

Eldon RAGBRAI 2024 Vendor Application Form
REGISTRATION DEADLINE IS FRIDAY, MAY 17, 2024

ITEM 1

Vendor Name: _____
Contact Person: _____
Address: _____
City, State, Zip: _____
Phone: _____
E-Mail Contact: _____

Iowa Tax ID, SSN or IRS exempt #: _____
**{We are required by law to list all vendors displaying or selling items to the
Iowa Department of Revenue and Finance.}**

PRODUCTS OR SERVICE:

Type of item (food, beverage, or other) that your organization or business would like to sell. Please list your choices and approximate prices. If you plan to serve a meal, attach a menu with prices. Please list prices with and without wristbands.

How many people do you plan to serve? _____

Vendor location (downtown or on premise) _____

First Item: _____

Wristband Price \$ _____ Without _____

Second Item: _____

Wristband Price \$ _____ Without _____

Third Item: _____

Wristband Price \$ _____ Without _____

Fourth Item: _____

Wristband Price \$ _____ Without _____

What hours do you plan to be open?

Please list what your booth will consist of (i.e., tent, trailer, generator, tables, etc.)

ELECTRICITY: Electricity will not be provided.

ITEM 2

- Payment **MUST** accompany the application form. Make checks payable to "City of Eldon."
- RAGBRAI occurs regardless of weather; therefore, no refunds will be given due to weather.
- Refunds will be given to booth applications that are denied.

**Spaces will be roughly 10' x 20'. If you require two spaces, you must pay two vendor fees. **

A. Commercial Vendor Food/Non-Food	\$300.00	_____
B. Non- Profit Vendor	\$200.00	_____
C. Local Commercial Vendor Food/Non-Food	\$150.00	_____
D. Local Non-Profit (Eldon Organization)	\$100.00	_____
E. Outdoor Service (Current Eldon Business)	\$150.00	_____
F. Required Cleanup Deposit	\$100.00	_____
Total Fee Submitted		\$ _____

*Submit two checks: One for the vendor fee and one for the cleanup deposit,
Payable to "City of Eldon."

Mail to: City of Eldon, P.O. Box 367 Eldon, IA 52554

PROOF OF LIABILITY INSURANCE IS REQUIRED WITH THIS APPLICATION.

VENDOR INFORMATION PACKET

Thank you for expressing interest as a food or non-food vendor for Eldon RAGBRAI.

RAGBRAI will be coming to Eldon Friday, July 26, 2024.

Please note the content of this information packet:

FOOD/NON-FOOD SPECIFICATIONS

1. Food/Non-Food Application

HEALTH DEPARTMENT

2. Health Code Requirements for Temporary Food Establishments (please read)
<https://ia.foodprotectiontaskforce.com/resources1/food-license-table/>
<https://ia.foodprotectiontaskforce.com/resources1/temporary-event-food-stands>

SALES TAX PERMIT

3. Iowa Temporary Sales Tax Return
(We are required by law to list all vendors displaying or selling items to the Iowa Department of Revenue and Finance.)

THE PROCESS

Any organization or business wishing to be a food/non-food vendor for Eldon RAGBRAI celebration must first submit the "Food /Non-Food List", ITEM 1, along with the applicable vendor fee, cleanup deposit, and proof of insurance.

****This is due no later than May 17th. ** Applications received after this date are not ensured of approval and are subject to a \$250 late fee.**

If your application is approved, you must then contact Rose Haukedahl at the Iowa Department of Inspections and Appeals to determine if you need a temporary county license. Her contact information is: rosa.haukedahl@dia.iowa.gov (515)-971-1957.

*Food vendors are responsible for applying for and obtaining their license. (Event organizers/City of Eldon does not issue food licenses to sell food.)

The Basic Application Process:

- Submit the "Food Items List document" (ITEM 1)
- Submit payment for RAGBRAI vendor fee, cleanup deposit, and include insurance certificate (ITEM 2)
- The Vendor Committee will contact you between June 1 and June 15.
- Once accepted as a vendor: Submit payment for Temporary County license.
- Attend required Food Safety meeting (to be held in June 2024)

-The Vendor Committee recommends that every non-profit and for-profit organization take enough time planning for this event. The groups that plan well and have something creative will do very well. It is recommended that you plan to sell all the food you prepare. Any food left over will cut into your profits.

