



Adventure Cycling Association

Annual Report 2008



Dear Adventure Cycling members,

This is my last letter to you as President of the Board of Directors, after six years in this role — and I am glad to share plenty of positive news with you.

In 2008, we set a number of new records, with more members, more route miles (over 38,000), more maps sold, and more website visitors than ever. Of the many awards we received this last year, there is one that stands out — *Outside* magazine's first-ever Best Place to Work award. That award recognizes the mutual supportive working atmosphere we have in Missoula and the excellent staff that has had such a significant role in accomplishing the work we have done and will do in the future. It is a treat for me to acknowledge our staff, so let me also note their receipt of American Trails' Partnership Award (given to Adventure Cycling and the Center for Minority Health for the creation of the Underground Railroad Bicycle Route) and the Lowell Thomas Travel Journalism Gold Award given to deputy editor, Aaron Teasdale, for his story on bike travel in East Africa (May 2007 *Adventure Cyclist* "Across Maasai Land").

Apart from these records and recognition, however, the best thing about 2008 is that we got to provide bike-travel inspiration, information, and experiences to tens of thousands of people. We took a small band of teenagers from the Bronx on their first bike expedition, along the Ohio segment of the Underground Railroad route. ("This trip was life-changing," said 17-year-old Veraluz DeLeon.) We enabled Mike Freed and his daughter Caroline to do a self-contained trip from Michigan to his boyhood home in Vermont. ("When you publish stories, and sell touring gear, and create maps, you constantly encourage a lot of us 'chickens' to try to make memories that we would probably never attempt without your help," he wrote.) And we gave Ryan Conaughty the tools he needed to ride across the U.S. on the TransAm Trail. ("I couldn't have become the person I am today without Adventure Cycling.")

Beyond these individual stories, we were pivotal this year in growing the bicycling movement in America. In particular, we played a major role in shaping and winning approval of a national corridor plan for an official, signed U.S. Bicycle Route System, a role that involved collaborating with many federal and state agencies and non-profits. Now we're hard at work helping to implement this vision to create what could become the largest official bicycle route network in the world.

Thank you for your support, which has made all of the advances in bicycle travel possible and enables us to continue enriching lives and communities. We appreciate your generosity — and I appreciate your allowing me to serve as President of Adventure Cycling these last six years. Thank you and happy cycling in 2009 and always.

Dan P. Hungate



President of the Board of Directors



Adventure Cycling Association is North America's largest non-profit bicycling membership organization. Our mission is to inspire people of all ages to travel by bicycle for fitness, fun, and self-discovery. We enrich lives and connect communities by creating state-of-the-art bike routes and maps, leading unique bike tours, publishing the award-winning *Adventure Cyclist* magazine, working on important projects such as the U.S. Bicycle Route System and outreach to young people, testing and selling bike-travel gear, and providing bicycle-travel information.

The proceeds from our tours, sales, memberships, and other fundraising efforts are used for our non-profit initiatives to promote and improve cycling and bicycle travel in the U.S. and beyond. In 2008, we pursued three strategic campaigns: create bike routes for the nation, get more people traveling by bicycle, and support bicycling communities.

CREATING BIKE ROUTES FOR THE NATION

New Routes and Maps

- In 2008 we expanded the Adventure Cycling Route Network to 38,158 total miles; the largest designated national bike network anywhere in the world (and the equivalent mileage of riding one-and-a-half times around the planet!).
- We published the new 870-mile Washington Parks Route map set, which captures the amazing diversity of Washington State, from the Pacific Ocean and Puget Sound in the West, to the fertile orchards of the central Columbia Valley. The route also encircles the gorgeous Olympic Peninsula.
- We concluded research for our next major route — the 2,750-mile Sierra Cascades Route — that parallels the Pacific Crest. We will publish the maps of this paved route in early 2010. These maps will be developed using Geographic Information System (GIS) software

donated by ESRI — the first time any Adventure Cycling map has been produced from scratch using GIS software. In fact, with member support, we hired two terrific cartographers with GIS experience: Kevin McManigal and Casey Greene.

Existing Routes

- While creating new routes, we didn't forget to keep our many classic routes up-to-date. We revised and reprinted 38 map sections (out of 87 total sections), using GIS production techniques on one of these updates for the first time, the Great Parks South Section 1 map. This intensive conversion process — which will eventually be applied to all of our maps — will allow Adventure Cycling maps to be geo-referenced and updated more quickly and thoroughly.

