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Montana Folk Festival 2015

Butte, Montana

Megan Tanner Schultz, M.S.

A random sample of Montana Folk Festival attendees completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.

Montana Folk Festival 2015

Butte, Montana

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Case Study Report 2015-13
December 31, 2015

Abstract

This study was conducted for the non-profit Mainstreet Uptown Butte, to provide insight into the characteristics of attendees of the 2015 Montana Folk Festival. Paper surveys were completed by 371 attendees of the event. Results show that 75% of respondents were residents of Montana and of those Montana residents, 39% were from Butte-Silver Bow County. Out-of-county respondents spent an average of 2.81 nights in Butte-Silver Bow County and more people spent money on motel/hotel/b&b purchases, gasoline, and restaurant/bars 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 \$53,281.00 in the Butte-Silver Bow County area. Results provide event organizers and Mainstreet Uptown Butte 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 Folk Festival attracted many out-of-county Montana residents (46%) and out-of-state (25%) 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 Montana Folk Festival.

- 83% of respondents indicated the event was their primary reason for being in the area.
- 71% 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 2.81.
- More money was spent by respondents in restaurant/bar (\$15,669.00), hotel/motel/b&b (\$12,876.00), and gasoline (\$7,031.00) than other spending categories. 72% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent).
- 36% of respondents reported staying in a hotel/motel/b&b, 35% reported staying at the home of a friend/relative followed by 20% staying at public land camping.
- Attendees were mostly travelling with family and friends (27%) or as a couple (21%). The average travel group size was 2.35 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 55-64 years old (37%), 18-24 years old (26%), and 45-54 years old (25%).
- Attendees heard about the event mostly from word of mouth (73%) or the newspaper (33%).
- Overall, attendees of the event were very satisfied or satisfied with the Montana Folk Festival, and 89% of respondents indicated that they would attend the event next year.

Management Implications

Montana Folk Festival event attendees are travelling from all over the nation to attend the Montana Folk Festival. This event brings both residents and nonresident visitors to the Butte-Silver Bow County area, and the attendees of the event make a variety of expenditure contributions while visiting.

The largest percentage of spending reported by attendees was in the Restaurant/bar category, indicating that people value a variety of dining, beverage, and food establishments. Organizers can focus on encouraging and supporting an increase of diverse dining merchants in the Uptown Butte area in order to satisfy the needs of event attendees.

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 2015 Montana Folk Festival was hosted in Butte, Montana over three days from July 10th through July 12th, 2015. It was the 5th annual Montana Folk Festival event and took place in Uptown Butte. The Montana Folk Festival evolved out of the National Folk Festival which was held in Butte for three years from 2008-2010. Butte's Montana Folk Festival is one of the Northwest's largest free outdoor music events and features some of the nation's finest musicians.

This event is organized by Mainstreet Uptown Butte and Butte-Silver Bow County. The Montana Folk Festival has many business sponsors and support that make the event possible. Mainstreet Uptown Butte is a non-profit organization located in Butte, Montana. This organization is committed to community revitalization, as well as encouraging economic development, historic preservation, and supporting Uptown merchants in Butte.

The purpose of this study was to provide the organizers of the 2015 Montana Folk Festival event with an understanding of the characteristics of visitors of the festival, visitor spending in Butte-Silver Bow County, and levels of satisfaction with different aspects of the festival.

Methods

Surveyors intercepted festival 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 Montana Folk Festival study include the following:

- Data was collected by Butte area volunteers who received a short training from ITRR's survey contact person (George Everett-Mainstreet Uptown Butte) on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.

Results

Of the 371 valid respondents, 75 percent (278 people) were from Montana and 25 percent (92 people) were from out of state or overseas (see Tables 1, 2, and 3). Of all Montana respondents, 39 percent (107 people) were from Butte-Silver Bow County while 61 percent (171 people) were from other Montana counties.

