

RTO7 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 District 9



- * 3094 km of Signed & Groomed Trails (76% in RTO7)
- * 33 Grooming Tractors (23 in RTO7)
- 29 Community Based Clubs (21 in RTO7)
- 580 Local Club Volunteers (440 on RTO7)
- * 7600 Seasonal & Tourism Trail Permits (approx. 5800 in RTO7)
- * Annual Economic Impact ?? That's up to us!



OFSC – Resetting Perspectives

- * OFSC organizational perspective is traditionally **Recreational** in nature.
 - * Ie. 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.

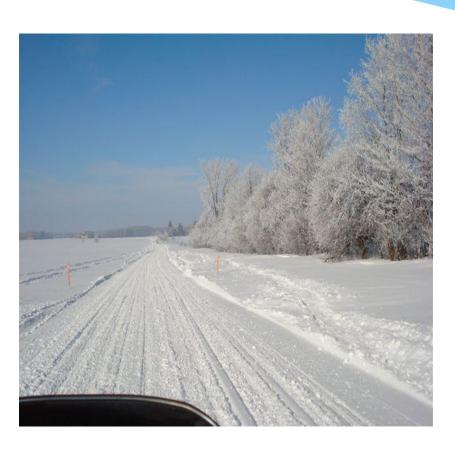
Future Opportunities?



- * 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.



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.

