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### Montana Folk Festival: 2014

Brian Battaglia

*The University of Montana-Missoula*

Megan Schultz

*The University of Montana-Missoula*

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# Montana Folk Festival 2014

Butte, Montana

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

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

# Montana Folk Festival

## 2014

### Butte, Montana

Prepared by

Brian G. Battaglia, Research Assistant

Megan Tanner Schultz, M.S.

Institute for Tourism and Recreation Research

College of Forestry and Conservation

The University of Montana

Missoula, MT 59812

[www.itrr.umt.edu](http://www.itrr.umt.edu)

Case Study Report 2014-14

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## Abstract

This study was conducted for the non-profit Mainstreet Uptown Butte, to provide insight into the characteristics of attendees of the 2014 Montana Folk Festival. Paper surveys were completed by 508 attendees of the event. Results show that 77% of respondents were residents of Montana and of those Montana residents, 30% were from Butte-Silver Bow County. Out-of-county respondents spent an average of three 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 \$67,299.00 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 (47%) and out-of-state (23%) 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.

- 68% 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 3.38.
- More money was spent by respondents in restaurant/bar (\$19,055.00), hotel/motel/b&b (\$14,922.00), and gasoline (\$10,564.00) than other spending categories. 67% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent).
- 48% of respondents reported staying at the home of a friend/relative, followed by 23% in hotel/motels/b&b.
- Attendees were mostly travelling with family and friends (29%) or as a couple (21%). The average travel group size was 2.38 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%) and 25-34 years old (32%).
- Attendees heard about the event mostly from word of mouth (75%) or the newspaper (37%).
- Overall, attendees of the event were very satisfied or satisfied with the Montana Folk Festival, and 85% 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 2014 Montana Folk Festival was hosted in Butte, Montana over three days from July 11<sup>th</sup> through July 13<sup>th</sup>, 2014. It was the 4<sup>th</sup> 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 2014 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 508 valid respondents, 77 percent (393 people) were from Montana and 23 percent (115 people) were from out of state or overseas (see Tables 1, 2, and 3). Of all Montana respondents, 30 percent (153 people) were from Butte-Silver Bow County while 47 percent (240 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

Place of Residence	# of total	% of total
Butte-Silver Bow County	153	30%
Other MT County	240	47%
Montana=393		
U.S. State	98	19%
International	9	2%
Non-Montana Unspecified	8	2%
Total all Residences	508	100%

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

<b>Residence</b>	<b># of respondents</b>
Alaska	3
Arizona	4
California	8
Colorado	4
Florida	2
Georgia	1
Hawaii	2
Idaho	8
Illinois	2
Iowa	2
Kansas	1
Louisiana	2
Maine	2
Maryland	1
Missouri	2
Nevada	2
New Mexico	1
New York	3
North Carolina	1
Ohio	2
Ontario	1
Oregon	11
Non-Montana Unspecified	8
Pennsylvania	8
South Dakota	1
Texas	4
U.S. Virgin Islands	2
Utah	4
Vermont	1
Washington	14
Wyoming	5

**Table 3: International Residences**

Alberta	4
Australia	1
Ireland	1
Northern Ireland	1
Ontario	1
Taiwan	1

The mean age of respondents was 45 years old. Of those who were from outside Butte-Silver Bow County and responded to the survey, 68 percent (239 people) reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (28 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, 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 \$67,299.00.

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

<b>Expenditure Category</b>	<b>Mean expenditures of attendees <u>who reported that they spent money in these categories</u></b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category <u>by respondents who spent</u></b>
Restaurant/bar	\$77.78 (n=245)	48%	\$19,055.00
Motel/hotel/b&b	\$271.31 (n=55)	11%	\$14,922.00
Gasoline	\$55.89 (n=189)	37%	\$10,564.00
Groceries/snacks	\$50.06 (n=173)	34%	\$8,660.00
Retail goods	\$69.91 (n=94)	19%	\$6,572.00
Entertainment/recreation	\$50.14 (n=63)	12%	\$3,159.00
Campground	\$76.64 (n=22)	4%	\$1,686.00
Auto rental	\$189.71 (n=7)	1%	\$1,328.00
Licenses, fees, admissions	\$31.79 (n=29)	6%	\$922.00
Local transportation	\$33.15 (n=13)	3%	\$431.00
		<b>TOTAL</b>	<b>\$67,299.00</b>

## Appendix A- Results

**Q1. Are you a resident of Montana? n=508**

77% Yes      23% No (skip to Q3.)

