



2024 YEAR IN REVIEW

Celebrating
Accomplishments
& Looking Ahead



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2024 Annual Report



A LETTER FROM OUR PRESIDENT

At the NBDA, we strive daily to embody values that reflect the heart and soul of our association and the broader cycling community. These values guide everything we do, and we hope our membership community sees them shine brightly in every interaction, initiative, and effort we undertake.

The NBDA logo signifies membership in an association that stands for:

- **Integrity:** We conduct business ethically and act with trustworthiness in both intentions and actions.
- **Collaborative and Inclusive:** We actively work in partnership to grow bicycling and foster a healthy bicycle industry.
- **Celebrate Excellence:** We aim to elevate others and everything that serves the bike industry and riders in excellence.
- **Responsible and Responsive:** We listen to our members, the industry, and broader communities, knowing it's up to us to enact necessary changes responsibly for growth and sustainability.
- **Embrace Entrepreneurial Spirit:** We welcome new ideas and approaches, recognizing that as the retail landscape evolves, so must we.

Reflecting on 2024, I am in awe of the tremendous community we have built together. The strength and resilience of the NBDA family have truly been remarkable. This year, our advocacy groups, both for retailers and suppliers, were essential in fostering transparent and collaborative communication across the industry.

These groups helped elevate the conversations surrounding business health and stability, addressing challenges head-on and working to safeguard the long-term viability of our community. Their collective efforts have ensured that retailer and supplier health remains a priority, fostering unity in our shared goals.

One of the year's most significant accomplishments was the growth of our 2024 Retailer Summit, which doubled in size compared to last year. The in-person discussions and the connections formed had a profound impact, shaping key industry decisions and strengthening our collective voice. The ideas exchanged and the partnerships formed will undoubtedly continue to shape the direction of the NBDA and the industry as we look ahead to 2025.

However, 2024 was not without its difficulties. In addition to the weather-related incidents that devastated many businesses and communities, the industry also faced other significant challenges. Economic hurdles, shifting market conditions, and supply chain issues led to the unfortunate closure of several retailers and suppliers. Our hearts go out to those who had to make the difficult decision to shutter their businesses. These challenges have underscored the need for continued advocacy, innovation, and resilience within our industry.

As we move forward into 2025, we are fully aware of the trials that may lie ahead, but we also see incredible opportunities.

The NBDA remains steadfast in its commitment to supporting you. Our goal is to bring more riders through your doors, continue advocating for best practices, and ensure that you have the resources needed to lead a thriving, profitable business. Together, we will navigate the challenges and seize the bright opportunities that 2025 will undoubtedly bring.

On behalf of the entire NBDA, I want to extend my sincere gratitude. Your dedication, resilience, and unwavering support have made everything we do possible. It is truly a privilege to lead this incredible organization, and I am deeply thankful to each of you for standing with us. Your support is the foundation upon which we will build the future of our industry.

As always, I encourage you to reach out to me directly at any time. I am here to support you, and together, we will continue to move forward.

Thank you for your trust, your membership, and your commitment.

We've got this—together.

With gratitude,

Heather Mason

Heather Mason
President,
National Bicycle Dealers Association



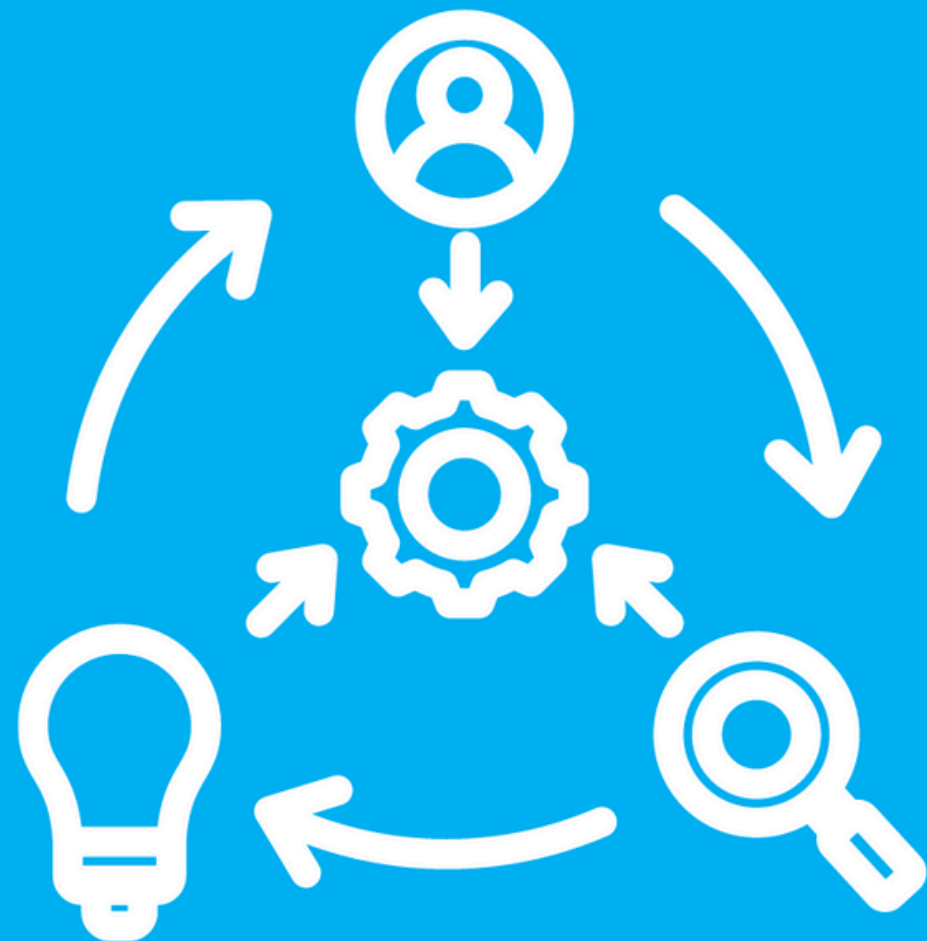
MISSION & VISION

Our Guiding Principles
for the Cycling Industry



WHO THE NBDA IS

The National Bicycle Dealers Association (NBDA) is a non-profit organization dedicated to supporting and strengthening the specialty bicycle retailer. Our mission and efforts are made possible through the backing of our participating retailers and industry partners who share our commitment to the future of specialty cycling.



