

RAGBRAI

2023



SIoux CITY

BACK TO WHERE IT BEGAN

1973-2023

Back to where it began Sioux City kicks off 50th ride

The Register's Annual Great Bicycle Ride Across Iowa, also known as RAGBRAI, celebrates its 50th ride in 2023 with a start in Sioux City—the very same place it began.

The first ride took place in August 1973, when John Karras and Don Kaul with the Des Moines Register got the idea to bicycle across the state and write about what they saw. They received approval from their managing editor and invited the public to join them. As the group left from Second and Nebraska Streets in downtown Sioux City, a tradition was born. Cyclists rode to Storm Lake, Fort Dodge, Ames, Des Moines, and Williamsburg, before ending at the Mississippi River in Davenport. That year, about 300 riders started in Sioux City, with 114 of them completing the statewide trip. In 2023, well over 20,000 cyclists will participate in RAGBRAI.

This marks the eighth time Sioux City has hosted this iconic bicycle trek across the Tall Corn State.



Des Moines Register
Riders travel on the first RAGBRAI in 1973.

2010: July 25–31. A number of Sioux City's riverfront projects were completed since RAGBRAI's last stop in Sioux City, including the Lewis & Clark Interpretive Center and Betty Strong Encounter Center. A restored Historic Fourth Street hosted entertainment, as Sioux City's Rockestra opened for Smash Mouth to a crowd of about 25,000 people. Cyclists trekked to Storm Lake, Algona, Clear Lake, Charles City, Waterloo, and Dubuque.

2015: July 19–25. As Sioux City hosted RAGBRAI XLIII, the Tyson Event Center was the main hub of activities and the newly constructed Hard Rock Hotel & Casino provided a large portion of entertainment. The headliner? Huey Lewis and the News! The route took riders through Storm Lake, Fort Dodge, Eldora, Cedar Falls, Hiawatha, Coralville, and eventually Davenport.

2023: July 22–29. RAGBRAI L returns to Sioux City, the place where it all began.



Sioux City Public Museum
Riders travel on 1978 RAGBRAI.



Riders kickoff RAGBRAI 2015 with a tire dip in the Missouri River.



Cover image by Britton Hacke Photography
Local Sioux City cyclists



SIoux CITY

1973: Aug. 26–31. The Des Moines Register approved two of its staff to ride across Iowa, having no idea that it would become the longest, largest, and oldest recreational bicycle touring event in the world.

1978: July 30–Aug. 5. Obtaining the official "RAGBRAI" acronym in 1975, RAGBRAI VI started in Sioux City again. It went to Storm Lake, Humboldt, Iowa Falls, Vinton, Mount Vernon, and Maquoketa, before ending in Clinton.

1988: July 24–30. Iowa weather served up record-high temperatures and drought conditions for RAGBRAI XVI. The 433-mile ride passed through Ida Grove, Carroll, Boone, Des Moines complete with an overnight stay on the capitol lawn), Oskaloosa, Fairfield, and Fort Madison. An optional loop through Farlin gave riders their first Century Day.

1993: July 25–31. RAGBRAI XXI started from Sioux City for the fourth time, then took cyclists to Sheldon, Emmetsburg, Clarion, Osage, Decorah, Manchester, and then on to Dubuque—where the ride was rained out for the very first time.

2001: July 22–28. Four rainy weeks in May unexpectedly made RAGBRAI XXIX the second longest and hilliest in the history of RAGBRAI. After many highway construction projects were not completed in time because of the rain, the original ride was re-routed for safety reasons. Riders left Sioux City in a downpour before traveling to Storm Lake, Denison, Atlantic, Grinnell, Coralville, and Muscatine.

Rhythms of RAGBRAI



Joe Donnelly is an acoustic artist based out of the Omaha area and has performed numerous times in Sioux City, including at Saturday in the Park. He was previously the lead singer for Gallivant Omaha, which was recognized as a top local band in the area.

GhostCat is an alternative/indie rock band from Sioux City that frequently graces the stage of The Marquee on 4th Street and has an impressive catalog of original songs.

