



# Adventure Cycling Association Annual Report 2005

*Inspiring people of all ages to travel by bicycle*

Dear Members,

There is no better way to celebrate Adventure Cycling Association's 30th anniversary than to express a big "thank you" to our members and staff for all they have done, and continue to do, to make our organization prosper and grow.

All of you—more than 42,000 members—make up the core of Adventure Cycling Association, providing essential financial support through your memberships. You also support us through participating in our tours and purchasing our gear. By actively enjoying cycling and sharing your excitement with others, you support and further our mission of getting Americans cycling. Many of you are involved in your own neighborhoods to further our mission of supporting bicycling communities. Your donations provide crucial support for our programs, including the development of new routes that will help cyclists plan their trips to see America and projects such as *Pedal Pioneers*, our new guide to youth bicycle travel.

Our staff of 28 provides the services that motivate each of us to follow our cycling dreams. Each issue of *Adventure Cyclist* magazine contains articles that pique our interest in pursuing new cycling adventures. Our tours staff and leaders develop a slate of exciting tours every year, including the five new tours offered for 2006, and

assure that each cyclist participating enjoys the experience. All of the detail work that goes into producing our maps results in usable and reliable products while extending America's network of cycling routes. The selection of merchandise for the *Cyclosource* catalog requires a careful examination of many products so that a quality selection can be offered to members. The unseen work of staff in maintaining and growing our membership base, keeping watch over our finances, keeping us abreast of new technologies, communicating with our members, and in performing all of the other tasks required to keep us functioning efficiently cannot be forgotten either. And the direction and guidance provided by our executive director and his active participation in the cycling community across the United States keeps us moving forward.

The Board of Directors thanks members and staff for their participation and support in 2005 and looks forward to another year of many enjoyable miles of cycling.

Happy 30th birthday!

Dan Hungate  
Chairman of the Board

## Routes and Mapping

To date, Adventure Cycling's Routes and Mapping program has mapped 33,023 miles of bike routes, collectively known as the National Bicycle Route Network (NBRN). The maps for existing routes in the Network are updated regularly, even as new on-road and off-pavement routes are being researched and mapped. Online addenda help to keep the maps current between printings. All of our maps contain navigational information, bicycling-specific services information, and details on the history, geology, natural history, and culture along each route.

In 2005, we updated and reprinted 52 map sections out of a total of 76. In addition to all of the services already listed, we've begun adding library locations for internet access to the maps. Revision dates are also being noted on each map.

Our second downloadable map, the 287.6-mile Utah Cliffs Loop, was added to our route network this year. In the spirit of the Great Divide route, the Utah Cliffs Loop is a predominantly dirt "bikepacking" route. The department also produced five Tours program event maps, as well as route maps for the MS150 and TRAM, both sponsored by the Multiple Sclerosis Society of Minnesota.

Route research was completed for an extension of the Atlantic Coast Route in Florida. New routing will continue from Ormond Beach down the east coast of Florida to Key West. It will replace the existing map section 7, which will become part of the new Florida Connector, linking the Ormond Beach area with Fort Myers Beach, and Fort Myers Beach with Fort Lauderdale.

Ginny Sullivan was hired in June to fill the full-time position of New Routes Coordinator. This position focuses on outreach for new routes and on facilitating the NBRN recognition process. Attending the National Historic and Scenic Trails Conference in Las Vegas, Nevada, was one of Ginny's first tasks.



The Underground Railroad Bicycle Route corridor

The Underground Railroad Bicycle Route research was also completed for the 2,000-plus miles between Mobile, Alabama, and Owen Sound, Ontario.

Regular communication has continued with our partner, the Center for Minority Health, and an outreach brochure was created. A potential trip to Ohio by Ginny to meet with key volunteers and members interested in supporting this new route solidified when the National Underground Railroad Freedom Center, located in Cincinnati, offered to host the meeting.

Work on gaining federal recognition for the NBRN continued as Adventure Cycling joined the American Association of State Highway Officials (AASHTO) Task Force on Numbered Bicycle Routes. The goal of the task force is to create a corridor plan that state highway departments can utilize in designating bicycle routes. Over the summer, the Routes and Mapping program

worked on compiling data on all state and national bike routes in order to fulfill the first phase of the Task Force's plan of action.

