

## HOSPITALITY COMMITTEE

The Hospitality Committee should work closely with the Publicity Committee due to overlapping goals.

### Meet with RAGBRAI Staff

West February 18/19

East February 25/26

### 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 Executive Committee 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. YOU SHOULD GET ALL AGREEMENTS IN WRITING. A COPY OF ALL AGREEMENTS SHOULD BE FORWARDED TO THE TREASURER.**

The **GREAT IOWA HOSPITALITY** is the one thing that all riders remember and comment on in their surveys. **The Hospitality Committee is the "heart" of the event - the cheerleaders for your town.**

The efforts of the Hospitality Committee make the difference between an average event and a memorable one. From the time riders enter your town until they leave; your efforts will make a lasting impression.

## Areas of Responsibility

The Hospitality Committee has five primary areas of responsibility.

1. Stimulating community spirit, host town meeting
2. Order and sell town t-shirts
3. Community beautification prior to the ride
4. Decorations for the day of the ride
5. Ambassadors to Welcome and bid Farewell



## Stimulating Community Spirit

The Hospitality Committee should work with the Executive Committee to plan and host a town meeting. Towns in 2018 had success with hosting town meetings where the community was informed on RAGBRAI matters. Some towns used the event to unveil their theme and logo, where others just had a fun event to stimulate community spirit. Consider hosting several meetings to get the word out, and to garner community buy-in for the event.

While the Publicity Committee is in charge of selecting a mission statement and town theme/logo, the Hospitality Committee is responsible for **carrying out that theme throughout the community** in advance and during the day of the ride.

## Town Theme T-Shirts

Hospitality Committees sell community-themed T-shirts to create a sense of community pride and to generate excitement about RAGBRAI coming to town. Selling T-shirts also provides a source of income.

The Publicity Committee is charged with designing the t-shirts, while the Hospitality Committee is responsible for producing, printing, promoting and selling the t-shirts. Recent history has shown that youth sizes sell quickly. A marketing plan should be developed that captures community spirit and generates resources. Some towns sell the shirts

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through their schools or school groups and allow the organizations to keep \$1 of every shirt sold.

To promote their T-shirts, many communities have T-shirt day on the day of the week that RAGBRAI hits town, or every Friday, and urge local residents to wear their town's RAGBRAI T-shirt. **Residents are more apt to purchase a T-shirt if there is an incentive.** Merchants then give discounts to people wearing the T-shirt on the specific day. In 2013, Oskaloosa printed posters to display in windows to identify those businesses participating in the t-shirt discount promotion. On the day RAGBRAI is in town, encourage vendors to give anyone wearing a community T-shirt the same discount that the riders who are wearing wristbands will receive. (See the Wristband section of the Introduction chapter) Many communities offer free shuttle trips as well as complimentary entrance into the Beverage Garden for those wearing the community T-shirt. These incentives should also be promoted to surrounding communities.

If your town t-shirts have an unusual design and catchy theme, you'll sell many of them to local residents and a limited number to riders and other visitors. Most communities sell between 500 and 1,000 T-shirts. In 2008, Tipton (pop. 3,100) sold \$15,000 worth of T-shirts, including \$5,500 online. **Very few towns have made money on other souvenirs, so we advise going easy on any merchandise items other than T-shirts.** It seems that when RAGBRAI arrives, selling buttons, caps, plaques, etc., takes low priority.

2018 Town	Number of T-shirts	Selling Cost
Onawa	400	\$20
Denison	1000	\$15/20
Jefferson	1000	\$20
Ames	1500	\$20
Newton	1200	\$15
Sigourney	500	\$15
Iowa City	400	\$20
Davenport	144	\$15

### Community Beautification

This could be one of the subdivisions of your committee. Thousands of people will be in your community for the first time. Their first impression - and the one they'll always remember - will be of riding into town. Communities should make a special effort to have their towns in tip-top shape, to show their pride in their community.

Towns have made many efforts to beautify their communities by creating "entry strips," planting trees, or cleaning up the area. Earl May Garden

Center, founded in Shenandoah, handed out thousands of seed packets to riders. Previous towns have had official flowers for RAGBRAI, petunias and geraniums for example, and planted these throughout their town. Sioux City got the kids involved by having a sidewalk chalk party.