**Q2. Do you reside in Butte-Silver Bow County? n=393**

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=352**

17% Yes      83% No

**Q5. Was attending this event your primary reason for being in the area? n=353**

81% Yes      19% No

**Q6. For what other reasons are you visiting the area? (Check all that apply.) n=250**

28% Vacation/recreation/pleasure      3% Just passing through      3% Business/convention/meeting  
25% Visiting friends/relatives      4% Shopping

**Q7. For this event, how many nights did you spend away from home? n=351, Mean=3.18**

32% 0 (skip to Q.11)      19% 1      10% 3      2% 5      2% 7      <1% 9  
21% 2      5% 4      2% 6      <1% 8      7% 10 or more

**Q8. How many of those nights were in Montana? n=229, Mean=4.70**

<1% 0      28% 2      9% 4      4% 6      1% 8      14% 10 or more  
23% 1      14% 3      3% 5      3% 7      0%

**Q9. Of your nights in Montana, how many did you stay in Butte? n=229, Mean=3.38**

10% 0 nights      28% 2 nights      6% 4 nights      2% 6 nights      <1% 8 nights      4% 10 or more  
29% 1 night      17% 3 nights      3% 5 nights      <1% 7 nights      0% 9 nights

**Q10. In what type of accommodation(s) did you stay in Butte? (Check all that apply.) n=216**

23% Hotel/motel/B&B      13% Private campground      2% Resort/condominium  
3% Rental cabin/home      48% Home of friend/relative      0% Guest ranch  
9% Public land camping      2% Second home/cabin/condo      3% 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=326**

33% 1	7% 3	4% 5	1% 7	0% 9	<1% more than 10
41% 2	8% 4	3% 6	2% 8	<1% 10	

**Q13. What option best describes the group with whom you attended this event? n=496**

11% Self	15% Immediate family	29% Family/friends	<1% Business associates
21% Couple	7% Extended family	17% Friends	<1% Organized group/club

**Q14. Please select all the ages represented in your group: n=497 for each age category**

9% 0-5 yrs.	11% 11-17 yrs.	32% 25-34 yrs.	25% 45-54 yrs.	20% 65-74 yrs.
9% 6-10 yrs.	22% 18-24 yrs.	16% 35-44 yrs.	37% 55-64 yrs.	4% 75 and over

**Q15. What best describes your annual household income? (In US dollars) n=467**

18% Less than \$20,000	13% \$60,000 to \$79,999	2% \$150,000 to \$199,999
20% \$20,000 to \$39,999	12% \$80,000 to \$99,999	3% \$200,000 and over
18% \$40,000 to \$59,999	14% \$100,000 to \$149,999	

**Q16. How long before this event did you make plans to attend? n=493**

10% The day of the event	17% 1-4 weeks before the event	34% Over 6 months before the event
24% 1-7 days before the event	15% 1-6 months before the event	

**Q17. How did you hear about the Montana Folk Festival? (Check all that apply.) n=465 per selection**

75% Word of mouth	23% Facebook (MT Folk Fest)	5% Billboard	8% Flyer
37% Newspaper	18% Posters	5% Email from event planner	17% Event website
21% Radio	4% Magazine	3% Group or club	3% Other website
18% Television	2% Direct mail	1% Retail outlet	

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

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	N/A	Mean	Total respondents
Organization of the event	3%	<1%	2%	15%	80%	<1%	4.70	n=491
Event staff	3%	<1%	2%	13%	80%	2%	4.71	n=488
Types of people at the event	3%	<1%	3%	15%	77%	1%	4.65	n=487
Location of the event	3%	<1%	3%	11%	82%	1%	4.73	n=492
Concessions available	3%	2%	5%	19%	70%	2%	4.57	n=490
Number of people at the event	3%	<1%	6%	18%	72%	1%	4.59	n=492
Duration of the event	3%	<1%	4%	18%	74%	1%	4.62	n=490
Parking	4%	2%	11%	17%	59%	7%	4.44	n=491
Sound system (ability to hear)	3%	<1%	4%	17%	73%	2%	4.62	n=490
Other transportation to event	3%	<1%	6%	12%	62%	17%	4.79	n=486
Variety of activities	3%	<1%	7%	21%	65%	3%	4.54	n=490
Signage/directions	3%	1%	4%	18%	72%	2%	4.61	n=489
Cleanliness	3%	<1%	4%	22%	70%	1%	4.58	n=490
Availability of restrooms	3%	1%	5%	20%	68%	2%	4.57	n=490
Safety	3%	<1%	2%	17%	75%	2%	4.68	n=487

