



# ANNUAL REPORT 2015

Thanks to you, our loyal and passionate supporters, bike travel is booming. At nearly 50,000 members, we are the largest nonprofit bicycling organization in North America. Tailwinds abound: with new routes and maps in the works, tours that reach the most beautiful places, powerful advocacy, award-winning *Adventure Cyclist* magazine, and the best bike travel website and products around, the best is yet to come.

Come ride with us.

6,754 NEW MEMBERS JOINED  
ADVENTURE CYCLING

OVER 50 PEOPLE APPLIED FOR A  
SCHOLARSHIP TO THE YOUNG ADULT  
BIKE TRAVEL PROGRAM

40,918 PRINTED MAPS AND  
372 DIGITAL MAPS  
PURCHASED

110 BICYCLE CLUBS JOINED ADVENTURE  
CYCLING, REPRESENTING MORE THAN  
50,000 INDIVIDUALS



Adventure Cycling has mapped nearly 45,000 miles of bicycle routes across the U.S. But it's not just about the route. What follows are two stories of how Bicycle Route 66 has catalyzed better and safer bicycling in America and is driving much-needed tourism dollars into small communities. Your support as a member and partner helps us create and preserve the best rides in America and reinvent the places in between.

## LET US RIDE

The legendary Route 66 has long been associated with America's love affair with cars, so Adventure Cycling jumped at the chance to create a Bicycle Route 66 map and add bike travel to the story of the Great American Roadtrip.

But what happens when a legendary road becomes unrideable?

In 2014, just before the maps went to print, thunderstorms raged across California's San Bernardino County causing flash floods to wash out pavement, enlarge potholes, and crumble bridge footings — making a section of the original National Trails Highway Route 66, now National Trails Highway, impassable.

The best option was to reroute cyclists onto I-40 between Needles and Barstow. The only problem was, according to California law, cycling that stretch of the interstate was illegal.

Adventure Cycling was able to secure a legal and safe route through this area for Bicycle Route 66, thanks to the support of our members (who wrote to the California Department of Transportation) and a powerful coalition of partners, including the California Bicycle Advisory Committee, California Bicycle Coalition, and the California Association of Bicycle Organizations. Cyclists are now allowed to legally use the I-40 reroute.

To learn more about our advocacy wins, including bicycle access issues, land use issues, and roadway concerns that we have resolved or are working to address along our routes, visit [adventurecycling.org/bicycle-tourism/national-advocacy-projects](http://adventurecycling.org/bicycle-tourism/national-advocacy-projects).



## THE LONG ROAD BACK

Just four years after the 2011 tornado that left the town decimated, Joplin, Missouri, looked to bicycle tourism as a strategy for rebuilding and revitalizing the small southwestern Missouri town.

When Adventure Cycling began planning Bicycle Route 66, the town saw an opportunity. The Visitor's Bureau director contacted Adventure Cycling's Travel Initiatives Director Ginny Sullivan and asked how they could better accommodate traveling cyclists and boost much-needed revenue.

Armed with stories and statistics about bike travel's power to bring tourism dollars to local economies, Ginny and Travel Initiatives Coordinator, Saara Snow, have traveled the U.S., meeting with stakeholders — from rural community members to federal officials to tourism bureaus.

Attracting cyclists is an economic boon to small, rural communities and towns like Joplin; Brownsville, Texas; Anaconda, Montana; and King of Prussia, Pennsylvania, are taking notice.

But welcoming and attracting people traveling by bicycle was just part of the strategy in Joplin. The town wanted to also create a place that residents could enjoy. By rebuilding the parks and connecting them by bicycle infrastructure, and boosting local businesses like cafés, restaurants, convenience shops, and campgrounds, Joplin is creating a more vibrant place where those who live and those who visit can all enjoy and benefit from.

To learn more about the wealth of resources Adventure Cycling has created for communities like Joplin and traveling cyclists alike, visit [adventurecycling.org/bicycle-tourism](http://adventurecycling.org/bicycle-tourism).