Table 1: Residence of all Respondents

| Place of Residence | # of total | % of total |
|---------------------------|-------------------|-------------------|
| Butte-Silver Bow County | 107 | 29% |
| Other MT County | 171 | 46% |
| Montana=278 | | |
| U.S. State | 71 | 19% |
| International | 13 | 3% |
| Non-Montana Unspecified | 9 | 2% |
| Total all Residences | 370 | 100% |

Table 2: Out-of-State Residences

| Residence | # of respondents |
|------------------|-------------------------|
| Alaska | 2 |
| Arizona | 1 |
| California | 6 |
| Florida | 1 |
| Georgia | 1 |
| Idaho | 8 |
| Illinois | 2 |
| Indiana | 1 |
| Massachusetts | 1 |
| Minnesota | 2 |
| Missouri | 1 |
| Nevada | 2 |
| New Jersey | 1 |
| New Mexico | 4 |
| New York | 2 |
| North Carolina | 2 |
| North Dakota | 2 |
| Oklahoma | 1 |
| Oregon | 7 |
| Rhode Island | 1 |
| South Carolina | 1 |
| Tennessee | 1 |
| Texas | 1 |
| Utah | 2 |
| Washington | 14 |
| Wisconsin | 1 |
| Wyoming | 3 |

Table 3: International Residences

| | |
|--------------------------|---|
| Alberta, Canada | 3 |
| Australia | 1 |
| British Columbia, Canada | 2 |
| Canada (not specified) | 2 |
| Czech Republic | 1 |
| Germany | 2 |
| Saskatchewan, Canada | 1 |
| Taiwan | 1 |

The mean age of respondents was 48 years old. Of those who were from outside Butte-Silver Bow County and responded to the survey, 71 percent (183 people) reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (38 percent) spent two nights in Montana. The mean number of nights spent in Butte-Silver Bow County was 3 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 festival visitors who reside outside of Butte-Silver Bow 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 Butte-Silver Bow County area in the following categories: accommodations, restaurant or bar, groceries or snacks, licenses or admission fees, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 4 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 \$53,281.00.

Table 4 – Expenditure Data: Expenditures calculated using only respondents who spent

| Expenditure Category | Mean expenditures of attendees <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 | \$81.61 (n=192) | 52% | \$15,669.00 |
| Motel/hotel/b&b | \$234.11 (n=55) | 15% | \$12,876.00 |
| Gasoline | \$48.49 (n=145) | 39% | \$7,031.00 |
| Retail goods | \$83.19 (n=81) | 22% | \$6,738.00 |
| Groceries/snacks | \$43.78 (n=118) | 32% | \$5,166.00 |
| Entertainment/recreation | \$70.36 (n=56) | 15% | \$3,940.00 |
| Licenses, fees, admissions | \$27.75 (n=28) | 8% | \$777.00 |
| Auto rental | \$111.40 (n=5) | 1% | \$557.00 |
| Campground | \$48.71 (n=7) | 2% | \$341.00 |
| Local transportation | \$23.25 (n=8) | 2% | \$186.00 |
| | | TOTAL | \$53,281.00 |

Appendix A- Results

Q1. Are you a resident of Montana? n=370

75% Yes 25% No (skip to Q3.)

Q2. Do you reside in Butte-Silver Bow County? n=278

39% Yes (skip to Q13. on back) 61% No (skip to Q4.)

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

See Tables 1, 2, and 3.

Q4. Is this your first time visiting Butte? n=255

13% Yes 87% No

Q5. Was attending this event your primary reason for being in the area? n=258

83% Yes 17% No

Q6. For what other reasons are you visiting the area? (Check all that apply.) n=182

27% Vacation/recreation/pleasure 4% Just passing through 4% Business/convention/meeting
23% Visiting friends/relatives 4% Shopping

Q7. For this event, how many nights did you spend away from home? n=257, Mean=3.03

29% 0 (skip to Q.11) 21% 1 10% 3 2% 5 1% 7 0% 9
27% 2 3% 4 <1% 6 <1% 8 7% 10 or more