The NBDA is led by our President, Heather Mason, and guided by a rotating Board of Directors, made up of bicycle retailers nominated and elected by NBDA members. Our leadership team, alongside our board, is accessible and deeply passionate about the success of the cycling community.

The NBDA staff includes:

- Heather Mason – President
- Frances Abbott – Content Marketing and Production Coordinator
- Melanie Fry – Membership Coordinator
- Jenna Semenoff – Brand Marketing and Canadian Membership Coordinator
- Megan Schmidt – Programs Developer
- Chad Pickard – P2 Coordinator
- Jenna Schouten – Administrative Assistant

Our Board of Directors meets virtually each month and convenes in person 1-2 times per year to collectively steer the direction of the organization. This collaborative approach ensures we remain in touch with the needs of the industry and that our programs, advocacy efforts, and resources continue to serve the evolving landscape of specialty retail. Our team is always available to the membership—we encourage you to reach out at any time.

OUR MISSION

To Strengthen the Specialty Bicycle Retailer

This mission is accomplished through our unwavering focus on:

- Communicating the Value and Needs of the Specialty Bicycle Retailer
- We advocate for the voice of the independent bicycle shop, ensuring that retailers are represented at the forefront of industry discussions, policies, and opportunities.
- Enhancing Specialty Bicycle Retailer Profitability
- Through targeted programs, resources, and education, we equip retailers with the tools and knowledge to increase profitability and ensure long-term sustainability.

At the NBDA, we are passionate about the bicycle industry and the people in it. We know how deeply our members care about their businesses, communities, and customers, and we share that commitment. Together, we work to build a thriving future for specialty bicycle retailers everywhere.

2024 Annual Report



OUR VISION

Leading Bicycle Retailers to Excellence

Since 1946, the National Bicycle Dealers Association (NBDA) has held a steadfast and unwavering vision: to lead bicycle retailers to excellence. This vision has guided us through decades of change in the industry, and it remains as strong today as it was when the organization was founded. Our vision is more than just words—it's a commitment to helping our members thrive by delivering the tools, resources, and support necessary for long-term success.

We accomplish this through several key pillars:

- **Education:** We provide cutting-edge educational content that empowers retailers to run profitable and sustainable businesses. From our webinars to in-person workshops and summits, we deliver insights into best practices, trends, and innovations that help retailers stay competitive.
- **Community:** We cultivate a strong and inclusive community where retailers, suppliers, and industry experts can connect, share ideas, and support one another. Through programs like NBDA Connect and our peer-to-peer groups, we foster relationships that drive collective growth and success.

- **Research:** Our commitment to industry research provides our members with the data and insights needed to make informed business decisions. We produce detailed reports on market trends, consumer behavior, and industry benchmarks, helping our members stay ahead in a dynamic retail landscape.
- **Advocacy:** The NBDA is a leading voice for specialty bicycle retailers, advocating on their behalf at both the national and local levels. We work tirelessly to influence policy, promote safety, and ensure the health of the industry, particularly in areas such as product standards, lithium battery safety, and transportation infrastructure.
- **Support:** We are dedicated to supporting our members with the tools, resources, and programs that ensure their businesses can thrive. From member benefits and supplier partnerships to our Retailer Excellence Awards and P2 Program, we are here to help retailers navigate challenges and achieve success.

For nearly 80 years, the NBDA's vision has been unwavering, and it will continue to lead us forward. Together, we will continue to elevate the bicycle retail industry, foster growth, and champion excellence for generations to come.



NBDA CONNECT & COMMUNITY

Fostering Growth Through
Meaningful Relationships

NBDA CONNECTS

Your Community, Your Catalyst for Growth

At the NBDA, we believe that community and connection are vital to the success of any business. Finding your place among peers and like-minded individuals is not only essential for your professional growth but also for the overall strength of our industry. That's why the NBDA is here—to be the catalyst that helps you find your community and connect in ways that make a difference, whether virtually or in person.

In 2022, we launched NBDA Connects—a platform designed specifically to ensure that you meet the right people who truly understand the bicycle industry, respect your business, and are committed to helping you thrive both personally and professionally.

In 2024, we expanded this platform to include advocacy efforts in areas such as e-mobility, supplier best practices, and youth programming. NBDA Connects has since evolved into a vital hub that facilitates meaningful discussions, fosters transparency, and builds trust across the industry. It's a place where members can form alliances, share insights, and engage in the larger conversations that shape our future.

As we move forward, our commitment remains clear: continuous improvement and connection. We believe that these elements are not just beneficial—they are essential for the growth and success of our businesses and the cycling community at large.

Whether you are new to the NBDA or a long-standing member, NBDA Connects is here to help you navigate the complexities of our industry, build strong relationships, and stay ahead in a constantly evolving marketplace. Together, we are building a future that elevates everyone.

