



PRINT APPLICATION, COMPLETE AND MAIL TO:

DOWNTOWN COMMUNITY ALLIANCE
RAGBRAI JULY 23 Downtown Event
700 Locust Street, Suite 100
Des Moines, IA 50309

APPLICATIONS ARE DUE FRIDAY, MAY 31 2013

MAKE A COPY OF COMPLETED APPLICATION FOR YOUR RECORDS.
SUBMITTING THE APPLICATION DOES NOT INDICATE ACCEPTANCE INTO THE FESTIVAL.
YOU WILL BE NOTIFIED BY EMAIL BEFORE JUNE 7, 2013 IF YOUR APPLICATION IS ACCEPTED.

**RAGBRAI July 23 EVENT
MOBILE and NON-MOBILE FOOD VENDOR APPLICATION**

The Downtown Events Group is pleased to host, along with The Greater Des Moines Convention and Visitors Bureau and The City of Des Moines, the Downtown RAGBRAI Event on Tuesday, July 23, 2013 along the Principal River Walk. This event is free for the public to attend and plans to draw an attendance of more than 20,000 guests.

ABOUT THE FESTIVAL: Planners for Des Moines' official Downtown RAGBRAI Event have created a festival village that will be erected along the Principal River Walk. The boundaries for the RAGBRAI Event Village will be created by closing the Walnut Street and Court Avenue bridges, and closing Water Street areas to create a village atmosphere. Food and entertainment have been planned throughout the day.

FESTIVAL DETAILS: The Downtown RAGBRAI Event Village will include two live music stages, a Bike Expo and food & beverage vendors from 11 am – 10:30 pm along the Principal River Walk. Everclear, Live, Filter and Sponge will perform a free concert on the Court Avenue Bridge. The Bike Expo will be hosted on the Walnut Street bridge. Food and beverage vendors will be located along Water Street and on the eastern end of the Court Avenue bridge. Vendors will also be set up at the official RAGBRAI campsite located in Water Works Park.

VENDOR DETAILS: The Downtown Events Group will be accepting food vendor applications for 6 truck vendors, 6 trailer or cart vendors and 6 non-mobile vendors. Truck vendors will be located and parked along Water Street, which will be closed for the event. Trailer and cart vendors will be located on the Court Avenue Bridge during the day, and then will be rolled back to Court Avenue in the evening. Non-mobile vendors will be located at the official RAGBRAI campsite in Water Works Parks.

Please check here if you are applying to be a:

___ Truck Vendor

___ Trailer/Cart Vendor

___ Non-mobile Vendor



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APPLICATION REQUIREMENTS:

- Mobile food truck/trailer/cart - You must include a photo of the truck, trailer or cart you plan to use at the event along with your application.
- Liability Insurance – All applicants are required to carry \$1,000,000 (minimum) in liability insurance. A copy of your current Certificate of Insurance will need to be provided upon approval of this application.
- Temporary Food License - All food vendors shall meet all state, county and city health and safety requirements. Food vendors will be subject to health inspections by event staff and the County Health Department. Failure to pass a health inspection will result in immediate closure of food vendor's truck, trailer, cart or booth. A Temporary Food License is required by the Iowa Department of Inspections & Appeals. The cost of the Temporary License is \$33.50.

FEES:

Vendor fees for the one day event	\$500.00
Clean-up Deposit*	\$150.00

*Fees will be due upon approval of your application. Your participation is not guaranteed until all fees have been paid in full. A \$30 service fee will be charged for returned checks of accepted vendors.

*The clean-up deposit check will not be deposited and will be returned after the event if inspection of space after the event is satisfactory, trash free and all regulations during the event are followed. Please submit the \$150.00 deposit as a separate check and return it along with the vendor fee.

Deadline for fees is June 25, 2013. All checks should be payable to: Downtown Events Group

Mailing address:
DOWNTOWN COMMUNITY ALLIANCE
RAGBRAI JULY 23 Downtown Event
Attn: Sara Gaskell
700 Locust Street, Suite 100
Des Moines, IA 50309

IMPORTANT DATES:

May 31, 2013
June 7, 2013
June, 25, 2013

Application Deadline
Notification of Acceptance by email
Additional Forms & Fees:

- Temporary Food License
- Insurance Certificate Due
- Fees – vendor fee, clean-up deposit

July 12, 2013

Mandatory Meeting at 5:30 p.m.
Greater Des Moines Partnership, 700 Locust St., Ste. 100
Des Moines, IA 50309

July 23, 2013

Official Downtown RAGBRAI Event 11 am-10:30 pm



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WHAT WE PROVIDE:

- One (1) 10' x 20' vending space on Water Street, at the campsite in Water Works Park, and ample cart space on Court Avenue
- Tented seating in the area
- Professionally designed signage displaying your concession name and menu
- Trash container for vendor use
- Convenient vehicle drive-in for set-up and teardown
- Estimated 5,000 patrons at the camp ground and 10 – 15,000 patrons at the River Walk Village

Vendors will be responsible for providing all infrastructure at their space including generators (if needed), and refrigeration. Water, wastewater and grease barrels will not be provided by the Event.

