



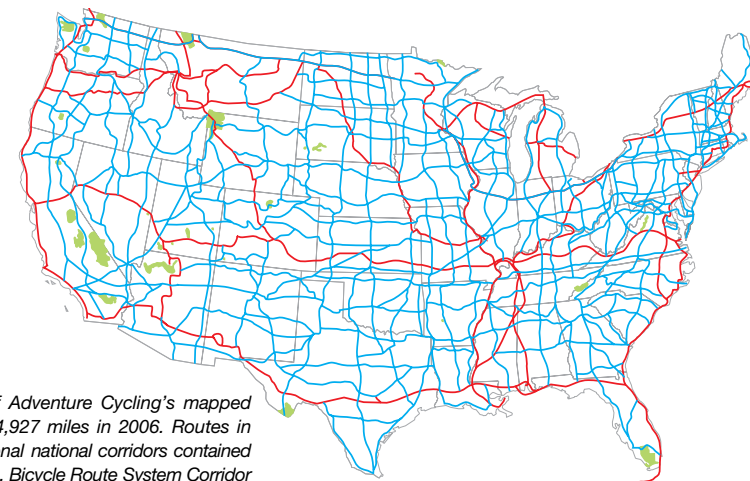
In 2002, Adventure Cycling's Board of Directors declared: "The mission of Adventure Cycling Association is to inspire people of all ages to travel by bicycle. We help cyclists explore the landscapes and history of America for fitness, fun, and self-discovery." Based on this mission, a strategic plan was developed, focusing on three campaigns: "Creating Bike Routes for the Nation," "Getting Americans Bicycling," and "Supporting Bicycling Communities." Here is how we did on each of these campaigns in 2006.

### CREATING BIKE ROUTES FOR THE NATION

Since 1976, Adventure Cycling has researched bike routes and produced the finest bicycling maps in North America, with their cycling-friendly routes, service listings, and informative field notes. Through our routes and mapping program, the goal is to expand and update our National Bicycle Route Network (NBRN), which reached 34,927 miles in 2006. Maps for existing routes in the NBRN are updated regularly, even as new on-road and off-pavement routes are being researched and mapped. Online addenda, which are updated monthly, keep maps current between printings. GPS waypoints are available on the website and are also updated as routes are added.

**Underground Railroad:** After three years of research and development, we completed and published the Underground Railroad Bicycle Route's first two map sections, totaling 868 miles. The history-infused route travels from Mobile, Alabama, to Owensboro, Kentucky. The remaining three map sections will be published in early 2007, completing the 2,058-mile route to Owen Sound, Ontario, Canada. This ambitious project was undertaken with the University of Pittsburgh's Center for Minority Health (CMH) and was made possible by the support of REI, Bikes Belong, and Adventure Cycling members. Other supporters include the National Underground Railroad Freedom Center and the On-line Computer Library Center, which, through its public libraries project called Web Junction, are developing interpretive resources for the route.

### U.S. BICYCLE ROUTES DRAFT CORRIDOR PLAN



Routes in red are part of Adventure Cycling's mapped network, which totaled 34,927 miles in 2006. Routes in blue are proposed additional national corridors contained in a draft version of the U.S. Bicycle Route System Corridor Plan, the basis for an official American route network.

### ADVENTURE CYCLING STAFF

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### ADVENTURE CYCLING BOARD OF DIRECTORS

Dan Hungate	Matthew Cohn	Jeffrey Miller
Jan Brunk	Van Dye	Frank Moritz
Carol York	Anna Ginn	

**New Routes:** Adding to the new map lineup in 2006 is an Atlantic Coast Section map and a Florida Connector. These new maps extend our Atlantic route to Key West and creates a loop route in Florida, accessible from Fort Lauderdale. We also added an alternate route on our popular Pacific Coast route, which takes intrepid cyclists through redwood groves along Northern California's gorgeous "Lost Coast."