**Q19. What is your age? Range=18-86, Mean=45.09**

**Q20. What is your gender? n=494**

37% Male  
63% Female

**Q21. When might you come to the Folk Festival again?**

85% Next Year      14% 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.**

Activities, people, and the volunteers.
All of the different music and people.
All of the events.
All of the music and food.
All of the music.
All of the performers and the volunteers were helpful/pleasant.
All the stages and concessions. Great variety of food. My first time because of the Missoula Marathon.
All the visitors
Always enjoy, the festival improves every year.
Amazing crowd (age diverse), great variety of music, gives me a chance to see Butte.
Amazing music and amazing people. It is a really happy event.
Art in Montana and good venues.
Art-cars.
Art, music, people, dancing, and drinks.
Arts, crafts, and music.
Atmosphere.
Awesome time and easy on the wallet.
Awesome venue and food.
Awesome-Butte is great.
Beautiful scenery.
Beer
Being in Butte, variety of music, fun ambiance/atmosphere.
Being in uptown Butte again!
Being outside with my family.
Being with my family and access to tremendous music. It is fun.
Being with my family.
Brings people and money to Butte.
Butte and culture.
Butte, America.
Carts.
Casualness, laid back, and free.
Choice of venues.
Close to home, free, awesome music, and a unique venue.
Community.
Cultural exposure, setting, historical significance of Butte, organization, ease and accessibility.
Culture and musical expression shared.
Culture in Butte!
Culture, talent!
Different cultures.
Dining areas.
Diversification
Diversity and music from people of color.
Diversity of groups performing.
Diversity of music.

Diversity.
Down home community.
Drinking in the streets.
Entertainment.
Everyone is so helpful
Everything - great job w/ music and organization
Everything - music
Everything, community.
Everything, friends and family. Volunteers are great.
Everything, location and music especially.
Everything! Great music, dancing, and art. Good food. Free water, thanks!
Everything. Rangea and Blues! Mariachi was cool too!
Everything. Amazing event. Come every year
Excellent. Love the variety of music and art vendors (MT artists and Native artists).
Feels like Butte's a big city for a few days!
Fiddle tunes, good tunes and food, grassy places to sit, dancing
Food
Food.
Free and good music over multiple days
Free cultural event.
Free music and Butte.
Free music and good vibes.
Free, good music!
Free, great atmosphere.
Free, variety of music, camping city parks, shaded seating, and kid friendly.
Free.
Freedom
Friendliness of host city and volunteers of course excellence of performances
Friendliness, music
Friendly atmosphere, accessible, and great music.
Friendly people, awesome and diverse music, spaced out stages, exercise from walking around, and a lovely site for the event.
Friendly people, wide variety of musical groups.
Friendly people.
Friendly people.
Fun family environment, good music, relaxing on the lawn
Fun for all of the family. Good music and good food.
Fun use of uptown and the mining history.
Fun, positive energy, and smiles.
Fun, varied, family atmosphere.
Golf cart transportation
Golf carts.
Golf carts, transportation to and from the event. Lemon-dairy and huckleberry shakes.
Golf carts. Friendly helpful people.
Good mix of music and love the location.
Good music
Good music to choose, free!
Good music, friendly people, and in a beautiful city.

<b>Good music, good people watching, and good dancing.</b>
<b>Good music, something cultural in Montana that is not another rodeo or monster truck derby.</b>
<b>Good music.</b>
<b>Good variety of music and artistic</b>
<b>Great community effort.</b>
<b>Great crowd, awesome music, and a beautiful town.</b>
<b>Great different sounds and dances.</b>
<b>Great event overall.</b>
<b>Great exercise and music.</b>
<b>Great experience, Butte does a nice job.</b>
<b>Great food and great music.</b>
<b>Great fun. Thank you.</b>
<b>Great mixture of music styles.</b>
<b>Great music I would not hear otherwise in Montana.</b>
<b>Great music selection.</b>
<b>Great music, and great people</b>
<b>Great music, diverse genres, great stages, clean, good sound, good location</b>
<b>Great music, easy to maneuver with the family.</b>
<b>Great music, good food</b>
<b>Great music, great crowd, easy to get around to different stages, friendly volunteers, and the variety of music.</b>
<b>Great music, great people</b>
<b>Great music, nice people, and easy going.</b>
<b>Great music, really well done.</b>
<b>Great music, variety of music, people watching</b>
<b>Great music.</b>
<b>Great music.</b>
<b>Great music.</b>
<b>Great music.</b>
<b>Great musical selection and the concessions were fine.</b>
<b>Great opportunity to hear different music, wander about, and see Butte. It is free and the people are nice.</b>
<b>Great organization and great music.</b>
<b>Great time - good vibes, crowds in uptown</b>
<b>Great variety of music and great organization.</b>
<b>Great variety of music, it's free, great atmosphere</b>
<b>Great variety of musical acts, good availability of bathroom and concessions.</b>
<b>Great variety.</b>
<b>Great variety.</b>
<b>Highly organized, wonderful volunteers, and incredible music.</b>
<b>History and scenery.</b>
<b>How hard everyone worked to put on this event.</b>
<b>How it is located throughout the town.</b>
<b>I attended in 2010, wonderful tradition has been established.</b>
<b>I come home.</b>
<b>I like all of the activities and food here.</b>
<b>I like seeing all the new people</b>
<b>I like the funnel cakes.</b>
<b>I like the variety of people the event attracts.</b>
<b>I like the variety of performers.</b>