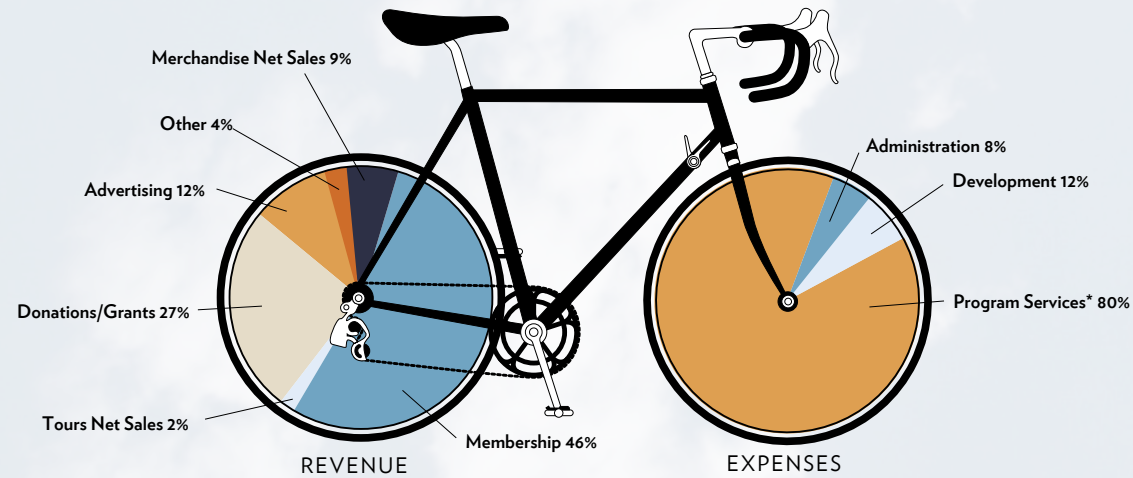
OVER 100 ADVENTURE CYCLING TOURS  
SET OFF ACROSS THE U.S.

U.S. BICYCLE ROUTE SYSTEM GREW TO  
11,053 MILES IN 23 STATES AND D.C.

# 2015 FISCAL SUMMARY

## Revenue and Expenses:

Donations from individuals, foundations, and businesses support advocacy and education projects including development of the U.S. Bicycle Route System, creation of new bike routes such as Bicycle Route 66, maintenance of map information for our established routes, distribution of youth bike-travel resources, and efforts at the federal level to secure better bicycling policies and resources.



## Adventure Cycling Association Statement of Revenue and Expenses

	FY2015	FY2014
<b>Revenue</b>		
Merchandise Net Sales	\$267,110	\$217,610
Membership	\$1,451,882	\$1,386,000
Tours Net Sales	\$175,271	\$165,676
Donations/Grants	\$865,847	\$907,303
Advertising	\$386,853	\$325,857
Other	(\$7,005)	\$13,235
<b>Net Operating Revenue</b>	<b>\$3,139,958</b>	<b>\$3,015,681</b>
<b>Expenses</b>		
Support Services	\$583,885	\$647,007
<b>Program Services*</b>		
Routes & Mapping	\$460,462	\$435,200
Outreach	\$55,895	\$52,180
Publications and Media	\$840,646	\$722,819
Membership Services	\$637,545	\$648,870
Travel Initiatives	\$375,739	\$269,813
<b>Total Program Services</b>	<b>\$2,370,287</b>	<b>\$2,128,882</b>
<b>Increase (Decrease) in Net Assets</b>	<b>\$185,786</b>	<b>\$239,792</b>

