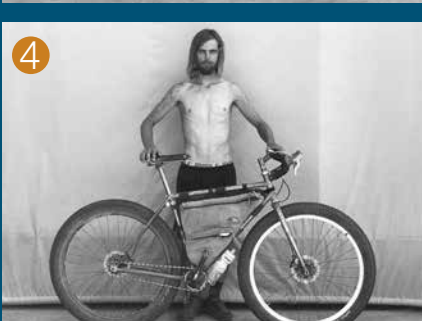




2013 Annual Report

FORGING AHEAD!

- New Website • New Magazine
- Another All-Time Membership High • New Tours



Dear Adventure Cycling Members,

I have just concluded my first year as Board President of Adventure Cycling Association and am excited to share this annual report with you. We enjoyed another great year thanks to your generous support – and your passion for bicycle travel.

I mention passion because I see it not only in the numbers we track but in the people I meet. For many years, I have had the privilege to lead tours for Adventure Cycling and teach our Leadership Training Course (LTC) to aspiring tour leaders. I cannot adequately describe the joy and excitement I see in the people who come to these LTCs. Along with the fact that we are doing more of these courses than ever (to meet demand), that excitement level tells me that bike travel and tourism are thriving.

There are many other indicators of success in 2013, including:

- More Adventure Cycling members than ever (46,700!).
- A newly re-designed *Adventure Cyclist* magazine, with more pages printed than ever.
- A completely revamped website (www.adventurecycling.org), with many new features for members and bike travel newcomers.
- More tour participants than ever, with even more tours planned for 2014 – 82 in all.
- Outstanding work to create better bike travel conditions, including advocacy for better road surfaces and fewer rumble strips, and the creation of a new advisory commission at Amtrak for better bike services.
- Adoption of new U.S. Bicycle Routes along with the completion of a Best Practices Guide for the U.S. Bicycle Route System.
- Research on digital map options, updates on dozens of Adventure Cycling maps, and final work on the new Idaho Hot Springs Mountain Bike Route;
- Major exposure for bike travel and tourism, as we were invited to headline cycling and tourism conferences all over the U.S. and Canada, and provide resources to innumerable media outlets.
- Record levels of participation in our social and e-media channels, with more than 50,000 subscribers to Bike Bits (our e-newsletter), another 54,000+ fans on Facebook, and many more on Twitter, Pinterest, and YouTube. The latter drew thousands of viewers who wanted to see our first route highlights video, devoted to the Great Divide Mountain Bike Route.

It's been an amazing year, and we couldn't have done it without our loyal (and yes, passionate) members. Thank you for all you bring to Adventure Cycling, and I look forward to sharing more fantastic news – including new maps, advocacy, and tours, plus plans for our 40th anniversary in 2016 – a year from now.

