



A Volunteer Organization  
Une organisation bénévole

# 2019

## ANNUAL REPORT

2020

# CORPORATE PARTNERS

The inclusion of Corporate Partners to the New Brunswick Federation of Snowmobile Clubs, "A Volunteer Organization" (NBFSC) each winter provides volunteers with resources to improve trail grooming, signage and infrastructure on The NBFSC's 8090 kilometers of White Gold trails.

The NBFSC, member clubs and the volunteers have been providing snowmobilers, tourists,

Governments, and partners with organized snowmobiling for more than (38) thirty-eight seasons.

In reciprocation for our Corporate Partners gracious support, the NBFSC promotes our Partnerships and encourages all snowmobilers to support the Partner's products and services. (Below 2020 Partners)

## EXCLUSIVE PARTNER



### LEVEL 1



### LEVEL 2



J.D. IRVING, LIMITED



### LEVEL 3



### LEVEL 4



### LEVEL 5





# MISSION STATEMENT

The Federation - A Volunteer Organization is committed to constantly enhancing organized snowmobiling. Through supporting clubs, volunteers and landowners and by focusing on partnerships with governments, industry, private corporations and public institutions we will become the premier trails organization in the province for the enjoyment of enthusiasts, tourists and New Brunswickers.

## NBFSC ANNUAL REPORT **PRESIDENT'S MESSAGE** (JUNE -2019)

The 2019 NBFSC Annual Report is completed. The report's purpose is to provide you with a year- round snapshot of the activities, results and efforts of everyone combined to provide riders with an awesome riding experience. Our volunteer's efforts also provide our Federal and Provincial Governments with an economic impact that leads all other winter tourism sectors in New Brunswick and also outpaces all other trail activities and sectors every year.



We are excited that we have completed a new Snowmobile Economic Impact Report in 2019. The financial impact of snowmobiling overall as the 4th season in New Brunswick and from the financial contributions of our volunteers is impressive. All the highlights of the data are contained within these pages.

There are numerous facts and figures in these pages. We encourage you to absorb them, share them and ask questions if any arise. We are proud of our numbers. They are all that more impressive when everyone understands that many of the facts and figures come mostly because of a volunteer labor force combined with a passion to succeed.

The only part of this 2019 Annual Report that is not about the 2019 season is our inside front cover that demonstrates all of the Corporate Partners who will be supporting us in the 2020 Season. We are humbled that we have reached another new milestone of support for 2020. If you are one of our partners, we publicly thank you. If you are a reader of this report, please always support them first.

Finally, the 2019 Annual Report is to be shared. It is prepared for our 50-member clubs, their volunteers, their community supporters, Trail Permit holders and for our Corporate Partners. It has also been distributed amongst numerous departments we partner within our Federal and Provincial Governments.

kindest Regards,  
Scott Ralston, NBFSC President,  
"A Volunteer Organization"





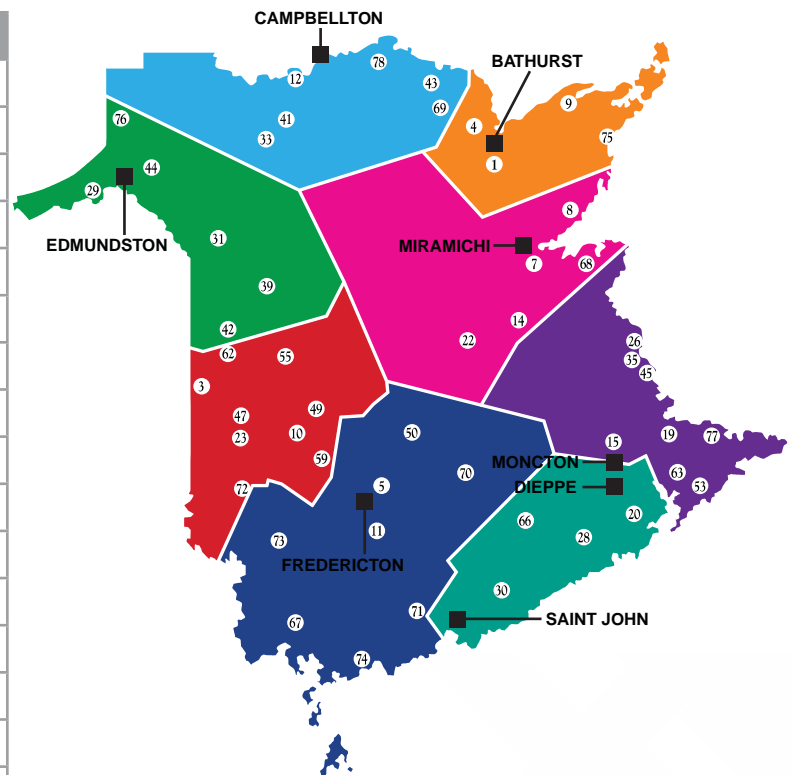
# EXCERPTS FROM FINANCIAL OPERATIONS

REVENUE	BUDGET	ACTUAL 2019	PERCENTAGE
Trail Permits (15 types)	\$1,985,750.00	\$2,690,584.00	65%
License/Registration Rebate	\$425,000.00	\$490,798.00	12%
Trail Groomer Grants	\$-	\$599,490.00	15%
Corporate Partnerships	\$70,000.00	\$164,871.00	4%
Provincial Lottery	\$25,000.00	\$28,753.00	1%
Interest Earnings	\$3,000.00	\$20,876.00	0%
Member Club Dues	\$10,000.00	\$10,000.00	1%
Signage	\$-	\$49,098.00	1%
Amortization	\$-	\$16,945.00	0%
Balance of Revenues	\$2,500.00	\$36,814.00	1%
	\$2,521,250.00	\$4,108,229.00	100%

