

# 2023 Annual Report

National Bicycle Dealers Association



Strengthening specialty  
bicycle retailers since 1946

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# A Letter From Our President

At the NBDA we strive daily to set standards for excellence, celebrating the diversity of the specialty bicycle retailer, and providing a central voice that delivers constant content to lead members to long-term profitability.

Shops showcasing the NBDA logo symbolize membership in an industry association that ensures to ensure the retailer aligns with core values of excellence.

**These values are defined as:**

- **Integrity:** We conduct our business ethically. We are trustworthy in our intentions and our actions.
- **Collaborative and Inclusive:** We actively seek to work in partnership with others to grow bicycling and a healthy bicycle industry.
- **Celebrate Excellence:** We work to elevate others and everything that serves the bike industry and riders in excellence.
- **Responsible and Responsive:** We listen to each other, our members, and others in the Bike Industry. We know it is up to us to be and make the changes that are necessary. We act responsibly, for sustainability and growth for all.
- **Embrace entrepreneurial spirit:** We choose to welcome new ideas and new ways of doing business, believing that as the world of retail evolves, we must as well.

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# A Letter From Our President Continued

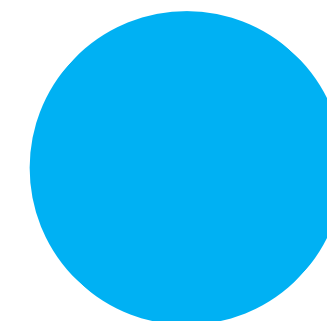
2023 was a challenging year for the industry and a transformative year for the NBDA. We doubled down on providing our membership base the foundational tools it needs to run a profitable business. We formed important partnerships with suppliers and associations all dedicated to driving best practices and advocating for the voice of the speciality retailer. We took a leading role in advocating for safe products and industry top standards, to ensure that the growth of important categories continues.

While we went back to basics with our education and content to ensure that our members had the tools needed to succeed, the year was anything but basic. We expanded our dealer profitability program (P2) and P2 Workshop schedule, allowing us to work directly with our members to ensure success. We opened up financials and challenged hypothesis made of profitability.

A highlight of the year was our 2023 Retailer Summit, in which we showcased the 2 dynamic days of presentations focused to unite retailers and suppliers in face-to-face conversations focused on key areas impacting retailers today.

In this report, you will see some of the tremendous work the NBDA team and our membership has done this year. We hope you see the dynamic growth of the NBDA, and our commitment to Speciality retailers and the industry at large.

Thank you for your support, membership and inclusive spirit. Being a retailer can be incredibly rewarding, but it's not easy. We got this!



**Heather Mason**  
**NBDA President**



# Mission

+ Vision



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# Who We Are

The NBDA is a non-profit supported by the membership of participating retailers and industry partners. We are led by the NBDA president who is guided by a fifteen- person rotating Board of Directors made up of bicycle retailers who have been nominated and elected by members.

# Our Mission

To Strengthen The Specialty Bicycle Retailer

This mission is accomplished through...

- Communicating the value and needs of the specialty bicycle retailer
- Enhancing the specialty bicycle retailer profitability

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# Our Vision

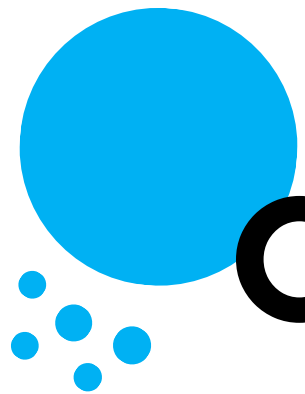
Leading Bicycle Retailers to Excellence

This vision is accomplished through...

- Education
- Community
- Research
- Advocacy
- Support

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# Connects

The Importance of  
Deeper Interpersonal Connections



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# In 2022 We Formed NBDA Connects

A platform meant to be a catalyst to ensure you meet the right people who know the bicycle industry, respect your business, and want to help you grow both personally and professionally.

In 2023, we expanded on this platform to include advocacy work in e mobility, supplier best practices and youth programming. We are thrilled to have this platform and the databases and forums within to help our members make connections, form alliances and build transparency and trust in bigger picture conversations.