## Adventure Cycling Association Balance Sheet

	FY2015	FY2014
<b>Assets</b>		
Current Assets	\$1,650,397	\$1,225,466
Long-term Assets	\$1,123,608	\$1,450,204
<b>Total Assets</b>	<b>\$2,774,005</b>	<b>\$2,675,670</b>
<b>Liabilities</b>		
Current Liabilities	\$793,846	\$884,680
Long-term Liabilities	\$133,365	\$129,982
<b>Total Liabilities</b>	<b>\$927,211</b>	<b>\$1,014,662</b>
<b>Net Assets</b>		
Total Fund Balance	\$1,846,794	\$1,661,008
<b>Total Liabilities and Net Assets</b>	<b>\$2,774,005</b>	<b>\$2,675,670</b>

Adventure Cycling Association is a nonprofit charitable organization as qualified under Section 501(c)(3) of the Internal Revenue Code. A copy of the annual audit is available at [adventurecycling.org/audit](http://adventurecycling.org/audit) or by calling 800.755.2453.

## NEW LIFE MEMBERS

Betsy Adams • Christiana Aguiar • Randall & Barbara Angell • Jim Antisdel • Tom Baker • Dave Belak • Gerry Bird • Matthew Bond • Leila Brammer • Peter Brandow • Greg Cermak • Laura Chihara • Mike Ciesielski • Kim Countryman & Devin Yeoman • Michael Dance • William & Christine DeLoache • Kyle Durrant • Jerry Edwards • Nora Elliott • Bruce Engelhardt • Jay Evans • Sally Fenton • Jessica Forbess • John Fugett • Elizabeth Gemmill • Daniel Gerds • Raymond Ginther • Whitney Gonsoulin • Adam Greengrass • Chris Guibert & Amy Oestreich • Ruth Havican & Karen Holcomb • Darrell Hobson • Scott & Delinda Hood • Jane & Walter Howery • Patricia Huff • Huey Hurst • Charles Inglefield • Jerome Juday • David Kaylor • Bill Kirsch • Steven Koch • Kimi Kondo & Carol Avery • Jon Kuczynski • Kevin LaVerdiere • Elaine Leech • Stephen Lex • John Marchetti

Mark McGrail • Creed McPherson • Ruth Miller & Linda Cathey • James Morin & Myra Shulman • Matt Moritz • Lisa Mueller • Ed & Kathleen Nordquist • Bonnie O'Donnell • Bob & Kay O'Neal • Ronald Piroli • Darryl Polyk • Michael Quinn • Kathleen & Richard Quist • Edward Reid • Michael Romain • William & Catherine Ruhling • Raymond Satter • Arnold Schaeffer & Deborah Chandler • Fletcher Schneeflock • Jim Serne • David Shuey • Rebecca Sigari • Wes Sisk • Virginia Spindler • Laurie & Ed Stalling • Chip & Kathy Sterling • Stephanie Toussaint & Daniel Bailey • Jonathan Van Haste • Maureen & Monty VanderMay • Terry Vega • Mark Vickers • Julie Vosilus • Sid Voss • Tom Wade • Christine Whisler • Skeet Whitfield

## THOMAS STEVENS SOCIETY (\$1000+ DONATION)

Chris Anderson • Anonymous • Sarah & David Apple • David Apple • Tracy Bame • William & Rosella Bauman • Dave Belak • John Berg • Douglas Booth • Peter Bower • Harry Brull & Myra Barrett • Alan Cannon Family • Nard Claar • Todd Collart • William & Lynne Combs • Damon Copeland • Anne Cowan • Lloyd Davis • Hilary Davis • Lloyd & Sally Davis • Alan Detwiler • Jacques Devaud • Mike Dillon • Donald & Martha Dolben • Nora Elliott • John Emory Jr. • Morris Erickson • Michael Ford • Michael Freed • Jerry French • Todd Gardner • John Gardner • Elizabeth Gemmill • Andrew Gilligan • Joe Golden • John Graff • Jon Graff • Bucky Green • Adam Greengrass • Robert Gubler • Andrew & Judith Gustafson • Alan Hammond • Leola M Hanna Trust • William & Leola Hanna • Ray Hanson • Tim Hayes • Douglas Henry • Jim & Wendy Homerosky • Diane Houslanger • Susan & Stephen Immelt • Dinesh Jain • Don Jenkins • Michael Johnson & Carol Bessey • W Reed Kindermann • Edward Kleinbard • Brian Kliment • Steven Koch • Debra Koltveit • Allen & Kathy Kost