## Development

Julie Emmett joined the staff in early 2005, filling the post of Associate Development Director. In this position, she joins Membership and Development Director Julie Huck in helping



CHUCK HANEY

members share their passion for cycling by giving them creative opportunities to financially support the organization's many activities and projects. In addition to conducting membership appeals, Julie assists members with their planned giving goals, coordinates member meetings, researches grant opportunities, and writes grant proposals.

## Membership

In 2005, our Membership program furthered its goal of reaching out to people and inspiring them to bicycle. We added 6,357 new members, bringing our roster to a total of 42,359. This represents a 2.8 percent increase over the 2004 number. The number of Life Members grew as well, from 1,250 to 1,295. We are also pleased to announce 162 bicycle shops and 118 bicycle clubs as members, the latter representing more than 40,000 cyclists and helping us maintain our proud status as the largest bicycling membership organization in the United States. We now have members in all 50 states, three United States territories, and 48 nations, with 836 members residing in foreign countries ranging from Argentina to Zambia.



CRAIG STIFLE

## Outreach and Education

After joining Adventure Cycling's Communications staff in 2004, Becky Douglas moved from Communications Assistant to begin serving as Outreach and Education Coordinator. The program has made significant strides since its launch in late 2003. Through the Ambassador Program, for example, committed members made presentations throughout the United States—to the Association for Experiential Education, Elderhostel groups, youth groups, college groups, and others.

We continued with our nationally recognized awards program, enhancing it with a third annual award. The 2005 Sam Braxton Bike Shop Award went to Berlin Bicycle in East Berlin, Connecticut. The 2005 June Curry Trail Angel Award went to not one individual but to a "band of angels," the members of the Monroeville Community Park Board in Monroeville, Indiana. And the inaugural Volunteer of the Year Award went to Kerry Irons of Midland, Michigan, for his outstanding volunteer service to Adventure Cycling.

Choosing the recipient of this award was difficult since we were fortunate to have more than a hundred volunteers donate over 2,000 hours to the organization in 2005, helping to research routes, improve our website, and man our booth at events.

With the help of nine editors and over 40 contributors, we began production of a publication to help adult leaders organize youth bicycle adventures. *Pedal Pioneers: A Guide to Bicycle Travel with Kids* is a guide that will be used by teachers, youth group leaders, camps, scout groups, and individuals to help spread the joy of cycling to a new generation.

We welcomed more than 460 visitors from around the country and the world to our offices in 2005, with such services and amenities as ice cream, Internet access, information on local activities and resources, office tours, and many barbecues.



Kerry has an enviable set of skills and a passion for Adventure Cycling that make him a reliable, effective, and valuable friend to bicycle travel.

## Marketing and Sales

The Marketing Department informs the public of the mission of Adventure Cycling and enhances awareness of our programs and campaigns. Toward these ends, in 2005 we distributed 3,000 general brochures at conferences, expos, and meetings; awarded over \$3,000 worth of donated product through the Bike Giveaway 2005, which is largely an effort to aid membership acquisition and retention; and exhibited at bicycle expos in Minnesota, Washington, California, Colorado, Pennsylvania, and at the Interbike industry trade show in Las Vegas. We also made map donations with a total value of more than \$4,000, distributed to 28 non-profit organizations. This is our way of lending support to touring groups and individuals who are raising money and awareness for various causes during their bicycle journeys.

Another awareness effort is our Shop Display program, through which we distributed a total of 284,850 membership information cards at 2,110 bike shops across the country. We produced and distributed an additional 258,200 cards—featuring information about Adventure Cycling membership, development, sales, and tours—inserted in nine issues of our own *Adventure Cyclist* magazine.

With the goal of reaching younger cyclists and potential cyclists, we promoted Adventure Cycling in college newspapers in Washington, California, Montana, Texas, Ohio, and Michigan.

We also advertised in many national publications (*Bicycling*, *Men's Health*, *Dirt Rag*, and others), as well as regional publications (*Southern California Bicyclist*, *Bike Midwest*, *Cascade*, *Lewis & Clark Travel Planner*, *Eastern Fat Tire Association*, and more) to bring our mission to a broader audience. And we placed Internet advertising on sites like *Outdoormind.com*, *Pedaling.com*, *Bicyclingworld.com*, and *BicycleMagazine.com* to instill the spirit of bicycle travel to those who frequent the web.