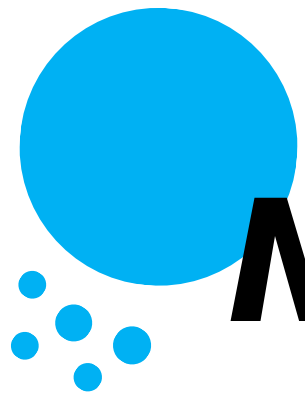
We are focused on continuous improvement and connection because we believe that is truly best for our businesses and our industry community.

## Who Are We Connecting?

- 137 Sales Representatives in our Database
- 38 Bicycle Mechanics and Fitters in our Database
- 98 Attendees on our first E bike Forum Panel
- 50 Members on our E bike Forum Panel
- 50 Early Committed to Retailer Supplier Best Practices Panel
- 20 E bike Brands providing Certification and Standards
- 12 Advocacy Groups
- 9 Youth Outreach Groups
- 7 Technical Training Resources

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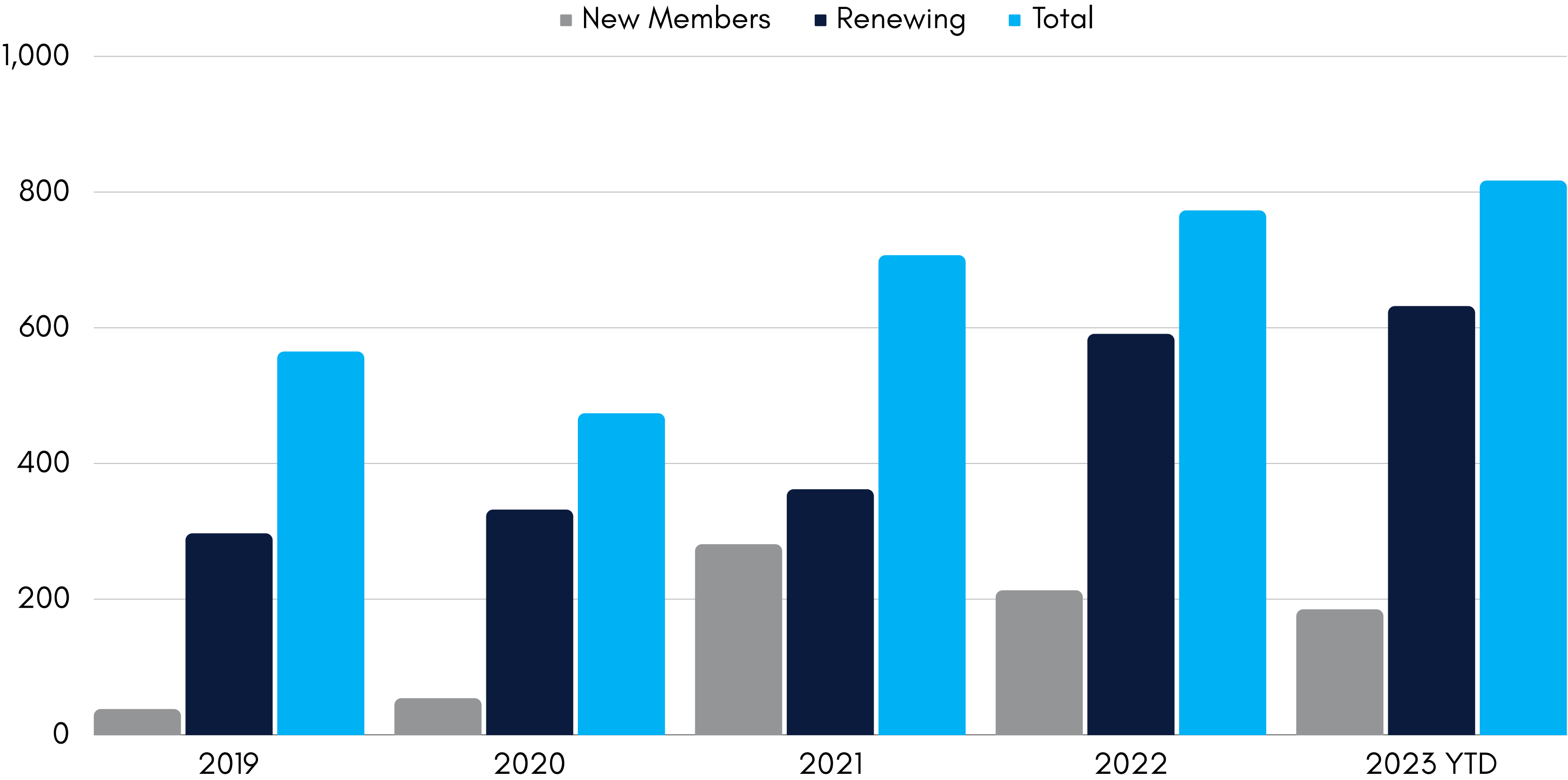
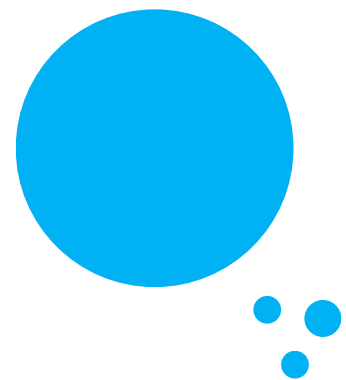