Community efforts in preparation for visitors can include cleanup days with special trash pickup, mowing vacant lots, painting, pulling weeds, tearing down old buildings and giving local establishments and homes a fresh coat of paint. Many towns report that after residents clean up and fix up for RAGBRAI, pride for the town's appearance continues long after RAGBRAI. This is a very good way to get high school students involved in clean up. This will help with community service hours they may need as a club project.

### Decorations

Another subdivision of the Hospitality Committee could be decorating the town before RAGBRAI. Everyone wants their town to look its best when the guests arrive and it can be very time consuming, especially if you are handling other duties related to hospitality. People to consider for a Decoration subdivision chair include art teachers, florists, etc. What a great way to get young people involved.



It is wise to concentrate on your town's focal points and only decorate where you can make the most impact. Towns generally begin decorating at the edge of town where the riders' route enters and carry the theme through the town. Towns will create an entranceway for the riders to pedal under or

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through with the use of decorations, and a decorated exit as they leave town the next morning.

Most towns create a main focal point that becomes a photo opportunity for all. Your town's name should be prominent on this display as people will always remember where they were on that RAGBRAI.



Guttenberg put together a community-wide program where residents created bike sculptures to display throughout town. This created lots of excitement as everyone got into the RAGBRAI spirit. Some towns have had fun with contests for the household or business that carried out the town's theme in a welcome or farewell.

### Decoration ideas

- Anamosa recreated the State Prison for their prison theme
- Cedar Rapids built a volcano on their island for their survivor theme
- Oskaloosa held a bike decorating contest for local businesses, then placed the decorated bikes along the route through town
- Forest City, home to Winnebago, incorporated their 'RV There Yet?' theme by placing RVs throughout town
- Eldora had a Ferris Wheel to go along with their Wheely Big Deal theme
- Coralville built an arch and rolled out the red carpet for their Ride the Red Carpet Hollywood theme
- Centerville played up their 'No Place Like Centerville' theme with a porta-pot decorating contest
- Orange City played off their Dutch Heritage theme using windmills and locals dressed in period costumes throughout town
- Cresco made full use of their Paranormal theme by having children in town trick or treat through the vendor area

- Waukon decorated their sidewalks for their Monopoly/Handlebar Mustache theme
- Ames, home to Iowa State University, arranged for riders to ride around field level at Jack Trice Stadium as they entered the town



### Signage Ideas

- Work with Publicity Committee on decorations with the town theme
- Posters & signs for businesses to participate in the t-shirt promotion
- T-Shirts Sold Here signs

### Kids' Art Contest

RAGBRAI will sponsor an art contest for students in kindergarten through fifth grade with the grand prize set at \$350. Your town's theme should be incorporated into the art. The artwork should be no larger than 11" x 14". The artwork can be drawings, painting or sculptures.

The Publicity Committee is responsible for promoting and administering the contest. The Hospitality Committee can use the finished artwork to help decorate the community. The winning entry from last year (Iowa City – Book It To Iowa City) is shown below.



## Good Will Ambassadors/Guides

Hospitality Committee members are your community's goodwill ambassadors and official greeters when RAGBRAI is in town. You might want to consider retirees or groups of outgoing high school students for your committee. Committee members should be outgoing, enthusiastic, community-spirited individuals who are extremely knowledgeable about what your town has to offer, the location of various services, etc.



Let us assure you that as soon as riders roll into town, they will start looking for the best places to eat, where the message board is, where they can catch a Shuttle, where the campground is located, where the baggage trucks are parked, where the showers are, when does the Beverage Garden open, and on and on. Make sure these greeters have access to this information so they can answer the rider's questions when they first hit town.

In many communities, the Hospitality Committee members wore a different colored theme T-shirt with "Ask Me!" printed on the back so they were easily identifiable as someone able to answer questions; a "walking Information Center" if you will. You may also work in conjunction with the Shuttle Committee to provide docents on each shuttle to answer questions and provide information during the shuttle. The Hospitality Committee may consider caps, vests, buttons, pins or other attire to make their members highly visible.