EXPENSES	BUDGET	ACTUAL 2019	PERCENTAGE
Club Payouts (for Grooming & Signage)	\$1,560,858.00	\$2,338,823.00	56%
Club's Groomer Grants	\$-	\$599,490.00	14%
Club's Office Expenses & Staffing	\$327,392.00	\$331,678.00	8%
Club's Insurances Trail & Groomer Liability	\$126,500.00	\$113,248.00	3%
Club's Trail Signage & Operator Training, Education	\$27,500.00	\$95,962.00	2%
Club's Trail Permits & Service NB	\$96,000.00	\$101,888.00	2%
Club, Board, Gouvernement & Association Meetings	\$90,000.00	\$91,855.00	2%
Club's Maps & GIS Tracking	\$62,000.00	\$59,364.00	1%
Club's Corporate Partnerships	\$52,000.00	\$49,340.00	1%
Club's Reward Program	\$25,000.00	\$25,500.00	1%
Club's Land Leases	\$19,000.00	\$18,118.00	0%
Club's Lottery	\$20,000.00	\$30,010.00	1%
Club's Audit, Legal & Translation	\$29,000.00	\$25,423.00	0%
Clubs-Special Projects	\$65,000.00	\$169,667.07	4%
Depreciation	\$-	\$48,276.00	1%
Balance of Expenses	\$21,000.00	\$59,951.93	1%
	\$2,521,250.00	\$4,158,594.00	100%
Net Loss		(50,365)	

# NBFSC CLUBS BY ZONE

Zone	Club #	Club Name
1	29	Association Sentiers Nord Ouest
1	31	Madawaska-Victoria Snowmobile Trail Assoc.
1	39	Victoria County Snowmobile Club Inc.
1	42	Twin Rivers Snowmobile Club Inc.
1	44	Club des Motoneigistes Du Nord Inc.
1	76	Club des Motoneigistes de la Riviere Verte Inc.
2	12	Restigouche Snowmobile Club Inc.
2	78	Restigouche Timber Trails Inc.
2	33	Club Motoneige St. Quentin Inc.
2	41	Club de Motoneige de Kedgwick Inc.
2	43	North Shore Snowmobile Club
2	69	Supervillage Trailblazers Inc.
3	4	Club Motoneige Chaleur Inc.
3	9	Club Motoneige Nord-Est Inc.
3	75	Club Motoneige Peninsule Acadienne Inc.
4	3	Carleton Borderview Trail Makers.
4	10	Nackawic Sno-Drifters Inc.
4	23	Woodstock Trailmakers Inc
4	47	Northern Lights Trail Blazers Inc.
4	49	Millville Snowhawks Snowmobile Club Inc.
4	55	Aberdeen Snowmobile Club Inc.
4	59	Keswick River Trail Blazers Inc.
4	62	Mountain View Trailmakers
4	72	Canterbury Meductic Fosterville Rec.
5	1	Nepisiguit Sport Lodge Inc.
5	7	Miramichi Valley Snowmobile Club Inc.
5	8	Le Club Autoneige de Neguac Inc.
5	14	Rogersville Snowmobile Club Inc.
5	22	Miramichi Snow-Goers Inc.
5	68	Baie Ste Anne Snowmobile Club
6	15	Moncton / St. Antoine Snowmobile Club Inc.
6	19	Safari 2000 Inc.
6	26	Club Motoneige Ours Polaires Inc.
6	35	Rexton Snowmobile Club



Zone	Club #	Club Name
6	45	Club Motoneige Bouctouche / Ste. Marie Inc.
6	53	Sackville Snow Drifters Inc.
6	63	Memramcook Snowmobile Club Inc.
6	77	Club Motoneige de Cap Pele Inc.
7	5	Fredericton Snowmobile Club Inc.
7	11	Oromocto River Valley Snowmobile Club Inc.
7	50	Nashwaak Valley Fredericton North Snowmobile Club
7	67	St. Croix Ridge Runners Inc.
7	70	Grand Lake Sno-Cruisers Inc.
7	71	Caribou Snow Drifters Inc.
7	73	Southwest Snowmobilers Inc.
7	74	Charlotte County Snow Cruisers
8	20	South Eastern NB Snowmobile Association
8	28	Goshen Snowmobile Club Inc.
8	30	Fundy Trailriders Snowmobile Club Inc.
8	66	Millstream Valley Snowmobile Club



# 2019 CANADIAN TIRE PRESIDENT'S RIDE IN WOODSTOCK



The 2019 annual NBFSC President's Ride was hosted by the New Brunswick Canadian Tire dealers and NBFSC the weekend of January 25th -27th, 2019. The N.B. Canadian Tire dealers - 19 owners - became the NBFSC's Exclusive Corporate Partner in 2017 including their title sponsorship of the annual NBFSC President's Ride.

For 2019 the Zone 4 Clubs were the hosts to provincial Club Presidents, club volunteers, former NBFSC Presidents, other NBFSC Corporate Partners and guests from all over New Brunswick.

NBFSC President (1998-2001), Carl Smidt created the concept of the Annual President's Ride to honor and thank the many volunteers in each member club who provide all of us with the NBFSC trails. All Club Presidents are invited to attend each winter. As well as, NBFSC's Directors, NBFSC Past Presidents, a number of Corporate Partners and the previous season's NBFSC Award winners.





Since the event began more than a decade ago we have unfortunately lost some of our former NBFSC Presidents. Those no longer able to ride with us are Greg Green, Bob Walsh, Carl

Smidt and most recently Gilbert LeBlanc, who passed away in December, 2018. A moment of silence was held to recognize Gilbert, Greg, Bob and Carl for their contributions to our past and our success today. May they all be riding White Gold somewhere better.

Past NBFSC President's joining the 2019 Ride were Brad Mann (2015-2018), Sandy Young (2012-2015), Jody Tower (2010-2012) and John McLellan (2004-2007). The NBFSC has had twelve (12) club volunteers serve as President in our 37 year history including current President, Scott Ralston of Woodstock, NB.

