

INTRODUCTION

This handbook is prepared to assist overnight host communities in their preparation for RAGBRAI®, Register's Annual Great Bicycle Ride Across Iowa™. Special tips are also provided for the starting and ending cities. A flash drive is also available that includes electronic versions of documents, forms, budgets, presentations and photos that appear in this handbook. The symbol (FD) denotes that an electronic version is included on the flash drive.

This book doesn't have all the answers, but it does contain information from survey responses and lessons learned by past overnight towns.

There are also recommendations from RAGBRAI team, the Iowa State Patrol, RAGBRAI medical personnel and others who have been involved with the ride over the years. Valuable insight can also be gained by talking with local residents who have participated in past RAGBRAI events.

Because no two communities are the same, and each has something unique to offer, there is no right or wrong way to host the ride. We suggest that after reading this handbook you contact communities that have hosted the ride previously for specific ideas. Last year's chairs are listed at the back of this handbook.

We thank you for hosting RAGBRAI and know your town will help us make RAGBRAI an especially memorable ride across Iowa as a tribute to the many who have biked the state in the past and to those who will pedal the roads of Iowa in the future.

How the Ride Works

Each rider and non-rider pays a fee to participate in RAGBRAI. For that fee, RAGBRAI:

- Organizes the ride
- Provides official RAGBRAI ride credentials
- Plans the route and works with the communities
- Marks the route with distinctive signage
- Arranges for overnight camping
- Provides portable toilets and hand washing stations in the overnight town campgrounds
- Covers the administrative expenses
- Provides emergency medical and SAG Wagon service on the designated rider route
- Provides bicycle and support vehicle route maps
- Works with the Iowa State Patrol, county sheriffs, the Iowa Department of Transportation and County Engineers

- Provides two baggage semi-trucks to carry the riders' baggage from town to town
- Gives each rider an official RAGBRAI patch
- Arranges for bicycle repair shops along the route
- Free shipping of Lost & Found items turned in during and after the ride
- Arranges for bike shipping

The people of Iowa share their communities, homes, and themselves with this festival on wheels. The key to a successful RAGBRAI experience is positive, total community involvement. Your community will also benefit in various ways when you accept and meet the challenge of hosting the ride.



The Overnight and Pass-through Hosts

RAGBRAI does not intend to place any community in the position of being forced to host the ride, so we ask potential overnight communities the summer prior if they would like to be considered to be on the route. We will contact city officials by letter for the pass-through communities in mid-February. More than 200 communities are on a waiting list to be included as either an overnight or pass-through host.

The Route

The RAGBRAI staff plans the route in cooperation with the Iowa State Patrol and the Iowa Department of Transportation. Traffic flow and county maps from the Department of Transportation are used, and county engineers also play a role.

The primary consideration in planning the route is safety. Whenever possible, low-traffic, paved county and state highways are used. The second consideration for a route is the inclusion of particularly scenic areas to showcase Iowa's beautiful countryside. County engineers and local bike clubs have been very helpful in advising us of such areas. It's also important to consider which towns are prepared to handle all the guests!

RAGBRAI XLIX - Overnight Town Handbook - 2022

Sometimes it is necessary to include short stretches of rock/oil or gravel roads to avoid busy highways. County engineers have been extremely cooperative about blading loose rock or gravel from those stretches just prior to the ride. They've also swept loose rock from the pavement at rural intersections and filled wide center and lateral cracks on concrete roadways.

Maps detailing the week's route are distributed at the RAGBRAI Information and Merchandise trailers. A map of each day's route is also published at RAGBRAI.com to alert motorists and others so they can plan an alternate route away from the bicyclists. It should be noted that the RAGBRAI bicycle route is NOT closed to vehicle traffic. RAGBRAI personnel mark the bicycle route from the Main Campground to the next overnight town's Main Campground with bright orange arrows.

