

2014 ANNUAL REPORT



PHOTOS OF VISITING CYCLISTS BY GREG SIPLE

Dear Adventure Cycling Members,

2014 was an extraordinary year for me and for the Adventure Cycling Association. Personally, I checked off one of the big items on my bucket list, riding diagonally across North America from Key West, Florida, to Homer, Alaska – a journey made all the sweeter because the last stretch (from Missoula to Anchorage) was done as a part of our famous North Star tour. It was one of the most amazing trips of my life, and made me appreciate anew the “adventure” part of Adventure Cycling.

Speaking of which, I had the pleasure of participating in another banner year for this unique organization. Our staff and volunteers – with your generous support – hit many new milestones, including:

- More Adventure Cycling members than ever (47,500!).
- More pages and stories than ever in our beloved and recently re-designed magazine, *Adventure Cyclist*.
- Publication of our newest Adventure Cycling route, the Idaho Hot Springs Mountain Bike Route, which has already gone into its third printing.
- Adoption of more new U.S. Bicycle Routes (USBRs) such that, within the last three years, 16 states have designated USBRs totaling more than 8,000 miles – and there is much more to come, including Part II of a Best Practices Guide to further develop this official system.
- More tour participants than ever (meaning more good times than ever!), with even more tours planned for 2015 (105, a doubling of available tours over the last five years).
- Awarding of our first-ever Young Adult Bike Travel Scholarships, which enabled two young people to take our Introduction to Road Touring course and then become ambassadors for bike travel around the U.S.
- Important advocacy efforts to create better bike travel conditions, including collaborative work with Amtrak to launch pilot projects for roll-on/roll-off bike service, and work with the National Park Service to create more bike-friendly park units, for example in the Natchez Trace.
- Beta testing on the Northern Tier of new digital map products which will ultimately enable cyclists to utilize our superb routes and service waypoints on mobile devices.
- More major exposure for bike tourism, as we co-organized a first-of-its-kind major conference on bike travel in San Diego this November, and promoted cycle tourism through conferences and trade shows around the world.
- Record levels of participation in our electronic media, with more subscribers than ever to Bike Bits (our e-newsletter), Facebook, Twitter, and other social media channels.

Add to this all the preparatory work we did for projects like Bicycle Route 66 (launched in March 2015) and our 40th anniversary celebrations in 2016, and you can see why I consider 2014 a banner year.

And last, but not least: Thank you for all that you have done! Your memberships, donations, tours and map purchases, volunteer hours, and plain old enthusiasm have made it possible for Adventure Cycling to continue its exciting work of inspiring and empowering people to travel by bicycle.

Wally Werner

Wally Werner, President
Adventure Cycling Board of Directors

1 Mariia Solomatova (from Russia) and Chunyu Ou (from China) met in a free English class and embarked on a bicycling tour from San Francisco to the East Coast, with plans to continue down to South America. They both carry jars of soil from their home countries as protection from bad luck and homesickness (“works well so far”).

2 When they stopped by Adventure Cycling headquarters in September 2014, Mike Minnick and his pooch Bixby had traveled more than 7,000 miles on Mike’s Yuba Mundo cargo bike (with Bixby’s crate mounted to the back). Mike told us, “More than one year in, I know that one year from now, I will still be on my bike, with my best friend, having the adventure of a lifetime.”

3 Though they said, “Life on two wheels is great,” simply riding the Great Divide Mountain Bike Route wasn’t enough for Samuel Harney, Kurt Williams, and Spencer Harding. In addition to their light bike-packing setup, they hauled a full set of climbing gear – rope, cams, harnesses, climbing shoes, etc. – on their tour, stopping to climb along the way.

4 Franziska Hollender wasn’t a cyclist until about a year before she arrived at Adventure Cycling headquarters, when she picked up her father’s 1980s steel road bike and cranked it right into high gear. In March 2014, she entered the World Cycle Race, but had to drop out due to injury. She bounced back and entered the TransAm Bike Race, rolling through Missoula in June.



