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Evel Knievel Days: 2014

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Evel Knievel Days 2014

Butte, Montana

Brian Battaglia, Research Assistant & Megan Tanner Schultz, M.S.

A random sample of Evel Knievel Days visitors completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.

Evel Knievel Days

2014

Butte, Montana

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Case Study Report 2014-15

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Abstract

This study was conducted for the non-profit Evel Knievel Days Incorporated, to provide insight into the characteristics of attendees of the 2014 Evel Knievel Days event. Paper surveys were completed by 239 attendees of the event. Results show that 83% of respondents were residents of Montana and of those Montana residents, 57% were from Butte-Silver Bow County. Out-of-county respondents spent an average of five nights in Butte-Silver Bow County and more people spent money on restaurant/bar, hotel/motel/b&b, and gasoline purchases while visiting the area than any other spending categories. Restaurant/bar purchases received the highest total dollars spent during the event. Respondents to the survey reported a total spending of \$82,230.00 in the Butte-Silver Bow County area. Results provide event organizers and Evel Knievel Days Incorporated with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding the visitor spending associated with the event.

Executive Summary

The Evel Knievel Days event attracted many out-of-county Montana residents (26%) and out-of-state (17%) visitors to the Butte-Silver Bow County area. The attendees of the event make important economic contributions to the Butte-Silver Bow County area. The results of the study are worth considering for future planning of the Evel Knievel Days event.

- 73% of visitors who reside outside of Butte-Silver Bow County spent at least one night away from home. The mean number of nights spent in Butte-Silver Bow County was 4.56.
- More money was spent by these out-of-county visitors in restaurant/bar (\$14,480.00), hotel/motel/b&b (\$11,555.00), and gasoline (\$9,180.00) than other spending categories. 84% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent).
- 40% of respondents reported staying in a hotel/motel/b&b, followed by 29% staying in the home of a friend or relative.
- Attendees were mostly travelling with family and friends (30%) or as a couple (24%). The average travel group size was 2.72 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 45-54 years old (38%) and 35-44 years old (28%).
- Attendees heard about the event mostly from word of mouth (67%) or the newspaper (45%).
- Overall, attendees of the event were very satisfied or satisfied with Evel Knievel Days, and 86% of respondents indicated that they would attend the event next year.

Management Implications

Survey results indicate that Evel Knievel Days visitors are travelling from all over the nation to attend the Evel Knievel Days event. This event brings both resident and nonresident visitors to the Butte-Silver Bow County area, and the attendees of the event make a variety of monetary contributions while visiting.

A large majority of people who attended Evel Knievel Days were residents of Montana, with 56% residing in Butte-Silver Bow County. Non-resident visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers can work to increase the number of non-resident visitors who are staying and spending in the Butte-Silver Bow County area for future events.

It is recommended that the organizers review the respondent's comments from Appendix B to gain more insight into people's likes and dislikes of the festival's organization, music, vendors, and other aspects of the event. Changes based on this input could help bring back repeat visitors to Butte-Silver Bow County in the future.

Introduction

The 2014 Evel Knievel Days event was hosted in Butte, Montana over three days from July 24th through July 26th, 2014. This year marks the 13th annual year that Butte has hosted the event. Robert Craig or “Evel Knievel” was a Butte native who the event is named after. Evel Knievel is a legendary motorcycle daredevil who was known for performing stunts around the world. Evel Knievel Days has attracted more than 50,000 visitors to Butte in past years during July.

This event is organized by Evel Knievel Days Incorporated, a Montana non-profit corporation run by volunteers. Headwaters RC&D Incorporated is the current financial manager for Evel Knievel Days Incorporated. The Evel Knievel Days event has many business sponsors and support that make the event possible.

The purpose of this study was to provide the organizers of the 2014 Evel Knievel Days event with an understanding of the characteristics of visitors to the event, visitor spending in Butte-Silver Bow County, and levels of satisfaction with different aspects of the event.

Methods

Surveyors intercepted event visitors 18 years of age or older for on-site completion of a questionnaire during the three day event. Surveys were given to people by random selection in an attempt to represent the event attendee population. People willing to fill out the questionnaire were given a clipboard, pen, and a survey. No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Evel Knievel Days study include the following:

- Data was collected by Butte area volunteers who received a short training from ITRR’s survey contact person (Jen Prigge-EK Days Inc. Treasurer) on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.
- Only 239 valid surveys were collected, a relatively small sample size.

