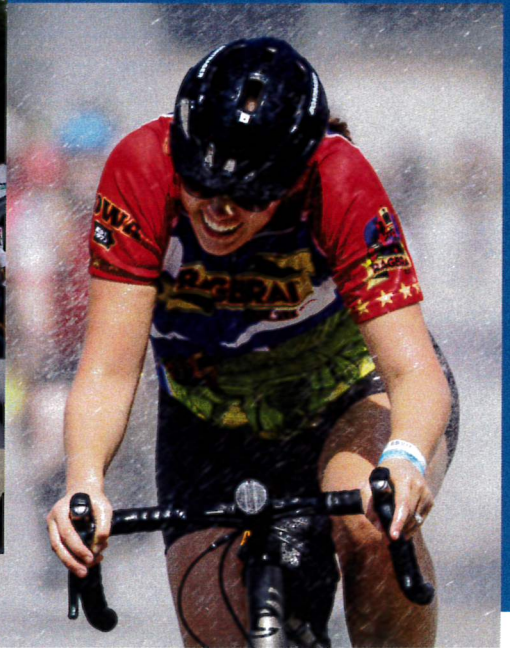


RAGBRAI[®]

Register's Annual Great Bicycle Ride Across Iowa[™]

BECOMING A HOST TOWN





By the Numbers

114

► number of cyclists participating in their first ride since 1973

907

► number of towns RAGBRAI has passed through

22,813

► number of miles ridden since the first ride

50,000

► largest daily cyclist count

457,087

► number of cyclists participating since the first ride in 1973

Dear Iowa Community Leader:

Thank you for your community's interest regarding the possibilities of becoming an overnight town or pass-through town for RAGBRAI®, the Register's Annual Great Bicycle Ride Across Iowa™. RAGBRAI is the oldest, largest and longest multi-day bicycle touring event in the world. RAGBRAI is scheduled for the last full week in July annually.

We provide valuable information about what your community needs to host RAGBRAI. You'll find information on how the route and towns are selected and associated timelines. You'll also discover how your community can express interest in hosting the event in the future.

There are more than 200 Iowa communities that express the desire to host RAGBRAI, and we try to include as many as possible each year. We are proud that your community would consider a RAGBRAI visit!

Sincerely,

Matt Phippen RAGBRAI Director

Community Impact

\$2,300,000

- Total town expense covered by RAGBRAI from 2021-2023

\$25,000,000 +

- RAGBRAI approximate economic impact

*2022 economic numbers from 16/36 towns reporting

\$300,000 +

- Funds RAGBRAI riders raised between 2022-2023 for non-profits and towns

"RAGBRAI coming through Marengo was a great way to showcase our town, promote commerce, and have a fun time doing it. The riders were respectful, appreciative, and really enjoyed their time with us."

Corienne Dally

Marengo Program Director

"July 28, 2023, epitomizes the hospitable spirit that Coralville has been built on for 150 years leading it to be dubbed 'The Hub of Hospitality.' One the hottest days in RAGBRAI history turned into a severe wind and rainstorm. Instead of a pity party, riders huddled inside City Hall and shared food, sang songs by BUSH (the concert that was cancelled due to the storm), played cards, watched a RAGBRAI documentary, and made new friends. Making the most of a bad situation resulted in a memorable experience for the riders and community alike. It was one L of a time!"

Nick Pfeiffer

Publicity and Sponsorship Chair, Coralville RAGBRAI

"When a community thinks of economic impact, traditional impacts of tourism are hotel room nights, sales tax receipts, and entertainment spending. RAGBRAI's impact on our destination goes beyond all of these factors and is much more than the one week in July."

"This event exposed our Quad Cities' destination to 50 states and 18 countries. The value of the word-of-mouth and media exposure is much higher than the amount of money and labor put into hosting it."

Joan Kranovich

Vice President, Business Growth & Director, Sports QC, Davenport.



Community Qualifications

The most important community resource needed to host RAGBRAI is the people in your community. Community leaders and volunteers are the key to hosting a successful RAGBRAI visit. An enormous amount of time and energy would be required to properly plan for and welcome 15,000 cyclists plus thousands of guests to your community.

► Community Engagement

It takes a village. Make sure all city, county, and local stakeholders are committed to hosting RAGBRAI.

► Approximately 70-80 acres of campground

The campground space needs to be located in your community. Acreage can be broken in to different sites. Consider sites that have proximity to shelter, showers, restrooms. Sites that work best include: schools, parks, and fairgrounds.

► Large Crowds

Must be able to host cyclists, drivers, and community. Your festival venue should be large enough to hold 40-50 vendors, beverage garden, and stage.

► Route

Town must be spaced an acceptable distance from previous town and have paved roads. The towns must be connected by roads that are paved and have a low traffic count.

► Vehicles

Town must have the capacity to park an additional 2500 vehicles (RVs, trailers, box trucks, and standard vehicles).





How to Apply

Our community is interested in becoming a host. What do we need to do?