**U.S. Network:** Work continued on creating an official U.S. bicycle route network that would be supported by state and federal agencies. Adventure Cycling worked with a task force of national transportation officials and non-profit leaders to compile data on all state and national bike routes. We then completed a third draft of a unique national corridor plan that will serve as the framework for official national routes all over America. The corridor plan includes metropolitan areas with populations over 200,000 to highlight the relationships between urban centers and possible corridors. The draft was presented to leaders from all over the country at the biennial Pro Bike/Pro Walk conference, the National Bike Summit, and the National Smart Growth Conference. Ideally, the network will be similar to those being established in Europe, Canada, and South America, resulting in more and safer bicycling, better air quality, and reduced energy consumption.



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Front cover: Dennis Coole; Back cover: Aaron Teasdale



**Adventure Cycling Association**

Inspiring people of all ages to travel by bicycle.



**Annual Report 2006**



Dear Adventure Cycling Members,

Over Adventure Cycling's thirty-year history, bicycle travel has had its ups and downs in popularity, but the overall long-term trend has been steadily improving. In 2006, we saw significant growth of interest in bicycle travel across the nation, evidenced by both the mainstream media and our own activities. We met and worked with thousands of individuals and groups, from the Ditty Bops music band to the College of Nursing at the University of Wisconsin-Milwaukee to Baywood Elementary School in Los Osos, California—all using bike travel to get people of various ages outdoors and learning more about our country's landscape and culture. We sold more maps in 2006 than ever before. We even received our greatest number of cycling visitors to our Missoula headquarters since Bikecentennial in 1976.

Our work to map the Underground Railroad Bicycle Route has received some of the widest publicity of any of our routes and in 2006 we published the first map segments for that route. The first printing of *Pedal Pioneers: A Guide to Bicycle Travel With Kids* was distributed to individuals and groups involved in encouraging youths to cycle. There was so much demand that the first printing was gone before we publicized it.

Best of all, with your support, Adventure Cycling Association has expanded its collaborative work to establish an official U.S. Bicycle Route Network to better support bicycle travel and bicycling throughout the country. We joined federal and state agencies and other non-profits to begin development of an extensive interconnected bike route network throughout the nation. In 2006, we built upon our work in researching existing bike routes and trails by producing the first drafts of a National Corridor Plan. In the coming year, we will work with many others on finishing that plan as a basis for developing official nationwide routes.

Your financial contributions and passion for bicycling are critical elements in our ability to create a U.S. Bicycle Route Network and all of our other work on behalf of bicycle travel. Thank you very much. We look forward to continuing our mission of supporting bicycle travel during the next wonderful 30 years!

Dan Hungate

President of the Board of Directors

Chuck Henry



## GETTING AMERICANS BICYCLING

Learning to ride a bike is a milestone (and a revelation) in every child's life. For adults who keep cycling, it offers benefits such as fitness and opportunities for socializing and adventure. Adventure Cycling's guided tours and instruction courses give riders the skills, confidence, and experience to reap these rewards throughout their lifetime. We provide instruction for the novice, training for tour guides, events for the enthusiast, and expeditions for the skilled cyclist.

**Tours:** In 2006, 807 cyclists participated in 35 Adventure Cycling trips, pedaling a collective half-million miles. Five of these trips were new — the C&O Canal, Colorado Alpine, a cross-country supported trip, Great Parks South, and a family tour in Colorado ski country — allowing all kinds of cyclists to participate.

**Publications:** Adventure Cycling is America's bicycle travel expert, and our publications are highly regarded by bicyclists and dreamers alike. *Adventure Cyclist* magazine, published nine times per year in 2006, is the fourth largest cycling magazine in the U.S. and the only one dedicated to bicycle travel. For over 30 years, *Adventure Cyclist* has delivered feature articles and pictorials of extraordinary bicycle journeys around the globe, as well as expert columns on nutrition, bike maintenance, new products, organizational news, and listings that connect riding companions. The 27th edition of *The Cyclists' Yellow Pages (CYP)*, the resource directory for traveling cyclists, contains thousands of listings of bicycling publications, tour operators, accommodations, and bike shops. The online version of the *CYP* contains expanded listings and additional online resources.