<b>I live in Anaconda, great variety of music and it is free.</b>
<b>I love it all!</b>
<b>I love that it is in Butte.</b>
<b>I think Butte is the perfect venue for this event.</b>
<b>I was awesome, Love the people and [experience], as well as golf carts.</b>
<b>In Butte.</b>
<b>Incredible bands accessible in a gorgeous setting.</b>
<b>Interesting Music.</b>
<b>International acts</b>
<b>International and multicultural.</b>
<b>It brings international taste and music.</b>
<b>It is a good outdoor activity of the whole family.</b>
<b>It is free, quality music, good food, easy walking, and everything.</b>
<b>It is super fun. Love it. People watching.</b>
<b>It's close</b>
<b>It's free.</b>
<b>It's unpredictably, refreshingly unique; I've been to many Folk Festivals and this is the best.</b>
<b>Just great and it is free. I love Judy being on top of challenges.</b>
<b>Kid's area and the music.</b>
<b>Location, dancing, and the variety of music.</b>
<b>Location.</b>
<b>Love the music brought in</b>
<b>Love the variety and quality of music. Impressed with the organization.</b>
<b>Love the variety of music and so much to do.</b>
<b>Love the variety of music! Thank you!</b>
<b>Love the venues.</b>
<b>Love uptown Butte and the music was good.</b>
<b>Loved the variety of music.</b>
<b>Loved the moon coming up over the East Ridge as a backdrop to the original stage on Friday night.</b>
<b>Low steps, very easy to get around. No security and lines. A variety of performers. Friendliness of locals.</b>
<b>Main stage.</b>
<b>Mariachi Reynas de Los Angeles.</b>
<b>McCoureys, Stooges, Reggae, Appalachian Blues</b>
<b>Misters for the hot weather.</b>
<b>Misters.</b>
<b>Most wonderful festival. Go Butte.</b>
<b>Music</b>
<b>Music</b>
<b>Music - meeting people from all over</b>
<b>Music and crafts.</b>
<b>Music and food.</b>
<b>Music and food.</b>
<b>Music and food.</b>
<b>Music and location.</b>
<b>Music and open space.</b>
<b>Music and people.</b>
<b>Music and people.</b>
<b>Music and seeing people I do not see often.</b>

Music and vendors.
Music camaraderie.
Music variety
Music variety and family fun atmosphere
Music was so nice and varied.
Music, culture mix, amazing!
Music, diversity, and food.
Music, food
Music, food, and atmosphere.
Music, food, and the crowd.
Music, Friends
Music, good for Butte.
Music, gospel
Music, shaded stages, golf cart shuttles, super volunteers, great variety
Music! New restrooms!
Music! Golf cars
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Music.
Musical diversity and location.
People
People and music.
People and music.
People and summer clothes.
People.
People.
Performers, stages, organization, and easy to understand schedule.
Peruvian dancers were outstanding! First people's art was excellent.
Peruvian dancers. Meeting friends/places to sit. Variety of music.
Price!
Quebec Guys, Harris Brothers, Tennessee Buck Dancing, Gospel, Scissor Dancing, Zydeco
Really good variety of acts.
Recycling and music variety.
Recycling bins all over and great restrooms.
Reggae, Don Carlos.
Reggae, need it.
Relaxed, family friendly
Relaxed, seeing people, walking in leisurely fashion, seeing the unique Butte skyline.