Results

Of the 239 valid respondents, 83 percent (199 people) were from Montana and 17 percent (40 people) were from out-of-state or Canada (see Tables 1 and 2). Of all Montana respondents, 57 percent (136 people) were from Butte-Silver Bow County while 26 percent (63 people) were from other Montana counties.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Butte-Silver Bow County	136	57%
Other MT County	63	26%
Montana=199		
U.S. State	31	13%
Canada	4	2%
Non-Montana Unspecified	5	2%
Total all Residences	239	100%

Table 2: Out-of-State and Canadian Residences

Residence	# of respondents
Alberta	3
Arkansas	1
California	4
Florida	1
Idaho	5
Massachusetts	1
Missouri	1
Nevada	2
New Mexico	1
Oregon	1
Non-Montana Unspecified	5
Pennsylvania	1
Saskatchewan	1
Texas	3
Utah	3
Vermont	1
Washington	5
Wyoming	2

The mean age of respondents was 45 years old. Of those who were from outside Butte-Silver Bow County and responded to the survey, 73 people reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (25 percent) spent three nights in Montana. The mean number of nights spent in Butte-Silver Bow County was 4.56 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

Expenditures

Spending information was asked of all the event visitors. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Butte-Silver Bow County area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 4 presents the expenditure data of only the non-resident respondents (those who reside outside of Butte-Silver Bow County) who reported spending money in the categories. Table 5 presents the expenditure data of only the Butte-Silver Bow County resident respondents who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$82,230.00.

Table 4 – Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Butte-Silver Bow County) who spent.

Expenditure Category	Mean expenditures of non-residents <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Restaurant/bar	\$176.59 (n=82)	80%	\$14,480.00
Hotel/motel/b&b	\$275.12 (n=42)	41%	\$11,555.00
Gasoline	\$125.75 (n=73)	71%	\$9,180.00
Retail goods	\$131.51 (n=53)	52%	\$6,970.00
Groceries/snacks	\$101.37 (n=58)	56%	\$5,880.00
Entertainment/recreation	\$87.02 (n=43)	42%	\$3,742.00
Campground	\$137.68 (n=19)	18%	\$2,616.00
Local transportation	\$10.56 (n=9)	9%	\$95.00
Auto rental	\$1.00 (n=8)	8%	\$8.00
TOTAL			\$54,526.00

Table 5 – Expenditure Data: Expenditures calculated using only residents (those who reside in Butte-Silver Bow County) who spent.

Expenditure Category	Mean expenditures of residents <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Restaurant/bar	\$98.45 (n=92)	68%	\$9,058.00
Groceries/snacks	\$97.76 (n=60)	44%	\$5,866.00
Retail goods	\$90.33 (n=51)	38%	\$4,607.00
Entertainment/recreation	\$89.88 (n=42)	31%	\$3,775.00
Gasoline	\$51.12 (n=56)	41%	\$2,863.00
Hotel/motel/b&b	\$60.91 (n=11)	8%	\$670.00
Campground	\$64.44 (n=9)	7%	\$580.00
Local transportation	\$23.75 (n=12)	9%	\$285.00
Auto rental	\$0.00 (n=6)	4%	\$0.00
TOTAL			\$27,704.00

Spending data for in-county respondents (those who reside within Butte-Silver Bow County) should be looked at with caution. Typically in-county spending is not included when identifying money spent in a community for an event. Money generated outside of a community, brought in by non-locals, and then spent has a greater impact on the economy than local spending. Local spending simply recirculates within the community.

Appendix A- Results

Q1. Are you a resident of Montana? n=239

83% Yes 17% No (skip to Q3.)

Q2. Do you reside in Butte-Silver Bow County? n=199

68% Yes (skip to Q11. on back) 32% No (skip to Q4.)

Q3. In what state, province, or foreign country do you reside?

See Tables 1 and 2.

Q4. Is this your first time visiting Butte? n=100

13% Yes 87% No

Q5. Was attending this event your primary reason for being in the area? n=102

72% Yes 28% No

Q6. For what other reasons are you visiting the area? (Check all that apply.) n=87

24% Vacation/recreation/pleasure 3% Just passing through 3% Business/convention/meeting
13% Visiting friends/relatives 6% Shopping

Q7. For this event, how many nights did you spend away from home? n=100, Mean=4.09

27% 0 (skip to Q.11) 7% 1 18% 3 6% 5 1% 7 1% 9
16% 2 10% 4 2% 6 1% 8 11% 10 or more

Q8. How many of those nights were in Montana? n=69, Mean=5.80

0% 0 20% 2 17% 4 3% 6 1% 8 25% 10 or more
6% 1 25% 3 3% 5 0% 7 0% 9

Q9. Of your nights in Montana, how many did you stay in Butte? n=72, Mean=4.56

7% 0 nights 26% 2 nights 18% 4 nights 3% 6 nights 0% 8 nights 10% 10 or more
6% 1 night 25% 3 nights 1% 5 nights 4% 7 nights 0% 9 nights