The weekend was capped off with a dinner Saturday evening. Greetings and gratitude were brought forward by President, Scott Ralston. Corporate partners recognized were the Canadian Tire New Brunswick Dealers.



Also acknowledged were the four snowmobile OEMS who provide partnership snowmobiles with supporting NB dealers; Extreme Torque Motorsports /

Hi-Tech Motorsports (Ski-Doo), City Argo Motorsports (Ski-Doo), Patterson's Equipment (Arctic Cat), West End Sports (Yamaha) and Hawkins Equipment (Polaris). The NBFSC thanks everyone for the use of their snowmobiles at this event and throughout the 2019 calendar.

Greetings and appreciation were capped by Mr. Pierre Girard, owner of the Canadian Tire in Athoville, NB who spoke on behalf of the 19 Canadian Tire dealers in NB. He stated they were proud to be the NBFSC's Exclusive Partner and prouder of the work of the volunteers of the Federation.

*Thank you to all the Federation's Corporate Partners and those who took the time to participate.*

*A final and very special thank you goes out to the club's volunteers and club's groomer operators who worked tirelessly the week preceding our event through two storms to enable us to have trails for this season's 2019 Canadian Tire President's Ride.*



# NBFSC

## ANNUAL GENERAL MEETING, 2019



At the end of each snowmobile-winter tourism season the volunteers of the 50-member clubs of the NBFSC hold their Annual General Meeting (AGM). The 2019 NBFSC AGM took place in Miramichi at Corporate Partner and host Rodd Miramichi River Resort on May 4th, 5th, 2019.

The Club's AGM is primarily about planning for the coming winter tourism season; 2020. Below are some of the events and decisions.

The 2020 Trail Permit prices were established by volunteer club's delegates. All Trail Permit types and their corresponding cost will be published on the NBFSC website. They will be available at Service New Brunswick outlets beginning Tuesday October 15th, 2019. As always, non-residents may purchase their Seasonal Trail Permits from their favorite snowmobile club. All Daily Trail Permits are also available from clubs and tourist locations as well as on-line for the second consecutive season.

A new NBFSC Award was established and awarded for the first time ever at this year's AGM. The award is the Bob Walsh Memorial Award for the Club of the Year. President Scott Ralston initiated the creation of this new idea and was pleased to announce the first ever recipient on Sunday's agenda; **Super Village Trailblazers Snowmobile Club.**



### All other 2019 Annual NBFSC Award Winners

The back bone of the NBFSC is our irreplaceable volunteers. We proudly recognize their achievements with our Annual Awards. This year's recipients were:

#### Howard Doucet (Volunteer of the Year)

##### Memorial Award:

Donald Long – Millstream SC

##### NBFSC Groomer Operator of the Year Award:

Norm Purvis – Woodstock SC

##### NBFSC Snowmobile Dealer of the Year Award:

Brunswick Powersports – Beresford – Polaris

##### Wallace Kenny Initiative Award:

Pat Hicks – Yamaha Motor Canada

### 2019 Election – NBFSC Board of Directors and Officers

The 2019 AGM concluded with the election of a new Board of Directors, for 2020.

**Zone 1 Director** – Mario Levasseur, Perth Andover-Edmundston Region

**Zone 2 Director** – Steven Callaghan, Saint Quentin-Campbellton, Jacquet River Region

**Zone 3 Director** – Ronald Lanteigne, Caraquet – Acadian Peninsula Region

**Zone 4 Director** – Greg Grant, Woodstock, Saint John River Valley Region

**Zone 5 Director** – Marc Hannan, Miramichi River-Bathurst Region

**Zone 6 Director** – Marcel Richard, Bouctouche - Sackville Region

**Zone 7 Director** – Jim Connors, Saint John-Fredericton Region

**Zone 8 Director** – Steve George, Sussex-Moncton Region



### The Executive Officers for 2020, elected by the Board of Directors are:

**President**, Scott Ralston of Woodstock, NB

**Vice-President**, Ronald Lanteigne of Caraquet, NB

**Secretary**, Paul Robichaud of Ste Marie de Kent, NB

**Treasurer**, Yves Cormier of Edmundston, NB





# NBFSC GROOMING HISTORY

There are seventy-eight (78) Trail Groomers in the NBFSC, owned collectively by the volunteers of the 50 Member Clubs.