**A Youth Movement:** One of our great accomplishments this year was the publication of *Pedal Pioneers: A Guide to Bicycle Travel with Kids* — the first-of-its-kind guide that offers youth group leaders the practical tools to enable young people to travel by bicycle. This early exposure to bicycle travel helps kids reap the rewards of an active lifestyle and utilize the skills and independent spirit required on a bicycle adventure.

**Electronica:** Adventure Cycling's 800+ page website is packed with homepage features, downloadable magazine

articles, cycling resource listings, and practical how-tos. In 2006, new offerings included sections on the Underground Railroad, ultralight bicycle travel techniques, and youth bicycle travel. The biweekly email newsletter, *Bike Bits*, features funny and moving cycling stories, upcoming events, plus organization information and special deals that keep the subscriber list of members and non-members growing.

**Gear:** One area of bicycle travel that can be confusing is the choice of bike-travel equipment. Adventure Cycling simplifies the selection process by offering only the best in cycling gear. Camping gear was added to the *Cyclosource* catalog and online store in 2006, rounding out the product lineup of books, clothing, and travel gear. All of the *Cyclosource* products are tested and used by staff, members, and tour leaders and all profits from sales fund the programs that support Adventure Cycling's mission.

**Media and Outreach:** During 2006, Adventure Cycling expanded efforts to communicate the benefits of bicycle travel by distributing brochures, posters, and stickers to college campuses, bike shops, and at expos. National and regional print-ad campaigns in publications such as *Bicycling*, as well as a newsletter and web-link exchange, made hundreds of thousands of viewer impressions. A web-ad campaign on prominent sites such as Pedaling.com attracted a half-million unique visitors to Adventure Cycling's website. Media efforts netted bicycle travel articles in *USA Today*, the *Wall Street Journal*, the *Washington Post*, and the *Los Angeles Times* and in publications such as *Dirt Rag* and *National Geographic Adventure*. Exposure throughout the web on high profile sites such as CNN.com and ActiveLiving.com, and in the television market through *Prime Time Live* and the *Today Show* also brought the joys of cycling to the mass market.

To extend our reach to potential cyclists on a more personal basis, Adventure Cycling's new Ambassador Program provided members with presentation materials. The firsthand presentations they gave throughout the U.S. provided interested parties the opportunity to taste the excitement and challenges that only bicycle travel can provide. We also hosted many member gatherings and four 30th birthday bashes in Montana, Colorado, Maryland, and Washington State.

## SUPPORTING BICYCLING COMMUNITIES

**National:** Adventure Cycling continued to play an important role in supporting bicycling and bicyclists throughout America. We provided support for key policy-making conferences like the National Bike Summit. We also presented at many conferences, including the National Smart Growth Conference, the Borderlands Conference, the National Scenic Byways Conference, the bike industry's Leadership Conference, and many more. We served as part of the America Bikes Coalition to support legislative and regulatory efforts to secure more resources for cycling and other non-motorized forms of transportation. In Washington, DC, we joined biking colleagues in lobbying for a Bicycle Commuter Act and to generate more funding for trails and scenic routes.

**Local:** On a more personal level, we continued our donations of bicycle maps to organizations and individuals raising funds for non-profit causes. Our awards program, gave much-deserved recognition to people, shops, and organizations who inspire and support traveling cyclists. Over the past year, Adventure Cycling expanded member benefits for clubs and shops to include a monthly e-newsletter, full of story ideas, resources, and updates to improve their businesses and member or customer communications. In our hometown of Missoula, Montana, we promoted cycling through sponsorship of a local bike/walk summit and a bike light giveaway program, co-sponsored with Planet Bike.

### The Cyclists We Serve



EVERY YEAR AT ADVENTURE CYCLING, WE DELIVER inspiration, information, and guidance to thousands of people who want to travel by bicycle. In Missoula alone, we meet many hundreds of the people we help, including the folks pictured above. On the left, it's ROMEO. No, not that Romeo. It's an acronym for Retired Old Men Eating Out, a group of cyclists who are following our Lewis & Clark Bicycle Trail. So wherefore art thou, ROMEO? If it's summer time, they are most likely on the road! On the right,

Ron, Kate, and Elizabeth Nunes used Adventure Cycling routes to literally *move* by triplet bicycle from Jacksonville, FL, to Poulso, WA, covering 4,350 miles. Three people pedaling should be able to go pretty fast, but Elizabeth, age six, said that, occasionally, her parents questioned her effort. Fortunately, when necessary, she could kick in the afterburners. Perhaps it was the ice cream, which her parents don't usually let her eat. But on this trip, they were often heard to say, "Let's get some sugar in you."

