



# STRATEGIC PLAN

2025-2028



KATIE COURTNEY | 2025 CROSS-COUNTRY MARATHON WORLD CHAMPIONSHIPS



HANNAH ROBERTS | 2024 BMX FREESTYLE WORLD CHAMPIONSHIPS

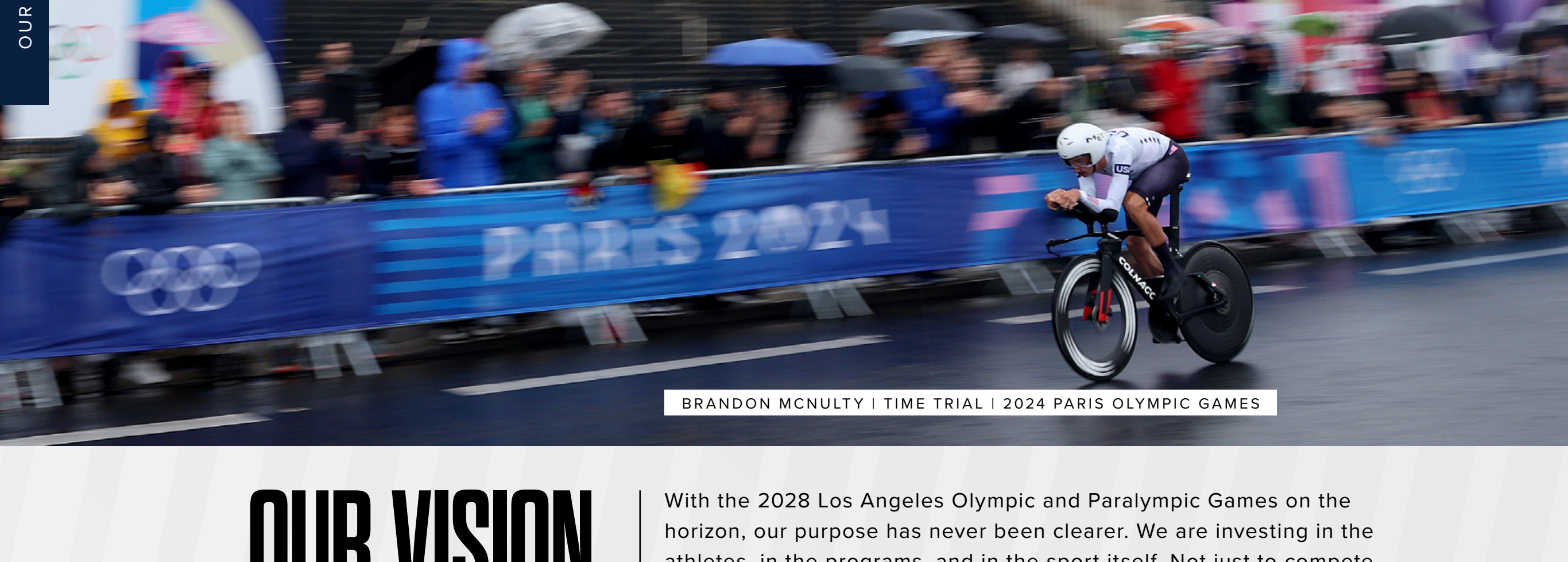
## OUR MISSION

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

STRATEGIC PLAN

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.