- 790 Bicycle Retailer Member Locations
- 148 Individual Industry Members
- 135 Sales Representatives
- 127 Associations, Suppliers and Advocacy Groups
- 42 Bicycle Mechanics and Fitters
- 40 Panelists Retailer Supplier Best Practices Panel
- 35 Panelists E bike Forum Panel
- 32 Canadian Retailers/Suppliers/ Groups
- 14 Advocacy Groups
- 11 Youth Outreach Groups
- 8 Technical Training Resources



MEMBERSHIP

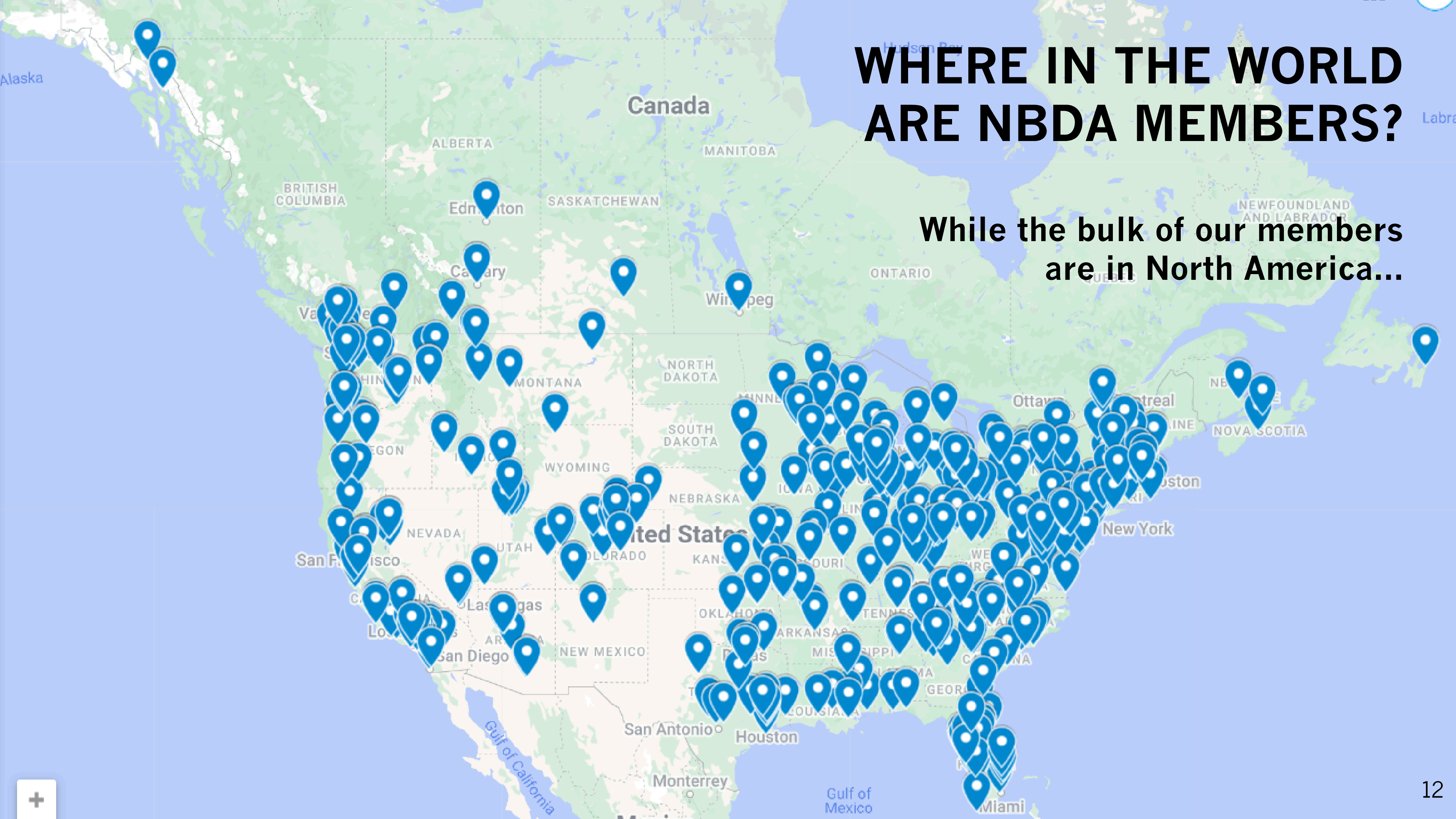
Empowering Retailers and
Advocates Through Unity