## OUR SUPPORTERS

Donations from individuals, foundations, and corporations are critical to the success of many projects at Adventure Cycling. Consequently, we are pleased to report that in 2006 our supporters were more generous than ever with special grants and gifts.

Grants from Bikes Belong Coalition, the Educational Foundation of America, the Henry Family Foundation, the Lazar Foundation, and REI helped fund exceptional Adventure Cycling projects such as the U.S. Bicycle Route

Network, The Underground Railroad Bicycle Route and *Pedal Pioneers: A Guide to Bicycle Travel with Kids*.

Adventure Cycling could not accomplish all that we do without the generosity of people like those listed below. The cumulative contributions made by the individuals, corporate members, and new life members listed here were made during the 2006 calendar year. We wish to offer our sincere and heartfelt thanks to each of our supporters. You helped make 2006 a great year for traveling cyclists.

### MAJOR DONORS

**Special Recognition \$2,500+** Peter Bower • Harry Brull & Myra Barrett • Center for Minority Health • William & Lynne Combs • Crunchy Frog Fund • Larry Dunn • Dan Hungate • MacArthur Foundation • Charles Pace • Thule Tobias • Tri-City Bicycle Club • Robert Wislow • Troy & Kimberly Zeleznik  
**Corporate Members Gold** E-Caps/Hammer Nutrition • Red Arrow Group • Saris Cycling Group • TeamEstrogen.com • Terry Precision Cycling • Thule **Silver** Bike Friday • Jacob North Companies **Bronze** Anderson ZurMuehlen & Co., PC • CornerStone Marketing • First Interstate Bank • Gateway Printing • National Bicycle Dealers Assn. • PARADIGM v2.0 P.C. • Planet Bike • Rocky Mtn Forms & Graphics  
**New Life Members** Jay & Patricia Anderson • Richard Arendt • Susan Barsley • Ed & Kathleen Bartnicki • Andy & Betsy Baur • Jan Beals • Bonnie Bless-Boenish & Hans Boenish • Michael Bohler • Tom & Patti Burkett • John Paul Cavanaugh • Michael Chapman • David Childers • Nancy Church • Pamela Cissik • James Cochran • Lindy Cogan • Alex Colvin • Philip & Ruth Ann Cooper • Lou Ann Crowley • Pat Dancy • Win Dermody • Phyllis Duncan • Dwayne Eckrote • Mike Eggleston • Stephen Egli • Paul Ehlers • Patrick Elliott • Lorne Frey • James Gantz • Chuck & Nancy Garber • Gene Glenn • Marc Grossman • Jim Grumbach • Linda Gryczan • Eric Hamilton • Marie Handrahan • Jacqueline Hanson • Daniel & Sophia Hayes • Polly Heninger • Randy Herford • Lavern Hochstetler • Stacey Hofman • Greg & Chris Holler Dinsmore • Ron & Beth Hood • Darlie Hull • Mike Hutmacher • Randall & Kristi Jasin • Mark Jauquet • Yvonne Keefe • Art Kenyon • Von Ketelsen • Charles Knapp • Murray Koerner • Robert Larson • Alan Lavine • Steve & Phyllis Lay • Sam Leffer & Cynthia Livingston • Jean Marie Linhart • Frank & Anita Lukes • Kevin MacAfee • Robert Madsen • Don Martin • Corey McIntyre • Ryan Mason • Stefan Meinhold • Paul Miller • Jeffrey Miller • Michael Montgomery • Marci Moore & Pam Williams • Robert Morgan • Gloria Nafel • Patricia Nakasaki • Frank & Danita Negron • Mori Neville • Paul O'Connell • Judy O'Hare • David Oberdorfer • Michael O'Connor • James Otterson • Michael & Terese Peterson • Lillian Pfluke • Robert Potter • Christopher Puin • David Reuteler • Thomas Richter • Wayne Riley • Dan Rogalla • Fran Fulton-Miller • Michael Russell • Julie Ruth Jacobson • Bruce & Kate Johnson • Greg Kaiser • Charles Kane & Anne Eldridge • Garth Kennedy • Teri Maloughney • David Markman • Celeste Matarazzo • Michael McCall • James & Susan McWilliams • Matthew Miller • Kevin Morgan • Robert Morris • Christine Newman • Daniel Nydegger • Larry O'Reilly • Gretchen Orosz • David Pancost • Roberto & Dalia Perelman • Judy Phillips • Robert Piper • Ken Pottenger • REI Charitable Action Campaign • Chris Robinson • Ellis Robinson • Jefferson Rogers • William & Catherine Ruhling • Gary & Ann Senula • Michael Sinclair

