



Adventure
Cycling
Association

Impact Report

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2022



RJ SAKAI

Dear fellow adventure cyclists,



IT'S AN EXCITING TIME for the Adventure Cycling Board of Directors. In 2022, we worked with our governance consultant to review board meeting practices, board member recruitment, and Executive Director evaluations. In the

fall, we invited two new board members who brought valuable perspective and skills to the board roster. In September, the Board unanimously voted to appoint Jennifer O'Dell as permanent Executive Director. Jennifer has the Board's full support and confidence in leading Adventure Cycling into its next chapter, and we're thrilled she agreed to stay on.

Throughout 2021 and 2022, Adventure Cycling staff has been working to improve its infrastructure, including improving cross-program member communications, budgeting and accounting, and modernizing our technology systems. In addition, staff evaluated and refined Adventure Cycling's program objectives, helping them and the board better understand the mission-aligned impacts of each program.

Since its founding almost 50 years ago, Adventure Cycling has connected with hundreds of thousands of bike travelers through safe and reliable routes, inspiring stories, and tour experiences. Those core principles and programs have not changed. As we focus on expanding membership, core programs are being strengthened and expanded to meet the needs of less experienced bike travelers — like each of us once were. We are excited about the future and energized by how hard staff are working to keep Adventure Cycling's core purpose strong.

As a Board of Directors, we're reviewing the five-year plan that was crafted in 2018 and determining how we can continue to be the most valuable resource to all bike travelers for years to come.

Thank you all for your support of Adventure Cycling. We hope to see you on the road!

A handwritten signature in black ink that reads "Maria Elena Price".

Maria Elena Price
Board President



THE PAST YEAR WAS A TIME FOR RENEWAL, a return to the new normal. And as the world unlocked in 2022, we were more than ready to get back on the trails and roads with our coworkers, adventure buddies, and you.

Thanks to your generous support, we ran 107 tours — our largest schedule in history — with 1,575 participants. We continued our long history of creating access to bike travel by updating seven Adventure Cycling Route sections and securing five new designations for the United States Bicycle Route Network. We published 12 Short Routes to create options for people who don't have the time and resources for epic-length trips. And we piloted new programming to break down barriers with historically marginalized communities, impacting 2,352 individuals by partnering with 12 organizations and providing eight mini-grants to individuals to host community workshops and rides.

For decades, Adventure Cycling has been fortunate to sustain our organization with an annual membership model and supplemental revenue streams. Many of you have and continue to give through generous donations — THANK YOU!

The world around us is different than it was a year ago and much different than it was three or five years ago. To ensure a bright future for Adventure Cycling, it's key that we provide opportunities to newer riders for hands-on learning so that they too can experience the joy that comes from exploring the world on two wheels. This year, we refocused our teams and priorities and established a strong foundation for pursuing these goals.

We already have robust programs and a supportive community of experienced bike travelers — YOU! — and now we must apply your experience and support to increase our impact on individuals who are new to these experiences. We're excited you're here to help us expand the transformation joy of bicycle travel to others.

A handwritten signature in black ink that reads "Jennifer O'Dell".

Jennifer O'Dell
Executive Director

Our Impact

Routes

- 12 new Short Routes
- 7 map sections updated and reprinted
- 18,953 total United States Bicycle Route System (USBRS) miles
- 5 new USBRS routes in 5 states (Arkansas, Delaware, Minnesota, Oklahoma, and Tennessee)
- 3 new states joined the USBRS (Oklahoma, Delaware, Arkansas)
- 5 states with USBRS improvements and realignments
- 27% of the USBRS is signed

Membership

- 54,915 total members
- 203 new life members
- 6,051 new members

Tours

- 107 tours (1,575 participants)
- 8 new tours
 - Cape Cod Family Adventure
 - Four Days of Canaan
 - Grand Canyon of Pennsylvania
 - Great Divide Red Meadow Ramble
 - Lake Tahoe
 - Montana Divide Gravel
 - Patagonia AZ Gravel
 - Sunshine and Space Coast

Bike Overnights

- 26 Bike Overnight events (2,352 participants)
- 8 mini grants given (408 participants)
- 12 stipends given (143 participants)
- 2 tabling events (1,600 people)
- 3 Bike Your Park Day events (200 participants)
- \$35,678 released to support groups and individuals to experience a Bike Overnight in their own backyard.



