraries.
- NEFRC staff will work with local destination marketing organizations on outreach and marketing activities.