-As we plan for this event to be a winning situation for the whole community, please consider purchasing your supplies locally.

- According to RAGBRAI officials, most of the riders and other participants will plan where they are going to eat the night before they arrive in Eldon. **Therefore, all approved vendors will be listed on the food vendor map and on the website map.**

INSURANCE: All vendors will be required to show proof of liability insurance. A copy of the insurance policy must be on file with Eldon RAGBRAI.

Eldon RAGBRAI
Friday, July 26th, 2024

FOOD SAFETY MEETING: There will be a required Food Safety meeting for all Food Vendors, to ensure the safety of the public. Once you have been accepted as an official vendor you will be notified of the date and time.

FEES: There will be two separate fees required of food vendors.

1 is due to the City of Eldon.

2 is due to the Iowa Department of Inspections.

1. **RAGBRAI Permit** Eldon RAGBRAI has established the following fee schedule, which has been adopted by Eldon City Council as an Ordinance

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2. Health Department Permit or License:

If your application is approved, you must then contact Rose Haukedahl at the Iowa Department of Inspections and Appeals to determine if you need a temporary county license. Her contact information is: rosa.haukedahl@dia.iowa.gov (515)-971-1957.

- A. Food Vendors will pay their fees separately for a Health Department permit/license apply <https://dia.iowa.gov/food/temp-food-stands-and-events>
- B. Anything other than pre-packaged ready to eat foods, including canned and bottled beverages from a food processor, will require a Temporary County license.
- C. The cost for the Temporary County license is \$50.
- D. Each food vendor must have a RAGBRAI permit hanging visibly within the booth.

RAGBRAI permits and temporary county license will be handed out at the mandatory Food and Safety meeting, date and time to be announced.
Booth assignments will be handed out at the Food Safety Meeting.

Eldon RAGBRAI
Friday, July 26th, 2024

BOOTH SET UP:

Booth set up may begin as early as Thursday, July 25 at 10:00am. Booths **MUST BE SET UP** and ready for inspection by 5:00am on Friday, July 26. Food Vendors will not have a specific inspection time assigned to them. You must be ready for inspection.

HOURS OF OPERATION:

All vendors must be set up and ready to serve by 5:00am on Friday, July 26. This will allow enough time for inspections and ensure that Eldon is ready to take care of the early participants. You should plan on being busy between 7:00am to 10:00am. This is when most participants will come through. It is your decision on how long you plan to be open for business. Please note that Eldon shut down time is 11:00am.

PRICING:

It will be up to each group to set their own prices. Try to price your food items so that you can make a profit while still offering a reasonably priced item. For example, most riders will feel that items priced similar to McDonald's food items are reasonable. All registered RAGBRAI participants will have a wristband. We recommend that a lesser price be charged to RAGBRAI participants with a wristband.

CLEANUP:

We require that all food vendors cleanup their areas before they leave. You must provide your own trash can at your booth. We recommend that each vendor schedule a cleanup crew to help with their area. All vendors must have their booths clean and removed on Friday, July 26 by 7:00pm unless prior arrangements are made with the committee.

Eldon RAGBRAI 2024 Vendor Application Form - Example
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ELECTRICITY: Electricity will not be provided.

ITEM 2 - EXAMPLE

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ELDON PASS-THROUGH TOWN INFORMATION

- Eldon has been chosen as a pass-through town for RAGBRAI. Approximately 24K riders will be coming through our town on Friday, July 26. This is day 6 and they have 82 miles to ride, approximately 40% of riders will stop for breakfast.
- The City of Eldon has received compensation of \$5,000, to provide the basic necessities, access to water, food, bathrooms, trash etc.
 - RAGBRAI – recommends we provide 50 Porta Potties. The approximate rental rate is \$125 (50 x 125 = \$6,250).
- Most riders will leave Ottumwa between 6:00am and 7:00am. All riders are on the road by 9:00am. They should be able to complete an 80-mile day in six to eight hours. Under ideal conditions, a biker can average about 10 miles per hour. It is the goal of the Iowa State Patrol and RAGBRAI services to have riders off the roads by 6:00pm. RAGBRAI establishes "shut down" times for each town time to achieve this goal.