In order to formally express your community's interest, the enclosed RAGBRAI Town Information and Hotel Information Form should be completed and returned by October 31, 2023. Letters of support from your county and town officials should be included along with any maps or brochures from your community. If you prefer to submit your application online, please visit ragbrai.com/hosttownapplication

What is the timeline for selecting communities?

- September 2023 Host town packets sent to all potential RAGBRAI 2024 communities
- October 31, 2023 Application deadline
- Fall/Winter 2023 RAGBRAI reviews applications
- January 27, 2024 Route announcement in Des Moines
- July 20-27, 2024 RAGBRAI® LI

A map with the overnight towns on the route will be published on January 27, 2024. A detailed map showing all of the pass-through towns on the route will be published in early March. A visit is made to the mayor and city clerk of the selected pass-through towns prior to the release of pass-through towns to confirm that they will serve as host towns.

"After a poor experience with RAGBRAI in 2021, we were a little reluctant to go with it again. However, this year was a completely different experience.

RAGBRAI staff met with us on a regular basis from early spring with a follow-up after the ride. The seed money definitely helped with our preparations. We are a community of 587 population. We didn't go overboard in our planning, but we had a great morning with the riders. We made a profit this year. The 3 churches and the Friends of the Library all received money from the profits."

Sharon Irwin
Mayor, Early



Route Requirements

What factors are used to select the RAGBRAI route?

The primary goal is safety. Can we get 20,000 cyclists and their support crews from one town to the next town safely? For every stretch of highway, RAGBRAI organizers look at the following key questions concerning your community:

What is the traffic count on that stretch of highway?

Ideally, we like to select paved roads that have a traffic count of less than 2,500 cars per day and a truck count of less than 200.

How many miles should there be between towns?

The ideal distance for riders, according to RAGBRAI surveys, is 11 - 15 miles between pass-through towns. Any more than 20 miles is going to be a hardship for riders if the highway is extremely hilly, if they face a headwind, or if the weather conditions are very hot and humid.

What is the terrain?

Cyclists will encounter rolling terrain throughout their ride across Iowa. Varying the terrain incorporates the "what if" factor into planning. What if Mother Nature throws the worst possible scenario at the riders? Weather conditions, such as headwinds, hail or high temperatures can turn a full day of hills into a real test for riders.

How scenic is the route?

Most county engineers have provided RAGBRAI with maps of the most scenic highways in their counties. RAGBRAI tries to incorporate these scenic and safe roads into the route planning.

Is roadwork planned for any of the highways?

Again, county engineers are valuable resources in advising RAGBRAI organizers of not only the condition of certain highways but also when construction is planned for and completed.

What are the conditions of the roadways and train tracks along a selected section of highway?

The road and railroad crossing conditions in and around your community are a major factor to determine if RAGBRAI can safely enter and exit your community. Railroad tracks that run perpendicular to the road provide the safest crossings. When we encounter tracks that are rough or in poor condition, efforts are made to correct the problems.

What is the average length of miles per day?

We try to maintain, whenever possible, about 60 - 70 miles as the ideal day's ride. Due to construction, possible route changes can add to the initial route's daily mileage. Long days contribute to rider fatigue, which in turn can cause more accidents. The number of Iowa State Patrol troopers available to monitor intersections is limited. The ride crews who work the ambulances, drive the SAG wagons, and serve as host town liaisons are already working 12-14 hour days. Long days tax RAGBRAI's limits as well as the cyclists.

When a route is determined where all of these concerns and town requests fit into the picture, it is driven twice in the fall to make sure it will work. Once again, safety is always our main priority when deciding the RAGBRAI route.



About RAGBRAI®

Established in 1973

In 1973, just 114 cyclists made it all the way across the state of Iowa. Today, over 20,000 registered riders, young and old alike; from Iowa, across the country and around the world, pedal the entire distance. RAGBRAI attracts participants from all 50 states and many foreign countries. It has covered thousands of miles across Iowa in its history as hundreds of thousands of riders have pedaled in this summertime event.

Throughout the history of the ride, RAGBRAI has visited 870 Iowa communities. That's over 90 percent of all of Iowa's 947 incorporated towns, providing cyclists the opportunity to enjoy the spirit of celebration, hospitality and goodwill that defines Iowa and RAGBRAI. Riders have spent the night in 130 different overnight towns with crowds peaking at over 50,000 guests in the host community.





If you have any questions, please feel free to contact us at:

RAGBRAI Host Town
501 Scott Ave.
Des Moines, IA 50309
matt@RAGBRAI.com • RAGBRAI.com

RAGBRAI LI celebrates 51 years in 2024!



