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### Montana State High School Rodeo Finals: 2014

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# 2014 Montana State High School Rodeo Finals

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Kalispell, Montana

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



Photo: Eventswagga.com

A random sample of rodeo participants and spectators completed a questionnaire regarding the event. Results show overall satisfaction and support for the rodeo.

# 2014 Montana State High School Rodeo Finals

## Kalispell, Montana

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Case Study Report 2014-10

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## **Abstract**

This study was conducted for the Kalispell CVB/Chamber of Commerce to provide insight into the characteristics of attendees of the Montana State High School Rodeo Finals event. Online and paper surveys were completed by 120 attendees to the event. Results show that 93% were residents of Montana with only 7% from Flathead County. Respondents spent an average of four nights in Kalispell and more people spent money on gasoline, restaurant/bar, and groceries/snacks while visiting the area than other spending categories, but hotels/motels received the highest total dollars during the event. Respondents to the survey reported a total spending of \$85,803 in the Flathead Valley. Respondents were satisfied with all components of the rodeo. Results provide event organizers and the Kalispell CVB/Chamber of Commerce 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 Montana High School Rodeo Finals attracted mostly out-of-county Montana residents to the Flathead Valley area. The attendees of the event make important economic contributions to the Flathead Valley area. The results of the study are worth considering for future planning if the Montana State High School Rodeo Association returns to Kalispell for another rodeo event.

- All out-of-county visitors spent at least one night away from home with the average time away of 5.8 nights. Four of those nights were spent in Kalispell.
- More money was spent by respondents in hotel/motels (\$19,015), gasoline (\$18,741), and restaurant/bar (\$15,615).
- 49% of respondents reported staying at the Majestic Valley Arena, followed by 39% in hotel/motels.
- Attendees were mostly travelling with their immediate family (44%) or friends/family (43%). The average travel group size was 5.12 people.
- Respondents traveled with a variety of age categories in their group – the highest percentages were 45-54 years old (68%) and 11-17 years old (66%). Event attendees were mostly parents and school-aged participants of the rodeo.
- People planned for this event ahead of time; 38% indicated that they planned between 1-6 months in advance. Attendees heard about the event mostly from word of mouth (46%) or a group/club (42%).
- Overall, attendees of the event were very satisfied or satisfied with the Montana State High School Rodeo, and 75% of respondents indicated that they would attend the event next year.

## **Management Implications**

Event attendees are traveling from all over the state of Montana to attend the Montana State High School Rodeo Finals. This event brings both resident and nonresident visitors to the Kalispell/Flathead Valley area, and the attendees of the event make a variety of expenditure contributions while visiting.

A large percentage of people attended the Montana State High School Rodeo Finals event with their families, making it a fun family event. Organizers can focus on accommodating families, with a focus on the youth participants and other youth attendees. This can be accomplished by ensuring that there are plenty of youth/family activities besides the rodeo since many rodeo participants/families checked in and stayed in the study area for an average of four nights.

It is recommended that the organizers review the respondent's comments from Appendix B to gain insight into people's likes and dislikes of the arena camping area, event activities, concessions/vendors, and other aspects of the event/facilities. Changes based on this input could help in bringing back the high school state rodeo finals to Kalispell in the future.

## Introduction

The Montana State High School Rodeo Finals was hosted in Kalispell, Montana over six days from June 3<sup>rd</sup> through June 8<sup>th</sup>, 2014. Majestic Valley Arena, an indoor equestrian facility, was the venue for the event.

This event is organized by the Montana High School Rodeo Association, a branch of the National High School Rodeo Association. Over 1,100 rodeos are held every year by the National High School Rodeo Association and 12,500 students are involved in the competitions. Rodeos are held throughout forty-one states, five Canadian Provinces, and Australia. Student competitors have the opportunity to qualify for national rodeo events, develop their rodeo skills, and earn academic scholarships.

The purpose of this study was to provide the organizers of the 2014 Montana State High School Rodeo Finals event with an understanding of the characteristics of attendees of the rodeo, attendee spending patterns in the Flathead Valley area, and levels of satisfaction with different aspects of the rodeo event.

