



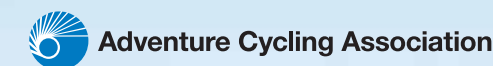
Adventure Cycling Association

# IMPACT REPORT 2016



# The Mission

OF ADVENTURE CYCLING ASSOCIATION IS TO  
INSPIRE AND EMPOWER PEOPLE TO TRAVEL BY BICYCLE



## PROGRAMS

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#### MEMBERSHIP

Adventure Cycling members receive nine issues of *Adventure Cyclist* magazine, discounts on our maps, access to our guided tours, and other great benefits.

#### ROUTES & MAPS

We research and produce cycling maps for the Adventure Cycling Route Network, one of the largest bicycle-route networks in the world at over 45,000 miles (and growing).

#### GUIDED TOURS

Each year, we lead more than 100 guided bike tours, including self-contained, supported, inn-to-inn, and educational trips.

#### U.S. BICYCLE ROUTE SYSTEM

We are the leading organization working to create the USBRS, which will be the largest official cycling route network on the planet when complete.

#### BICYCLE TOURISM

To improve bicycle travel conditions in North America and make bicycling easier and more accessible for all, we build national support for bicycle travel, address roadway concerns, and promote multi-modal travel options.

#### ADVENTURE CYCLIST

We publish nine issues of our award-winning magazine each year for our members.

#### CYCLOSOURCE

Our catalog and online store feature our world-class cycling route maps, and the best bike travel gear.

#### GREG SIPLE AWARD

Recipients of the "Greg Siple Award for Young Adult Bicycle Travel" sustain the rich bike travel culture that Adventure Cycling co-founder Greg Siple has fostered for over 40 years.

#### HOW-TO RESOURCES

We provide a variety of trip-planning resources for bicycle travelers such as our annual *Cyclists' Travel Guide*, online how-to articles, and *Touring Gear and Tips* blog.

#### BIKEOVERNIGHTS.ORG

Share your short overnight bicycle adventures, and find inspiration and tips.

#### ONLINE COMMUNITIES

Our forums provide space to ask questions and receive feedback from experienced bicycle travelers.

#### DONATIONS

Members support Adventure Cycling's programs by making an annual donation, becoming a monthly donor, joining the Thomas Stevens Society, making a gift of stock, or leaving Adventure Cycling in their will.



# IMPACT REPORT 2016

Dear Adventure Cycling members,

Do you realize all that you made possible in 2016? Thanks to your support, Adventure Cycling accomplished more for bicycle travel than ever before — and that's saying a lot, given that we were celebrating our 40th anniversary!

I have to confess that we were somewhat nervous as we started 2016, with ambitious plans for new events, maps, a book, and advocacy. But because of your support, our talented staff, and hundreds of volunteers, we accomplished everything — and we actually exceeded many of our goals! Here are some highlights:

\* Three massive bike events, including the Montana Bicycle Celebration (honoring our founding event, Bikecentennial) and the first-ever National Bike Travel Weekend and Bike Your Park Day, which drew more than

23,000 participants (and will be repeated in 2017)

\* A brand new mapped route, the Texas Hill Country Loop, and completion of research on our next long-distance route, from Chicago to New York City

\* Release of many more digital versions of our popular maps, with the remainder to be completed in 2017

\* A new high for membership (51,200), keeping us the largest cycling membership nonprofit in North America

\* Nine more awesome issues of

*Adventure Cyclist* magazine, plus a new free eDigest of the magazine that you can get on your digital devices

\* More engagement with younger demographics, with our Young Adult Bike Travel Scholarship program, a special Under-30 TransAm tour, and work with college outdoors programs across America

\* A huge expansion of carry-on and train-side checked service for getting your bicycle on Amtrak — on all 15 long-distance routes and some key medium and short-haul routes, like the famed Capitol Limited (Chicago

to Washington, DC) and the Vermonter

\* Growth in our advocacy and outreach work, expanding the U.S. Bicycle Route System, fighting misguided rumble strips, improving bike travel conditions in our state and national parks, and spreading the gospel about bike travel at major conferences from Taiwan to Alaska to Washington, DC