Q8. How many of those nights were in Montana? n=180, Mean=3.66

0% 0 38% 2 4% 4 1% 6 1% 8 7% 10 or more
32% 1 15% 3 2% 5 2% 7 0% 9

Q9. Of your nights in Montana, how many did you stay in Butte? n=181, Mean=2.81

13% 0 nights 38% 2 nights 4% 4 nights 0% 6 nights 0% 8 nights 1% 10 or more
29% 1 night 13% 3 nights 2% 5 nights 0% 7 nights 0% 9 nights

Q10. In what type of accommodation(s) did you stay in Butte? (Check all that apply.) n=163

36% Hotel/motel/B&B 4% Private campground 0% Resort/condominium
2% Rental cabin/home 35% Home of friend/relative 0% Guest ranch
20% Public land camping 1% Second home/cabin/condo 4% 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 Table 4 for expenditures).

ACCOMMODATIONS in Butte

Hotel/motel/bed & breakfast

Campground

FOOD in Butte area

Restaurant/bar

Groceries/snacks

**LICENSES,
ENTRANCE
FEES,
ADMISSIONS**

TRANSPORTATION in Butte

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=225; mean= 2.35

| | | | | | |
|-------|-------|------|------|--------|------------------|
| 28% 1 | 9% 3 | 3% 5 | 1% 7 | 0% 9 | <1% more than 10 |
| 45% 2 | 10% 4 | 3% 6 | 0% 8 | <1% 10 | |

Q13. What option best describes the group with whom you attended this event? n=352

| | | | |
|------------|----------------------|--------------------|-------------------------|
| 6% Self | 17% Immediate family | 27% Family/friends | 1% Business associates |
| 21% Couple | 7% Extended family | 19% Friends | 1% Organized group/club |

Q14. Please select all the ages represented in your group: n=353 for each age category

| | | | | |
|--------------|----------------|----------------|----------------|----------------|
| 9% 0-5 yrs. | 11% 11-17 yrs. | 23% 25-34 yrs. | 25% 45-54 yrs. | 22% 65-74 yrs. |
| 9% 6-10 yrs. | 26% 18-24 yrs. | 22% 35-44 yrs. | 37% 55-64 yrs. | 6% 75 and over |

Q15. What best describes your annual household income? (In US dollars) n=324

| | | |
|--------------------------|----------------------------|---------------------------|
| 16% Less than \$20,000 | 15% \$60,000 to \$79,999 | 2% \$150,000 to \$199,999 |
| 21% \$20,000 to \$39,999 | 12% \$80,000 to \$99,999 | 2% \$200,000 and over |
| 18% \$40,000 to \$59,999 | 13% \$100,000 to \$149,999 | |

Q16. How long before this event did you make plans to attend? n=352

| | | |
|-------------------------------|---------------------------------|------------------------------------|
| 15% The day of the event | 15% 1-4 weeks before the event | 35% Over 6 months before the event |
| 15% 1-7 days before the event | 20% 1-6 months before the event | |

Q17. How did you hear about the Montana Folk Festival? (Check all that apply.) n=331 per selection

| | | | |
|-------------------|-----------------------------|-----------------------------|-------------------|
| 73% Word of mouth | 17% Facebook (MT Folk Fest) | 4% Billboard | 7% Flyer |
| 33% Newspaper | 15% Posters | 3% Email from event planner | 16% Event website |
| 16% Radio | 5% Magazine | 4% Group or club | 3% Other website |
| 16% Television | 1% Direct mail | 2% Retail outlet | |