## Methods

Data was collected in two ways: 1) Surveyors intercepted participants and spectators 18 years of age or older for on-site completion of the survey during the 6 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. 2) Attendees were sent an email invitation through the Kalispell CVB/Chamber to increase response after the event. A reminder email was sent asking those who had not participated to complete the questionnaire eight days after the initial invitation. No documentation of the number of refusals was recorded.

## Limitations

As in all research, there are limitations to the study. Limitations for the Montana State High School Rodeo study include the following:

- Data was collected by Kalispell area volunteers who received a short training from ITRR's survey contact person (Diane Medler) on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.
- Only 120 valid surveys were collected, a relatively small sample size.
- Email addresses were only available for contestants/parents of contestants; therefore, not all attendees were sent the online survey link after the event.

## Results

Of the 120 valid respondents, 40 percent (48 people) were participants in the rodeo and 60 percent (72 people) were spectators. Of the spectators, 71 percent (44 people) were in a group with someone who was a registered participant. Of all of the respondents, 93 percent (112 people) were from Montana and seven percent (8 people) were from out of state (see Tables 1 and 2). Of all respondents, 17 percent (21 people) were from Flathead County while 76 percent (91 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

<b>Place of Residence</b>	<b># of total</b>	<b>% of total</b>
Flathead County	21	17%
Other MT County	91	76%
Total Montana = 112		
U.S. State	8	7%
Total all Residences	120	100%

**Table 2: Out-of-State Respondents**

<b>U.S. Residence</b>	<b># of respondents</b>
California	2
Colorado	1
Idaho	2
Kentucky	1
Oregon	1
State not specified	1
<b>Total</b>	<b>8</b>

The mean age of respondents was 44 years old. Of those who were from outside Flathead County and responded to the survey, all of them (100 people) reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (45 percent) spent four nights in Montana. The average number of nights in Kalispell was 4.2 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 respondents who reside outside of Flathead County, Montana. 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 Flathead Valley area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 3 presents the expenditure data of only the 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 \$85,803.

**Table 3 – Expenditure Data: Expenditures calculated using only respondents who spent**

<b>Expenditure Category</b>	<b>Mean expenditures of attendees <u>who reported that they spent money in these categories</u></b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category <u>by respondents who spent</u></b>
Motel/Hotel/B&B	\$372.84 (n=51)	43%	\$19,015
Gasoline	\$220.48 (n=85)	71%	\$18,741
Restaurant/Bar	\$197.66 (n=79)	66%	\$15,615
Retail goods	\$275.89 (n=53)	44%	\$14,622
Groceries/Snacks	\$119.19 (n=68)	57%	\$8,105
Campground	\$138.47 (n=36)	30%	\$4,985
Entertainment/Recreation	\$135.59 (n=34)	28%	\$4,610
Auto rental	\$9.17 (n=12)	10%	\$110
Local transportation	\$0.00 (n=10)	8%	\$0
		<b>TOTAL</b>	<b>\$85,803</b>

## Appendix A- Results

Q1. Are you a registered participant of the Montana State High School Rodeo Finals? n=120

40% Yes (Skip to Q2.)      60% No (answer Q1a.)

Q1a. Does your group include someone who is a registered participant of the Rodeo Finals? n=62

71% Yes      29% No

Q2. Are you a resident of Montana? n=120

93% Yes      7% No (skip to Q4.)

Q3. Do you reside in Flathead County? n=112

19% Yes (skip to Q17. On back)      81% No (skip to Q5.)

Q4. In what state, province, or foreign country do you reside?

See Table 1 and Table 2.