Susan Kremer • Bryan Lorber • Kenneth Martin • Michael McDonald & Kathleen Jenkins • Peter McKenney • Hugh McKinnon • Arthur McMurdie • George Mendes • Howard Metzenberg • Karen Midkiff • Evan Minard • Michael Morency • Kevin Morgan • Barbara Munn • Jim Musante • Sam Narten • Katherine Nelson • Melissa & David Norton • Donna O'Neal & Linda Alexionok • Bob & Kay O'Neal • Charles Pace • Richard Piper • Steven Powell • Jennifer Pritzker • Turner Ratrie • Esther Ray • Greg & Susie Rice • Pieter Jan Rijpstra • Janet Rose & Richard Bedal • Donna Sakson & Jonathan Mark • Jim Sayer & Wendy Calvert • Arnold Schaeffer & Deborah Chandler • Kathy Schubert • Larry Scott • Dave Short • E Ray Sinclair • Mary Ann Smith • Jon Spallino • Fran Stagg • Gregory & Leslie Stone • Sean & Sandra Sweeney • Wayne Teumer • Luis Vargas • Steven & Carolyn Vonderfecht • Sid Voss • Carol Waaser • Mark Wasden & Annelisa Blake-Wasden • Wally Werner • Steven Whalen • Marcia Williams & Jerome Walker • Fillmore & Sharon Wood • Malcolm Wright • Ken Yu • Jerry and Jan Zebrack

## CORPORATE MEMBERS

**TITANIUM:** Bike Tours Direct • Blackburn • Global Rescue LLC • Primal Wear • Quality Bicycle Products • Red Arrow Group • Running and Cycling Enterprises  
**GOLD:** Big Agnes, Inc. • Bike Friday • Bike-Dreams BV • BikeFlights.com • Exodus Travels • ExperiencePlus! Bicycle Tours • Koga • Osprey Packs, Inc. • Planet Bike • REI • Revelate Designs • SKS • Stanley-Sawtooth Chamber of Commerce • Sun Bicycles - J&B Importers, Inc. • Team Estrogen • The Bike Concierge • tripsite.com • Velo Orange LLC

**SILVER:** Adventure South Ltd • Amore Bella Adventures • Anderson ZurMuehlen & Co. PC • Aurigo Software • Bike2Power • China Highlights • CycloCamping • Cygolite • Detours • FrontPack, Inc. • Global Cycling Adventures • Great Divide Mountain Bike Tours • IMBA • Jones Bicycles • Joplin CVB • Madison County Chamber of Commerce • National Bicycle Dealers Association • Ortlieb USA LLC • Porcelain Rocket • Q-Outdoor • Showers Pass • Sinewave Cycles • Town Pump Hotel Group • Two Knobby Tires • Whitefish Bike Retreat  
**BRONZE:** Advocate Cycles • Alphagraphics Missoula • Arkel Inc. • At Your Pace Freestyle Cycling Adventures • Beer & Bike Tours • Club Ride • CTCBikes • DKKD Staffing • Fold n Visit | City Tours Rent • Italiaoutdoors Food and Wine • Latin America for Less • Lizard Head Cycling Guides • Motel 6 Nationwide • Real Travel France • Road Holland Cycling Apparel • Rocky Mountain Print Solutions • Senior Cycling • Swift Industries • The Directory • TiGr Lock • Woman Tours

## GRANTORS

The Lazar Foundation • Montana Department of Commerce • Stephen M. Seay Foundation, Inc. • American Association of State Highway & Transportation Officials • Climate Ride, Inc.