All food vendors are contracted to be open and fully operational during all event hours from 11:00 am – 10:30pm. The Downtown RAGBRAI Event will go on rain or shine.

HOW TO APPLY:

The following information provides details regarding the Downtown RAGBRAI Event and how to apply as a mobile and non-mobile food vendor. Complete the application and return it by mail to the address provided. If your application is approved, you will be contacted by email and then you will need to submit the required fees, Certificate of Insurance and inspection forms to guarantee your participation.

The completed application must be submitted no later than **May 31, 2013**. Applications received after this date or incomplete applications will not be considered. You must include a photo of your truck, trailer or cart with your application in order for it to be considered complete. Notification of acceptance will be emailed no later than June 7, 2013. Contracts and information packets detailing all setup, procedures, rules and required permits will be emailed to accepted food vendors. **Note: All communications before, during & after the event will be sent by email. All applicants are required to have a valid email address to participate.**

For questions, please contact:

DOWNTOWN COMMUNITY ALLIANCE
RAGBRAI JULY 23 Downtown Event
Attn: Sara Gaskell
515.286.4910
sgaskell@downtowndesmoines.com



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Mobile and Non-mobile Food Vendor Information & Application:

Concession Name _____

Contact person _____

Cell Phone (required) _____

Other Phone _____

Email (required) _____

Website (if applicable) _____

Signature _____

Your signature indicates intent to apply for participation in the Downtown RAGBRAI Event and acceptance of the terms and conditions of the Rules and Regulations of the Downtown RAGBRAI Event

MENU ITEMS: Vendors are selected based on menu items. Only approved items may be sold at the event. Items cannot be priced more than \$5.00. Only approved beverages (coffee, homemade lemonade, juice, etc.) may be sold. Soda, water and alcoholic beverages will be sold only by the Downtown Events Group in designated tents.

List desired menu items you wish to sell. We do our best to limit similar food items however we do not offer exclusivity of any menu items. Additional menu items should be typed on a separate sheet and submitted with the application.

Item 1 _____ Price \$ _____

Item 2 _____ Price \$ _____

Item 3 _____ Price \$ _____

Item 4 _____ Price \$ _____

Item 5 _____ Price \$ _____



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Item 6 _____ **Price \$** _____

Item 7 _____ **Price \$** _____

Item 8 _____ **Price \$** _____

Item 9 _____ **Price \$** _____

Item 10 _____ **Price \$** _____

Completed application with photos of your truck or trailer/cart should be mailed to:

DOWNTOWN COMMUNITY ALLIANCE
RAGBRAI JULY 23 Downtown Event
Attn: Sara Gaskell
700 Locust Street, Suite 100
Des Moines, IA 50309

Application Submission Deadline: Friday, May 31, 2013



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Approved Mobile and Non-mobile Food Vendor Fee Submission:

This portion of the application will be returned upon notification that you have been approved as a vendor for the official Downtown RAGBRAI event. Please save this portion of the application to be completed after the June 7, 2013 deadline for notification.

Concession Name _____

Contact person _____

Cell Phone (required) _____

Other Phone _____

Email (required) _____

Website (if applicable) _____

Signature _____

Your signature indicates intent to apply for participation in the Downtown RAGBRAI Event and acceptance of the terms and conditions of the Rules and Regulations of the Downtown RAGBRAI Event

FEES & REQUIREMENTS: Fees and requirements are subject to approval of your application. Once your application has been approved, and you have been notified by email that your application is accepted, the following fees will be due to guarantee your participation in the Downtown RAGBRAI Event. Fees and forms are due June, 25, 2013.

VENDOR FEE \$500.00 for each truck, trailer or cart

Truck/Trailer/Cart Size (total space including hitch): _____
There is a limit of one truck, trailer or cart per vendor.

CLEAN-UP DEPOSIT* \$150.00

Required by all vendors and must be a separate check & must be submitted along with the vendor fee check.

* The clean-up deposit check will not be deposited and will be returned after the event if inspection of space after the event is satisfactory, trash free and all regulations during the event are followed.



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ALL fees are due to confirm your application. A \$30 service fee will be charged for returned checks of accepted vendors. Your participation is not guaranteed without full payment.

Make checks or money orders payable to: Downtown Events Group

Completed form and fees should be mailed to:

DOWNTOWN COMMUNITY ALLIANCE
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700 Locust Street, Suite 100
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Fee Submission Deadline: Tuesday, June 25, 2013