

Bikes Belong

2005 ANNUAL REPORT

Bikes Belong is a coalition of more than 350 bicycle manufacturers, suppliers, and retailers working together to put more people on bicycles more often. Through national leadership, grassroots grants, and promotion, we work to make bicycling safe, convenient, and fun.

Nearly all of our funding is provided by the U.S. bicycle industry. Thanks to support from our members, we achieved several significant goals in 2005, setting the stage for important work in 2006. Look inside for details.

For more information, visit bikesbelong.org.



Message from the Executive Director

Dear Bikes Belong Member,

Bicycling is on a roll! Americans are discovering more good reasons to ride than ever. The federal government will spend a record \$1 billion per year through 2009 to build new bike paths, trails, and lanes and support Safe Routes to School. Key members of the national media and an increasing number of business and community leaders are focusing on bicycling because they recognize the benefits and, in fact, many are avid riders.

The U.S. bicycle industry has a big opportunity to grow during the next few years. Your steady support for Bikes Belong has already played a central role in securing new government support, assisting grassroots bike projects, and promoting bicycling's many benefits. Now, by recognizing that we have the power to make a difference by working together, we can make sure that bicycling keeps moving forward. Our kids, our families, our communities, our businesses, and our nation will benefit.

Thanks so much for your continuing support. Best wishes for great success in 2006.

Tim Blumenthal

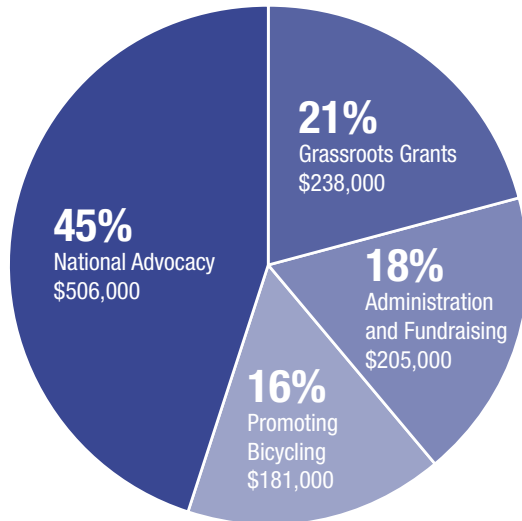
Tim Blumenthal
Executive Director



Bikes Belong financial snapshot

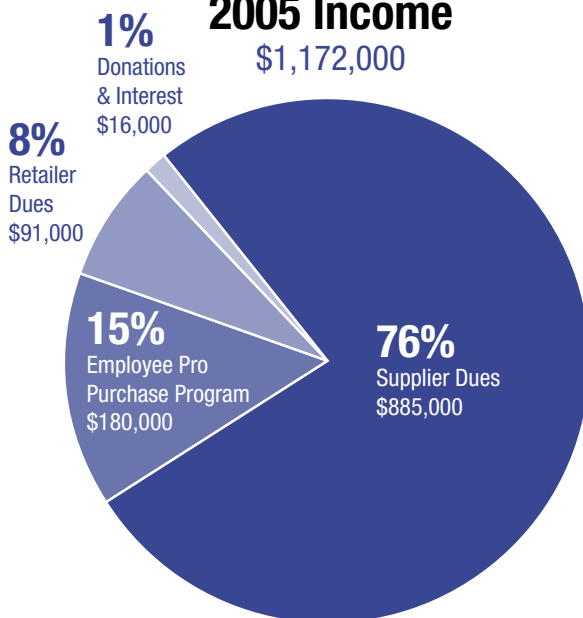
2005 Expenses

\$1,130,000



2005 Income

\$1,172,000



PRO PURCHASES HELP FUND GRANTS

Through Bikes Belong's Employee Pro Purchase Program, some of our member companies collect small donations from purchasers of pro-deal bikes and equipment. In 2005, this program generated \$180,000 for our grassroots grants initiative.

