2012 - Today

The onion...

- Local riders
- Local chapters
- Tourists
- Public/private land
There are no islands

- 2013 – chapters united around a centralized model
- 2014 – statewide membership launched
  - An interest in the success of another
  - A solid website platform
  - Consistent support from key chapters/riders
  - Provide access to shared success – resorts
- 2018 – Education remains our #1 challenge
## Outcomes

<table>
<thead>
<tr>
<th>Membership</th>
<th>Organizationally</th>
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<tbody>
<tr>
<td>• 1250 to 5300+ members</td>
<td>• 16 to 29 chapters</td>
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<tr>
<td>• 78 to 1260 add-ons</td>
<td>• 100+ miles of trails</td>
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<td>• 45% increase in families</td>
<td>• VOICe</td>
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<td>• 23% out of state members</td>
<td>• Regional Alliance</td>
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<td>• Retailer Alliance</td>
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Key Elements of Success

In 2012 we did not have:

• Full buy-in to shift our riding culture
• Robust/consistent facilitation (staff, website etc.)
• Funding to support initial administrative needs
• A functioning board of directors
Take-A-Way

1. Be certain your community is ready and willing to embrace collaborative potential

2. Be ready to juggle:
   - History
   - Politics
   - Opinions - “what ya ought to do is…”
   - Territorialism
   - Identities