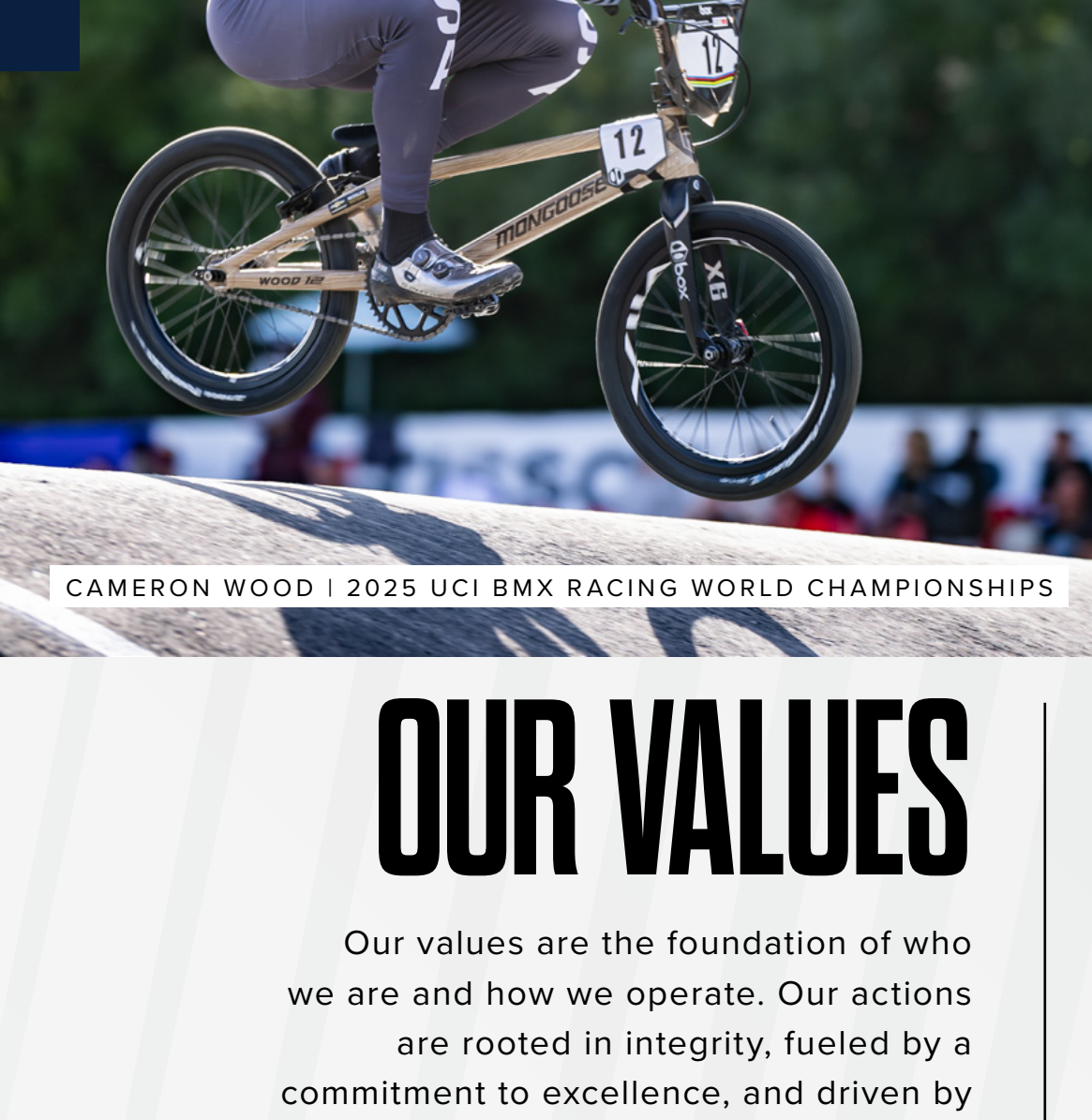
BRANDON MCNULTY | TIME TRIAL | 2024 PARIS OLYMPIC GAMES

## OUR VISION

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

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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.



CAMERON WOOD | 2025 UCI BMX RACING WORLD CHAMPIONSHIPS

## OUR VALUES

Our values are the foundation of who we are and how we operate. Our actions are rooted in integrity, fueled by a commitment to excellence, and driven by our passion for the sport.

