

Treasurer's Report for Albany Strollers & Rollers, 2016

Harry Chomsky

June 14, 2017

Summary

Starting balance 1/1/2016:	\$6,910.36
Ending balance 1/1/2017:	\$6,904.13

Fiscal Sponsorship

AS&R has made a big change in how it handles its finances. Starting on November 1, 2016, Bike East Bay is now our fiscal sponsor for all operations. Prior to this change, we used BEB as a fiscal sponsor for receiving donations so that donors could document the deduction from their taxes. Now BEB takes care of all cash flows for us, and maintains our balance as part of their larger bank account. This protects us from the burden of additional paperwork and filings as we grow past the limit for informal non-profit organizations.

BEB charges AS&R a fee for this service, calculated as a percentage of our total revenue. In 2016 the fee applied for only part of the year.

Net to AS&R:	-\$292.50
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Bike Racks

Our Bike Rack project thrived in 2016, with 24 new bike-shaped racks installed around Albany. New locations include Abrams Claghorn Gallery, Albany Bowl, Albany Florist & Gifts, Boss Burger, Cafe Eugene, Eisenmann Architecture, Everest Kitchen, Feagley Realtors, Fish First, Hopsy, Kim's Cafe & Sandwiches, Little Star Pizza, Mathnasium, Mr. Dewie's, Royal Ground Coffee, Schmidt's Pub, Solano Smile, Sweat, Tilden Prep and one sponsored by Stone Bridge Press & Francesco Papalia.

Local businesses share the rack costs with AS&R. The City of Albany installs the racks and sometimes also contributes to the cost. In 2016, the total cost was \$12,983.62 for racks and \$89.10 for their decals, with \$8,700 paid by businesses and \$2,100 paid by the City. We also paid \$164.19 for replacement parts and tools for the Air Kit public bike pump that we installed in a prior year.

Net to AS&R:	-\$2,436.91
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"Check for Bikes" Clings and Bumper Stickers

Our "Check for Bikes" car-window clings and bumper stickers continue to sell well. The most notable order was from Eric Heiden, 5-time Olympic Gold Medalist, former pro cyclist and now an orthopedic surgeon, who bought 200 bumper stickers to distribute to friends and patients in his current home town of Park City, Utah. The City of Emeryville bought 1000 clings, and the City of Richmond reordered more of the Richmond Police Department-branded clings in both English and Spanish. "Remember Matthew: Change Lanes to Pass a Cyclist," an organization founded by the parents of a man who was killed by a negligent driver, continued its partnership with CFB and ordered hundreds of clings and stickers to help

promote better awareness of bicyclists by drivers. AS&R designed and printed 2,000 customized clings for Albany Rotary Club. We also received a steady stream of small orders through Facebook, sending clings and stickers across the US and Canada.

In 2016, we received \$1,216.21 in sales revenue and a \$100 targeted donation to the project. We paid \$721.44 for production, \$50 for graphic design, \$24.29 for postage, and \$3.30 in PayPal fees.

Net to AS&R: \$517.18

Leg Bands

Our leg bands for bike riders remain popular. These reflective, snap-on bands feature AS&R's logo, the "Check for Bikes" image, and the name of our sponsor, Rendez-Vous Cafe Bistro. We spent \$845 to produce a new batch of bands in 2016. Rendez-Vous provided \$300, the City donated \$80 to give leg bands to attendees of the Alameda County Mayors' Conference, and other people receiving the bands donated a total of \$118.

Net to AS&R: -\$347.00

BikeLink Cards

We are a vendor of BikeLink cards that people can use to park their bikes securely in lockers at BART stations and other destinations. Each card is worth \$20, which typically allows 400 hours of parking. We pay the supplier \$16 for each card and sell them for \$20, giving us a small positive cash flow in the long run.

In 2016 we sold 11 cards for \$220. We paid \$256 to obtain 16 cards, two of which we had actually sold in late 2015. We also had a free card that the supplier gave us a couple years ago — this year we gave it to Katie Morrison, who came up with the clever and appropriate name for our e-newsletter, **GREENways!**

Net to AS&R: -\$36.00

Events

AS&R participated in the Solano Stroll and the Albany Arts & Green Festival. We provide Bike Valet Parking at these events, sponsored by the Solano Avenue Association for the Stroll and by the Berkeley Lions Club for the Arts & Green Festival. This brought in \$1,300, along with \$79 in tips at the events. AS&R presents its own booth at the events too, with \$19 spent on supplies.

Net to AS&R: \$1,360.00

Donations

We received another generous donation from Grizzly Peak Cyclists, which distributes income from their Grizzly Peak Century ride to community groups. This year's AS&R donation was \$1,600. We also received \$225 in donations from individuals.

Net to AS&R: \$1,825.00

Memberships

We continued our membership in the Albany Chamber of Commerce, with annual dues of \$125.

Net to AS&R: -\$125.00

Communications

Starting late in 2016, AS&R hired a community member to help produce our **GREENways** newsletter. We spent \$32.50 on this service in 2016. We also spent \$28.50 on miscellaneous postage.

Net to AS&R: -\$61.00

Facilities

We pay \$30 for each of our bimonthly meetings at St. Alban's Church. In 2016 we paid for meetings to be held in 2016 and 2017, as well as \$50 for an extra key to the building.

Net to AS&R: -\$410.00