In 2010, Adventure Cycling Association had more traveling cyclists visit our Missoula, MT headquarters than any previous year. In addition, we also saw record numbers of donations, press coverage, number of maps sold, and number of participants on our tours.
Dear Adventure Cycling Members,

YOU ARE AMAZING!

Because of your support, Adventure Cycling enjoyed the best year ever in promoting bicycle travel and bicycling throughout North America. On behalf of the Board of Directors, I want to thank you for your loyalty and generosity. Even though the economy is still rebounding, you found it possible to renew your memberships (often for multiple years, saving costs and trees) and give more generous donations than ever before.

As a result, our remarkable staff and volunteers stuck to their end of the bargain, working to inspire people of all ages to travel by bicycle. Our routes and mapping staff completed the spectacular 2,478-mile Sierra Cascades Bicycle Route — and took the Adventure Cycling route network over 40,000 miles, the largest mapped network of bike-friendly routes in the world. Our cartographic crew also conducted research on a revamped Atlantic Coast route and a new Underground Railroad alternate route through Michigan. All the while, they updated 32 map sections, keeping our pledge to produce the best and most up-to-date cycling maps anywhere.

We continued to publish one of your favorite magazines, Adventure Cyclist, nine times and to great acclaim, and we maintained the online Cyclists’ Yellow Pages, our global guide to bicycle travel. The bicycle travel community bloomed in 2010, as we met with members, officials, and advocates in more than a dozen states — and saw our virtual community grow, with 25,000 “fans” on Facebook, 40,000 subscribers to our free e-newsletter Bike Bits, and lots of activity on our redesigned online discussion forums, Flickr, YouTube, and Twitter. (You can connect to all of these at www.adventurecycling.org.)

In 2010, we invested more time than ever in promoting better bicycling conditions. Most exciting, we saw many states leap forward to create an official U.S. Bicycle Route System (USBRS). Twenty-nine states (up from 12 last year) plus the District of Columbia are working with us to create what will likely become the largest official bike network in the world. Additionally, we worked at the federal and state levels to encourage smarter investments in bike facilities — and against projects (like the poor application of rumble strips) that would make it harder for cyclists to use America’s roads and trails.

All of our efforts added up to new milestones for Adventure Cycling: more maps sold, more visibility, more tours and tour participants, more donations, and more cycling visitors to our Missoula headquarters (nearly 1,100). Just as important, we now have tremendous momentum going into 2011 — to develop our next epic route (Bicycle Route 66), establish the first new official U.S. Bicycle Routes in nearly three decades, elevate bicycle travel in the global tourism industry, and much more.

The main reason all of this happens is the partnership between you, our members and supporters, and the staff and volunteers who work so hard to make bicycle travel more enjoyable and accessible for hundreds of thousands of people every year. Thank you and enjoy this report, which details what our partnership makes possible.

Carol York
President
Adventure Cycling Board of Directors

In 2010, Adventure Cycling Association pursued three strategic campaigns:

- Creating Bike Routes for the Nation
- Getting More People Traveling by Bicycle
- Supporting Bicycling Communities

Adventure Cycling Association is North America’s largest nonprofit 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 fundraising efforts are used for our nonprofit initiatives to promote and improve cycling and bicycle travel in the U.S. and beyond.
of the map sections was the Great Divide Canada, where a revision now takes riders into the upper headwaters of the Flathead River. This scenic drainage is called the “Serengeti of North America” by biologists for its unrivaled wildlife populations, and it’s the last major valley in British Columbia to be completely uninhabited. We also did on-the-ground research for the planned Underground Railroad Detroit Alternate (due to be released in 2011) and for changes to the Atlantic Coast Bicycle Route.

