The Event at Rebecca Farm 2015

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A random sample of attendees completed a questionnaire about the fourteenth annual event. Results show overall satisfaction.
The Event at Rebecca Farm- 2015

Kalispell, Montana

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Case Study Report 2015-9
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Abstract

This study was conducted for Montana Equestrian Events, Inc. to provide insight into the characteristics of attendees to the fourteenth annual The Event at Rebecca Farm. Paper surveys were completed by 473 attendees of the event. Results show that 60% of attendees were residents of Montana and of those 29% came from outside of Flathead County. Visitors spent an average of 6.29 nights in the Flathead Valley area. More people spent money on hotel/motel, restaurant/bar, and gasoline while visiting the area than other spending categories. Respondents to the survey reported total spending of $261,020 in the Flathead Valley. Results provide event organizers at Montana Equestrian Events and the Kalispell Chamber of Commerce/CVB with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding visitor spending associated with the event.

Executive Summary

More than half of the attendees at The Event at Rebecca Farm were visiting from outside of Flathead County. These visitors make important economic contributions to the Flathead Valley area. The results of the study are worth considering for future planning of The Event at Rebecca Farm.

- 51% of respondents were spectators at the event followed by volunteers (14%) and vendors (13%).
- 91% of out-of-county visitors spent at least one night away from home. Of those nights, an average of 6.29 were spent in the Flathead Valley area. 15% reported this being their first time visiting the Flathead Valley.
- 83% of attendees selected The Event at Rebecca Farm as their primary reason for being in the area.
- More money was spent by respondents in hotel/motel/b&b/rental cabin or home ($97,520), restaurant/bar ($27,575), and gasoline ($27,276) than any other spending categories.
- 36% of respondents reported staying in hotel/motel, followed by 30% camping at Rebecca Farm.
- Attendees were mostly travelling with their immediate family (24%) or friends/family (24%). The average travel group size was 2.64 people (average number of people represented in a spending group).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 55-64 year olds (42%), 45-54 years old (32%) and 65-74 years old (29%).
- People planned for this event ahead of time: 39% indicated that they planned to attend over six months before the event and 25% planned 1-6 months in advance.
- Attendees heard about the event mostly from word of mouth (58%), newspaper (24%), or the event website (22%).
- High levels of satisfaction with many aspects of The Event were reported including: the location of the event with a mean of 4.94 out of 5, and organization of the event and the staff receiving a mean of 4.89 out of 5.
- 69% of respondents have attended The Event at Rebecca Farm in a previous year.
- Overall, attendees of the event were very satisfied or satisfied with The Event at Rebecca Farm, and 92% of respondents indicated that they would attend the event next year.

Management Implications

Event attendees are traveling from all over Montana, 29 of the United States, three Canadian provinces, and two other international countries to attend The Event at Rebecca Farm. This event brings both resident and nonresident visitors to Kalispell and the Flathead Valley area, and the attendees of the event make a variety of monetary contributions while visiting.

A large percentage of people attended The Event at Rebecca Farm with their families making it a fun family event. Organizers should focus on many things they are already doing well, reflected by the high levels of satisfaction with many aspects of The Event. In addition, it is recommended that the organizers review the respondents’ comments from Appendix B to gain insight into people’s likes and dislikes of the grounds, shopping/Trade Fair, parking (specifically by the stalls), schedule of events, recycling suggestions, concessions/vendors, and other aspects of the event/facilities. Changes based on this input could help in bringing back attendees to this event and Kalispell in the future.
Introduction
The Event at Rebecca Farm was hosted in Kalispell, Montana from July 22\textsuperscript{nd} through July 26\textsuperscript{th}, 2015. Montana Equestrian Events has hosted The Event at Rebecca Farm since 2002. It has become the largest equestrian Eventing competition in the United States. This event is a USEF, USEA, and FEI certified competition and a World Cup Qualifier.

The purpose of this study was to provide the organizers of The Event at Rebecca Farm 2015 an understanding of attendees at the event, their spending patterns in the Flathead Valley, levels of satisfaction with different aspects of the rodeo event, as well as other information for the event organizers.

Methods
Data was collected by asking spectators, competitors, member of competitors’ families, helpers, horse owners, officials, vendors, volunteers, and other attendees to complete the questionnaire. In some cases surveys were distributed at the time participants picked up event materials. Others, such as spectators, were intercepted on-site during the competition. In this case, 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 Event at Rebecca Farm include the following:

- Data was collected by staff of Rebecca Farm or area volunteers who received a short training from ITRR’s survey contact person. Staff from Rebecca Farm participated in a short training from the Kalispell CVB’s lead surveyor on how to intercept people and obtain completed surveys as well as an informative session from ITRR staff.
- ITRR personnel were not present during the data collection for quality control.