**27 Clubs own 1 Trail Groomer / Drag, or 54%.**

**19 Clubs own 2 Trail Groomers / Drags or 38%.**

**3 Clubs own 3 Trail Groomers / Drags or 6%.**

**1 Club owns 4 Trail Groomers / Drags or 2%.**

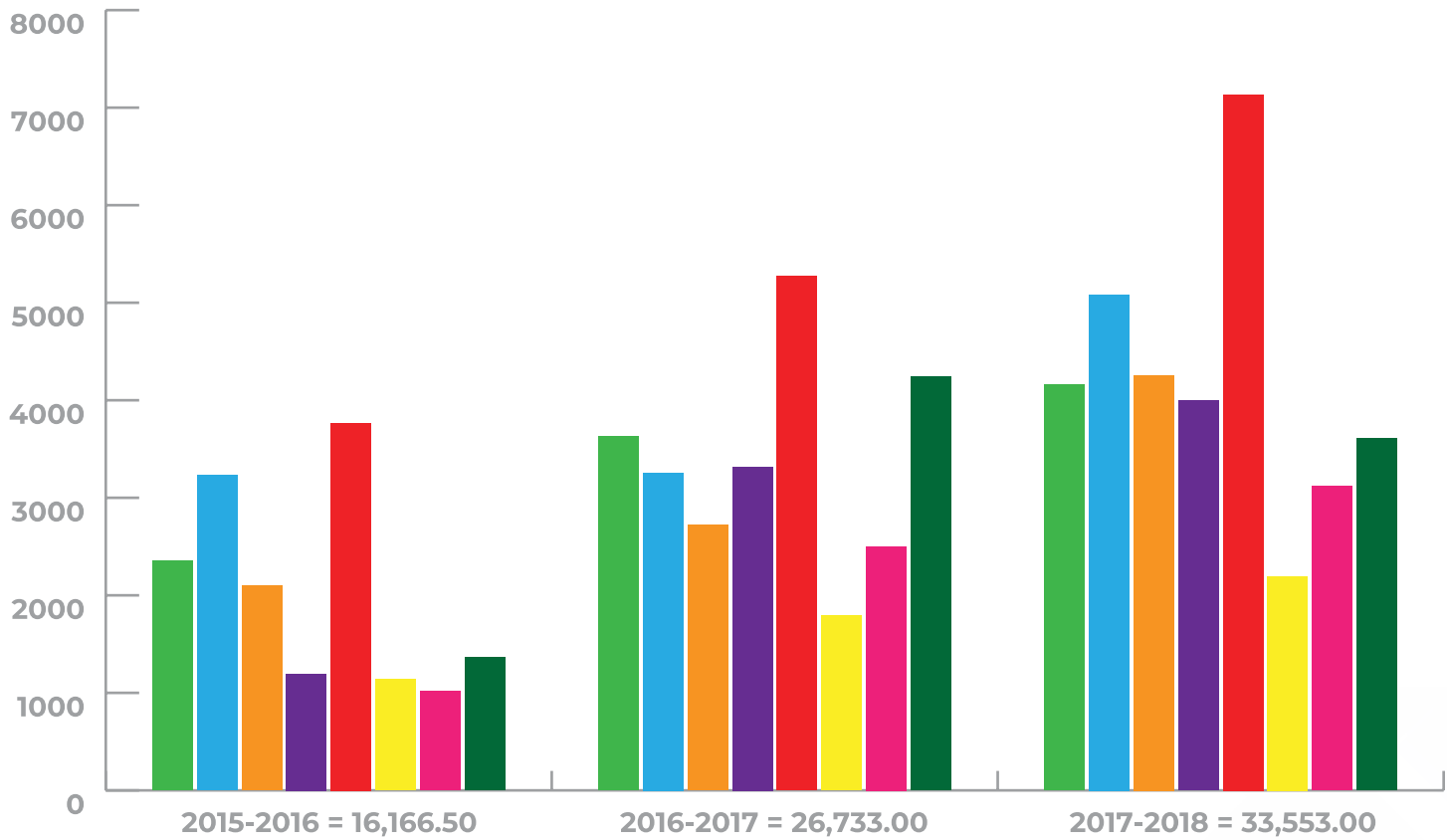
In 1993 when Trail Permits were first introduced as a voluntary user-pay system, the cost before taxes of a 'new' Trail Groomer and Drag was approximately \$ 100,000 per unit; in 2019, the cost before taxes of a 'new' Trail Groomer and Drag is approximately \$300,000.00 per unit.

8430 hours is the single season lowest number of grooming hours ever recorded since 1996, in the 2005-2006 season.

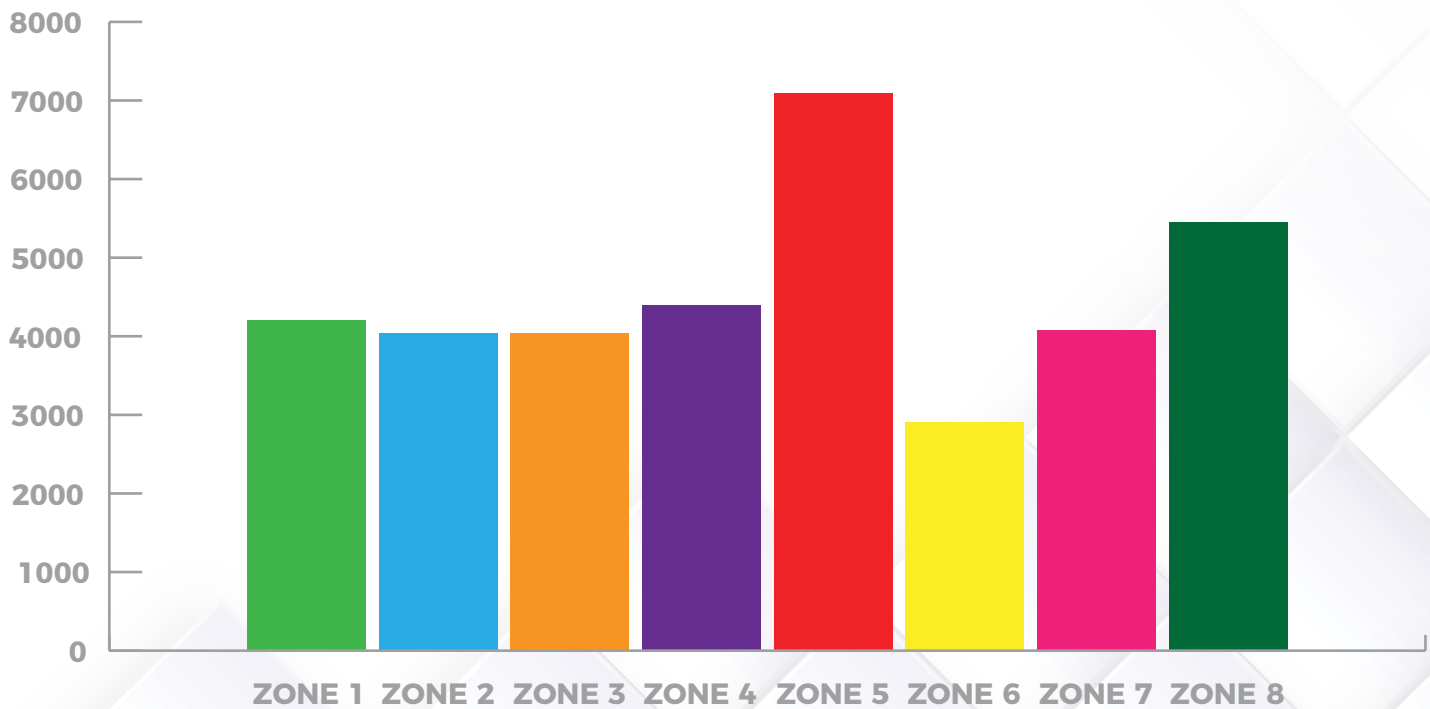
36,212 hours is the single season highest number of grooming hours ever recorded since 1996, in the past season; 2018-2019.

