## Strengths
- Our dedicated volunteers
- The general reputation of VAST by VT leaders, agencies and the public
- Our trail network and signing
- A strong staff and board
- Our programs to support our clubs financially
- The LVRT

## Opportunities
- Market VAST better in VT and outside to grow membership
- Look at other programs that may shift the way we grant out money to benefit everyone
- Grow our young families
- Grow how we network with our members and other states
- The LVRT

## Weaknesses
- Weather Dependent
- Lower cost to ride in other states
- A general knowledge of what VAST is, but not how vital we are
- Our club volunteers are always aging

## Threats
- No snow
- Supporting the trail system we have as costs go up and membership is static
- Other states with lower costs to ride
- Clubs not compliant with State and Feds
- VAST not requiring financial information from clubs or auditing
- The LVRT
- Increased environmental regulatory burden and project costs
The BIG Picture

By looking at the grooming miles line (black), you can see that all the following slides reflect snow and how snow dependent VAST is. Refer back to it as needed.

- Subplot labels:
  - TMAs Sold
  - Snowmobile Registrations
  - Miles Groomed X 10

- Key events:
  - VT Reg. Increase (2010)
  - EB TMAS 2008
  - - $20 Fuel Surcharge (2010)
  - + $20 Fuel Surcharge (2009)
  - Slower Recovery

- Legend:
  - Reg recovered some, but TMAs did not

- Graph axes:
  - Y-axis: 0 to 50,000
  - X-axis: 2000 to 2018

- Notes:
  - Refer back to it as needed.
In order to run on a core of 16,000 members it would cost $142.16 per person in FY18.
VT Registration Trend
How do we grow membership?
CLUBS

• Compliance
• County Meeting Updates
• Audits and Why
• Club Consolidation or Shifting and Why is this Happening
• Volunteers to Needed Areas
Grant Dollars Budgeted for Trail Construction and Maintenance
Equipment Grants: SSTS FY18 included

Grant Dollars Spent

- 2002: $185,000
- 2003: $249,944
- 2004: $267,164
- 2005: $526,775
- 2006: $418,893
- 2007: $500,000
- 2008: $562,093
- 2009: $601,744
- 2010: $530,720
- 2011: $312,741
- 2012: $284,894
- 2013: $259,568
- 2014: $19,538
- 2015: $355,817
Grooming Budget versus Payments


- Grooming Budget
- Grooming Payments
Grooming Budget, Payments, Caps