Q5. Is this your first time visiting the Flathead Valley area? n=99

21% Yes      79% No

Q6. Was attending this event your primary reason for being in the area? n=98

94% Yes      6% No

Q7. For what other reasons are you visiting the area? (Check all that apply.) n=49

18% Vacation/recreation/pleasure      6% Just passing through      5% Business/convention/meeting

18% Visiting friends/relatives      13% Shopping

Q8. For this event, how many nights did you spend away from home? n=98, Mean=5.8

0% 0 (skip to Q.12)      1% 1      4% 3      21% 5      7% 7      1% 9  
2% 2      46% 4      15% 6      1% 8      1% 10 or more

Q9. How many of those nights were in Montana? n=94, Mean=5.8

0% 0      2% 2      45% 4      17% 6      1% 8      1% 10 or more  
1% 1      4% 3      21% 5      7% 7      0% 9

Q10. Of your nights in Montana, how many did you stay in Kalispell? n=92, Mean=4.2

5% 0 nights      1% 2 nights      51% 4 nights      10% 6 nights  
1% 1 night      5% 3 nights      22% 5 nights      4% 7 nights

Q10a. Of your nights in Montana, how many did you stay in other Flathead Valley locations? n=80, Mean=0.6

81% 0 nights      3% 2 nights      5% 4 nights      3% 6 nights  
6% 1 night      1% 3 nights      0% 5 nights      1% 7 nights

Q11. In what type of accommodation(s) did you stay in the Flathead Valley area? (Check all that apply.) n=96

39% Hotel/motel/B&B      3% Private campground      0% Resort/condominium  
1% Rental cabin/home      15% Home of friend/relative      49% Majestic Valley Arena  
4% Public land camping      1% Second home/cabin/condo      3% Vehicle in parking lot

Q12. 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 Flathead Valley area in each of the following categories. If you did not spend money in a category, please leave it blank. (see Table 3 for expenditures).

**ACCOMMODATIONS in Flathead Valley**

Hotel/motel/bed & breakfast

Campground

**FOOD in Flathead Valley area**

Restaurant/bar

Groceries/snacks

**TRANSPORTATION in Flathead Valley**

Gasoline/diesel

Local transportation

Auto rental

**RETAIL/SERVICES in Flathead Valley area**

Retail goods

Entertainment/recreation

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**Q13. What option best describes the group with whom you attended this event? n=98**

0% Self      44% Immediate family      43% Family/friends      1% Business associates  
 1% Couple      5% Extended family      0% Friends      6% Organized group/club

**Q14. Including you, how many people are in your group? n=98**

1% 1      25% 3      13% 5      5% 7      1% 9      10% more than 10  
 8% 2      19% 4      11% 6      4% 8      2% 10

**Q15. Please select all the ages represented in your group: n=99 for each age category**

10% 0-5 yrs.      66% 11-17 yrs.      14% 25-34 yrs.      68% 45-54 yrs.      19% 65-74 yrs.  
 11% 6-10 yrs.      52% 18-24 yrs.      41% 35-44 yrs.      20% 55-64 yrs.      6% 75 and over

**Q16. What best describes your annual household income? (In US dollars) n=81**

1% Less than \$20,000      27% \$60,000 to \$79,999      3% \$150,000 to \$199,999  
 5% \$20,000 to \$39,999      24% \$80,000 to \$99,999      4% \$200,000 and over  
 25% \$40,000 to \$59,999      12% \$100,000 to \$149,999

**Q17. How long before this event did you make plans to attend? n=116**

5% The day of the event      22% 1-4 weeks before the event      22% Over 6 months before the event  
 12% 1-7 days before the event      38% 1-6 months before the event

**Q18. How did you hear about the MT State High School Rodeo Finals? (Check all that apply.) n=107 per selection**

46% Word of mouth      5% Posters      16% E-mail from event planners      <1% Flyer  
 10% Newspaper      0% Magazine      42% Group/club      31% Event website  
 10% Radio      7% Direct mail      0% Retail outlet      9% Social media  
 <1% Television      6% Other website