Britton Hacke Photography
GhostCat



Flashback is a power rock/pop band covering an eclectic mix of high-energy music from the '70s, '80s, '90s, and even a few hits from today! They play all the songs you love to sing and dance to.



Spin Doctors

Go ahead and rock now

The Spin Doctors were just babies when the first RAGBRAI riders pedaled out of Sioux City in 1973, but this veteran rock band's music should add a swirling boost to the RAGBRAI party crowd of thousands on July 22.

Spin Doctors first gained national attention in the early 1990s with the release of their debut album, "Pocket Full of Kryptonite." The album's hit singles "Two Princes" and "Little Miss Can't Be Wrong," became instant classics and helped propel the album to multi-platinum status and nearly 10 million sales.

"Two Princes" launches group

For much of 1993, their song "Two Princes" was all over the radio and was a must-have for high school garage bands playing at school proms. It rose to #4 on the Top 100 singles chart and enjoyed more U.S. radio spins than any other rock 'n' roll song in 1993.

Spin Doctors' popularity, quirky image, and on-stage performances helped turn them into one of the biggest rock bands of the era. Their catchy melodies blended elements of rock, funk, and blues.

Since their early success, the band has released several live albums and compilations, showcasing their energetic and engaging performances. Follow-up albums, "Turn It Upside Down" and "You've Got to Believe in Something," both received positive reviews.

More than 30 years later with twists and turns, and ups and downs, the one-time multi-platinum-selling band continues to tour, inspiring

BAND ACTS AND TIMES

1:30 – 3:30 P.M.: Joe Donnelly
4:00 – 6:00 P.M.: GhostCat
6:30 – 8:30 P.M.: Flashback
9:00 – 10:30 P.M.: Spin Doctors

*Tyson Event Center Parking Lot



Sioux City serves up lots of LOCAL FLAVORS

Welcome, RAGBRAI foodies! You've come to the right place! From pubs to pizza, Sioux City offers something for everyone. On a budget? We have terrific happy hours and all kinds of specials. Have a taste for traditional fare? Sioux City has great burgers, steaks, and staples like fried chicken, hot dogs, and loosemeat sandwiches. Craving ethnic flavors or upscale options? We've got you covered there, too!

For more recommendations, check out "Siouxland Local Eats" on Facebook.

Quick Eats

Milwaukee Weiner House: a family-owned favorite in downtown Sioux City for 100+ years



Sunkist Bakery: a Siouxland classic dating back to the 1940s

Pierce Street Coffee Works: Sioux City's oldest coffee shop, a winner for breakfast and lunch

Tastee Inn & Out: a Sioux City staple since 1955 and home of the Original Tastee sandwich

Miles Inn: best known for the Charlie Boy (a peppery tavern) and schooners of beer

Sneaky's Chicken: Sioux City's best chicken for 40+ years

Billy Boy's Drive Thru: family-owned fast food since 1962, known for homemade onion chips & dip

One-Eyed Jacks: Area hot spot for food and fun



Adventurous Tastes

DaKao: a casual spot offering Chinese and Vietnamese dishes in an unfussy setting

Diamond Thai Cuisine: all your Asian and Thai favorites

Hdmona Bar and Restaurant: Ethiopian restaurant featuring hearty dishes served family-style

La Juanita's: local hot spot for Mexican flavors



Pete's Thai: authentic Thai and Vietnamese cuisines, including curries, stir-fry, and pad Thai

Rudy Navarrete's Mexican Food: a full menu of tacos, burritos, and other favorites

Food Truck Friday (July 21)

On Facebook @siouxcityfoodtrucks
Runs 11 a.m.–1:30 p.m. in downtown's Pearl Street Park

Historic Fourth Street Area

Jitters: famous for donuts but also featuring a full coffee bar and great lunch options

1008 Key Club: craft cocktails and modern American food

Buffalo Alice: a 40-year tradition famous for its pizza

The Diving Elk: exceptional pub food, craft beers, and signature cocktails

Marto: local favorite for craft beer and mouth-watering apps (try the pretzel!), entrées, and desserts



Rebos: authentic Mexican cuisine with Southwest-inspired flavors

SoHo Kitchen & Bar: homemade American cuisine and signature entrées, plus a full drink menu

