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Montana Folk Festival Visitor Study: 2013

Christine Oschell

The University of Montana-Missoula

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College of Forestry
and Conservation
32 Campus Dr. #1234
The University of Montana
Missoula, MT 59812

Phone (406) 243-5686
Fax (406) 243-4845
www.itrr.umt.edu

2013 Montana Folk Festival Visitor Study

Prepared by:
Christine Oschell, Ph.D.

Institute for Tourism & Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

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Case Study Report 2013-6

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Introduction

The purpose of this study was to provide the organizers of the Montana Folk Festival with an understanding of their attendees and the total money spent by those surveyed in Butte. The population of interest was attendees of the 2013 Montana Folk Festival and the sample was random from that population. Of the attendees, 500 returned completed surveys.

Methods

Surveys were given to festival goers by random selection so as to attempt to represent the whole population. Volunteers were stationed near rest rooms, concert stages, and exit points. They intercepted people randomly on each of the three festival days. The survey consisted of 31 questions (see Appendix C). People willing to fill out the survey were given a clipboard, pen, and a survey. No documentation of the number of refusals was recorded. Volunteers collected completed surveys at the site of the intercept.

Results

Of the 500 respondents, 77% (376) reported they were from Montana and 23% (112) reported being from out of state or country (see Tables 1 and 2). There were 12 missing responses to this question. The mean age of respondents was 48.59. The mean group size was 4.52. Of those who responded to the survey, 43% (214) reported that they spent a night or nights away from home. The mean of nights away from home was 3.76. The mean number of nights spent in Montana was 3.56 while the mean number of nights spent in Butte was 1.96. Results of all other questions in this survey can be found in Appendix A.

Table 1: Out-of-state Respondents

State	# of respondents	State	# of respondents
California	15	Florida	2
Washington	14	Illinois	2
Idaho	8	Maryland	2
New York	5	Minnesota	2
Wyoming	5	Missouri	2
Arizona	4	Pennsylvania	2
Colorado	4	Iowa	1
South Dakota	4	Indiana	1
Utah	4	Kansas	1
Virginia	4	Kentucky	1
Nevada	3	Maine	1
Ohio	3	New Mexico	1
Oregon	3	Texas	1
Alaska	2	Wisconsin	1

Table 2: Foreign Respondents

Country	# of respondents
Canada	4
Australia	1
Costa Rica	1
Holland	1
Ireland	1
Jamaica	1
Netherlands	1
Spain	1
Thailand	1

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Butte in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The results are presented in three ways. Table 3 presents the expenditure data of only the respondents who reported spending money in the categories. Table 4 presents expenditure data which includes everyone, even those who reported that they did not spend money in some categories. Table 5 presents the mean expenditures of all non-resident respondents and the total mean expenditure by non-resident visitor groups.

The mean expenditure of those who spent money for each category can be found in Table 3 along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditure for respondents who spent was \$89,331.00.

Table 3- 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>
Motel/Hotel/B&B	\$219.33	14%	\$15,134.00
Retail goods	\$86.66	33%	\$14,125.00
Restaurant/Bar	\$84.93	63%	\$26,838.00
Auto rental	\$79.53	1%	\$1,252.00
Gasoline	\$57.22	46%	\$13,217.00
Entertainment/Recreation	\$49.95	13%	\$3,147.00
Groceries/Snacks	\$49.52	43%	\$10,547.00
Campground	\$41.19	5%	\$1,837.00
Licenses, entrance fees, admissions	\$27.88	3%	\$446.00
Local transportation	\$25.00	1%	\$150.00
Gratuity	\$18.32	29%	\$2,638.00
		TOTAL	\$89,331.00

Expenditure calculations in Table 4 are of everyone who responded to the survey. This table shows mean expenditures of all respondents in each category. The mean expenditure of all respondents was \$178.65 per visitor group. Dollars spent by individual attendees could be calculated by dividing the mean expenditure by group size ($\$178.65/4.52 = \39.52).

Table 4- Expenditure Data: Expenditures calculated using all respondents

Expenditure Category	Mean expenditures of all attendee respondents
Restaurant/Bar	\$53.68
Motel/Hotel/B&B	\$30.27
Retail goods	\$28.25
Gasoline	\$26.43
Groceries/Snacks	\$21.09
Entertainment/Recreation	\$6.29
Gratuity	\$5.28
Campground	\$3.67
Auto rental	\$2.50
Licenses, entrance fees, admissions	\$0.89
Local transportation	\$0.30
Festival Expenditure by visitor group	\$178.65
Festival Expenditure by individual	\$39.52

Expenditure calculations in Table 5 are of all out of state respondents surveyed (not of just those who spent). As one can see by comparing tables 4 and 5, the mean expenditures by non-residents is quite a bit higher in all cases. People from other states did spend more money at the festival than Montana residents.

Table 5- Expenditure Data: Expenditures of all non-resident respondents

Expenditure Category	Mean expenditures of all non-resident respondents
Restaurant/Bar	\$97.77
Retail goods	\$53.36
Motel/Hotel/B&B	\$49.42
Gasoline	\$38.71
Groceries/Snacks	\$37.17
Entertainment/Recreation	\$16.72
Campground	\$12.34
Auto rental	\$11.18
Gratuity	\$6.75
Licenses, entrance fees, admissions	\$1.39
Local transportation	\$0.27
Festival Expenditure by non-resident visitor groups	\$325.08
Total Mean Festival Expenditure by non-resident individuals	\$71.92

Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix B.