Wally Werner

Wally Werner
President, Adventure Cycling Board of Directors

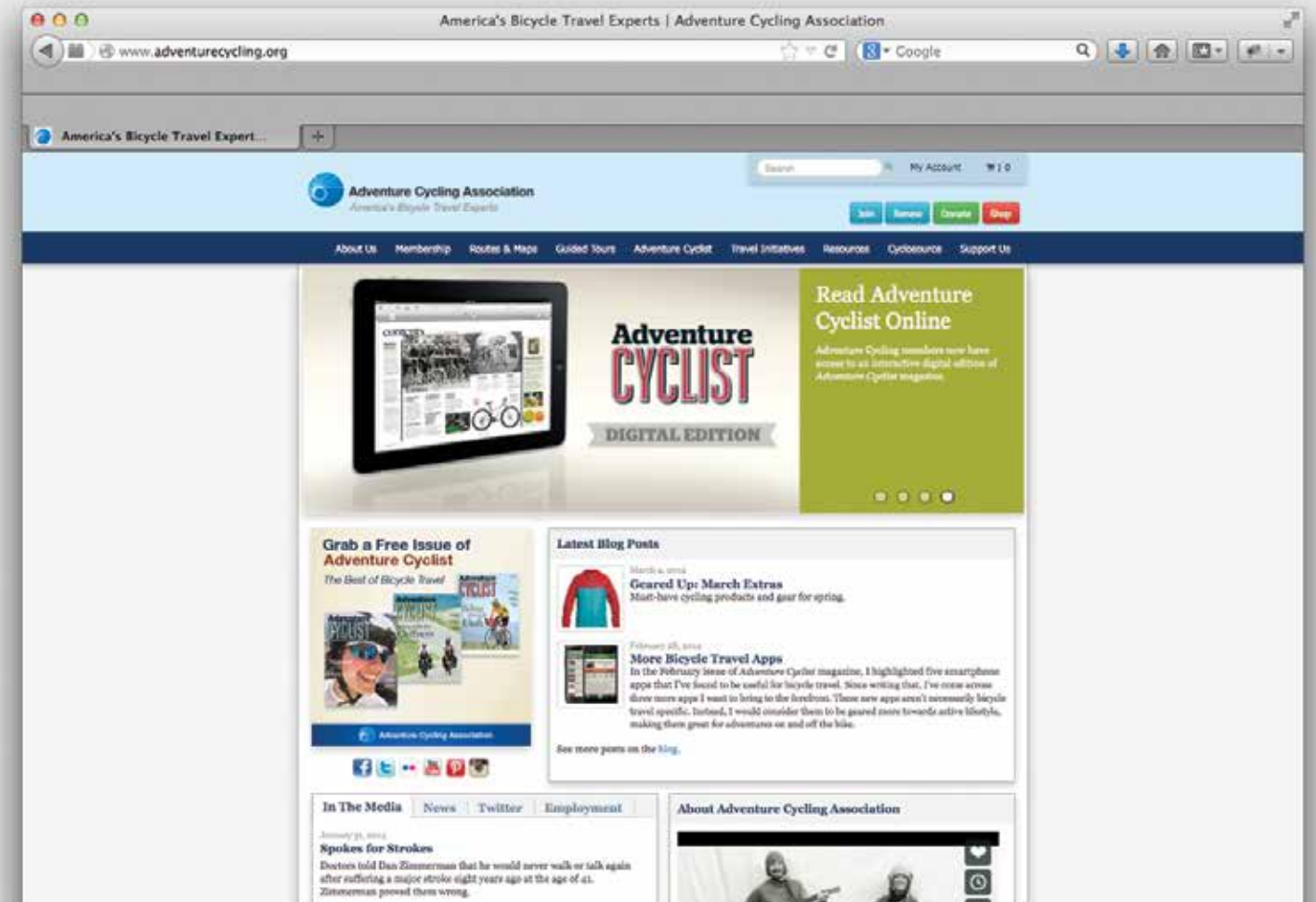
1 Jeffrey Geroso and Bailey the Dog set off from Dewey Beach, Maryland, and cycled to Astoria, Oregon. When asked why he wanted to bike across the country with a dog, Jeffrey replied, "Bailey has been with me through a lot of tough times. What better way to show my appreciation? I have no regrets bringing my loyal friend."

2 Here seven of the 28 riders from the Ulman Cancer Fund for Young Adults group show us their tanlines with pride. The group rode from Baltimore, Maryland, to Seattle, Washington, to raise awareness for their cause. J.T. Bowers told us, "we each have our own motivations, but one common goal: Take it day by day."

3 Marilyn and Don Swett stopped by our office on their fifth epic, self-supported bike tour. They started in Portland, Oregon, cycling the Lewis and Clark trail, crossing into Nebraska then cutting back to Denver (their hometown). Marilyn tells us they love the freedom of self-supported touring on their recumbent tandem, which they call their "limo."

4 Cjell Money visited the Adventure Cycling headquarters for the second time on his tour from Vail, Colorado, to Antelope Wells, New Mexico, to Roosville, Montana. He told us, "The Great Divide Mountain Bike Route is easily the most beautiful route I have ever experienced."

PHOTOS OF VISITING CYCLISTS BY GREG SIPLE



ADVENTURE CYCLING.ORG

Keeping You Connected

In 2013, Adventure Cycling Association launched a new website. We needed something new, something that would allow various team members to easily edit their content on the fly. We needed a user management system that was integrated across all of the various services and benefits we offer.

The website is still adventurecycling.org, but it has now been completely retooled. Both the look and feel of the site as well as the back-end

architecture are different. It has a clean and contemporary look along with modernized online functions, from renewing memberships to signing up for tours to searching for bike touring information. The new site provides content-management functionality for staff and integrates the Cyclosource online store into the main website. Additionally, we've integrated our popular blog into the website to help navigate easily between daily updates and our various resources and programs.

TRAVEL INITIATIVES

Making **BICYCLE TRAVEL** **EASIER** for **ALL**

In late 2012, we created the Travel Initiatives department to oversee the coordination of the U.S. Bicycle Route System, provide national support for bicycle travel, build resources for bicycle tourism, and promote multi-modal travel to improve conditions for bicycle travelers.

