Bikes Belong is the coalition of U.S. bicycle manufacturers, suppliers, and retailers working together to put more people on bicycles more often.

Look inside to learn about our 2006 efforts.
Bikes Belong is improving bicycling throughout the U.S.

2006 was a great year for Bikes Belong. Unprecedented support from the bicycle industry enabled us to increase our investment in crucial bicycling projects, form new partnerships, and improve our staff.

**IN 2006, WE:**

- Established the Bikes Belong Foundation to focus on bicycle safety and getting more kids riding bikes.
- Contributed more than $550,000 in direct cash support to national, state, and local bicycle programs and projects.
- Sponsored four of the year’s most important national bicycle advocacy events.
- Funded research projects to collect important bicycling data.
- Strengthened our relationships with key members of the U.S. Congress.
- Served as an expert source of bicycling information for the media.
- Began work on a national PR campaign to promote bicycling.

*Bikes Belong membership dollars make this important work possible.*

**BIKES BELONG FINANCIAL SNAPSHOT**

- **2006 INCOME** $1,355,882
  - 76% SUPPLIER DUES $1,037,189
  - 15% EMPLOYEE PRO PURCHASE PROGRAM $202,759
  - 7% RETAILER DUES $92,361
  - 2% DONATIONS & INTEREST $23,573

- **2006 EXPENSES** $1,202,000
  - 17% PROMOTING BICYCLING $201,000
  - 42% NATIONAL ADVOCACY $504,000
  - 18% ADMINISTRATION & FUNDRAISING $217,000
  - 23% COMMUNITY GRANTS $280,000

**INCOME GROWTH**

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$1,355,882</td>
</tr>
<tr>
<td>2004</td>
<td>$1,212,158</td>
</tr>
<tr>
<td>2002</td>
<td>$801,781</td>
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<tr>
<td>2000</td>
<td>$375,287</td>
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<tr>
<td>1998</td>
<td>$144,000</td>
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BIKES BELONG FOUNDATION
In June, we launched the Bikes Belong Foundation, a 501c3 nonprofit arm to focus on:

» Bicycle safety projects
» Children’s bicycling programs

The foundation will enable us broaden our impact by facilitating funding from other foundations, government agencies, and individual donors.

The Bikes Belong Foundation received 501c3 status from the Internal Revenue Service, which allows it to operate as a charitable organization that can receive tax-deductible donations from individuals. It serves as a separate, complementary organization to the Bikes Belong Coalition.

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP
We continued as lead sponsor of this partnership, which has grown to more than 240 groups collaborating on the national Safe Routes to School movement and providing resources to state and local SRTS programs.

At the end of 2006, we secured a three-year grant of more than $600,000 from the Robert Wood Johnson Foundation. The money will support the Safe Routes to School National Partnership’s State Network Implementation Project, an initiative to advance SRTS efforts in 10 key states.

PAUL DAVID CLARK BICYCLING SAFETY FUND
In 2006, we continued to raise money for the Clark fund, which honors Paul Clark—a San Francisco cyclist who died in a bicycle-truck collision in 2005. The fund works to increase bicycle safety, focusing on Northern California.

BICYCLE FRIENDLY COMMUNITIES
We remain the main supporter of this League of American Bicyclists program, which recognizes cities with exemplary conditions for bicycling. The program honored 16 new communities this year. The spirit of competition among big-city mayors is inspiring action nationwide.

In total, 63 communities have earned the prestigious designation. In 2006, the program recognized:

Gold: Madison, WI
      San Francisco, CA
      Tucson/Eastern Pima Region, AZ

Silver: Bellingham, WA
        Jackson, WY

Plus 11 bronze.
To learn more, visit www.bicyclefriendlycommunity.org.

NATIONAL COMPLETE STREETS COALITION
We contributed $15,000 to this effort to promote and develop “complete streets”—roadways that accommodate all users, including bicyclists, pedestrians, automobiles, and public transit. Our grant matched support provided by AARP and the American Society of Landscape Architects, aligning us with influential partners. Visit www.completestreets.org for more.
THUNDERHEAD ALLIANCE’S BENCHMARKING PROJECT
In 2006, Bikes Belong contributed $10,000 to the Thunderhead Alliance’s Benchmarking Project, a data collection and analysis effort designed to measure the success of bicycling programs across the United States. Visit www.thunderheadalliance.org.

BICYCLE LEADERSHIP CONFERENCE
We served as one of the top sponsors of this important annual gathering of bicycle industry leaders. At the 2006 event, Bikes Belong guided attendees on a bicycle tour of Tempe, Arizona, to showcase how the city earned a silver Bicycle Friendly Community designation.

TRAILS TO SALES STUDY
We completed research on the connection between new bike trails and bike sales. Combining our own online survey of bicycle retailers with a survey commissioned by the A.C. Nielsen Center for Marketing Research (at our request), we learned that:

» Bicycle retailers report increased sales after new trails are built nearby.
» Individual cyclists spend more on bikes and accessories after they become aware of new trails in their area.

We are using this data to increase support for bicycle facilities at the federal, state, and local levels. To learn more, visit bikesbelong.org.

BICYCLE COMMUTING STUDY
We awarded $10,000 to support a Humboldt State University (California) study to measure the effects of bicycle commuting on health. We expect results in 2007.