A separate route is laid out for vehicles participating in RAGBRAI to keep them off the bicycle route. Maps indicating the support vehicle route will be distributed to drivers and posted on RAGBRAI.com. RAGBRAI personnel will mark the vehicle routes from the overnight town to the next overnight town with bright green arrows.



The Riders

We limit the number of riders to approximately 8,500 full-week riders and allow approximately 4,000 non-riders in support vehicles. We also allow per day an additional 1,500 riders with daily passes. It's estimated that less than 39 percent of all of those participating are from Iowa.

A survey conducted by RAGBRAI indicates that participants are well educated and affluent, with over 57% from households earning over \$100,000 a year. The average rider is 46.3 years old; 65% are male; and 34% are first-time RAGBRAI riders.

On the whole, RAGBRAI riders are extremely courteous, friendly, and appreciative of the hospitality. Some of the out-of-state riders will be in Iowa for the first time and have been known to return to the state because of their RAGBRAI experience.

Wristbands

RAGBRAI participants are selected through a computer-selected lottery and pay a \$175 full-week rider fee, \$35 full-week non-rider fee, or a \$35 per day daily pass fee. Riders and non-riders are issued a different colored, numbered wristband to be worn throughout the ride as identification as an official RAGBRAI participant. Riders also receive a baggage tag and a bicycle band that correspond numerically with the wristband.

We are continuing with our steps toward having all riders and non-riders register with us and pay a fee by offering a daily wristband for \$35 each day. The daily wristband was first offered in 1996, and we are pleased with the results we have seen so far.

Each daily wristband will be a different color and will have the day for which it is valid printed on it. The daily wristband carries with it the same privileges as the full-week band on the day for which it is valid. We are optimistic about meeting our goal of registering all riders.

Each rider and non-rider wearing a wristband has signed a RAGBRAI Waiver & Release of Liability Form that is on file with RAGBRAI.

Some people feel they are above the system and join the ride without paying the fee. RAGBRAI officials did not make a serious effort to discourage the "bandits" or "renegades" from coming until 1990 when we followed recommendations from past local committees and participants to devise a plan that sends a clear message that we don't want bandits or renegades along.

We ask your help in continuing the plan. Riders wearing wristbands may receive discounted service for showers or swimming pool admission and free or discounted shuttle services. They may also receive discounted prices for meals, T-shirts, repair service, etc. **Those without wristbands should pay more.** For example, a shower might cost a rider with a wristband \$5.00, but without a wristband it would cost \$6.00. Entrance into the Beverage Garden is typically free with a wristband and \$3-\$5 without one. Bicycle shops charge similarly. The extra money stays with the organization involved.

Most towns also give discounts to anyone wearing their town's theme T-shirt. In addition to offering

RAGBRAI XLIX - Overnight Town Handbook - 2022

discounts to wrist-banded riders/non-riders, we also ask that you discourage local establishments from raising regular prices just because RAGBRAI is in town. Let's be fair to the riders who do things right and have the proper credentials.

Rider Arrival

Under ideal conditions, a biker can average about 10 miles per hour. The presence of a head wind, high temperature and humidity, hills or rain will slow down the riders. Even on a rainy day with a tail wind, they'll still make good time. So watch the weather and the clock and be ready accordingly.

A few riders may arrive in your town before 9:00 a.m., but they're an exception because most riders don't even leave the previous town until about 6:00 a.m. All riders are on the road by 9:00 a.m. Most should complete a 65-mile day by 2:00 p.m. On a typical day you will see a steady stream of riders for six to eight hours from the time the first group of riders arrive. The Iowa State Patrol, the ambulance crews and all other services provided on the route by RAGBRAI begin patrolling the route at 6:00 a.m., and discontinue patrolling at 6:00 p.m., with the goal of having all the riders off the road by that time.