Trattoria Fresco: all the Italian classics you love served in an old-world atmosphere

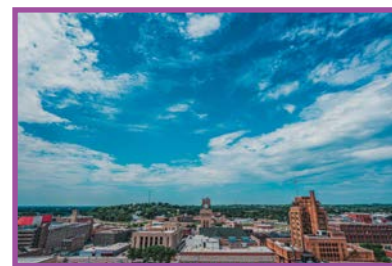
Table 32: handcrafted food and drinks, including delicious daily specials



Historic Pearl Street

Bodega 401: brick oven pizzas, great apps, and a full bar

Main + Abbey: located inside the Hard Rock Hotel & Casino



Great Views

Crown Rooftop Bar at the Warrior Hotel

Crave at Hilton Garden Inn

Kahills Chophouse at the Marriott Hotel in South Sioux City

Jolly's on the River, a waterfront bar and restaurant

Pizza

Local favorites: **Bob Roe's Point After, ElFredo's Pizza, and Jerry's Pizza** + franchise options: **Domino's, Little Caesar's, Papa Johns, Pizza Ranch, Pizza Hut, and 1000 Degrees Neapolitan Pizza**

Mark the milestone with local SIOUX-VENIRS

RAGBRAI guests can pick up plenty of Sioux-venirs from their Sioux City starting point, including locally made snacks, treats, craft beer, coffee, and other merch to mark this milestone ride.



Palmer's Old Tyme Candy Shoppe

Just minutes from the RAGBRAI Expo on Wesley Parkway, Palmer's Candy was founded in 1878. This historic shop offers gourmet snacks and freshly made sweet treats, including its most famous creation: the Twin Bing, a candy bar with a cherry nougat center surrounded by chopped peanuts and chocolate.

Koated Kernels Retail Shoppe & Jolly Time Museum

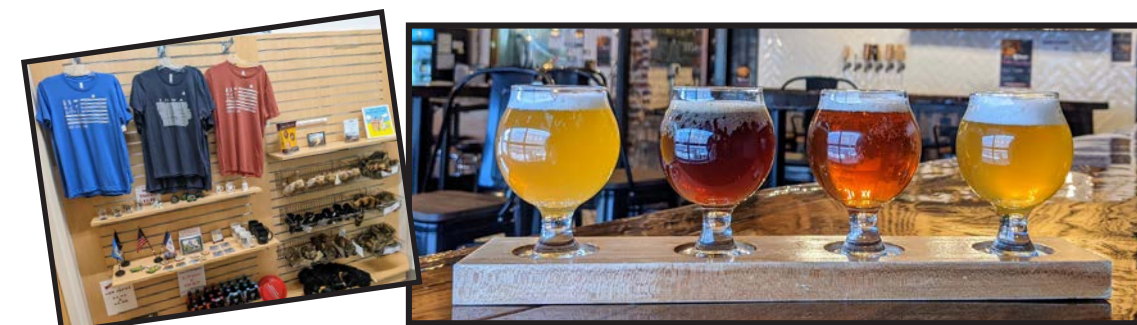
Jolly Time® Pop Corn, America's original brand name popcorn, began in Sioux City in 1914. Purchase traditional bagged and microwave popcorn, plus flavored "Koated Kernels" in 20+ varieties ranging from cinnamon roll to jalapeno cheese to raspberry cheesecake.

Other Gifts & Merch

Sioux City Gifts, 1922 Pierce St., is filled with Sioux City merchandise ranging from gift baskets and books to T-shirts and totes. It's the best spot in town to find locally produced items and the perfect mementos from your time. Our favorites? FLY SUX shirts and luggage tags, which poke fun at Sioux City's three-letter airport code (also available at Sioux Gateway Airport).

Sioux City Public Museum, 607 Fourth St., features T-shirts and other Sioux City merch.

Sergeant Floyd River Museum & Welcome Center, 1000 Larsen Park Rd., has a comprehensive museum, info center, and gift shop with Sioux City-themed items.