Results
Of the 473 valid responses, most were spectators (239 people) followed by volunteers of the event (64 people). Most of the respondents have attended The Event previously (320 people). More than half of the attendees are Montana residents (282 people) with most of those residing in Flathead County (201 people). For those out-of-county respondents, 15 percent of them (39 people) were visiting the Flathead Valley for the first time (see Tables 1, 2, and 3 for a breakdown of residence).

Attending The Event was the primary reason for being in the area for 83% of the attendees (215 people). This event attracted many to the area who did other things while they were here: vacation/recreation/pleasure (116 people); visit friends/relatives (70 people); shopping (18 people); and business (6 people). Attendees used a variety of lodging accommodations in the Flathead Valley with most using hotel/motel/b&b/rental cabin or home (80 people) followed by camping at Rebecca Farm (67 people). The marketing done for the event was widespread and attendees heard of The Event in many places: word of mouth (264 people), newspaper (110 people), the event website (101), and many other outlets.

Table 1: Residence of all Respondents

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th># of total</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flathead County</td>
<td>201</td>
<td>43%</td>
</tr>
<tr>
<td>Other MT County</td>
<td>80</td>
<td>17%</td>
</tr>
<tr>
<td>Total Montana</td>
<td>282</td>
<td></td>
</tr>
<tr>
<td>Out of State</td>
<td>189</td>
<td>40%</td>
</tr>
<tr>
<td>Total all Residences</td>
<td>471</td>
<td></td>
</tr>
</tbody>
</table>
Table 2: Out-of-State Respondents

<table>
<thead>
<tr>
<th>U.S. Residence</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alaska</td>
<td>2</td>
</tr>
<tr>
<td>Arizona</td>
<td>10</td>
</tr>
<tr>
<td>California</td>
<td>29</td>
</tr>
<tr>
<td>Colorado</td>
<td>4</td>
</tr>
<tr>
<td>Florida</td>
<td>1</td>
</tr>
<tr>
<td>Georgia</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>2</td>
</tr>
<tr>
<td>Idaho</td>
<td>12</td>
</tr>
<tr>
<td>Illinois</td>
<td>2</td>
</tr>
<tr>
<td>Indiana</td>
<td>1</td>
</tr>
<tr>
<td>Kansas</td>
<td>2</td>
</tr>
<tr>
<td>Kentucky</td>
<td>1</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2</td>
</tr>
<tr>
<td>Maryland</td>
<td>1</td>
</tr>
<tr>
<td>North Carolina</td>
<td>3</td>
</tr>
<tr>
<td>North Dakota</td>
<td>2</td>
</tr>
<tr>
<td>New Jersey</td>
<td>2</td>
</tr>
<tr>
<td>Nevada</td>
<td>1</td>
</tr>
<tr>
<td>Ohio</td>
<td>1</td>
</tr>
<tr>
<td>Oregon</td>
<td>7</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2</td>
</tr>
<tr>
<td>South Carolina</td>
<td>1</td>
</tr>
<tr>
<td>South Dakota</td>
<td>3</td>
</tr>
<tr>
<td>Tennessee</td>
<td>1</td>
</tr>
<tr>
<td>Texas</td>
<td>5</td>
</tr>
<tr>
<td>Utah</td>
<td>5</td>
</tr>
<tr>
<td>Washington</td>
<td>37</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>4</td>
</tr>
<tr>
<td>Wyoming</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
</tr>
</tbody>
</table>

Table 3: Out-of-Country Respondents

<table>
<thead>
<tr>
<th>U.S. Residence</th>
<th># of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alberta, Canada</td>
<td>16</td>
</tr>
<tr>
<td>Australia</td>
<td>1</td>
</tr>
<tr>
<td>British Columbia, Canada</td>
<td>13</td>
</tr>
<tr>
<td>Ontario, Canada</td>
<td>1</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
</tr>
</tbody>
</table>
The mean age of respondents was 52 years old. Of those who were from outside Flathead County and responded to the survey, 91 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (16 percent) spent seven nights in Montana. The average number of nights in the Flathead Valley was 6.29. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

Expenditures

Spending information was asked of all respondents who reside outside of Flathead County, Montana. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Flathead Valley area in the following categories: accommodations (hotel/motel/bed & breakfast/rental cabin/home), food (Rebecca Farm concessions, restaurant/bar, and groceries/snacks), transportation (gasoline/diesel, auto rental), and retail services (Rebecca Farm Trade Fair/Event store, other retail goods, and entertainment/recreation).

