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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
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
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
Music
Music
Music
Music
Music
Music
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
Variety
Variety
Variety
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

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
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
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

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
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
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
Parking
Parking
Parking
Parking
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

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
Rain
Rain
Rain
Rain
Rain
Rain
Rain
Rain
Rain
Rain
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

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?

#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

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

N/A
N/A
N/A
N/A excellent!
Need a high power group name to pull in people
Need to be able to fill water bottles
Never stop doing it!
No
No
None
None
None
None
None
None
None
None
None
None
None
None
None
None
None
None
None
None at this time
None- it gets better every year
None, it is awesome
None, staff does just fine and truly amazing with what they have to work with
None. Good job everyone!
Nope. More people
Nothing
Nothing- always a great time!
Nothing, thank you!!
Park St. CD tent is unneeded
Perfect the way it is
Perfect!
Permanent larger shelter
Please include coffee/latte kiosks: we need our coffee. Doesn't have to be Starbucks but please include some!!!
Please try to enforce the no-smoking rule and event sites
Possibly a few more benches
Possibly announcing that dance areas are for dancers if the band is a dance band. if a lot of people are standing on area as was the case with cajun band on Saturday afternoon there was no room for dancers
Promote greener lifestyles
Put at stage at the Steward Mine Yard. Needs more dance acts.
Put down gravel
Put one last sign for parking AT the Civic Center
Sell car decals promoting the event
Sell car decals promoting the event
Session timing- we missed several things because of ending early or late starts

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!