Appendix A- Results

Montana Folk Festival Survey

Are you a resident of Montana? 77% Yes 23% No

Was attending the National Folk Festival your primary reason for being in Butte?

70% Yes 30% No

What other reasons were you visiting Butte? (X all that apply)

58%	None - the event was my reason	7%	Shopping	2%	Business/convention/meeting
17%	Vacation/recreation/pleasure	26%	Visit friends/relatives	3%	Just passing through

During the Montana Folk Festival, what type of accommodations did you stay in?(X all that apply)

40%	None- my home is here	25%	Home of friend/relative	---	Guest ranch
18%	Hotel/motel/bed & breakfast	1%	Second home/condo/cabin	5%	Vehicle in parking lot
7%	Public land camping	1%	Rented cabin/home		
7%	Private campground	.2%	Resort/condominium		

How did you hear about The Montana Folk Festival? (X all that apply)

73%	Word of mouth	21%	TV	6%	Email from event planners	2%	Retail outlet
41%	Newspaper	1%	Direct mail	5%	Magazine		
25%	Radio	5%	Billboard	10%	Flyer		
21%	Posters	21%	Internet	3%	Group or club		

How long ago did you make plans to attend The Montana Folk Festival?

11% Today 20% 1-7 days ago 12% 1-4 weeks ago 17% 1-6 months ago 40% over 6 months ago

Please rate your overall satisfaction with the event.(1=Very Satisfied to 4= Very Dissatisfied)

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	Mean
Event staff	82.0%	17.0%	< 1%	< 1%	1.14
Organization of the event	84.0%	15%	< 1%	---	1.17
Location of the event	79.0%	20.8%	< 1% %	< 1%	1.19
Duration of the event	74.0%	25.0%	< 1%	< 1%	1.22
Safety	74.0%	23.0%	1.0%	1.0%	1.24
Number of people at the event	70.0%	27.0%	1.0%	< 1%	1.25
Variety of activities	70.0%	28.0%	1.0%	< 1%	1.26
Types of people at the event	75.0%	24.0%	1.0%	< 1%	1.27
Concessions available	73.0%	25.0%	2.0%	< 1%	1.28
Other transportation to the event	60.0%	23.0%	1.0%	1.0%	1.28
Signage/directions	74.0%	23.0%	2.0%	1.0%	1.29
Sound system (ability to hear)	70.0%	28.0%	2.0%	< 1%	1.31
Availability of restrooms	62.0%	31.0%	2.0%	1.0%	1.32

Cleanliness of restrooms	50.0%	37.0%	4.0%	1.0%	1.34
Parking	55.0%	34.0%	7.0%	1.0%	1.50

What option best describes your travel group? (X only one)

10%	<i>Self</i>	7%	<i>Extended family</i>	-----	<i>Business associates</i>
30%	<i>Couple</i>	20%	<i>Family & friends</i>	2%	<i>Organized group or club</i>
18%	<i>Immediate family</i>	16%	<i>Friends</i>		

Please indicate what age groups are represented in your travel group (X all that apply)

6%	<i>0-5 years</i>	10%	<i>11-17 years</i>	25%	<i>25-34 years</i>	29%	<i>45-54 years</i>	19%	<i>65-74 years</i>
6%	<i>6-10 years</i>	16%	<i>18-24 years</i>	17%	<i>35-44 years</i>	43%	<i>55-64 years</i>	5%	<i>75 and over</i>

What is your gender? **35%** *Male* **65%** *Female*

What best describes your annual household income in US dollars (X only one)

15%	<i>Less than \$20,000</i>	18%	<i>\$60,000 to 79,999</i>	2%	<i>\$150,000 to 199,999</i>
18%	<i>\$20,000 to 39,999</i>	10%	<i>\$80,000 to 99,999</i>	3%	<i>\$200,000 and over</i>
21%	<i>\$40,000 to 59,999</i>	12%	<i>\$100,000 to 149,999</i>		

Appendix B- Open-ended Responses

Question 29: Please tell us what you liked about The Montana Folk Festival in Butte.

Wow, great music

Woohoo! Music and booze!

Wonderful music, love the old buildings and the setting

What a marvelous mix of music. Especially the New Orleans, Cajun, and Irish.

Well organized, lots of activities, friendly people

Weather. Entertainment

We love the variety- its really international. This is the main event of the summer for us- we are from Bozeman. I like that the performances are repeated.

We liked the workshops combining music from different cultures based on commonalities

Waiting for Irish band!

Volunteers & all the friendly people. Everyone willing to help

Very small town feel. Very enjoyable

Very beautiful setting, the Original Stage is fabulous

Venue, entertainment quality and variety

Vendors, music

Variety, quality, well mannered entertainers & gracious.

Variety, people

Variety, good food, happy people, golf carts

Variety, fun people

Variety was great

Variety of vendors activities and music

Variety of true folk arts from all over the world. The golf carts. The location. General hospitality and friendliness

Variety of talent- theme- professional.

Variety of performers. Seamless organization

Variety of performers

Variety of performers

Variety of performers

Variety of performers

Variety of performer styles. Local color, architecture, history. Great site- transportation.

Variety of performances & dancers & songs (people well mannered).

Variety of music/dance styles

Variety of music. Joy!

Variety of music. Contra Dance!

Variety of music, great schedules, friendly volunteers

Variety of music, fun, family friendly

Variety of music, friendly, ethnic, setting

Variety of music, free

Variety of music- family friendly event- food.

Variety of music offering; mellow, family-friendly vibe, not too crowded

Variety of music from other countries, Should be promoted as Montana International Folk Festival!