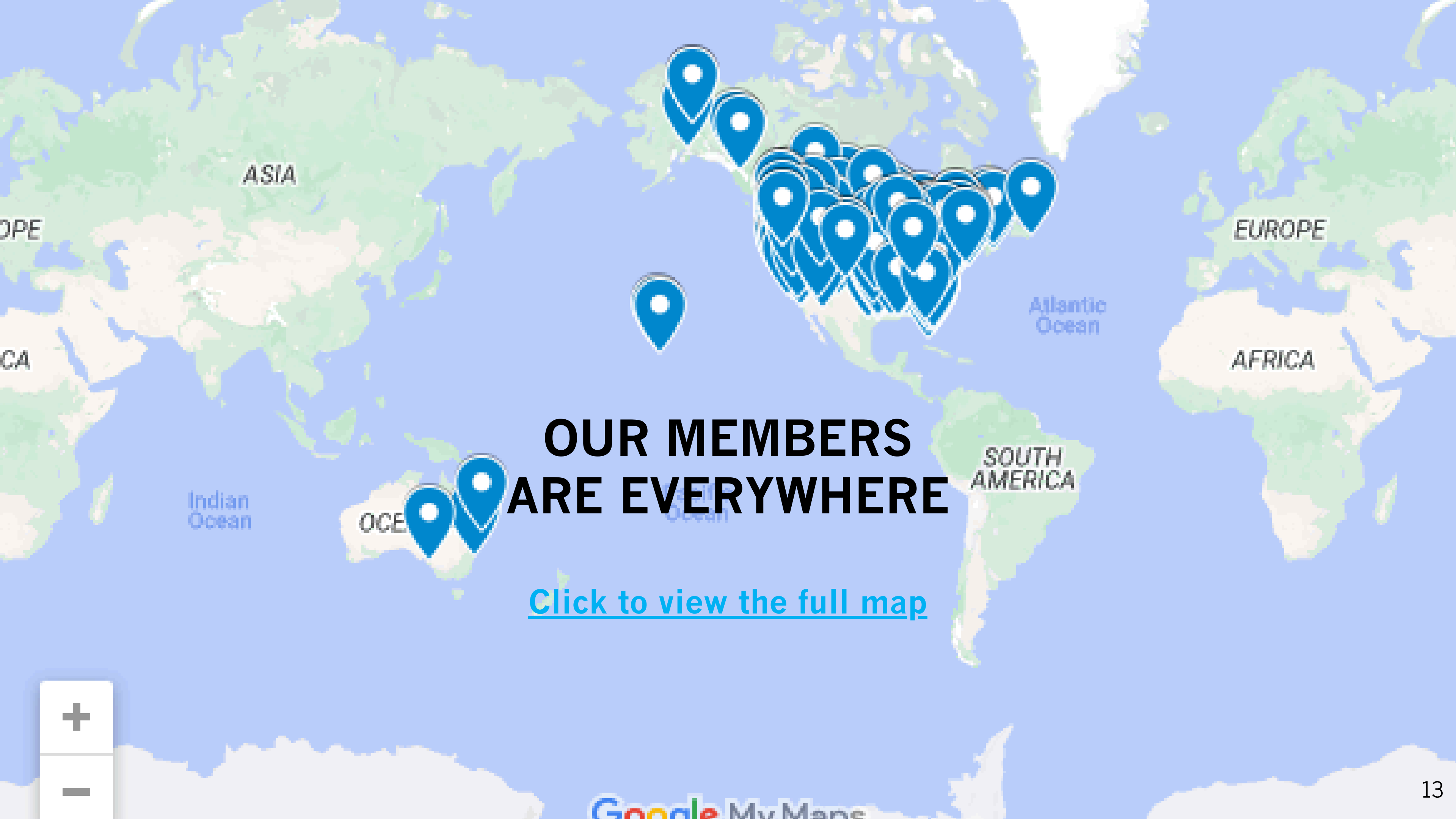


NBDA Member Cyclesmith from Halifax, NS, Canada

WHERE IN THE WORLD ARE NBDA MEMBERS?

While the bulk of our members
are in North America...

