

ENTERTAINMENT & SPECIAL EVENTS COMMITTEE

Meet with RAGBRAI Staff

West & East April 18/19/20

Entertainment Walk-through

West & East May 16/17/18

Chairperson's Role & Responsibilities

Advice from previous committee chairpersons of RAGBRAI overnight towns varies, but the top recommendation from all is to read the chapter pertaining to your committee. Familiarize yourself and your Co-chair (if you have one) with all the duties and responsibilities discussed in the handbook. Then educate your volunteers and co-workers about the content in your chapter. Reading the entire book is also recommended to eliminate duplication of effort among committees. Set up a budget immediately and establish a game plan. Then develop a timeline with specific completion dates for critical steps.

Keep these points in mind when conducting committee meetings:

- Have an agenda
- Keep meetings short, no longer than one hour
- Take minutes at each meeting
- Ask your Co-chair to attend
- Prepare for contingencies "What if?"



These are the overall responsibilities of a committee chairperson. And above all else-

DON'T LET GREED BE THE MOTIVATOR. GET ALL AGREEMENTS IN WRITING. A COPY OF ALL AGREEMENTS SHOULD BE FORWARDED TO THE TREASURER.

The Entertainment Committee coordinates all entertainment during the RAGBRAI visit, whether it is national acts, rider games, symphony concerts, local bands, Karaoke, fireworks, laser-light shows or bicycle trick shows. A variety of entertainment is good so that riders have a choice. A few samples of event schedules from the past are included at the end of this section.



The Right Mix of Talent

Great entertainment helps make a great RAGBRAI overnight stop. If the riders are enjoying the entertainment, they will think more favorably of that community. They might also spend more time in your entertainment area or Beverage Garden if the entertainment is something they don't want to miss.

You need to determine whom you are planning to attract? Are you planning to attract area locals or are you trying to attract just RAGBRAI participants?

Some towns have brought in national entertainment while other entertainment committees have opted for really good regional bands. Your final band will have one of the biggest impacts on the amount of people that you attract and maintain in your Beverage Garden. **Good entertainment is an investment that can pay off with big dividends. It is as much for the local community as it was for riders.**

Recently, Clear Lake booked the Wailers & Cowboy Mouth and had massive crowds. In prior years, Ottumwa booked 80's rocker/actor Rick Springfield.

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In 2015, RAGBRAI riders were treated to Huey Lewis & the News, Dennis DeYoung of STYX and Cheap Trick during the week. Four years ago, Mason City featured Bret Michaels and Warrant for a huge downtown show. In 2013, Council Bluffs signed Better than Ezra, while Des Moines witnessed Everclear, Live, Filter and Sponge with 40,000 people in attendance. In 2012, Cedar Rapids highlights included Counting Crows, while Webster City saw Three Dog Night and Marshalltown booked the Little River Band. In 2011, Altoona featured the national acts Grand Funk Railroad and Cowboy Mouth while Coralville featured 38 Special. In 2010, Sioux City booked the national band Smash Mouth, with crowds estimated at over 25,000 people.

Council Bluffs had a big concert by the Barenaked Ladies, Ames with Styx and Cedar Falls booked national recording artists Blues Traveler, to draw people in from out of town.

The right headliner can drastically increase your crowds in the food and Beverage Garden areas. Towns might end up spending more on headline entertainment to realize the benefits financially to Beverage Garden sales as it attracted larger crowds that stayed longer to enjoy the entertainment.

Utilizing Local Talent

Much of the late afternoon and early evening entertainment is a mix of local and area entertainment. Many committees utilize DJs to fill the voids during breaks or changing bands. These acts are typically open the main stage or perform on the second stage or community stage. Local talent is usually fairly inexpensive. Many times area bands will play just to get the exposure. Fairfield had great success recently with a circus in the afternoon.

Dance schools are delighted to put their pupils on display with a variety of dance routines they've performed for recitals. As always, make sure you get the agreement in writing even if the entertainment is free of charge. There are many young children involved with RAGBRAI, whether it is riders' families or local residents. Entertainment to consider for families includes face painting, clowns, petting zoos, inflatable structures, sing-a-longs, magicians and stunt bikers. Keep in mind the demographics of RAGBRAI participants you are planning to attract. It usually does not work to charge riders/visitors for the entertainment, as many towns have learned the hard way, so budget is your first consideration. It is very important that you use local talent as creatively as possible to defray costs and keep your locals involved while entertaining the riders.