Variety of music and dance from USA

Variety of music and dance and arts

Variety of music

Variety of music
Variety of music
Variety of music
Variety of music
Variety of groups. We think they have done an amazing job continuing this event. We hope it will continue.
Variety of entertainment
Variety of artisans. People watching. Transportation variety- golf carts, city buses etc.
Variety of acts and demonstrations
Variety of acts
Variety in music genres, staff are well organized
Variety and talent of the musicians and dancers. Wow, absolutely fantastic
Variety and quality of music. The positive friendly helpful attitude of the people.
Variety
Variety
Variety
Variation of talent, different stages. Transportation from civic center, food, cleanliness of streets, grounds. Love it!
Uptown Butte, the people
This is the best thing that has ever happened to Butte.
There's lots of variety. Some really great entertainment.
The whole thing.
The views, perfect. The number of volunteers and staff and that they are easily recognizable. The transport up and down the hills and the drivers.
The variety, people, friendliness of most people
The variety of types of music. Golf carts, friendliness of volunteers.
The variety of performers and traditions; the location directly in town.
The variety of music. It's free!
The variety of music. I also liked "no dogs"!
The variety of music!
The variety of music, weather, friendliness and helpfulness of volunteers
The variety of music, the choices of food, the atmosphere of uptown Butte.
The variety of music and diversity
The variety of music & the latin music
The variety of music
The variety of music
The types of music, free
The talent, different cultures
The talent from visiting musicians, performers and artists. Everything is free to enjoy and gives more opportunity to spend money here.
The shuttle system!
The person giving a ride in a golf cart told us the history of the original shaft.
The people. The energy of the crowds. The vendors are awesome. The performances are top notch
The people.
The people worked hard. It is wonderful.
The people from every walk of life, kind friendly
The people and event
The people
The openness of the event. That it was spread out.
The musicians were so professional and of high quality and varied types of music. Timely performers, very multi cultural, seating on hillside was so easy.

The music!

The music, the people in Butte, the history of Butte, the driver of the golf cart gave me historical info about the original! Huge bonus!

The music is great! Loved the petting zoo culture for my 2 year old!

The music is great and the first people and Montana artists

The music is good, the set up is cool, the foods been mostly good and affordable

The music and food were awesome

The music

The music

The music

The music

The music

The multiple stages around the event area. The diversity of acts, the food in multiple locations.

The live music is extraordinary- the Butte hospitality exceptional

The great Butte hospitality

The garden, which I have yet to find craft area. It seems smaller than other years, why did you move it?

The food

The food

The fact it is all free. It is nice to see different culture come to Butte. It opens Butte up to the world

The Ethiopian Tomari group

The entertainment, the food, the people

The diversity, set up, people

The diversity of the music. The flow of the crowds. It is unbelievable you can put this level of entertainment for free.

We do contribute.

The diversity of music groups.

The diversity of music & food! Cajun was the best. staff & transportation were great! A huge thanks to all who made this happen!

The diversity

The different nations, the childrens one was great. Very hands on.

The best thing is the international flavor of the acts. Loved the dancing. Love the uptown location.

The best there is!

The beautiful people

That it comes back every year! The excellent variety

Super event!

So family friendly, clean, fun, lots to do

Signage, variety of food, free transportation

Shuttles & Indian dance recital!

Shuttle transportation, music, nice crowds, lots of smiles

Short beer line, good music

Setting, people, environment

Scenic gallus frames, weather, people, food, hotel availability

Rainbow people must go.

Price! duration, variety

Positive for Butte

Polka, fiddle, gospel

Performances were fantastic

People, Music

People, bands

People watching, concessions! Variety of music, free!

People are so friendly, Butte is beautiful. Easy access to festival. Variety of acts.

People

People

People

Parking and transportation, spread out enough that it doesn't feel like I'm surrounded by 1,000 of people. Pamphlet was very helpful.

Outstanding, thanks to Butte for continuing

Open containers!

Nobody puts on a better party than the people of Butte!

Nice variety of musicians. "Happy" workers and volunteers.

Nice variety of activities

Nice place to relax and enjoy MT

Nice people

My first time. Loved it!

Music/people

Music! Location! Staff!

Music!

Music!

Music, weather, views of mountain

Music, weather, setting, cultural

Music, vendors, relaxed environment

Music, site, old Butte, architecture

Music, Shuttles

Music, shopping, food!

Music, people, atmosphere

Music, People, Activities

Music, people and the volunteers are very helpful

Music, Outdoors

Music, music, music

Music, friendly people

Music, food, people, culture

Music, food, people

Music, food, friends, art work. Great new bathroom/washroom area at The Original

Music, food, atmosphere, location

Music, food, artisans, sell pasties and Truzzolino's tamales at event

Music, food, and Paul Babe didn't welcome the crowd on Friday night!

Music, dance

Music, community, vendors

Music, bluegrass great

Music, art, Butte

Music, activities

Music was great. Nice crowd

Music variety, people, location, town

Music Location History Friendly People- Including locals.

Music and visiting people

Music and variety of music! Weather was perfect, though just a bit hot- fix this!! Great eye candy, keep it up!!

Music and local market

Music and entertainment, people watching

Music and concessions

Music and art

Music

Music

Music

Music

Music

Music

Music

Music

Music

Music

Music

Much needed culturally diverse event in an area where we rarely have the experience

Mountain biking the CDT during the day and hearing great music at night! And good food and beer!

Mostly everything

Lovely, peaceful, organized, friendly, good music

Loved the Montana traditions ocean preservation presentation

Loved it

Love the NW Coast groups. New arts and crafts set up. Transportation.

