

cycle  oregon



2021



# 2021 *Year in Review*

# Hello Community of Giving!

Happy New Year! We at Cycle Oregon hope that you all had a safe and enjoyable holiday season.

We all know what a strong community builder Cycle Oregon events can be. We have seen how host communities put aside differences they may have to come together to support us all on our visits and have seen how that community connection is strengthened after our event passes through town. We have seen the ripple effect of our visits; the return visits from you – our community – to support and enjoy these special places. We have seen communities embrace cyclists as a result of our visit and develop infrastructure to support bicycle tourism as an economic driver. And with your help, we have begun to strengthen that connection and goodwill outside of our events.

As we launch into 2022, I wanted to fill you in on what you – the Community of Giving – have done to make a bigger impact in Oregon. With a relatively small amount of funds, a limited staff, a small window of time and an uncertain future, the organization did an amazing amount of work to set the foundation for a more comprehensive and impactful organization. I couldn't be prouder of everyone involved, and to be a part of this transition.

We have been working with our many partners and communities to find that new space to 'show up' for Oregon. To bridge divides, to support others and to show the vitality and resiliency of Oregon's residents and communities. And that work has just begun. 2022 begins a fundamental pivot of the Cycle Oregon organization. As a result of your support, we're not only bringing back our full slate of events in 2022, but we will launch new programs and initiatives on firm ground. It is just the beginning, with lots of work to do, but we are charged and ready to help Oregon communities thrive.

I humbly thank you for your support in 2021 and hope you will consider joining us again in the Community of Giving for 2022.

Together we ride.

My Best,



Steve Schulz, Executive Director



# Community of Giving

*Building Connection and Community through Cycling*

Let's do something great together!

2021

## Founder's Club - Membership

152 members

\$52,000 generated to support  
programming!

# 2021 Community of Giving - Founder's Club

## ***Breakaway***

Chip Addabbo  
Mary Lee Baker  
Terry Batchelder  
John Bauer  
John Blackwell  
Yann Blindert  
Chad Davis  
David Dorr  
Bart Eberwein  
Dan Eller  
Karmen Fore  
Mark Foster  
Gayle Garrigues  
Sarah Gates  
Jack and Dori Gilbert  
- in loving memory of  
Shannon Gilbert  
Jay and Alison Graves  
Carolyn Jen  
Nathan Kerr  
Susan Kubota  
Sally Leneve  
Bob Leonard  
JS May  
Rob May  
Brian Mitchell  
Eric Suhler  
Johanna Todenhagen  
Jacqueline Yerby

## ***Corporate Members***

Airstream Adventures NW  
Bodywise Physical Therapy  
Nossa Familia Coffee

## ***Paceline***

Gustav Alberthal  
Douglas Atmore  
Michael Bahn  
Roxanne Baxter  
Linda Berger  
Stefan Blumer  
Stephen Boughton  
Debra Carus  
Steve Clark  
John Clements  
Liane Davis  
Steven Demarest  
Charles DeVoe  
Jean Drake  
Steve Dudley  
Ethan Dunham  
Lisa Dunnahoe  
Bryan Edgington  
Marc Evanitus  
Marvin Fickle  
Andrew Foltz  
Tom Gaulke  
Kelly Goman  
Rohith Gunawardena  
Ray Hanson

Steven Hill  
Christoph Hinkel  
Jim Holstein  
Frank Horwitz  
Norman Johnson  
Charles Kilo  
David Klick  
Peter Koonce  
Dave Lance  
Barbara Larrain  
Krista Leonard  
Annette MacDougall  
Michael Mankowski  
Debbie Meisinger  
Erik Mittra  
Martin Moll  
Teresa Ohmart  
Michael Paric  
David Pearson  
Lynn Peterson  
Mark Peterson  
Heidi Peyton  
Allen Pierce  
Glenn Pransky  
Patrick Radecki  
Mike Reid  
P Reid  
Chuck Reif  
Lea See  
Brett Setterfield  
Daine Sillan