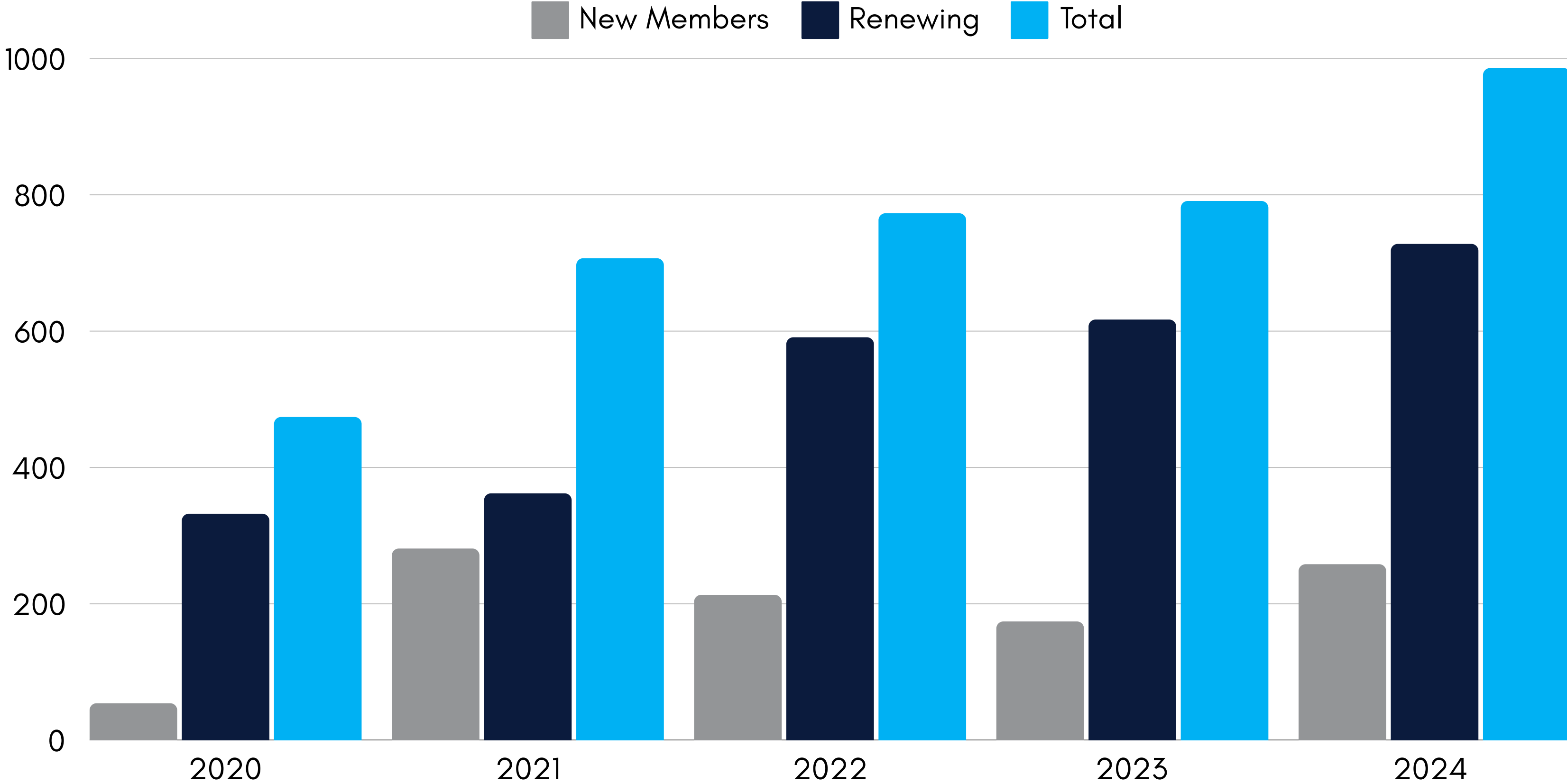




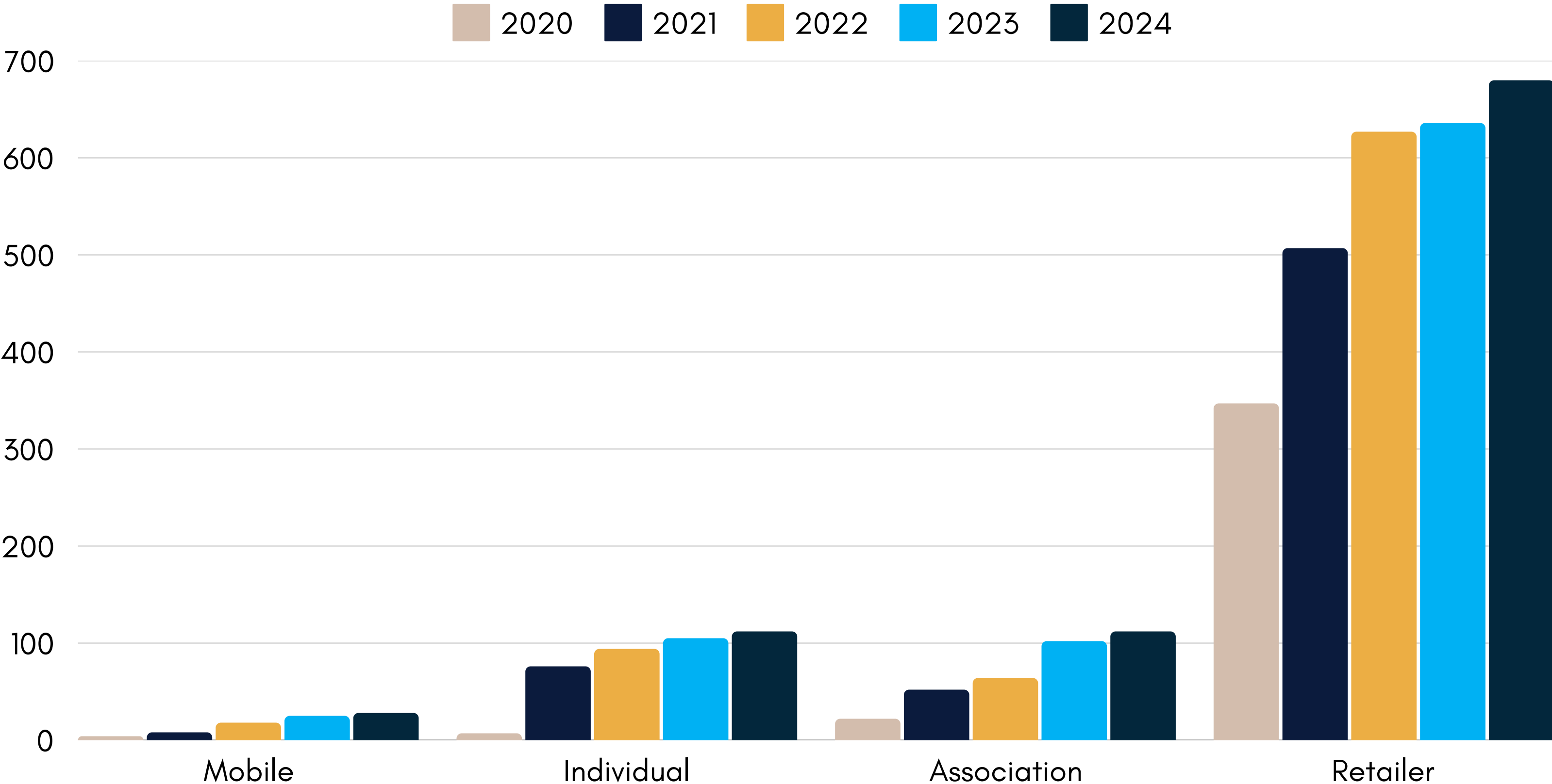
OUR MEMBERS ARE EVERYWHERE

[Click to view the full map](#)