**Q19. Please rate your satisfaction with the Montana State High School Rodeo Finals:**

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A	Mean
n=116 Organization of the event	<1%	3%	4%	43%	48%	<1%	4.38
n=118 Event staff	3%	<1%	5%	36%	53%	2%	4.42
n=117 Cost of the event	5%	7%	16%	43%	29%	0%	3.84
n=119 Location of the event	5%	3%	13%	26%	54%	0%	4.21
n=118 Concessions available	2%	5%	9%	31%	51%	3%	4.32
n=118 Number of people at event	3%	6%	12%	38%	40%	<1%	4.11
n=119 Parking	2%	2%	9%	43%	44%	<1%	4.28
n=118 Sound system	<1%	4%	9%	37%	48%	2%	4.31
n=117 Variety of activities	3%	9%	22%	33%	33%	<1%	3.87
n=119 Signage/directions	2%	4%	8%	42%	43%	2%	4.25
n=118 Cleanliness	<1%	<1%	7%	37%	54%	<1%	4.46
n=120 Availability of restrooms	2%	3%	5%	35%	56%	<1%	4.42

**Q20. What is your age? Range=18-75, Mean=44**

**Q21. What is your gender? n=118**

28% Male  
 72% Female

**Q22. When might you come to the Montana State High School Rodeo Finals again? n=117**

75% Next year      13% Within 5 years      12% Never

**Q23. Please tell us what you liked about the Montana State High School Rodeo Finals.**

See Appendix B

**Q24. Please tell us what you did not like about the Montana State High School Rodeo Finals.**

See Appendix B

Q25. What suggestions do you have for improvements to the event?

See Appendix B

## Appendix B: Open-ended Responses

Q23. Please tell us what you liked about the Montana State High School Rodeo Finals.

All
All of it
Arena
Beautiful country.
Beautiful facility and available shopping and other areas of interest.
Beautiful facility. Community and businesses welcoming and knowledgeable of the event.
Beautiful venue- wished it were closer to home.
Committee did a great job. Great to work with.
Easy access. The event ran very smoothly.
Enjoyed the young talent.
Every helper had a smile, past finals the people were rude.
Everything
Everything
Everything- bull riding
Everything- love rodeo, love Kalispell
Everything was fine.
Everything was held at one venue. Clean facility and showers, over all set up was great.
Everything worked out great, can't wait until next year.
Everything! It was a very satisfying experience as a parent of a competitor.
Facilities- great. Rodeo ran fast pace.
Facility was great. Rodeo ran very well. People were friendly.
Facility. Most even pens of livestock at a state competition ever. Great food
Family activities for all ages. Possible trade show.
First time- very satisfied
Good stock- well run
Great facility
Great indoor arena
Horses
I like all rodeos.
I like it all.
I liked all of it. Staff did an outstanding job running the rodeo and staying organized. I was very impressed with how everything worked.
I liked the location and that it was in an indoor arena because we do live in MT and never know what the weather is going to be like. The ground was very nice.
I liked the location and the facilities.
I liked the location and the fact we didn't travel too far.
I loved the rodeo arena. It was the perfect set up and area to have the rodeo. When we first arrived my horses' stalls were not together, I went to the stall directors and told them my problem. They were right there helping and gave me many options to choose from! They were great to work with and their efforts were greatly appreciated.
I thought that the finals went very well and it turned out great!
I thought the food vendors gave you lots of choices and the indoor venue was excellent.
I volunteer for the Assoc. I thought the host community was very considerate! They were helpful with a good attitude.
Indoors
It seemed organized and well-staffed. Events moved along nicely.
It was a great time. The Majestic Valley Arena is a great facility.
It was a nice building to have the rodeo in and the stall buildings were good also.
It was very nice to have it indoors. It seemed to be very well managed and ran smoothly.
It was well organized and I love the Majestic Valley Arena.
It was well organized. The building was great. The ground was good. Restaurants/shopping was close.
Just love a good rodeo!
Kalispell is gorgeous and the weather was beautiful.
Knowing its high school kids participating.