Q18. Please rate your satisfaction with the Montana Folk Festival:

| Satisfaction | Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very satisfied | Mean | Total respondents |
|--------------------------------|-------------------|--------------|---------|-----------|----------------|------|-------------------|
| Organization of the event | 1% | <1% | 2% | 15% | 81% | 4.76 | n=342 |
| Event staff | 1% | 0% | 2% | 13% | 84% | 4.80 | n=338 |
| Types of people at the event | 1% | <1% | 5% | 18% | 77% | 4.70 | n=337 |
| Location of the event | 1% | 1% | 3% | 16% | 80% | 4.73 | n=341 |
| Concessions available | <1% | 3% | 9% | 19% | 69% | 4.53 | n=339 |
| Number of people at the event | 1% | <1% | 6% | 24% | 69% | 4.61 | n=337 |
| Duration of the event | <1% | 1% | 5% | 21% | 73% | 4.65 | n=334 |
| Parking | 1% | 4% | 15% | 23% | 57% | 4.32 | n=323 |
| Sound system (ability to hear) | 1% | 2% | 6% | 22% | 69% | 4.56 | n=343 |
| Other transportation to event | <1% | 1% | 9% | 13% | 76% | 4.65 | n=283 |
| Variety of activities | <1% | 2% | 8% | 24% | 66% | 4.53 | n=333 |
| Signage/directions | <1% | 2% | 5% | 23% | 70% | 4.60 | n=338 |
| Cleanliness | 1% | 1% | 4% | 26% | 69% | 4.61 | n=339 |
| Availability of restrooms | <1% | 1% | 6% | 22% | 71% | 4.63 | n=340 |
| Safety | 1% | <1% | 3% | 19% | 77% | 4.70 | n=334 |

*N/A responses were re-coded to be a missing response for the most accurate mean score.

Q19. What is your age? Range=18-85, Mean=47.74

Q20. What is your gender? n=348

42% Male
58% Female

Q21. When might you come to the Folk Festival again? n=341

89% Next Year 11% Within 5 Years <1% Never

Q22. Please tell us what you liked about the Montana Folk Festival in Butte, Montana.

See Appendix B

Q23. Please tell us what you did not like about the Montana Folk Festival 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 Montana Folk Festival.

| |
|--|
| A great time |
| Absolutely everything |
| Activities for every age |
| Afghani musicians...yum |
| Agricultural talks @ traditions tent |
| All |
| All |
| All music able to attend |
| All of it |
| All of it! Always amazing! |
| All of the music, unique venue |
| All the people and family home fun. Great music |
| Amazing event! |
| Artists, the community support |
| Atmosphere, environment, kids' activities, location |
| Atmosphere, music, people |
| Awesome |
| Awesome entertainment and friendly folks! |
| Awesome event and family friendly! I love that it's free |
| Awesome music, lots of fun, loved that the beer is so cheap. Transportation is fantastic for us hikers without cars (doing the Continental Divide Trail) and camping in the park |
| Awesome musical adventure |
| Beautiful grounds! |
| Beautiful weather and I heart Montana |
| Been here every year |
| Beer |
| Beer and music |
| Best event of year |
| Best venues for a concert |
| Blues music |
| Booths |
| Butte America! |
| Butte is so friendly and willing to get things done. Love Butte and this event. App for phone was great |
| Butte's my hometown this is amazing every bit of it! |
| Camping! Donation based! Friendly Folk! |
| Celebrates uptown Butte |
| Children's area so the kids walk away with something |
| Close to home |
| Close to home |
| Convenience/vibe/variety |
| Cultural delights! Way to go- I love it year after year after... |
| Culture is awesome |
| Distance between stages convenient and keeps crowds down |
| Diversity |
| Diversity of event |

| |
|--|
| Diversity of music |
| Diversity of music. Great organization. Very clean toilet! |
| Easy to follow schedule |
| Everything |
| Everything- especially the music and the people |
| Everything- love the amazing volunteer support |
| Everything- people, staff, artists. The Best!! Please keep this going! |
| Everything! |
| Everything! |
| Everything! Best food vendors anywhere |
| Everything!! |
| Everything, diversity of music |
| Everything. Good for Butte |
| Everything. Love the Folk Fest! |
| Everything. Organized, carts, people |
| Everything: diversity, quality of performers |
| Excellent music |
| Exceptional! Great people, great acts. Gives me faith in humanity |
| Family activities w/o cost |
| Family atmosphere |
| Family event. Love seeing kids, wonderful way to expand your music appreciation. |
| Fiddle music |
| Food, music, activities for families |
| Free |
| Free family event! |
| Free park camping |
| Free! |
| Free, well organized, lot of different bands, great atmosphere |
| Free, well organized, music and band, atmosphere |
| Friendliness of people |
| Friendly atmosphere, good music variety, very good shuttle service |
| Friendly folk- good music |
| Friendly people to work with |
| Friendly people, good loud speakers |