2016- 2018

# GROOMING HOURS BY ZONE



## GROOMING HOURS 2019- 36,212





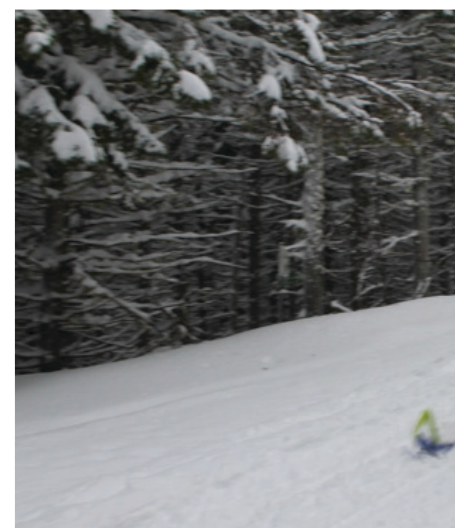
left to right is Hon. Mélanie Joly, NBFSC president Scott Ralston, MP Alaina Lockhart

## NBFSC'S 2019 FEDERAL "GO SNOWMOBILING RIDE"

New Brunswick's Fundy Trail Parkway - January 9th, 2019 - the Hon. Melanie Joly, Federal Minister for Tourism, Official Languages and La Francophonie joined the New Brunswick Federation of Snowmobile Clubs (NBFSC) on their annual "Go Snowmobiling Ride". Minister Joly was joined by Alaina Lockhart, M.P. for Fundy Royal and guests for an afternoon of snowmobiling on NBFSC's trails in the Fundy Highlands.

This amazing turnout is no part due to the success of three previous Federal Go Snowmobiling Rides first held in 2017. In 2017 the NBFSC was the very first snowmobile association in Canada to host a "Go Snowmobiling Ride" with Members of our Canadian Parliament.

The Honorable Melanie Joly represents the federal riding of Ahuntsic—Cartierville in Quebec. A lawyer by training, Minister Joly is



passionate about her city of Montréal and the power of positive politics. Minister Joly holds an Honors Bachelor of Law from Université de Montréal and a Magister Juris in European and Comparative Law from the University of Oxford. She has served as a minister since 2015, and is currently the Minister of Tourism, Official Languages, and La Francophonie.

Alaina Lockhart, M.P. for Fundy Royal hosted the NBFSC's 2019 event and worked diligently to encourage her colleagues to join us after Alaina had so much fun initially in 2017. Our long time partners Adair's Wilderness Lodge at Shepody - located in the Fundy Highlands - acted as our base and primary hosts. In addition to the M.P.s we were pleased to have Chuck Shaw, President of the Fundy Snowmobile Club who with his volunteers prepared the trail route during the snowfall preceding the event. Also joining us was Dave Demerchant, Vice President of the Goshen Snowmobile Club and Pat Hicks, District Sales Manager for Yamaha Motor Canada.

The NBFSC's "Go Snowmobiling Ride" has been in place for over a decade now, and does not happen without the broad support of multiple partners & friends. The International Snowmobile Manufacturer's Snowmobile Association (ISMA) developed the "Go Snowmobiling, Take a Friend" concept in the past decade and the NBFSC has hosted at least one ride every season. In 2012 ISMA awarded the NBFSC with the 'top ride' in

*This amazing turnout is no part due to the success of three previous Federal Go Snowmobiling Rides first held in 2017.*

Canada for our Provincial Rides.

The NBFSC would also like to thank some of our gracious Corporate Partners who we rely upon to host these events. Today, Adair's Wilderness Lodge. The snowmobiles are a partnership with West End Sports, Yamaha Dealer (Guy), Hawkin's Equipment (John) Polaris Dealer, Patterson's Equipment (Bob), Arctic Cat & Polaris Dealer. City Argo - Ski-Doo Dealer (Mark & Kim), Hi-Tech Motorsports and Extreme Torque Motorsports (Jennifer & Tony) and their respective manufacturers; Arctic Cat, Polaris, Ski-Doo and Yamaha.



# NBFSC'S 2019 PREMIER'S "GO SNOWMOBILING RIDE"

Premier Blaine Higgs joined the New Brunswick Federation of Snowmobile Clubs (NBFSC) and our member clubs in Zone 8 at the Goshen Snowmobile Clubhouse in Springdale, NB on Monday February 4th, 2019. The Goshen SC, Club 28 was our host for the annual provincial "Go Snowmobiling Ride" that hosts many of the Provincial MLAs and Government's Ministers to ride with us. Past NBFSC "Go Snowmobiling Rides" have hosted Premier David Alward, Premier Shawn Graham and Premier Frank McKenna during our Snow Trek days.

Joining Premier Higgs from his Government was the Hon. Bill Oliver, Transportation and Infrastructure – Hon. Jeff Carr, Environment and Local Government – Hon. Carl Urquhart, Justice and Public Safety and the MLA for Sussex-Fundy-St, Martins Bruce Northrup. Also

riding with everyone were guests of the Premier and of the NBFSC; Dhuey Pratt, Administrator of the Prince Edward Island Snowmobile Association (PEISA) and Don Stewart, President of the Snowmobilers Association of Nova Scotia (SANS).