# Membership

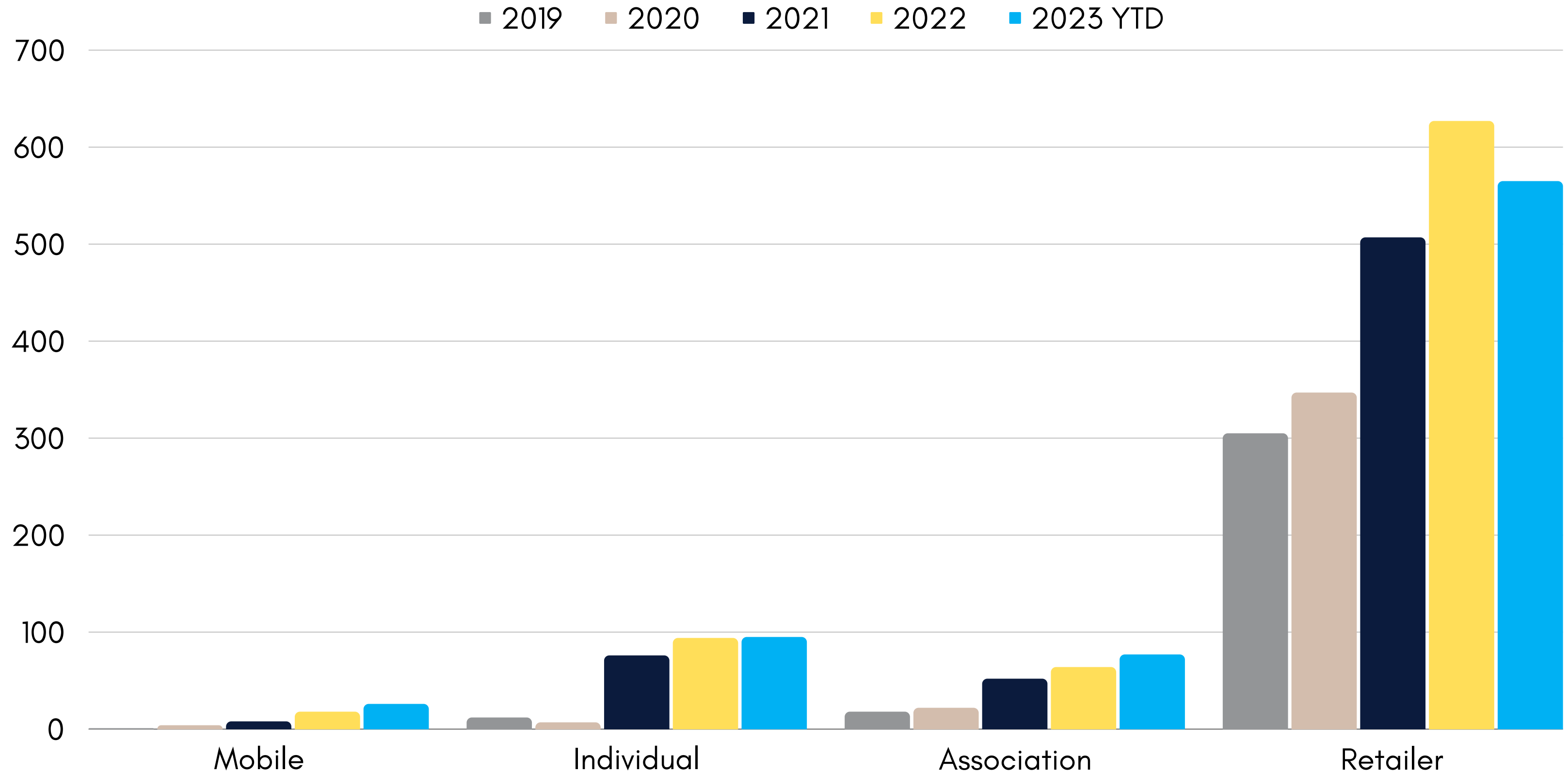


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# Membership Numbers Last 5 Years



# Growth of Members Last 5 Years





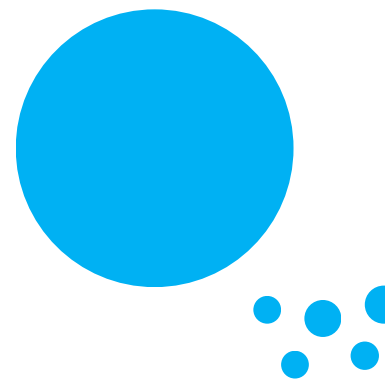


# Programs



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# Program Engagement Last 5 Years



## 2019

- 650 Newsletter Opens
- 310 Virtual Event Attendees
- 2,782 Podcast Listens

## 2020

- 80,019 Newsletter Opens
- 26 Virtual Event Attendees
- 19,297 Podcast Listens

## 2021

- 168,834 Newsletter Opens
- 1,388 Virtual Event Attendees
- 40,047 Podcast Listens
- 39 P2 Program Members

## 2022

- 358,468 Newsletter Opens
- 3,033 Virtual Event Attendees
- 65,516 Podcast Listens
- 40 P2 Program Members

## 2023 YTD

- 314,527 Newsletter Opens
- 1,725 Virtual Event Attendees
- 57,122 Podcast Listens
- 43 P2 Program Members

# NBDA RETAILER EXCELLENCE AWARD

★★★ 2023