Reynes Mariachi. De Los Angeles. Scissor Dancers.
Seeing family, friends, and great music on the best summer weekend of the year.
Shows, food, and music.
Shuttles were very nice (bad knees) Good Volunteers!
Size, variety, accessibility, friendliness, and that it is free.
So friendly and easy to find things.
So much energy and kind people.
Something to do and I loved the atmosphere.
Spirit of performers, volunteers, community. Great variety of music.
Staff and performers and audience friendly and courteous. Great you have so many dedicated volunteers.
Streets blocked off and friendly volunteers
Swamp Dob and Nako Heavy Runner.
That it is free.
That it is in Butte.
The amount of people and atmosphere
The art-cars are rad.
The atmosphere, and I love the Gallus frame.
The brass band.
The cars, music, and that it is free.
The choice of music, the amount of stages, the town of Butte
The Dardanelles and all of the other music.
The diversity of people coming to Butte, great music.
The diversity of the entertainment and the international flavor. The new theme each year.
The entertainment was great, well run.
The entire event.
The friendly people.
The energy, variety of music, friendliness of the staff, and the people of Butte. The golf cart rides were greatly appreciated.
The great music!
The history and cool feel.
The huge variety of events
The marching band, all the wonderful groups, and audience
The mix of people.
The music and food
The music and the friendly people.
The music is awesome and the food is not bad either.
The music is fabulous, the food is great, and Butte is the best host for this event.
The music is great.
The music is interesting and different people is awesome.
The music, atmosphere, and the friendly/helpful staff.
The music, the people, everyone is friendly. Parking is as good as can be expected - other than ADA
The music.
The music.
The music.
The music.
The music.
The music.
The number of venues is superb. There is always something around to see and attend.



<b>The people and the music variety.</b>
<b>The people of Butte.</b>
<b>The people, venue, and talent.</b>
<b>The people.</b>
<b>The people.</b>
<b>The variety in music is wonderful.</b>
<b>The variety of events and the food is fabulous.</b>
<b>The variety of music</b>
<b>The variety of music</b>
<b>The variety of music and food</b>
<b>The variety of music events</b>
<b>The variety of music.</b>
<b>The variety of music.</b>
<b>The variety of performances.</b>
<b>The variety of things to look at and music to listen to.</b>
<b>The venue, the music</b>
<b>The venue.</b>
<b>The vibes were good.</b>
<b>The volunteers are so helpful and friendly. Get to see friends and family</b>
<b>The walking.</b>
<b>There were more contemporary acts this year which I liked, also I liked the tank tops for sale</b>
<b>Traditional and old time. Love Quekecaise music. Bring back LeVent du Nord.</b>
<b>Transportation around the event.</b>
<b>Unique event.</b>
<b>Uptown exposure</b>
<b>Variety and diversity of food, music, thought, and people.</b>
<b>Variety and quality of performances, location, toilets. Cleaner and more available than 2 years ago.</b>
<b>Variety of bands.</b>
<b>Variety of generations/income/background of participants</b>
<b>Variety of high quality performances.</b>
<b>Variety of music</b>
<b>Variety of music</b>
<b>Variety of music and activities.</b>
<b>Variety of music and people watching</b>
<b>Variety of music and restaurants.</b>
<b>Variety of music and stages.</b>
<b>Variety of music and the people watching.</b>
<b>Variety of music at different times. Mariachi Reynas. Chankas Thomas Maupin.</b>
<b>Variety of music venues and closing downtown.</b>
<b>Variety of music, food vendors, and the art market.</b>
<b>Variety of music, food, and culture.</b>
<b>Variety of music, good food.</b>
<b>Variety of music, great organization, free camping in McGruff with free shuttle bus</b>
<b>Variety of music, lots to choose from. T-Shirts, The Dardanelles!</b>
<b>Variety of music.</b>
<b>Variety of music.</b>
<b>Variety of music.</b>
<b>Variety of music.</b>

Variety of music.
Variety of music.
Variety of music.
Variety of music.
Variety of music.
Variety of music/free/friendliness of staff and attendees
Variety of the bands and food.
Variety, especially presentation of ethnic groupings. Everything was enjoyable.
Variety, inclusiveness, and good humor.
Variety, location, friendly people
Variety, music, Cajun music, and movies.
Venues and music.
Very organized, accessible for elderly people w/disabilities. Diverse music and it is free.
Very relaxed.
Volunteering. People watching.
Volunteers are helpful and very polite
Water is reasonably priced. Important so people avoid heat stroke.
Well organized and very accommodating facilities.
Well organized, free, buses, and seeing old friends.
Well organized. Great event, music, and people.
What a fabulous setting, thank you.
Wide variety of music and people. Excellent stages setup.
Wide variety of music types and styles.
Wonderful event w/ great music! Fun for all ages!
Wonderful event with a great variety of music.
Wonderful music and snacks.
Wonderful opportunity.