Q10. In what type of accommodation(s) did you stay in Butte? (Check all that apply.) n=68

40% Hotel/motel/B&B 18% Private campground 0% Resort/condominium
7% Rental cabin/home 29% Home of friend/relative 0% Guest ranch
0% Public land camping 7% Second home/cabin/condo 0% Vehicle in parking lot

Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Butte-Silver Bow County area in each of the following categories. If you did not spend money in a category, please leave it blank. (See Tables 3 and 4 for expenditures).

ACCOMMODATIONS in Butte area

Hotel/motel/bed & breakfast

Campground

FOOD in Butte area

Restaurant/bar

Groceries/snacks

TRANSPORTATION in Butte area

Gasoline/diesel

Local transportation

Auto rental

RETAIL/SERVICES in Butte area

Retail goods

Entertainment/recreation

Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=219

16% 1	16% 3	6% 5	1% 7	<1% 9	0% more than 10
41% 2	17% 4	2% 6	<1% 8	0% 10	

Q13. What option best describes the group with whom you attended this event? n=238

9% Self	23% Immediate family	30% Family/friends	1% Business associates
24% Couple	5% Extended family	8% Friends	<1% Organized group/club

Q14. Please select all the ages represented in your group: n=237 for each age category

8% 0-5 yrs.	13% 11-17 yrs.	26% 25-34 yrs.	38% 45-54 yrs.	8% 65-74 yrs.
12% 6-10 yrs.	17% 18-24 yrs.	28% 35-44 yrs.	22% 55-64 yrs.	3% 75 and over

Q15. What best describes your annual household income? (In US dollars) n=224

15% Less than \$20,000	17% \$60,000 to \$79,999	2% \$150,000 to \$199,999
20% \$20,000 to \$39,999	12% \$80,000 to \$99,999	3% \$200,000 and over
20% \$40,000 to \$59,999	12% \$100,000 to \$149,999	

Q16. How long before this event did you make plans to attend? n=226

24% The day of the event	15% 1-4 weeks before the event	34% Over 6 months before the event
16% 1-7 days before the event	12% 1-6 months before the event	

Q17. How did you hear about the Evel Knievel Days? (Check all that apply.) n=219 per selection

67% Word of mouth 23% Posters 3% Group or club <1% Event-specific Twitter
 45% Newspaper 6% Billboard 7% Flyer 2% Instagram
 28% Radio 1% Direct mail 15% Event website 3% Other website
 28% Television 3% E-mail from event planners 28% Facebook page for event

Q18. Please rate your satisfaction with Evel Knievel Days:

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A	Mean	Total respondents
Quality of entertainment	3%	3%	17%	35%	42%	<1%	4.14	n=231
Organization of the event	3%	5%	15%	34%	42%	<1%	4.10	n=227
Event staff	3%	3%	10%	32%	50%	3%	4.32	n=227
Cost of the event	3%	1%	10%	28%	56%	2%	4.38	n=231
Location of the event	2%	<1%	8%	29%	60%	<1%	4.46	n=228
Duration of the event	2%	<1%	9%	29%	58%	<1%	4.43	n=227
Concessions available	3%	1%	8%	33%	53%	1%	4.37	n=227
Number of people at the event	4%	4%	13%	32%	47%	<1%	4.17	n=227
Parking	5%	9%	18%	32%	34%	3%	3.90	n=231
Sound system(ability to hear)	3%	<1%	10%	36%	49%	1%	4.30	n=229
Variety of activities	3%	6%	13%	32%	45%	1%	4.15	n=230
Signage/directions	3%	7%	18%	28%	42%	3%	4.07	n=231
Other transportation to event	4%	5%	23%	20%	32%	17%	4.21	n=224
Cleanliness	8%	5%	13%	35%	38%	2%	3.95	n=231
Availability of restrooms	8%	5%	11%	34%	42%	<1%	3.99	n=228
Safety	5%	1%	12%	31%	50%	1%	4.23	n=228

Q19. What is your age? Range=18-84, Mean=44.79

Q20. What is your gender? n=234

47% Male
 53% Female

Q21. When might you come to the Evel Knievel Days again?

86% Next Year 12% Within 5 Years 2% Never

Q22. Please tell us what you liked about the Evel Knievel Days in Butte, Montana.

See Appendix B

Q23. Please tell us what you did not like about the Evel Knievel Days in Butte, Montana.

