



FREQUENTLY ASKED QUESTIONS

WHY SHOULD I ATTEND THE BICYCLE LEADERSHIP CONFERENCE?

PeopleForBikes, the bicycle industry's trade association, with more than 300 supplier members and 1.4 million grassroots supporters, organizes the Bicycle Leadership Conference every year to bring the industry together, collaborate, lead and realize our vision for better bicycling across America. This event is the opportunity to share and discuss big and bold ideas, as well as challenges, that unite us for more and better bicycling nationwide. As an industry leader, your participation and voice is crucial to the future direction and success of the bicycle industry and its association.

WHAT IS THE BICYCLE LEADERSHIP CONFERENCE?

The Bicycle Leadership Conference (BLC) — Dana Point is the world's foremost education and networking event for the bicycle industry. After a three-year hiatus due to COVID delays and witnessing tremendous changes in the industry, the BLC will return to California, March 21-23, 2022, bringing leaders back together from across the industry to tackle the most important issues facing bicycling. The conference includes inspiring keynotes, educational sessions, engaged networking and time to enjoy the area's spectacular bike rides. Home to many of the bicycle industry's top brands, Southern California is the premier destination for the conference.

HISTORY OF THE BICYCLE LEADERSHIP CONFERENCE

The Bicycle Retail Education Conference (BREC), the first industry gathering aimed at educating retailers and suppliers, was held in 1995, sponsored by the National Bicycle Dealers Association (NBDA). As attendance grew, the Bicycle Product Suppliers Association (BPSA) joined NBDA in 2001 to promote the first joint conference, renamed the Bicycle Business Leadership Conference. In 2008, the associations parted ways and BPSA took over the now rebranded Bicycle Leadership Conference (BLC) and hosted the conference for the next decade.

In 2019, after five years of jointly hosting the BLC, PeopleForBikes and BPSA's organizations merged, unifying the bicycling industry advocacy organization and trade association. Today, under the stewardship of PeopleForBikes and their 160+ industry volunteer leaders on boards, subcommittees, and working groups, the BLC stands as the premier bicycle industry event gathering for leaders to learn, network, and grow bicycling and the bike business. The event is created by bike industry leaders for the bike industry, and the related active transportation space, to shape a bright future for more and better bicycling.

WHY IT MATTERS

In our goal to grow bicycling and the bike industry, our PeopleForBikes industry leaders use major campaigns and committee initiatives to come together to learn and tackle our most difficult issues. In this time of intense change, we use the conference to meet this tremendous moment for bikes. We want to keep all these new riders on their bikes and see nothing but opportunity for more and better bicycling. BLC — Dana Point funnels all of our industry energy and advocacy momentum in the same direction, aligned under our singular belief in the power of the bicycle to make life great.

WHO SHOULD ATTEND?

BLC — Dana Point is tailored toward C-Suite, senior leaders and key decision makers at bicycle industry organizations. The keynotes, panels, interviews and breakout sessions throughout the conference are geared to provide insights into bicycle industry trends and the business challenges leaders face in the marketplace. The Bicycle Leadership Conference delivers curated content that will appeal to any leader seeking to learn, grow and direct the future of bicycling and the bike business as a whole in the coming years and offers an excellent opportunity to network.

WHAT TOPICS WILL BE COVERED AT THE BICYCLE LEADERSHIP CONFERENCE?

Everything has changed in the last two years and your bicycle industry trade association is meeting the moment. Hear from world class leaders and experts with session topics that include inspirational keynotes, new rider and consumer behaviors, industry consolidation, trade and tariff issues, labor challenges and hybrid workforces, diverse talent attraction and retention, global supply chain management, sustainability, inclusion, micromobility and the future of electric bicycles. A full agenda will be announced soon.

WHAT COVID-19 PRECAUTIONS WILL BE IN PLACE?

We are closely monitoring local and federal health and safety guidelines regarding COVID-19 and working with our hotel and hospitality partners to ensure that our event will be as safe as possible. PeopleForBikes is committed to doing everything possible to provide a clean and safe experience and will be providing masks, sanitizer and hosting many group events outside (meals, cocktail receptions and more) taking full advantage of our sunny California locale. We will monitor the latest CDC guidance immediately prior to the event and will ask that all attendees either be fully vaccinated or show proof of a negative COVID test within 48 hours of the event. On-site, free COVID testing will be provided.

WHAT ARE THE DATES?

The 2022 BLC — Dana Point will take place in-person March 21–23, 2022.

WHERE WILL BLC — DANA POINT TAKE PLACE?

