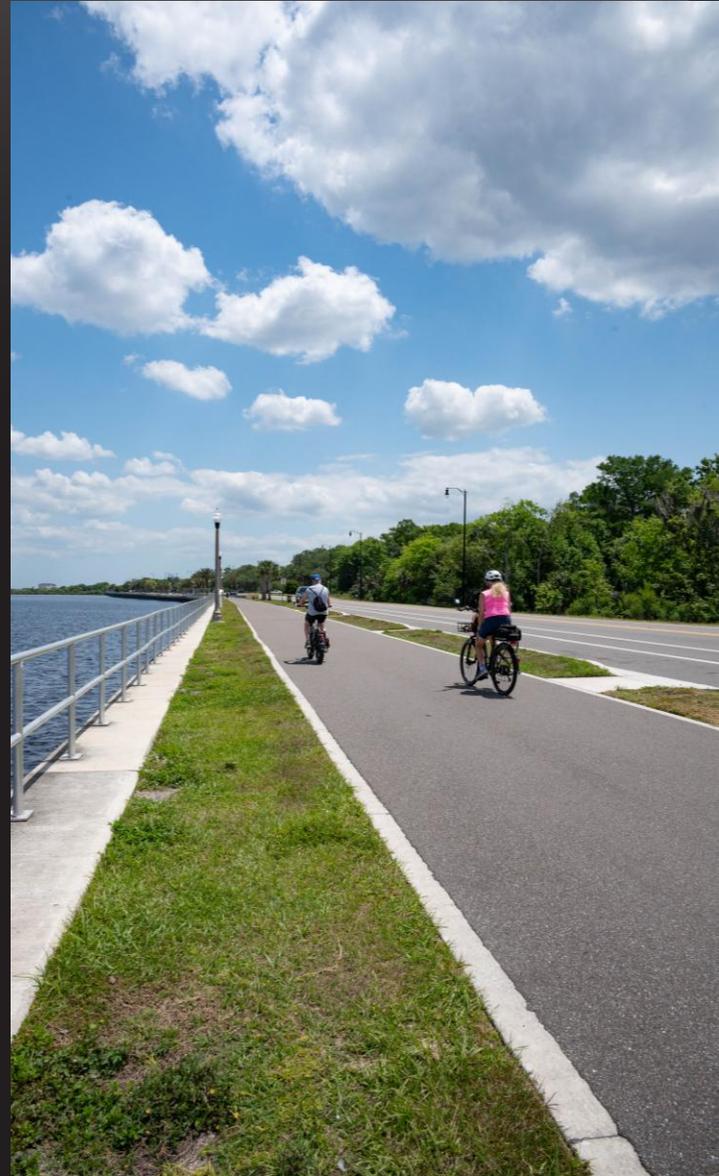


SANFORD FLORIDA

**CITY OF SANFORD
TRAIL TOWN**

July 9, 2025



SANFORD FLORIDA

Location & Stats

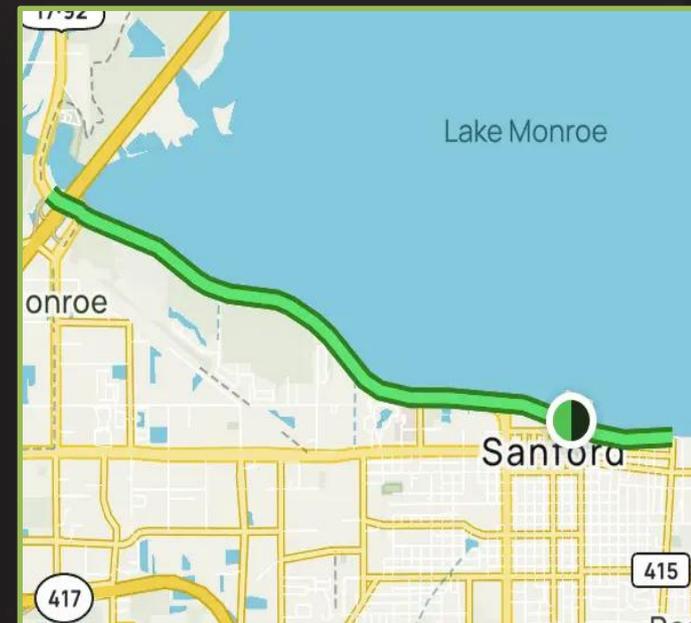
- The City of Sanford is located about 20 miles NE of Orlando in Seminole County.
- 2023 population was 65,394 residents.
- Downtown Sanford is located just a few miles off the Coast to Coast/ St. Johns River to Coast Loop.