Last year of high school. Seems well organized.
Location - Majestic Peak is a great venue.
Lots of staff was much appreciated.
Most of it
My grandson was the youngest announcer in history of NH Rodeo finals.
N/A
Never been to a rodeo- I liked all of it.
Nice facility for the student athletes to participate in but a very long trip for some of the participants.
Nice facility. Well organized. Great announcer!
None
Numerous & clean bathrooms, concessions excellent, horse facilities & camping facilities excellent, wonderful facility!
Organization of rodeo was great and the cost was reasonable.
Super fun to watch good friends compete.
The announcer was great. Inside arena.
The area it was held in and the organization.
The arena was great, we did not have to worry about the rain outdoors affecting the outcome. The staff was very organized for the first time holding the event I went great.
The arena was great. The vendors were good.
The bulls
The event ran smoothly and was on time. The facilities were nice. The staff were very helpful and friendly.
The event was very well organized and the staff was very helpful.
The excellent job of the announcer!
The facility
The facility
The facility was awesome & all ran pretty smoothly! Beautiful location & worth the 11 hour drive for us.
The facility was excellent, stock was very good for the most part.
The facility was impeccable, the best we ever had a chance to be around.
The fact it wasn't affected by the weather.
The fact that you are even bothering to ask an opinion is one of the best parts about this Finals! The signage and parking were well done, the guy who appeared to be in charge was pleasant, and accommodating and just plain seemed like he cared that things went well. Rodeo ran well. The guys working in the stall barn were AWESOME friendly, and pretty much it was just nice that everyone was pleasant - made a person feel better about the massive expense of being there!
The indoor arena
The indoor arena and being out of the weather. Large stalls for horses, food vendors, shower house, although it ran out of hot water often.
The indoor arena and stalls were very nice. The rodeo ran well. We also liked having a place to go to practice at Carpenters.
The kids are great- the venue is great.
The people and animals.
The rodeo was well run and the facility is great.
Very clean. Good camp at MVA, but we got moved. The first spot was un-level.
Very close to home. Ground was great. Stock was great.
Very nice facility.
Very well organized. Phone calls returned by event planners and questions answered.
Watching my grandson.
Watching the participants.
We are seniors and love it.
Well organized and manned event.
Well organized and seemed to flow very nicely.
Well organized and run smoothly.
Well ran; events went smooth and quick.
Yes, it's inside.

**Q 24. Please tell us what you did not like about the Montana State High School Rodeo Finals.**

All OK
Availability of stall supplies i.e. shavings and photographers coverage of slack and no discounts offered on purchase of additional stalls.
Check needs to start in the morning and run all day. Check in needs to be streamlined so all is done in one location at one time. For example check out how it is done at nationals.