Table 4 presents the expenditure data of only the respondents who reported spending money in these 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 $261,020.

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Mean expenditures of attendees who reported that they spent money in these categories</th>
<th>% of respondents who reported spending money in each category</th>
<th>Total dollars spent in each category by respondents who spent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/B&amp;B/rental cabin/home</td>
<td>$1,005.35 (n=97)</td>
<td>36%</td>
<td>$97,520</td>
</tr>
<tr>
<td>Restaurant/bar</td>
<td>$162.21 (n=170)</td>
<td>63%</td>
<td>$27,575</td>
</tr>
<tr>
<td>Gasoline/diesel</td>
<td>$147.44 (n=185)</td>
<td>69%</td>
<td>$27,276</td>
</tr>
<tr>
<td>Groceries/snacks</td>
<td>$153.76 (n=167)</td>
<td>62%</td>
<td>$25,678</td>
</tr>
<tr>
<td>Rebecca Farm Trade Fair/Event Store</td>
<td>$194.69 (n=131)</td>
<td>49%</td>
<td>$25,505</td>
</tr>
<tr>
<td>Other retail goods</td>
<td>$215.09 (n=69)</td>
<td>26%</td>
<td>$14,841</td>
</tr>
<tr>
<td>Auto rental</td>
<td>$473.33 (n=27)</td>
<td>10%</td>
<td>$12,780</td>
</tr>
<tr>
<td>Rebecca Farm Concessions</td>
<td>$64.23 (n=189)</td>
<td>70%</td>
<td>$12,140</td>
</tr>
<tr>
<td>Camping</td>
<td>$276.55 (n=29)</td>
<td>11%</td>
<td>$8,020</td>
</tr>
<tr>
<td>Entertainment/recreation</td>
<td>$189.90 (n=51)</td>
<td>19%</td>
<td>$9,685</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$261,020</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>
Appendix A - Results

Q1. Please select ONE option from the following list that is most applicable to your role with The Event at Rebecca Farm. (Choose ONE only.) n=471

51% Spectator  3% Competitor helper  13% Vendor in Trade Fair
11% Competitor  2% Owner of horse in competition  14% Event volunteer
3% Member of competitor family  3% Official of the Event  1% Other

Q2. Have you attended The Event at Rebecca Farm in a previous year? n=464

69% Yes  31% No

Q3. Are you a resident of Montana? n=471

60% Yes  40% No (skip to Q5.)

Q4. Do you reside in Flathead County? n=281

71% Yes (skip to Q14. on back)  29% No (skip to Q5.)

Q5. In what state, province, or foreign country do you reside?

See Tables 1, 2, and 3

Q6. Is this your first time visiting the Flathead Valley? n=261

15% Yes  85% No

Q7. Was attending this event your primary reason for being in the area? n=259

83% Yes  17% No

Q8. For what other reasons are you visiting the area? (Check all that apply.) n=171

25% Vacation/recreation/pleasure  <1% Just passing through  1% Business/convention/meeting
15% Visiting friends/relatives  4% Shopping

Q9. For this event, how many nights did you spend away from home? n=252, mean=6.28

10% 0 (skip to Q.13)  5% 1  11% 3  12% 5  13% 7  4% 9
6% 2  8% 4  10% 6  6% 8  15% 10 or more

Q10. How many of those nights were in Montana? n=229, mean=6.57

0% 0  7% 2  10% 4  13% 6  6% 8  13% 10 or more
6% 1  12% 3  15% 5  16% 7  3% 9

Q11. Of your nights in Montana, how many did you stay in the Flathead Valley? n=229, mean=6.29

2% 0  7% 2  9% 4  14% 6  4% 8  10% 10 or more
6% 1  12% 3  16% 5  17% 7  2% 9

Q12. In what type of accommodation(s) did you stay in Kalispell or the Flathead Valley? (Check all that apply.) n=224

36% Hotel/motel/B&B  6% Public land camping  <1% Resort/condominium
12% Rental cabin/home  18% Home of friend/relative  <1% Guest ranch
30% Camping at Rebecca Farm  4% Second home/cabin/condo
See table 4 for Expenditures

Q13. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Flathead Valley in each of the following categories. If you did not spend money in a category, please leave it blank.