SANFORD FLORIDA

Trails & Connectivity

- **Sanford RiverWalk** – The main local trail managed by the City. 4.5 miles in length, all paved, along the south shore of Lake Monroe. Connects to the Coast to Coast at the I-4 overpass.
- SR 415 Trail (4.5 miles away)
- Spring to Spring Trail (5 miles away)
- Cross Seminole Trail (8 miles away)
- Seminole Wekiva Trail (10 miles away)
- East Central Regional Rail Trail (11 miles away)



SANFORD FLORIDA

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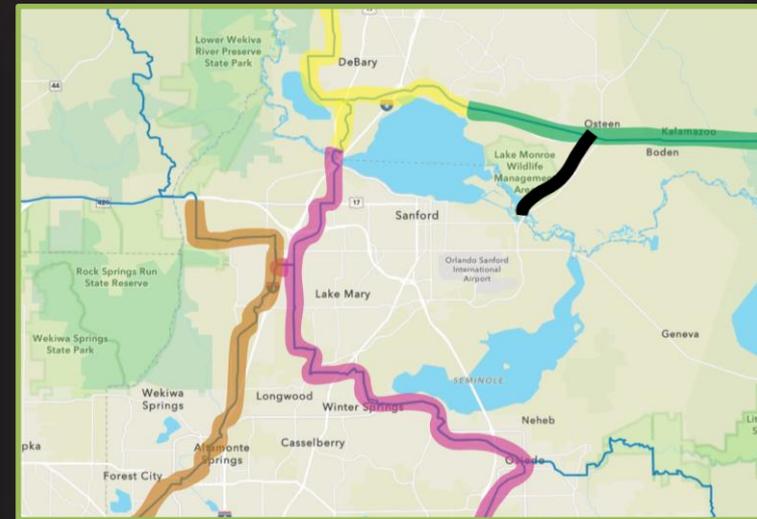
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SANFORD FLORIDA

Sanford RiverWalk



SANFORD FLORIDA

Sanford RiverWalk



Sanford RiverWalk

RiverWalk Amenities

- Shade structures with swing chairs.
- Pizza & pasta restaurant directly on trail (with bike rack).
- Many benches and trash receptacles.
- Public restrooms & water at Fort Mellon Park, brand new additional public restrooms further down trail are about to open.
- Popular houseboat Airbnb docked on Lake Monroe, steps from trail.



SANFORD FLORIDA

Sanford RiverWalk

RiverWalk Safety

- Streetlights along entire length.
- Raised crosswalks from trail to town (some with flashing lights).
- Local Police Department rides the trail on police bicycles.
- Hospital is located directly on the trail.

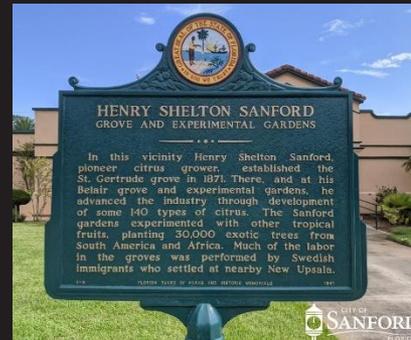


SANFORD FLORIDA

Sanford RiverWalk

RiverWalk Points of Interest

- Sanford Museum
- Fort Mellon Park & Splash Pad
- Central Florida Zoo & Gardens
- Veterans Memorial Park
- Sanford Marina