PRO WALK/PRO BIKE
For the first time, we provided financial support to this biennial gathering of bicycle and pedestrian program specialists, advocates, and government leaders committed to improving conditions for bicycling and walking. The 2006 conference, held in Madison, Wisconsin, drew a record 645 attendees.
LOBBYING IN WASHINGTON, D.C.
We continue to retain the prominent lobbying firm, Tongour Simpson Holsclaw, and meet regularly with federal leaders. In 2006, we promoted the Bicycle Commuters Benefits Act, which would allow employers to give employees who commute by bike a tax-free stipend of $40–100 per month. In addition, we worked to energize the Congressional Bike Caucus to make it larger, more active, and influential.

NATIONAL BIKE SUMMIT
We again served as lead sponsor of the National Bike Summit, the annual bicycle conference and lobbying effort on Capitol Hill. The 2006 gathering attracted a record 375 attendees, who met with more than 350 members of Congress to push for additional federal support for bicycle facilities and programs.

BIKESPAC
BikesPAC—the bicycle industry’s bipartisan political action committee—is an important part of our strategy to maximize federal support and funding for bicycling. Through BikesPAC, we support the members of Congress who back bicycling. In 2006, we held two BikesPAC fundraisers and contributed an unprecedented sum of $26,500 to the re-election campaigns of 15 members of Congress—almost equally split between Republicans and Democrats.

>> An avid cyclist, Rep. James Oberstar (MN)—front left—is one of bicycling’s biggest advocates in Congress. BikesPAC regularly supports Oberstar, who has served in the House of Representatives since 1975 and is now Chair of the House Committee on Transportation and Infrastructure.
The Bikes Belong Grants Program continues to enhance bicycling throughout the U.S. In 2006, we awarded 21 cash grants in 18 states, distributing $159,850 to the following grassroots bicycling projects:

» **Florida**: Venice Area Beautification, Inc. – Venetian Waterway Park
» **Georgia**: City of Carrollton – Carrollton Greenbelt Spur
» **Illinois**: Chicagoland Bicycle Federation – Sunday Parkways
» **Indiana**: B & O Trail Association – B & O Trail
» **Indiana**: Hoosier Mountain Bike Association – Brown County State Park Trails
» **Iowa**: Des Moines County Nature Trails Association – Gateway Project/Mississippi River Trail Re-Route
» **Kansas**: Community Connection Trail Coalition – Community Connection Trail
» **Massachusetts**: City of Fitchburg – BMX Park
» **Minnesota**: Minnesota Off-Road Cyclists – Organizational Development
» **Missouri**: PedNet – “From Proficiency to Practice” Program
» **Montana**: City of Billings – Big Ditch Trail
» **New York**: Concerned Long Island Mountain Bicyclists – Cunningham Park Trail System
» **Ohio**: ClevelandBikes – Cleveland Bike Station
» **Oregon**: Bicycle Transportation Alliance – Bicycle Boulevards Campaign
» **Oregon**: City of Gresham – Gresham/Fairview Trail
» **Tennessee**: Outdoor Chattanooga – Raccoon Mountain Trail System
» **Utah**: Mountain Trails Foundation – Historic Union Pacific Rail Trail
» **Vermont**: City of Montpelier – North Branch Park Multi-Use Trail
» **West Virginia**: Friends of the Cheat – Preston Rail Trail
» **Wisconsin**: Chequamegon Area Mountain Bike Association – Hayward Cluster Singletrack
» **National**: Adventure Cycling Association – National Cycling Network

The Historic Union Pacific Rail Trail in Park City, Utah, is an important link in the city’s multi-use path system, providing a safe recreation route for riders of all ages and connecting to miles of nearby mountain bike trails.

**SINCE 1999, WE’VE:**

» Awarded 132 grants in 40 states, totaling more than $1 million.
» Leveraged $450 million of other funding.
» Helped fund 1,400 miles of bike paths, lanes, and trails.
» Helped link close to 6,000 miles of trail facilities.

**2006 GRANTS**
NATIONWIDE PR CAMPAIGN
To inspire more people to ride bikes, we need to build a stronger bicycling culture in the U.S. To achieve this, we started working on a nationwide PR effort with Crispin Porter + Bogusky—a prominent, award-winning ad agency known for their Burger King, Volkswagen, Sprite, Bell/Giro, and Shimano campaigns.

PRESS COVERAGE
We have firmly established ourselves as a key source of bicycling information for the national media. In 2006, we provided interviews to newspaper, magazine, TV, and radio reporters nationwide. Our input contributed to positive bicycling coverage in 17 of the top 20 U.S. dailies, hundreds of other media outlets throughout the country, and a live TV interview on CNBC.

BICYCLING BOOKLET
We printed another 10,000 copies of our booklet, Bicycling: Moving America Forward, which highlights the many benefits of bicycling. Request your copy from avery@bikesbelong.org.

PHOTO SHOOT
Bikes Belong’s second annual professional photo shoot in 2006 generated high-quality images that portray a positive image of bicycling. A selection of these images is available on our website (bikesbelong.org) to groups working to promote bicycling.

BIKES BELONG NEWSLETTER
We published our inaugural print newsletter in June 2006 and produced a second edition in the fall. Join our mailing list to keep up-to-date on what we’re doing. E-mail your contact information to avery@bikesbelong.org.
Your membership in Bikes Belong is an investment in the future of bicycling. Join or renew your membership today at bikesbelong.org.

To learn about our 2007 plans, visit bikesbelong.org.