## Retailer Excellence Award

- 173 Retailer Participants 2021
- 146 Retailer Participants 2022
- 84 Retailer Participants 2023

## Buy Where You Ride Event Fund

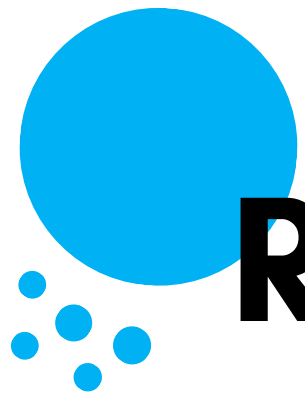
- 10% of NBDA Members have received funding for events

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POWERED BY THE NBDA





# Research and Reports



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# The Most Up to Date Comparatives

NBDA Research and Reports are focused to provide members and the industry at large the most up to date data around the Specialty Retail Channel. An Annual report directed to give an overview of the market, as well as alternating Cost of Doing Business Study and Speciality Retailer Survey provides benchmarks and comparatives.

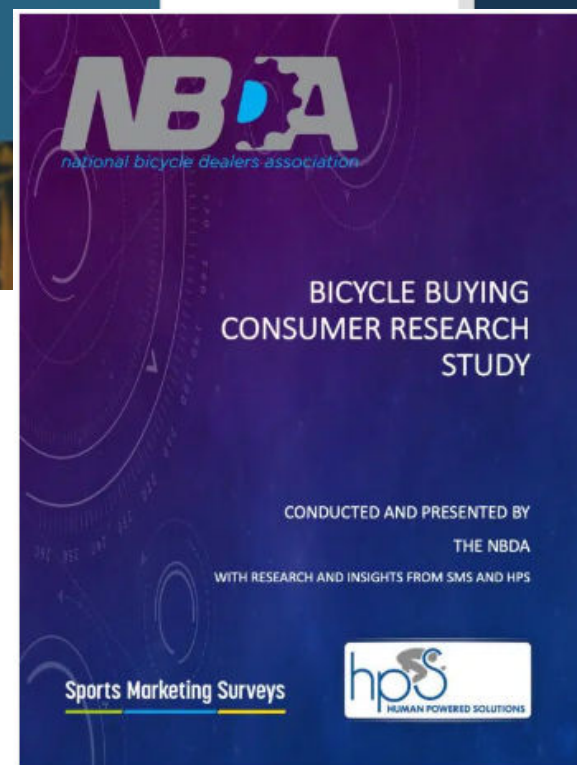
**The NBDA is focused on Ridership, Growth and Understanding Consumer Trends**