MEMBERSHIP GROWTH BY YEAR

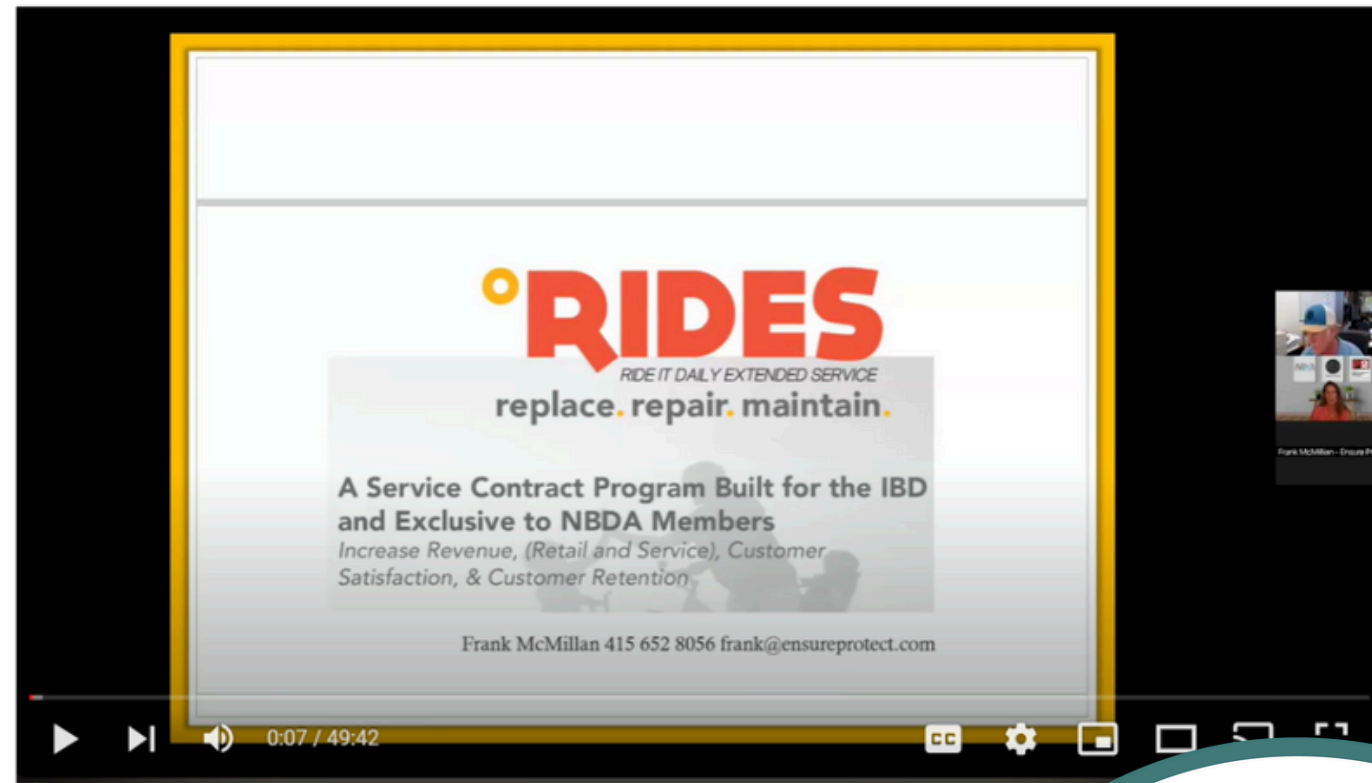


MEMBERSHIP GROWTH BY TYPE



PROGRAMS

Equipping the Industry
for Success



EVENTS: Networking Mingles All Week

Use your membership to its fullest with a membership mingle.

We offer a structured format to network with other shops, business owners and associates, all facilitated by NBDA President Heather Mason!

As a registered member you can attend as many of these moderated meetings as you like.

- [Monday Member Mingle](#)
- [Tuesday Focused Member Mingle](#)
- [Wednesday Member Mingle](#)
- [Thursday Representative / Association Mingle](#)
- [Friday Member Mingle "Show Us Your Rig"](#)

Retailer & Supplier Best Practices Panel

Quarterly platform for industry experts to facilitate global level positive health for supplier and retailer.

NBDA SUPERWEBINARS

Tue Jul 16 2024, 01:00pm EDT

The NBDA is holding quarterly forum style meetings on Retailer & Supplier Best Practices.

The NBDA wishes to unite industry experts in a panel discussion to circulate best practices to align the industry. During the meeting, the NBDA organized panel will talk through an agenda on various topics.

Meeting the Needs of
America's Largest
Demographic

Marley Blonsky, Executive Director

all bodies on bikes



THE
PROFITABILITY
PROJECT

PROGRAM ENGAGEMENT

2020

- Newsletter opens 80,019
- Virtual event attendance 26
- Podcast listens 19,297

2021

- Newsletter opens 168,834
- Virtual event attendance 1,388
- Podcast listens 40,047
- P2 Program members 39

2022

- Newsletter opens 358,468
- Virtual event attendance 3,033
- Podcast listens 65,516
- P2 Program members 40

2023

- Newsletter open rates 29%
- Virtual event attendance 2,248
- Podcast listens 65,886
- P2 Program members 47

2024

- Newsletter open rate 30%
- Virtual event attendance 2,432
- Podcast listens 40,806
- P2 Program members 74



RETAILER EXCELLENCE AWARDS (REA)

In the past few years the NBDA has transformed the program previously known as America's Best Bike Shops into a dynamic program: the NBDA Retailer Excellence Awards (REA).

This year's initiative was framed as a "battle for profitable business," designed to challenge and inspire bicycle retailers to elevate their Key Performance Indicators (KPIs), energize their teams, and strengthen community connections through engaging events and media outreach.

The program invited retailers from across North America to partake in a transformative experience. Participants benefit from robust support, including peer-to-peer learning sessions, data analysis, and marketing resources to enhance their visibility and drive success.

Now in its twelfth year, the REA pushes retailers to exceed expectations by refining their business practices and gaining insights from the NBDA's extensive resources and expert guidance. The 2024 evolution underscores the NBDA's commitment to equipping retailers to navigate economic challenges and foster thriving, sustainable businesses.