## Alcoholics Anonymous Meeting

An adjunct to your role as ambassadors is to arrange a time and place and publicize on your Web site a meeting that riders request every year. Several riders (50-70) are members of Alcoholics Anonymous and will wish to attend an AA meeting with a suggested 7:00 p.m. start. As soon as you have arranged this, please send the time and place to the RAGBRAI office by e-mail at [tj@ragbrai.com](mailto:tj@ragbrai.com).

We'll place the week's schedule of AA meetings in every town on our Web site.

## A Big, Big, Big Welcome

Remember, the first impression of your town will last with the bikers. Therefore, the more hospitality they see on arrival the better. Most communities concentrate their energies into a main welcome area on the route into town to wow the riders.



Ames set up a welcome party in the parking lot outside Jack Trice Football Stadium and treated the riders to a trip around the field. This was a first for RAGBRAI, and very well received.



This committee should also have volunteers stationed in as many locations as possible to greet the riders and drivers as they arrive. You can never have too many young people involved in a welcome.

## RAGBRAI XLIX - Overnight Town Handbook - 2022

Many communities enlist the help of residents along the bike route into town and ask them to carry out the theme in their yards. Hiawatha's theme of "Aloha" asked homeowners to decorate their lawns with a Hawaiian flare and hand out leis to riders as they rode through the neighborhood. Not only do the riders appreciate and remember the greeting, but also your residents will feel involved with RAGBRAI.

To determine the arrival time of the riders for your big welcome, be aware that cyclists, under ideal conditions, average 10 miles per hour. Things like rain, wind, and cold will slow riders, so plan to keep people at the entrance later into the evening.

Please keep in mind that any archway over the road must meet DOT clearance. One town had to remove their arch once the road opened to vehicle traffic.



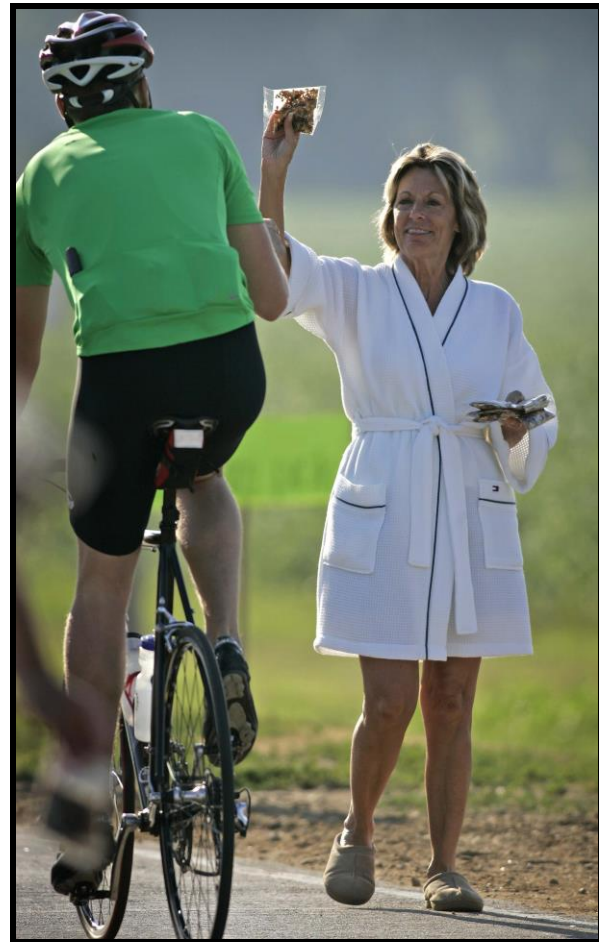
Once riders are migrating downtown, committee members should mingle with the crowds and hand out the tabloid, souvenirs and maps of the city. One town handed out 10,000 gift bags at the "welcome center". The bags included travel-size items.

### A Grand Farewell

The committee will want to have volunteers on the route out the next morning, so they can give the riders a big send-off. The final impression is critical to creating a positive memory of your town. People greeting the riders or bidding them farewell can wave at them or hold signs inviting them to come back again. Don't forget this final impression.