Contestant check in was to long
Cost of camping and stalls way to much No day sheets for contestants (REALLY) they need day sheets. Research rodeos before next year.
Distance from Central Montana- lack of photographer at each performance. No televised rounds.
Don't have anything that I did not like about it. No complaints.
Entertainment could be better.
Everything was enjoyable.
Everything was fine.
Having it the same weekend as high school graduations.
I do not like that the cow cutting contestants have to be there on Monday night. It makes it a long week.
I enjoyed all of it.
I felt that the prize packages given to the contestants could have been a lot better.
I thought that it was a terrible decision to not have Vance Ruff announce the whole finals. The guy who announced the night performances was horrible - mispronouncing contestant names (absolutely no excuse for that - ask someone if you don't know the kids), giving out the wrong times of who was winning each event and not updating people on event scores/average races. People at the High School Finals really know the sport of rodeo since most are contestant parents, they knew more about what was going on than the announcer did. He should be embarrassed for himself. Everybody wants the job but only some are willing to do the homework. He appeared to be more interested in kissing his baby than announcing while in the booth and most parents I spoke with were very disappointed in him. Hope he worked for free.
I was great.
I was very unhappy of the fact that parents were charged admission fees. The amount of money that parents spend on entry fees, gate fees, secretary fees, timer fees, stock fees, mandatory jackpot fees, not to mention fuel, groceries, and camping/hotels. At what point does an organization decide that they have bled the people dry? If providing a guest pass tips the scale where an event is not making money then you better reorganize your management.
It was too far from home. We had to travel 742 miles to get to the finals. We would like to see the finals in a more central location.
Lack of activities for the kids in the evenings. Lack of professional photographer, would have been nice to see the big screen being used like they use it for the winter series...replays, etc. Didn't like the band on Friday night.
length of time checking in; distance to event; arrangement of gates for barrels and poles
Maybe more info announced and posted about what is going on.
More availability of stall employees for shavings, etc. and possible lower stall price or discount for more than one.
N/A
NA
Needed a few more vendors but overall good.
Neutral
Nice area close to town to do activities.
No little vendors to shop with. We like to shop on sight, vendors said it was too expensive.
No photo or video playback for contestants to pay and watch their previous stock run. Not many trade show participants. I miss being able to get an embroidered t-shirt or coat with the MHSRA logo. Concerned about so many injuries in the BB and SB, guess that is rodeo, but the stock sure was strong.
No place for tack. Campers and trailers were close together. There was plenty of room to spare them out. Parents spend enough money getting there child to this event, the least they could have got was a wrist band to get into the rodeo. Really, what is \$30.00? If it weren't for the parents, the kids would not be there to support it.
No professional photographer or photograph booth for the whole event. It was our daughter's last high school finals and no pictures of her were taken. Very disappointing.
No shuttle buses for kids/families to go to other functions. Water needs to be sprayed twice a day in the campground area.
None
Not able to have easier access to stalls that were on the far south side of the arena during rodeo time.
Not enough for the kids to do, poor entertainment, no booths, poor choice for a dance band.
Not good concessions, need more.
Not very many people.
Nothing
Nothing
Nothing

Nothing
Nothing
Nothing so far
Photography. Our daughter is a MHSRA contestant. She entered 2 events. She performed 2 runs Thurs. and then again Sat. morning. There are no photos of those 2 events. She won the goat tying, and there are no photos of her goat tying at all. Her breakaway photos consist of a close up of her and her horses head and then a butt shot. I am very disappointed as my camera doesn't take very good photos and I always order a lovely collage of state finals action pics and this year there are none! On the other hand the pictures that are posted are lovely, just not near enough.
Restroom cleanliness and lack of toilet paper.
Rough that stock riders having to check in on Wednesday and not participate until Friday night, it is a long time for teenagers to sit around.
See above
Showers ran out of hot water.
Stalls on concrete.
That it was 650 miles from where we live, farther to State than to Nationals for us. But that's life.....
The arena was muggy. And the outside stalls were very small.
The cost of attending the event (gas, stall fees), traveling over 1000 miles round- trip to attend. Rodeo contestants are responsible for all fees, so this can be a burden for some people. Did not have access to full water hook ups.
The distance having to travel, fees to attend were double what they have been in past years, pay back in Jackpot was much less than in past years and very disappointing considering the higher costs we incurred to participate.
The distance was ridiculous. You know it's shorter for eastern Montana to just go to Rock Springs than Kalispell. I don't understand why the directors can't put on a rodeo centrally located instead of catering to the western half of the state. Don't get me wrong I have nothing against the western half of the state, but anything past Bozeman is just flat outrageous. You are giving the contestants in that area or close to that area an upper hand. They don't have to put the stress on their horses over the drive, there is livestock that "no one has seen" but yet contestants still know the cattle, and it is unfair to parents and loved ones of faraway contestants.
The exhaust from the tractor made it hard to see and filled the air after a rack.
The facility is far away from our house! I wish the location of the finals was more in the middle of the state.
The holding pen you had to stay in before you ran barrels and poles. Also, the no horses in camping area rule.
The hook ups were not as described. The power was off the last night. We froze. The showers do not have toilets. There weren't enough porta potties. It was very far to travel. Also, having awards that recognize achievement is very important. Not just for first place, winners should get awards that recognize their placing. It was very disappointing to place in the top four and only get a gift card. No buckle or prize with the placing acknowledged was heart breaking. A gift card is nice, but this is state and competitors have worked hard, spent thousands of dollars, and received no award to commemorate their achievement. This was a huge let down.
The horse stalls were a real hassle. Our stalls were not ready. The horses were not stalled together and we spent over an hour trying to find a stall for our stud- even though we had prepaid and registered ahead of time.
The jackets for contestants and spectators.
The performance announcer. He was not very good and didn't have a good knowledge of rodeo- especially high school rodeo. It was hard to listen to him after having Vance for the slack.
The prizes were terrible! The judges were terrible,
The roping calves were not weaned and the breakaway calves exceeded the weight limits allowed. The stock contractor should be required to provide cattle that are in compliance with the rule book.
The sound system outside was poor. You couldn't hear where they were at in the rodeo. My stalls were a nightmare. Turns out my stud was right across from another stud....not good. Studs need to be put on the end, not in the middle of rows of stalls. It would be nice if contestants could saddle their horses at the trailers.
The speaker for REACT was not very good. After the championship round how long it took to fill out paperwork, etc. for Nationals. Seemed under staffed.
The time in line to register was too long. The kids didn't get any sort of a keepsake in their welcome bags that they didn't have to pay for (rodeo program). Parents shouldn't have to pay admittance to watch their kids, when they have to be there anyway.
There supposed to be no dogs allowed- we left ours at home but we have chased loose dogs away from our campsite.
They unhooked the power source boxes prior to the event being over! ( For those that made the short go)
Traffic
Traffic from Kalispell
Trailer parking could be a little more spread out.
Very far away from home for us, approximately 600 miles.
Would like more centralized event location, it was a long distance for participants and families.