| |
|---|
| Friendly people. Free entrance and available parking and shuttle |
| Fun |
| Fun and free! |
| Fun!! |
| Golf carts. Cambodian dances. E.U., Los Combalanche, Group Rebolu |
| Good acts, good organization, good food, we donated every day |
| Good music |
| Good music |
| Good music, nice atmosphere |
| Good people |
| Great |
| Great and surprising music |
| Great atmosphere |
| Great atmosphere, views of the city |
| Great event! |
| Great family event that offers variety of culture, exposes people to new ideas and sounds |
| Great music and people |
| Great music- good variety |
| Great music- great food. Great volunteers |
| Great music selection |
| Great music variety |
| Great music! Great talk/demos! All outdoor! Free admission |
| Great people, very friendly |
| Great people, wonderful variety of arts |
| Great place and music |
| Great time |
| Great to get everybody together and have events in our town |
| Great work! |
| Had a great time |
| Haven't seen much yet |
| I come every year. I live here |
| I enjoy the concessions and the music and the diversity of all involved |
| I grew up here |
| I like how the bands play multiple times so you really get a chance to see everyone |
| I like that it's in Butte, MT |
| I love the atmosphere (social inc.) and the concessions |
| Incredible diversity of music unparalleled in Montana and area broad and impressive (ambition) mission of festival |
| Incredible organizing. Great music |
| It fun |
| It gives you something to do |
| It is a great way to experience different cultures |
| It is helpful when songs aren't in English if the performer tells the audience what the song it about. This year's Greek group did that and it really draws you in and enriches the experience. All the variety, all the people in town. The various stages- intimate vs. large crowd |
| It was in Butte |
| It's all great |
| It's free, high-quality folksy-fun |
| It's in Butte |

| |
|--|
| It's in Butte! |
| It's just the best time ever. What can I say? |
| It's not like I had anything better to do |
| It's one of the best musical events in Montana. Lots of great people |
| It's wonderful! |
| Just arrived (much of the survey did not apply) |
| Keep it going! |
| Latin music |
| Local, price, good music |
| Locals, actual folk music, marketplace |
| Location |
| Location and amount of stages |
| Lots of interesting music, variety, lots of fun with friends |
| Love Butte! Parents/grandparents come from Butte so we love the local history |
| Love it all- I am diabetic, appreciated the sugar-free sno-cones |
| Love it! |
| Love it, thank you! |
| Love the family atmosphere |
| Love the intimate relationship between the musicians and the people attending. A love fest of great music! |
| Love the usual camaraderie of Butte people- as usual the best! |
| Love the variety of music and people |
| Loved the variety and quality of performers |
| Most organized yet. Availability of golf carts for trans. |
| Music |
| Music and dancing! |
| Music and family |
| Music and food |
| Music and open container law |
| Music and people, social atmosphere |
| Music impressive |
| Music variety, better beer selections, trolley and carts, musicians |
| Music!!! Yay |
| Music, family fun |
| Music, food |
| Music, food, arts |
| Music, food, events- all of it |
| Music, kettle corn |
| Music, music, music |
| Music, people, and weather |
| Music, variety |
| Music, workshop, bus from parking |