Love location, variety of vendors, music

Love it! Homegrown fun! Good job Butte!

Love it!

Love it!

Love it!

Love it!

Love

Lots of options/ Different venue options

Lots of entertainment.

Locations. Variety of music

Location, variety of music & arts, ease of access, FREE!

Location, Location, Location

Location of tents, especially the Original, compares wonderfully to our beloved Richmond Folk Festival

Live music

Latin/ Indian music, location weather.

Kicks butt

Josh Peck does an amazing job as long as and as well as Volinires and STF. Bands are great.

It's my home.

It's local

It's fun!

It's free! The music is great and the crowd is awesome.

It's freaking awesome

It's awesome

It's always a good time!

It was super organized, lot of people attending without feeling overcrowded. Good music!

It was great music

It was a relaxed atmosphere, could move around easily, lots of space at all venues, lots of variety of music

It is in Butte. Electric music. 1st people art.

It is in Butte

It is free. It is right here in Butte. It has great entertainment and it is a great opportunity to get out and run into people you don't see very often.
Irish band, atmosphere of people wanting to have a good time, weather.
International. Wonderful foreign music. Need more shade at original
International, fun, info, music.
In the summer time
In Butte
I was born on Montana street, I love anything Butte. Diversity of music, great choices. Lad back Montana
friendliness
I loved the Ethiopian group, Native American group, & Gospel singers.
I love the variety. I really enjoy the dance groups & the eclectic groups from around the world.
I love the variety of music! So many people from different countries.
I love the variety and caliber of performers. It's educational. We also did some Butte city tours.
I love that it is in uptown Butte! Beautiful place!
I love local music
I love everything!
I liked that there were no rules because you could walk in the middle of the street.
I liked it all. Very well organized. Great job.
I like it all. There are no negatives. I will never miss this event.
I get to see performances I wouldn't normally be able to see.
I always enjoy a visit to Butte. I like the variety of performers. It's nice to have vendors at each venue. Thank you,
Butte!
Homegrown! Butte's a wonderful place to showcase and be a host of this great event.
Home town! Brings tourism
Have been here for 6 years.
Happy to see the continuing on after the folk fest.
Happy smiling focus/ kids/ great music/ blue skies
Great! Good organization
Great variety, lovely locals, very entertaining tourists!
Great variety, Butte is welcoming. Organized
Great variety of music Good food fantastic volunteers Love th bus grow hotel
Great variety of music
Great setting! Well organized and conducted. Excellent variety, fine weather!
Great seasonal event, nice variety, location is good, convenient to Helena
Great people. Everything.
Great organization
Great offerings and wonderful venue
Great music.
Great music! people! Fun! Drinks!
Great music!
Great music, very eclectic
Great music, great location!
Great music, food and no snow!
Great music and lots of shade in some of the tents. Variety of things to see other than the music as well
Great music and great people.
Great music
Great location. International flavor. Family friendly.
Great location!
Great local people, effort/organization is excellent, beautiful venue, awesome weather not too hot!

Great family event. Top artists.
Great everything, please continue!
Great event - Variety of music great
Great Event
Great entertainment
Great climate, fun times
Good too many questions about accommodations, no front of this form. Really think about that, but I understand. It's all good, and thank you, God bless ya.
Good music, well organized
Good music, nice crowd
Good music Enthusiastic local people Friendly people
Good music
Good food, performances, 1st peoples, made in MT, venue
Golf carts, number of stages.
Fun! Smiles!
Fun, sun, good music, people watching.
Fun event, people watching
Friendly, open, fun, easy access
Free, variety of music, variety of arts, lots of simultaneous music for choices. Generous tents not for profit.
Free, awesome music, great vendors, coming back to Butte
Free music
Free music
Free admission
Foreign acts, diversity
Food, performances
Food, music, art
Food, music
Food, bus system, music
Food, booths, AmeriCorps volunteers are awesome
Food was great, music
Food vendors
Food and music
Fishing info
Fascination
Family friendly, organized
Family affair
Fabulous
Excited about performers
Excellent, music variety
Excellent
Everything's good
Everything! Wonderful
Everything! Texas twister vendor
Everything! So well done!
Everything! Love the music! and that it is free!
Everything! Lots of fun.
Everything! Beyond my wildest expectations- can't believe I've waited so long to come.
Everything!
Everything!

Directly in the center of the historical district.
Different, free
Different types of music. New food to try. Golf cart rides up and down the steep streets.
Different types of entertainment, ethnic
Dance traditions demo! Woah! Dance Jamming! The variety excellence all around
Dance Pavilion groups
Cultural music, diversity
cool
Convenience, food
Come every year
Cheap beer
Character, quality of music, friendliness of staff, ease of getting around, diversity of music, soul of Butte, historical tour
Butte, the people
Butte because Butte, America knows how to put on a festival, bar none! This trip is an 80th birthday present.
Butte and uptown especially are the best venue for the festival.
Butte always does a great job! It's as good as when you had the Nation Folk Festival here.
Butte
Blues, jazz, latin dance, debo
Blues music- free, enabling us to spend more money in community
Bluegrass/polka
Bluegrass and old time music
Better than Sweet Peat in Bozeman.
Beautifully planned, organized and executed. Lively volunteers and representatives. Variety fo acts and activities terrific and attention to detail (from TP in restrooms to arrangements for presenters) was phenomenal.
Beautiful scenery, friendly people
Beautiful location, music, people, food etc.
Beautiful city- nice people. Love the architecture & buildings
Awesome!
Awesome, diverse music and dance. Great people attending
Awesome variety of music. Free! Look forward to it every year
Awesome
Atmosphere/venue and music
Atmosphere, variety of music
Atmosphere, talent of the show people, help was extremely good
Atmosphere, friendly, clean, easy to follow directions.
Arts
Amazing music atmosphere people volunteers weather
Always interesting choices of music and food
Always an excellent variety of top notch performers!
All, carts rides uphill
All was great.
All the varieties of music
All the people, music and food
All the great music! Great location! Beer! Wonderful friendly people
All the beer and girls
All of it.
All of it.
All of it! Awesome venue, awesome entertainment, well staffed

All of it
All of it
All good
All
Absolutely everything! Venue, food, organization, transportation, no negatives
1st time, enjoying myself so far.