ONE EPIC RIDE

Redesigning our maps and debuting the Idaho Hot Springs Route

QUIET ROADS CASCADING through sub-alpine terrain, cozy mountain towns for breaks between saddle time, blue-ribbon trout streams to fish – but let's get to the good stuff: hot springs to soak in at the end of each day.

While it may be under the radar for many, Idaho has some of the most spectacular country the West has to offer – possessing all the key ingredients of a popular bike-touring destination with all the beauty and remoteness sought out at every corner of the globe.

The idea for the Idaho Hot Springs Mountain Bike Route came out of our annual “Big Ideas” gathering here at Adventure Cycling. Cartographer Casey Greene had been scoping out more places to explore singletrack touring, which is quickly becoming an exciting offshoot of bike travel.

Not to mention, it was high time Adventure Cycling published another mountain bike route. Our members had been asking for more off-pavement riding options beyond the Great Divide Mountain Bike Route (GDMBR) – our premier off-pavement cycling route. We were sure this passage through Idaho would deliver a new and exotic route for the off-road seekers.

What better map, then, for our Routes & Mapping staff to do some trailblazing work? Adventure Cycling is fortunate to have a talented and dedicated team of cartographers. They work fast, accurately, and thoroughly. And exploring new and replacement routes remains time-consuming, detailed work. And a map-maker's work is never complete.

While the GDMBR maps were a good basis from which to start in the map-making process, it was an opportunity to create an off-pavement route using GIS (Geographic Information Systems) data, in-house. Staff worked diligently to convert Greene's on-the-trail research into GIS data and then into a beautiful and highly functional graphic layout.

Another great leap for Adventure Cycling was the development of the digital data offerings. We introduced GPX tracks, instead of GPS route waypoints, as we do for our other routes. GPX tracks provide users with a navigational path that displays as a line with an indicator of your location in relation to that line.

And for those who will always appreciate the craftsmanship of a paper map, a major innovation in this map layout is the detachable narratives. Casey had a good insight: bikepackers do not want to haul out the whole map to see what's next. His solution was to arrange the narratives such that they could be cut from the map without disturbing the rest of the layout. This smaller cue sheet could then be stashed in a jersey pocket or easily reached framebag.

The finished product is a two-map set as stunning as the route itself – one bi-directional Main Route map and the second Singletrack Options map – that guides cyclists through the breathtaking landscape of central Idaho along a spectacular 518-mile route. Another first for Adventure Cycling: 227 miles of backcountry singletrack riding options, which riders can choose to ride as loops off the main route.

Not to be overlooked, the maps highlight the 50+ hot springs options to plan around. “There are few things I've found that go together as well as a day of backcountry bicycling followed by a relaxing soak in one of nature's own hot tubs,” Greene said. “Those who've never experienced it are in for a real treat.”

With the addition of this route, the Adventure Cycling Route Network grew to 42,180 miles. Our Routes & Mapping staff are as excited to add to this constantly evolving, ever-growing national web of routes as our members are, no doubt, to plot out their next adventures.



CASEY GREENE

2014

BY THE NUMBERS

MILES OF NEWLY DESIGNATED USBRS ROUTES: 2,069.5

AMTRAK LINES PILOTING ROLL-ON BICYCLE SERVICE: 2

ADVENTURE CYCLING MEMBERS: 47,298

NEW MEMBERS: 6,654

COUNTRIES WHERE MEMBERS RESIDE: 56 (incl. Myanmar, Namibia, Qatar, and Iceland)

INDIVIDUAL MAPS SOLD: 35,188

EQUIVALENT MAPPED MILES ENJOYED BY ADVENTURE CYCLISTS: 13,164,115

PAGES OF ADVENTURE CYCLIST PUBLISHED: 572 (more than in any previous volume)