| |
|---|
| Music. I like the sinks outside outhouses |
| Music/Live- good variety |
| Music-variety. Workshops |
| Never been to Butte! and free! |
| Only missed one |
| Open container law |
| Open container law! Wohoo |
| Open container, variety of music |
| People and place |
| People watching |
| People were amazing! Performers from around the world- passionate! |
| People, history |
| Plank contest! and music of Colombia |
| R & B music |
| Really cool area |
| Really odd, business-related survey, Events like this are special because of quality, magic, community not monetary gain. The economy needs to become smaller and people-oriented. NOT increase it's irrational growth, regardless of limits on food, water, space. |
| Relax, casual atmosphere. Great friendly people. Open liquor policy. Everything really. Transportation |
| Relaxing and casual with a variety of music and food |
| Seeing lots of old friends |
| Shuttle service. Variety of entertainers. |
| Shuttles |
| The atmosphere |
| The atmosphere and variety of music and people! Also, beer |
| The availability and accessibility; the variety of stages and music; the chance to see artists more than once if wanted |
| The availability of transportation both to and during. Everyone is so friendly and helpful |
| The city- buildings, mining landscape, friendly people, variety of music |
| The community event, the music, the food |
| The diverse program and concessions |
| The diversity of music genres |
| The diversity of the music! |
| The eclecticness of the music and crowd |
| The ethnic acts, particularly dancing and costumed acts |
| The food, the music |
| The friendly people and music |
| The great entertainment, happy crowd, golf cart transportation |
| The great staff and music |
| The music acts and variety |
| The music and variety. Family oriented |
| The music is great and we love to dance. The event is a lot of fun. |
| The music, dawg! |
| The music, the people |
| The old town and buildings |
| The organization-signage-transportation and parking are excellent! And of course the Music |
| The people |
| The people |
| The people |

| |
|---|
| The people and music |
| The people, the music, the views, the fun. Visiting my home town. |
| The talent is awesome. Organizers and volunteers do a great job!! There were some epic performances. |
| The talented musicians, the history, the awesome people |
| The town |
| The type of people and variety of music |
| The unique music and cultural diversity of groups |
| The variety of acts and the people you meet from all over the country and world |
| The variety of music and dance. Friendliness of volunteers |
| The variety of music and multiple stages spread across uptown |
| The variety of music styles and cultural experiences |
| The variety of performers is unbelievable...all great...love the setup the different stages and Butte itself |
| The various music types and such |
| The visitors to town have been so grateful of the volunteers. The sound systems at every venue have improved. |
| Unique bands |
| Variety |
| Variety and quality of music is extraordinary. Can't beat the setting either |
| Variety- friendly atmosphere. Fantastic information on Montana |
| Variety of acts |
| Variety of acts |
| Variety of bands/food/beverage/seeing all of downtown Butte |
| Variety of different music and food |
| Variety of entertainment and happy people |
| Variety of food |
| Variety of music |
| Variety of music |
| Variety of music |
| Variety of music and it's free donation |
| Variety of music- easy transportation to and from hotel |
| Variety of music, ambiance of the town, easy, comfortable, family friendly |
| Variety of music, chance to see friends from all over the state |
| Variety of music, energy, close |
| Variety of music, great crowds, great food. |
| Variety of music. It's free |
| Variety of musical genres, friendly people |
| Variety of musical options |
| Variety of performances |
| Variety of performers. "Free" with donations. OK shuttles |
| Variety of performers. Seating was great. Transportation very good! |
| Venue, acts |
| Venue, music, beer |
| Very friendly |
| Very fun |

| |
|---|
| Very fun, nice people |
| Very nice chance to get know more this city |
| Very organized! Outstanding! |
| Very safe and kid friendly |
| Very well organized. Amazing talent. Great volunteers |
| Want it on the flat |
| Wasn't super crowded |
| We love the music and people! |
| Well done, great entertainment |
| Well run. Variety of music |
| What's not to like |

Q23. Please tell us what you did not like about the Montana Folk Festival in Butte, Montana.