We also want to thank the numerous members who gave special donations up to \$250. Thank you very much!

## FINANCIAL SUMMARY

### Adventure Cycling Association Statement of Revenues and Expenses

Revenues	FY2006	FY2005
Merchandise Net Sales	\$97,942	\$105,975
Membership	968,609	947,720
Tours	859,754	721,651
Donations/Grants	324,463	228,503
Advertising	269,723	265,406
Other	23,613	43,154
Net Operating Revenue	\$2,544,104	\$2,312,409

Expenses	FY2006	FY2005
Support Services	300,974	256,279
Program Services		
Routes & Mapping	241,672	194,406
Outreach	88,623	66,449
Communications	710,452	654,992
Tours	823,115	668,091
Membership Services	482,730	523,361
Total Program Services	\$2,346,592	\$2,107,299

Increase (Decrease) in Net Assets	(\$103,462)	(\$51,169)
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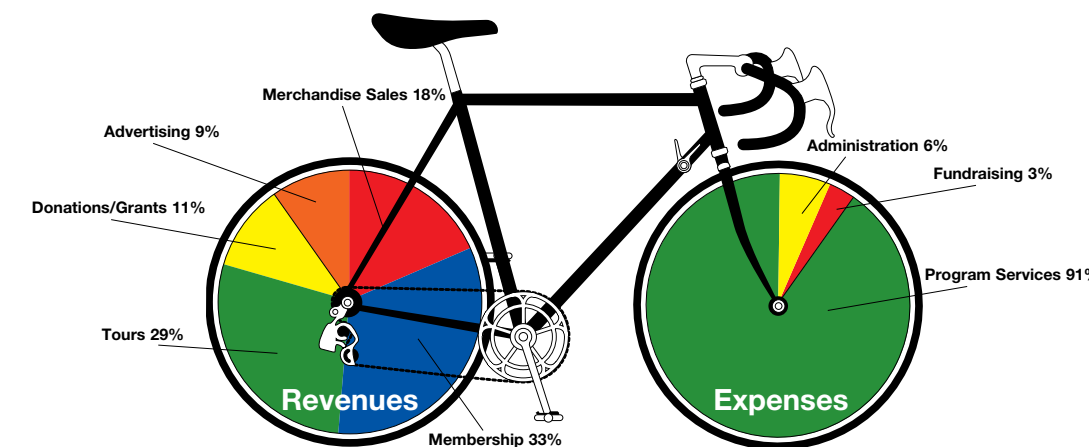
### Adventure Cycling Association Balance Sheet

Assets	FY2006	FY2005
Current Assets	\$420,044	\$447,631
Long-term Assets	373,512	384,337
Total Assets	\$793,556	\$831,968

Liabilities	FY2006	FY2005
Current Liabilities	\$433,039	\$361,661
Long-term Liabilities	56,244	62,751
Total Liabilities	\$489,283	\$424,412

Net Assets	FY2006	FY2005
Total Fund Balance	304,273	407,556
Total Liabilities and Net Assets	\$793,556	\$831,968

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.



**Revenues and Expenses** This diagram illustrates where Adventure Cycling's revenues come from and how the money is spent. In FY2006, we were able to allocate 91% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.