In Orange City, volunteers dressed in Dutch costume and waved to riders on the way out of town. It gave riders a final photo op to remember their overnight stay and leave a lasting impression.



In one town, the Hospitality Committee dressed as if they had just jumped out of bed in pajamas, curlers and face cream. They waved and hollered, "Thanks for last night" as the riders left town. The committee happened to have placed themselves by a large sign that read, "It's been fun sleeping with you!"

## RAGBRAI XLIX - Overnight Town Handbook - 2022

### HOSPITALITY COMMITTEE TIMELINE & CHECKLIST

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

#### FEB/MARCH 2022

- Determine how many volunteers you will need
- Meet with RAGBRAI Staff
- Budgets due to Budget/Fundraising Committee
- Talk to school students about volunteering
- Attend Overnight Host Town Meeting in Des Moines
- Meet with Publicity Committee

#### APRIL 2022

- Work with the Publicity Committee to plan and promote a kids art contest, and town hall meetings for your community
- Post on your town website community news on beautification projects and safety concerns for residents
- Determine location/time for AA meetings and send to RAGBRAI
- Start selling T-shirts

#### MAY 2022

- Schedule and promote a town T-shirt Day to get businesses involved
- Sponsor a town beautification day or days

#### JUNE 2022

- Meet with Information Center and Volunteer Committees regarding program for Orientation Meeting
- Determine decorations for route in and out of town
- Determine welcome and farewell location and decorations

#### JULY 2022

- Provide hospitality at volunteer orientation and training
- Community clean up

#### AFTER RAGBRAI

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

**RAGBRAI® HOSPITALITY BUDGET  
CENTERVILLE, IOWA (JULY 27, 2016)**

**REVENUE**

<b>Hospitality Income</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
T-Shirt Sales (Public) (500 @ \$15 each)	7,500.00	0.00	5,783.30
T-Shirt Sales (Committee Members) (250 @ \$10 ea)	2,500.00	0.00	0.00
Sponsorships	35,000.00	0.00	49,300.00

**TOTAL REVENUE \$45,000.00                      \$0.00    \$55,083.30**

**EXPENSES**

<b>Hospitality Expenditures</b>	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
T-shirts – white – public sale, 500 @ \$5	2,500.00	0.00	3,609.95
T-shirts – colored for Committees, 250 @ \$5	1,250.00	0.00	1,142.77
Welcome Decorations	2,500.00	0.00	2,153.43
Welcome Sign	500.00	0.00	22.47
Town Hall Meeting	200.00	0.00	461.86
Community Beautification, flowers, pots	1,500.00	0.00	852.32
Shipping Expenses	0.00	0.00	99.84
Sponsorship Signs	0.00	0.00	1,494.50
Refund portapotty fees	0.00	0.00	1,600.00
Misc	0.00	0.00	15.00

**TOTAL EXPENSES    \$8,450.00                      \$0.00    \$11,452.14**

	<b>Budgeted</b>	<b>In-Kind</b>	<b>Actual</b>
Total Revenue	\$45,000.00	\$0.00	\$55,083.30
Total Expenses	\$8,450.00	\$00.00	\$11,452.14
<b>TOTAL PROFIT/LOSS</b>	<b>\$36,550.00</b>	<b>\$0.00</b>	<b>\$43,631.16</b>

# ONAWA BEAUTIFICATION



DECORATE WITH  
SUPERHERO &  
HOMETOWN HERO  
THEMES

SATURDAY  
JULY 21

## BE A SUPERHERO BY TAKING PRIDE IN OUR TOWN

- Clean and fix up your yard or business
- Decorate with a hero theme
- Plant official Onawa RAGBRAI flowers
- Be an ambassador to the 25,000 visitors

If you would like more  
Onawa RAGBRAI information:

[WWW.ONAWARAGBRAI.COM](http://WWW.ONAWARAGBRAI.COM)

FACEBOOK @ONAWARAGBRAI



## OFFICIAL ONAWA RAGBRAI FLOWERS

- Red Leaf Red Begonias
- Marigolds
- Blue Petunias







# Washington RAGBRAI

## Town Hall Meeting

**Monday, April 18th  
6:00 p.m. - 7:00 p.m.**

**Washington High School Commons**

**Meet the RAGBRAI Planning Team  
Volunteer Opportunities  
Ask Questions & Get Answers**



**Selfies with George the Pig!**

**#washrag Swag Available!**



# GLENWOOD'S STAR-SPANGLED SENDOFF T-SHIRTS

A fund raiser for the Glenwood RAGBRAI

Order form due Wednesday, June 8, 2016.