The NBFSC, PEISA, SANS and the multiple District Sales Managers from Arctic Cat, Polaris, Ski-Doo and Yamaha formed the Maritime Go Snowmobiling Group more than a decade ago to host rides in each respective Province every winter. Two guests who have been with us at virtually every NBFSC Ride and event in the past decade are Pat Hicks, District Sales Manager for Yamaha Motor Canada and Rick Lingley, District Sales Manager for BRP, Ski-Doo. They are part of the Maritime Go Snowmobiling Family who help us organize and host our annual NBFSC -





Go Snowmobiling event. A very special note of best wishes and gratitude is extended to Rick Lingley, who on March 1st, 2019 is retiring from the Powersports industry after more than a three decade career. Congratulations from the NBFSC.

The NBFSC's "Go Snowmobiling Ride" has been in place for over a decade and does not happen without the broad support of multiple partners & friends. The International Snowmobile Manufacturer's Snowmobile Association (ISMA) developed the 'Take a Friend' concept in the past decade and the NBFSC has hosted at least one ride each season. In 2012 ISMA awarded the NBFSC with the 'top ride' in Canada for our Provincial Rides. Since 2017, the NBFSC also

hosts a Federal 'Go Snowmobiling Ride' in New Brunswick every season.

The NBFSC would also like to thank some of our gracious Corporate Partners who we rely upon to host these events. Choko Motorsports and 509 who provide riding gear each season. West End Sports, Yamaha Dealer (Guy), Hawkin's Equipment (John) Polaris Dealer, Patterson's Equipment (Bob), Arctic Cat & Polaris dealer. City Argo - Ski-Doo Dealer (Mark & Kim), Hi-Tech Motorsports and Extreme Torque Motorsports (Jennifer & Tony) and our Member Club's. Additional support from Arctic Cat, BRP Ski-Doo, Polaris and Yamaha allow us to have snowmobiles for our guests each season.





## ECONOMIC IMPACT STUDY REPORT

In 2019 the New Brunswick Federation of Snowmobile Clubs (NBFSC) undertook an Economic Impact Study (EIS) of snowmobiling activity in New Brunswick. The Department of Tourism, Heritage and Culture (THC) in 2018 agreed to a new template with the provincial Department of Finance to measure the accurate financial impacts of trail activity. The NBFSC utilized a combination of on-line surveys, provincial Trail Counters and the individual data from the purchasers of our 2018 NBFSC Trail Permit sales to residents and tourists.

The real, unquestionable and verifiable results will allow us to produce accurate return on investment ratios not previously available from the provincial Government at THC.

### Results

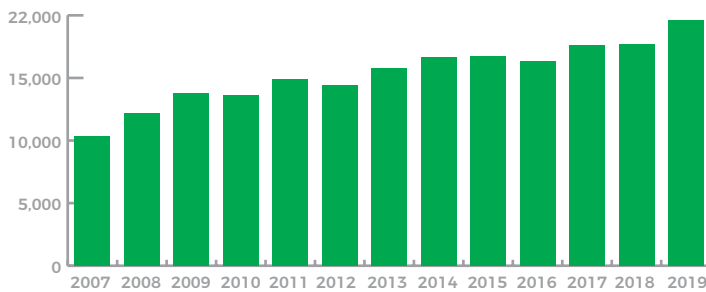
Snowmobile EIS Report  
Based on 19,100 Permit holders in 2018

1. 1. \$24.7 million / Tourism - Visitor Impacts
2. 2. \$36.4 million / Activity - Residents Impacts  
-----\$61.1 million -----
3. 23. \$21.7 million / Volunteer's - Contribution Impacts  
-----\$82.8 million -----

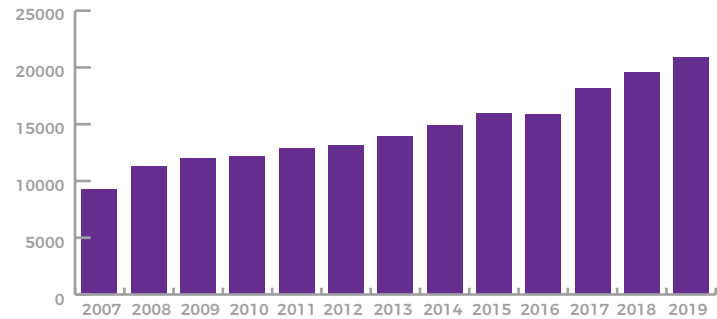
All replies were derived from surveying snowmobilers who had purchased a NBFSC Trail Permit in 2018. Most member clubs also completed the surveys to capture their Club's volunteer hours required to open and maintain

the trails. In 2019 there were a total of 20,925 NBFSC Trail Permits sold, a 9.5% increase in one season. Overall the trend of snowmobiling in New Brunswick has seen upward growth since 2007.

## NB SLED REGISTRATIONS GRAPH / 2007 TO 2019



## TOTAL NB TRAIL PERMITS SOLD GRAPH 2007 TO 2019



The contribution of Club volunteers had never been measured and too often was overlooked by everyone. Our 2019 EIS captured that the volunteers in our 50 Member Clubs contributed 1.2 million hours in a single season. The types of contributions were for a variety of activities from administrative, fundraising, trail infrastructure and of course trail grooming in a season. The \$21.7 million of contributions are critical to recognize – without these contributions the \$61.1 million of snowmobiling financial impacts would be severely limited and restricted.

In addition our EIS asked a multitude of questions to the on-line survey participants. Some interesting facts and outcomes were realized.

\$134.00 – Average daily spending per day per snowmobiler.

219,200 – Estimated day trips of all snowmobilers.

\$7500.00 – Average spending per season per snowmobiler.

Winter tourism and snowmobiler's trip planning are major activities by snowmobilers – both residents and non residents. They reported the following:

82% - plan their trip itinerary before arriving in New Brunswick.

88% - plan using the NBFSC website and mapping tools.

8% - plan using the N.B. Tourism website.

2% - plan using the Northern Odyssey website.