2024



BECOMING A HOST TOWN APPLICATION

RAGBRAI® 2024 Host Town Application

Name of Town: _____, Iowa

Town population: _____

When did you last host RAGBRAI? _____

Tell us about your town? (major events, fun facts, key organizations, etc)

Hotels (please list all hotels within a 10-20-mile radius):

Would your town like to be considered to host RAGBRAI in 2024? **YES or NO** (*circle one*)

If no, is there a reason you would not like to host in 2024? (construction, major event)

Are there upcoming years that your community might have conflicts in hosting RAGBRAI®? (*RAGBRAI is always the last full week in July 20-27, 2024*)



BECOMING A HOST TOWN APPLICATION

Town Contacts:

Chamber, Convention & Visitor's Bureau, Tourism or Economic Development Office

Name/Title: _____

Office: _____

Address: _____

Day Phone: _____ Night Phone: _____

Cell Phone: _____ E-mail: _____

Mayor's Office or City Administrator's Office

Name/Title: _____

Office: _____

Address: _____

Day Phone: _____ Night Phone: _____

Cell Phone: _____ E-mail: _____

Other Community Leader

Name/Title: _____

Office: _____

Address: _____

Day Phone: _____ Night Phone: _____

Cell Phone: _____ E-mail: _____



BECOMING A HOST TOWN APPLICATION

Local Law Enforcement Official

Name/Title: _____

Office: _____

Address: _____

Day Phone: _____ Night Phone: _____

Cell Phone: _____ E-mail: _____

County Official

Name/Title: _____

Office: _____

Address: _____

Day Phone: _____ Night Phone: _____

Cell Phone: _____ E-mail: _____

Please return form by October 31, 2023 to:

ATTN: RAGBRAI Town Application / 501 Scott Ave. / Des Moines, IA 50309

**Questions: email Anne Lawrie (anne@ragbrai.com)
or Matt Phippen (matt@ragbrai.com)**



HOTEL RESERVATION FORM - 2024

POTENTIAL RAGBRAI HOST CITY 2024: _____, Iowa

REQUEST RESERVATIONS FOR 120 ROOMS

(100 DOUBLES & 20 SINGLES) PER NIGHT (SEE CHART FOR DATES IN YOUR AREA)

These rooms will be secured for RAGBRAI's staff and management team (consisting of staff members, law enforcement officials, public safety officials, celebrities, etc.).

ROOMS SHOULD BE RESERVED AND HELD UNDER THE NAME: KARA WAUGH – RAGBRAI. This is NOT a block that riders or teams will call in and make reservations for. These rooms are for RAGBRAI full time staff, Iowa State Patrol, and CARE Ambulance.

If RAGBRAI selects your area, the hotel reservations below will house all RAGBRAI officials. RAGBRAI will guarantee all rooms with a credit card shortly after the route announcement on January 27, 2024.

Please call Kara Waugh with hotel reservation questions at 515-783-5775 or kara@ragbrai.com

Main Staff Hotel (Rooms reserved for nights of July ____, 2024 & July ____, 2024. Please refer to the hotel grid form for exact dates)

Hotel: _____

Hotel Manager/Contact: _____

Address: _____

Telephone: _____ Email of Contact: _____

Rooms Reserved per Night (Reserved for RAGBRAI Staff & Management Team)

Single/King Rooms (1 bed):	# of Rooms Reserved: _____	Rates: _____
Double Rooms (2 beds):	# of Rooms Reserved: _____	Rates: _____
Suite/Other _____:	# of Rooms Reserved: _____	Rates: _____

Hotel Manager Signature (required): _____

Additional Staff Hotel (Rooms reserved for nights of July ____, 2024 & July ____, 2024)

Hotel: _____

Hotel Manager/Contact: _____

Address: _____

Telephone: _____ Email of Contact: _____

Rooms Reserved per Night (Reserved for RAGBRAI Staff & Management Team)

Single/King Rooms (1 bed):	# of Rooms Reserved: _____	Rates: _____
Double Rooms (2 beds):	# of Rooms Reserved: _____	Rates: _____
Suite/Other _____:	# of Rooms Reserved: _____	Rates: _____

Hotel Manager Signature (required): _____

Please return form by October 31, 2023 to:

RAGBRAI Host Town Application / 501 Scott Ave. / Des Moines, IA 50309
Call or email with questions. kara@ragbrai.com or 515-783-5775



2024 HOTEL RESERVATIONS

Request Reservations for 120 Rooms
(100 Doubles & 20 Singles)
Per Nights listed in Chart

FRIDAY, JULY 26 &
SATURDAY, JULY 27

THURSDAY, JULY 25
& FRIDAY, JULY 26

WEDNESDAY, JULY 24
& THURSDAY, JULY 25

TUESDAY, JULY 23
WEDNESDAY, JULY 24

MONDAY, JULY 22 &
TUESDAY, JULY 23

SUNDAY, JULY 21 &
MONDAY, JULY 22

FRIDAY, JULY 19 &
SATURDAY, JULY 20

Reservation Example:

If your town was
Des Moines, IA
in Polk County,
you would reserve
rooms for Tuesday,
July 23 and Wednesday
July 24, 2024.
That would be for
2 nights of stay.

Please Note:

The RAGBRAI overnight
towns will be
announced on
January 27, 2024.

If your town is not selected
to host RAGBRAI, you can
release the room
reservations
after February 13, 2024.