\* More tour participants than ever, with new tours throughout North America, including Hawaii and Puerto Rico

\* Record levels of participation in

our electronic media, with more subscribers than ever to Bike Bits (our e-newsletter, now in a new format), Facebook, Twitter, Instagram and other social media channels — plus lots of new content on our websites, including [bikeovernights.org](http://bikeovernights.org)

\* Publication (and already a second printing) of the beautiful large-format book *America's Bicycle Route: The Story of the TransAmerica Trail*

That's just the short list, but all in all, it felt good to be 40! Whether you supported Adventure Cycling as a member, donor, tour participant, map

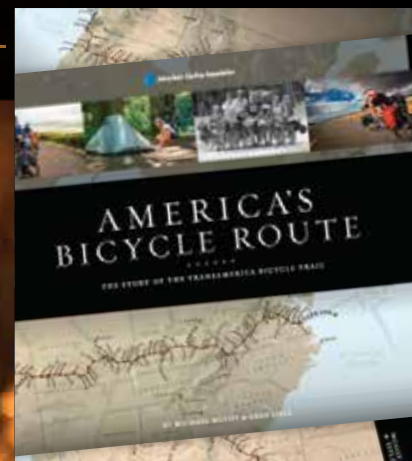
buyer, event participant, volunteer, or all of the above, please realize that you played an essential part in making these good things happen for cycling and bicycle travel.

Best of all, 2016's success has laid the groundwork for amazing progress in the coming year. Thank you for your critical support, and I hope you enjoy a wonderful year of adventure cycling.

With gratitude,

*Wally Werner*

Wally Werner  
President,  
Adventure Cycling Board of Directors



## "Dear Adventure Cycling Members,

DO YOU REALIZE ALL THAT YOU MADE POSSIBLE IN 2016?"

# Thanks to You,

MORE PEOPLE THAN EVER JOINED THE BIKE TRAVEL MOVEMENT — VOLUNTEERING, TOURING, USING MAPS, AND BECOMING MEMBERS

*"We were moved to become life members in part by John Engen, the mayor of Missoula. At the reception he said, 'Here are some happy Americans.' We realized that with all the negativity in the world and in our country, we want to support organizations that bring a positive message and add to the joy in life. Adventure Cycling definitely fits that description."*  
- Jim Segaar and Jim Ginn



**51,200+**  
people are members of Adventure Cycling — including a 27% jump in new members



**OVER 1 MILLION**  
people find inspiration and bike travel resources at [adventurecycling.org](http://adventurecycling.org)



**1,638**  
riders embark on one of Adventure Cycling's 103 tours — including new places like Hawaii, Puerto Rico, and Route 66



**38,262**  
paper and digital maps are sold — equal to 15 million miles of Adventure Cycling Routes



Adventure Cycling Routes surpass **45,000** miles — nearly 2x around the Earth



**500+**  
people travel to Missoula to celebrate 40 years at the Montana Bicycle Celebration



**82**  
eager young adults apply for Adventure Cycling's Bike Travel Scholarship awards



Texas Hill Country Loop published, adding **67(ISH)** more BBQ options to the Adventure Cycling Route Network



Mac McCoy, creator of the Great Divide Mountain Bike Route, retires after **36 YEARS**



**1,605** more miles of U.S. Bicycle Routes get signed in four states



Jim Sayer selected for the **NATIONAL** Advisory Committee on Travel and Tourism Infrastructure



**OVER 400** people volunteer their time and passion for Adventure Cycling. Thank you!



# Two New Global Cycling Events,

INSPIRING AND EMPOWERING OVER 23,000 PEOPLE TO RIDE



**BIKE TRAVEL WEEKEND**  
biketrialweekend.org

● 902 Trips

Using DIY resources and an interactive map to connect and inspire, thousands of people rode to their favorite campgrounds, B&Bs, and even swanky hotels over the first weekend in June.