<table>
<thead>
<tr>
<th>ACCOMMODATIONS in Flathead Valley</th>
<th>TRANSPORTATION in Flathead Valley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel/motel/bed &amp; breakfast/rental</td>
<td>Gasoline/diesel</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Camping</td>
<td>Auto rental</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>FOOD in Flathead Valley</td>
<td>RETAIL/SERVICES in Flathead Valley</td>
</tr>
<tr>
<td>Rebecca Farm Concessions</td>
<td>Rebecca Farm Trade Fair/Event Store</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Restaurant/bar</td>
<td>Other retail goods</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Groceries/snacks</td>
<td>Entertainment/recreation</td>
</tr>
<tr>
<td>$</td>
<td>$</td>
</tr>
</tbody>
</table>

Q14. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=248; mean = 2.64

29% 1 13% 3 5% 5 2% 7 1% 9 1% more than 10
36% 2 10% 4 3% 6 1% 8 <1% 10

Q15. What option best describes the group with whom you attended this event? n=465

14% Self 24% Immediate family 24% Family/friends 6% Business associates
14% Couple 4% Extended family 10% Friends 4% Organized group/club

Q16. Please select all the ages represented in your group: n=460 for each age category

8% 0-5 yrs. 17% 11-17 yrs. 20% 25-34 yrs. 32% 45-54 yrs. 29% 65-74 yrs.
11% 6-10 yrs. 16% 18-24 yrs. 23% 35-44 yrs. 42% 55-64 yrs. 7% 75 and over

Q17. What best describes your annual household income? (In US dollars) n=390

5% Less than $20,000 17% $60,000 to $79,999 10% $150,000 to $199,999
13% $20,000 to $39,999 10% $80,000 to $99,999 11% $200,000 and over
13% $40,000 to $59,999 20% $100,000 to $149,999

Q18. How long before this event did you make plans to attend? n=427

6% The day of the event 17% 1-4 weeks before the event 39% Over 6 months before the event
12% 1-7 days before the event 25% 1-6 months before the event
Q19. How did you hear about The Event at Rebecca Farm? (Check all that apply.)
n=457 per selection

<table>
<thead>
<tr>
<th>Method</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>58%</td>
</tr>
<tr>
<td>Posters</td>
<td>9%</td>
</tr>
<tr>
<td>Email from event planners</td>
<td>9%</td>
</tr>
<tr>
<td>Event website</td>
<td>22%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>24%</td>
</tr>
<tr>
<td>Magazine</td>
<td>9%</td>
</tr>
<tr>
<td>Group or club</td>
<td>8%</td>
</tr>
<tr>
<td>USEA website</td>
<td>15%</td>
</tr>
<tr>
<td>Radio</td>
<td>19%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>2%</td>
</tr>
<tr>
<td>Retail outlet</td>
<td>1%</td>
</tr>
<tr>
<td>Social media</td>
<td>11%</td>
</tr>
<tr>
<td>Television</td>
<td>18%</td>
</tr>
<tr>
<td>Other events at Rebecca Farm</td>
<td>15%</td>
</tr>
<tr>
<td>Flyer</td>
<td>2%</td>
</tr>
<tr>
<td>Other website</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q20. Please rate your satisfaction with The Event at Rebecca Farm:

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
<th>Mean</th>
<th>Total respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization of the event</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>9%</td>
<td>91%</td>
<td>4.89</td>
<td>n=453</td>
</tr>
<tr>
<td>Event staff</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>8%</td>
<td>91%</td>
<td>4.89</td>
<td>n=455</td>
</tr>
<tr>
<td>Location of the event</td>
<td>&lt;1%</td>
<td>0%</td>
<td>&lt;1%</td>
<td>5%</td>
<td>95%</td>
<td>4.94</td>
<td>n=452</td>
</tr>
<tr>
<td>Number of people at the event</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
<td>2%</td>
<td>16%</td>
<td>81%</td>
<td>4.77</td>
<td>n=435</td>
</tr>
<tr>
<td>Parking</td>
<td>&lt;1%</td>
<td>3%</td>
<td>2%</td>
<td>15%</td>
<td>79%</td>
<td>4.70</td>
<td>n=454</td>
</tr>
<tr>
<td>Sound system</td>
<td>0%</td>
<td>4%</td>
<td>5%</td>
<td>22%</td>
<td>69%</td>
<td>4.55</td>
<td>n=441</td>
</tr>
<tr>
<td>Family-friendly</td>
<td>&lt;1%</td>
<td>0%</td>
<td>1%</td>
<td>11%</td>
<td>89%</td>
<td>4.87</td>
<td>n=439</td>
</tr>
<tr>
<td>Signage/directions</td>
<td>0%</td>
<td>2%</td>
<td>4%</td>
<td>17%</td>
<td>78%</td>
<td>4.71</td>
<td>n=453</td>
</tr>
<tr>
<td>Cleanliness</td>
<td>&lt;1%</td>
<td>1%</td>
<td>0%</td>
<td>10%</td>
<td>89%</td>
<td>4.86</td>
<td>n=453</td>
</tr>
<tr>
<td>Availability of restrooms</td>
<td>0%</td>
<td>1%</td>
<td>3%</td>
<td>16%</td>
<td>80%</td>
<td>4.75</td>
<td>n=451</td>
</tr>
<tr>
<td>Cost of the event</td>
<td>0%</td>
<td>&lt;1%</td>
<td>3%</td>
<td>16%</td>
<td>81%</td>
<td>4.77</td>
<td>n=438</td>
</tr>
<tr>
<td>Trade Fair concessions available</td>
<td>0%</td>
<td>1%</td>
<td>5%</td>
<td>18%</td>
<td>76%</td>
<td>4.70</td>
<td>n=433</td>
</tr>
<tr>
<td>Selection of Trade Fair products</td>
<td>0%</td>
<td>1%</td>
<td>10%</td>
<td>21%</td>
<td>68%</td>
<td>4.56</td>
<td>n=425</td>
</tr>
</tbody>
</table>

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

Q20. What is your age? n=439
Range=18-84, mean=52.25

Q21. What is your gender? n=457
23% Male    77% Female

Q22. When might you come to The Event at Rebecca Farm again? n=460
92% Next Year    7% Within 5 Years    1% Never

Q23. Please tell us what you liked about The Event at Rebecca Farm.
See Appendix B

Q24. Please tell us what you did not like about The Event at Rebecca Farm.
See Appendix B