The U.S. Bicycle Route System continues to make progress. As of November 2013, 5,973 miles of routes through 12 states have been designated. In 2013 alone, 1,781 miles were designated in Maryland, Minnesota, Missouri, Tennessee, and Kentucky. Best of all, states are making gains in signing and mapping routes. Missouri signed all of USBR 76, Minnesota is currently signing USBR 45, Maine is working on their sign plan, and a partnership with the DALMAC Fund provides sign costs and matched labor from local agencies to install signs for USBR 20 in Michigan.

Adventure Cycling contracted with Toole Design Group to survey state progress and develop a report outlining best practices and case studies that state and local agencies and cycling/trail organizations can use to speed up implementation of the system.

The report, entitled *U.S. Bicycle Route System: Surveys and Case Studies of Practices from Around the Country*, was released in August and compiles survey responses from 47 states plus the District of Columbia. The survey found that 83 percent of respon-

dents were very aware of the USBRS, and 81 percent have done some work to implement a U.S. Bike Route in their state. Despite challenges (staff time and financial resources for signs), many states plan to pursue designation and sign routes. The case studies, which laid out methods to overcome these challenges, are proving helpful as more states work toward designation.

Members contact us frequently with concerns about transportation projects that will affect the Adventure Cycling Route Network or other roads and trails frequented by cyclists. We strive to respond with action that supports local efforts or provides better cycling accommodations on our routes. When a chip-seal project threatened the safety of our Pacific Coast Bicycle Route in northern California, we joined local clubs and transportation officials in successfully advocating for a study on safe chip-seal applications for cyclists.

In April 2013, National Park Service Director Jonathon Jarvis signed an agreement with Adventure Cycling to encourage park units to work with us on promoting cycling safety, bicycle tourism initiatives, and the development of U.S. Bicycle Routes to and through national parks. Since the signing of that agreement, we've been busy collaborating with individual parks throughout the country. The C&O Canal National Historic Park was designated in Maryland as U.S. Bicycle Route 50 last October, and we expect the remaining

four-mile section of the C&O Canal to be designated through DC this spring. We've also been working with Natchez Trace Parkway and communities along the Parkway on an outreach project to improve cyclists' safety. And in December, Travel Initiatives staff met with the new Glacier National Park superintendent to discuss how we can work collaboratively with Glacier Park staff on pilot projects or studies that would promote and enable more bike tourism.

Amtrak has been the focus of our work to improve multimodal travel across the country. Amtrak invited Adventure Cycling to join them in creating a bicycle task force to improve bicycle access and services. The Task Force will oversee pilot projects within the Northeast region that will facilitate and document design solutions, potential policy changes and communication strategies for better bicycle service. The Task Force started meeting in early 2014 and is made up of state and national bicycle and passenger-rail organizations, transportation officials, trail groups, and bicycle-planning experts.

And late in 2013, we started an initiative to develop bike travel best practices for state parks. We have been working directly with a few state park agencies on campground policies or directives that ensure space is created for bicycle travelers when a campground is full. Several states already offer "no-turn away" policies for anyone arriving by foot or bike. In addition, some state parks have "hiker-biker sites" which are areas set aside for cyclists and hikers, separate from the car or camper sites.



Adventure Cyclist magazine underwent a major redesign during the last quarter of 2012 and the early part of 2013. Known for its long-form bicycle-travel narratives and articles, *Adventure Cyclist* had gone more than 10 years since its previous redesign, and the staff was committed to updating the magazine's look and feel while maintaining the connection to

its roots, its past, and its mission of inspiring people to travel by bicycle. The Adventure Cycling Publication's Department worked with a team from IridiumGroup, a design firm from New York City that had helped with the magazine's redesign in 2002, to create what editor-in-chief Michael Deme likes to call *Adventure Cyclist* 3.0.



1984-1994



1994-2002



2002-2013

Adventure Cyclist TURNS ANOTHER PAGE



Because IridiumGroup, and particularly owner Dwayne Flinchum, had been involved with the previous redesign, the two teams were on the same page from the start. We think the results speak for themselves. The new *Adventure Cyclist* design is current and stylish with many elements reflective of our modern fast-paced culture while also being strongly tied to the informal approach that makes bicycle travel such a special endeavor. There are many nods to Adventure Cycling Association's website embedded in *Adventure Cyclist* 3.0 and over time many more connections will be established between the magazine, which is available only to association members, and the website that the general public is welcomed and encouraged to take full advantage of.