**BIKE YOUR PARK DAY**  
bikeyourparkday.org

● 1,439 Rides

On the same day in September, thousands explored their public lands — national and state parks, historic sites, and more — pedaling anywhere from one mile to 100 miles.

**1.6 MILLION MILES RIDDEN DURING  
BIKE YOUR PARK DAY AND BIKE  
TRAVEL WEEKEND**



**97% OF BIKE YOUR PARK DAY  
PARTICIPANTS SAID THEY WILL  
PARTICIPATE IN BIKE YOUR PARK DAY  
AGAIN IN 2017**

*"We ate, drank, and beached our way through Cape Cod, biking only 80 miles over three days, and it was awesome!"*  
- Bike Travel Weekend Participant

*"I registered a ride at Tims Ford State Park in Tennessee. I am one of the park rangers and enjoyed leading a ride around the park showcasing our unique features as well as celebrating National Public Lands Day and Bike Your Park Day."*  
- Bike Your Park Day Participant

*"We biked in Rocky Mountain National Park. It was a great reason to get out for a ride on a day we may not have ridden. My friend biked in Rocky Mountain for the first time. The leaves were turning and there was fresh snow on the peaks."*  
- Bike Your Park Day Participant

*"We have decided to make Bike Travel Weekend a yearly event hosted by Trails & Treads in Tupelo, Mississippi. Looking forward to bigger and better things in the years to come!"*  
- Aaron Jennings, manager of Trails & Treads

**35% OF BIKE TRAVEL WEEKEND  
PARTICIPANTS WENT ON A BIKE  
OVERNIGHT FOR THE FIRST TIME**



# You Made it All Possible!

We are deeply grateful to our supporters: members, donors, sponsors, and grantors who contributed to the success of Adventure Cycling Association. Thanks to all who contributed financially from October 1, 2015, through December 31, 2016.

## NEW LIFE MEMBERS

Robert Adkins • Kelly Aldridge • Eric Anderson • Richard Anderson & Gail Green Anderson • Donald & Ashmeeda Aridas • Rodney & Janie Arndt • Scott Ashford • Margaret Atterbury & Bruce Bernard • Richard Behling • Martin & Nancy Bernstein • Derek Blakeslee • Susan Blessing & Kevin Sossong • Jan Blue • Albert Bohemier • Stephen Boughton • Farra Bracht • Mark Brecher • Lori Brees • Larry Brock • Robert Brophy • Doug Burgesser & Eileen Kadesh • Michael Cannon • Bruce Carter • John & Roxanne Chapman • Julia Chapman • Judy Cochran • Jeffrey Cohen • Martin Cohen • Robert Colvin • Robert Cone • Andreas Conradi • Peter Conway • Gillian Cook • Damon Copeland • James & Wendy Core • Alan & Karen Crossley • Carolyn Crump & Jean Stearns • Adam Davis • Richard Davis • Dreux DeMack • Charles Denney • Tony & Denise Docal • Travis Dye & Megan Ashton • Annmarie Eldering • Steve Elliott • Jeff Emdee • Tom Emme • Deb Erickson • Elizabeth Estes • Kevin Fink • Quinn Fitzpatrick • Kevin Foster • Lucy Foxworth • Dave Galvin • Emily Garlich • Susan George & Miles Epstein • Wiley & Teresa Gibson • David Goodrich • Andrew & Judith Gustafson • Alan Hammond • Randolph & Jeanne Harrison • Ronald Head • Jim & Christa Herron • Steve & Lynn Hetterich • Tom Ho & Mabel Chan • Rodney Hoadley • Mark & Wendy Hoag • Cindy & Tim Hoehn • Robert Hoel • Robert Holmes • James Horn • Satyra Howell • Jeff Jarvi & Beth Dayton • Craig Jira • Pat Kelly • Steve & Lynn Kesling • Robert Kissinger • Danna Korak • Monte Krog • Denise Lachniet • James Lee • Nancy Lewellen • Charles Lockhart • Susan Mackey • Christopher Malloy • Howard Mann • Richard Manning • Veronica Massey • Grant McBride • Kenneth & Patty McCaughey • Cindy McDonald & Ellen Kime • Patricia McManus • Richard Miselis • Arthur McMurdie • Richard Mead & Ruth Pollow • Karyn Mentink & Wendy Ratner • Todd Mills • David Mohseni • Thomas Moore • William & Judith Moritz • Lynn Nebus • Gerald & LaVonne Nielsen • Martin Oldford • Jeff O'Neill • Wade Otey • Brian Paker • David Pariseau • Jenny Park & John Sweet • Laura Patterson • Mark Payne • Mark Perschel • Frank Peters • John Pilger • Paul Pinson • Michael Prest • Michael Pyatt • Mark Rieb • Janet Rose & Richard Bedal • Vicki Ross • Louisa Savage • Thomas Savarino • Gary Scarcella • Joe Schafer • Bryan Schmidt • Jim Segar & Jim Ginn • Cynthia Snow & Irving Kurki • Doug Snow • John Springfield • Maria & Pat Steele • Randy & Edie Stout • Margaret Summerside • Mark Sunderland • Karen Tarnow • Sean Taylor • James & Darcy Terry • Anne Thompson • W Howard Thompson • William Tupper Ferris-Olsen • Valerie Turtle • John Villalpando • Carol