Question 30: Please tell us what you did not like about The Montana Folk Festival in Butte.

You need to asphalt the walking trail around the Original Stage and grass - wheel chair.
You need more golf carts for transport and seating for handicapped at all event sites.
Would like healthier food options. Vegetarian, vegan. Would be nice to have drinking water stations.
Would like a temporary dance floor at the Original next year. Music is so good, but only dirt!
Wish the dance pavilion was larger
Wish it lasted later on Sunday and I sometimes thought the music was too loud, But I often think that.
Wind! Ha!
Where parents let their kids get "messed up."
We like everything about the festival
Walking, no need
Walking uphill
walking the hill
Waiting in line at porta potties, an unpleasant necessity
Up hill walking
Uneven sound problems quickly adjusting sound for different sings and music
Turn down the bass!
Transportation racket by Copper St. Pavilion was atrocious!!! Acapella Irish and Portugese ladies covered by drone of buses/ cars- very annoying & inappropriate! Please rethink. Need more variety as in past years.
Transportation from event location to location. No persons to assign who was first on golf cart usage by passengers.
Transportation from Civic Center not too slow, but you asked!
Too spread out. Please condense the size.
Too spread out
Too short. Open on Thursday instead of Friday and have performances later than 10 pm.
Too many Rainbows
This is great! Awesome festival
There were rainbow people smoking and cooking heroin/crack on the side of the street. Absolutely no police officials near. Not enough sale stands for people who do not enjoy native american art work.
The wind
The rainbow people
The rainbow group
The price gouging of hotels.
The music, the people, the venues- no one beats Butte
The locals
The length of the survey
The lack of food vendors at all stages
The hot weather, good luck fixing that
The hills, elevation
The hills
The heat
The heat

The arts booths were small
That it ended
Sun shades/ Umbrellas at music venues
Stages too far apart
Spread out quite a bit but acommidated well with multiple food venues.
Sound in the Broadway tent was not working, which was unfortunate for the World of Strings and Vietnam group
Khac Chi. There music was beautiful, but it wasn't done justice by the sound-system/operator
Sound at Broadway
Sometimes the heat
Some sidewalks in areas are trip hazzards
Some people still smoke in the tent area!
Some of the vendors charge a lot for their products. People standing next to the fencing in front of stages- artists hard
to see (dance pavilion).
Some of the staff are rude and ignorant, poor service. There are time delays. Vending is too clumped together.
Vendors are not as much a variety as they claim.
Smoking. It would be terrific if you could have a designated area for smokers
Smokers between the dance stage and the outhouses
Smokers
Should be more Montana, ID, WY talent
Security remained unseen to us in the event. They may be needed.
Sat/sunday demos and talks are not clearly labeled on packet scheduled
Restrooms a little full
Rainbow people, not trusted to leave things at campground.
Put venues together (i.e. bluegrass in one area) too many people walking in front of others trying to listen.
Public smoking, but wasn't too bad and what can you do outside
Prices somewhat high
Price of beer
Porta potty
Picnic tables
People that did not bath.
Pave the alleys & walkways.
Parking was difficult
Parking difficult.
Parking - there are a lot barricades blocking streets and entrances making it frustrating for people that live here in
town or in the general area of the festival.
Parking
Parking
Parking
Oregonians
Only one weekend a year, great job.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing!
Nothing!

Nothing, nice event
Nothing, loved it!
Nothing, enjoy it all
Nothing yet.
Nothing yet!
Nothing yet
Nothing we've been here every time.
Nothing thank you!
Nothing so far, this is my 5th festival
Nothing so far
Nothing so far
Nothing so far
Nothing so far
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
nothing
not much
Not many art vendors
Not enough shade provided
Not enough shade
Not enough seats or space in pavilions.
Not enough parking or special buses
Not enough non meat meal options which is why I bring my own
Not enough folks from out of state
Not enough "misters." Need seating in the food court. Need valet parking.
Not a variety this year
None.
None, best ever
None
None
none
No tables to sit and eat
No tables at food court at Original Stage. I suggest picnic tables as they could be permanently placed.
No shade at Granite stage