| |
|---|
| Beer tickets and lack of Johns |
| Can't think of anything |
| Can't think of anything unless need for more places to sit down for older and handicapped people |
| Can't think of anything! |
| Collecting money during program |
| Confusion about alcohol tickets |
| Could use more sheltered places to sit and eat in likely event of rain |
| Distance between stages. Don't like over-amplification of sound system. Hard to find Civic Center parking lot |
| Event staff- seem stressed |
| Everything |
| Everything was great |
| Filtered water stations for the people! |
| Food vendors could use a few local/fresh options if possible |
| Golf carts- boo |
| Hail |
| Hail, but that's not the festival's fault |
| Hard to say |
| Hate the hills! |
| Haterz |
| Have a giant food court area even bigger than this |
| Having music interrupted to be asked to donate- please don't bug during the music |
| I don't have anything bad to say about it. Kudos to the staff and council of commissioner |
| I had to work and missed all the fun! |
| I like everything |
| I sold drink tickets as a volunteer Friday night. Constant worry about potential robbery. We had a lot of money in our boxes the entire time. Scary |
| I wish there was a way to bring food prices down. Probably due to concessions "set up fees."? |
| It rained! |
| It was all pretty cool |
| It was great! |
| It's all groovy! |
| It's free and super organized |
| I've been to all 9 festivals. I have no complaints |

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| Lack of bathrooms |
| Lack of garbage at camp |
| Lack of soap for food handlers. Golf carts almost ran us over |
| Lack of variety Saturday night. Closing acts were the same on Fri, Sat, Sun. Leaving an extra stage open Sat night might help |
| Love it |
| Montana BBQ- tough sandwich |
| More "healthy" food options |
| More bathrooms |
| More children activities |
| More ice with pop |
| More music diversity |
| More storytelling |
| Mud in Original food area |
| Music variety, dancing, the people, energy |
| N/A |
| Nada |
| Need more covered areas (stages) |
| Need more healthy food options |
| Need more tables for eating |
| Need more vegetarian food options. |
| Next year get Nora Jane Struthers to perform! |
| No |

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| No |
| No complaints so far |
| No healthy food (fruits/veggies). More ice! Please |
| No masked dancers this time. All amazing overall |
| No water in the survey tent! |
| No water tanks. So thirsty |
| None |
| None |
| Not enough canopy-covered areas |
| Not enough seating for eating or resting |
| Not enough young people/millennials |
| Nothing |
| Nothing but ATM fees |
| Nothing- it was all good |
| Nothing to complain about |
| Nothing!! |
| Nothing, except- open the church that used to be the Virgin Mary museum |
| Nothing, love it here! |
| Nothing. First time. Great |
| Number of activities |
| Oh, it's hard to say. Hailstorms? Who can control such things... |
| Parking |
| People standing on dance stage- also people were standing on stage with food and beverages- on Sunday dance stage was sticky from spilled food/beverages. Also, why wasn't the Texas Swing band at dance stage- they were great for dancing |
| People yacking while music playing- even upfront |

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| Placement |
| Please do not water down the liquid soap. Please make sure the vocal mikes are up and aren't overpowered by the instruments. After all, the instruments are the accompaniment. |
| Port a potties... they're a necessary evil |
| Rain |
| Rain and hail |
| Rain- count use some shelter tents |
| Rain! |
| Shuttles for out of towners |
| So far, so good! |
| Some of the volunteers did not give the best directions- but very friendly. |
| Sometimes the music I wanted to hear was playing at same time or one band at Original and next at Dance stage- not enough time to get to both without missing some |
| Sound issues. People smoking near venue |
| Sound mix at the Original was poor |
| Sounds system in Original stage was not as good as other stages |
| Stupid hailstorm |
| That I could not stay longer (was just passing through and found it accidentally) |
| The Airforce. Loud and obnoxious! |
| The Hail |
| The hailstorm! |
| The lack of parking |
| The lack of promoting sustainable practices |
| The mud |
| The rain |
| The rain |
| The rain at night |
| The rain! |
| The rain, but that's not your fault. Camping facilities |
| The streets it unsuccessfully blocks off |
| The weather |
| The weather is stormy and wondering how to stay dry. We need to prepare better |
| The weather, kidding |
| The whole festival is great for Butte and everyone |
| There are no water filling stations |
| Too many people smoking! |
| Too short |