Name: \_\_\_\_\_ Daytime phone: \_\_\_\_\_  
 Address: \_\_\_\_\_ Evening phone: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Prices are as follows and payment MUST accompany order! (Checks made payable to Glenwood RAGBRAI.)

**Product descriptions:**

**Royal or Red solid color short sleeve regular t-shirt (\$15.00):** 5.6 oz., pre-shrunk 50/50 cotton/polyester.

Youth sizes: S, M, L, XL, Adult sizes: S, M, L, XL, 2XL, 3XL

**Royal Frost or Red Frost Tri-blend short sleeve adult crew neck t-shirt (\$18.00):** 50/25/25 poly/ring spun cotton/rayon (soft feel.)

Adult sizes: S, M, L, XL, 2XL, 3XL

**Royal Frost or Red Frost Tri-blend short sleeve ladies' crew neck t-shirt (\$18.00):** 50/25/25 poly/ring spun cotton/rayon (soft feel.)

Ladies' sizes: S, M, L, XL, 2XL, 3XL

**Royal Frost or Red Frost Tri-blend short sleeve ladies' v-neck t-shirt (\$18.00):** 50/25/25 poly/ring spun cotton/rayon (soft feel.)

Ladies' sizes: S, M, L, XL, 2XL, 3XL

**Additional Charges:** Add \$6.80 for each item that requires shipping via USPS Small Flat Rate Box.



All shirts will have list of Glenwood RAGBRAI sponsors on back.

Please list quantity next to size ordered

■ Royal short sleeve 50/50 t-shirt (\$15)	__YS	__YM	__YL	__YXL	__AS	__AM	__AL	__AXL	__A2XL	__A3X	Total: \$	_____
■ Royal Frost Tri-blend short sleeve crew neck t-shirt (\$18)					__AS	__AM	__AL	__AXL	__A2XL	__A3X	Total: \$	_____
■ Royal Frost Tri-blend short sleeve ladies' crew neck t-shirt (\$18)					__LS	__LM	__LL	__LXL	__L2XL	__L3X	Total: \$	_____
■ Royal Frost Tri-blend short sleeve ladies' v-neck t-shirt (\$18)					__LS	__LM	__LL	__LXL	__L2XL	__L3X	Total: \$	_____
■ Red short sleeve 50/50 t-shirt (\$15)	__YS	__YM	__YL	__YXL	__AS	__AM	__AL	__AXL	__A2XL	__A3X	Total: \$	_____
■ Red Frost Tri-blend short sleeve crew neck t-shirt (\$18)					__AS	__AM	__AL	__AXL	__A2XL	__A3X	Total: \$	_____
■ Red Frost Tri-blend short sleeve ladies' crew neck t-shirt (\$18)					__LS	__LM	__LL	__LXL	__L2XL	__L3X	Total: \$	_____
■ Red Frost Tri-blend short sleeve ladies' v-neck t-shirt (\$18)					__LS	__LM	__LL	__LXL	__L2XL	__L3X	Total: \$	_____

Shipping (\$6.80 per item that needs shipped via USPS Small Flat Rate Box)

\$6.80 x \_\_\_\_\_ items shipped Total: \$ \_\_\_\_\_

(Checks made payable to Glenwood RAGBRAI)

**Grand total: \$ \_\_\_\_\_**

Please complete order form and submit to Joe Designer at 427 Sharp Street, Glenwood, IA 51534 or e-mail [joe@joedesigner.net](mailto:joe@joedesigner.net) or fax to 712-527-2829. Orders will be filled as soon as supplies allow.

**Order form due Wednesday, June 8, 2016.**

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