CHARLES THOMAS

Our Work

Routes & Access

In 2022, we added the Eastern Express Connector to our Route Network. This route, created by veteran tour leader Frank Moritz, is designed to be a quicker and easier (i.e. flatter!) variation of the classic TransAmerica Trail connecting Walden, Colorado to Indianapolis. We also partnered with Bikepacking Roots to create six Intermountain Connectors which act as links between two epic mountain biking routes, the Great Divide and the Western Wildlands, allowing cyclists to create loops between the point-to-point routes.

Also new in 2022 is our Short Routes program which published 12 new two- to five-day routes from major metro areas. Crafted with the beginner adventurer in mind, these routes offer fun, accessible ways to shake up the weekend.

As for our advocacy, we added 1,080 miles to the USBRS, hosted two USBRS webinars with 800 registrants, submitted 19 letters of support or concern on projects and policies, participated in a coalition that advanced the BOLT Act in Congress, and so much more.



Experiences

In working alongside 90 incredible and dedicated tour leaders, we were able to run a record-breaking 107 tours, giving 1,575 riders a unique guided touring experience. We also introduced eight new tour destinations, from a Cape Cod Family Adventure to Patagonia Arizona Gravel tours. We had so much fun riding with you!

Innovation & Discovery

Our Bike Overnights program — which partners with groups and individuals to bring beginner-friendly and inclusive trips and workshops to new riders — supported 26 events with 2,352 participants. These events included rides led by and for folks from marginalized communities, including people of color and LGBTQ cyclists.

Engagement

Our small Cyclosource shop continued to provide essential gear for successful and safe bike trips, including our most popular item, the humble Vulcanizing Patch Kit. We paved the way for more cyclists to experience more adventures by selling 27,690 print maps, 5,397 digital maps, and 7,278 app routes. As always, your Cyclosource purchases support our nonprofit route-building and advocacy work.

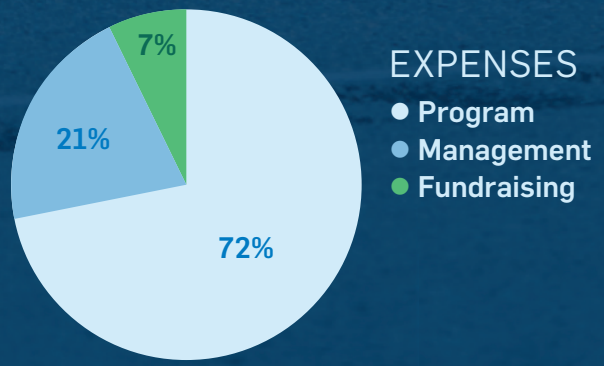
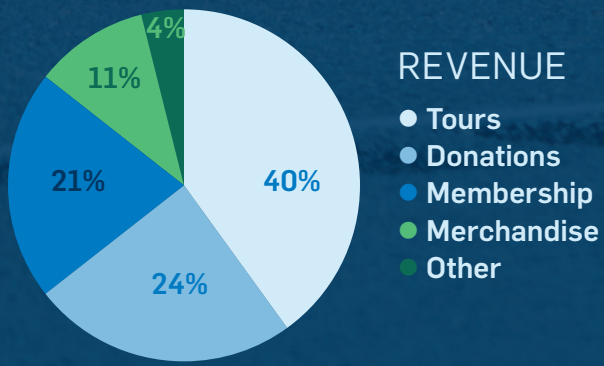
At the end of the year, our magazine team executed a comprehensive visual and editorial redesign of the magazine, blowing our minds with their talent and creativity and readying to launch the new design with the first issue of 2023. In the meantime, the magazine won two Folio Honorable Mention Awards for best cover design and best single issue design. On the digital side of storytelling, Laura Killingbeck's article "How to Pack an Adventure 'Go-Bag,'" won honorable mention at the ASJA Awards.