We were also very interested in which regions snowmobilers want to ride, who does the best job promoting themselves and who can attract more snowmobilers. We asked the following (paraphrased) question; if at 100% no cost to you, which New Brunswick region and trails would you choose in N.B. for your guided paid snowmobile trip (free trip)? The top 5 answers of 10 trail choices are as follows;

1. Moose Valley'
2. Bathurst
3. 'Christmas Mountains'
4. 'Fundy Highlands'
5. Miramichi

Additional supporting facts are that the trails in the Christmas Mountains region are still only proposed and have never been funded with marketing. The Fundy Highlands also have never been funded with marketing. New Brunswick's 'Northern Odyssey marketing campaign – funded and promoted since 2000 - was the 7th choice of 10 regions for a free trip.

Thank you to all our participants, the staff at Tourism Heritage & Culture and the volunteers of the NBFSC.



# SNOWMOBILING BY THE NUMBERS

## CANADIAN STATISTICS

<b>121,297</b>	Total kilometers of organized snowmobile trails in Canada
<b>250,000+</b>	Number of user-pay memberships/pass/trail permits sold annually in Canada
<b>610,000</b>	Registered snowmobiles in Canada
<b>1.5 Million</b>	Number of family members snowmobiling in Canada
<b>46,784</b>	Total number of new snowmobiles sold in Canada 2018-2019
<b>\$8+ Billion</b>	The Canadian economic engine of snowmobiling for the 2013/14 season that occurs mostly in rural Canada
<b>\$58+ Million</b>	Individual user pay fees paid by snowmobilers for the rights to membership and organized trail access in Canada
<b>46</b>	Years the CCSO has been providing leadership & support to organized snowmobiling in Canada since 1973.
<b>729</b>	Snowmobile clubs in Canada managed by Volunteers providing Winter Tourism to rural Canada
<b>12</b>	Provincial or territorial snowmobile organizations in Canada
<b>45</b>	Average age of a snowmobiler
<b>70% / 30%</b>	Percentage of men and women actively participating in the recreation of snowmobiling
<b>\$3+ Million</b>	Dollars raised annually and donated to charities by snowmobilers in Canada

## NEW BRUNSWICK STATISTICS

<b>8,090</b>	Total kilometers of organized snowmobile trails in New Brunswick
<b>20,925</b>	Number of user-pay memberships/pass/trail permits sold annually in New Brunswick
<b>19,550</b>	Registered snowmobiles in New Brunswick
<b>\$82.8 Million</b>	The New Brunswick economic engine of snowmobiling for 2019.
<b>\$2.7+ Million</b>	Individual user pay fees paid by snowmobilers for the rights to membership and organized trail access in New Brunswick
<b>38</b>	Years the NBFSC has been providing leadership & support to organized snowmobiling in New Brunswick
<b>50</b>	Snowmobile clubs in New Brunswick managed by Volunteers providing Winter Tourism.
<b>8</b>	Provincial Zones in New Brunswick



CCSO

**T**he Canadian Council of Snowmobile Organizations (CCSO) – Conseil Canadien des Organismes de la Motoneige (CCOM) is a volunteer-led, not-for-profit national organization which provides the unified voice of organized snowmobiling at the national and international levels. The CCSO-CCOM envisions that across Canada, organized snowmobile trail networks and riding areas provide a lasting

legacy of responsible riding experiences that are highly valued, safe, enjoyable, sustainable and environmentally friendly. The CCSO-CCOM strives to represent all organized snowmobiling Canadian jurisdictions to maintain a national understanding of the needs and expectations of snowmobilers across Canada.

[ccso-ccom.ca](http://ccso-ccom.ca)



IASA

**T**he International Association of Snowmobile Administrators (IASA) is a self-organized, nonprofit organization comprised of snowmobile program administrators representing 27 US states, 10 Canadian Provinces, 3 Canadian Territories, and 1 European Country, Sweden, to facilitate communications among administrators. IASA promotes sound management of recreational snowmobiling throughout North America, including snowmobile safety; uniformity and enforcement of laws, rules, and regulations; International,

Federal, State, Provincial, and Territorial cooperation and coordination; harmonious relationships with the environment and wildlife; the collection, development, and dissemination of information; in collaboration with other trail user groups.

IASA is the leading source providing statistics, guidelines, and resources to its membership and the snowmobile users aligned with IASA.

<http://snowiasa.org/>



Your Prosperity is Our Business  
Votre prospérité est notre affaire

TIANB

**T**he Tourism Industry Association of New Brunswick (TIANB) is the voice of tourism. We work to promote tourism as a career and therefore, contribute to reduce the labour shortage in the world's fastest growing industry. We offer a wide range of nationally recognized training programs as well as valuable benefits

that can help reduce your operating costs. We recently signed agreements with Restaurants Canada and Staples Business Advantage. You get three memberships for the price of one. Join today.

[www.tianb.com](http://www.tianb.com)



# NBFSC YEAR END REPORT, TRAIL PERMIT HISTORY

**2019;** Trail Permits and registrations are the primary funding source of the current 8090 km of snowmobile trails in New Brunswick; generating approximately 78 % of all revenue collected.

**1993;** the first snowmobile Trail Permit in N.B. was issued for the 1993 season; it was voluntary to purchase, cost \$50.00, had no tax attached to it and there was only one type to purchase.

**2000;** Trail Permits became a mandatory requirement to ride on NBFSC managed trails in the season, year 2000 under the Province's Off Road Vehicle Act (ORVA).

**2007;** the introduction of the Classic (10-years or older) and the Antique (20 years or older) Trail Permits by the NBFSC started a major change in many snowmobile Provinces and States in North America. Multiple Provinces and U.S.A. States now have their own Classic versions through either their snowmobile registrations or snowmobile permits to recognize older snowmobiles on the trails; this all began in New Brunswick.

With the introduction of 4 new Trail Permits in 2007, the 200cc in 2019, the NBFSC offers more individual types of snowmobile Trail Permits than any one other single Province or State in North America; there are now fifteen (15) types for sale.