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

A lot of dirt on the pavement by the dance pavilion.
All of those golf carts.
Available restrooms or signage for the restrooms.
Bathrooms.
Beer and the drunks.
Beer.
Bus line at the Civic Center at noon, way too long!
Cops were very disrespectful.
Could have more non-meat eating options. The organization for buying and signing cds.
Crowd can be rowdy at times.
Difficult for wheelchair access, especially for the bathroom.
Drunks
Eccentric bands.
Going home.
Good use of the city.
Gravel up to restrooms is extremely difficult in a wheelchair.
Handicap access issues - there is a gravel hill that is difficult for wheelchairs.

Hard to find exact directions.
Hard to find the restrooms.
Heat (which is out of your control).
Heat but you can't control that! :)
Heat, parking too far, and buses too full/long wait.
Heat.
Heat.
Heat.
Heat.
Heat.
Heat.
Heat.
Heat.
Hills!
Hills.
Hills.
Hot to walk from place to place.
Hot.
Hot.
I am sensitive to heat.
I have to walk up hill but everything is downhill from here
I think golf carts should be for the elderly and disabled.
I was tired before I could enjoy anything.
It could use more options for shade.
It took too long for the Merengue group to start, it was supposed to be at 2:15 and they started a half an hour late.
It was hot.
It was hot.
It was really hot.
Kid's area seems to have less attractions this year.
Lack of lodging uptown for friends.
Lack of shade. Price of water. Water availability.
Lack of transportation to venues.
Lack of vendors with credit card machines.
Lack of water refill stations.
Lighting.
Long distances between stages.
Loud music and the drinking/smoking.
Make all the bottled water \$1.00.
MCs were very rude and ill-mannered.
Merengue (Joaquin) Dominica. They were scheduled to start at 1:15pm but they did not play until 2:00pm.
Montana heat.
More bands.
More beer vendors, of different types.
More healthy food
More misters/wading pools
More selections for drinks.
More variety in vendors. More international options could be cool.
More variety of food booths - less "carnival" food
Music.

<b>Need a better variety of music.</b>
<b>Need healthier food options, more local Montana food, fresh, and grass fed meats.</b>
<b>Need more seating and better shade.</b>
<b>Need more variety in food. Same food year after year.</b>
<b>Need more women's restrooms</b>
<b>No free beer.</b>
<b>No free potable water (refill water bottles).</b>
<b>No free water.</b>
<b>No location to refill water bottles. Discouraged environmental responsibility and wasted loads of plastic.</b>
<b>No place to fill up water bottles.</b>
<b>No place to fill water bottles.</b>
<b>No shade.</b>
<b>No water in the family area for purchase.</b>
<b>No water stations.</b>
<b>Not as much of a variety of shows compared to previous years.</b>
<b>Not enough art vendors</b>
<b>Not enough buses from the civic center.</b>
<b>Not enough canopies</b>
<b>Not enough food options, more health food options please</b>
<b>Not enough people turn out to support this great event.</b>
<b>Not enough room to dance at dance pavilion.</b>
<b>Not enough shaded areas.</b>
<b>Not enough stands.</b>
<b>Nothing (except sound guy smoking at venue (Broadway))</b>
<b>Nothing, great job and great volunteers.</b>
<b>One act did not perform because he kept doing sound checks.</b>
<b>Parking place.</b>
<b>Parking was a pain.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>People smoking marijuana in crowds.</b>
<b>Places to get water was lacking.</b>
<b>Provide more shady seating and healthier food options. Advertise out of state.</b>
<b>The quality and variety of music has declined, as have the food vendors. Purchasing music needs to be better structured.</b>
<b>Signs for soda/water said "tickets only" but really was cash. Confusing</b>
<b>Smokers. Please keep your cigs out of the original stage area</b>
<b>Some of this year's performers were not too great.</b>
<b>Some vocals seemed to have too much reverb, unintelligible</b>
<b>Sound problems at Granite Stage on Saturday with no announcements for 30 minutes of what is happening</b>
<b>Sound system.</b>
<b>Spread out nature of the stages.</b>
<b>Stages and bathrooms difficult for handicap accessibility.</b>
<b>Stages too far apart. The soft serve ice cream in the huckleberry Sunday was too grainy and the huckleberry sauce too watery.</b>
<b>Sun/Heat.</b>

