



Winterset RAGBRAI Vendor Info & Guidelines

Thank you for expressing interest in being a food vendor for Winterset RAGBRAI! This information packet is designed to better assist you with filling out the application and answer questions you may have. Winterset is gearing up for a “You’ve Reached the Summit” RAGBRAI experience on July 23. We are expecting upwards of 15,000-20,000 people, and of course, we will need to feed them all.

Our goal is to help every organization and business be successful. This only makes Winterset RAGBRAI that much more successful for our entire community.

IMPORTANT DATES & TIMES

May	Vendor meeting with Food Inspector - Date TBD
June 1	Vendor Application Due
June 15	Accepted Vendors Notified
Late June	Vendor Meeting - Scheduled If needed
July 22	Set-up Begins
July 23	
9:00am	Set-up Completed and inspections begin
2pm	Riders begin arriving
10:30pm	Last Call on beer sales and Entertainment Ends
11:00pm	Tear Down can begin

APPLICATION PROCESS

There will be a booth fee to be located on the downtown square. **A business or entity who sells food or items within their normal operations does not require a vendor fee, however if you expand outside your normal operations, such as into your parking lot or street, a vendor fee will apply.** *Note: cannot sell on the sidewalk per city ordinance.* These fees will be required before any organization will be permitted to be a RAGBRAI vendor. To be considered for participation in Winterset RAGBRAI, each vendor must submit the following items by **June 1:**

Late Fee: Any applications submitted after June 1, 2024 will incur a late fee of \$250 and have no guarantee of approval.

- Vendor application form
- Food license
- Copy of insurance
- Sales tax permit
- Payment as detailed below

Food vendors may also be required to obtain a temporary food stand permit from the Iowa Department of Inspections and Appeals.

<u>Type</u>	<u>Amount</u>
Non-Profit Vendor	\$300
For Profit Vendor	\$600
*Electricity	
120V	\$125 (no fee if using an approved generator)
220V	\$150 (no fee if using an approved generator)
Other	contact us for needs/pricing
**Clean-up Deposit	\$100

*It is vendor’s responsibility to provide accurate electrical information and their own cords. We cannot guarantee accommodations for day-of discrepancies. This does not apply to churches or others serving out of their own business location.

Generator: Use of generators is highly encouraged but will need to be approved due to noise level and odor. *The generator should function in a decibel range of 50-65db and does not emit an odor.*

**Clean-up Deposit must be provided in a separate check, and will be returned immediately following the event, upon approved inspection of vendor space.

LICENSING

Food License

Final approval is contingent on each vendor who is selling consumables obtaining a food license with the Iowa Department of Inspections and Appeals and passing an inspection by the health inspectors on Tuesday, July 23. Please read the Iowa Department of Inspections and Appeals 2024 RAGBRAI FOOD SERVICE AND LICENSE GUIDE.

A temporary food license application and a \$50 fee must be completed with the State of Iowa by June 1. This application and all previously listed requirements must be met before your vendor application with Winterset RAGBRAI will be approved. All vendors selling food will be required to have their own hand sanitation station.

Iowa Sales Tax Permit

For-profit vendors will need to obtain an Iowa Sales Tax permit. For information about obtaining an Iowa Sales Tax Permit contact the Iowa Department of Revenue and Finance.

Insurance

All vendors will be required to show proof of liability insurance. This should be included with vendor application materials.

PAYMENT & APPROVAL

Checks should be made payable to Winterset RAGBRAI. These fees must be paid in full prior to any organization being accepted and permitted to be a Winterset RAGBRAI vendor.

Upon receipt of payment and approval by the Winterset RAGBRAI committee, vendors will be assigned a 20'x20' space, and listed on all Winterset RAGBRAI maps and in our special event tabloid handed out to riders. **If a larger space is needed, please contact us for pricing.**

If a vendor fee is not required, but you want to be listed in any advertising, please fill out the advertising form and fee.

Acceptance: Winterset RAGBRAI Committee reserves the right to deny any application based on need, space availability, and/or vendor intent.

VENDOR LOCATIONS

We will have one prime location for vendors – the inside of the Winterset town square. The beverage garden and entertainment stages will also be located on the town square. All fees are the same regardless of location within the town square. Vendor locations will be assigned to you.

MENU PRICING

It is the vendor's responsibility to set their own prices, however, the Winterset RAGBRAI committee is happy to assist with making pricing recommendations. To encourage riders to register with RAGBRAI, officials recommend that a lower price be offered to those participants wearing an official wristband or a Winterset volunteer shirt. Please list your prices on the application.