GET MORE PEOPLE TRAVELING BY BICYCLE

Membership

- 2008 marked an all-time high with 44,489 members, including 7,011 new members, and 31 new Life Members. 1,000 members hailed from 46 countries outside the U.S., from Austria to Venezuela. We added over 30 new shop memberships (now 210 strong), while our 125 member clubs served over 57,000 individual members.

Outreach and Education

- We organized a first-ever youth tour on the Ohio portion of the Underground Railroad Bicycle Route for the Bronx (NY) Lab School.

- Volunteer ambassadors presented Adventure Cycling information at dozens of public gatherings and staff made presentations at conferences from the National Bike Summit to the Pro-Walk/Pro-Bike Conference in Seattle, and at the Association for Outdoor Recreation Educators and the Association of Experiential Educators.
- We met with many members throughout the U.S., at member gatherings from Mobile, Alabama to New York City. In Missoula, we welcomed over 800 visiting cyclists to our world headquarters.
- We provided free maps to charitable organizations sponsoring bike tours, and we presented four national bicycle-travel awards to: the

Jason George



In 2008, Adventure Cycling served tens of thousands of cyclists with routes, maps, information, advocacy, and more.



Adventure Cycling grew and updated our route network to 38,158 miles, with a new map set in Washington State and 38 revised map sections.

GET MORE PEOPLE TRAVELING BY BICYCLE (CONTINUED)

First Baptist Church of Sebree, Kentucky; Lorain County Heritage in Amherst, Ohio; Continental Bike Shop in Hazel Park, Michigan; and Fred Hiltz in Shelburne, Vermont.

Publications

- We published nine issues of *Adventure Cyclist* magazine. Deputy editor Aaron Teasdale was awarded a gold medal from the prestigious Lowell Thomas Society of Travel Journalism.
- We created the 29th edition of the *Cyclist's Yellow Pages*, four *Cyclosource* catalogs, a beautiful tours catalog, and dozens of other important Adventure Cycling documents and publications.

Media

- *Outside Magazine* named Adventure Cycling one of its 2008 Best Places to Work.
- We were at the center of coverage of the growth of bike travel and gas-free vacations, including stories in the *New York Times*, *Newsweek*, *USA Today*, and *Bicycle Retailer and Industry News*.
- The U.S. Bicycle Route System (USBRS) was covered in the *New York Times*, *Bicycling*, and an in-depth AP story that ran internationally, including in *USA Today*, *Washington Post*, *San Jose Mercury News*, *Denver Post*, *Burlington Free Press*, *Baltimore Sun*, CBS.com, MSNBC.com, *The Canadian Press*, and even the *Jakarta Post!*
- Adventure Cycling routes and activities netted headlines in the *Seattle Times*, *Chicago Sun-Times*, *San Diego Union-Tribune*, *Dallas Morning News*, NewWest.net, MTBR.com, and many local papers.
- The Underground Railroad Bicycle Route inspired coverage in the *Philadelphia Inquirer*, *National Geographic's* Intelligent Travel blog, the *Itawamba History Review*, *Bike Radar*, and *American Trails* magazine.
- The Great Divide Mountain Bike Route got big exposure in an *Outside* story on the gritty, tougher-than-nails Great Divide Race. 2008 was

the 10th anniversary of this storied route, covered by *Dirt Rag* and other publications.

- We published 24 editions of our popular e-newsletter, *Bike Bits*, (now reaching nearly 37,000 subscribers), launched a YouTube channel, and established a presence on Facebook and MySpace.

Marketing

- In 2008 we conducted our first annual member survey and reached more people than ever with a Google AdWords grant.
- Our 2008 Bike Giveaway program partnered with Surly Bikes and product manufacturers including Arkel, BOB, Cannondale, Detours, Old Man Mountain, Ortlieb, Pygmy Pack, and Showers Pass.
- We increased our web promotions, working with Team Estrogen, DirtRag.com, Pedaling.com, and BicyclingWorld.com. We also sent over 237,000 shop display cards on bike travel to 2,248 bike shops and REI stores across the U.S.

