

### **Non-Fairground Locations**

Thank you for expressing interest in being a food vendor for RAGBRAI®. This letter is designed to answer some of your questions as a vendor hosting at a *non-Fairground* location (church, private business, etc.). We are very excited about RAGBRAI coming to our community on July 23<sup>rd</sup>. We are expecting between 8,000-10,000 RAGBRAI participants to spend the night. It is our job to feed all of the participants! This is not a small job and we need the help of many non-profit organizations and businesses.

We want every nonprofit organization and business to make money on this event and we want the money to stay here in our community. For this to happen we will need help from many so we don't have to go outside our community.

**FEES:** There will be a fee of \$350 for all non-profit organizations and a fee of \$850 for all for-profit businesses that want to be food or non-food vendors. This fee will be required before any organization will be permitted to be a RAGBRAI food vendor. With the payment of this fee, vendors will receive advertising in an information packet handed out to the riders (in the previous overnight town). Approved vendors will also be placed on the Shuttle Route Map.

**PRICING:** It will be up to each group to set their own prices. Our committee will be happy to assist you in making recommendations on prices. The RAGBRAI officials recommend that a cheaper price be charged to RAGBRAI participants with a wristband and any Spencer citizen wearing a KICK YOUR WHEELS UP! shirt for food items. All registered RAGBRAI participants will have a wristband. Please list your prices on the application.

**FOOD SAFETY:** It is required that every food vendor meet the requirements set forth by the Siouxland District Health Department. Visit [www.siouxlanddistricthealth.org](http://www.siouxlanddistricthealth.org) for information about temporary food stand requirements in the state of Iowa.

**HOURS:** RAGBRAI participants will start arriving at noon. Most of the participants will arrive by 2:00 p.m. We are asking that you allow enough time to set up. We recommend all food vendors be set up by noon. This will allow enough time for inspections and be ready to take care of the early participants. You should plan on being busy between 4:00 p.m. - 7:30 p.m. This is when most participants eat. RAGBRAI officials recommend that food vendors plan on being open later to meet the needs of the participants. It is your decision on how long you plan to be open for business.

**SIGNAGE:** The food vendors are responsible for their own signs at their location. The committee recommends printing neat, easy to read signs including menu items and prices. Vendors are not permitted to use the name RAGBRAI on signs; you will receive an official RAGBRAI vendor sign prior to serving. The committee also recommends each vendor have a sign they can put up if and when they run out of food.

We also recommend that every non-profit and for-profit organization take enough time planning for this event.. Each group should project how much they plan to serve very carefully. You should plan to sell all of the food you prepare. Any food left over cuts into your profits.

The RAGBRAI officials have told us that most of the participant's plan where they are going to eat the night before they arrive in the next town. So advertising in the hand out can be very beneficial.

There are a number of food suppliers in our community who want to assist you with all of your needs. Please consider purchasing your supplies locally.

The Health and Inspections Division will be monitoring all food vendors. If they find a group or organization set up selling food that has not met the requirements they will be shut down.

*The Spencer RAGBRAI® Committee reserves the right to deny any application based on need, space availability and/or vendor interest.*