**This mission includes...**

- Understanding then communicating the needs of today's consumer via our special Consumer Research Report- a project completed in 2021, and to be a focus goal for 2024.



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## **Annual**

- **Bicycle Market Report**

## **Bi Annual**

- **Specialty Retailer Study**
- **Cost of Doing Business Survey**

## **Special Report**

- **Consumer Research**



# Shows and Workshops



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# Thought Provoking Presentations & Panel Discussions

NBDA stands as the trailblazer in curating thought-provoking presentations and seminars at key industry events like CABDA and the Retailer Summit. With a keen focus on uniting experts and retailers, these sessions are meticulously designed to delve into topics that directly impact retailer profitability.

By bringing together industry visionaries and seasoned retailers, the NBDA fosters an environment of collaborative learning and strategic insight-sharing. These presentations go beyond the conventional, offering practical strategies, market insights, and innovative approaches that empower retailers to thrive in a dynamic cycling landscape.

The NBDA's commitment to thought leadership ensures that attendees leave these events not only inspired but armed with the knowledge and tools needed to elevate their businesses and contribute to the continued growth and success of the cycling industry.

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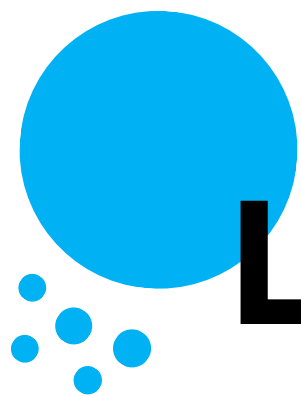


## Annual

- CABDA West- January
- CABDA Midwest- February
- CABDA East- March
- NBDA Retailer Summit- May

## Special P2 Workshops

- CABDA West
- CABDA Midwest
- CABDA East



# Looking Forward



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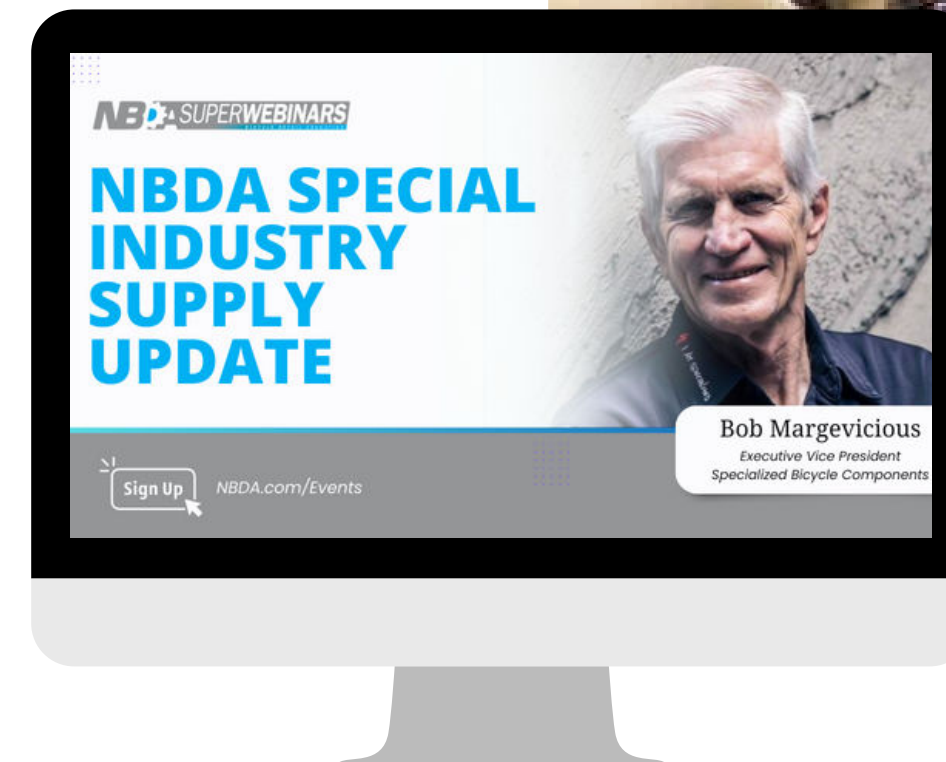
# We Have Come a Long Way But We Still Have Lots of Work to Do