Waaser • Scott Wasserman • Stephanie West • Woody Wheeler • Herschel & Shirley White • Vickie Wilson & Dan Reagin • Claudine Zender

## THOMAS STEVENS SOCIETY (\$1,000+ DONATION)

Adobe Matching Gift Program • Jim Alsup • American Association of State Highway & Transportation Officials • Ameriprise Financial Employee Gift matching program • Heather Andersen • Chris Anderson • Anonymous(41) • Sarah & David Apple • Apple Foundation Inc. • Apple Matching Gifts Program • Richard Arendt • Steedman Bass • David Black • Derek & Ann Blakeslee • Matthew Bond • Douglas Booth • Peter Bower • David Bowman • Exodus Travels • Lys & Dan Burden • Kathryn Calderala • Alan Cannon Family • Julia Chapman • Nard Claar • Cleveland Foundation/Turtle Fund • Martin Cohen • Matthew Cohn and Mary Ellen Holverson • Todd Collart • William & Lynne Combs • Community Foundation of Greater Des Moines • Peter Conway • Damon Copeland • Ron Core • Anne Cowan • Crunchy Frog Fund • Jon Curtis & Mary Carol Winkler • Suanne Davendonis • William & Christine DeLoache • Alan Detwiler • David Deucher • Jacques Devaud • Terry Dial & Brooke Osborne • Diehl Family Foundation • Mike Dillon • Donald & Martha Dolben • Mark & Martha Donaldson • Karl Eggers & Odile Ronat • Don Elliott • David Ellis Trustee • Tom Emme • Morris Erickson • Planet Bike • Fidelity Charitable Gift Fund • Kevin Fink • Five Fifteen Charitable Fund • Michael Ford • Michael & Nancy Fortney • Fred & Pam Freed • Michael Freed • Jerry French • Christian Fritze • John Gardner • Todd Gardner • Brent Garrett & Glenda Marker • Andrew Gilligan • Joe Golden • Richard & Renee Goldman • Google Matching Gifts Program • Sean & Suzanne Gordon • John Graff • Jon Graff • B. Charles Graham • Cecily Grant & Kurt Smitz • Bucky Green • Robert Gubler • Rami Haddad • Arlen Hall & Shawn Decareaux • Tom & Carol Handley • William & Leola Hanna • Charles & Carol Harmon • Darrell Hoefling • Jim & Wendy Homerosky • Christi Horton • Diane Houslanger • Susan & Stephen Immelt • Dinesh Jain • Jewish Community Federation • John Hancock Financial Services • Bruce & Kate Johnson • Richard & Elizabeth Jones • William Kaufman • Richard Keir • Andrew Kellum • Jacob & Angela Kirkman • Edward Kleinbard • Brian Klimont • Allen & Kathy Kost • Susan Kremer • Jim & Penny Langland • Sam Leffler & Cynthia Livingston • Leola M Hanna Trust • Joshua Levy & Pam Magnuson • Stephen Lex • Local Independent Charities of America CFC • Bryan Lorber • Mark Makulinski • Shelia Martin • Robbie Mast Tribute • Barbara & Charles