No repeat of some of the discussion
No dog on leash allowed
No dislikes
Needed Rest Rooms to the west of The Original
Need water stations?
Need more shaded areas and areas for eating, more picnic tables
Need more shade at some of the stages
Need more grass areas around The Original
Need more and better recycling
Nada, so fun.
My feet hurt
must have more Native American artists!
Music for some arts was too loud for old ears!
Music could start earlier
Most of the people at the main stage weren't from Montana. I want to hear Montanan's play.
More traffic on the streets than last year
More places to wash/sanitize hands - especially near the petting zoo
More picnic tables/dining areas
more picnic tables are needed if possible
More organized parking. Could fit many more cars if flagged in.
Maybe the heat
Loved it all
Little hot temp.
Larger people carts to get us around
Lack of women
Lack of uptown hotels- no RV (self contained) parking allowed as in other years.
lack of shade at the Original stage
Lack of shade at the original
Lack of shade
Lack of shade
Lack of seats and shade
It's over too soon
It's great, thanks for keeping it going!
It's all good.
It would be nice if the dance floor was larger. Some people were rude hoking horns, less artist and concessions than previous years.
It would be good if they pasted the times the shuttles run.
It was great!
It was all good
It was all good
It is all great.
Incandescent light bulbs- need to go LED!
In copper tent buses and golf carts went by & that was ok but the diesel 4 wheelers were distracting
I work up town and parking is difficult for those who drive to work Wednesday - Friday as people prep for the event.
I wasn't as happy with the music this year
I was not allowed to play my instrument within the festival boundaries
I tried to phone & messagr prior to festival- was not able to talk to anyone- almost didn't come.
I miss groups from last year, but love this years groups. Love the Italians
I love it.

I liked it all
I like everything
I heard from other people that the Baskin Robins Ice Cream were rude to some of their customers.
I could only come for 1 day this year, so I didn't get to see as many acts as I would have liked.
I can't think of one thing
I can not think of anything negative
Hot sun beating down
Hard to find problems
Great
Granite street stage seating needs a tent. It is blistering hot seated between the brick buildings.
Granite stage needs cover/tent
Fife and Drum, couldn't hear fife over drums. What was traditional? Shaides grandfather's group "Rock Me" and commercial pop songs? Tell us more of the tradition, etc.
Everything was great
Everything great
Events have become more limited. Vendors too. Need more local artists/craftsmen
Enforce the "no dogs"
Drunk girls yelling at night.
Do to being a part of the rainbow community, I'm not a fan of being judged, discriminated and being a target of hate crime. The local community has disappointed me.
Destination
Crowded but good
Could use more chairs at events. Could use chairs around food area have to stand to eat.
Could let people know where they could camp or put a small trailer
Could have more choices for cd's/music to buy
Cops look sloppy
Coke only products. Does Pepsi ever sponsor?
Cars driving around "blocking" roads.
Can't think of anything!
Can't think of anything negative
Can't think of anything
Butte alleys
Butte
Awesome, nothing negative.
Attendants in parking lot directing traffic
All was good
All was fantastic
All good!
All good

Question #31: What suggestions do you have for improvements to The Montana Folk Festival in Butte?

Zydeco a reggae music, every year.

You're doing an excellent job.

You guys do a great job, more tables would be nice.

You do a great job

Would have to see more diversity in food vendors, gluten for example.

Water needs to be accessible for water bottles, eco friendly, too many plastic cups!

Water fountains by the main venues for water refilling

Water bottle refill stations would be great. It would be nice to minimize the number of times one has to buy water bottles.

Variety of activities and food types need improvement. Excavate the area of Rainbow people.

Umbrellas and big chairs in back area by big stage

Umbrella rentals or gazebos for shade or umbrella & cap sales

Turn down the sun.

Trash pickup and longer golf carts.

To make stage signs bigger and the schedule easier to read.

Time schedules for shuttles!

The original stage could use dance flooring.

Thanks!

Thank you for doing a wonderful job!

Tables in eating areas, even if one you can stand at since hard to eat and hold a drink at same time. More soap to wash hands.

Survey too long!

Sunscreen, Ice water.

Sunscreen stops and shade

Start earlier on Sunday, say 10:00 or 11:00

Start earlier in the day Transportation from other towns Bozeman/ Helena/ Missoula

Spray wall around Copper Stage for ants, not enough.

Some type of covering for shade, maybe umbrella rentals. Having sunscreen for sale may help.

Some stages of music was not clear or loud enough

Some of the music is too loud. Should have a country western group every year.

Some 60's/70's folk too.

Signs on roads for directions.

Shorter surveys!

Send it to Arlee!

Sell sunscreen! Create stops along walking paths. Make help more visible. Is there a place where someone who might fall and slice their knee open can go for help?

Sell more beer coozies. More CD's

Seating in food court. Offer activities starting Thursday evening. Artificial shade areas along walkway route with misters. More vendors with less expensive items to purchase.

Salad bar. Fresh food option

Restrooms and food/beer at far end of Original Mine Site!

Respecting everyone who travels from afar and you earn respect back. This city lacks love!

Relevance of some of the questions- types of people at the event. Number of people at the event.

Really can't think of anything

Put in led lightbulbs!

Post a time schedule at the bus pickup stops. Plant trees at the Original Stage for more shade.

Possible performers for next year - Dropkick Murphys, Mumford and Sons, JD McPherson, Floggin Molly!

Please have more acts at the Quartz stage.
Picnic tables for eating.
PDF of schedule on website
Pave walkways!
Pave the vending area at the concessions.
Parking
Parking
On particularly hot days, having a water misting place. More tap water to refill water containers. Keep up the great work!
Offer sunscreen and shade umbrellas and bins of ice water!
Nothing, only 1st day.
Nothing, it's great
Nothing comes to mind, good job like what we have!
Nothing
nothing
Not yet!
None. You guys do a fantastic job.
None.
None.
None.
None.
None.
None.
none.
None! This is an awesome festival and very kind people.
None!
None, you have done an excellent job.
None, thought it was awesome
None, Love it!
None, but Missoula should coordinate with Marathon for future. some friends couldn't come because they are running.
None, always excellent.
None, Adventure more!
None that come to mind.
None needed.
None except food court have more unusual, fresher options.
None - you all have done an awesome job! Keep up the good work!
None - I really enjoy coming to this event and will continue to attend for as long as it goes on.
None
None
None
None
None
None
None
None
None
none
none
New leaders.