Specialty Coffees

Coffee King Roasting & Supply Co. features beans from Africa, Asia, Central America, and South America. Coffee can be purchased at 316 Floyd Blvd. or Pierce Street Coffee Works.

Hardline Coffee Company, 515 Fourth St., serves up unique brews and treats, including vegan and vegetarian menu options. This space also features the ARTSUX Gallery with artists' studios open to the public on Saturdays from 10 a.m.–1 p.m.

Jumpy Monkey Coffee hires employees with physical and mental disabilities to roast beans and distribute regionally; available at HyVee and Fareway stores.

Rosie's Coffee Roasting Company offers fair-trade coffee from exotic locations and is available at Palmer's Old Tyme Candy Shoppe, Zeke's Tree, Sioux City Gifts, and the Farmers Market.

Stone Bru sells custom coffees at its downtown headquarters, 101 West Third St., and its café location, 5822 Sunnybrook Dr.

Farmers Market • July 22

Support local vendors from 8 a.m.–1 p.m. Visit farmersmarketsiouxcity.com or call 712-251-2616 for info.



Craft Beer

Craft beer and biking seem to go hand in hand. Stop by Sioux City's craft breweries while you're here or pick up your favorites for the week ahead.

Brioux City Brewing, 1306 Court St.
Jackson Street Brewing, 607 Fifth St.
Marto Brewing, 930 Fourth St.

THANK YOU SIOUX CITY SPONSORS



Welcome to Sioux City!

★ SATURDAY, JULY 22, 2023



Charter Areas

- 1 Pork Belly Ventures
- 2 Brancel Charters
- 3 Argo Riverbend Bicycle Club/Quad Cities Bicycle Club
- 4 Bicyclists of Iowa City
- 5 Bike World
- 6 Central Iowa Charters
- 7 Cedar Valley Cyclists Charters
- 8 Iowa Valley Bicycle Club
- 9 Lost & Found Charters
- 10 North Iowa Touring Club
- 11 Out-of-Staters/Anywhere Cycling Experience
- 12 Padre's Cycle Inn
- 13 Ron Oman Charters
- 14 Bikes To You

INSET MAP

RV CAMPING INSET



SIOUX CITY

THANK YOU
TO OUR
SPONSORS:



SIOUX CITY

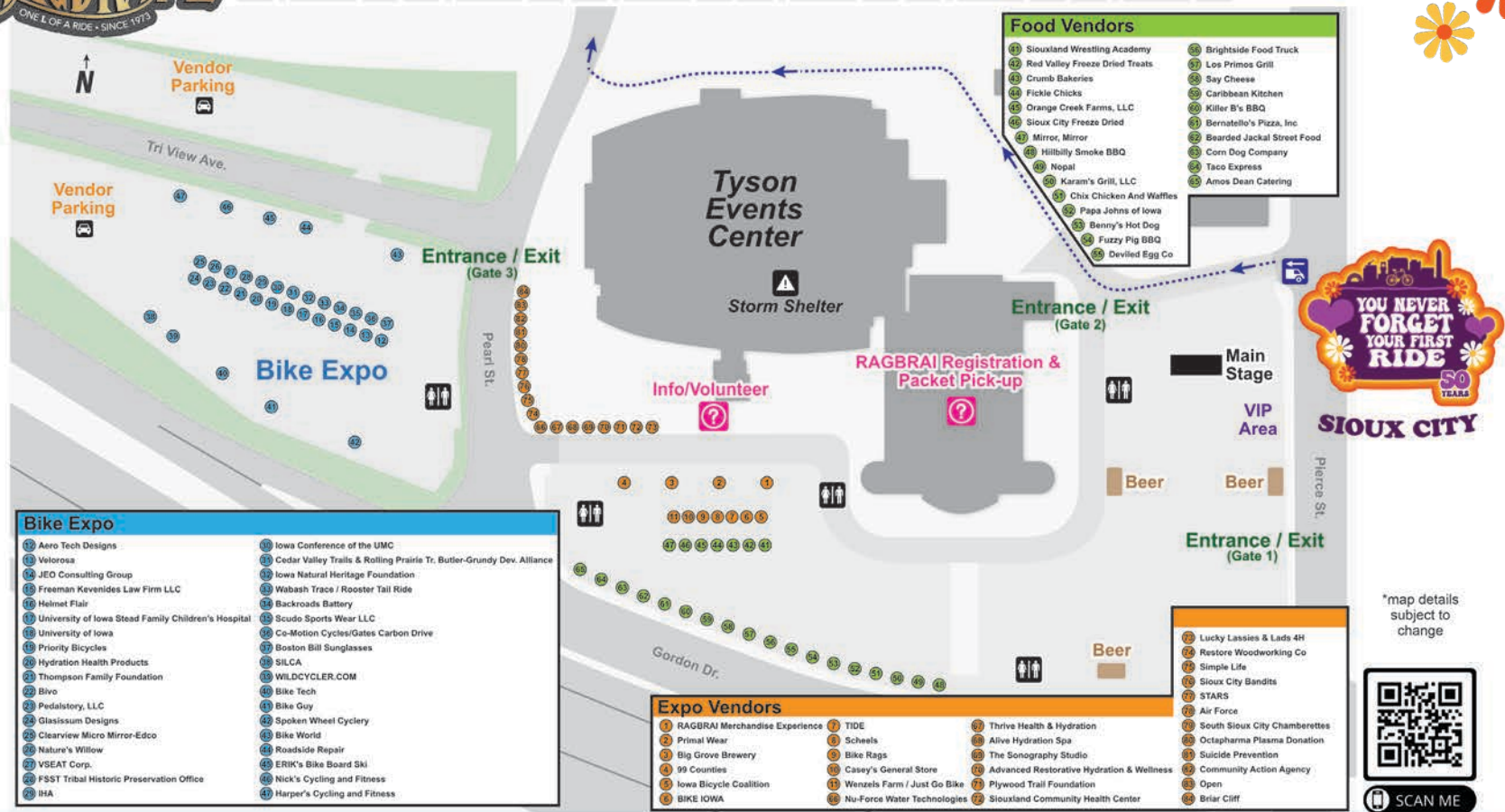


SCAN ME

RAGBRAI is only possible because of towns like Sioux City opening their doors, businesses, and providing volunteers to serve the ride. If you would like to express your gratitude to the towns of Iowa who make this possible scan the QR code to donate. All funds will be split evenly among the eight overnight towns charities. RAGBRAI is donating \$15k per town to this fund.



Welcome to Sioux City! ★ SATURDAY, JULY 22, 2023



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ART in unexpected places

Find more than 150 murals that brighten alleyways, buildings, and skywalks throughout Sioux City!

For RAGBRAI's 50th anniversary, downtown Sioux City will display two temporary murals celebrating bicycling. Iowa-based artist Isaac Campbell and local volunteers will install the murals with a wheat pasting technique, using flour, water, and sugar to glue the image to the building surface. These striking 10'x10' murals can be found on the south wall of the Tyson Events Center and Long Lines Family Rec Center, 401 Gordon Dr.



Bicycling became very popular at the end of the 19th century. Sioux City's **Interocean Wheel Club** started in the 1890s and hosted an annual Labor Day race from Le Mars to Sioux City.

An image from the Sioux City Public Museum features George Meierstein (front row, left), who later became a famous racer. Lying on the ground in front center is Clyde Davis; the boy at the right is F.B. Ashley. Seated, from left: Frank Monfort, William Bowser, an unidentified man, Art Hughson, George Brooks, and Stanley Johnson. Standing, from left: Andy Lager, Will Duncan, Alf Hills, Tom Rae, W.J. Ashley, Charlie Ellis, Johnny Lesenich, Charles Miller, Charles Hughson, an unidentified man, and Charles Ashley.



