



# STRATEGIC PLAN

2025 - 2028



KATE COURTNEY | 2025 CROSS-COUNTRY MARATHON WORLD CHAMPIONSHIPS



# OUR MISSION

Grow bike racing across America and pursue Olympic and Paralympic success.

USA Cycling is the national governing body for the sport of cycling in the United States and oversees the participation pathway for all competitive disciplines.

As a non-profit organization founded in 1920, USA Cycling has helped thousands of athletes pursue their dreams, rise through the ranks, and represent the country on the world stage. None of this would have been possible without event organizers, clubs, coaches, officials, and other key stakeholders that fuel the continued growth of racing across the United States. Every dollar earned goes back to the support of our mission, allowing us to serve this integral community of stakeholders and develop world-class talent.

HANNAH ROBERTS | 2024 BMX FREESTYLE WORLD CHAMPIONSHIPS





# OUR VISION

With the 2028 Los Angeles Olympic and Paralympic Games on the horizon, our purpose has never been clearer. We are investing in the athletes, in the programs, and in the sport itself. Not just to compete, but to inspire a new generation of cyclists and make LA28 the most unforgettable Games in history.

A nation where every bike racer has the opportunity to grow, compete, and win.



BRANDON MCNULTY | TIME TRIAL | 2024 PARIS OLYMPIC GAMES





# OUR VALUES

Our actions are rooted in integrity, fueled by a commitment to excellence, and driven by our passion for the sport.

## EARNED EXCELLENCE

We believe success is built over time through discipline, accountability, and a commitment to doing the work, on and off the bike.

## LEAD WITH INTEGRITY

We're guided by principle, especially when it's tested. We hold ourselves accountable, act transparently, and honor the trust placed in us by athletes, stakeholders, and the racing community.

## SERVE OUR SPORT

We each play a role in strengthening bike racing. By supporting one another—from race directors and officials to clubs, coaches, and volunteers—we help the community thrive at every level.

## CHAMPION EVERY RIDER

We believe potential exists everywhere. Together, we're building more accessible pathways so every athlete can grow, compete, and achieve their own version of excellence.

OUR PLAN



WOMEN'S TEAM PURSUIT | TRACK | 2024 PARIS OLYMPIC GAMES

# OUR PLAN

The LA2028 Olympic and Paralympic Games will be the first Summer Games on U.S. soil in 44 years. This provides USA Cycling with an opportunity to tap into nationwide excitement and strengthen the sport of cycling from the inside out. Our 2025-2028 Strategic Plan aims to maximize this opportunity, and is divided into four areas of impact, each with three unique objectives.

## AREAS OF IMPACT

- **PARTICIPATION AND PERFORMANCE INTEGRATION**
- **HIGH PERFORMANCE EXCELLENCE**
- **RACING ADVANCEMENT**
- **SUSTAINED GROWTH AND ELEVATED IMPACT**







HALEY BATTEN | CROSS-COUNTRY MOUNTAIN BIKE | 2024 PARIS OLYMPIC GAMES

# PARTICIPATION AND PERFORMANCE INTEGRATION

Enhance the member experience and create strong alignment between grassroots participation and high-performance development.

- OBJECTIVES
- **STRENGTHEN MEMBERSHIP VALUE**  
Expand membership offerings to provide personalized, year-round value that enhance performance, community, and connection to the broader sport.
  - **ALIGN NATIONAL CHAMPIONSHIPS WITH PERFORMANCE**  
Establish National Championships as the apex of domestic racing, a visible link to international competition, and a powerful tool to drive both participation and high-performance progression.
  - **ACTIVATE CLUBS AS DEVELOPMENT ENGINES**  
Empower local clubs and teams to serve as grassroots training hubs that cultivate racing, community, and the next generation of elite talent.



# HIGH PERFORMANCE EXCELLENCE

Build a world-class athlete development system that nurtures potential, drives results, and delivers long-term competitive success.

## OBJECTIVES

- **EXPAND AND CONNECT TALENT PIPELINES**  
Develop systems to identify talent and create seamless pathways to support athletes from entry to elite levels through aligned resources and coaching.
- **INCREASE ACCESS TO RACING AND TRAINING OPPORTUNITIES**  
Grow opportunities for domestic racing and training to reduce barriers and enable more athletes to reach their full potential.
- **ADVANCE SPORT INNOVATION**  
Leverage technology, data, and performance science to give elite athletes a measurable competitive edge.







QUINN SIMMONS | 2025 UCI ROAD WORLD CHAMPIONSHIPS

# RACING ADVANCEMENT

Elevate event quality and deepen partnerships across the sport to ensure long-term health for competitive cycling in America.

- OBJECTIVES
- **SUPPORT RACE DIRECTORS**  
Identify and remove barriers to hosting events, including support with local permitting, logistics, and risk management.
  - **EMPOWER LOCAL ASSOCIATIONS**  
Provide Local Associations with training, tools, and clearer roles to better support grassroots race organization and uphold USA Cycling standards.
  - **ELEVATE THE VALUE OF SANCTIONING**  
Engage event organizers through a compelling sanctioning model to strengthen competitive cycling and advance a shared vision for the sport.





# SUSTAINED GROWTH AND ELEVATED IMPACT

Elevate organizational impact and unlock diversified, long-term revenue streams that strengthen USA Cycling's national presence and fund the future.



STRATEGIC PLAN | 2025-2028

## OBJECTIVES

- **EXPAND THE DONOR BASE**  
Grow major giving and broaden regional donor participation through targeted cultivation, stewardship, and engagement initiatives in partnership with the Foundation.
- **GROW THE SPONSOR BASE**  
Create compelling, clearly defined sponsorship opportunities and engage with partners who are committed to long-term engagement and aligned with USA Cycling's strategic goals.
- **AMPLIFY IMPACT STORIES**  
Leverage storytelling, digital platforms, and event coverage to raise awareness for athletes, national championships, and programs, while expanding fan engagement and reaching the next generation of participants and champions.



OKSANA MASTERS | H5 ROAD RACE | 2024 PARIS PARALYMPIC GAMES



# SUPPORT

Never miss a moment!  
Follow along, share the  
journey, and cheer on  
your favorite athletes.



## JOIN

Become a member, unlock  
exclusive discounts, and fuel  
the future of American cycling.



## RACE

Line up, compete, and experience  
racing firsthand.



## DONATE

Give back to the sport and  
power the next generation.



 @USACYCLING





# SUPPORT THE SPORT

JOIN | RACE | DONATE