Q25. What suggestions do you have for improvements to the event?
See Appendix B
<table>
<thead>
<tr>
<th>Q23. Please tell us what you liked about The Event at Rebecca Farm.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3 riders and announcer</td>
<td>A quality event that is local. Kalispell is lucky to have it.</td>
</tr>
<tr>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td>All</td>
<td>All of it</td>
</tr>
<tr>
<td>All of it</td>
<td>All of it!</td>
</tr>
<tr>
<td>All of it</td>
<td>All the different people</td>
</tr>
<tr>
<td>All weather footing is great. Courses good. Great parties. Prizes are great. Garbage, manure pickup great</td>
<td>Almost everything. Don't do away with the big vendor tent. Outdoors won't work for everybody.</td>
</tr>
<tr>
<td>Almost everything. This is a great event and your hard work is really appreciated!</td>
<td>Always very fun event to compete in. Combine vacation with competition.</td>
</tr>
<tr>
<td>Always very well organized. Staff is very helpful and considerate</td>
<td>Amazing facilities/location</td>
</tr>
<tr>
<td>Amazing staff!</td>
<td>Amazing venue! Well organized, high quality, very horse centered</td>
</tr>
<tr>
<td>Amazing. Top quality</td>
<td>As a vendor, I liked the large number of people</td>
</tr>
<tr>
<td>As a vendor, it was the best and most vendor-friendly event I have ever attended.</td>
<td>As always, excellent! Volunteers and staff super helpful. Always feel welcome!</td>
</tr>
<tr>
<td>As cliché as it is, the people. I never saw an unhappy face and even though I came in dead last, I never felt dejected or disappointed. I felt great and honored just to be there.</td>
<td>Atmosphere</td>
</tr>
<tr>
<td>Atmosphere and vendors</td>
<td>Atmosphere, friendly people, horse exposure</td>
</tr>
<tr>
<td>Atmosphere, people, horses, the competition</td>
<td>Atmosphere, seeing my kids excited to see horses and be here</td>
</tr>
<tr>
<td>Atmosphere/exposure to specialty segment of population</td>
<td>Awesome horses and cross country</td>
</tr>
<tr>
<td>Awesome people and gorgeous setting</td>
<td>Awesome people. Awesome facilities. Awesome venue. Thank you!!</td>
</tr>
<tr>
<td>Awesome venue, beautiful area and huge fan of equestrian shows and events. Also that it was a free event so family friendly and affordable</td>
<td>Beautiful and so well organized</td>
</tr>
<tr>
<td>Beautiful event and easy to see the majority of XC. The atmosphere was relaxed yet still and exceptionally well run event.</td>
<td>Beautiful event- everyone so nice. Your vendor staff was awesome. Really loved event</td>
</tr>
<tr>
<td>Beautiful facility in beautiful area.</td>
<td>Beautiful farm, friendly people</td>
</tr>
<tr>
<td>Beautiful horses</td>
<td>Beautiful grounds</td>
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<tr>
<td>Beautiful horses and great cause, community involvement</td>
<td>Beautiful location, professionally managed</td>
</tr>
<tr>
<td>Beautiful location, wonderful courses, great people/organization. Love all the levels being offered- what an experience for me and my students and parents</td>
<td></td>
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<tr>
<td>Beautiful location, wonderful volunteers and staff!</td>
<td></td>
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<tr>
<td>Beautiful location; great organization and cause</td>
<td></td>
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<tr>
<td>Beautiful setting. Well organized</td>
<td></td>
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<tr>
<td>Beautiful site in valley. Incredibly organized event and competition</td>
<td></td>
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<tr>
<td>Beautiful to see</td>
<td></td>
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<tr>
<td>Beautiful venue and well organized. Friendly.</td>
<td></td>
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<tr>
<td>Beautiful venue, quality of horses!</td>
<td></td>
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<tr>
<td>Beautiful venue. Lots of things to watch</td>
<td></td>
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<tr>
<td>Beautiful, well organized facility. Good stabling.</td>
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<tr>
<td>Beer, horses, ponies, cotton candy, ice cream</td>
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<tr>
<td>Being outdoors watching horses</td>
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<tr>
<td>Best location on the planet</td>
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<tr>
<td>Better viewing of cross country. Love big screen TV</td>
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<tr>
<td>Boosts the local economy</td>
<td></td>
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<tr>
<td>Children friendly</td>
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<tr>
<td>Clean grounds, difficult events</td>
<td></td>
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<tr>
<td>Clean. Beautiful. Courses were fun, footing a plus</td>
<td></td>
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<tr>
<td>Community effort and use of volunteer</td>
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<tr>
<td>Competing in T3D. The quality of horses and competitors. The quality of show rings and XC track. The effort made to keep everything clean.</td>
<td></td>
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<tr>
<td>Competition of horses</td>
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<tr>
<td>Competition, facility, very well run</td>
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<tr>
<td>Competitions</td>
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<tr>
<td>Competitors, cross country course, organizers</td>
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<td>Cost</td>
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<tr>
<td>Cross country courses</td>
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<tr>
<td>Cross country! and competitors dinner</td>
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<tr>
<td>Cross country. Jumping</td>
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<tr>
<td>Dog friendly</td>
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<tr>
<td>Dog friendly, Humane Society here!</td>
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<tr>
<td>Eagerness of everyone willing to help and bring us ice!</td>
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<tr>
<td>Easy and casual</td>
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<tr>
<td>Elegant entertainment</td>
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<tr>
<td>Every level run well!</td>
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<tr>
<td>Every was very friendly</td>
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<tr>
<td>Everyone is so kind and it’s a beautiful place. As a trainer, events always feel like work but this one is like a vacation</td>
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<td>Everything</td>
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Everything
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Everything
Everything

Everything but particularly the cross country event
Everything has been thought through and taken care of both for officials, riders, and guests
Everything is professional, clean, and well done
Everything- mostly hospitality among family and friends
Everything- the people and event
Everything!

Everything!
Everything!
Everything!
Everything!

Everything!
Everything!
Everything!
Everything!
Everything!
Everything!
Everything!