IMAGES SUBMITTED TO ADVENTURE CYCLIST'S ANNUAL PHOTO CONTEST: >400

ROLL ON ROLL OFF



IN JANUARY of 2014, Adventure Cycling and Amtrak formed a Bicycle Task Force. Made

up of bicycle advocates, industry professionals, rail passenger advocates, and transportation officials, the task force formed to address both long and short-term goals for improving bicycle access and services on Amtrak lines. The Task Force is overseeing two pilot projects within the Northeast region that will facilitate and document design solutions, potential policy changes and communication strategies for roll-on bicycle service. The long-distance pilot route is the Capitol Limited line, which travels between Chicago and Washington, DC, and parallels the Great Allegheny Passage and C&O Canal trails. The short-distance pilot route chosen is the Vermonter line, which travels between St. Albans, Vermont and Washington, DC. Each line poses its own opportunities and challenges, which the task force is working to address.

Since formation of the task force, Amtrak and Adventure Cycling have led pilot route team meetings every month. The teams have documented economic impacts and benefits of bicycling for Amtrak and have identified solutions to station and platform issues for each route. In the fall of 2014, a bicycle rack design for the Capitol Limited was tested and rejected by task force members. The new rack

design will be similar to the racks currently being used successfully on California trains. In addition, a prototype rack has been designed for the Vermonter that will allow bicycle storage without taking away existing passenger seating.

In 2014, Amtrak announced new baggage cars on many of their eastern lines. These new baggage cars will allow bicycles to be loaded at stations with baggage service without the need to disassemble and box the bikes. This is welcome news, however, 67% of Amtrak stations don't provide baggage service, which limits travel options for cyclists. The Bicycle Task Force will help Amtrak address this issue through the roll-on pilot projects.

In addition to the efforts of the Bicycle Task Force, Adventure Cycling responded to many requests for how to use Amtrak service on bicycle tours by creating a spreadsheet of timetable and baggage service information that now lives on our multimodal webpage. Taking this a step further, we integrated the Amtrak system map into our interactive Adventure Cycling Route Network map: adventurecycling.org/amtrak-map.

These exciting developments continue to progress, and in 2015 we expect to announce the new pilot services. Stay tuned and soon you'll be able to plan a multimodal bicycle tour using these two lines.

Thank you!

We are deeply grateful to our supporters: members, donors, sponsors, grantor, and trailblazers who contributed to the success of Adventure Cycling Association from October 1, 2013 through September 30, 2014.

THOMAS STEVENS SOCIETY \$1,000+

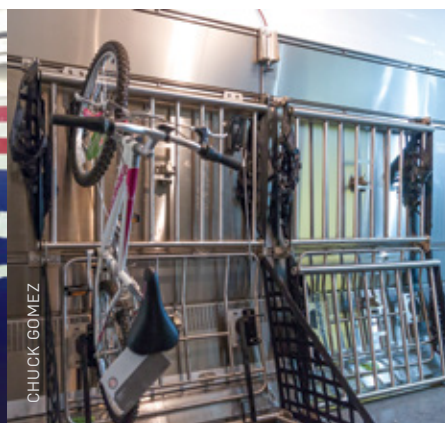
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The Adventure Cycling Association staff wants to thank you for helping grow our bicycle travel community.

Top row: left-right: John Sieber, Michael Deme, Nathan Taylor, Alex Strickland, Rachel Stevens, Eva Dunn-Froebig, Lydia Hess, Julie Huck, Josh Tack, Saara Snow, Gage Poore, Jim Sayer, Brian Bonham, Arlen Hall

Middle row: left-right: Richard Darne, Greg Siple, Sheila Snyder, Teri Maloughney, Annette Stahelin, Melissa Thompson, Mandy Hale, Carla Majernik, Lisa McKinney, Darrah Rogers, Jake Flaherty, Geoff McMillion

Bottom row: left-right: Patrick Finley, Mike Lessard, Cassie Nelson, Ginny Sullivan, Casey Green, Beth Petersen