ELDON shut down time is 11:00am.

- Most breakfast towns conclude it is not necessary to set up any earlier than 4:30am because the influx of riders will not arrive until approximately 5:30am.
- Free water is a necessity. It will not hurt your bottled water sales. Most people will purchase bottled water to drink while in town and then fill up their water bottles from a free water source.
 - The Public Health Department requires use of WHITE plastic hose to refill water bottles or water coolers {not the green garden hose}.

A rule of thumb for inexperienced vendors, such as church groups or non-profit organizations, to figure out how many meals they can serve is: 1. Determine how many hours you will be serving. For example, from 4:30am - 8:30am = 4 hours serving time. 2. Know how many people you can seat at once, i.e., 150. 3. Figure out how much time it will take for a guest to get served and eat, i.e., 45 minutes. Riders will stay longer if the area is air-conditioned. Using the above scenario, the church could plan to serve 750 - 800 people during this four-hour block of prime time.

- A good rule of thumb is to plan one food or beverage line for every 100 people you plan to serve. A big challenge is not to let the service organizations get too greedy. Some organizations in the past tried to serve 2,000 meals when, in reality, they should have prepared to serve 1,000.

Eldon RAGBRAI

Friday, July 26th, 2024

- RAGBRAI Trademark Guidelines: The marks and names, RAGBRAI, RAGBRAI L, RIDE RIGHT and "Register's Annual Great Bicycle Ride Across Iowa" are the exclusive property of the Des Moines Register and Tribune Company.
 - Use of the trademark is allowed in good faith for signage used as a salutation, but, again, WILL NOT be allowed in advertisements. For example, "Welcome RAGBRAI riders" positioned on a marquee board is a good display of a town's spirit. However, signage that advertises a sale, i.e., RAGBRAI special-Zap Soda Pop \$3.25 a case is commercial use of the trademark and will not be allowed without prior written permission. Simply put, towns/organizations cannot sell or giveaway items with the word RAGBRAI (includes above listed names) on them.

Catering to RAGBRAI Participants

GETTING READY TO FEED THE MASSES. Thousands of riders and visitors will be coming through our town during RAGBRAI, and they are all going to be hungry! Some refer to the event as "eating your way across Iowa!" So, what are you going to do to feed them? To help make this tough decision a bit easier, the Des Moines Register conducted a survey of a sampling of over 1,300 participants following the 2003 ride.

Preferred riding distance before eating breakfast on the road

- 6% prefer to eat after riding between 1-5 miles
- 39% prefer to eat after riding between 6-10 miles
- 42% prefer to eat after riding between 11-15 miles (Eldon)
- 13% prefer to eat after riding between 16-20 miles

Preferred location to eat breakfast on the road

- 34% in the first pass-through town
- 20% in the second pass-through town (Eldon)
- 13% at a road-side vendor on the route prior to the first pass-through town
- 5% at a road-side vendor on the route after the first pass-through town
- 28% which ever has the shortest lines and minimal waiting

BREAKFAST ITEMS

Listed below are breakfast food items that are typically for sale on RAGBRAI. Assorted fruit, pancakes, and breakfast burritos were by far the most popular breakfast items while cereal, pork chops and crepes were the least popular. Participants were asked to choose from the four responses: "definitely would buy", "probably would buy", "probably would not buy", or "definitely would not buy" for each item. The results for each breakfast food item are listed below.