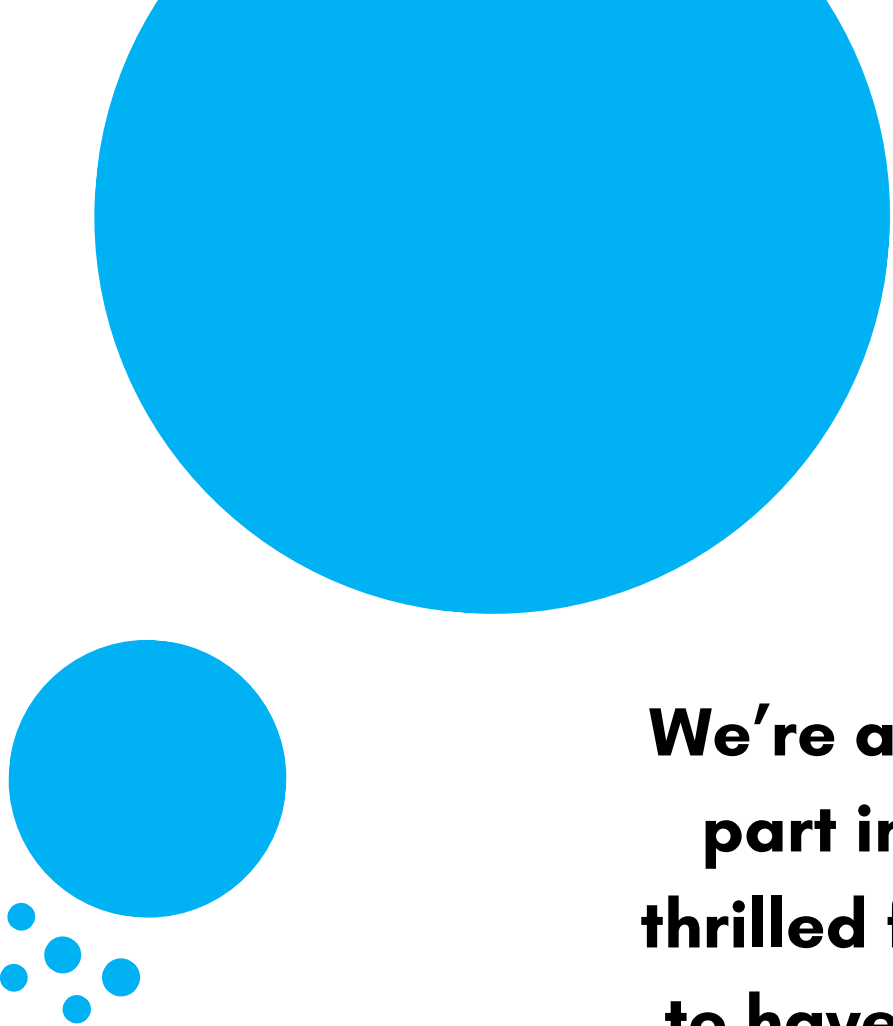
Our vision in 2024 and years to come includes....

- Reaching More Retailers
- Advocacy for Supplier Best Practices
- Meeting our Members in Person
- Connecting Riders to Local Retailers
- Providing Data and Valuable Insights to Retailers and Suppliers
- Building on our Commitment to Retailer Excellence



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**We're appreciative for our members, for holding us accountable, for taking part in our programs and for your dedication to Specialty Retail. We are thrilled for this opportunity to share the work of the NBDA this past year and to have you along as we look to the future. We are committed, excited and passionate. We are open minded and we have your back- lean on us.**

**We got this!**

**If you have any questions or feedback, please contact us at [info@nbda.com](mailto:info@nbda.com)**





**Thank You**



**NBD**  
*national bicycle dealers association*

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