Dear Friends,

Reno Bike Project has just completed its sixth year and it was our biggest yet. All of our classes, repairs, sales and events are geared towards one thing, getting people on bikes as affordably as possible. Each year more people are buying bikes, attending classes, repairing their own bikes or teaching others and the difference is evident not only in the shop, but in the streets. Where bicycles were once a rarity they are now commonplace on most any street. It is this growing momentum that RBP hopes to sustain and grow so that someday bicycles will be as common as cars. I would also like to take this opportunity to thank our staff, donors, community partners and board of Directors for their support in making this another successful year. It would not be possible without them.

Thank you for your continued support to help us accomplish our mission.

sincerely,
Noah Silverman
Reno Bike Project Director
Reno Bike Project continues to grow each year, reaching new people and finding fun, creative affordable ways to get them on bikes. Our Board of Directors has also begun a new Strategic Plan that will guide the organization through the next 5 years.

Safe Routes to School Program

Through a Planning Grants with AmeriCorps and NVVolunteers, Reno Bike Project is developing a Safe Trouts to School Program (SRTS) that will encourage healthy physical behaviors by enabling elementary and middle school students to travel to and fro school safely. Our goal is to bring a SRTS program to every middle and elementary school in the Washoe County School District, creating a cultural shift in the way students and parents think about travel to school.

Strategic Plan

Reno Bike Project completed its first Strategic Plan in 2009 and has been working hard to meet its goals since then. Having made huge strides both internally and in the community Reno Bike Project’s Board of Directors decided a new plan was needed and have begun creating a framework for Reno Bike Project’s Vision that we will use to guide us through the next 5 years. We are excited for new challenges that will make Reno a better place for all cyclists.

Our full-service/self-service community bike shop serves as the center of operations for all things Reno Bike Project. The shop offers many affordable products and services that are designed to get more people on bikes and keep them rolling. In 2012 we made some changes to help maximize output and efficiency.

**Shop Stats for 2012**
- The shop served an estimated **12,000+ visitors this year**. This number includes people who made a purchase, used a public work station, got their bike fixed or just came in and visited the shop for information.
- We had **8,491 sales** - a 26% increase from 2011!
- Our team of mechanics performed **2,312 repairs** for our customers.
- Customers spent **4,061 hours** on our public work stations learning from our team members, repairing their bicycles and building new bicycles in our space.
- Our volunteers logged **985 hours** of work.
- We sold **5,808 used parts** recycled from old bikes by our team members.
- We sold **12,096 new parts** to customers, aided by last year’s 25% inventory increase.
- We sold **439 regular bicycles**, **608 Burning Man bicycles** and **12 kids bicycles**.

**1059 Bikes Sold**
**12,000+ People Served**
**1,312 Repairs Performed**
Reno Bike Project’s events series is designed to create exciting events that engage cyclists of all interest levels and promote a healthy, safe and fun culture to draw in new cyclists. Over 1,800 people attended or participated in Reno Bike Project’s 10 events this year. By fostering the culture of cycling we can continue to grow a positive community of like-minded advocates who ride and support each other—a critical component to our vision and mission.

**Valet Services Stats for 2012**
- NMA Bike Valet x6 - 100 people
- Artown x5 - 200 people
- Earth Day x2 - 400 people

**total Bike Valet Attendees:** 700

We HeArt Bikes Bicycle Art Show
What a great event for cyclists and artist in Reno. With over 400 people attending and over 100 pieces of art there was something for everyone here. Then once the band started playing the beer really started flowing. A great way to kick off the cycling season!

**Event Stats for 2012**
- Bikes and Brews x5 - 500 people
- Art Show x1 - 400 people
- Bike Swap x1 - 500 people
- Show and Shine x2 - 100 people
- HAB Ride x1 - 100 people
- Pancake Feed x1 - 200 people
- Canfest x1 - 2,200 people

**total Event Attendees:** 4,000

**Bikes and Brews**
Bikes and Brews was our monthly bike social and it was a gas! Hosted by the Lincoln Lounge it was a great way to meet new people, drink beer and talk bikes. Lots of great prizes and times were had.

**Bike Swap**
Our Bike Swap continues to grow each year and this year we partnered with the Tour De Nez to host the Swap during the race. This really created a fun and exciting element to the Swap that wasn't there before. It also brought more people to the event to buy, swap or just look around. We look forward to hosting during the race again.
Financials

<table>
<thead>
<tr>
<th></th>
<th>Jan - Dec 12</th>
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</thead>
<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>Shop Revenue</td>
<td>$222,963</td>
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<tr>
<td>Event Revenue</td>
<td>$12,838</td>
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<tr>
<td>Donations</td>
<td>$52,493</td>
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<tr>
<td>Grant Revenue</td>
<td>$29,548</td>
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<tr>
<td><strong>Total Income</strong></td>
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<tr>
<td><strong>Expenses</strong></td>
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<tr>
<td>COGS</td>
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<tr>
<td>Advertising and Promotion</td>
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<td>Contract Labor</td>
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<td>Insurance</td>
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<td>Salaries/Wages expense</td>
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<td>Utilities</td>
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<td>Continuing Education</td>
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<td>Other Expenses</td>
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<td><strong>Total Expense</strong></td>
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<tr>
<td><strong>Net Excess</strong></td>
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</tbody>
</table>

**Income FY 2012**

- Shop Revenue
- Event Revenue
- Donations
- Grant Revenue

**Expenses FY 2012**

- Advertising and Promotion
- Contract Labor
- Insurance
- Salaries/Wages expense
- Utilities
- Continuing Education
- Other Expenses

thank you
to our community partners & donors

Working with other organizations and building community partnerships is critical to our mission. This year Reno Bike Project has joined with the following groups to make our community a better place. We would like to recognize and thank our supporters and partners for their help.

**Granting Organizations**
- The Robert Z. Hawkins Foundation
- The Marie Crowley Foundation
- The E.L. Cord Foundation
- The Stillwater Foundation
- Nevada Volunteers
- Americorps VISTA
- The Robert R. Banks Foundation
- New Belgium Breweing
- The Community Foundation of Western Nevada
- Allegra Printing and Mail
- Western Nevada Supply

**Community Partners**
- The City of Reno
- Volunteer for America
- The Ridge House
- Christian Charities
- The Thrift Depot
- The Holland Project
- The Lincoln Lounge
- Torn Vetcha Resource Center
- Reno Assembly of God
- The Life Change Center
- ReStart
- The Tour De Nez

**Board of Directors**
- Dan Ruby - President
- Shawn Pearson - Secretary
- Lauren Kozar - Treasurer
- Scott Hall - director
- Chad Strand - director
- Dan Gopen - director
- Jim Kilgore - director
- Catrina Peters - director
- Greg Burge - director

**Staff**
- Noah Silverman - Executive Director
- Jeff Mitchell - Program Manager
- Johnny Daggett - Shop Manager
- Casey Clark - Mechanic
- Anthony Arevalo - Mechanic
- Nate Clark - Shop Attendant