## Q25. What suggestions do you have for improvement to the event?

A few more business vendors to purchase things on site would be nice.
All stalls be covered, there was little rain but had there been, the outdoor uncovered stalls we had would've been a mess! Also, some of the stalls in the big barn had no rubber mats, standing on cement is very hard on horse's feet even with shavings.
All the years that the state finals were in Bozeman they gave two parent wristbands at no charge to the contestants, as parents we spend a small fortune just to get our children to the event, it was always a nice gesture to know that you would not have to pay to get in and made us more willing to spend money at the concessions and vendors. Due to the fact that it was an extra \$60.00 just to watch, we spent NO additional money at vendors and concessions.
Back on seats
Be more lenient on the no horses and dogs in the campground rule. More scholarships. More vendors. No holding pen for barrels and poles.
Better and more affordable vendors! High school children can't afford a lot!
Better food vendors and better prices.
Better organized program & more vendors.
Better sound system, have the stalling ready, let horses in camping area.
Bigger outdoor stalls and open the arena doors.
Bring more food and beer.
Central location and better camp sites.
Cost of stalls, provide transportation to downtown, or sightseeing areas.
Could use more advertising!
DJ instead of band for the kids.
Extend the registration times so that there isn't such a long line. A lot of people are there early in the week, they could register and pay their fees before the big bunch gets there. I think that the Kalispell businesses would support the rodeo if asked, and maybe they would be willing to sponsor t-shirts for the kids. Also, it would be fun for the kids to get other goodies in their welcome bags, other than just advertisements. Parents should be allowed to watch the rodeo for free, we have a lot invested and that would just make us feel a little better, like we're not getting soaked for everything.
Find more sponsors so the kid's don't have to pay for the entire event. Give contestants day sheets!
Get better prizes and get a better mix of judges.
Give parents wrist bands to get into rodeo. Or at least one wrist band. Wider camping spaces. Better water facility. With wider camping spaces, kids could take horses to trailer and there would be less driving to the arena which would create less dust.
Great job! Keep it up!
Have an announcer who is willing to do some homework before he gets behind the microphone and I have never heard of an announcer for rodeos who doesn't do the slack performances too. Lazy. Also, I would suggest that all stalls be covered in case of bad weather. This year it was fine but if it would have rained all weekend it would not have been fair to the contestants who were stalled outdoors. All in all though, I thought this was a top notch event and Majestic Peak Arena should be commended.
I thought that there could have been more vendor booths and more concession stands. Maybe more activities for the contestants to do while there not doing rodeo.
I'd invest a lot more back into those kids who made the top four; they've invested a TON of time, effort and dollars to earn that spot and deserve more than what they got. The buckles were FABULOUS, very well done! But, if you have to rob Peter, maybe get a little less expensive buckle to afford more for 2nd-4th? Or, put more effort into sponsors for those prizes. And, maybe make the award time a little bigger deal? That whole thing went off kind of weird, again, probably not your fault.
Improve the stock.
Jackets/shirts to purchase were not available until 2nd day. However Salmon Creek Embroidery did a great and prompt job.
Less fees for camping, same fees for jackpot but higher payout to the contestants, more vendors as Bozeman had in past years with the "Cowboy Christmas".
Level camper parking, water hookups, porta potties throughout camp, and garbage barrels throughout camp.
Lower vender rates so the kids can shop and more fun events for the kids.
Make it about the kids. Have things for them to do besides rodeo. The entertainment was pretty bad.
Maybe have contestant's back numbers laminated.
More bulls
More concessions
More help at the end of the rodeo.
More pictures!