## IN 2019.....

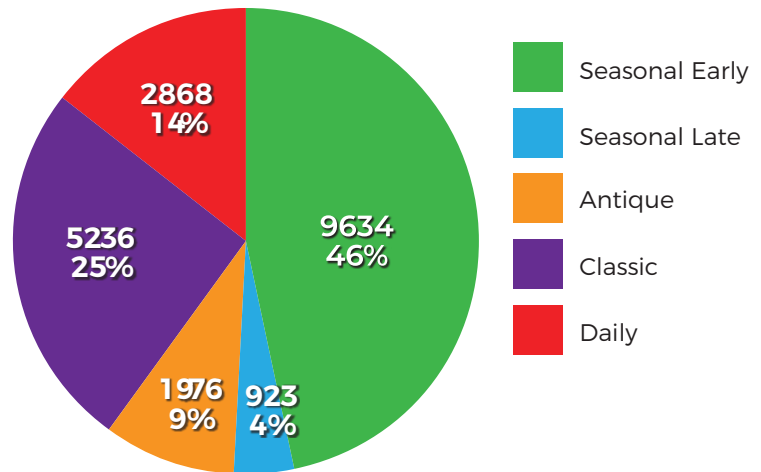
The Seasonal Trail Permit's regular price was \$255.00 (before HST) and the early- season price was \$180.00 (before HST).

The Early-season Trail Permits were 46% of all permits sales and regular season Trail Permits were 4% of all permits sales.

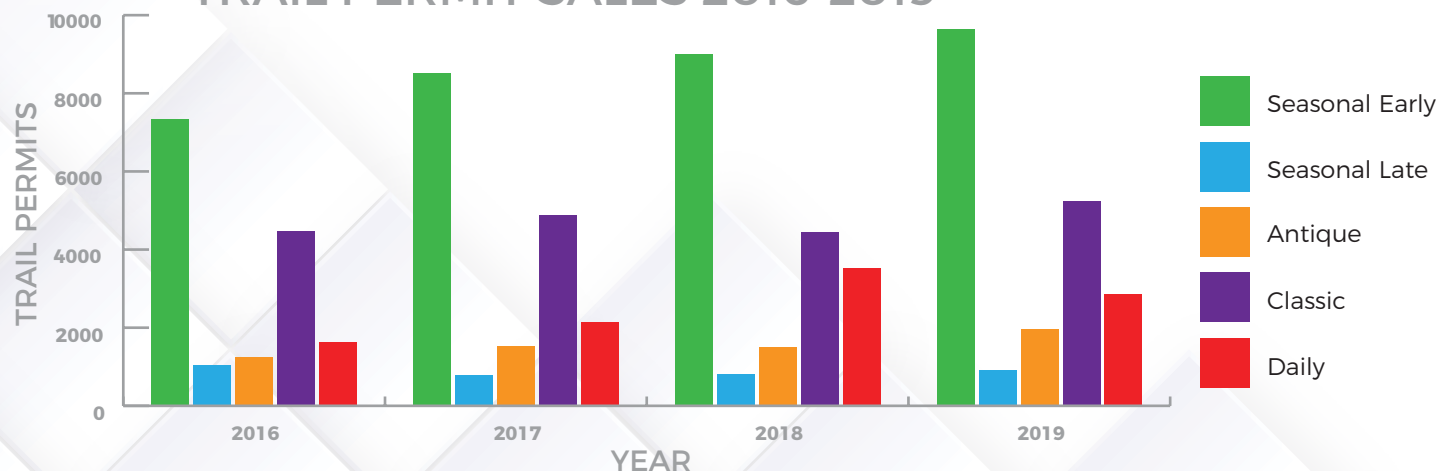
The Classic Trail Permits were 25% of all permits sales.

The Antique Trail Permits were 9% of all permits sales.

## 2019 TRAIL PERMIT SALES



## TRAIL PERMIT SALES 2016-2019



# NEW NATIONAL TOURISM GROWTH STRATEGY -2019

The Government of Canada's new National Tourism Growth Strategy was announced on May 21st, 2019 as part of the Federal Budget, just weeks after we had stopped snowmobiling in some of the snowbelts of New Brunswick. This is fantastic news for the NBFSC and we are proud to have been included and helped to shape the categories and criteria of this new opportunity for snowmobiling – New Brunswick's leading winter tourism sector.

The NBFSC's ongoing vision to grow New Brunswick's winter tourism fits perfectly into the categories and criteria of the new National Tourism Growth Strategy. Investments will be made through ACOA's CEF program and will focus on five categories.

The efforts and hours given by our volunteer clubs fit into the first category; expanding winter and shoulder season tourism and also the second category of growing tourism in rural and remote communities. These two categories are very much a part of the NBFSC trails in New Brunswick.

On July 8th, 2019 NBFSC General Manager Ross Antworth joined the Hon. Melanie Joly, MP Alaina Lochart and New Brunswick MLA's Bruce Northrup, MLA, Glenn Savoie and the Hon. Mike Holland to announce CEF funding and provincial funding in a 3-way funding agreement for NBFSC Trail Groomers in New Brunswick for 2020.

At the announcement we stated, "We applaud Canada's new Federal Tourism Growth Strategy that recognizes two of the strategic pillars critical to New Brunswick's economic tourism growth; winter activities and rural resources (volunteers). The NBFSC today graciously thanks our partners for supporting our vision and our objectives. We are proud to have created the premier winter tourism sector in our Province we applaud that the scope of the Federal Tourism Growth Strategy is further supporting these efforts. "



Photo at Parkway on July 8th, 2019





## RESPECT OUR LANDOWNERS & VOLUNTEERS

The trails we enjoy are brought to us by volunteers who give their time and resources for the betterment of the sport.

Show your appreciation and join a local club, lend a hand where you can, and respect the trails.

Many NBFSC Trails exist due to the generosity of private landowners.

They have chosen to share their property with us for the winter months only, these are not year-round trails.

It is crucial that snowmobilers show their respect and gratitude to these landowners by staying on the marked trails.