

## Sac City RAGBRAI 2021 Vendor Booth Information & Guidelines

Thank you for your interest in being a vendor for RAGBRAI. These guidelines are designed to answer some of your questions and assist you in filling out the application. We are very excited about RAGBRAI coming to Sac City on Sunday, July 25th, 2021. We are expecting approximately 15,000 RAGBRAI participants to spend the night. It is our job to feed all the participants, with the idea that many in the community will be eating as well! This is not a small job, and we need the help of many organizations and businesses. We want every organization and business to be successful, which in turn will make RAGBRAI a success for the whole community.

**Fees:** There are several different fee structures available, depending on the day and location:

- There will be a fee of \$800 for the shower vendor that is selected to provide service to the main campgrounds in town.
- There will be a fee of \$100 for all non-profit organizations that want to be food vendors in town, with three locations that are exceptions, as noted below. This would be for those who are not on their own sites. As an example, if the United Methodist Church wants to sell food items on their church property, there is no fee. If, however, they would like a 10 foot by 15 foot space to sell items downtown, they will pay \$100.
- Any for-profit vendor will be charged \$300 for a 10 foot by 15 foot space if they are not selling on their own property. (This means established businesses, not people selling products on their own property. That practice will be against City ordinances. See below for more details.)
- Groups or businesses that are provided a 10 foot by 15 foot space will also be required to pay a refundable cleanup deposit of \$50.

These fees will be required before any organization will be permitted to be a RAGBRAI vendor. With the payment of the vendor fee, vendors will receive a listing in an informational tabloid available to RAGBRAI participants in LeMars (the previous overnight stay), as well as upon arrival in Sac City. All official RAGBRAI vendors will be featured on official tabloid maps.

### Exceptions:

#### Breakfast at the Chautauqua Building on Monday, July 26th.

- Chris Cakes will be serving a pancake breakfast run by the Sac City RAGBRAI committee.
- Tables for businesses or non-profit organizations will be available for a \$25 fee.

#### Beer Garden in the Fairgrounds

- Non-profit organizations will be provided spaces for a fee of \$75.
- For-profit vendors will be provided spaces for a fee of \$150.

### Concession stands at the East Sac Elementary School

- School-related groups will be selling at these locations with no charge to the groups.

**NOTE:** If you are a business or a non-profit who is selling products at other locations on Sunday, July 25th or Monday July 26th in Sac City, and you do not have a permit from the Sac City RAGBRAI committee, you are in violation of the RAGBRAI-specific city ordinance, and can be required by law enforcement to stop selling. The City of Sac City, working with the Sac City RAGBRAI Committee, at its sole discretion could issue a permit, subject to receipt of all fees, a fine of \$100, and an additional late fee of \$100. Children under the age of 13 who wish to set up a lemonade stand on their own property may apply for a free permit to do so. They should use the regular Sac City RAGBRAI Vendor Application to do so.

**NOTE:** this Sac City ordinance governs those sales that are within the Sac City limits. Sales outside of Sac City are governed by other towns, or by county ordinances.

**Acceptance:** The Sac City RAGBRAI Committee reserves the right to deny any application based on need, space availability, and/or vendor intent. The City of Sac City will ultimately determine the approval of all permits recommended by the Sac City RAGBRAI Committee.

**Locations:** To Be Determined. The Sac City RAGBRAI Committee will determine the locations.

**Pricing:** It will be up to each vendor to set their own prices. It is recommended by RAGBRAI to have a discount for the registered riders and support personnel wearing wristbands and those wearing the official Sac City RAGBRAI t-shirt or volunteer t-shirt. For example, it could be a free water/ drink, or \$1.00 off the meal, or a free dessert. We would like prices to be reasonable, *so that people's memories of their time in Sac City are not spoiled by price-gouging.*

**Food Safety:** A person issued a commercial or non-profit food booth permit shall comply with the Iowa Department of Health and Buena Vista County Department of Health rules and regulations, including obtaining appropriate permits, pertaining to the sale and dispensing of food for consumption on its premises. See separate documents for details. (Sac County uses the BV County requirements.) Once Sac City RAGBRAI approves a Vendor application, more details will be provided about providing proof of compliance with health rules and regulations.