The Marketing Department worked with the Missoula Convention & Visitor's Bureau to lead a day-long bicycle trip for visiting members of the Society of American Travel Writers, and partnered with BOB Trailers to distribute globally 5,000 Adventure Cycling information pieces with sales of their YAK and IBEX trailers.

The Adventure Cycling Sales Department continued its commitment to providing the best in books, maps, and gear for touring cyclists. Our staff processed more than 8,000 orders, selling 24,450 Adventure Cycling maps and much more. We stocked items recommended and/or tested by staff, leaders, and members, with all profits from sales going back to support the mission and programs of the organization.

### Weeklong Adventures

Our event tours are perfect for the cyclist who wants to spend a week riding in America's most scenic spots. We offer events both on and off pavement. Join us on Cycle Utah, Cycle Montana, Cycle Washington or another exciting tour.

For more information, visit  
[www.adventurecycling.org/e27](http://www.adventurecycling.org/e27)  
or call (800)755-2453

 Adventure Cycling Association



GREG SIPPLE

## Communications

Susan Waters joined the staff in fiscal year 2005 as the Communications Director. Susan came to Adventure Cycling after a decade as a multimedia writer/producer in the Midwest, and seven years of running her own communications business in Montana. We also welcomed Aaron Teasdale to fill the newly created position of Communications Associate. With his superb writing and photography skills, Aaron is assisting with the production of *Adventure Cyclist* magazine and *The Cyclists' Yellow Pages*, and also serves as a media liaison.

While focusing on an increased use of technology in 2005, the Communications Department maintained its commitment to excellence in print. We continued the tradition of inspiring cyclists to ride by way of our centerpiece publications, *Adventure Cyclist* magazine and *The Cyclists' Yellow Pages*.

In fact, 2005 was a milestone year for *Adventure Cyclist*: We published more total pages (424) than in any previous year, and increased advertising revenue to an all-time annual high of \$272,000, allowing us to continue to be the leading authority and voice for bicycle travel. The quality of the magazine's content continued to improve as well, and we added a new category, the photo essay, to the package. Emphasizing imagery over word count, the essays are a new way to convey the wonders of bicycle travel to our readers.



*Adventure Cyclist* magazine is the premiere resource for bicycle travel.

Additional publication projects managed by the Communications Department included the *Tours Adventure Book*; 32-page fall, spring, and summer *Cyclosource* sales catalogs; two Tours newsletters; and numerous others—shop cards, general brochures, club newsletters, and donor newsletters.

Technological advances continue to influence the way we communicate with our members and the general public. A major re-coding of our website, as well as a new website host, permitted us to expand our site's functions and traffic load. Our website grew to over 850 pages and interactive forms in fiscal year 2005, and traffic increased to an average of more than 33,000 unique visits per month. With our expanded capacity, an ever increasing amount of Adventure Cycling business takes place online: 97 percent of our tours participants registered; 61 percent of our sales transactions took place; 29 percent of new members signed up; and 17 percent of members renewed online.

The web also provides the opportunity to spread cycling news and special offers electronically. We sent out 24 issues of the *Bike Bits* newsletter, with approximately 20,000 readers receiving each edition. We also extended several exclusive sales and membership offers to members via e-mail.

2005 was a good year for Adventure Cycling in the media, and a great opportunity to inform the public about the gratifications of cycling. Big magazine "hits" included *Men's Journal*, *Bicycling*, *National Geographic Adventure*, *Outside*, *Windy City Sports*, *Rocky Mountain Sports*, *Dirt Rag*, and the magazine of the Rails-to-Trails Conservancy. The numerous newspapers running stories about the organization included these big three: the *Los Angeles Times*, *The New York Times*, and *The Washington Post*. Topics of interest to the press and their readers included the Great Divide, bicycle touring and Adventure Cycling Association in general, the Lewis & Clark Bicycle Trail, and the Underground Railroad Bicycle Route.

## Tours

Adventure Cycling Tours continued providing members the opportunity to participate in two basic styles of group bicycle tours—vehicle-supported and self-contained adventures—on both the paved and dirt roads of North America. The vehicle-supported Events and Explorers offer luggage transport, catered meals, and expert leadership. Our Expeditions and Excursions, in contrast, are designed to provide members a cooperative group framework for their self-contained adventures. These tend to be longer in distance and duration than the supported trips. We also provide expert instruction on bicycle travel through our Introduction to Bicycle Touring classes and teach professional tour guiding through our Leadership Training courses.