GETTING MORE PEOPLE TRAVELING BY BICYCLE

Membership
• Adventure Cycling is the largest nonprofit bicycling organization in the U.S. In 2010, we stayed close to our all-time high in memberships (reached last year) with 44,739 members. Plus, 6,375 new members joined the organization in 2010.
• We welcomed 50 new life members into the fold for a total of 1,577. Life membership dollars support long-term projects at Adventure Cycling and in the past this fund has helped us purchase our building, creating a permanent home for the organization, and a great place for visiting cyclists.
• We provided over 13,000 cyclists with trip planning information through our printed materials and reached many thousands more through the vast resources on our website. Also, in 2010, we had over 232 member shops, and our 117 member clubs served more than 62,000 individual cyclists.

Outreach and Education
• Volunteer ambassadors presented Adventure Cycling information at numerous public gatherings and staff made presentations and connections at conferences including the National Bike Summit, Utah Bike Summit, Minnesota Bicycle Tourism Summit, Adventure Travel World Summit, Mid-America Trails and Greenway Conference, American Public Works Association Conference, American Society of Highway Engineers Conference, Pro Walk Pro Bike Conference, National Smart Growth Conference, and a BikePortland webcast event. We also held many regional gatherings with our members from California and Ohio to Texas and Florida.
• 2010 was a record year for our Awards Program. We received a total of 78 nominations, with our Pacesetter Award winner receiving 21! We presented our four national bike-travel awards to the City of Farmington, MO; Jim Klebuchar of Minneapolis, MN; Bike Newport in Newport, OR; Chuck Pengilly of Missoula, MT.

Publications
• We published nine issues of Adventure Cyclist magazine, the highlight being two 64-page issues in March and April. The April issue was also our first Cyclists’ Travel Guide, a new themed issue with a focus on how-to bike-travel information. We are also proud of the May issue, which featured the first full-length magazine feature story about Thomas Stevens — the first official around-the-world cyclist — in many a year. For the cover of the issue, we chose the original watercolor of Stevens on his penny farthing taken directly from his 1889 book Around the World on a Bicycle.
• Our excellent publications design crew teamed up with the Adventure Cycling tours and sales team to create top-notch publications to help them promote organized tours, bike-travel gear, and our one-of-a-kind bike-travel maps.

Media
• The U.S. Bicycle Route System (USBRS) garnered widespread media attention in 2010 from small regional papers to high profile coverage online. AOL Travel named the USBRS #3 on its list of the 10 most ambitious transportation projects of the 21st century and U.S. Secretary of Transportation Ray LaHood wrote a widely distributed blog post about the USBRS on his FastLane blog. The USBRS also received coverage in the Pittsburgh Post-Gazette, AASHTO Journal, Yes! Magazine, Bicycle Retailer and Industry News, AlterNet, NewWest.net, APWA Reporter (American Public Works Association’s journal), and many other publications and websites. Over 9,000 listeners tuned into a live webcast event hosted by BikePortland featuring Ginny Sullivan, our lead staff on the USBRS.
• The TransAmerica Trail made a splash in Oprah Magazine in its short “Dream It, Do It” feature encouraging readers to expand their horizons and follow their dreams. This exposure led to the inclusion of our resources and

New Routes and Maps
In 2010 the routes and mapping department published the spectacular new 2,478-mile Sierra Cascades Bicycle Route. This 5-section map set was done using GIS (Geographic Information Systems) software. With the publication of the new route, our total number of mapped miles now totals 40,699 — the largest mapped network of bike-friendly routes in the world.

Existing Routes
While creating new routes, we didn’t forget to keep our other routes up-to-date. We revised and reprinted 32 map sections (out of 92 total sections). One
website on NBC’s Today Show. Adventure Cycling’s routes and related activities netted headlines across the country in publications such as the Los Angeles Times, Miami Herald, National Geographic Traveler, Ode Magazine, WEND Magazine, The Portland Press Herald, Vail Daily, Silver City News, West Kentucky Star, Newark Advocate, The Brooklyn Rail, among many others.