Need more toilets at various locations at Original Stage (like up top or by north gate).
Need more shaded areas and areas for eating, more picnic tables. Thanks for a great festival!
Need more shade, but I'm happy!
Moving couches
Move some bathrooms at the back on top of the hill of The Original Mine yard.
More water
More vendors, music louder
More vegetarian food options. I haven't explored all of the food offerings yet.
More variety of vendors
More variety of food vendors
More variety in food
More t-shirt colors w/ fest info on back.
More shading and the ability to wet down the dirt in the vendors area. Wind=dust!
More shade, pop up tents.
More shade at the Original
More security, more variety in vendors.
More seating, brochures describing band history/background.
More seating at pavillion
More recycling and garbage containers at The Original stage
More porta potties
More pavement for folks in wheelchairs. More repairs needed to sidewalks. Huge improvement in facilities though.
Keep up the good work!
More pasties, more Butte heritage
More parking.
More parking- larger festival!
More parking availability and tents with tables and shade.
More original art in the Market Place. It was mostly low -skilled crafts with little creativity.
More MT acts- local Native acts
More Montana bands and more ethnic bands. Everybody loves the Irish.
More local talent
More international music. More copper and troad way staff
More international acts.
More ice tea vendors. Shade at tent at Grant Street. Buildings helped provide shade.
More healthy, locally grown food used in meals made by vendors!
More healthy food options like fresh fruit and drinking fountains or water stations to refill water bottles.
More golf carts. More parking
More garbages
More food vendors. Later maybe 11pm or 12.
More festival info at motels.
More everything, It's wonderful.
More European/ Baltic/ Polka Some cowboy/ western
More ethnic learning
More drinks and shade
More chairs at stages.
More buckets- we could not find at some stages
More bands
More ATM's
More artists!
More art, more artists

More alcohol.
Montana musicians like Nick Crawford. Check out youtube! Montana born and bred.
Mission Mountain Wood Land Board from Missoula.
Might be fun to have a book to sign up oldest and youngest person here.
Maybe some more kid-centric activities
Make the Etiquette signs larger and more prominent. Still too much smoking too close to the performances.
Make it 3+ days. Start Thursday evening and run through Sunday.
Love it all! Great survey tent.
Love it
Look forward to next year
longer
Locals need to be nice
Lights in Butte alleys.
Keep up the wonder y'all
Keep up the great work.
Keep up the good work.
Keep up the good work! Fun!
Keep up the good work!
Keep up the good work!
Keep up the good work
Keep up the excellent work! Well done!
Keep the little overhead water sprinkler lines, great idea
Keep the good weather every year.
Keep on keeping on.
Keep on keeping on!
Keep it up!
Keep it up
Keep it up
Keep it up
Keep it the way it is.
Keep it going!
Keep it going!
Keep it going
Keep it free, where else can you see this quality of event. For this price. Glad to donate.
Keep it free- fill the buckets
Keep it coming
Keep having it!
Keep hanging in there. Keep partnering with MT. PR
Keep going!
Keep going!
Keep doing what you are doing.
Keep doing it! Thanks for organizing a great event!
Keep doing it
Keep doing good.
Just do it next year. Thanks.
It would be nice to have a bank of permanent restrooms near the Dana Pavilion
It is great!
It is awesome! I keep coming back. Perhaps advertise in other states if you want more people to come.
Increase visibility of security

In newspaper print out, under description and artists/music, display time/locations.

Improve sidewalks

If invited back next year, we will have more/better activities for children in family area. Will also bring additional staff to enhance educational aspect of our table (Grizzly and Wolf Discovery Center). Thank you so much for everything!

I would not change anything.

I think it is amazing. My first visit. Thank you.

Historical info on sites, e.g. mining (people volunteering didn't know)

Have working activities eg. church service on Sunday

Have sunscreen for sale.

have sunscreen available.

Have more music

Have (1) Montana group/musician

Great job! Hope it continues!

Great job!

Great festival, I have no recommended actions.

Grass for dancing

Give receipts for large donations, when paid by check or other (IRS Regs)

Get credit card machines that work Turn down the amps Get a cover for Granite street I know the arguments against, but charging for events brings a better behaved group- more appreciative.

Get a cover for the seating at Granite Street. It is too hot and looking into the sun at the stage.

Games

Fun!

Free water tent.

Free sunscreen! More shade!

Folk metal!

Fix what is above.

Fix the sound in the Broadway Pavillion. Other than that, the festival is fantastic.

Excellent! Thanks!

Excellent job, keep it up.

Everyone is doing a great job very satisfied overall. Everyone has been friendly and down to earth.

Encourage more local craftsmen and artists

encourage jamming, sing-alongs & participation

Don't change a thing.

Don't allow these groups to use your good name to further their own selfish lifestyle.

Doing goo job, Thanks

Do it again.

Dance floor at original stage

Could use more trash cans on south side of Original perhaps volunteers with trash bags walking through event to take trash.

Could have healthier food concession offerings

control seating at original stage- short chairs and ground seating at front. Lighting from front- Granite St: sun/shadow too bright

Closer stages

Clean up the street a bit.

Cheaper food vendors.

