

 <p>CHAUTAUQUA LAKE Snowmobile Club www.chautauquasnow.com</p>	<p>The Snowmobile Clubs of Chautauqua County</p>	 <p>Cherry Creek SnoGoers www.cherrycreeksnogoers.com</p>
 <p>ELLERY SNO CRUISERS www.ellerysnocruisers.com</p>	 <p>LAKE TRAIL EFFECT BREAKERS www.trailbreakers.com</p>	 <p>www.sunsetdrifters.com</p>

The Snowmobile Clubs of Chautauqua County

Chautauqua Lake Snowmobile Club

Cherry Creek Sno-Goers

Ellery Sno-Cruisers

Lake Effect Trailbreakers

Sunset Drifters

Background: There are five snowmobile clubs based here in Chautauqua County and they are:

- Chautauqua Lake Snowmobile Club
- Cherry Creek Sno-Goers
- Ellery Sno-Cruisers
- Lake Effect Trailbreakers
- Sunset Drifters

The two major draws for “Extended Stay” tourism in Chautauqua County are both seasonal.

- 1) The beautiful blue lakes in the summer.
- 2) Tons of wonderful white snow in the winter.

Snowmobiling in our County is made possible by a 100% all-volunteer “staff” who provide several thousand hours of hard work every year.

Between the five snowmobile clubs, we represent almost 3,400 family memberships. Data from our renewal applications indicate that these families own/operate just over 5,300 snowmobiles. Approximately 52% of our club’s Family Memberships come from outside of Chautauqua County. Many of these families come from Ohio and Pennsylvania. They travel to Chautauqua County every

winter weekend to ride. In addition, they typically take a long weekend winter “vacation” to come to Chautauqua County and ride our trails.

- Most had never been to any snocross races in person before. From the reactions and comments to the events in 2008 and 2009, we have something that we can continue to build upon for some years to come.
- The Snowmobile Clubs of Chautauqua County, worked with Peek’n Peak and RMR (Rock Maple Racing) to organize, promote, and hold snowcross events in March of 2008 and again in March of 2009. The Snowmobile Clubs of Chautauqua County, Peek’n Peak, and RMR are already planning to repeat the event again in March of 2010.
- This year we put in \$1,000.00 cash towards advertising (radio, TV, print, flyers, banners, e-mail) to all local clubs within a three hour drive of us and we also put in \$1,000.00 cash to supplement the winner's purses. \$2,000 in total.
- 8. How will the project benefit the area:
 - The racers and RMR people all said that this was the nicest location and track they have had all season. RMR is cutting about one-half of the race stops from their schedule in 2010. RMR has already made a commitment to return to Peek’n Peak again for the third time in 2010.
 - Peek'n Peak lodging was sold-out again from Thursday through Sunday. How often does that ever happen?
 - Increase interest in returning to Chautauqua County, ride our snowmobile trails, spend money on a motel room for the weekend, fill-up their trucks, fill-up their snowmobile a couple of times, purchase three meals a day, etc. Every single dollar that we bring in to the area results in an economic benefit of 7 dollars to Chautauqua County.
- **Promote the All-Club Ride-In at the Chautauqua County Fireman’s Grounds in Stockton**
 - D. Expense Itemization
 - \$800.00 total
 - \$800.00 for promotion of our largest snowmobiling event. The All-Club Ride-In at the Chautauqua County Fireman’s Grounds in Stockton.
 - 7. Description of project:
 - All-Club Ride-In: largest group of snowmobilers and grooming equipment in one place in Chautauqua County at one time.
 - \$800.00 for promotion of our largest snowmobiling event. The All-Club Ride-In at the Chautauqua County Fireman’s Grounds in Stockton. Our best estimate was between 600 and 700 snowmobilers.
 - 8. How will the project benefit the area:
 - All-Club Ride-In: largest group of snowmobilers and grooming equipment in one place in Chautauqua County at one time. "A Taste of Chautauqua" was this past year's theme. We offered ‘free of charge’ many specialty dishes like chicken wing soup, lobster bisque,

shrimp, homemade chili's, and pastries, which were all donated and delivered courtesy of many of our supporting businesses. We also provided the typical several hundred hog dogs and several hundred more hamburgers to hungry snowmobilers. Coffee, hot chocolate, and pop disappeared like crazy. Wiped-out 450 cans of pop and only had the 5-cent deposit cans left.