Tom Simonson  
True Sims  
Drew Smith  
Terry Snyder  
Geoff D Sovde  
Naomi Suhler  
Gregory Taylor  
Wendy Teague  
Scott Towsey  
Nathan Vanderslice  
Greg Waggoner  
Richard Will  
Bob Williams  
Bruce Williams MD  
Pat Wolfram  
Steven Young

## ***Peloton***

Sunny Bak  
Jim Beaver  
Jack Bennett  
Bud Borja  
Thomas Breyer  
Anna Buckley  
Bob Callahan  
Cheryl Cannon  
Michael Chappelle  
Morry Fealy  
Jennifer Gaims  
Sherry Gaulke

Kathy Hanavan  
Eric Holzapfel  
Jennifer Holzapfel-Hanson  
Justin Hospital  
Teresa Kobelt  
Jon Kraft  
Ron Larson  
Mark Linehan  
George Lopez  
Robin Martin  
Daniel Murphy  
Tim Oyen  
Karen Painter  
Renee Pype  
Julia Roether  
Craig R. Schulz  
Judith Schulz  
Mark Scott  
Donna Short  
Debra Sorensen  
Kimberlee Stafford  
Ellen Stearns  
Timothy Tanagerlini  
Patti Thompson  
Laura Tietjen  
Vanessa Usui  
Evan Westbrook  
Mark Williams  
Melanie Wood  
Jeff Wright  
Cheryl Zander



# Community of Giving Initiatives

Support from Community of Giving helped develop four new programs that will serve as the foundation for a more comprehensive and impactful Cycle Oregon.

## 1 - Statewide Focus Groups/Survey

With support from COG and The Ford Family Foundation, Cycle Oregon went to work finding out how we could help support rural communities.

Though six regional focus groups and a statewide survey we learned what types of needs communities have to further develop bicycle tourism infrastructure and related businesses to support community vitality.

We have developed strategic areas of focus to drive our efforts to increase opportunities to bike and to improve the welcome-ability of cycling in Oregon.



## 2 – Youth Bike Education

We have partnered with the Oregon Department of Transportation (ODOT) and Alta Planning and Design to launch a traveling statewide bicycle and pedestrian safety and education program, focusing on rural communities.

We will begin in one ODOT district in 2022 and will eventually expand to provide the program in each of the 5 ODOT districts.

By reaching our youth early in their lives and showing them how fun – and adaptable – the bike can be we can help create a new generation of healthy and enthusiastic cyclists.



# Community of Giving Initiatives

## 3 - Cycle Oregon Connections

With support from COG and Travel Oregon, we launched our Connections program to highlight the diversity of Oregon through inclusive history and experiences as shared by local communities.

Through storytelling and curated bike route experiences Connections introduces and elevates a range of rural voices who share the lesser known, and often lesser told, histories and heritages of where they call home while showcasing the amazing geography of these places.

There is no better way, in our opinion, to experience and understand the where and why of a community than by bicycle, and Connections provides this opportunity for everyone.



## 4 - Oregon Scenic Bikeways

In 2009, Cycle Oregon, in partnership with the Oregon Parks and Recreation Department (OPRD), Travel Oregon, ODOT and others developed the first, and only one of its kind, statewide Scenic Bikeways program. The Cycle Oregon Fund awarded \$50k to establish the Oregon Scenic Bikeways program at OPRD.

In an effort to grow the program to include more accessible routes, more route surface types and more community engagement, starting in 2022 Cycle Oregon will be assuming the management of the Scenic Bikeway program.

The Oregon Scenic Bikeways have been shown to provide over \$12.4MM of economic impact annually to the state and communities in which the Bikeways travel. In addition, spending by cyclists on the Scenic Bikeways directly supports over 150 jobs. By expanding the program, we can make an even greater impact in the often-struggling rural communities through bicycle tourism and community engagement.





# Events: Tygh Valley Rally

With the ever-changing restrictions and unknowns due to COVID, hosting our regular slate of events became impossible. We started the year optimistic that there would be a possibility of Classic in September, but as the year rolled on this also proved to be uncertain. As a result, we created a 'built for the moment' back-to-back weekend event - the Tygh Valley Rally. One weekend consisted of 'gravel' forward routes, the other with 'road' forward routes. These were successful events, most importantly in getting our community back together on bikes again. Had it not been for support from COG, we would not have had the capacity to make these events happen.