Cheaper beer

Cheaper beer

Cheaper beer

Chair rentals?
Central free water source to fill up water bottles.
Can't think of anything here, either!
Can't think of any!
Can't think of a thing! Thank you!
Can anyone 'hail' a cart? Need to sell small purses and more coozies.
Big screen TV at the Original in order to see entertainment from a distance.
Better use of golf carts to and from individual performances to other venues.
Better sound system, more shade.
Better separation of recyclables
Better recycling, more info on artists, ice coffee vendors.
Better parking, impossible in Butte, but would be good if you could do it!
Better parking for older/handicap drop off and vehicle parking.
Better parking accommodations
Better food
Be more aware of cars on the roads.
Bathrooms west side of original
Bathroom facilities diminishing! Use cart drivers for buckets & park the carts. Too many of them.
Awesome as is!
Availability of hard liquor.
Ask the hospitality establishment to not jack up their prices.
Ask business- we would donate!
As a reminder that this is not "just" the Butte Folk Festival. It would be great if the volunteers had MT shaped tags (sticky like the bucket stickers) with their hometown marked. People could be proud to volunteer and others could see the reach of the event! All MT's are proud of this opportunity.
Any vegetarian food options (The pizza food truck was terrific)
Allow dogs, not just service animals.
All the time you guys spend to plan is well worth the time when I come up.
All the stages should be like Copper St. Stage as this blocks the sun and makes it more enjoyable.
Advertise in Spokane
Add seating at the Original Stage. Add shade over seating.
A great job all around, just keep up the momentum and we'll be here again next year! Thank you!
4 days!

Appendix C- Questionnaire

Montana Folk Festival Survey

1. Are you a resident of Montana? Yes (If yes, skip to Q3) No
2. What state, province or country are you from? _____
3. Was attending the Montana Folk Festival your primary reason for being in Butte?
 Yes No
4. What other reasons were you visiting Butte? (X all that apply)
- | | | |
|---|--|--|
| <input type="checkbox"/> None-- the event was my reason | <input type="checkbox"/> Shopping | <input type="checkbox"/> Business/convention/meeting |
| <input type="checkbox"/> Vacation/recreation/pleasure | <input type="checkbox"/> Visit friends/relatives | <input type="checkbox"/> Just passing through |

On this trip, how many total nights did your group stay: (enter "0" if no nights)

5. Away from home _____
6. In Montana _____
7. In Butte _____
8. During the Montana Folk Festival, what type of accommodations did you stay in?(X all that apply)
- | | | |
|--|--|---|
| <input type="checkbox"/> None- my home is here | <input type="checkbox"/> Home of friend/relative | <input type="checkbox"/> Guest ranch |
| <input type="checkbox"/> Hotel/motel/bed & breakfast | <input type="checkbox"/> Second home/condo/cabin | <input type="checkbox"/> Vehicle in parking lot |
| <input type="checkbox"/> Public land camping | <input type="checkbox"/> Rented cabin/home | |
| <input type="checkbox"/> Private campground | <input type="checkbox"/> Resort/condominium | |

Expenditures- Please enter your best estimate of the TOTAL amount of money (U.S. dollars) you (and your family, if applicable) spent in Butte for items in each of the following categories.

Accomodations

9. Motel/Hotel/B&B _____
10. Campground _____

13. Entertainment/ Recreation _____

14. Licenses, entrance fees, admissions _____

Retail/Services

11. Retail goods _____
12. Gratuity _____

Food

15. Restaurant/Bar _____

16. Groceries/Snacks _____

Transportation

17. Gasoline _____

18. Local transportation _____

19. Auto rental _____

20. **How did you hear about The Montana Folk Festival? (X all that apply)**
- Word of mouth* *TV* *Email from event planners* *Retail outlet*
- Newspaper* *Direct mail* *Magazine*
- Radio* *Billboard* *Flyer*
- Posters* *Internet* *Group or club*

21. **How long ago did you make plans to attend The Montana Folk Festival?**
- Today* *1-7 days ago* *1-4 weeks ago* *1-6 months ago* *over 6 months ago*

22. **Please rate your overall satisfaction with the event.**
- | | <i>Very satisfied</i> | <i>Satisfied</i> | <i>Dissatisfied</i> | <i>Very dissatisfied</i> | <i>N/A</i> |
|-----------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Organization of the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Event staff | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Types of people at the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Cleanliness of restrooms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Availability of restrooms | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Location of the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Concessions available | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Number of people at the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Duration of the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Variety of activities | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Parking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Other transportation to the event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sound system (ability to hear) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Signage/directions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Safety | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

23. **What option best describes your travel group? (X only one)**
- Self* *Extended family* *Business associates*
- Couple* *Family & friends* *Organized group or club*
- Immediate family* *Friends*

24. **Including you, how many people were in your travel group?** _____

25. **Please indicate what age groups are represented in your travel group (X all that apply)**
- 0-5 years* *11-17 years* *25-34 years* *45-54 years* *65-74 years*
- 6-10 years* *18-24 years* *35-44 years* *55-64 years* *75 and over*

26. **What is your age?** _____

27. **What is your gender?** *Male* *Female*

28. **What best describes your annual household income in US dollars (X only one)**
- Less than \$20,000* *\$60,000 to 79,999* *\$150,000 to 199,999*

\$20,000 to 39,999
 \$40,000 to 59,999

\$80,000 to 99,999
 \$100,000 to 149,999

\$200,000 and over

29. Please tell us what you liked about The Montana Folk Festival in Butte, Montana.

30. Please tell us what you did not like The Montana Folk Festival in Butte, Montana.

31. What suggestions do you have for improvements of The Montana Folk Festival in Butte, Montana.