2021 MAIN STAGE BANDS

Le Mars	Flashback Heart Attack
Sac City	Johnny Holm Band
Fort Dodge	Corey Waller & The Wicked Things
Iowa Falls	Sellout
Waterloo	Purple Experience
Anamosa	Blue 60 Band
DeWitt	Pop Rocks
Clinton	Unidynes

2019 MAIN STAGE BANDS

Council Bluffs	Taxi Driver
Atlantic	Hairball
Winterset	Elton & Billy Joel The Tribute
Indianola	Big Head Todd & The Monsters + Sister Hazel
Centerville	Pork Tornadoes
Fairfield	No Limits
Burlington	Spazmatics
Keokuk	Glitter Salad

2018 MAIN STAGE BANDS

Onawa	35 th & Taylor
Denison	Johnny Holm Band
Jefferson	Hairball
Ames	Brazilian 2Wins & Spazmatics
Newton	A1A & Dueling Pianos
Sigourney	Pork Tornadoes
Iowa City	The Jayhawks & Blitzen Trapper
Davenport	Hot Rods

2017 MAIN STAGE BANDS

Orange City	Pop Rocks / Judd Hoos Band
Spencer	Johnny Holm Band
Algona	Snake Oil
Clear Lake	The Wailers / Cowboy Mouth
Charles City	Pork Tornadoes
Cresco	Rock Godz
Waukon	Hairball
Lansing	Switchback

2016 MAIN STAGE BANDS

Glenwood	Pop Rocks / Lemon Fresh Day
Shenandoah	Peace, Love, etc.
Creston	Double Vision
Leon	RHINO
Centerville	Hairball & John Stone
Ottumwa	Rick Springfield
Washington	Hello Weekend & Gimikk
Muscatine	Puddle of Mudd

2015 MAIN STAGE BANDS

Sioux City	Huey Lewis and the News
Storm Lake	Arch Allies
Fort Dodge	The Spazmatics
Eldora	Johnny Holm Band
Cedar Falls	Hairball
Hiawatha	Dennis DeYoung of STYX
Coralville	Cheap Trick
Davenport	StreetFest Party

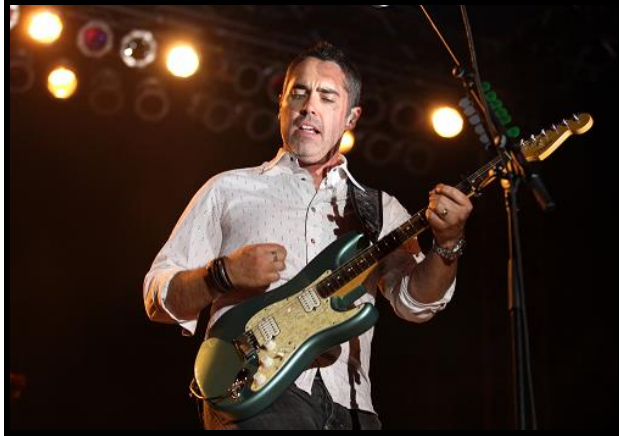
2014 MAIN STAGE BANDS

Rock Valley	Pop Rocks
Okoboji	Hairball
Emmetsburg	Johnny Holm Band
Forest City	Hepperly Band
Mason City	Bret Michaels & Warrant
Waverly	Arch Allies
Independence	Boogie Wonderland
Guttenberg	Krankstate & Top Flight

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Musical entertainment offered in towns has included music from the '80s; rock, funk, blues, reggae, salsa, country, gospel, jazz, comedians, school bands, choirs, as well as a full symphony.

Some of the rider groups may contact you about playing during the visit to your community. The Army and Air Force Cycling Teams have played in many communities over the years. There have been impromptu street performances lately as well by groups such as Team Road Show.