Bike industry veteran Rod Kramer joined the Adventure Cycling staff mid-season in 2005 as Tours Director, after the departure of Brian Martindale, who had served six seasons at the helm. Shaun Radley joined the team as part-time Tours Specialist and Hannah Collins returned to the Tours department as Tours Specialist in mid-2005 after her maternity leave.

In 2005, we ran 31 tour adventures, including four Intro to Touring classes and four Leadership Training courses. Our 758 tour participants amassed nearly half a million cumulative miles, enjoying tours as short as Cycle the Divide Montana (seven days, 250 miles) and as long as the Northern Tier expedition (93 days, 4,304 miles). We trained 65 new tour leaders in 2005, and employed 137 individuals under contract as tour leaders. But most importantly, all of these numbers represent multitudes of cyclists enjoying their lives and seeing the world from a bicycle seat.



# Our Supporters

It is through the generosity of people like those listed below that Adventure Cycling Association accomplishes so much year after year. We are a 501(c)3 nonprofit organization, with the mission to inspire people of all ages to travel by bicycle. We help cyclists explore the landscapes and history of America for fitness, fun, and self discovery.

This year, we have made a change in how we record donations. Rather than using Adventure Cycling Association's fiscal year (October 1-September 30), we will begin using the calendar year as we recognize our generous donors. Consequently, this year, and this year only, donations are recognized herein from October 1, 2004 through December 31, 2005.

## Donors

### Special Recognition

Peter Bower • Charles Pace • Bikes Belong Coalition • ExxonMobil Foundation • Missoulians on Bicycles • New Belgium Brewing • REI • The Ettinger Foundation, Inc. • The Minneapolis Foundation • The Robert Wood Johnson Foundation

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We offer our sincere and heartfelt thanks to each of you, our supporters, and we trust that you will continue to share your passion for and dedication to cycling by continuing your support of Adventure Cycling and its multitude of successful programs. You helped make 2005 what it was: a great year.

Cumulative donation amount	2004	2005
\$100-\$259	570	628
\$250-\$499	65	103
\$500-\$999	30	43
\$1,000-\$2,499	21	29
\$2,500+	6	6
<b>TOTAL</b>	<b>692</b>	<b>809</b>

& Nancy Schusler • Randall Simpson • Kelly Skillett • Laurie Skipper • Ann Smith • Stephen Sprinkle • Duane Stark • Tracy Stollberg & Mary Stolberg • Scott Swanson • Charles & Carol Tannenbaum • David Tharnstrom • Bruce Thayer • Jean Tipton • Louis Unzelman • Steven & Gerlinde Vilter • James & Sharon Ware • Terry Williams • Steve Wilson & Donna Lewandowski • Robert Wislow