Pancakes

- ☺ 48% definitely would buy
- ☺ 27% probably would buy
- ☺ 15% probably would not buy
- ☺ 8% definitely would not buy

Continental Breakfast

- ☺ 10% definitely would buy
- ☺ 30% probably would buy
- ☺ 38% probably would not buy
- ☺ 15% definitely would not buy

Cereal

- ☺ 5% definitely would buy
- ☺ 14% probably would buy
- ☺ 40% probably would not buy
- ☺ 34% definitely would not buy

Scrambled Eggs

- ☺ 27% definitely would buy
- ☺ 41% probably would buy
- ☺ 18% probably would not buy
- ☺ 9% definitely would not buy

Waffles

- ☺ 28% definitely would buy
- ☺ 35% probably would buy
- ☺ 21% probably would not buy
- ☺ 11% definitely would not buy

Bacon/Sausage

- ☺ 32% definitely would buy
- ☺ 34% probably would buy
- ☺ 15% probably would not buy
- ☺ 14% definitely would not buy

Pork Chops

- ☺ 11% definitely would buy
- ☺ 15% probably would buy
- ☺ 31% probably would not buy
- ☺ 36% definitely would not buy

French Toast

- ☺ 27% definitely would buy
- ☺ 37% probably would buy
- ☺ 21% probably would not buy
- ☺ 10% definitely would not buy

Biscuits & Gravy

- ☺ 18% definitely would buy
- ☺ 22% probably would buy
- ☺ 24% probably would not buy
- ☺ 30% definitely would not buy

Crepes

- ☺ 10% definitely would buy
- ☺ 23% probably would buy
- ☺ 34% probably would not buy
- ☺ 26% definitely would not buy

Omelettes

- ☺ 26% definitely would buy
- ☺ 37% probably would buy
- ☺ 19% probably would not buy
- ☺ 12% definitely would not buy

Egg/Sausage Sandwich

- ☺ 27% definitely would buy
- ☺ 36% probably would buy
- ☺ 17% probably would not buy
- ☺ 14% definitely would not buy

Eldon RAGBRAI

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Breakfast Burrito

- ☺ 42% definitely would buy
- ☺ 27% probably would buy
- ☺ 15% probably would not buy
- ☺ 12% definitely would not buy

Bagels

- ☺ 22% definitely would buy
- ☺ 36% probably would buy
- ☺ 25% probably would not buy
- ☺ 11% definitely would not buy

Assorted Fruit

- ☺ 36% definitely would buy
- ☺ 42% probably would buy
- ☺ 13% probably would not buy
- ☺ 5% definitely would not buy

Yogurt

- ☺ 17% definitely would buy
- ☺ 26% probably would buy
- ☺ 31% probably would not buy
- ☺ 20% definitely would not buy

Granola Bars

- ☺ 16% definitely would buy
- ☺ 29% probably would buy
- ☺ 32% probably would not buy
- ☺ 17% definitely would not buy

Muffins

- ☺ 17% definitely would buy
- ☺ 39% probably would buy
- ☺ 27% probably would not buy
- ☺ 11% definitely would not buy

RAGBRAI "TOP 10" LISTS

Here is a quick glance at the most popular food and beverage items in each category.

BREAKFAST ITEMS

1. Assorted Fruit
2. Pancakes
3. Breakfast Burritos
4. Scrambled Eggs
5. Bacon/Sausage
6. French Toast
7. Egg/Sausage Sandwich
8. Waffles
9. Omelets
10. Bagels

LUNCH/BRUNCH ITEMS

1. Grilled Chicken Sandwich
2. Turkey Sandwich
3. Pasta
4. Hamburgers
5. Steak Sandwich
6. BBQ
7. Pizza
8. Pork Chops
9. Salad
10. Brats

SNACK ITEMS

1. Bananas
2. Home-made Ice Cream
3. Home-made Pies
4. Cookies
5. Fresh Corn
6. Watermelon
7. Grapes
8. Oranges
9. Apples
10. Frozen Fruit Cup

BEVERAGES ITEMS

1. Free Water
2. Sport Drink (Gatorade, etc.)
3. Lemonade
4. Smoothies
5. Bottled Water
6. Juice
7. Beer
8. Floats
9. Milk Shakes
10. Iced Tea/Sun Tea