“The trip was a lifetime accomplishment for me and hopefully the start of a long love affair with cycle touring. I enjoyed the challenge and the reward of working hard to see the beautiful scenery of the PNW and meeting wonderful people along the way.”

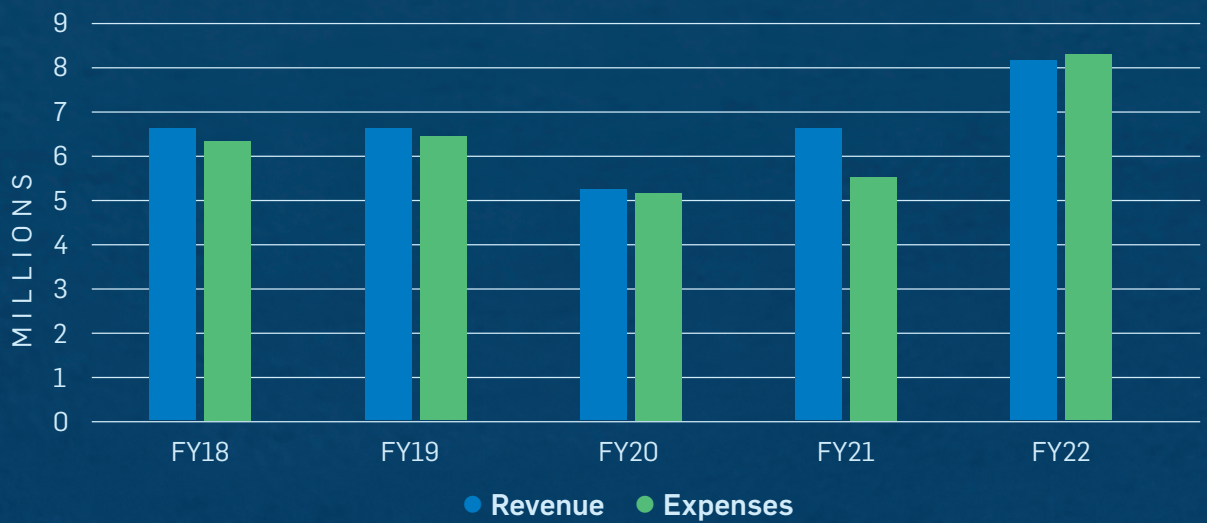
— Kristen F. | Washington Olympic Discovery Trail Tour

FY 2022 FINANCIALS



Total Revenue **\$8,176,189.13** • Total Expenses **\$8,315,647.43**

Five-year Financial Analysis



THANK YOU.

From the Board of Directors, the staff, and your fellow Adventure Cycling community members, we are grateful for those who make our impact possible. Together, with support from the following corporate and life members, and with each supporter and rider who makes up our greater community, we inspire, empower, and connect people to bicycle travel.

Corporate Sponsors

Platinum

- Exodus Travels

Titanium

- BikeFlights.com
- Cruzbike
- Komoot GmbH

Gold

- ABUS Mobile Security, Inc.
- Bedrock Sandals
- Big Agnes, Inc.
- BikeTours.com
- Blackburn
- Discovery Bicycle Tours
- Gates Carbon Drive
- Noble Invention Bike Touring
- Ortlieb/Ortlieb USA LLC
- Osprey Packs, Inc.
- Quality Bicycle Products
- Restrap
- Ride With GPS
- Sun Bicycles - J&B Importers, Inc.
- TITANSTRAPS
- tripsite.com
- WaterField Designs, Inc.

Silver

- Anderson ZurMuehlen & Co. PC
- Astral Cycling/Rolf Prima
- Joplin CVB
- Lickton Cycle City
- Mirrycle Corporation
- Serotta Cycling
- Sinewave Cycles
- Spurcycle
- The Champion Firm P.C.

