



RT07 Stakeholders Session

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What is the OFSC?

- * **Mission:**

- * The Ontario Federation of Snowmobile Clubs is a volunteer led not for profit association which, through strong leadership, provides a wide range of programs and services to, and on behalf of its member organizations.

- * **Vision:**

- * Our provincial network of organized recreational snowmobile trails connects Ontario communities providing responsible riding experiences that are safe, enjoyable and environmentally sustainable.

OFSC *By the Numbers*

- * 32000 km of Signed & Groomed Trails
- * 350 Grooming Tractors
- * 217 Community Based Clubs in 16 Districts
- * 6500 Local Club Volunteers
- * 85000 Seasonal & Tourism Trail Permits
- * \$1.2 Billion Annual Economic Impact



OFSC – *Resetting Perspectives*

- * OFSC organizational perspective is traditionally **Recreational** in nature.
 - * I.e. We have built a world class trail system.
- * Shifting to a **Tourism** perspective.
 - * A “tourist” on a snowmobile is defined as anyone that is within 30km of home.
- * Developed an OFSC Tourism Strategic Plan in 2011



OFSC Tourism Strategic Plan (2011)

With respect to Ontario organized snowmobiling tourism, we are in the business of providing a range of enjoyable winter experiences that enable tourists to discover the “unseen” (off road) Ontario.



- * The OFSC & its partners/stakeholders will work collaboratively to provide:
 - * World Class snowmobile trail riding.
 - * Packaged experience options that attract participation from tourists with and without their own sleds.
 - * Convenient & high quality information, services & amenities.
 - * Promotion of local communities & service providers who are geared to meeting snowmobiling tourists' needs.

Future Opportunities?



- * New focus for Ontario Snowmobiling.
- * New direction will assist in developing a better product for the touring rider.
- * Significant economic benefit for our rural communities.

Challenges?



- * Engaging & Coordinating Stakeholders
 - * OFSC Clubs
 - * Local businesses
 - * Municipalities
 - * Rental/Tour Operators
 - * Tourism

OFSC District 9 & RTO7

- * What do we have to offer?
 - * A product that has the ability to drive the winter economy in our area.



OFSC
District 9

Ride More Drive Less

District 9 & RTO7

- * What do we need from RTO7?
 - * Resources & Marketing!
 - * With local residents to embrace snowmobiling.
 - * With snowmobilers from outside our area (great snow is closer than they think).
 - * With local businesses to help them become snowmobile friendly.
 - * With local municipalities to help them understand the economic benefits to their area.