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Abstract: The Gadsden County GeoTourism & Agritourism Trail Initiative

Project Overview: This project proposes the development of a comprehensive GeoTourism and Agritourism Trail for Gadsden County, Florida, designed to leverage the region's unique historical assets and agricultural heritage to stimulate local tourism. By curating a dedicated trail presented through professionally designed booklets and brochures, the initiative seeks to bridge the gap between Gadsden's rural identity and the modern "heritage traveler," encouraging visitors to explore the county's diverse municipalities beyond the main thoroughfares.

Objectives and Methodology The primary objective of this phase is to conduct a high-level feasibility study through a collaborative, in-person stakeholder summit. Key partners/representatives from Economic Development, City Commerce, Tourism Development, Chattahoochee Mainstreet Development, Quincy Mainstreet Development, Havana Mainstreet Development, Quincy County Chamber of Commerce, and Historic Preservation, will convene to:

- Identify and vet high-impact historic and agricultural sites for inclusion.
- Evaluate the infrastructure requirements for increased visitor traffic.
- Establish a sustainable funding model for the design, publication, and distribution of physical and digital collateral.

Expected Outcomes The initiative aims to produce a tangible **GeoTourism Trail Booklet** and a portable **Trail Brochure** that serve as both navigational tools and educational resources. By highlighting the county's "sense of place," the project aims to increase visitor dwell time, support small businesses in city centers, and preserve Gadsden County's cultural narrative for future generations. Success will be measured by the consensus reached during stakeholder discussions and the subsequent procurement of production funding.