See Appendix B

Q24. What suggestions do you have for improvements to the event?

See Appendix B

Appendix B: Open-ended Responses

Q22. Please tell us what you liked about the Evel Knievel Days.

2013 was not as good and caused us to not spend two nights this year.
All events are exciting and fun to watch.
All events were very good.
All of the activities and food.
All the friendly people in Butte.
Atmosphere.
Attractions Vendors- could use more.
Awesome entertainment, free.
Awesome shows.
Bands and good entertainment.
Because he was born and raised in Butte.
Bicycle stunts by Chris Clark, the Seattle Cossacks, and the extreme canine.
Bike parade, poker run.
Bike run.
Bike trials.
Black flag.
Brings people together. Great for Butte's economy.
Butte is beautiful.
Butte rat.
Can't really say. So many changes.
Cossacks, jumpers.
Dates are close enough to Sturgis for us to stop and do this show.
Different entertainment and music.
Doritos, spanky is back.
Event.
Events and stunts.
Events and the kids play area.
Events- focus on fun and safety. Family friendly.
Events, friends, and concessions.
Family fun time. I think Keith Sayers did a better bike show.
Food vendors.
Food/bikes.
Free entertainment.
Free, loved the display of his things.
Friendly town and good golf (old works).
Fun events and family friendly.
Fun kids area.
Fun, free, great stuff.
Good bike stunts and ethnic foods.
Great for Butte and adults
Great free entertainment.

Great stop.
Great support from the community. Wide variety of events.
Great Vibes
Great- missed Keith.
Head frame jump and ride loop.
Hometown hero, history, and the event.
I am a Butte native and knew Evel personally.
I like the x-games best in previous years (motorcycle dirt jumps/tricks). Like Cossack.
I liked the family-friendly atmosphere.
I love the events/atmosphere.
I love the great gathering of people.
It's all good.
It's always a fun family event.
Jumping freestyles.
Just about everything.
Kid place.
Kid's area.
Kids events.
Local Entertainment.
Location (loved seeing the uptown buildings and architecture) Quality of stunts. Bronco Blanco band was great!
Lots of beer vendors.
Love Butte festivals, good people and lovely country.
Love it all
Meeting Butte people.
Moneta, musical variety, quality of acts.
More organized this year.
Motocross.
Motorbikes and food.
Motorcycle events.
Motorcycle group Cossacks.
Motorcycle jump. Matt Hoffman show.
Motorcycles.
Music, people, and rad stunts.
Music, vendors, and acts.
Music.
Neat clothes, families, and music.
New events this year.
Nice local free events.
Open container, ok.
Parade vendors.
People.
Random awesomeness, good people, and good vibes.
Seeing acts, food, and meeting people.
Seeing all of the people.
Seeing all the different types of people, items, and food.
Seeing how it impacts our community, the economic benefit, fun acts, and entertainment.

Skateboard competition.
Something different.
Spanky.
Stunts.
Texas lemonade.
That this year's event felt young and the urban downhill.
The bikes and the midgets.
The bikes.
The events.
The events.
The events.
The food, people watching, and entertainment.
The food.
The music, beer, and spanky.
The music.
The nostalgia.
The people
The people and the entertainment.
The people.
The people.
The people.
The shows.
The staff.
The stunts, the music, and the food.
The uniqueness of all the people.
This is great for every age.
Travis Pastrana and Street Bike Tommy.
Travis Pastrana.
Uptown Butte, kid friendly.
Variety and vendors.
Variety of entertainment and the spanky jump.
Variety.
Variety.
Variety.
Vendors and events.
Vendors.
Vendors.
Walking around drinking, clothing, and eating.
Weather was almost perfect.
Well organized- lots of entertainment.

Q23. Please tell us what you did not like about the Evel Knievel Days in Butte, Montana.