Matthees • Peter McKenney • Hugh McKinnon • Arthur McMurdie • George Mendes • Merrill Lynch • Howard Metzenberg • Microsoft Matching Gifts Program • Tom Middaugh • Karen Midkiff • Evan Minard • Kevin Morgan • Barbara Munn • Jim Musante • Sam Narten • National Philanthropic Trust • Katherine Nelson • Melissa & David Norton • James O'Brien • Timothy Oberle • Alexandra Olsen • Charles Pace • Stephen Parsons • Reuben & Teresa Peterson • Timothy & Anna Petersen • Richard Piper • Jack Podoll • Jennifer Pritzker • Christopher Puin • Portland Design Works • R.C. Baker Foundation • Turner Ratrie • Peter Roos • Janet Rose & Richard Bedal • William & Catherine Ruhling • Donna Sakson & Jonathan Mark • Mike Samuelson • Thomas Savarino • Gary Scarcella • Arnold Schaeffer & Deborah Chandler • Frank & Leslie Schipper • Bruce & Lenora Schuchert • Schwab Charitable Fund • Larry Scott • Janet SeGall • Steven Seto • Silicon Valley Community Foundation • SKS • Kent Smith • Roland Smith • Jon Spallino • Fran Stagg • John Stolzenberg • Mark Strom • Margaret Summerside • Surly Bikes • Sean & Sandra Sweeney • Pierre Swick • Sean Taylor • Wayne Teumer • The Boeing Company Gift Match • The Claar Fund of the Pikes Peak Community Foundation • The Drollinger Family Charitable Foundation • The Musante Family Foundation • Patricia Todd • Gary Tompkins • W. Preston Tyree • United Jewish Community of Broward County, INC. • tripsite.com • Vanguard Charitable Endowment Program • Steven & Carolyn Vonderfecht • Sid Voss • Mark Wasden & Annelisa Blake-Wasden • Roy Weil & Mary Shaw • Wally Werner • Steven Whalen • John White • Joseph Willman • Jerry and Jan Zebrack

## 40TH SPONSORS

Montana Department of Commerce \$50,000 • Raleigh Bicycles \$50,000 • Advocate Cycles \$25,000 • Salsa Cycles \$25,000 • Blue Cross Blue Shield of Montana \$10,000 • Primal Cycling Apparel \$10,000 • Travel Oregon \$10,000 • Visit Idaho \$10,000 • Visit Mississippi \$10,000 • Destination Missoula \$5,000 • ExperiencePlus! Bicycle Tours \$5,000 • Missoulian \$5,000 • Osprey Packs \$5,000