Everything! Easy access, dog friendly
Everything! Food.
Everything! Friendly
Everything! It was amazing! Very well organized and everyone was so helpful and friendly!
Everything!!! I realize this might not be helpful but each year I am more amazed
Everything. Am an old equestrian!
Everything. Riders from all over the world. Olympic qualifiers
Everything. Thank you so much
Everything. The crepes at the food court. Free ice.
Excellent event. Good response to staff when horse/rider fell in water
Excellent event. Well organized. Friendly. Classy
Excellent job all around. Porta potties were always clean, garbage was always emptied. Staff were very helpful and friendly. Well organized- excellent.
Excellent: horses and contestants
Exemplary staff
Extraordinary facility with challenging and fair courses.
Extremely organized, cared for all the people who attended, even ice, very aesthetic, too!
Extremely well organized!
Extremely well organized; superb venue; beautiful setting; remarkable hospitality
Extremely well run events!
Fabulous venue, fun atmosphere, quality stabling
Facility and people are top notch! Courses are amazing
Family friendly, clean/safe, cost of booths, helper to unload (ice), able to have puppies, love big tent for booths
Family friendly, lovely petting the horses for the kids
Fantastic event- looking forward to next year
Festive and relaxed and fun to watch the jumping
First class event
Food selection! Galloping horses! Plenty of staff
Free admission, $5 donation for cause, the people!
Friendliness
Friendly
Friendly atmosphere, multi-activity atmosphere, Jumbotron on xc day, beautiful courses nicely presented.
Knowledgeable and capable staff- organized and competent. Good signage (and big flags)
Friendly organization, facilities, beautiful scenery
Friendly people, participating in events
Fun, exciting event. Well run. Take care of volunteers very well- food, water, etc. TD was great!
Fun, family friendly, great place to vendor and get our name out. Love the Event
Fun, organized
Good family fun
Gorgeous scenery! Wonderful people with excellent tourism attitude
Gorgeous setting/great organization
Gorgeous venue. Beautiful course
Great atmosphere. Relaxed and wonderful
Great crowds, super helpful staff, water station, perfect trade show hours
Great event- do it often
Great family atmosphere
Great family event. XC races
Great family- the Broussards. Beautiful facilities, great organization and a great public event
Great organization- people attitude
Great set-up. Good sound system. Excellent classes of competitors. Great vendors. Helpful staff
Great space
Great staff and cute
Great staff, beautiful grounds
Great staff, grounds are always clean. Saturday's BBQ is really well organized and fun! Really cute merchandise
Great time- relaxed and good competition
Great venue outdoors. Very laid-back.
Great view. Awesome food. Fantastic staff.
Great viewing areas on farm for all phases
Green, great course. Lot of room. Attention to competitors
Green. Competition Course. Organization
Horse and rider
Horse owner
Horses
Horses
Horses
Horses and competitions
Horses and people
Horses are beautiful
Horses!
Horses, family feel
Horses, view, horses, jumps, course
Horses. Friends. Footing. XC.
| How close you can get to the events/horses |
| How friendly and helpful the staff is |
| How it's organized, the venue, the level of athletes we can watch, the booths brought to buy high quality products. I'm very happy with the event as a whole, it's my favorite. |
| How you take good care of the volunteers |
| Huge quality of competitors. Clean, well run event |
| I am always impressed with the professionalism of the entire staff! Very organized event! It makes for a pleasant time here! Thank you! |
| I come to volunteer. I find the opportunity to be fun and the staff is fantastic |
| I enjoy the cross country course! |
| I like that it is so family friendly and a home feel. For a good cause |
| I like the spread of events and the flow. You can always find something to watch. The professionalism of the riders was outstanding. |
| I liked the jumps since they had lots of detail. I also liked the horses taking part in showjumping |
| I love horses and event is great. I love cross country |
| I love seeing the horses and especially enjoy cross country and dressage |
| I love the location and ambiance of this event. The generosity of the Broussard family. |
| I love the x-country event, sitting on the hillside and viewing the beautiful horses, riders, and ranch view. |
| I love this place. I used to compete and plan on competing again. |
| I LOVE watching the x-country |
| I think everyone from novice to CCI are all treated equally. Amazing courses are fair and fantastic to run. |
| Inviting to all |
| It is a unique event and I like seeing something that I would not ordinarily attend |
| It is a well organized and well run show. The competitors are treated very well every year with a good competitor's packet. The footing everywhere is wonderful |
| It is very well organized! |
| It was awesome! |
| It’s a great family event |
| It’s all awesome! Water course. Ice cream |
| It’s all lovely and very nice! |
| It’s an amazing event. Haven’t missed a year. I ran camps at Herron Park for 10 years. |
| It’s fabulous. I wish I could make a suggestion to help, but it’s perfect |
| It’s great to have the opportunity to see such highly-rated horses and riders compete |
| It’s great! |
| It’s just a great event to attend even as a spectator rather than exhibitor |
| It's, in my honest opinion, one of the best events in the world |
| Jump design; accessible course |
| Jumps, cross country, arena jumping |
| Layout, concessions, events |