BLC — Dana Point which will take place at the scenic [Laguna Cliffs Marriott Resort and Spa](#) in Dana Point, California. Situated atop oceanfront cliffs and the world-famous Doheny State Beach, BLC — Dana Point will take full advantage of the location and provide attendees with incredible content and local-guided rides and experiences during the three-day event.

Laguna Cliffs Marriott Resort and Spa
25135 Park Lantern
Dana Point, CA 92629

COME EARLY, STAY LATE: THINGS TO DO IN DANA POINT

Dana Point has it all, why not make the BLC part of your spring break? From the legendary Doheny State Beach surf break to the boutique shopping, local restaurants and galleries of the Lantern District and Monarch Bay, as well as seven miles of stunning Southern California beaches, [Dana Point has something for everyone](#). Whale and dolphin watching, off-shore fishing, yoga, spas and wellness, a trip to Catalina, some of the area's best bike riding and pleasure cruises are all within walking distance of the Laguna Cliffs Marriott Resort and Spa.

HOW MUCH DOES IT COST TO ATTEND?

Pricing for BLC — Dana Point:

Priority Pass:

\$1,299.00 for PeopleForBikes members

\$1,399.00 after Feb. 19.

BLC Door Pass:

\$1,499 for non-members

[To purchase a pass, click here.](#)

GUEST RECEPTION PASSES:

Separate reception and non-conference passes will be available for BLC guests.

More information to come.

WHAT IS INCLUDED IN MY PASS?

Your conference pass includes:

- » Access to all conference, networking and breakout sessions
- » Daily breakfast, lunch, dinner and on-site cocktail hours
- » Daily ride excursions (road, off-road, e-bike) and non-ride activities (yoga, paddling, running, walking) hosted by the BLC

ARE THERE GROUP BLC RATES?

PeopleForBikes is offering discount pricing for organizations with three or more attendees from the same

organization. Contact Ashley Seaward (ashley@peopleforbikes.org) if your organization is interested in taking advantage of this savings.

DO YOU OFFER FINANCIAL ASSISTANCE?

We have a limited number of scholarships available for BIPOC, members of the LGBTQIA+ community and veterans to attend the Bicycle Leadership Conference. Please contact Ashley Seaward (ashley@peopleforbikes.org) with questions and information on how to apply.

WHERE CAN I SIGN UP?

BLC — Dana Point passes can be purchased by visiting www.bicycleleadershipconference.org

IS THERE A HOTEL BLOCK?

Yes, PeopleForBikes reserved a discounted room block at the conference hotel. Simply ask for this rate when you call or use the BLC direct link below to receive the discount. PeopleForBikes secured a room rate of \$334 per night during the event.

[Reserve your pass and accommodations today.](#)

CAN I HOST TEAM MEETINGS AT THE EVENT?

Host your team here! PeopleForBikes secured extra meeting spaces to allow teams to come together and meet at the event. After two years of isolation, our partners asked to use this conference as a reason to bring their staff teams or partners together to meet. Contact Ashley Seaward (ashley@peopleforbikes.org) if you are interested in securing one of the side rooms for your company or team.

HOW DO I GET TO THE CONFERENCE HOTEL?

Laguna Cliffs Marriott Resort and Spa is situated along the coast next to Doheny State Beach. Find additional information below on getting to the hotel.

Arriving by Air:

Long Beach Airport (LGB) – 45 miles
John Wayne Airport (SNA) – 24 miles
Los Angeles International Airport (LAX) – 60 miles
San Diego International Airport (SAN) – 60 miles
Ontario International Airport (ONT) – 60 miles

Arriving by Car:

From the north: Take the 405 Freeway South, which merges into the 5 South. Traveling past Mission Viejo and San Juan Capistrano, you will be looking for the Pacific Coast Highway exit. Exit onto the Pacific Coast Highway to the right, heading north. Proceed past two sets of stoplights to Dana Point Harbor Drive and turn left. Proceed a short block to the next stoplight and turn right onto Street of the Park Lantern. Proceed to the top of the hill and enter the resort's property.

From the south: Take the 5 Freeway North. Shortly after passing the City of San Clemente, exit at Beach Cities, Highway 1, to the left heading north. Proceed past two sets of stoplights to Dana Point Harbor Drive, and turn left. Proceed a short block to the next stoplight and turn right onto Street of the Park Lantern. Proceed to the top of the hill and enter the resort's property.

Parking: Valet parking is \$39/day. Self parking is not available — valet service only.

[Follow this link for additional directions.](#)