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| Unable to get to see it all |
| Vendor prices |
| Vendors ran out of items |
| Very fun |
| Volunteer organization was just okay. Our task was boring |
| We have difficult time getting program guides or info in Dillon |
| We need more parking |
| We really liked everything |
| Weather |
| Weather/rain |
| What if you could buy food/drink "dollars" to use at the festival? |
| Where's the fry bread |
| Wish there was cheaper food |
| Would like more storytellers, comedy, a variety of folk experience |
| Would like more stuff for kids |
| You did not allow other vendors to sell soda or merchandise besides food |

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

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| #chooseMT |
| 1) Please announce no smoking policy. Please enforce it. 2) You may consider having a "smoking section" for people to smoke in one place near each stage and leave the rest of us alone! 3) Ask people with big hats to remove them in audiences. Thank you! |
| A few of the past performers being brought back |
| Additional tent for sun and rain. Weather prep- rain puddles in food area |
| All good |
| Always a problem to know what to do with our dogs while we're camping and at Fest |
| Anything to keep it going |
| Awesome event! |
| Be proud of it. It's amazing |
| Best planned event in state! |
| Better advertising outside Butte |
| Better organization |
| Better parking |
| Better promotions! |
| Better signs |
| Bring in ZZ Top |
| Camping facilities. Volunteer position we signed up for was boring (backstage hosp) |
| Can't think of one |
| Clarify alcohol tickets |
| Coffee |
| Coffee kiosk! |
| Coffee/latte kiosk |
| Different food of world |
| Do it again |
| Do it again and accept cards |
| Doing a good job |
| Don't finish concerts before schedule |

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| Don't know |
| Don't know |
| Don't put seats so close together |
| Encourage audience to throw away their own trash/beer cans |
| Enforce smoking restrictions in stage and food areas |
| Everything is great! |
| Food concession with something a little more healthy (for the third day) |
| Free tap water available |
| Free tap water available |
| Get Milton Menasco and the Big Fiasco |
| Get Milton Menascot and the Big Fiasco for next year! |
| Go back as it was before. Don't ignore vendors |
| Good job |
| Gravel near vendors @ original-muddy from rain |
| Great job! |
| Haterz T-shirts |
| I'm curious about selection process for bands. |
| In large seating |
| Is there a website? I need to look online to see... you probably have already thought of it. Thank you! |
| It is great |
| It seems that there could be a direct shuttle to and from the Flat Hotels. Designated drop-off spots for elderly using carts |
| Just keep having it |
| Just keep up the good work and keep it free |
| Just to keep it going. Great job and thanks! |
| Keep doing as is |
| Keep doing what you're doing. Any clever ways the festival can feed back into the community of Butte area awesome. Thanks |
| Keep it going |
| Keep it real |
| Keep it up |
| Keep it up! |
| Keep up the good work |
| Keep up the good work |
| Keep up the great event |
| Keep up the great work |
| Large postings of the events and locations |
| Level seating areas |
| Lights on golf carts |
| Local food vendors |
| Longer |
| Longer event time |
| Longer festival |
| Maybe big tents for audience |
| Maybe parking map |
| More activities |
| More advertising NOT on net |
| More audio/video samples of artists |
| More bands |

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| Shelter tent |
| Shuttles from nearby towns (Helena, Missoula, Bozeman) once a day would be great |
| Special seniors seating (+80) |
| Suggestions for new musicians to invite |
| Take cards for beer... seriously |
| Turn off the rain |
| Vendors to increase inventory |
| Very nice volunteers! Thanks! |
| Water bottle filling stations |
| Wesley Bright and the Highlights out of Akron, Ohio (think James Brown)!! |
| Ya'll do fantastic! |