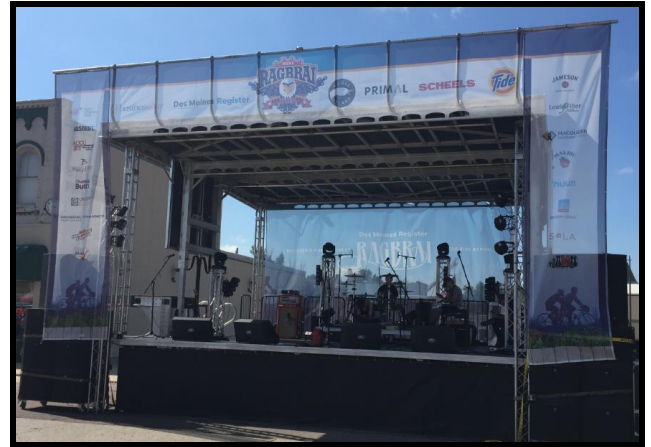
By May 15, you should have all Entertainment booked with signed contracts. Once contracted, be sure to promote your Entertainment by publicizing on your Web site complete with sound clips of your musical entertainers. Most bands have clips of their performances on YouTube that can be linked through your web site as well.

When to Start

Most communities agree that continuous entertainment from the time the riders arrive in town until the Beverage Garden closes keeps the crowds. Most also report that support people who arrive early are too busy setting up camp to participate in events before noon. Most towns start the main stage entertainment around 5:00 p.m. (unless short day).

Stage Set up

Your community will have the opportunity to utilize the RAGBRAI covered stage (from Go Stagestruck) for your main entertainment stage at no cost.



The stage will travel from overnight community to overnight community during RAGBRAI and would likely arrive in your community by early morning for use the evening of RAGBRAI. The RAGBRAI director will provide complete details and specs on the RAGBRAI covered stage if you would like to secure it for your community.

Contact your local fair regarding the possibility of renting a stage. Many towns use flatbed trailers. Others contract to have a professional stage. If you are having difficulty locating a stage, the RAGBRAI staff can suggest a few staging companies.



Be sure to inquire about requirements such as: electrical, ramp (for loading/unloading equipment), sound system, lighting, stage covering, seating (bleachers, etc.). All requirements from your entertainers should be in writing. The contracts should state who is to provide and who is to pay for the requirements. You will meet with the Electrical Committee twice, once for budgeting and then for a walk through of your areas.

Location

Most communities have all their entertainment in the area that will later be used for the Beverage Garden or adjacent to it. This clustering approach creates a happening of activities. But some communities choose to schedule entertainment in several areas: in the campground, downtown, parks, fairgrounds,

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etc. If any entertainment is scheduled near the campground, make sure that it is over by 9:00 p.m.
If you can do entertainment downtown, do it!

It's important to publicize entertainment well in the tabloid and on your Web site. Be sure to have lots of signs for it and have a good sound system.



Every host town should be prepared for inclement weather by either having the entertainment on a covered stage, in a building, under tents or tarps, or having alternate locations arranged ahead of time.

Many bands will not perform if there is no protection from the elements.

Most communities find that the stages and food should be in a common area so riders can stay contained in one area. The main stage should be positioned so that people who don't want to be in the garden can still hear and see the bands. This gives young people and those who don't want to be in the Garden a good entertainment experience.



Expense/Revenue

As mentioned before, many overnight hosts schedule entertainers early in the day who donate their time and equipment, or charge very little in exchange for the exposure RAGBRAI gives them. We believe a community can spend as little or as much as you choose. Some of the least expensive events have provided immense enjoyment to riders and the audiences. If you decide to hire musicians or other types of entertainment, be sure to seek local businesses to sponsor them. It's good advertising for the business to sponsor an activity.

Make sure you and the entertainers have proof of liability insurance, a written contract and any other arrangements in writing. The Entertainment Committee should work with the Treasurer and Fundraiser on sponsorships with businesses.



Beverage Garden Entertainment

The Beverage Garden and Entertainment committees must work closely together to plan the entertainment in and near the Beverage Garden. Details such as hours of operation, requirement of DRAM shop insurance, staging, lighting and

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electrical needs should be planned and discussed amongst these committees before committing and contracting to entertainers.

Suggestions for Locations

- MORE Shade = MORE People!
- Large tents, misters and seating in your Garden will help attract an earlier crowd.
- Don't plan to have many people until it gets shady or cooler.
- Any entertainment near the campground must be quiet by 9:00 p.m.