- Adventure Cycling was featured in a widely distributed AP story, “Bike tours attract older, active lifestyle riders,” which ran on CBS.com and in the Denver Post, Indianapolis Star, Atlanta Journal Constitution, among other publications. Adventure Cyclist Deputy Editor Aaron Teasdale contributed a section on ultralight touring kits to a major feature in Bicycle Times.

- USA Today featured our Blue Ridge Bliss tour as part of a guide to cycling the Blue Ridge Parkway and Celebrated Living — an American Airlines’ magazine — included our Cycle the Divide Montana tour in their “15 Action-Packed Adventures Around the Globe.”

- We published 24 editions of our popular e-newsletter, Bike Bits, which reaches more than 40,000 subscribers.

### Social Media
- In 2010 our blog (http://blog.adventurecycling.org) attracted 10,000 visitors per month and referred over 42,000 visitors to our website at www.adventurecycling.org.
- During National Bike Month (May 2010), we raised over $27,000 via our social media channels for the U.S. Bicycle Route System.
- Our Second Annual Bicycle Travel Photo Contest attracted more than 650 submissions from over 130 photographers.
- Our social media communities exploded. Our Facebook community grew to 25,000 fans, up from only 5,000 in 2009. Our YouTube videos were viewed more than 45,000 times, our Twitter followers topped 3,100, and our Flickr photos were viewed more than 297,000 times!

### Web/IT
- To help touring cyclists communicate and showcase what is going on out on the road, we implemented Twitter feeds using a unique hash tag for each route.
- We revamped the online publications archive and added the majority of past Adventure Cyclist articles from 1993 to present. This new system allows staff to add new articles easily, and allows you to more easily search the articles, or organize them by column type.
- We moved the website to a new dedicated server to separate it from our Exchange server, and updated our web hosting software. We began migrating our Windows computers to Windows 7 from Windows XP and upgraded all machines from Office 2003 to Office 2010. We also upgraded the front end of our database to Access 2010, and we moved our back end credit card payment system to a new processor.
- We migrated our online ads to now be managed and displayed using Google Ad Manager. We also revamped our tools and processes for managing bounced emails from our bulk email campaigns.

### Marketing
- We completed the third annual membership survey and the sales department sent out a separate survey to determine product needs and service quality for the program. Overall we received very high marks from our members.
- For our 2010 Share the Joy Giveaway — which prompted members to get their friends to join — we partnered with Rawland Bicycles and product manufacturers such as Camari, Cannondale, Old Man Mountain, Ortlieb, Arkel, Detours, and BOB Trailers.
- We sent out more than 175,000 shop display cards to 2,200 bike shops and REI stores across the country to promote bicycle travel.
- Decal design, printing, and distribution began for four routes: TransAmerica Trail, Great Divide Mountain Bike Route, Sierra Cascades, and the Pacific Coast.
- Partnerships were key to our success in 2010. Internationally we worked with CTC of Great Britain, and locally we participated in partnerships with Missoula in Motion, University of Montana, Missoula Free Cycles, and Sunday Streets Missoula. On the national level we worked with many groups such as BicycleTouringPro.com, Bike Friday, University of Oregon’s Outdoor Program, WEND Magazine, and Arkel. These partnerships allowed us to inspire more people than ever to travel by bicycle.

### Tours
- In 2010, a record 1,118 riders participated in 45 Adventure Cycling tours and classes. Together they pedaled more than 720,000 miles! Many of these trips were classic tours, seven were brand new trips, and another five were new variations on existing tours. New tour locations included Death Valley and Missouri’s Katy Trail.

### Sales
- Adventure Cycling provides an excellent selection of bicycle travel gear and distributes its own renowned bicycle maps. With the release of the Sierra Cascade Bicycle Route maps in 2010, we saw a 5% increase in map sales over 2009.
- Income from Adventure Cycling’s online store and catalog hit an all time high with a 10% increase over 2009. We processed 11,406 sales orders and distributed 31,521 individual map units.

These 14 women, all University of Illinois students, were part of the “Illini 4000 for Cancer” charity ride. The group rode from New York City to San Francisco and raised more than $100,000 for the American Cancer Society.