STRATEGIC PLAN

### 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

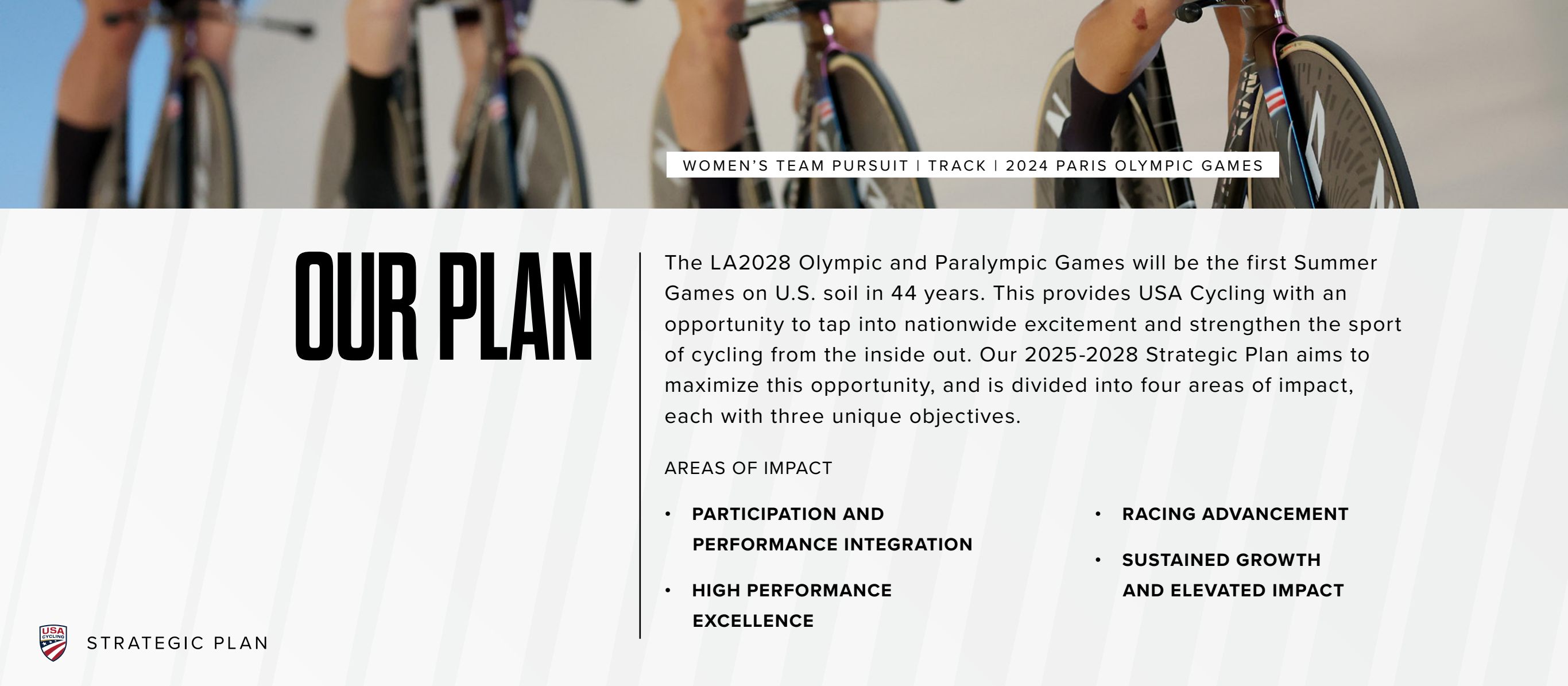
We're guided by principle, especially when it's tested. We hold ourselves accountable, act transparently, and honor the trust placed in us by athletes, stakeholders, and the racing community.