Tours

- In 2008, 940 riders traveled with Adventure Cycling, participating in 33 tours and classes. Together they pedaled more than 630,000 miles!
- We continued our classic rides and launched seven new tours in new locations, from the Gold Country of Alaska and the Yukon, to the coastal mountains east of San Diego, and the shores of the Great Lakes.

Sales

- We sold and donated a record number of 31,225 maps to members, non-members, and fundraising efforts — 2,500 more maps than in 2007. We responded to 11,045 orders for bike-travel gear and maps — our highest number ever — up 512 orders over 2007. We also started updating the online store, where you will now find in-depth product descriptions, images, and a user comment section.

SUPPORT BICYCLING COMMUNITIES

2008 was a breakthrough year for Adventure Cycling's efforts to promote cycling nationally and to develop safer, more comfortable places to ride.

U.S. Bicycle Route System: In October, after four years of hard work, the influential American Association of State Highway Transportation Officials (AASHTO) approved a National Corridor Plan for an official U.S. Bicycle Route System (USBRS). Adventure

Cycling was the lead partner in developing the corridor plan, providing organizing and cartographic services. Our staff even designed a striking new logo for the USBRS, which could become the largest official cycling network in the world. (Adventure Cycling's network is the largest "unofficial" route system, to our knowledge.)

Upon approval of the plan, Adventure Cycling began work with a

2008 images of cyclists coming through Missoula and captured in the Open Road Gallery by Greg Siple



Eric and Jenna Wang (NV), Idaho – Shared a tandem father-daughter adventure in Lewiston, ID, complete with butterfly net.



Sean Claughton (OR), Oregon to Maine – Claimed that pants were the most unusual object he carried, adding, "Woopy-Woop, Life is great."

SUPPORT BICYCLING COMMUNITIES (CONTINUED)

national task force on implementing the system. Already, we have connected with 23 states that are interested in establishing interstate routes to connect urban, suburban, and rural areas. The project also triggered an exciting new process to develop clearer and more contemporary bike-route signage for the nation.

National Cycling Advocacy: At the national level, Adventure Cycling played a lead role in hiring a new campaign director for

America Bikes, the national coalition that supports better federal policies, programs, and funding for cycling. At the end of 2008, we worked on the America Bikes platform to improve the federal transportation authorization, which will be up for renewal by late 2009. Adventure Cycling also sponsored the National Bike Summit and supported important legislation, including the Bike Commuter Benefits Act, which was finally approved by Congress.

OUR INCREDIBLE SUPPORTERS

Our financial supporters really make the difference! In 2008, we raised \$364,667 from donations. This included \$53,000 in grants from Bikes Belong, Channel Islands Bicycle Club, ESRI, Henry Family Foundation, Lazar Foundation, New Belgium Brewing, and REI.

Donations from individuals, foundations, and corporations support advocacy and education projects at Adventure Cycling, including the development of an official U.S. Bicycle Route System, the creation of new bike routes, the maintenance of map information for our established routes, and the promotion of youth bike-travel resources.

ADVENTURE CYCLING DONORS

Special Recognition

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Thomas Stevens Society \$1000 to \$2499

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Illini 4000 for Cancer 2008 Team (IL), New York to Seattle – Raised a whopping \$50,000 for The American Cancer Society and \$500 for Camp Kesem.



Evan Pack (WI), Wisconsin to "South...Far South" – "I love meeting other cyclists on the road. Everyone has an interesting story to tell."

ADVENTURE CYCLING DONORS (CONTINUED)

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\$100-\$249

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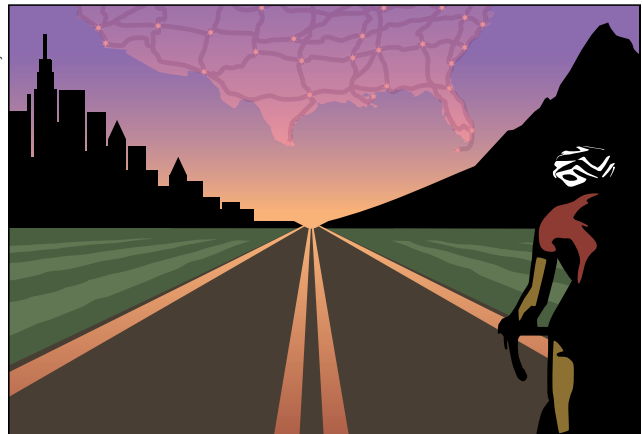
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Yves Szarity



Adventure Cycling's Ginny Sullivan (center) meets with California officials about local and national bike networks.