On a solo and self-contained trip from Yorktown, VA to Astoria, OR, Benjamin Horne wished to “dispell the belief that unicyclists are only performers.” Limited to just a pack on his back, he carried only the bare essentials: an Apple iPod Touch, but no tent.
2010 was an important year for Adventure Cycling's efforts to promote cycling nationally and to develop safer, more comfortable places to ride.

**U.S. Bicycle Route System**

Progress on the U.S. Bicycle Route System (USBRS) focused on three major areas: build greater public awareness and communicate the benefits of the system; develop partnerships to support route development; and develop tools and resources to support route implementation.

We built awareness about the USBRS through a combination of social media and traditional channels: blog posts, articles, an online fundraising event, and meetings/conferences. Outcomes worth noting: the USBRS Facebook page grew to more than 15,000 fans. In July, U.S. Dept. of Transportation Secretary Ray LaHood blogged about the project, stating, "The U.S. Bicycle Route System is not just a bunch of bike paths; we’re talking about a transportation system. It will facilitate travel between communities and to historic and cultural landmarks. It will give people living in more rural areas a way to travel into a nearby urban area by bicycle. Urban and suburban residents will have better access to rural recreation areas. And — like our interstate highway system — it will facilitate long-distance travel by bicycle, whether across one's state or across the country."

Staff spoke at numerous conferences about the USBRS and held regional and state meetings with advocacy groups and agency officials that yielded partnerships to support route development. Through these experiences, Adventure Cycling developed implementation models, tools, and resources that will aid future efforts. A state-by-state status report is available at www.adventurecycling.org/usbrs. The bottom line: 29 states are now working to implement official U.S. Bicycle Routes!

**National Advocacy**

Adventure Cycling was very busy in advocating for better cycling conditions, especially with the Federal Highway Administration and state agencies on the application of rumble strips — on secondary roads favored by bicyclists in particular. We made some headway with state and local agencies but are still working on those levels and to improve federal policy and guidance. We continued our work with America Bikes to advocate for better national policies and funding for cycling, but saw slow progress here as federal leaders focused on priorities other than transportation. We expect more activity in 2011. Meanwhile, we increased our efforts to elevate the profile of bicycle travel in the global tourism industry and to make the economic case for bike tourism in order to encourage governments to invest in cycling facilities and promotion, and draw more people to this beneficial activity.

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**SUPPORTING BICYCLING COMMUNITIES**

Australians William and Lauren Dunstan traced the trail of William’s grandfather, who rode the Transam in 1976 and published the book *It’s All Uphill*. “Each night we read the relevant passage after passing through the same towns he did 34 years ago.”

These California cyclists got together for a west to east Transam. Although they experienced very hot and humid weather between Colorado and Virginia, it was still enjoyable thanks to “the friendliness and generosity” of the people they encountered.
OUR AWESOME SUPPORTERS

In 2010, we raised $373,219 from donors. $90,000 in grant support came from SRAM, REI, New Belgium Brewing, Bikes Belong and the Lazar Foundation. We launched our first social media fundraising campaign to support the U.S. Bicycle Route System and raised more than $27,000 as well as engaging thousands of new cyclists in this project through Facebook, Twitter, Causes, and Change.org. Public support of this project is key to the state-by-state implementation of an official national bicycle route system.

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 the Sierra Cascades Bicycle Route, 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 DONORS

GRANTS
AASTHC’s Center for Environmental Excellence • New Belgium Brewing • Recreational Equipment Inc. (REI) • SRAM • The Lazar Foundation

SPECIAL RECOGNITION $10,000 +
Anonymous (2) • Crunchy Frog Fund • Fidelity Charitable Gift Fund • Network for Good • Susan & Stephen Imett • Steve Seay