The REA program stands as a cornerstone of the NBDA's mission to empower specialty retailers, amplify community engagement, and ensure the success of independent bike shops nationwide.

Approximately 100 retailers each year partake in this dynamic program.



Congratulations to Our Winners

Learn more at NBDA.com/REA

- | | |
|--|--|
| 2 Rivers Bicycle and Outdoor.....Fort Atkinson, WI | Littleton Bike & Fitness.....Littleton, NH |
| Berkshire Bike and Board*+.....Great Barrington, MA | Mercury Endurance Cycles.....Hagerstown, MD |
| Bicycle Garage Indy+.....Indianapolis, IN | Mike's Bikes+.....Bay Area, CA and Denver Area, CO |
| Bicycle Ranch Tucson.....Tucson, AZ | Mike's Bike Shop.....Dieppe, NB Canada |
| Bicycle World.....Mount Kisco, NY | Montlake Bicycle Shop.....Seattle, WA |
| Bicycle X-Change+.....Wichita, KS | Mountain Bike Specialists.....Durango, CO |
| Big Sky Cycling - Helena.....Helena, MT | Outback Bikes+.....Atlanta, GA |
| Bike Ohio.....Chagrin Falls, OH | Pearland Bicycles.....Pearland, TX |
| Bike World+.....Des Moines, IA | PEDAL+.....Kalamazoo, MI |
| Bikes Plus*+.....Germantown, TN | Pedal Power Bike Shop.....Lexington, KY |
| BikeWorld, Bikes & Fitness*.....Paducah, KY | Pops Bike Shop.....Somerville, NJ |
| Bingham Cyclery+.....Sunset, UT | Pro Bike and Run*.....Pittsburgh, PA |
| Blazin Saddles Cycle N Supply.....Sisters, OR | Reser Bicycle Outfitters.....Newport, KY |
| Bushwhacker.....Peoria, IL | Ryder Bikes*.....Bradenton, FL |
| Cycle Alaska.....Juneau, AK | Shore Brake Cyclery*.....Brant Beach, NJ |
| Cyclery USA+.....Redlands, CA | South Side Cyclery.....St. Louis, MO |
| Earl's Bike Shop.....Bellingham, WA | Spin Zone Cycling.....Granger, IN |
| Farina's, Inc.....Watertown, MA | The New Wheel*.....San Francisco, CA |
| Gannett Peak Sports.....Lander, WY | Two Wheeler & Ski Dealer, Inc.....Hayden, ID |
| Green Bay Cycles.....Winnetka, IL | Westside Joe's Bikes+.....Oakland, CA |
| Johnny Velo Bikes.....Columbus, OH | Wheelhouse Detroit.....Detroit, MI |
| Landry's Bicycles+.....Westborough, MA | Winter Garden Wheel Works+.....Winter Garden, FL |

ADVOCACY

Standing for
What Matters Most



ADVOCACY AT THE NBDA

The NBDA leads advocacy efforts to enhance cycling safety standards, promote ridership growth, and strengthen collaboration between retailers and suppliers.

Through our quarterly events, we engage industry stakeholders in vital discussions that inform actions to improve cycling infrastructure and foster a vibrant cycling community.

Your participation is crucial. By joining these forums, we can collectively identify challenges, seize opportunities, and advocate for policies that support sustainable growth and innovation in cycling. Together, we can create a more inclusive, accessible, and safer cycling environment for all.

Join us in driving positive change in the cycling industry!

Bicycle Industry E-Bike Safety & Standards Panel

The NBDA hosts a quarterly panel for industry experts to discuss safety, standards, and compliance related to lithium-ion batteries and e-mobility devices. This platform encourages the sharing of best practices to align the industry and address key topics, including battery standards, insurance coverage, supplier and retailer practices, recycling, and consumer education.

Bicycle Industry Retailer and Supplier Best Practices Panel

Formed to unite and take swift action in developing best practices for retailers and suppliers amid unprecedented challenges. The panel features representatives from retailers, suppliers, and industry experts who are committed to proactively sharing solutions to enhance financial health across the industry.

New York City is at the forefront of the opportunities, challenges, and solutions surrounding electric micromobility. We are encouraged by the expertise, passion, and focus the NBDA's working group brings to promoting e-bike safety and look forward to continued partnership.