Casey Greene



Artwork detail for the U.S. Bicycle Route System. More info at www.adventurecycling.org/usbrs.

ADVENTURE CYCLING DONORS (CONTINUED)

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We also want to thank the numerous members who gave special donations up to \$100. Thank you very much!

2008 FISCAL SUMMARY

Adventure Cycling Association Statement of Revenues and Expenses

Revenues	FY2008	FY2007
Merchandise Net Sales	204,449	151,035
Membership	1,103,891	1,120,658
Tours	948,838	998,458
Donations/Grants	364,667	317,542
Advertising	268,043	268,744
Other	2,862	26,579
Net Operating Revenue	\$2,892,750	\$2,901,016

Expenses	FY2008	FY2007
Support Services	310,447	300,086
Program Services		
Routes & Mapping	291,338	267,194
Outreach	81,781	82,354
Publications	826,441	752,162
Tours	979,597	896,494
Membership Services	531,806	562,341
Total Program Services	\$2,710,963	\$2,560,545
Increase (Decrease) in Net Assets	\$(128,660)	\$40,385

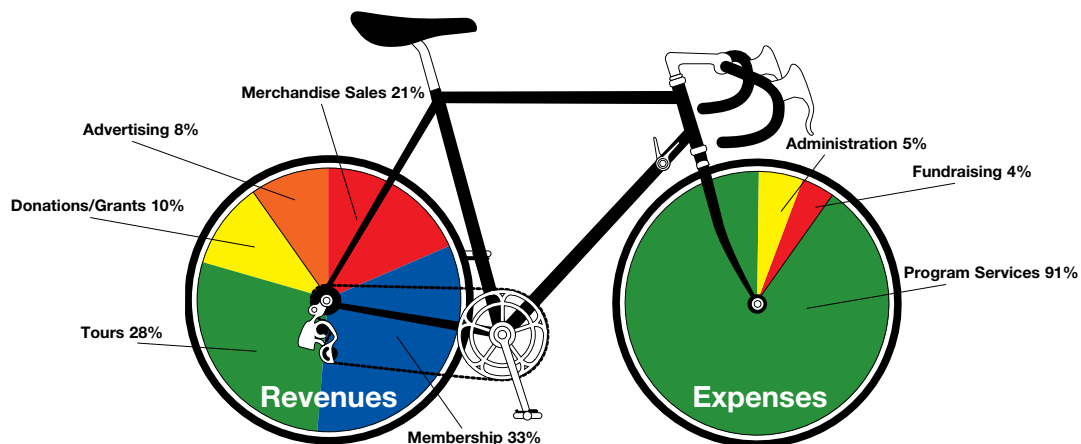
Adventure Cycling Association Balance Sheet

Assets	FY2008	FY2007
Current Assets	426,881	474,751
Long-term Assets	386,152	366,294
Total Assets	\$ 813,033	\$841,045

Liabilities	FY2008	FY2007
Current Liabilities	552,689	442,495
Long-term Liabilities	44,346	53,892
Total Liabilities	\$ 597,035	\$496,387

Net Assets	FY2008	FY2007
Total Fund Balance	215,998	344,658
Total Liabilities and Net Assets	\$813,033	\$841,045

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 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 FY2008, 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 STAFF

Holly Armstrong	Rod Kramer	John Sieber
Elliot Bassett	Carla Majernik	Greg Siple
Ted Bowman	Teri Maloughney	Sheila Snyder
Amy Corbin	Mike McCoy	Winona Sorensen
Richard Darne	Kevin McManigal	Ginny Sullivan
Michael Deme	Jennifer Milyko	Josh Tack
Julie Emnett	Kylie Paul	Aaron Teasdale
Ben Ferencz	Beth Petersen	John Weyhrich
Casey Greene	Sarah Raz	
Julie Huck	Jim Sayer	

ADVENTURE CYCLING BOARD OF DIRECTORS

Dan P. Hungate	Anna Ginn	Van Dye
Frank Moritz	Andy Baur	Jennifer Garst
Carol York	Jan Brunk	Jeffrey Miller

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