The bathrooms are a little dirty.
The heat!
The heat.
The heat.
The heat.
The heat.
The heat.
The rules on the concession application process.
The sun is too hot.
The timing, I wish it were during the week
The under aged drinkers and the cops just stand there.
The variety of music from all over.
The weather.
There was no free beer.
These survey people.
They turned the sprinkler system on and we go flooded out! Please shut off the park water for two or three days.
Too hot in the sun
Too hot.
Too hot...but I am not complaining.
Too many repeats of musicians
Too much down time between bands.
Too much trash, plastic bottles.
Top of the hill
Transportation, more parking.
Very hot - Need more shade available and water fountains
Very hot.
Very poor handicapped access, especially for the bathrooms.
Walking up hill a lot.
Was different having the children's area removed copper street uneven seating - slanted is awkward
We did not like the bathrooms.
Weed/smoking in crowds.
Thunderstorm cancelling the main. Direct people to other stages. Mic did not reach the building to stage right.
Some event performances did not start on time - well there were good reasons
Would enjoy more crafts and arts if possible.

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

A few more shade options.
A shade station at the Original in the back to get a break from the sun.
A water truck to refill water bottles instead of selling plastic water bottles.
Able-bodied bodies.
Add water refill stations :)
Advertise in AZ. Snowbirds there in winter are looking for summer activities. More vegetable/vegan food options
All good.
All great
Art making station.
Art making stations, more interactive activities.
As long as a resident has a permit, let them in.

<b>Asphalt access to bathrooms and original stage.</b>
<b>Australian music.</b>
<b>Better bathroom ramp for wheelchair @ the original stage.</b>
<b>Better bathrooms.</b>
<b>Better cops.</b>
<b>Better mapping, the posted maps were inaccurate and the same despite changing directions.</b>
<b>Better police.</b>
<b>Better print option for schedule and map from the website.</b>
<b>Better signs for parking.</b>
<b>Better sound for hearing the vocals.</b>
<b>Better variety of music, need folk metal, folk rap, rock, and more dance groups.</b>
<b>Better/more shuttles</b>
<b>Big maps of the venue on the fences.</b>
<b>Bigger name performances</b>
<b>Brew fest to benefit the folk fest at the same time.</b>
<b>Bring back Mariachi next year.</b>
<b>Bring back Yves Lambert.</b>
<b>Bring us back - we will be here w/ our art car!</b>
<b>Butte rocks, thanks to everyone.</b>
<b>Camping in McGruff park, would like signs that say to be quiet.</b>
<b>Cold food/drinks</b>
<b>Concession selling fresh fruit choices.</b>
<b>Create a HUGE dance floor!</b>
<b>Create more shaded areas.</b>
<b>Do not change a thing.</b>
<b>Fans in the dance pavilion.</b>
<b>Fewer, closer stages.</b>
<b>Free and accessible water.</b>
<b>Free beer.</b>
<b>Free potable water (refill water bottles).</b>
<b>Free water and for filling water bottles.</b>
<b>Free water stations.</b>
<b>Free water!</b>
<b>Get even more people to attend and donate.</b>
<b>Get some Yodelers next year! Water stations? Love the festival!</b>
<b>Going great.</b>
<b>Good clear signs from the I-90.</b>
<b>Good job.</b>
<b>Healthy food options and locally grown food would be great.</b>
<b>Difficult for elderly to get to original stage. Maybe a back entrance for carts? More shaded areas.</b>
<b>If staff carts aren't hauling staff, haul people</b>
<b>Improve website for more friendly printing options.</b>
<b>Install moving sidewalks.</b>
<b>Invite Roy Rogers (steel guitarist in Novato, CA), and Big Sandy and the Fly Rite Boys.</b>
<b>It would be nice to have more stands.</b>
<b>Just please keep it going.</b>
<b>Keep doing it.</b>
<b>Keep it as it is.</b>

<b>Keep it coming! Keep it free and keep the Red Buckets</b>
<b>Keep it fresh!</b>
<b>Keep it going</b>
<b>Keep it going!</b>
<b>Keep it going.</b>
<b>Keep it going.</b>
<b>Keep it up - great event!</b>
<b>Keep it up.</b>
<b>Keep it up.</b>
<b>Keep people coming, many who have not come do not know what they are missing.</b>
<b>Keep up the good work.</b>
<b>Keep up the good work.</b>
<b>Kind of miss the kid's area from a few years ago with shade.</b>
<b>Less porta-potties and more access to real bathrooms.</b>
<b>Level out the streets, too steep.</b>
<b>Longer on Sunday!</b>
<b>Look for performers outside the registry and take seriously the suggestions from those who attend the event.</b>
<b>Loved the main street stage the first year. Miss it.</b>
<b>Make water stations accessible.</b>
<b>More activities and make it more family friendly (cost wise for vendors).</b>
<b>More alcohol selection.</b>
<b>More animals at the petting zoo.</b>
<b>More arrows.</b>
<b>More art vendors</b>
<b>More artists and shows.</b>
<b>More arts and crafts.</b>
<b>More beer.</b>
<b>More buses.</b>
<b>More carts</b>
<b>More carts.</b>
<b>More country music from the U.S.</b>
<b>More covered areas.</b>
<b>More covered seating</b>
<b>More covered seating for people. More benches or chairs outside the park street pavilion tent.</b>
<b>More days and bands.</b>
<b>More days.</b>
<b>More food options</b>
<b>More free water stations.</b>
<b>More funk.</b>
<b>More golf carts</b>
<b>More golf carts or designated area.</b>
<b>More golf carts or other vehicles that are energy efficient and can carry more people.</b>
<b>More golf carts.</b>
<b>More gospel.</b>
<b>More health food options, place stages closer together if possible.</b>
<b>More healthy food options.</b>
<b>More hype-building for the bands and headliners, many of us do not know these groups.</b>
<b>More local foods and drink vendors/ options for cold food like sandwiches.</b>