Signs

Place large posters (24"x 30") all over town advertising your entertainment schedule for the day (including: who, what, when & where). Signs should be placed in restaurants, gas stations, businesses, campgrounds, Information Center, Bike Shops, churches, shuttle stops, showers, etc. A large sandwich board sign with your schedule at the Information Center works well.

People will not attend if they don't know what is going on! Work with the Signage Committee to produce the signage.



The Des Moines Register Signage

The Des Moines Register will supply a large banner weeks prior to the event that should be hung in the most prominent location near the main stage in the

entertainment area. Great signage can really dress up your stage and promote sponsors!

Other Suggestions for Entertainment

- Have extra sound equipment and alternate ways to broadcast in case something goes wrong.
- Shuttle interested participants to paint ball games, Laser tag, pinball, video games.
- Consider a back up plan and additional volunteers in the case of bad weather.
- Have movies showing in school auditoriums.
- List church service times and locations.
- Provide transportation to local attractions.
- Publicize the hours and costs to enjoy your local swimming pool.
- List the hours for your bowling alley or roller rink.
- Do the churches have live music during the meals that they will serve?
- Show the Tour de France on a big screen television in your square. (The Tour happens week of RAGBRAI this year, rare!)



In scheduling your events, keep your local people and those from surrounding towns in mind so they too can experience this RAGBRAI event and enjoy the experience. Be sure to publicize these events to these surrounding communities if you want them to attend your events. This should be done on your web site, your tabloids and through your local newspaper and radio.

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Music Responsibility Clearance

All USERS of copyrighted musical material are required to enter into a contract relationship with both ASCAP (American Society of Composers, Authors and Publishers) and BMI (Broadcast Music, Inc.). These organizations represent the people who write the music and hold the copyrights. They collect and distribute rights fees. Note that the operative word is USER.



Because copyright laws are Federal in nature, they extend to ALL users of music: Radio, Television, Concerts, Jukebox, Dance DJs and, of course, to festival type of entertainment such as that found on RAGBRAI®.

BMI bases its fee structure on a percentage of Entertainment Costs. The fees which your organizing committee is paying to bands, performers, orchestras, DJs, etc. Gratis or free entertainment is not figured into the percentage, but there is a minimum fee assessed for the entire line-up. There appears to be a non-profit rate as well.

ASCAP has several ways to calculate fees. They use audience estimates, percentages of gross revenue and charge government municipalities an annual fee for services.

Your community may have already paid ASCAP for the annual license fees, so you should inquire to check your status.



The USER of the music is not the same as the PROVIDER or PERFORMER of the music. Besides, the performers will just mark up their fee to cover the copyright costs and you will ultimately pay for it anyway.

For more information, please go to the ASCAP and BMI home pages.

ASCAP:

www.ascap.org or call 1-800-910-7347, ext. 55

BMI:

www.bmi.com or call 1-800-925-8451

Great entertainment can lead to GREAT MEMORIES for visitors to your town!



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ENTERTAINMENT & SPECIAL EVENTS COMMITTEE TIMELINE & CHECKLIST

This is a schedule that worked for a town last year. Set a timeline that is reasonable for your community.

FEBRUARY 2022

- Start exploring entertainment options

MARCH 2022

- Narrow down your entertainment choices
- Determine how many volunteers you will need
- Meet with Electrical Committee regarding needs
- Budgets due to Budget Committee
- Attend town meeting

APRIL 2022

- Meet with Beverage Garden Committee
- Select entertainment
- Meet with RAGBRAI Staff
- Entertainment contracts returned
- Invitation to celebrities
- Secure locations and staging and inform RAGBRAI if you wish to utilize the RAGBRAI Stage
- Secure rain site, if feasible

MAY 2022

- Look for sponsors
- Meet with Beverage Garden Committee to finalize Beverage Garden entertainment
- Finalize schedule for entertainment
- Work with Publicity's Signage sub-committee to determine signs needed
- Work with Web & Social Media Committee to post schedule of Entertainment

JUNE 2022

- Special needs of entertainment
- Meet with RAGBRAI Staff, walk-through with Vendor and Entertainment areas
- Synopsis of events sent to RAGBRAI

JULY 2022

- Schedules and assignments for volunteers
- Volunteer orientation and training meeting
- Clean stage areas
- Community clean-up