More space in the camp area. We were really packed in there.
More things for the kids to do in their down time.
More vendors
More vendors- coffee shop open early during slacks.
More vendors, more availability of shaving sales and cleaning supplies and possible discount on additional stalls for contestants.
More vendors.
Move the Majestic Valley Arena and facilities to Billings, ha-ha. Laminate the back numbers.
N/A
N/A
N/A
N/A
NA
No changes, I thought it was great!
No dogs
None
None
None
None at the moment
Not have it in Kalispell, great facility but terrible placement.
Not having it the same time as graduation weekend.
Not on the same weekend as local High School graduation! Not very many people could attend.
Not sure
Nothing
Nothing
Please fix the above. Move Kalispell to central Montana.
Professional photographer, band that plays music that these kids can enjoy, non-heavy metal. Maybe a little more country since these are rodeo kids. Don't water the arena so much...ground was getting a little slick.
Shuttle buses, more toilets. More water sprayed throughout area, too much dust.
Televise final round. Photographer at every performance.
The above plus the awards for state rodeo and national were very disappointing except for the buckles. Much more money need to be spent on awards as in previous years. Keep the same stock contractors
The air quality in the arena was very poor. We all came home sick. Have talked to others and they did too. Need to air the arena out.
The stage for the Queen Contest could be back a bit further from the audience.
This event was well done- I have no complaints. Thank you.
This rodeo is for the contestants and it shouldn't all be about Kalispell. Prize line needs to be catered to the contestants with more money being spent on prizes. Activities need to be about what the kids want to do. This rodeo is the kids of Montana's Super Bowl so make it about them.
To bring in more vendors.
Trade show or at least more booths. State finals merchandise to be available instead of orders.
Try to better the camping area and have pads in the stalls that are cement, very hard on horses.
Try to do a better job at keeping the ground uniform. Wet Sat morning, and much drier by Sat afternoon, then sticky on Sunday.
Use the televised replay for the whole event. Have more fun activities to include the kids in i.e.: family/fun night, volleyball tournament, goat roping, monkey on a rope, music that is popular for teenagers at the dance, organized shirt color performances. All vendors were sold out of safety pins (Walmart, staples, office depot, etc. Only random discounts around town were offered...not many hotels were on board.
Vendors. Maybe don't charge so much for them to come in and set up, this way you could gain a larger variety of vendors. Plus they were kind of shoved back in a little hole.....location?
Wash bleachers before the event. Sound system was not the best.
We really enjoyed the Majestic and Kalispell. And were very impressed with the great job everyone did. I hope you can continue to have the finals!
You need to improve the prizes for the contestants. These kids pay a lot of money each year to rodeo and the only incentive besides their jackpot money are the prizes. I was sitting next to a young man who got 4th place and he was very disappointed in his prize. My son didn't even place to get a prize so I am not a disgruntled parent. I have talked with others and they all feel the same way I do.