



2020
Impact Report

ADVENTURE CYCLING ASSOCIATION

Financials

Total Revenue
\$5,276,876

Total Expenses
\$5,226,430

NET REVENUE
\$50,446

revenue*

Membership: 47%
Donations/grants: 36%
COVID-19 grants: 12%
Advertising: 7%
Merch (Net): 4%
Other: 4%

**Total surpasses 100% due to a \$349,170 loss in Tours Revenue.*

expenses

Program Services: 86.5%
Development: 9.4%
Administration: 4.1%

Increase in contributed revenue over previous year,
after onset of the pandemic: 21%

***“Life is good during and
after a bike ride.”***

– Roger DiBrito, Florence, Montana

Dear Fellow Members,



A year ago Joyce wrote, "I am looking forward to all 2020 has in store for us." Oh, if only we could rewind those words!

You, Adventure Cycling members, are our lifeblood. Never has that been more true than in 2020. Our biggest challenge has been weathering the changes brought on by COVID-19, and that would not have been possible without you. Let us start by expressing our sincere appreciation and gratitude for your support as part of this community.

Mid-March, after an agonizing phone call, we decided to cancel the first of what would be nearly all our tours for the year. It was the right thing to do, but with those canceled tours, we lost so much. People missed out on the camaraderie and connections that make our tours special. Across the country and around the globe, bicycle travelers canceled or scaled back plans. Dreams were deferred.

Because we had to cancel the majority of our tours, we lost over \$2 million in expected revenue. And yet, when we asked for your support, you generously gave it! You told us you value the connection that bicycle travel provides. You made it possible to continue building our bicycle community through our strategic initiatives even as the unknowns of the pandemic loomed. And though we would have loved to see you on tour or at a member gathering, our webinars made it possible to connect with anyone who has an internet connection.

In a year when staying above water feels like accomplishment enough, you helped us do so much more. We launched the new Parks, Peaks, and Prairies Route; established U.S. Bicycle Routes in four new states; advocated for safer roads; but most importantly, we continued to inspire, empower, and connect people to travel by bicycle. Please enjoy the following pages that are a snapshot of everything you made possible. Thank you!

Sincerely,

Joyce E. Casey, *President, Adventure Cycling Board of Directors*

A handwritten signature in cursive script that reads "Joyce E. Casey".

Scott Pankratz, *Adventure Cycling Executive Director*

A handwritten signature in cursive script that reads "Scott Pankratz".

Impact

In a year when staying above water feels like accomplishment enough, you helped us do so much more.

254
new Life
Members

2,848 of our
total 50,000
members



18,429

Bicycle Route
Navigator
apps installed

1,042,738

users visited
Adventure Cycling
website

94%

of readers find
Adventure

Cyclist

magazine
above average
or excellent

31

states + DC
have a U.S.
Bicycle Route

406,718

miles ridden during
Bike Your Park Day and
Bike Travel Weekend



Dynamo Jenny

our 5-star podcast was
downloaded 12,720 times

1,288

MILES

added to the
Adventure Cycling
Route Network,
creating 50,000
total miles



2,717

PARTICIPANTS
in virtual
workshops

30,438

total **maps sold**,
printed and
electronic



PHOTO BY JESS KIM

Highlights

You inspire.

- ▶ Four bright and promising young people will introduce the next generation to bicycle travel as winners of the Greg Siple Award for Young Adult Bicycle Travel. James Keys, Emilytricia Lopez Marchena, Rachel Pauli, and Corinna Wollmann will gain the skills and gear needed to share the joy of bicycle travel with their communities.
- ▶ Bike Travel Weekend and Bike Your Park Day created opportunities for people to go on short bike adventures close to home and connect at a time when it was unsafe to travel, with 925 events and 406,718 miles ridden.
- ▶ More than 9,000 participants got one step closer to that next epic adventure through virtual and socially distanced bike travel workshops and events.

You empower.

- ▶ We are making progress on your rumble strip concerns! Both Kansas and California departments of transportation incorporated Adventure Cycling's best practice standards into their rumble strip guidances.
- ▶ Maps for the highly anticipated Parks, Peaks, and Prairies Route arrived just as the pandemic hit. Over 200 people participated in a virtual ride of the route, covering over 58,500 miles!
- ▶ Our Routes department made significant leaps toward building our community and tapping into member knowledge by developing data submission functions through Cyclist's Choice in our Bicycle Route Navigator app.


You connect.

- ▶ After years of dedicated work by volunteers, California, Wisconsin, North Dakota, and New York established their first U.S. Bicycle Routes! Maryland, West Virginia, and the District of Columbia added new routes as well, for a total of almost 15,000 miles of U.S. Bicycle Routes!
- ▶ More than 650 volunteers dedicated 2,297 hours to projects connecting our bike travel community in all sorts of ways, from organizing rides with friends on Bike Your Park Day to stuffing envelopes for donations to keep our community going strong.
- ▶ Looking out for each other is more important than ever! We developed policies, procedures, and protocols to run tours safely during the pandemic while offering the same high-quality experience.

“As a queer woman of color and daughter of immigrants, the communities I come from are not predominantly represented in the outdoor and bike industry. Making this knowledge more accessible to our communities so they are inspired to tour is one of my commitments on dedicating my life to doing this work around bike and outdoor equity. Diversifying the outdoors around race, gender, sexuality, youth, and all body types is work rooted in social justice and healing.”

– Emilytricia Lopez Marchena, Greg Siple Award for Young Adult Bicycle Travel Recipient





“I am in awe of Adventure Cycling’s progress through the years. I love your maps; I’ve spent many hours dreaming and planning with your maps as my guide. Thanks also for your valuable advocacy for bike travel and Adventure Cycling staff’s dedication and hard work.”

– Carol Kaufman, Hutchinson, Kansas

“Adventure Cycling is ...

... my church.”

– Peter McKenney, Life Member

... my legacy.”

– Matt Cohn, Life Member

... the plasma in my blood.”

– Steve Powell, Life Member



Thank You

We are grateful for our members, volunteers, donors, sponsors, and grantors who make it all possible, notably these members who contributed financially in 2020.

Thomas Stevens Society

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We invite you to inspire, empower, and connect people through the power of bicycle travel. Your community needs your help to expand, engage, and diversify the bike touring universe. Legions of cyclists — beginners and veterans — are looking for meaningful ways to connect and explore. Will you help bring people and communities together in extraordinary ways?

Please give today at:

adventurecycling.org/donate



Adventure Cycling Association

150 East Pine Street, Missoula, MT 59802 • (800) 755-2453

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