AFTER RAGBRAI

- Send out thank you notes
- Complete surveys
- Final meeting with RAGBRAI Staff

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**RAGBRAI® ENTERTAINMENT & SPECIAL EVENTS BUDGET
CENTERVILLE, IOWA (JULY 27, 2016)**

REVENUE

Entertainment Income	Budgeted	In-Kind	Actual
Sponsorship	8,750.00	0.00	8,750.00
<i>(All sponsorship included in Executive Budget)</i>			
TOTAL REVENUE	\$8,750.00	\$0.00	\$8,750.00

EXPENSES

Entertainment Expenditures	Budgeted	In-Kind	Actual
Headliner Band	17,500.00	0.00	17,500.00
Opening Bands	10,000.00	0.00	6,000.00
Main Sound Stage/Sound	12,000.00	0.00	11,250.00
Opening Sound Stage/Sound	1,200.00	0.00	1,200.00
Set-up/Rider	750.00	0.00	0.00
Kids Games	1,000.00	0.00	1,000.00
Human Foosball/ Activities	2,000.00	0.00	3,110.71
ASCAP/BMI Licensing	0.00	0.00	.00
Other Entertainment	0.00	0.00	500.00
Tent Rental	0.00	0.00	0.00
Laser Light Show/Fireworks	0.00	0.00	0.00
Hotel Rooms	525.00	0.00	1,209.60
Miscellaneous (meals for bands/stage hands)	200.00	0.00	1,505.42
TOTAL EXPENSES	\$45,175.00	\$0.00	\$43,275.73

	Budgeted	In-Kind	Actual
Total Revenue	\$8,750.00	\$0.00	\$8,750.00
Total Expenses	\$45,175.00	\$0.00	\$43,275.73
TOTAL PROFIT/LOSS	-\$36,425.00	\$0.00	-\$34,525.73



Leon RAGBRAI Entertainment



STONE LIZARD

4:00 p.m. to 6:30 p.m.



VOCAL TRASH

6:30 p.m. to 8:00 p.m.

Website: vocaltrash.net

 facebook.com/vocaltrash



RHINO

8:00 p.m. to 11:30 p.m.

Website: rhinotheband.com |  facebook.com/rhinotheband

For more information, visit www.ragbraileon.com or contact
Kolton Hewlett at info@leonchamber.org

RAGBRAILEON.COM | FACEBOOK.COM/RAGBRAI2016LEON

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The main stage was glowing in Clear Lake with the reggae band The Wailers. Huge crowds!



Flyers promoting the entertainment were placed everywhere in in Sioux City.



SMASH MOUTH

with special guests

SIoux CITY ROCKESTRA

Tickets are just \$10! Buy your tickets at the Tyson Events Center, and get an official RAGBRAI Sioux City t-shirt for only \$5! That's half price! Anyone wearing an official RAGBRAI Sioux City t-shirt the night of the show will have access to special deals and discounts. Watch for details!

Kick-Off RAGBRAI's 38th annual ride in Sioux City!

JULY 24 • 7 pm

Historic Fourth Street, Downtown Sioux City

Tickets available at the Tyson Events Center Box Office, all Ticketmaster outlets, online at [Ticketmaster.com](https://www.ticketmaster.com), or by calling 800-745-3000



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OVERNIGHT HOST COMMUNITIES



Party Like It's 1973
 Saturday, July 18
 Sioux City
Huey Lewis & The News

GIVE OUR SHORES A SPIN
 Sunday, July 19
 Storm Lake
ARCH ALLIES
 THE NATION'S PREMIER TRIBUTE BAND
 Featuring the music of: STYX JOURNEY REO

WE'RE GOING PLACES!
 FORT DODGE
 Monday, July 20
 Fort Dodge
SPAZMATIC

JOHNNY HOLM BAND

**Tuesday, July 21
 Eldora**

A WHEELY BIG DEAL!

CEDAR FALLS-UNI
 IT'S ALL DOWNHILL FROM HERE.
 JULY 22, 2015

**WEDNESDAY, JULY 22
 Cedar Falls**

HAIRBALL

THURSDAY

Thursday, July 23
 Hiawatha

Dennis DeYoung: The Music of STYX

44th annual Street Fest

DAVENPORT

Saturday, July 25
 Davenport

Cheap Trick

FRIDAY, JULY 24
 Iowa River Landing at Coralville

Purchase your day pass on the ride for just \$25 per day!