More marketing to Missoula and Bozeman.
More mist lines.
More misters in various locations.
More misters, great touch for a hot day.
More misters!
More Misters!
More misters.
More Norwegian fiddles.
More outside advertising in other states
More recycling.
More recycling.
More shade
More shade
More shade and mist sprayers would be good
More shade and water.
More shade to sit in.
More shade.
More shade.
More shuttles.
More tents, shaded area to listen to music.
More tents.
More theatrical performances.
More types of snack vendors.
More variety in food vendors - better beer.
More vegetarian food options.
More vendors.
More vendors.
More water available - for free.
More water available.
More water being misted. Water bottle refill stations. Less waste than plastic water bottles.
More water bottle stations.
More water misters in the streets.
More water misters.
More water spray lines like at Original. Vendors selling cool gel neck wraps
More water.
Workshops mixing musical styles. Spread the workshops out so that they are not at the same time.
More world music, have a few more popular performers to increase attendance.
Move sidewalks between stages.
Move the Dance Pavilion on the park closer to the intersection. More young jazz performers.
Mover covered seating out of sun and rain.
Need more crafters/vendors 16 is way not enough!
Need more local parking.
Pet facility for animals. Charge for daycare. Fundraise for Albert's Angel Fund or Spay/Neuter task force.
Need water refill stations.
Never in Butte again.
No loudspeaker at Army National Guard and more water.
Not as much slack time between performances.
On website a print friendly page for schedules



<b>Open more parking in the downtown area.</b>
<b>Open venue up to make artisans from the Montana and Utah area perhaps.</b>
<b>Opportunities for shade.</b>
<b>Original stage sound needs work, louder, better, etc.</b>
<b>Parking.</b>
<b>Parking.</b>
<b>Perhaps more International music and more artists.</b>
<b>Perhaps more radio announcements</b>
<b>Places to refill water.</b>
<b>Polo golf shirts with the event logo.</b>
<b>Portable water available for free.</b>
<b>Pretty much perfect</b>
<b>Provide places to fill our own water bottles with cold water.</b>
<b>Provide water fountains.</b>
<b>Put stages close together.</b>
<b>Recycling.</b>
<b>Recycling. Registration Desk.</b>
<b>Robots</b>
<b>Seek out Mojo Roots blues band from Columbia, MD.</b>
<b>Separate the shuttles from the pedestrian traffic. Gravel portions of original venue are rough. Should pave.</b>
<b>Shade.</b>
<b>Shade.</b>
<b>Shuttles up to Walkersville and farther down Harrison.</b>
<b>Signs for locations to refill reusable bottles.</b>
<b>Singer/songwriters.</b>
<b>Snow</b>
<b>Softer music</b>
<b>Some stuntman.</b>
<b>Sound guys can't smoke at venues either</b>
<b>Sprinklers to cool off under.</b>
<b>Stations to fill up water bottles</b>
<b>Thanks!</b>
<b>The music options could be better. More upbeat music.</b>
<b>Variety of music.</b>
<b>Water available everywhere.</b>
<b>Water bottle filling station.</b>
<b>Water bottle filling stations and more mister stations.</b>
<b>Water stations.</b>
<b>Water stations.</b>
<b>Water.</b>
<b>We need more crafts.</b>
<b>Why is it so critical that you dominate beverages (\$\$\$)?</b>
<b>World map.</b>
<b>World map.</b>
<b>Would like more merchants and food variety</b>
<b>You all do an amazing job with this event.</b>
<b>You are doing fine. Keep up the good work.</b>
<b>You do a great job! Continue w/ festival!</b>