Participating companies:

Bell Sports, Fuji, Giant, Haro Bikes, Specialized, Trek

Add your name to the list. Contact tim@bikesbelong.org.

Bikes Belong is n

2005 ACCOMPLISHMENTS

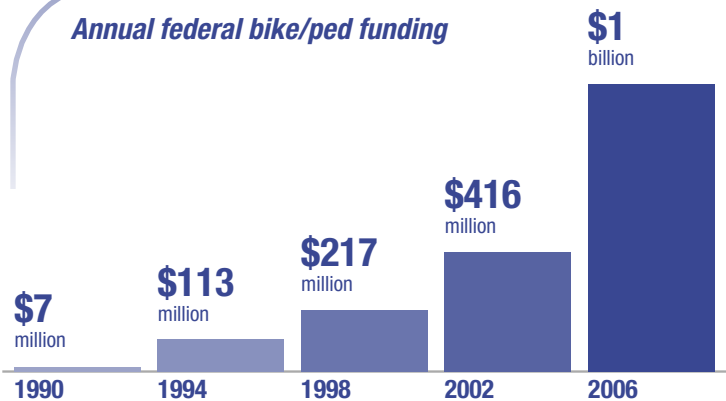
Funding national efforts to improve bicycling

By providing major financial support for lobbying and national bicycling programs, Bikes Belong is creating better opportunities for bicycling coast to coast.

AMERICA BIKES

Bikes Belong members invested \$1 million in America Bikes' successful multi-year lobbying campaign. This helped gain \$4.5 billion for bicycling and walking through 2009 in the new federal transportation law passed in August 2005.

Annual federal bike/ped funding



BICYCLE FRIENDLY COMMUNITIES

Bikes Belong continued as lead sponsor of this League of American Bicyclists program that recognizes cities that support bicycling and works to replicate their successes.

52: Bicycle Friendly Communities designated so far by the League of American Bicyclists

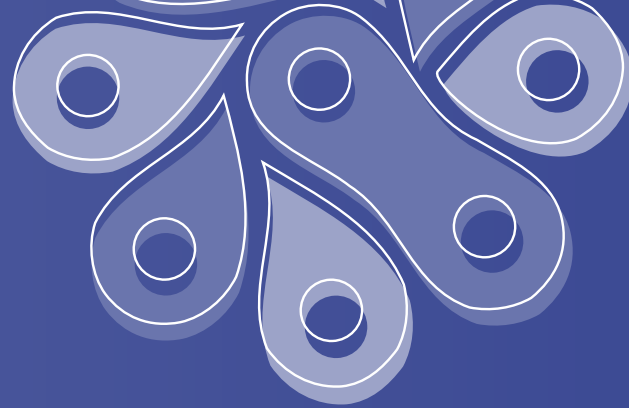
Platinum: Davis, California

Gold: Boulder, Colorado
Corvallis and Portland, Oregon
Palo Alto, California

Plus 12 silver and 35 bronze.



making a difference



NATIONAL BIKE SUMMIT

We were the lead sponsor of this annual bicycle lobbying effort on Capitol Hill.

SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP

We sponsored the inaugural Safe Routes to School National Partnership to boost the first national Safe Routes to School program.

BICYCLE LEADERSHIP CONFERENCE

We provided financial assistance to this gathering of bicycle industry leaders.

BIKESPACE

Through BikesPAC, the bicycle industry's political action committee, we collected \$30,000 in individual donations and contributed the money to the campaigns of members of Congress who support bicycling.

SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION

We provided a grant to help South Carolina implement a statewide Complete Streets policy.

TONGOUR SIMPSON HOLSCLAW

We retained this lobbying firm to help us increase the bike industry's clout in Washington, DC.

TRAILS TO SALES STUDY

We initiated a University of Wisconsin study to determine the connection between bike trails and bicycle equipment sales.

Boosting bicycling through grassroots grants

The Bikes Belong Grants Program improves bicycle facilities and gets more people riding bikes.