Dawn Miller

Sr. Advisor to NYC's Chief Climate Officer



RESEARCH AND REPORTS

Powering Decisions
Through Data



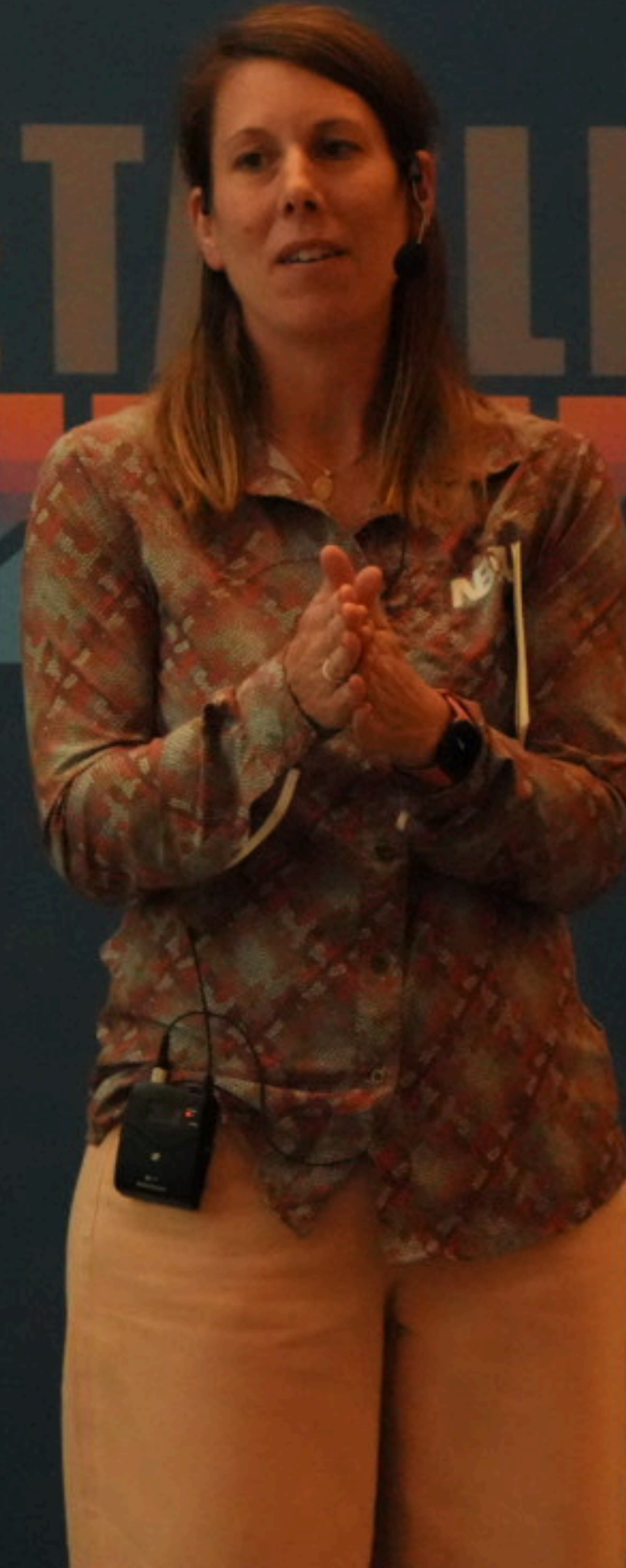
THE MOST UP-TO-DATE COMPARATIVES

The NBDA Research and Reports are dedicated to providing members and the broader cycling industry with the latest data on the Specialty Retail Channel. By releasing essential studies such as the Cost of Doing Business Survey and the Specialty Retailer Survey, the NBDA delivers valuable benchmarks and comparatives that are crucial for retailers to assess their performance and make informed decisions.

The NBDA's focus on ridership, growth, and understanding consumer trends is central to its mission. This includes understanding and communicating the needs of today's consumer through initiatives like the Consumer Research Report, completed in 2021, which will remain a priority for 2024.

The organization is committed to continuing the release of reports whenever possible, ensuring that relevant data remains accessible to its members. By providing this wealth of information, the NBDA empowers retailers to adapt and thrive in a rapidly changing marketplace.





SHOWS AND WORKSHOPS

Connecting the Industry
Through Shared Knowledge

PRESENTATIONS AND PANELS

In 2024, the NBDA has made significant strides in connecting with members face-to-face, emphasizing the importance of building true relationships focused on long-term growth.

A key goal for the NBDA is to connect its members with experts, thought leaders, and brands and suppliers who share this commitment to collaboration.

As a trailblazer in curating thought-provoking presentations and seminars at key industry events, the NBDA unites experts and retailers in sessions meticulously designed to explore 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 offer practical strategies, market insights, and innovative approaches that empower retailers to thrive in the dynamic cycling landscape.

A highlight of 2024 was the NBDA Retailer Summit, a key event that placed the organization and its community members in the spotlight, truly uniting the industry in collective efforts to promote retailer health. The NBDA's commitment to thought leadership ensures that attendees leave these events not only inspired but also equipped with the knowledge and tools necessary to elevate their businesses and contribute to the continued growth and success of the cycling industry.

Additionally, the NBDA's partnership with the three CABDA shows allows for increased in-person engagement with members, expanding the reach of the P2 program through workshops. This collaboration brings valuable content and education to all retailers, helping them thrive in an evolving marketplace.



LOOKING FORWARD

The Future is Bright



VISION FOR 2025

In 2025 and Years to Come

- 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



NBDA
E-MOBILITY
DAY

New for 2025

Growing Ridership Advocacy Panel

The NBDA urges all within the industry to bring proactive thoughts on solutions that could facilitate growth in ridership numbers and a return to cycling.

NBDA Retailer Summit West

An essential gathering that brings together cycling industry professionals for insightful discussions and networking opportunities. This event focuses on sharing best practices and strategies to empower retailers, foster collaboration, and enhance overall business success in the cycling community.

Summit Central E-Mobility Day

Designed to empower retailers with essential knowledge and insights into the rapidly evolving e-mobility market. This event features expert-led sessions and discussions, equipping attendees with the tools to effectively navigate and thrive in this dynamic sector.

THANK YOU

Thank you for your dedication to Specialty Retail and for holding us accountable. Your participation in our programs empowers us, and we are excited to share the progress the NBDA has made this past year as we look toward the future.

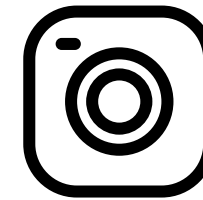
A bicycle retailer plays a vital role in growing cycling in our communities by providing access to knowledge, equipment, instruction, and excellent service, including fit, mechanics, rentals, and unique experiences. The NBDA is here to support you in this mission with valuable resources, training, and networking opportunities.

We are committed to helping you thrive—lean on us.

If you have any questions or feedback, feel free to reach NBDA President Heather Mason directly at heather@nbda.com.



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heather@nbda.com