Bronze

- Abrahamson & Uiterwyk
- Allen Law Firm, P.A.
- Alter Exploration
- Arnold & Itkin LLP
- Bagen Law Accident Injury Lawyers
- Beer & Bike Tours
- BikeTours.com
- Club Ride
- Corporate Membership
- Davis Injury Lawyers, PLLC
- Felix Gonzalez Accident and Injury Law Firm
- FVF Law
- Great American Bike Tours
- Hensley Legal Group
- Hollander Law Firm Accident Injury Lawyers
- KaplunMarx Personal Injury Lawyers
- Kisling, Nestico & Redick
- Law Offices of Jay S. Knispel
- Lopez Law Group Accident Injury Attorneys
- M&Y Personal Injury Lawyers
- Marzzacco Niven & Associates
- MileMark Media
- Minner Vines Moncus Injury Lawyers
- Montana Tour
- Outfitter Bicycle Tours
- Oveja Negra
- PEI Cycling Tours Inc.
- Portland Design Works
- Price Benowitz
- Rosenfeld Injury Lawyers LLC
- Showers Pass
- Sublime Public Relations
- TDA Global Cycling
- The Doan Law Firm
- The Jeffcoat Firm Injury & Accident Lawyers
- The Levin Firm
- The Lovely Law Firm Injury Lawyers
- The Pearce Law Firm, Personal Injury and Accident
- Tour d'Afrique Ltd
- Vashon Adventures
- Visit Mississippi
- Visit Natchez
- WomanTours Inc
- Zavodnick & Lasky Personal Injury Lawyers
- Douglas Abel
- Stuart & Susan Adam
- David Allen Family
- Billie Anderson
- SCOTT AVERILL
- Ian Barclay & Annette Kenney
- Kate Batten
- Renee Beckloff
- Philip Bernstein
- Daniel Bird
- David Bitterman
- Maitland Bottoms
- Paul Bovee
- Blake & Shilpa Bratt
- Sally Brennand
- Chuck Brown
- Wesley & Julie Bryan
- Phillip & Linda Butler
- Ellen Butler Family
- Michael Claus
- Christine Compton
- Jeff Conner
- Ronda & Jon Conroe
- Brock Cookman
- Katie Cousins
- Gwenda Creel & Neal Adams
- Gerral & Anne David
- Bailey de longh & Jay Williamson
- Michelle DeLappe & Avilio Moreno Villamediana
- Jack Dianis
- Matt & Jodi Dickey
- Robert Dollar
- Derek Dombrowski
- Neal Donaldson
- Alex Dugan
- Mikel Duke
- Frederick & Barbara Eames
- Walter Eschtruth
- Jo Feldman
- John Ferguson
- Mark Flynn Family
- Steve Fox
- Rebecca Full & Walt Hepker
- Stacy Gabanski
- Randall Gainforth & Laura Lee
- Ed Garrison
- Eric Goebelbecker
- Laurie Googasian
- Brad & Michaela Gould