In 2005, we awarded **20 cash grants** in **16 states**, distributing **\$169,450** to grassroots bicycling projects that will build new places to ride, lead education programs, and support advocacy efforts.

SINCE 1999, WE'VE:

- Awarded 111 grants, totaling almost \$1 million.
- Leveraged more than \$442 million of other funding.
- Helped build 1,310 miles of trail.
- Helped connect 5,184 miles of trail.

Promoting cycling in America

To increase bicycling across the country, we must actively promote cycling as safe, convenient, and fun. Our nationwide promotion efforts include producing our own publications, as well as working with the media to increase bicycling coverage.

BICYCLING: MOVING AMERICA FORWARD

We completed this full-color booklet to highlight the benefits of bicycling in America. Request your copy from avery@bikesbelong.org.

NATIONWIDE MEDIA COVERAGE

Bikes Belong is a key media source for cycling information. In 2005, we contributed to stories in dozens of major city dailies (including *USA Today*, *The New York Times*, *Wall Street Journal*, *Barron's*, *Houston Chronicle*, *LA Times*, and *Rocky Mountain News*) as well as national wire service articles and network television affiliate reports.

Nearly 20 million The number of Bikes Belong newspaper media impressions in 2005



Bikes Belong Coalition leadership

BOARD OF DIRECTORS

President

Kozo Shimano *President of Shimano American Corporation*

Vice President

Steve Meineke *President of Raleigh America*

Treasurer

Chris Fortune *President of Saris Cycling Group*

Secretary

Elizabeth Train *Bikes Belong*

Leslie Bohm *CEO of Catalyst Communication*

John Burke *CEO of Trek*

Penina Bush *alternate* *VP of Shimano American Corporation*

Fred Clements *Executive Director of the National Bicycle Dealers Association*

Lisa Falvy *VP of Sportworks*

Steve Flagg *CEO of Quality Bicycle Products*

Bill Fry *CEO of Bell Sports*

Mike Greehan *Advocacy Director for Interbike*

Skip Hess *President of Giant*

Chris Kegel *Owner of Wheel & Sprocket*

Chris Lambiase *Publisher of Bicycling Magazine*

Michael Mercuri *VP of SRAM Corporation*

Ariadne Scott *alternate* *Advocacy Director for Specialized*

Patrick Seidler *CEO of WTB*

Mike Sinyard *CEO of Specialized*

STAFF

Tim Blumenthal *Executive Director*

Avery Stonich *Marketing & Communications Director*

Elizabeth Train *Grants & Research Director*

Gary Sjoquist *Federal Advocacy Director*

Erik Esborg *Finance Director*

Mat Barlow *Program Staff*

A look ahead to 2006

Bikes Belong is already rolling towards another successful year. Building on recent accomplishments, we've developed a solid plan to improve bicycling in America and put more people on bicycles more often. In 2006, we will:

- Help ensure that the **\$4.5 billion in new federal funding** for bicycling and walking is spent effectively.
- Award **\$160,000 in cash grants** for grassroots efforts, focusing on projects that leverage federal funding.
- Expand our **relationships with newspaper and magazine editors** to increase nationwide media coverage of bicycling as a healthy, safe, convenient, and fun activity.
- Provide financial and logistical leadership for the **Safe Routes to School National Partnership**.
- Continue our sponsorship of the **Bicycle Friendly Communities** program, the **National Bike Summit**, and the **Bicycle Leadership Conference**.
- Create a **bicycling statistics booklet** to better convey bicycling's significance to the economy, public health, and the environment.
- Seek **new, effective ways to support our industry** and put more people on bicycles more often.

Bikes Belong is great for bicycling and great for your business. Join or renew at bikesbelong.org.



Bikes Belong
COALITION

Putting More People On Bicycles More Often

P.O. Box 2359
Boulder, CO 80306
303/449-4893
bikesbelong.org