Motor Vehicles

To help communities alleviate the parking problem, and to discourage participants from bringing vehicles on the ride, a numbered vehicle pass system has been established. Issuing vehicle passes also helps control the number of riders. We issue approximately 1,700 vehicle passes each year. **We urge all host communities to admit only vehicles displaying a pass to their designated campgrounds.** We advise that you have a committee member at the entrance of each campground no later than 6:00 a.m. to provide enforcement for the pass system.

Many vehicles travel along with RAGBRAI and are necessary to conduct the event. Each of these will display a RAGBRAI Official/All Access vehicle decal in the windshield.

The official RAGBRAI vehicles include:

- Two baggage semi-trucks that carry baggage from town to town for the riders who don't bring their own support vehicle;
- Two or three vehicles for each of the official bicycle shops that provide repair service to the riders;
- Four ambulances and a motorcycle first-responder provided for medical care;
- Four SAG wagon vans with trailers to transport riders who have a physical problem or bicycle breakdown while on the road;

- One RAGBRAI Information and Merchandise tent will be in the Main Campground. This tent also serves as the Lost & Found. The tent is accompanied by a straight truck for inventory and supply storage.
- Two RAGBRAI Information and Merchandise trailers located in the downtown or entertainment area. Each trailer is accompanied by a straight truck for inventory and supply storage.
- Twelve RAGBRAI vehicles including a vehicle driven by the RAGBRAI Director; various vehicles used by the ride crew to handle RAGBRAI business during the ride for things such as transporting injured participants from hospitals or helping ride crew set up their booths; and a van used for marking the route.

For more information about motor vehicles and vehicle passes, please refer to the Campgrounds Committee section.



RAGBRAI® Trademark Guidelines

The following are guidelines for communities regarding the authorized and prohibited usage of the RAGBRAI name and logo. Legal action will be taken against any person(s) or parties who misuse the trademark or use it without authorization.

If you have any doubt if it is a legal use, please ask the RAGBRAI Director before you print.

General Trademark Statement

The marks and names RAGBRAI®, RAGBRAI® XLIX, RIDE RIGHT®, and Register's Annual Great Bicycle Ride Across Iowa™, are and shall be the exclusive property of The Des Moines Register and Tribune Company.

The RAGBRAI and RIDE RIGHT logos are registered trademarks and cannot be used without prior written permission of RAGBRAI Marketing Director. All authorized uses of these marks must carry this notice: "RAGBRAI is a registered

RAGBRAI XLIX - Overnight Town Handbook - 2022

trademark of and licensed by The Des Moines Register and Tribune Company. All rights reserved."

Only official RAGBRAI bicycle shops and select Friends of RAGBRAI have limited permission to use these marks on T-shirts and those promotional items or promotional purposes approved in writing in advance by The Des Moines Register.

News Purposes (by media)

The RAGBRAI trademarks may be used by news sources (including newspapers, radio and television stations) if the use is part of a news story, but all uses must include the "®" symbol on first reference. Official logos are available to the media upon request. E-mail media requests to anne@ragbrai.com.

Use of the marks in connection with the sale of videotape highlights, photos or other business use, however, is deemed to be commercial and therefore would no longer be considered "news." Thus, it would not be allowed without prior written permission from RAGBRAI Marketing Director, anne@ragbrai.com.

Simply put, your local newspaper may create a bike ride special section (primarily so the riders have an accurate map and a complete listing of things to do/see and places to eat), but the advertisers who advertise in it MAY NOT use the RAGBRAI name or logo in their advertisements without prior written permission from RAGBRAI officials. TV and radio stations may broadcast live at a particular location during the event, as long as an advertiser does not financially support the time with RAGBRAI ads, i.e. "Stop in for our RAGBRAI Sale."

Advertising

Use of the trademarks, such as the official logo, to sell commercial advertisements or commercial space and merchandise must be specifically authorized in writing in advance by RAGBRAI officials. Normally, that authority is granted as part of a Friends of RAGBRAI package, where RAGBRAI receives contractual assurances as to the use of its marks and the products or services licensed, as well as compensation for such use of the trademark.