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Fort Mellon Park



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Downtown Sanford Signage



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Sanford History & Culture

- Historical markers throughout town
- Pathways to History info signs/QR code tour
- 430+ Historic buildings
- Arts & Culture Center
- Story map history tours of Georgetown community & Commercial Historic District on City's website



SANFORD FLORIDA

Sanford Community Amenities

- Public Library located less than ¼ mile from trail
- Visitor Information Center with Wi-Fi, restrooms, and plentiful information about the City
- Numerous local restaurants, breweries, shops, art galleries, and businesses
- Sanford History Museum
- Central Florida Zoo
- Local grocery shop and US postal office
- Independent pharmacy
- 27 local parks managed by the City
- Unique, charming shops & restaurants in Downtown Sanford



SANFORD FLORIDA

Sanford Community Amenities



SANFORD FLORIDA

Sanford Community Amenities



SANFORD FLORIDA

Sanford Community Amenities



SANFORD FLORIDA

Sanford Community Amenities



SANFORD FLORIDA

Sanford Community Amenities



THE CITY OF SANFORD PUBLIC ART COMMISSION INVITES YOU TO
Celebrate the Arts!
IN SANFORD

Art Enriches Everyone



SANFORD FLORIDA

Sanford Community Amenities



Sanford Parking

- At this time, all public parking in Sanford is free.
- In addition to what is shown on the map, parallel parking spots are located along most of the Riverwalk.



SANFORD FLORIDA

Sanford Community Events

- Over 125 events held annually
- Some key events with estimated attendance :
- Star Spangled Sanford – July 4th on the RiverWalk
 - 50,000
- St. Johns River Festival of the Arts
 - 50,000
- Sanford Porchfest
 - 20,000
- Pints & Paws
 - 9,000
- Sofa & Suds
 - 3,000
- Sanford's Ride to Freedom – group bike ride organized by Bicikleta Bike Shop, celebrating Florida's Emancipation Day
 - 500



Photo Credit: Bicikleta Bike Shop

SANFORD FLORIDA

Enhancing Visitor Experiences Through Trail Town Destination Marketing Initiatives

Orlando North, Seminole County is the Official Destination Marketing Organization (DMO) of Seminole County.

- Dedicated to promoting our area as a **vibrant** and **welcoming destination** for all visitors.
- Proudly position ourselves as a destination that prioritizes our **natural lands** and **eco-tourism**.
- Our commitment extends to both our **leisure traveler markets** and our **sports tourism** visitor markets
 - Offering a **unique blend of experiences** that highlight our **natural beauty** & incredible **outdoor activities**



ORLANDONORTH
SEMINOLE COUNTY

ORLANDONORTH
SEMINOLE COUNTY SPORTS

SANFORD FLORIDA

ORLANDO NORTH
SEMINOLE COUNTY

Trail Town Destination Marketing Initiatives

The Trail Town Designation would further elevate our ongoing tourism efforts by enhancing the visitor experience through targeted marketing initiatives.

- Highlight **Trail Town experiences** across **sports & leisure social media** and **web-based platforms** + additional **exposure** for **visitor-focused trail-related events** on our **Events Calendar**
- Collaborate with our **local accommodation partners & businesses** to create **compelling narratives**.
 - Leverage our **local creators** and **influencer programming** to showcase **authentic visitor experiences**.
 - Incorporate **multi-day trail-friendly experiences** into our **Do Orlando North #LikeALocal** itinerary campaigns
- Include additional **trail resources** within our updated **Visitor's Guide** (print & digital)
- Work alongside **community engagement leaders** (Parks & Rec Dept, Communications Dept, Main Street Programs, & local municipalities) to help **tailor visitor messaging** through **local voices** to foster **community ownership & pride** throughout Trail Town initiatives.



SANFORD FLORIDA



SANFORD FLORIDA

Questions?