## Ridership

- Gravel weekend: 300
- Road weekend: 500
- Those that rode both weekends: 100
- 34% Female
- 66% Male
- 26% First Time on a Cycle Oregon event
- Average age: 56

## Community Economic Impact

- Stipends and local vendors: over \$27,000
- Direct spending in communities by CO community: \$10,000



# COG at TVR!





# 2022 – What's Next?

As we continue to develop the four program initiatives that came out of 2021, we'll be working on several other objectives in 2022.

## 501 (c) 3 Affiliate

In January of 2022, we begin the process of creating a 501 (c) 3 Affiliate to act as the organization that houses our new programs, including the Community of Giving. This will allow us to solicit funding from other philanthropic entities to support and grow our program efforts to support rural Oregon communities. This will also provide COG members with a charitable tax deduction for a majority of their membership.

## Capacity

Following furloughs due to COVID-19, all our former CO team are back at full-time capacity as we start 2022. To support our new programs, we will be hiring a new FT Program Coordinator in the upcoming months.

## Intended outcomes of Strategic Areas of Focus

- Strategy in place to serve as Oregon's statewide cycling information hub
- Support a new community event/experience/initiative to connect communities in a healthy, safe, supportive and fun way using the bike as a tool
- Provide statewide engagement and education opportunities including community rides, cycling clinics and community projects
- Solidified internal policies and program to support diversity, equity and inclusion and demonstrating that through our staff, board, programming, and events
- Strengthen existing and develop new collaborative partnerships to identify opportunities and develop strategies to support community development

## Community of Giving Goals

- Strengthen and grow Community of Giving to provide more engagement opportunities for its members and to deliver our program efforts to support our mission to build community and connection through cycling.
- Double our membership/revenue of COG in 2022



# The Cycle Oregon Fund – 2021 Grant Awards

Since 1996, proceeds from our events have been donated to the Cycle Oregon Fund, a donor advised fund, housed at the Oregon Community Foundation.

Cycle Oregon returned to its community grant program in 2021, awarding 13 grants totaling \$126,850.

The Cycle Oregon Fund has awarded \$2.6MM in grants since its inception in 1996.

- **1st Phoenix Community Center (Talent) \$750**

- Install Bike Racks

- **Bohemia Park (Cottage Grove) - \$5,000**

- Build an accessible multi-purpose outdoor shelter in the park

- **Building Healthy Families (Wallowa) - \$10,000**

- Build a bicycle playground/bike hub

- **City of Bandon - \$3,500**

- Install bike racks throughout town

- **City of Mosier - \$25,000**

- Construct an ADA-accessible bike hub and plaza

- **Crook County Parks & Rec (Prineville) - \$10,000**

- Install bike kiosk/lockers at the start of the Crooked River Scenic Bikeway

- **Drexel H. Foundation (Vale) - \$10,000**

- Support a rest, repair and rejuvenate project in downtown Vale

- **Dufur Recreation District - \$2,000**

- A bicycle repair station in Dufur City Park

- **Joseph Branch Trail Consortium - \$18,000**

- Trailhead/pocket park in Elgin at the terminus of Trail-With-Rails

- **Oregon Dunes Restoration Collaborative - \$8,000**

- Remove invasive weeds from OR coast

- **Wallowa Band Nez Perce - \$20,000**

- Improve and expand outdoor services at the Celebration Grounds

- **Wallowa Land Trust - \$10,000**

- Support Tribal Elders at the Wallowa Gathering to re-establish native connections

- **Oregon Adaptive Sports - \$4,300**

- Support Community Summer Cycling Program



# CYCLE OREGON TEAM



**Steve Schulz**  
*Executive Director*



**Miranda Wigginton**  
*Customer Service & Volunteer  
Manager*



**Ann Marie Hingley**  
*Events Manager*



**Chris DiStefano**  
*Marketing and Development*



**Brad Kendrick**  
*Operations Manager*



**John Brooks**  
*Route Planning & Permit  
Coordinator*

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***Thank you,  
Founder's  
Club, for your  
support!***