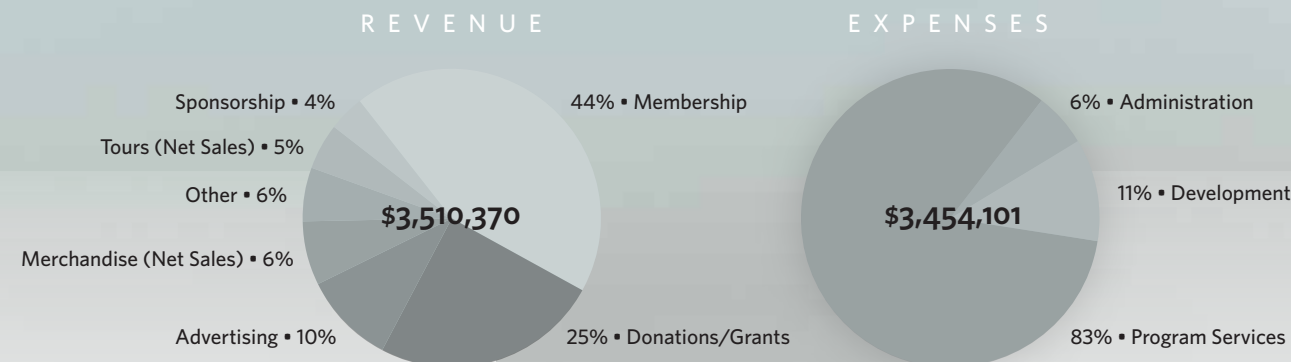
## CORPORATE MEMBERS

**TITANIUM:** Advocate Cycles • Blackburn • Blue Cross Blue Shield of Montana • Global Rescue • Primal Wear • Raleigh Bicycles • Salsa Cycles • Travel Oregon • Visit Idaho • Visit Mississippi **GOLD:** ABUS Mobile Security • Big Agnes, Inc. • Bike-Dreams BV • BikeFlights.com • BikeTours.com • Burley Design • Cygolite • Lighting Systems • Exodus



## 2016 FISCAL YEAR SUMMARY

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 Texas Hill Country and Chicago to New York City, maintenance of map information for our established routes like the TransAmerica Bicycle Trail, the Young Adult Bike Travel Program, and efforts at the federal level to secure better bicycling policies and resources.



Travels • ExperiencePlus! Bicycle Tours • GAIA GPS • Golden Triangle Bike • Koga • Mirrycle Corp. • Ortlieb USA • Osprey Packs • Planet Bike • Portland Design Works • Revelate Designs • SKS • Stanley-Sawtooth Chamber of Commerce • Sun Bicycles • J&B Importers • The Bike Concierge • tripsite.com • Velo Orange **SILVER:** Adventure South • Alex Meade Bikeworks • Anderson ZurMuehlen & Co. • Aurigo Software • Bikepack Canada • Buffalo Lodge Bicycle Resort • FrontPack • Global Cycling Adventures • IMBA • In Situ Travel • Jones Bicycles • Joplin CVB • KHS Bicycles • Madison County Chamber of Commerce • National Bicycle Dealers Association • Point South KOA • Porcelain Rocket • Showers Pass • Sinewave Cycles • Town Pump Hotel Group • Whitefish Bike Retreat **BRONZE:** Alphagraphics Missoula • Arkel Inc • At Your Pace Freestyle Cycling Adventures • Beer & Bike Tours • Club Ride Cycling Apparel • CTCBikes • Cycle Greater Yellowstone • Cyclelogical • DC Cycling Concierge • Easy Rider Tours • Fold n Visit • Gordon, Elias & Seely • Hamilton County Tourism • Hostelling International San Diego • Italiaoutdoors Food and Wine • Italy Cycling Holidays • Latin America for Less • Lizard Head Cycling Guides • Motel 6 Nationwide • Road Holland Cycling Apparel • Rocky Mountain Print Solutions • Selle Anatomica • Senior Cycling • Swift Industries • TDA Global Cycling • The Directory • TiGr Lock • Velosurance.com • Woman Tours

## GRANTORS

Climate Ride, Inc. • First Interstate Bank • Henry Family Foundation • Montana Department of Commerce • New Belgium Brewing • Stephen M. Seay Foundation, Inc.

*"I wanted to leave my money to those who make me the happiest. That's Adventure Cycling."*

- Fran Stagg



## LEGACY SOCIETY

In 2016, 55 members joined as founders of Adventure Cycling's "Legacy Society," providing a rich and lasting future for bike travel

Anonymous(29) • Denise & Jim Badgley • Mike Broderick • Kenneth M. & Elizabeth A. Brown • Matthew Cohn & Mary Ellen Holverson • Richard D. Collins • Jim Cossitt • Randy & Becky Cronk • David Fiedler • Tom & Carla Fortmann • Jennifer Garst • Jim & Wendy Homerosky • Gail & Wilson Hubbell • Ken & Patty McCaughey • Michael Prest • Steven Richards • Lynda Saul • John Scibek • Janet SeGall • Fran Stagg • Gail Rae Van Sluys • Sid Voss • Keith Wetzel & Suzanne Painter



[WWW.ADVENTURECYCLING.ORG](http://WWW.ADVENTURECYCLING.ORG)