SELFIE STOPS

- RAGBRAI Riverfront Dip Site
- Start of RAGBRAI I in 1973 near Sioux City Art Center
- Permanent Murals: Arts Alley behind Orpheum Theatre, Fifth Street, Historic Fourth Street, and West Seventh Street
- Temporary Murals: Tyson Events Center & Long Lines
- Lewis & Clark sculpture at Lewis & Clark Interpretive Center
- Bull sculpture in front of Sioux City Public Museum
- Sergeant Floyd Riverboat Museum
- Downtown Sioux City's "Sculpt Siouxland" sites

Ride RIGHT safety tips



1. Make sure your bike fits you, is in good working condition, and has properly inflated tires.
2. Always wear a helmet. Use front and rear lights in low light conditions. Be visible!
3. Use proper hand signals and communication.
4. Always follow all traffic laws and ride on the right side of the road.
5. Stay hydrated.
6. Don't ride impaired.
7. Ride at your own pace and ability.
8. Keep your head up and stay alert.
9. Slow down in wet or poor conditions.
10. Have the right attitude! RAGBRAI is not a race. Stay on the marked route. Be courteous of fellow riders.



Junior League of Sioux City, a women's leadership organization, has been dedicated to promoting volunteerism in Siouxland since 1921.

This Sioux City Journal photo shows four local society women who were part of Junior League in 1934. From left: Mrs. Howard V. (Leone) Martin (1895-1940), Mrs. T.R. (Eunice) Gittins (1895-1989), Mrs. Judson E. Packard (1892-1948), and Mrs. W. Bronson (Dorothy) Palmer (1906-1953). They were married to prominent men at the time—a T.S. Martin Department Store heir, doctor, dentist, and co-owner of the Palmer Candy Company, which still exists today.



Sioux City gears up for the **GRAND 50TH ANNIVERSARY CELEBRATION** of RAGBRAI on July 22. Missouri River Historical Development (MRHD) and Hard Rock Hotel & Casino Sioux City take great pride in serving as the Presenting Sponsors for this momentous occasion.

111 3RD STREET | SIOUX CITY, IA 51101 | HARDROCKCASINOSIOUXCITY.COM

Must be 21 or older to gamble. If you or someone you know needs gambling treatment, call 800.BETS.OFF.

SIoux CITY: SO MUCH TO DO




ExploreSiouxCity.org




DOWNTOWN (I-29 EXITS 147A & 147B)

ARTSUX Gallery * 
artsuxgallery.com • 515 Fourth St.
Work by local artists + studio tours
Saturday 10 a.m.–1 p.m.

Hard Rock Hotel & Casino 
hardrockcasinosiouxcity.com • 712-226-7600
Iconic memorabilia in Sioux City's historic
Battery Building

**LaunchPAD
Children's Museum** 
launchpadmuseum.com • 712-224-2542
Hands-on play + STEM-based learning

Long Lines Climbing 
climblonglines.com • 712-224-5124
5,900 sq. ft. of climbable walls



RIVERSIDE (I-29 EXIT 151)

**Dorothy Pecaut *
Nature Center**
woodburyparks.org • 712-258-0838
Hiking trails + interactive exhibits

Miracle Field * 
sioux-city.org • 1301 Riverside Blvd.
Adaptive playground & ball field + mini
golf (bring your own clubs)

Sioux City Railroad Museum
siouxcityrailroadmuseum.org • 712-233-6996
Train rides & walking tours + a new exhibit:
Holocaust Rails

Stone State Park *
iowadnr.gov • 712-255-4698
1,000+ acres + rare Loess Hills land formation



Sioux City Art Center * 
siouxcityartcenter.org • 712-279-6272
Free exhibits + Grant Wood's Corn Room mural

Sioux City Parks & Rec * 
siouxcityparksandrec.com • 712-279-6126
Visit the Sioux City Parks & Rec Facebook page
for info on trails, parks, pools & splashpads

Sioux City Public Library * 
siouxcitylibrary.org • 712-255-2933
Wall-to-wall wifi + RAGBRAI programming

Sioux City Public Museum * 
siouxcitymuseum.org • 712-279-6174
Regional history + RAGBRAI exhibit: *It All Started Here*



HERE & THERE

**Mid America Museum of
Aviation & Transportation**
midamericairmuseum.org • 712-252-5300
FedEx plane + comprehensive United Flight 232 exhibit

Sergeant Floyd Monument *
nps.gov/places/sergeant-floyd-monument.htm
National historic landmark + scenic overlook

Siouxland Freedom Park *
siouxlandfreedompark.org • 402-412-1776
Riverfront park honoring veterans + half-
size replica of Vietnam Memorial
Located in South Sioux City, Neb.