As of 2013 it seems like it became less every year.
Band, bathrooms.
Bars.
Bathrooms.
Bathrooms.
Bathrooms.
Bathrooms.
Beer.
Car show was moved to civic center.
Circus act not here.
Cleanliness
Confusing schedule, A2 or Broadway. X-circus, few riders and tricks. The quality of the acts.
Cost of events at the children's tent. Not enough for kids to do without paying a lot.
Crowds.
Directions are a bit iffy.
Dirty and gross bathrooms.
Dirty bathrooms, last year was clean. No signs to the events.
Dirty bathrooms.
Dirty, lack of places to put garbage, all the garbage cans were full, and many large dogs in the afternoon.
Dislike issues between previous event organizations and this years. Many acts pulled out this year due to this.
Drinking alcohol.
Dumpsters in the middle of the food court. Not enough garbage cans or pick up of trash.
Everything else.
Friday night band, too many dogs, and garbage everywhere.
Garbage in the streets.
Hard time finding the events.
Having the car show too far away.
Hot, and not as many events.
Hot.
Hot.
Hot.
Variety of events - water, cooking, and more hiking/swimming promotions of the area would be nice.
If the Knievels want to be so involved, they should try and show their faces.
It did not have the same excitement as in the past years. You can tell someone else is in charge.
It felt like I had to walk from one side to the other for events.
It is beginning to be very lame and I do not give it more than two years before it goes down.
Keith Sayers not here.
Lack of info before.
Lack of musical variety. Missed spanky.
Lack of vendors.
Late night events.
Loud music during the day, hard to talk and hear conversations.
Loudness.

More beer.
Most of the bands.
Most of the Evel Committee is useless.
Most of the food vendors.
Need more shaded areas.
No cannon lady and no wall of death.
No signs with times of event near or around the event.
No Sunday- it would have allowed us to get a bigger group to come.
Not a big crowd.
Not as many vendors or stunts going on.
Not enough bathrooms, parking, and too many dogs.
Not enough events.
Not enough vendors.
Parking sucks this year.
Parking, no regular Coors.
Parking.
Parking.
People who don't like Black Flag
Poor entertainment, bad bands, and the freestyle show was horrible.
Pop prices high for what you get.
Lost power 4X on Saturday. Security, there were drunk minors fighting outside our tent. Rent for vendors.
Pre-event drama.
Restrooms.
Scary People.
Schedule changes not changed on website
Screaming obnoxious band.
So many Thursday kid events that are not repeated (spanky and dirt bike experience).
Sometimes the noise level.
Sometimes too many people.
Sound stage a bit over-powering.
Spirit. Events lacked a distinctive 'wow' factor. Turnout seemed less than previous years.
The band, I think someone better should have played.
The band.
The booth next to me.
The cost of the children's entertainment
The disruption caused by Kelly Knivel and the disrespect shown to the community.
The heat.
The local bars did not have enough staff or liquor organized for the crowd.
The park street being so congested.
The parking.
The price of beer is too expensive.
The screaming metal music.
The spankier jump for \$125 VIP entry. Jump time kept changing, there were a lot of angry people over this.
The sun was too hot sometimes.
Toilets leaning...no big deal.
Too many cops being discourteous and rude.

Too much BMX, no Sayers, no wall of death
Too short.
Wind.

Q24. What suggestions do you have for improvements to the event?

A well-known band.
Announce donate to the bucket.
Better map.
Better music.
Better music.
Better website.
Better wheel chair access.
Big name bands.
Bigger and better bands.
Bring in a bigger and better band.
Bring Keith Sayers group back.
Change bathrooms back to how they were last year.
Consider adding Sundays.
Different events.
Do not charge more than \$75 per 10X10.
Empty garbage.
Equal power for both sides of the street. Country music and close parking for vendors. Priority for local vendors.
Everything is very good.
Finalize schedules and stick to them. More maps and web app of the schedule.
Get Keith back.
Get whiskey back.
Go back to the way it was.
Incorporate mountain biking.
It was great!
Keep everything how it was in the past. No VIP for paid entry.
Keep it the same.
Keep off that drama.
Keep politics out of the event and keep it the way it used to be.
Keeping schedules on time.
Keith Sayers's productions was much better. Longer program, more performers, and better tricks.
Keith Sayers. Do not false advertise Travis Pastrana being there at times he was not.
Leave as is.
Make a solid rotation for convenience.
More advertising in Canada.
More carnival rides for kids.
More country.
More detailed 'promo'- TV mostly. More 'street' events- recruit performers.
More diverse music.

More entertainment.
More events that involve dirt bikes.
More extreme stunts.
More famous stars.
More food.
More free children's events.
More free stuff for kids.
More motorcycle focused acts.
More music.
More music.
More parking.
More public transportation like the folk festival.
More specifics locations of events on flyers.
More variety.
More vendors.
More venues.
Move car show back and expand the streets again.
Need signage.
Needs more vendors and more events.
New bathrooms.
Public transportation.
Put me on stage.
Putting the car show closer.
Quieter stage.
Quit trying to extort the bar owners.
Ramos in alleys for wheelchairs.
Set more stuff on fire.
Signs to events (arrows etc.).
Stage position in 2013 was bad, this year its back to being in the correct position.
Trait and error.
Try to get the x-games back.
Turn down the band a little.
Wall of death.
Would like more kid stuff and more stuff.