ICE

Ice will be sold onsite throughout the day near vendor locations on Tuesday, July 23.

BOOTH INFORMATION

Set-Up

Vendors may begin setup up at 5 p.m. on Monday, July 22. Booths must be set up and ready for inspection by 9 a.m. on Tuesday, July 23. Specific inspection times will not be assigned. You must be ready for the inspection. Vendors must supply their own electrical cords. Vendors are responsible for bringing all their own set up materials. Tents will not be provided.

Hours

While some RAGBRAI participants may start arriving as early as 10 a.m. on Tuesday, July 23, most of the riders will arrive between 2p.m. and 6 p.m. Because we want to provide you with the opportunity to serve riders arriving early, all vendors must complete their booth set-up by 9 a.m. This gives us ample time to complete all necessary inspections. We encourage you to stay open late, as the band will be playing until 10:30 p.m. Downtown vendors will not be able to tear down and clean-up deposits will not be returned prior to 11:00 p.m.

Electricity

You must include a picture of your required plug-in with your vendor application. If you require special plugs or adaptors for your booth, you must let us know on your application. **We will not accommodate day-of changes to electric needs.**

Clean-Up

All vendors must provide a \$100 clean-up deposit check, issued separately from your vendor fee payment. This deposit will be refunded after the event, and after booth space has been inspected by the committee. Space must be clean, cleared of supplies and trash in appropriate receptacles. Even if you run out of food, downtown vendors will not be able to break down your booth until after 11:00 p.m. on Tuesday, July 23. All vendors must be off the square by 5am Wednesday, July 24th.

Signage

Food vendors are responsible for providing their own booth signage. We recommend printing neat, easy to read signs that include each menu item and its price. Vendors are not permitted to use the name RAGBRAI on signs; you will receive an official RAGBRAI vendor sign prior to serving. We also recommend having a sign to put out if you run out of food.

Reminder: You cannot use the name RAGBRAI in your advertising

Work Logs

Logs must be kept of all workers in temporary food stands for at least 30 days after the event, in the event of a foodborne illness outbreak.

DEADLINE

All vendor applications must be received by June 1 to be considered as a vendor for Winterset RAGBRAI. Each approved vendor will be notified no later than June 15. If your application is not approved, we will return or void your payment.

Please mail a copy of the completed vendor application, copy of food license, copy of insurance, sales tax permit, and checks to:

Winterset City Hall
Attn: Winterset Ragbrai Vendor
124 W Court Winterset, IA 50273

The \$100 clean-up check should be a separate check, which will be returned to you after the event and once your spot is appropriately cleaned up.

PRE-MEETING

Once you have been selected as a vendor, you will be contacted about a pre-RAGBRAI meeting to take place in late June. This meeting will cover parking, set-up, and other operational items. It is important that you attend, but not required.



Winterset RAGBRAI - 2024

Food & Vendor Application

Thank you for your interest in being a vendor at RAGBRAI on July 23, 2024 in Winterset!

Type of business: _____ **Non-profit** (\$300 fee + \$100 Deposit) _____ **For Profit/Commercial** (\$600 fee + \$100 Deposit)

Name (to use in publicity): _____

Mailing Address/City/State Zip: _____

Contact Person: _____ Cell Phone: _____

Email: _____ Business Web Address: _____

State Sales Tax Permit #, Fed ID # or SS # _____

Electric Service Needed: ___ **Yes** ___ **No** (if yes, include electrical request form & payment with application)

Will you be bringing your own generator? _____ Make & Model _____

Will you be operating on your own property? ___ **Yes** ___ **No**

Sites are approximately 20' x 20'. How many sites will you need? _____

Will you need additional sites? ___ **Yes** ___ **No** If yes, how many? _____

(There is a fee of \$200 per additional site beyond your initial 20' x 20' space)

Are you a food truck? ___ **Yes** ___ **No** If so, are you licensed in Iowa? _____

Product: Please list the types of food, beverages and/or goods you plan to sell. If you plan to serve a meal or more than three items, attach a separate sheet with menu and prices with and without a RAGBRAI wristband.

Type of item _____ Wristband price \$ _____ No Wristband price \$ _____

Type of item _____ Wristband price \$ _____ No Wristband price \$ _____

Type of item _____ Wristband price \$ _____ No Wristband price \$ _____

If you are serving food, approximately how many meals do you plan to serve? _____

Will you be serving alcohol? _____ *No sales will be approved unless you are pre-approved*

Will you be serving breakfast the next morning, July 24th? _____

Will you need to purchase ice from us? ___ **Yes** ___ **No** If yes, how much? _____ lbs

Hazardous materials at your site (gas, propane, cleaning materials) _____

What time do you anticipate as your arrival time to set-up _____

Application & Payment deadline is June 1, 2024. A late fee of \$250 will be assessed for late applications.