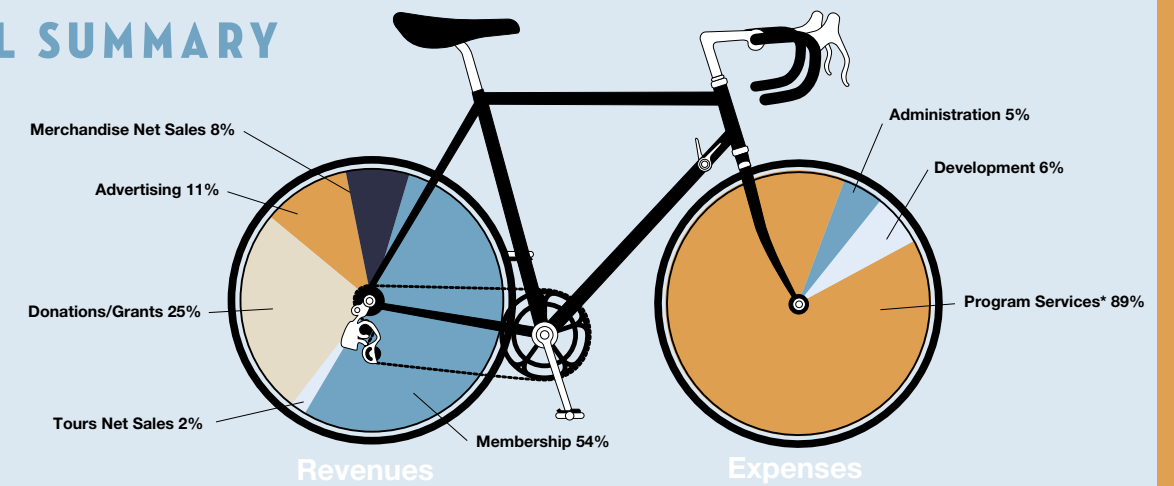
Not pictured: Jenn Milyko, David Barth, Tom Bassett, Travis Switzer, Mac McCoy



TOM ROBERTSON

2014 FISCAL SUMMARY

Revenues 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 Revenues and Expenses

Revenues	FY2014	FY2013
Merchandise Net Sales	\$217,610	\$222,618
Membership	\$1,386,000	\$1,499,325
Tours Net Sales	\$165,676	\$55,117
Donations/Grants	\$907,303	\$714,280
Advertising	\$325,857	\$297,544
Other	\$13,125	\$5,241
Net Operating Revenue	\$3,015,681	\$2,794,125

Expenses	FY2014	FY2013
Support Services	\$647,007	\$598,306
Program Services*		
Routes & Mapping	\$435,200	\$395,171
Outreach	\$52,180	\$44,396
Publications and Media	\$722,819	\$704,777
Membership Services	\$648,870	\$605,405
Travel Initiatives	\$269,813	\$260,700
Total Program Services	\$2,128,882	\$2,010,449

Increase (Decrease) in Net Assets \$239,792 \$185,370

Adventure Cycling Association Balance Sheet

Assets	FY2014	FY2013
Current Assets	\$1,225,466	\$746,563
Long-term Assets	\$1,450,204	\$1,722,742
Total Assets	\$2,675,670	\$2,469,305

Liabilities	FY2014	FY2013
Current Liabilities	\$884,680	\$921,712
Long-term Liabilities	\$129,982	\$126,377
Total Liabilities	\$1,014,662	\$1,048,089

Net Assets	FY2014	FY2013
Total Fund Balance	\$1,661,008	\$1,421,216
Total Liabilities and Net Assets	\$2,675,670	\$2,469,305

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 or by calling 800.755.2453.



GREG SIPLE

In the midst of a fundraising ride of 4,000 miles from Baltimore to Seattle in 70 days, the "4K for Cancer" group pause at Adventure Cycling headquarters for ice cream and a photo shoot.



GREG SIPLE

Routes & Mapping staffers keep busy updating current routes and researching new ones year-round.