



## CITY COUNCIL MEMORANDUM

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**TO:** City Council

**FROM:** Matthew R. Schmitz, MPA - City Manager

**DATE OF MEETING:** September 30, 2024

**ITEM TITLE:** Register's Annual Great Bicycle Ride Across Iowa Host Town Application

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### **BACKGROUND:**

The City and the Chamber of Commerce received packets from the Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI) to complete and return to be considered a Host Town for the 2025 RAGBRAI event, which is scheduled for July 19 – 26, 2025. The application and Hotel Reservation Form are attached for reference and information.

### **DISCUSSION:**

While the RAGBRAI event does provide an economic impact to the communities that it visits, especially those that are host towns, Staff has concerns about financial outlays that will be required by the City and staffing that will be required to support the event. To be clear, Staff is not against the event, only concerned about funding requirements as most other cities that we have talked to have indicated that the funds provided by RAGBRAI do not cover all costs to the City. Staff from local partners for an event of this size, such as the Chamber of Commerce, BCEDC, and Tourism, may be present to discuss their points of view. City Staff recommends that these members of the community be called upon to share their insights about RAGBRAI as we work to make a decision on moving forward or not with the application.

### **RESULTS:**

The City has established priorities during strategic planning sessions. This item supports the Vision from that session of Engaging and Catalyzing Community. This item helps achieve that vision by bringing new visitors to the City and filling local shops and restaurants during the event.

### **FINANCIAL CONSIDERATION:**

There are no budgeted funds for this at this point in time. Should the Council decide to move forward with the Host Town Application, Staff will need to determine specific budgetary impacts and where funds can be moved from to provide the requisite funding for this event.

### **RECOMMENDATION:**

Staff recommends discussion and a motion to approve the submittal of a Host Town Application to RAGBRAI for the 2025 event, indicating either Yes Independence would like to be a Host Town, or No Independence would not like to be a Host Town.