Your application cannot be processed unless the vendor application, electrical service request form and the Temporary Food Service Establishment License Application are completely filled out and all fees and proof of liability are received.

Please mail to: Winterset City Hall, Attn: Winterset Ragbrai Vendor, 124 W Court Winterset, IA 50273

Applicant Signature: _____

Once materials are received and your application is reviewed and processed, you will receive an email or phone call from the vendor committee notifying you if you are approved. You will be contacted in July regarding the location of your vendor spot, the time you may arrive to set up, and to answer any questions you may have. Any questions, contact: wintersetvendors@gmail.com



Winterset RAGBRAI - 2024

Electrical Service Request

Contact Person: _____ Cell Phone: _____

Vendor or Committee Name: _____

Mailing Address/City/State/Zip: _____

Email: _____

Electricity Fee is \$125 for 120v & \$150 for 220v per 20 x 20' site space.

Primary need for electricity:

- | | |
|-----------------------------------------------|---------------------------|
| <input type="checkbox"/> LIGHTING | Quantity of outlets _____ |
| <input type="checkbox"/> REFRIGERATION | Quantity of outlets _____ |
| <input type="checkbox"/> COFFEE MAKER | Quantity of outlets _____ |
| <input type="checkbox"/> FOUNTAIN POP MACHINE | Quantity of outlets _____ |
| <input type="checkbox"/> ROASTER | Quantity of outlets _____ |
| <input type="checkbox"/> CROCK POT | Quantity of outlets _____ |
| <input type="checkbox"/> FRYING PAN | Quantity of outlets _____ |
| OTHER (please list) | |
| _____ | Quantity of outlets _____ |
| _____ | Quantity of outlets _____ |

Total Amount Due: _____

List of any other items needed/specific requests:

All items are limited to 120V or 220V.

A restriction of available outlets for each request may be necessary due to total available power.

Return this form and payment by June 1 to:

Winterset City Hall, Attn: Winterset Ragbrai Vendor, 124 W Court Winterset, IA 50273

Any questions, email: wintersetvendors@gmail.com



Winterset RAGBRAI - 2024

Advertising Only Form

If a vendor fee does not apply to your situation and you want to advertise your business or what you are selling for RAGBRAI 2024, there will be a fee of **\$200 (non-profit) or \$400 (for profit)** in order to be promoted on the Winterset RAGBRAI website, through social media and on the event map.

NOTE: You cannot use RAGBRAI's name in or on anything that you sell.

Contact Person: _____ Cell Phone: _____

Business Name: _____

Address: _____

Email: _____

Total Amount Due: _____ Non Profit (\$200) _____ For Profit (\$400)

List a brief summary about your business and what you are selling. This content might be used in advertising. Advertising decisions are subject to the approval of the Winterset RAGBRAI marketing committee.

Return this form and payment by June 1 to:

Winterset City Hall, Attn: Winterset Ragbrai Vendor, 124 W Court Winterset, IA 50273

And email your logo file (.eps preferred) to: wintersetvendors@gmail.com

NOTE: include your business name and word "logo" in the subject line of your email.



Winterset RAGBRAI - 2024

Vendor Application Checklist

Please make sure you include all of the following items in your vendor request:

- Vendor Application Form
 - Vendor Application Fee
 - Additional Sheets Required for Menu/Items Sold (if applicable)
 - Electrical Request Form (if applicable)
 - Electrical Fee (if applicable)
 - If a temporary food license is required, make sure you apply directly with the Iowa Department of Inspections more than 30 days prior to the event
 - Proof of liability Insurance
 - Clean up deposit (\$100)
 - Advertising Form (if applicable)
 - Advertising Fee (if applicable)
 - Late fee (if applicable)
-
- Vendor application fee
 - Additional space fee (if applicable) Electrical fee (if applicable) Cleanup deposit
 - Advertising Fee (if applicable)
 - Late fee (if applicable)

Total due \$_____

Please make checks out to: Winterset Ragbrai

Mail to: Winterset City Hall, Attn: Winterset Ragbrai Vendor, 124 W Court Winterset, IA 50273

Questions, contact: wintersetvendors@gmail.com