THOMAS STEVENS SOCIETY
(TransAm Travel & Adventurer’s Circle) $2,500-$9,999
Anonymous (2) • Tom Blank • Hard Clear • Combined Federal Campaign (CFC) Global Impact Overseas • Dan Hungate • Robert Wood Johnson Foundation-Matching Gifts • Donna Sakson & Jonathan Mark • Schwab Charitable Fund • Charles Pace • Ann Rames & Stephen Corbett • Porter & Gal Storey • Steven Whalen

THOMAS STEVENS SOCIETY (Touring Circle) $1,000 to $2,499
Amgen Foundation • Anonymous (8) • Sarah & David Apple • Apple Foundation Inc. • Linda Botwell • Peter Bower • David Bowman • Randy Brodersen • Alain Cannon Fund • Combined Federal Campaign (CFC) Portland • Greener Human Kind Matching Gift Program • Marc Clark • Matthew Cohn • Alan Detwiler • John Dohmen • John Emerly Jr. • Clay Frick • Todd Gardner • Robert Guiter • Ron Gutfleisch • Don Jenkins • Margaret Jones • Klean Kanteen • Amy Krissot • Bill Lurtz • Arthur McMillan • George Menides • Howard Metzenberg • Michael Morency • Jim Musante • National Philanthropic Trust • Melissa & David Norton • Timothy Peterson • James Prutzer • Christopher Pur • Salsa • Steve Smith • Laurie & Ed Stalling • Brent Studler • Sean & Sandra Sweeney • Tawani Foundation • TeamEstrogen.com • Dan & Lora Van Epp • Vanguard Charitable Endowment Program • Steven & Carolyn Vorderlechter • Wally Werner • Filmore & Sharon Wood

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Medimmune LLC

Bryan Meier
John Kaneko Family
Versteeg

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·

Laurie Skipper
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John Kaneko Family

Tina Nutty
·

N Breuner
·

North Iowa Touring

Lori Sillers
South Jersey Wheelmen

John Spaltion
Jim Young Family

Larson
Noah Lansner

South Jersey Wheelmen

Jim Young Family

We also want to thank the numerous members who gave special donations up to $100. Thank you very much!
2010 FISCAL SUMMARY

Revenues and Expenses: This diagram illustrates where Adventure Cycling’s revenues come from and how the money is spent. In FY2010, we were able to allocate 90% of our expenses directly toward our mission of inspiring people of all ages to travel by bicycle.

Adventure Cycling Association
Statement of Revenues and Expenses

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<th>Revenues</th>
<th>FY2010</th>
<th>FY2009</th>
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<td>Merchandise Net Sales</td>
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<td>Membership</td>
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<td>Tours</td>
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<td>Donations/Grants</td>
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<td>Program Services</td>
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Increase (Decrease) in Net Assets $296,571 $59,828

Adventure Cycling Association
Balance Sheet

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<td>Long-term Assets</td>
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<td><strong>Total Assets</strong></td>
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<td>$534,593</td>
<td>$568,932</td>
</tr>
<tr>
<td>Long-term Liabilities</td>
<td>$28,548</td>
<td>$35,461</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$563,141</strong></td>
<td><strong>$604,393</strong></td>
</tr>
</tbody>
</table>

Net Assets

| Total Fund Balance      | $572,397 | $275,826 |
| Total Liabilities and Net Assets | **$1,135,538** | **$880,219** |

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.

Crossing the U.S. 13 times, William Montigny is no stranger to the Adventure Cycling office in Missoula. On this trip, from Cape Cod, MA to Seattle, WA, William signed up as a Life Member. He also became the first person to do so while cycling. Membership Director Julie Huck had to mount up to receive his membership form.

Several international cyclists swap stories in our cyclists’ lounge. From left to right, Barbara Seymour, Australia; Stuart Woolger, UK; Fred Seymour, Australia; Gosse Koolstra, Netherlands; Klaas Van Der Els, Netherlands. All five of this group were Transamers, the Seymours on a tandem and both 77-years-old.
Adventure Cycling Association

150 E. Pine St., Missoula, MT 59802
800-755-2453
www.adventurecycling.org

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