New Life Members

- June Grabemeyer
- Katie Hahn
- James Healy
- Michael Hom
- John James
- Tim Kolehmainen
- Michael Kurtinitis
- Val & Jude Langhurst
- David & Nicole Langlie
- Greg Larsen
- Larry Lebiecki
- Thomas Leonard & Hannah Ostermann
- Larry Lessley
- Theodore & Becky Lewis
- Mark Linehan
- Doug & Susan Linney
- Boyd Lipham
- Steve Love
- Teri Maloughney & Thorsten Geuer
- Eric Mankin Family
- Jerry & Joanna Mann
- Kenneth Mantey Family
- Monte Marti
- Doug Maxeiner
- Tom McCloskey
- Robyn McCutcheon
- Rob & Heather McInnis
- Carol Moorehead
- Dennis Muilenburg
- Mark Mulholland Family
- Ken Nawrocki
- Charlie & Barbara Newquist
- Christina Nicholas
- Lois & Geert Pesman
- Stephen Pierce
- gloria pitsch
- Barton Poulson
- Ravikiran Raju
- Dan H. Rambo
- Daniel Rankin
- Clifton & Arleen Read
- Michael & Melissa Regan
- Dave Reynolds
- Michael Roach
- John Roberson
- Aaron Rosenthal & Janet Oliver
- Jayden Sampson
- Brooke Schafer & Paul Norwood
- Bruno Schmidt
- Vicki Schnell
- Steven Schooner
- David Seidman
- steven shapiro
- Mike and Gina Shedd Family
- Hugh Shipman
- Noor-E-Gagan Singh
- Steve Sly
- J Robert Small
- Douglas Smith Family
- Jean-Claude Sonderegger
- John & Phea Stark
- Ron Suchanek
- Curt Szuberla
- Neil Turner & Jean McKnight
- Jean & Stephen Van Dam
- Lelia Vann & Greg Reck
- Craig Walker
- Camelia Whitten & Laurel Thom
- Matthew & Lisa Winkler
- Vince WinklerPrins
- Bill Wiseman & E. Joy Griffin
- John Wolgamott

Staff

LEADERSHIP

Jennifer O'Dell
Executive Director

Nicki Bailey
VP of People & Operations

Brian Bonham
VP of Community Engagement

PROGRAM LEADERSHIP TEAM

Routes & Advocacy

Jennifer Hamelman
Carla Majernik
Nathan Taylor
Melissa Moser
Amy Walty

Innovation & Development

Jeffrey Mizell
Maxton Caplanides
Brooke Carey

Experiences

Mike Lessard
Corbett Hall
Emma Wimmer
Reed Sallans

COMMUNITY ENGAGEMENT TEAM

Marketing

Jessica Zephyrs
Daniel Mrgan
Lauren Hudgins
Haydin Grotz

Magazine

Carolyne Whelan
Ally Mabry
Dan Meyer

Membership

Geoff McMillion

Sales

Sam Bockius

PEOPLE & OPERATIONS TEAM

IT

Cliff Oliver
Richard Darne
David Barth
Gage Poore

Finance & HR

Beth Petersen
Jake Flaherty

BOARD OF DIRECTORS

President – Maria Elena Price
Vice President – Elizabeth Kiker
Secretary/Treasurer – Noel Kegel
Ricky Albores - Secretary
Board Members
Joyce Casey – Past President
Rich Tauer
Jenny Park
Scott Edwards
Daniel Kanter

What's Ahead



AS WE MOVE INTO 2023, we're galvanized to turn over a new page for Adventure Cycling. Our goal is to prioritize mission impact with a honed schedule of programming that supports the needs of a variety of cyclists. Our purpose, our "north star," is to provide Epic Experiences through Access.

In 2023, we'll do this by:

- *Increasing our focus on education, outreach, and participation with cyclists who are new to bike travel through programs such as Short Routes and Bike Overnights, as well as hosting workshops and conducting outreach at cycling and community events.*
- *Supporting core programming for established riders as we update the Adventure Cycling Route Network and map offerings, publish the best bicycle travel magazine in the industry, and operate a schedule of unique guided tour experiences across the country.*
- *Implementing new learning mechanisms and advisory groups to better understand the needs of both our emerging and established riders to influence our future program development.*

We are confident that Adventure Cycling's best days are ahead of us and are reenergized to bring new people into our community, expand our membership base, and stabilize the organization for future growth.



"The endless work Adventure Cycling does for the cycling community is amazing. I'm proud to be a member of your organization and having access to the resources you make available is priceless. Thank you."

— C.C. | Sesser, Illinois



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development@adventurecycling.org

Our Mission

You help us inspire, empower, and connect people to travel by bicycle.

Our Values

Empowering: To make someone stronger; to grant power to another.

Professional: To act with care, caution, and thought for the future.

Inclusive: To ensure all have equal opportunity to participate and contribute.

Community-Minded: To demonstrate commitment to the wider community.

Will you help us deliver Epic Experiences through Access?

Please give today at adventurecycling.org/donate



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