### 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.



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**

STRATEGIC PLAN

## PARTICIPATION AND PERFORMANCE INTEGRATION

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

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

### OBJECTIVES

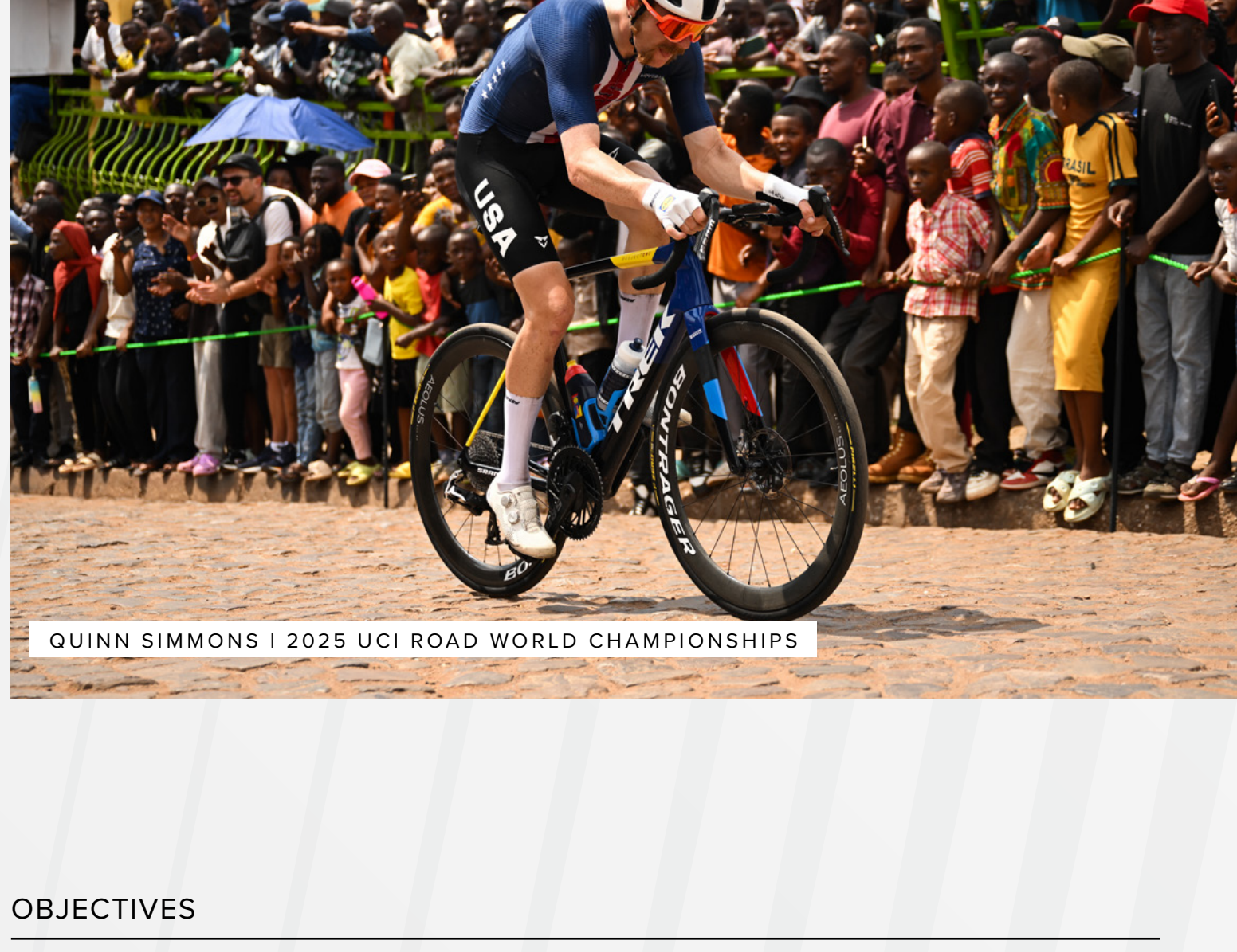
- **STRENGTHEN MEMBERSHIP VALUE**  
Expand membership offerings to provide personalized, year-round value that enhance performance, community, and connection to the broader sport.
- **ALIGN NATIONAL CHAMPIONSHIPS WITH PERFORMANCE**  
Establish National Championships as the apex of domestic racing, a 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.



