



# Pinellas County

315 Court Street, 5th Floor  
Assembly Room  
Clearwater, Florida 33756

## Staff Report

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**File #:** 16-428A, **Version:** 1

**Agenda Date:** 3/29/2016

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**Subject:**

Presentations and Awards:

Water Conservation Month Proclamation

Doing Things Employee Recognition - Carol Gray, Parks and Conservation Resources

Presentation of a Proclamation to the Board:

Pinellas Trail 25th Anniversary Recognition - Florida Greenways & Trails Foundation

Partner Presentation:

Bikepath Country - Ivan Bellotto, President



## Program

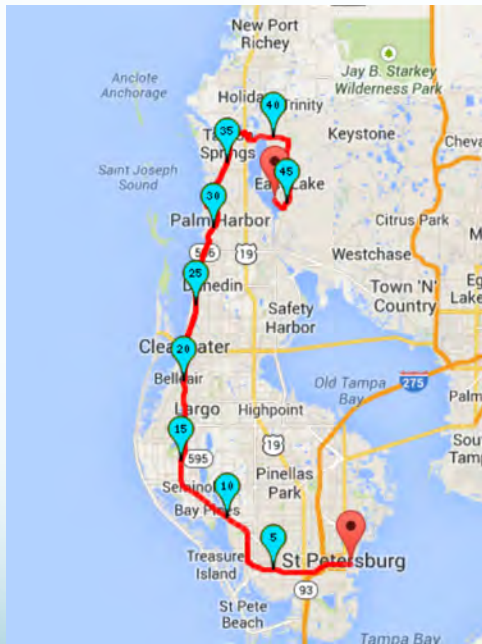


Bikepath Country is the only company of its kind to specialize in sponsorship of trails and greenways. The socially responsible partnership program allows companies and organizations to sponsor one or multiple new signs.

The sponsorship program and smart signs become a partnership between the municipality and Bikepath Country. Bikepath Country works closely with municipalities to select sponsorship opportunities that work for the trails, choosing options that work with the natural environment and provide a benefit to the end user.



# Sign Locations



Toured path to  
inspect sign location  
& GPS locations.



# Sole Source Contract



Responded to SOLE SOURCE CONTRACT, awarded to Bikepath Country Florida LLC. Sole Source includes 30% of the net revenue going back to the county and the signs under this contract become part of the county's property.





# Removal of 27 signs



# Sign Before & After



Sign Locations



# Sales sponsors / media kits

NATIONAL SALES.



Local Sales: Daniels and Company







- When working with Bikepath Country, the trail owner can be as engaged as desired. If less engagement is preferred, Bikepath Country is equipped to coordinate the entire project, selecting designers and printers, getting sponsors, installing amenities and developing a maintenance plan.



# 25<sup>th</sup> Anniversary



Placed 25th anniversary information alerting information about event in signs.



# Create a Smart Trail


Trail users can tap or scan the mTAGs with their mobile device to obtain relevant information such as weather updates, nearby restaurants and local activities related to their location along the trail. The mTAGs can also be used for fitness challenges, with users tapping or scanning in at the start of their exercise routine and doing so at each sign along the way. At the end of the workout, the user will be able to see how far they have traveled and how they've done compared to others.

**Discover the area and get access to exclusive content.**

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**How-to tap NFC:**  
Unlock your mobile phone  
Enable NFC in the settings  
Touch the phone back to the NFC mTAG area

**How-to scan QR barcode:**  
Unlock your mobile phone  
Open a QR reader app  
Don't have one? Go to [getdecode.com](http://getdecode.com) to download the **Decode** app.  
Scan the QR barcode using the QR reader app



**BECOME A TRAIL SPONSOR**  
CALL: 1.855.924.5372

# Beacons

*Blue Bite*



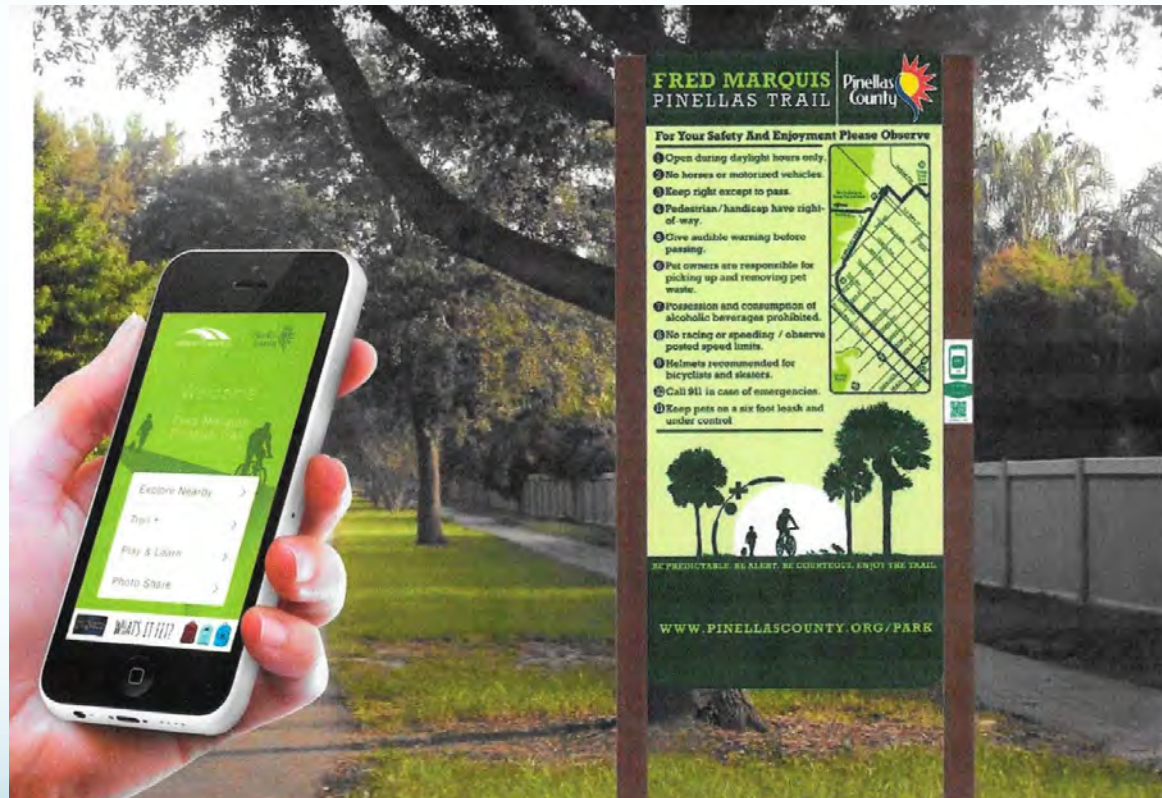
Made Pinellas trail smart trail with BLUE BITE MEDIA deploying essa Beacons at all 27 signs furthering mobile experience.



# mTag

Tap or Scan the mTAG to gain access to useful and relevant content as users explore the trail.

Users will continue to reference the mobile experiences long after the initial tap.



# Using the mTag





# Trail Information



**bikepath country®**  
sponsoring paths for the future.





Joined ST. PETE CHAMBER to expose local clients to sponsor a sign and mobile exposure opportunities.

Planning an event with the chamber to introduce program & bright spot Monday exclusive email to 1,600 members .