With the addition of a new managing editor position in 2014, *Adventure Cyclist* is looking forward to even greater opportunities to share its inspirational stories with cyclists and adventurers of all stripes in the future.

THANK YOU, SUPPORTERS

From October 1, 2012, through September 30, 2013, more than 3,700 people donated to Adventure Cycling Association to support our nonprofit mission and programs. We are extremely grateful to all who contributed to the success of Adventure Cycling last year.

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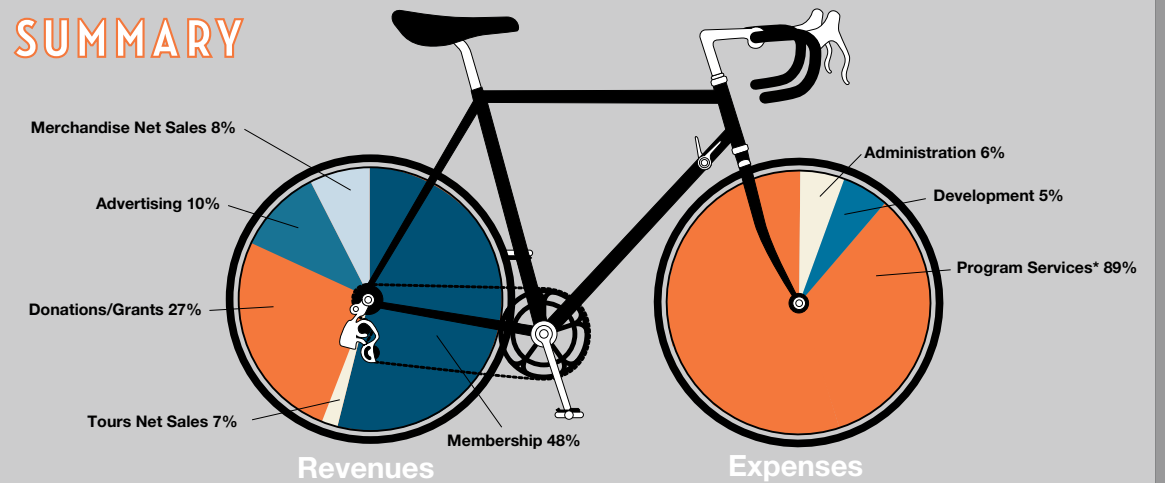
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The Adventure Cycling Association staff wants to thank you for helping grow our bicycle travel community.

TOM ROBERTSON

2013 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	FY2013	FY2012
Merchandise Net Sales	\$222,618	\$206,704
Membership	\$1,499,325	\$1,292,682
Tours Net Sales	\$55,117	\$193,337
Donations/Grants	\$714,280	\$716,482
Advertising	\$297,544	\$258,684
Other	\$5,241	\$12,157
Net Operating Revenue	\$2,794,125	\$2,680,046
Expenses		
Support Services	\$598,306	\$513,862
Program Services*		
Routes & Mapping	\$395,171	\$355,579
Outreach	\$44,396	\$75,373
Publications and Media	\$704,777	\$724,958
Membership Services	\$605,405	\$564,172
Travel Initiatives	\$260,700	\$103,405
Total Program Services	\$2,010,449	\$1,823,487
Increase (Decrease) in Net Assets	\$185,370	\$342,697

Adventure Cycling Association Balance Sheet

Assets	FY2013	FY2012
Current Assets	\$746,563	\$826,685
Long-term Assets	\$1,722,742	\$1,305,319
Total Assets	\$2,469,305	\$2,132,004
Liabilities		
Current Liabilities	\$921,712	\$792,767
Long-term Liabilities	\$126,377	\$103,391
Total Liabilities	\$1,048,089	\$896,158
Net Assets		
Total Fund Balance	\$1,421,216	\$1,235,846
Total Liabilities and Net Assets	\$2,469,305	\$2,132,004

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.



PHOTOS BY GREG SIPLE (LEFT), DEREK GALLAGHER (RIGHT)



Flags flying, visiting cyclists picnic on the lawn at Adventure Cycling headquarters. In 2013, we had 1,091 traveling cyclists stop by to say hello.



Co-Founder and Art Director Greg Siple gave his traveling photography show, "Bicycle Eclectic," a revamp in 2013. Now his portraits travel more easily around the country.