2025 ENDURANCE MOUNTAIN BIKE NATIONAL CHAMPIONSHIPS

### OBJECTIVES

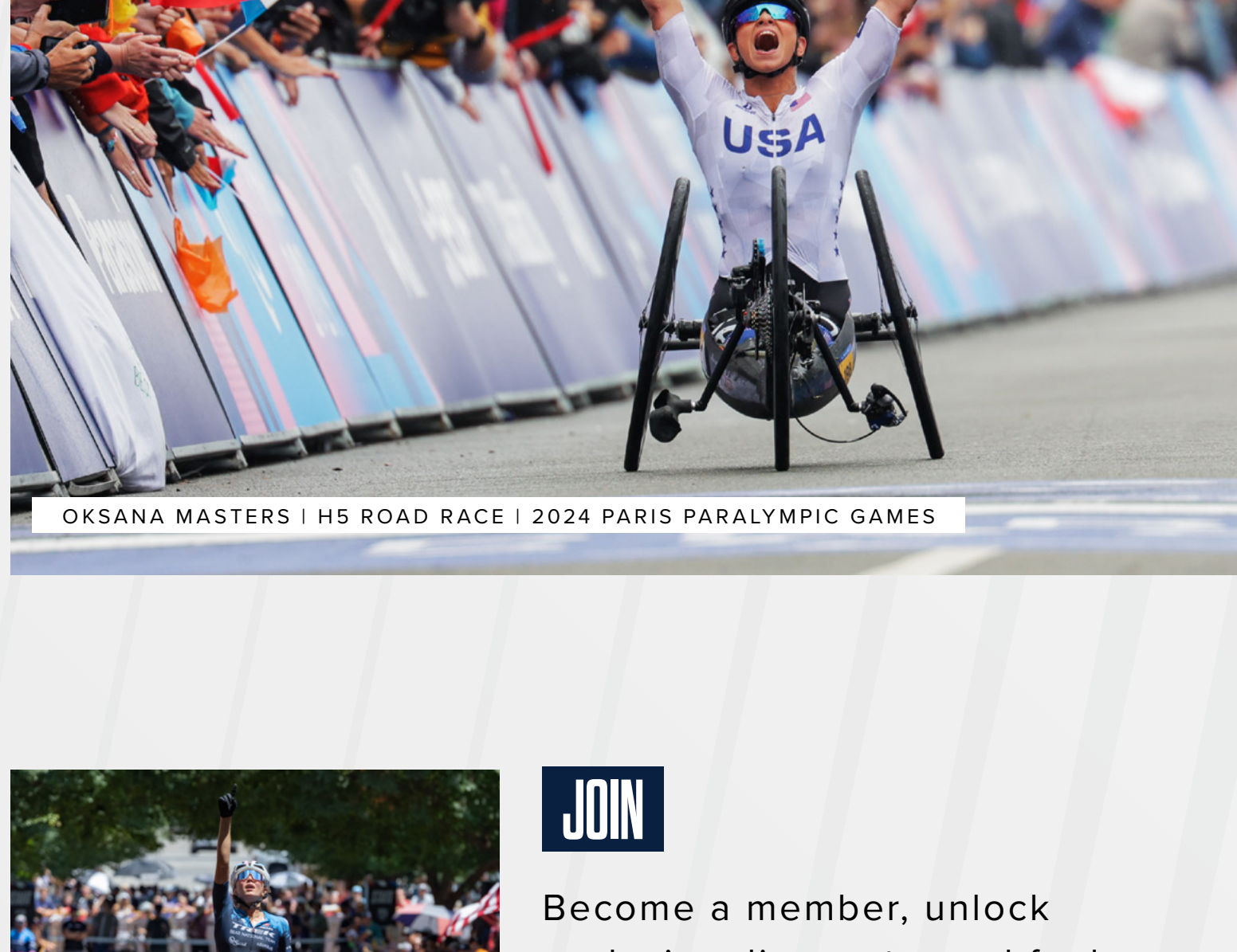
- **EXPAND AND CONNECT TALENT PIPELINES**  
Develop systems to identify talent and create seamless pathways to support athletes from entry to elite levels through aligned resources and coaching.
- **INCREASE ACCESS TO RACING AND TRAINING OPPORTUNITIES**  
Grow opportunities for domestic racing and training 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

### 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.



OKSANA MASTERS | H5 ROAD RACE | 2024 PARIS PARALYMPIC GAMES

### 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



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.

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### 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.

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# SUPPORT THE SPORT

JOIN | RACE | DONATE