Trinity Heights *
trinityheights.com • 712-239-8670
Peaceful walking paths by inspiring
statues + life-size Last Supper sculpture




SINGING HILLS (I-29 EXIT 143)

Cone Park
coneparksioxcity.com • 712-279-6126
Summer tubing & splash pad + trails

IBP Ice Center
siouxcityparksandrec.com • 712-279-4880
Open skating 7–9 p.m. on Fridays & Saturdays

RIVERFRONT (I-29 EXIT 149)

**Lewis & Clark Interpretive Center
& Betty Strong Encounter Center * **
siouxcitylcic.com • 712-224-5242
Interactive exhibits for all ages + outdoor sculptures

**Sergeant Floyd River Museum
& Welcome Center * **
1000 Larsen Park Rd. • 712-279-0198
Former U.S. Army Corps of Engineers inspection
boat with historic exhibits + Sioux City info

REIMAGINED RIVERFRONT

Welcome, RAGBRAI! Explore our endless
miles of biking and walking trails with a
variety of interesting stops along with way:

- Anderson Dance Pavilion & surrounding gardens
- Spirit of Siouxland sculpture commemorating United Flight 232, which crash-landed at Sioux Gateway Airport in 1989
- Several parks, playgrounds, & picnic spots
- Splashpad & large swing
- Basketball courts, exercise equipment, & mini climbing wall

ACCESS FOR PEDESTRIANS & CYCLISTS: Floyd Boulevard, Virginia Street, Pierce Street, Wesley Parkway/Veterans Bridge Crossing, or Seaboard Triumph Foods Expo Center using Riverfront Trail or Cunningham/Transit Trail

ACCESS FOR VEHICLES: Interstate 29's Floyd Boulevard or Hamilton Boulevard exits

Hit the trails
Sioux City trail map



What's happening?

FRIDAY, JULY 21

Family Movie Friday: Lyle, Lyle, Crocodile *
Sioux City Public Library, 529 Pierce St. • 10 a.m.

Food Truck Friday
Pearl Street Park, 620 Pearl St. • 11 a.m.–1:30 p.m.

Sioux City Beers of Yesterday and Today *
The Warrior Hotel, 525 Sixth St. • 5:30–6 p.m.

**Sioux City Explorers Baseball
vs. Lincoln Saltdogs**
MercyOne Field at Lewis & Clark Park, 3400 Line Dr.
xsbaseball.com • 712-277-WINS (9467) • 7:05 p.m.

**Downtown LIVE! Concert: Kaleta
& the Super Yamba Band**
Sioux City Public Museum Lawn, 607 Fourth St.
downtownlivesc.com • 712-252-0014 • 7–9 p.m.

Concert: Maddie Poppe
Hard Rock Hotel & Casino, Anthem
hardrockcasinosiouxcity.com • 8 p.m.

SATURDAY, JULY 22

Farmers Market
Great Southern Bank Parking Lot, 329 Pierce St.
farmersmarketsiouxcity.com • 8 a.m.–1 p.m.

**Architectural Skyline Tour:
A View from The Crown ***
The Warrior Hotel, 525 Sixth St. • 5:30–6 p.m.

**Sioux City Explorers Baseball
vs. Lincoln Saltdogs**
MercyOne Field at Lewis & Clark Park, 3400 Line Dr.
xsbaseball.com • 712-277-WINS (9467) • 6:05 p.m.

**Saturday Night Movies at
the Park: Sing ***
Grandview Park, 24th Street & Grandview Boulevard
Bring your own blanket & snacks • 9 p.m.

ONGOING

Downtown Walking Tours *
Self-guided exploration of Sioux City's
historic architecture • downtownsiouxcity.com



There's more to explore in
Sioux City!

SI^{OUX}
CITY

sioux-city.org

explore
SI^{OUX} CITY
IOWA • NEBRASKA • SOUTH DAKOTA

exploresiouxcity.org

Downtown Partners
SI^{OUX} CITY



downtownsiouxcity.com