**Sales Tax Permit:** Each vendor must have a sales tax permit, a copy of which must be included with the Vendor Application. These are not required for non-profit, civic, and fraternal organizations.

**Worker Logs:** All vendors, profit or non-profit, must keep worker logs, so that food safety concerns can be tracked, if need be.

**Insurance:** All vendors (other than children running a lemonade stand) will need to provide proof of liability insurance. This needs to be included with the application.

**Hours on July 25th:** Most of the support vehicles will arrive between 8:00 AM-noon. The majority of riders will arrive between the hours of 2:00-6:00 PM. Most meals will be served between 4:00-8:00 PM. In downtown Sac City, setup will begin on Sunday morning, with hours to be determined. Breakdown and cleanup in downtown Sac City will begin no earlier than 8:00 PM, even if a vendor runs out of food. (Please have a “Sold Out” sign ready in case you do.) Setup and cleanup in other areas, such as the campgrounds, will be determined later.

**Hours on July 26th:** Breakfast is recommended to start by 5:00 AM and run to about 9:00 AM. We will work with each vendor on hours of operation and on cleanup requirements.

**Electricity:** a 110 outlet for electricity is included in your vendor fee. If you have additional needs, such as a 220 outlet, there will be an additional fee of \$50. You must list your electrical needs and uses on your application, including both voltage and estimated amperage.

**Water and ice:** Potable water will be available in the vendor area. Please remember that any ice you use must be from an approved source.

**Clean up:** Vendors will be expected to have their areas as clean when they leave as when they arrived. A \$50 clean up deposit is required and will be returned upon inspection and upon departure. All deposits will be mailed. Sac City will provide a large number of trash receptacles for both the vendors and for their customers.

**Signage:** Each vendor will receive an “Official Vendor” poster, which should be visible. Additionally, churches and other serving establishments should post signs listing their menus and prices to draw in those who are walking or riding by. Please make sure to post a sign if you are out of food.

**When making signs to advertise your location you cannot use RAGBRAI in your signage. You can use “ Welcome Riders.”**

**Advertising:** There will be advertising opportunities in the tabloid and other opportunities that are yet to be determined. **Reminder: You cannot use the name RAGBRAI in your advertising.**

**Other information:**

- Vendors are responsible for any tables, tents, awnings, chairs, etc. that they wish to use. All items must fit within the given space (generally 10 feet by 15 feet).
- Sac City RAGBRAI will provide picnic tables in the food vendor area.
- Sac City RAGBRAI will provide porta-potties and hand-washing stations in the food vendor area.

**Covid Requirements:** Due to Covid concerns, Sac City RAGBRAI will likely require all vendors (and volunteers) to do a health screening prior to the RAGBRAI riders arriving. Anticipate that masks will be required by vendors if social distancing is not possible. Other requirements may be required by the Covid conditions at the time. More information will be released as July approaches.

**Initial Deadline for Applications:** The initial deadline to apply to be a vendor will be May 3, 2021. Preference will be given to local vendors and organizations who apply before this date. (Local is defined as within Sac County.) After that initial deadline, the Sac City RAGBRAI committee will recruit as needed to ensure enough meals are available. Final approval of all vendor permits will be made by the City of Sac City. The final deadline to apply will be June 14, 2021.

Summary of Application Requirements:

- Application (including electrical needs)
- Fees (see above for details as they apply to your organization or business)
- Proof of liability insurance
- Sale Tax Permit (not required for non-profit, civic, and fraternal organizations)

Applications should be mailed to:

Kelly Bundt  
Sac City Hardware  
516 W. Main Street  
Sac City, IA 50583

Questions? Contact Kelly Bundt at 712-662-4692

NOTE: Informational meetings will be scheduled in late March and in April to go through the vendor application process prior to the deadline. Details about these meetings will be published in the Sac Sun, and will be shared on social media.