If you are contacted by a company that wants to use the RAGBRAI logo or wants to sell or advertise goods or services bearing the RAGBRAI logo or trademark, please contact RAGBRAI immediately. You are advised that RAGBRAI has rights under federal and state law which may be violated if you make an unauthorized use of the RAGBRAI trademark or assist another in the manufacturing, marketing or sale of goods or services that use the

RAGBRAI trademarks without permission of RAGBRAI officials.

A simple signal of improper and unauthorized usage is using the name RAGBRAI in lower case. Because RAGBRAI is an acronym with a special and unique meaning, this usage is improper and would never be authorized by RAGBRAI.

The bottom line is: **the RAGBRAI trademark (be it spoken, written, electronic, digital or in logo form) may not appear in any advertisement or commercial use without a signed agreement from The Register and RAGBRAI officials.**



Signage

The 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 which advertises a sale, i.e. RAGBRAI special: Soda Pop \$3.25 a case, is commercial use of the trademark and will not be allowed without prior written permission.

Many companies will also ask to print welcome signs on their corporate banners. A beverage company logo could not be printed on the same banner that says "Welcomes RAGBRAI". They could, however, print the banner with the words, "Welcomes Riders!"



Promotional Items/Giveaway

Only official RAGBRAI bicycle shops and select Friends of RAGBRAI have limited permission to use these marks on T-shirts and promotional items, or for promotional purposes.

Committee's Use of RAGBRAI

Your local committee may use the words RAGBRAI and the RAGBRAI logos in their tabloid and other promotion as long as it is not connected in a commercial way. For example, you could not have a large Buzz Motors logo above the RAGBRAI logo, but you could have the RAGBRAI logo with some corporate sponsors.

Towns may use the Classic RAGBRAI logo and the RAGBRAI XLIX logo (2022 hot air balloon logo) on your webpages and in their tabloids and maps as long as it is not connected to advertising or sponsors.

If you have questions, please contact the RAGBRAI Marketing Director (anne@ragbrai.com) prior to any use of the RAGBRAI trademarks or the sale of goods supplied or sold.

Friends of RAGBRAI

In cooperation with RAGBRAI's advertising and marketing departments, a program was initiated in 1989 to provide a limited number of compatible businesses the opportunity to be a part of the ride as a Friend of RAGBRAI. The businesses must fit into the total scheme of the ride and not conflict with either the purpose of the ride, or activities and businesses in the communities along the way. Friends of RAGBRAI usually set up in overnight host towns and will not normally be involved in retail food sales. If there is a Friend with a retail food interest, arrangements will be made with the cooperation of the local committee.

The Register's News Coverage

A reporter will meet with your committee to obtain information about your community for special RAGBRAI coverage before RAGBRAI starts as well as during the event. During RAGBRAI, Register reporters write daily columns for RAGBRAI coverage in The Des Moines Register and online that is produced each day of the ride.

Please keep in mind that the RAGBRAI staff does not work in the newsroom, nor do they write any stories that are published in The Des Moines Register.

RIDE RIGHT® Program

In 1992, RAGBRAI established a committee that developed a program called RIDE RIGHT. This program promotes safer and more courteous bicycle riding.

The RIDE RIGHT committee is composed of members of bicycle organizations and law enforcement officials from across Iowa. They adopted 10 basic rules focused not only on obeying traffic laws, riding the right way and keeping to the right, but also on having the right equipment and the right attitude while bicycling. An additional goal of the RIDE RIGHT program is to help towns make themselves more bicycle-friendly.

Dream Team Program

In 1996, a small group of Des Moines cyclists, who had concerns with youth in need, meet to discuss how these youngsters could participate in RAGBRAI. They wanted youth who otherwise would not have the opportunity to experience the sense of fellowship, accomplishment and goal setting that participation in RAGBRAI brings.

The Dream Team uses the power of a bicycle to assist youth in developing a positive approach to life's challenges and has ridden every RAGBRAI since RAGBRAI XXV.