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# Financial Summary

## Adventure Cycling Association Statement of Revenues and Expenses

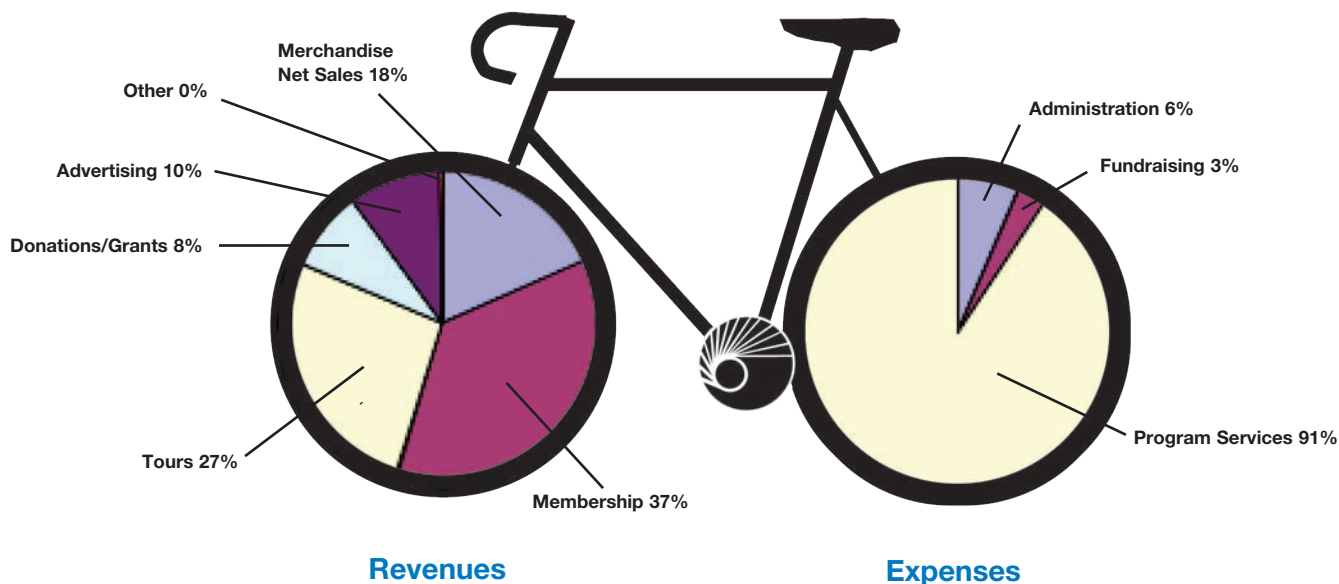
Revenues	FY2005	FY2004
Merchandise Net Sales	\$126,975	\$148,218
Membership	947,720	914,306
Tours	721,651	690,106
Donations/Grants	228,503	236,949
Advertising	265,406	228,676
Other	43,154	11,945
<b>Net Operating Revenue</b>	<b>\$2,333,409</b>	<b>\$2,230,200</b>
<b>Expenses</b>		
Support Services	256,279	312,639
Program Services		
Routes & Mapping	192,406	145,040
Membership Services	490,276	635,622
Outreach	47,907	40,345
Marketing	110,283	124,074
Communications	649,112	373,200
Tours	638,315	570,192
<b>Total Program Services</b>	<b>\$2,128,299</b>	<b>\$1,888,473</b>
<b>Increase (Decrease) in Net Assets</b>	<b>\$(51,169)</b>	<b>\$29,088</b>

## Adventure Cycling Association Balance Sheet

Assets	FY2005	FY2004
Current Assets	\$447,631	\$523,694
Long-term Assets	384,337	380,458
<b>Total Assets</b>	<b>\$831,968</b>	<b>\$904,152</b>
<b>Liabilities</b>		
Current Liabilities	\$386,150	\$401,737
Long-term Liabilities	38,262	43,691
<b>Total Liabilities</b>	<b>\$424,412</b>	<b>\$445,428</b>
<b>Net Assets</b>		
Total Fund Balance	407,556	458,724
<b>Total Liabilities and Net Assets</b>	<b>\$831,968</b>	<b>\$904,152</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 [www.adventurecycling.org/audit](http://www.adventurecycling.org/audit) or by calling (800) 755-2453.

## Bikecentennial 76 dba Adventure Cycling Association Fiscal Year 2005



**Revenues and Expenses** This diagram illustrates where Adventure Cycling's revenues come from and how the money is spent. In FY2005, we were able to allocate 91% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.

## Adventure Cycling Association Staff



(left to right)

Jennifer Milyko, Susan Waters, Tom Robertson, Julie Huck, Mike Deme, Ginny Sullivan, Danny Smitherman, Becky Douglas, Richard Darne, Julie Emmett, Rod Kramer, Greg Siple, Teri Maloughney, Jim Sayer, Beth Peterson, Shaun Radley, Hannah Collins, Sheila Snyder.

(not pictured)

Guy Barel, Lou Ann Crowley, Holly Eissinger, Lou Ghaddar, Brendan Halpin, Carla Majernik, Patrick Marzullo, Mac McCoy, Aaron Teasdale.

## Board of Directors

(from left to right)

Van Dye | Missoula, Montana  
Jan Brunk, Vice President | Whitefish, Montana  
Charles Pace | Columbus, Ohio  
Matthew Cohn | Helena, Montana  
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Carol York, Secretary/Treasurer | Hood River, Oregon  
Anna Ginn | New York, New York  
Jeffrey Miller | Augusta, Maine



# Adventure Cycling Association

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