- Exposure: We had somewhere between 500 and 700 snowmobilers in attendance. We had “special guests” such as New York Senator Cathy Young, Chautauqua County Executive Greg Edwards, the Sheriff’s Snowmobile Safety Patrol, along with many others from the County Government in attendance. The local newspapers all covered the event with articles and pictures
 - \$300.00 for promotion of Ice Castle Weekend to the snowmobiling public.
- 7. Description of project:
 - On Saturday of the 2009 Ice Castle weekend we provided free snowmobile rides to the public from 1:00 pm until 6:30 pm. That is 5 1/2 hours of always having a line of people waiting for their first ride on a snowmobile. On Sunday we gave rides for another 4 1/2 hours. We had a couple of the newer 4-stroke snowmobiles there among those giving rides. We had to cancel the flare ride Saturday evening when we did not have enough help at the Park to do it.
- 8. How will the project benefit the area:
 - Ice Castle Weekend: The local Chamber of Commerce promotes it very well locally. However we can extend that promotion far beyond the current range of promotion. With such a large membership and connections to snowmobilers all over New York, Ohio, and Pennsylvania we can make it even bigger.
 - The Ice Castle, the snowmobile rides, the flare ride, and the fireworks do bring snowmobilers from as far away as Cleveland. This is the most significant Winter event here in Chautauqua County. Between Saturday and Sunday, on the 2009 Ice Castle weekend, we gave free snowmobile rides to the public for a total of ten hours. We had between four and seven snowmobiles giving rides at any one time.
 - Except for the Ice Castle itself and the fireworks, nothing attracted more people to stand in line with their kids than a snowmobile ride.
 - One of our snowmobile clubs earned the Community Service Award from the Mayville-Chautauqua Chamber of Commerce in October, 2008 at the Chautauqua Suites in Mayville before the entire Chautauqua County Chamber of Commerce. One of the items which led to this award was the support given by the snowmobile club to the Ice Castle weekend. This was publicized in local newspapers in pictures and print.

Facts and figures about the total combined membership in the five (5) Chautauqua County based snowmobile clubs.

- These are only for those who maintain a membership with the five Chautauqua County clubs.
- Notice the variety of states that people return from, maintain their membership, and ride in Chautauqua County. We should conclude that most of them are originally from this area.
- Please recognize that many people come here to ride from other parts of New York State and would not be included in any of these numbers if they do not also maintain a membership here.
- Please note that for the last two winters there was excellent snow coverage everywhere in our state and we still received a large number of out of state and out of county memberships. A few years ago, when New York had the only good, rideable snow in the country, we received riders and memberships from as far away as Idaho.

The following numbers are from the New York Snowmobile Association (NYSSA) database: Merged data for all five clubs. Eliminated duplicates. Many listed more than one snowmobile, but did not list a spouse or kids. Many left number of snowmobiles blank, so we used “1”.

2008-2009 Season	2007-2008 Season
3,388 Family Memberships	3,202 Family Memberships
+ 1,968 spouses	+ 1,958 spouses
+ 381 kids	+ 391 kids
= 5,737 people	= 5,551 people
5,305 snowmobiles	5,587 snowmobiles
2,209 e-mail addresses	2,158 e-mail addresses
Where are these Family Memberships from?	Where are these Family Memberships from?
0 California	1 California
3 Florida	2 Florida
0 Georgia	2 Georgia
1 Illinois	2 Illinois
0 Indiana	1 Indiana
1 Kentucky	1 Kentucky
1 Massachusetts	1 Massachusetts
3 Maryland	1 Maryland
2 Michigan	1 Michigan
2 North Carolina	3 North Carolina
0 New Jersey	1 New Jersey
1,932 New York	1,780 New York
1,624 inside Chautauqua County	1,471 inside Chautauqua County
308 outside Chautauqua County	309 outside Chautauqua County
545 Ohio	557 Ohio
2 Ontario	4 Ontario
889 Pennsylvania	839 Pennsylvania
1 Texas	1 Texas
1 Virginia	0 Virginia
4 West Virginia	5 West Virginia

Membership Percentages:	Membership Percentages:
48% Chautauqua County residents	46% Chautauqua County residents
26% Pennsylvania residents	26% Pennsylvania residents
16% Ohio residents	17% Ohio residents
9% New York (outside Chautauqua County)	10% New York (outside Chautauqua County)

Ask any of the following businesses which provide services to snowmobilers during the winter season.
(All 93 businesses advertise with us on the Chautauqua County Trail Map.)
How important is snowmobiling to your winter business and how does it compare to other seasons?

Spas/Lodging:

Blue Heron Inn, Findley Lake
Cabin at the Gorge, Westfield
Chautauqua Suites, Mayville
Cherry Creek Inn Bed & Breakfast, Cherry Creek
Comfort Inn, Jamestown
French Creek R&R Campgrounds, French Creek
St. Elmo Spa, Chautauqua
Gilbert's Cabins, Cassadaga

Holiday Inn Express, Findley Lake
Irwin Bay Cottages, Mayville
Lakeview Hotel & Restaurant, Mayville
Maple Springs Lakeside Inn, Maple Springs
Peek'n Peak, Findley Lake
Plum Door Bed & Breakfast, Sherman
Snowridge Motel, Mayville
Vacation Properties, Chautauqua
Webb's, Mayville

Food & Spirits:

American Legion #434, Brocton
Aunt Millies, Irving
Backyard Bar & Grill, Gerry
Blue Heron Inn, Findley Lake
Bonar's, Mayville
Bemus Point Golf Club, Bemus Point
Cassadaga Country Club, Cassadaga
Cherry Creek Sub Shop, Cherry Creek
Coppola's Pizzeria, Bemus Point
Dick's Harbor House, Mayville
Ellington Rod & Gun, Ellington
French Creek Tavern, French Creek
Fountain Bowl, Jamestown
Grandma's Kitchen, Cassadaga
Guppy's, Bemus Point
May's Place, Cassadaga
Morse Hotel, Sherman
The Office, Kennedy
Olives/Bellini Lounge, Mayville

Peek'n Peak, Findley Lake
Pine Junction, Findley Lake
Primo's Restaurant & Kelly's Pub, Irving
See-Zurh House, Bemus Point
Sheridan VFW, Sheridan
Stockton Hotel, Stockton
Tavern on the Mall, Forestville
The Auction House & Grill, Sherman
The House That Jack Built, Greenhurst
The Lakeview Hotel & Restaurant, Mayville
The Springs, Maple Springs
Tom's Tavern, Maple Springs
Trillium Lodge, Cherry Creek
Vikings Lake Park, Maple Springs
Vinnie's Restaurant, Findley Lake
Webb's, Mayville
White Horse Inn, Cassadaga
Witch Kitch Inn, Sinclairville
Z's Bar & Grille, Findley Lake

Gasoline & Diesel

Bridgeview, Bemus Point
Cassadaga Qwik Fill, Cassadaga
Cassadaga Shurfine, Cassadaga
Cave's, Brocton
Findley Lake Hardware, Findley Lake
French Creek Store, French Creek

Kwik Fill, Mayville
Lictus Keystone, Clymer
Noco, Cherry Creek
Peek'n Peak, Findley Lake
Sherman Country General, Sherman
South Dayton Supermarket, South Dayton

Snowmobile Dealers & Accessories:

3 Seas Recreation, Mayville
Colley's Pools, Fredonia
Fisk Triton Trailers, Lyndonville
Gowanda Starcraft, Gowanda
Leisure Time, Corry

Off Road Express, Erie
Rodgers & Sons, Cherry Creek
Schutt's, Jamestown
Valley Motorsports, Sinclairville
Zahm & Matson, Clymer

Other:

Creative Marine, Mayville
DFT Direct TV, Netsync, Fredonia
Findley Lake Insurance, Findley Lake
Fredonia Glass, Fredonia
J & S Signs, Fredonia
Just Pets, Irving
Nationwide Insurance, Jamestown

Ode's Discount Service, Stockton
Owl Homes, Fredonia
RS Motors, Falconer
Randy Rhinehart, Attorney, Jamestown
Stagecoach West, Irving
Stanton Garage, Jamestown
Snowmobile & Trailer Storage, Findley Lake

Some of the investment we have in equipment used here in Chautauqua County to maintain 400-plus miles of trails during the winter season.

A groomer is a large tracked machine that is built to groom trails. Much larger versions are used at ski resorts. Groomers used here in Chautauqua County typically have a 170 hp turbo-charged diesel engine with hydro-static drive. Pumps supply the hydraulic pressure to turn the drive units and propel the machine. They have a two-person cab. Brand new groomers of the size we use cost between \$110,000 and \$170,000. We cannot afford such equipment. Our newest groomer is five years old and the oldest is over twenty-five years old. When we purchase well used groomers, the cost is still between \$40,000 and \$70,000. The groomer we purchased in December was a 1997 Tucker Sno-Cat. It was in great shape and cost \$70,000 (for a 12-year old machine!). We had shopped around quite a bit and that was a great deal! Price depends a lot on what kind of groomer it is, how old the groomer is, and what condition it is in.

Maintenance costs can be expensive. \$4,000 to replace a diesel fuel-injector pump. \$3,000 for a new drive unit (each groomer has two - one for each track). \$2,200 for a pair of rubber belts for the track cleats. Over \$1,000 for parts to re-build a turbo-charger. Over \$200 to replace a pair of batteries.

A drag is the long apparatus (8' wide and 20' long) that the groomer pulls along the trail to cut off the moguls (bumps), break-up and re-mix the snow through a series of blades, and then pack the snow into a smooth layer. New drags are about \$12,000 each. Used drags are worth about \$6,000 each.

Currently the Chautauqua County snowmobile clubs have a total of 20 large tracked groomers and each has a drag to pull.

Let's say that our average used groomer cost us \$50,000 used. For 20 large tracked groomers we have spent \$1,000,000

Let's say that our average used drag cost us \$6,000 used.

That calculates to \$1,120,000 (1.12 million dollars) that the five clubs have invested in equipment to maintain the 400-plus miles of snowmobile trails here in Chautauqua County.



We have ten (10) Tucker Sno-Cat groomers.

We have six (6) Bombardier groomers.

Plus four (4) other brands of groomers such as LMC, Snow-Plane, and Thiokol

Add to the equipment list a couple club-owned tractors with brush-hogs, front-end buckets, back-hoe attachments, and ditch bank mowers.

We definitely have invested a lot of money in the equipment necessary to make our trails some of the best anywhere.