



Year End Report

Mission

Reno Bike Project is a 501(c)(3) non-profit corporation committed to creating a nationally recognized, cycling- friendly community through advocacy, education, and cooperation in the Truckee Meadows.

We Rule

Reno Bike Project had a great year. Between our classes, events, donated bikes, outreach, and the shop we served roughly 9000 people. In September we were awarded a \$7,000 grant from the John Ben Snow Memorial Trust for our Gift Bike Program in which we give safe, road ready bikes away to community members in need. We had more publicity this year then ever before really bring cycling into the public eye. Most notably, Reno Bike Project was featured in November 2009 issue of Bicycling Magazines as the "shop we love." In 2009 RBP focused many resources to achieve complete organization sustainability by starting strategic planning process with Julia Ratti. While there are always more improvements on the horizon a lot was accomplished this year. Here are some highlights.

The Shop

As the hub of Reno Bike Project's operation, the shop is imperative and we made many improvements to help maximize output and efficiency in 2009.

- Reno Bike Project's shop **served** roughly 4,900 patrons throughout the year. This includes people who purchased something, used public workspace, or visited the shop to get information.
- We sold 439 bicycles, performed 435 bike repairs, and provided affordable new and used bicycle parts via 1700 other sales transactions.
- We increased our new stock inventory to include more essential bike related accessories like bike pumps, locks, lights, patch kits, etc. giving our customers a wider variety of affordable new essentials.
- We have purchased a credit card machine to provide our customers another convenient form of payment.
- Now Payroll Services of Nevada is handling our payroll and taxes.
- RBP now employs five people, an all time high for the organization.
- In 2010 we have had three interns from U.N.R., all earning college credit, who helped organize the shop, taught classes, and coordinated and executed events.
- We have greatly improved the shop's amenities as well providing a more efficient work environment. These improvements include: Reno Bike Project professionally painted in the front window, the installation of more overhead light in workspaces and parts areas, expansion of outside storage in the back of the shop, and the construction of more shelving/storage space inside the shop.
- We have had more and more interest in the shop resulting in increasing the number of volunteers. We have had the help of roughly 290 volunteers who spent more than a cumulative 600 hours keeping our shop clean, organized and helpful.
- The Nevada Bicycle Advisory Board awarded RBP the award for Leading Bicycle Advocacy Group.

Events

Reno Bike Project's events serve as community outreach, bicycle advocacy, cultural growth, and a source of revenue for the organization. Every year these events grow in attendance and interest; this year was no exception with over 2,300 attendees and over \$16,000 raised.

- **We HeART Bikes Art Show**—This year's fundraising art show was by far the best it's ever been. New Belgium Brewing, Sierra Arts, Studio on 4th, and the Holland Project sponsored the event. We had over 250 attendees, live music, 33 participating artists, and raised \$2,190 up by 2% from 2008.
- **Bike to Work Day Pancake Feed**—Our pancake feed was a huge hit as usual. Fairly Grounded Coffee Co. sponsored the event and it was supported

- by Washoe County's Clean Air Commission's Bike to Work Day Committee. We fed pancakes, coffee, bacon, and fruit to 106 commuters and raised \$80.
- **Bike Out/Bike Swap**—This was our 1st Annual Bike Swap coupled with our Bike Out all day bike celebration. New Belgium Brewing, The Hub Coffee Co., and Buzz Bomb Bikes sponsored this event. We had seven bike swap vendors, roughly 500 attendees, and raised \$12,636.00.
 - **Earth Day Bike Valet**—We partnered with Nevada EcoNet to promote and run a Bike Valet service at Reno's Earth Day Celebration. We parked 189 bikes throughout the day and spoke with hundreds more about cycling in Reno.
 - **Bike Valet**—Reno Bike Project provided bike valet service for five *Artown* events at Wingfield Park servicing roughly 200 people, four *Nevada Museum of Art* events servicing roughly 800 people, and the *Reno Balloon Races* servicing 19 people.
 - **Hot August Bikes**—partnered with the Nevada Museum of Art, RBP hosted a Hot August Bikes Show and Shine and a group bike ride. Roughly 200 people attended the Show and Shine. 53 people participated in the ride.
 - **Veer**—Reno Bike Project partnered with the Cal Neva Hotel Casino to host a one night showing of the Portland based bike culture documentary *Veer*. 125 people attended.

Programs

This year we have run several educational programs as well and community service programs. These programs are important in helping us achieve our mission and also a good opportunity to generate revenue and exposure. We are looking to expand and improve these programs in several ways from what is currently running. Following are some program highlights and challenges of our programs.

- **Dan's Night**—Our most heavily attended program. This is a free open night for people to come and learn how to fix specific parts of their bikes. Dan's Night started on February 18, 2009 and, over 44 weeks, has served 202 attendees with 218 volunteer hours. Dan's Night is in the planning process to move one night a week to ATC to expand its reach in the community.
- **Women with Wrenches**—This is our Free open Ladies Night workshop that ran one night a month through the summer months. We served roughly 28 attendees.
- **Build-A-Bike**—Our paid for maintenance class ran 5 times this year serving 18 students. We have changed it for consistency and focus to once (two nights) a month with a teacher to student ratio of 1:2. This past year we raised only a portion of what we could have because we waived the class fee for volunteer hours with many students.
- **Gift Bike**—This year we started a new program giving bikes to those in need in exchange for hours volunteered in the shop. We received a \$7,000 grant from the John Ben Snow Memorial Trust to help support this program and will grow that relationship/support over time. We gave away 66 bikes,

totaling a value of \$3,680 and earning us 264 volunteer hours this year and we look to increase this number in 2010.

Community Outreach

Working with other organizations and building a community of partnerships is a big part of our mission. This year we worked with many other community members that have not already been listed.

- **Bike Donations**--This year we donated an additional 55 bikes to many organizations including: 43 to the Children's Cabinet in our Christmas Time Free Wheels for the Kids Drive, 1 to High Desert Montessori School PTA auction, 1 to the ACLU Nevada Foundation, 8 to the Associated Students of Wooster High School, and Two to the Reno Police Department.
- **Reno Wheelmen Cyclocross Series**—RBP sponsored the Wheelmen's Cyclocross Series providing organization of the events and neutral mechanical support to all participants.
- **Rain Shadow Charter High School**—A class of high school juniors came to the shop every Wednesday for the fall semester to learn bike mechanics and help in the shop.
- **Holland Project**—RBP was sponsored as Holland Projects 50/50 Showcase recipient in May. We raised \$150.

Publicity

In 2009 Reno Bike Project received an amazing amount of publicity. This has not only been good for the organization, but also good for cycling in Reno. RBP was noted in both local and national news roughly 13 times with almost every article promoting the message, "Ride your bike!" Here are some of the best.

- **May 9, 2009 Reno Gazette Journal "On A Roll"** by Maggie O'neill.
- **May 19, 2009 RenoGazette Journal "Cyclist feast on Bike To Work Day"** by David Hegle
- **March 2009 Momentum Magazine "Community Bike Shops"**
- **November 2009 Bicycling Magazine "D.I.Y. in the Wild West"** by Jaffney Roode

Shortcomings

In 2009, RBP only fell short of one thing, the overall budget. This was mostly because 2009's budget was hyper projected with a 14% increase overall and the economic climate encouraged less consumer spending, limiting the shop's potential output. Additionally, 2009 was our first full year in the new shop creating several added expenses, some of which were one-time expenses. However, RBP has still

managed to stay financially stable and in “the Black.” We did this by foreseeing our potential shortcoming and cutting costs where we could, i.e. Salary.