| Level of competition |
| Like it a lot |
| Liked it all! |
| Location |
| Location |
| Location- everything |
| Location, cost, food (kettle corn), horses, beautiful environment, family fun |
| Location, event staff, organization of event |
| Location, facilities for viewing, transportation availability |
| Love being involved and being a volunteer |
| Love it!! |
| Love seeing the horses and riders, love the scenery- A nice day away from Missoula |
| Love the atmosphere, the horses, the course- they are the main event in my mind. Like being able to get so close to the event. My husband likes the hills around the arena |
| Love the event. Very exciting. Wish I could see more of it. |
| Love the excitement! Very inspiring for young riders |
| Love the farm, the whole event- spectacular! |
| Love the horses |
| Love the horses! And the cross country event on Saturday |
| Love the location and the organization is amazing |
| Love the organization, atmosphere and quality |
| Love the whole thing. Horses, View. Competition. |
| Loved "S___ Show!" Everything is top notch and extremely well organized; very friendly and helpful volunteers |
| Loved everything |
| Loved it! |
| Loved the location |
| Most everything |
| Most wonderful and helpful on-site staff |
| Mostly well-run. Met some nice fellow competitors. Very nice prizes and sponsorships. |
| My daughter loves horses. Great event to allow her to see horses in action |
| My first time to a horse show |
| New big screen TV outside. We appreciate all the financial support from the Event. Please ask for volunteers for other events if you need (from BCH of Flathead) |
| Not charging for the event is very smart. Many more people come, I am sure. |
| Opportunity to take part |
| Organization |
| Organization and communication. This event reminds competitors why we love our sport so much! |
| Organization and number of people helping |
| Organization- well don |
| Organization/preparation |
| Organized, friendly. Best conditions for horse and rider, safety and security. Beautiful setting |
| Other vendors are very nice and helpful. Staff very helpful. Beautiful location. |
| People- quality- beauty |
| People, horses, lovely venue- great event |
| Pretty horses, inspiration |
| Public access to horse event that is not rodeo |
| Quality of course, arenas, stalling- location! Number of competitors. Seeing "stars" here |
| Quality of the competition! It's superb. Beautiful area. Much to do and see! |
| Relaxed. Price. Family-friendly |
| Scenery and weather |
| Scenery, horses |
| Scenery, horses, very pastoral, neat layout, great location, easy to find. |
| Scenery, people, competition |
| Seeing the beautiful horses |
| Setting is gorgeous. Event is wonderful |
| Shopping, horses- high level eventing. Hard to find in this part of the country! |
| Show jumping |
Show jumping
So easy to access and free to the public. Loved the big screen TV! Dog friendly
Spaciousness, well organized
Spectating. Pony and horse rides
Spectator accommodations- hills, berms, etc.
Spending quality time with my daughter, the amazing horses, and the awesome event itself
Staff and volunteers are amazing!
Staff was incredibly helpful and friendly. Media advertising was great.
Staff! Quality of grounds. Restroom cleanliness. Horses, horses, horses. An honor to witness the quality of riders and horses. Thank you for bringing to our area.
Start on time
Such a great family event. We live just down the road and are so happy with our neighbors and the use of their property.
Sunday event
Super friendly, great people organizing, great cause
Super fun to watch the riding, great shopping. XC course beautiful. Broad number of riders.
Superb venue, huge grounds, free
TD was very pleasant and good.
The "Event." The food
The above checklist says it all (satisfaction questions)- very satisfied. You are all amazing to the riders and family members at the show. I feel like a real athlete when I compete here. Thanks
The beautiful grounds. The wonderful event and horsemanship
The beauty of the place, organization and the donations to B.C research
The beauty of the venue. Great event staff
The BEST venue anywhere! Quality of people attending is good. Your attention to detail. The staff are awesome, helpful, personable.
The clientele- attendees, participants are my target customers
The competition
The diverse clientele potential. They come from all over
The event is always very well run by the staff and volunteers. We come every year and always enjoy our time.
The event location and all it offers. It has high levels as well as low levels to ride. Organized very well
The event staff is by far the most professional and friendly staff I have EVER dealt with
The events with my granddaughter and daughter (eventing in general)
The facility is top notch. The footing, jumps, arenas are wonderful.
The fact that you provide ice to competitors is a huge help. The porta potties are so clean. The conditions, jumps and footing is excellent. First class, lovely.
The food! Friendly, well organized, beautiful XC, and a wonderful atmosphere. Great volunteers
The friendly staff
The grounds are spectacular! The food was gorgeous! The Broussard family is wonderful, warm and welcoming!
The horse events in the valley of this international level
The horses
The horses
The horses and people
The location is beautiful. Course is impressive. Staff very friendly
The location. I was very impressed with the staff and friendliness
The open and friendly atmosphere along with the high caliber of riders and horses
The organization and events
The people and horses
The people and organization is great! Footing is impeccable and the courses are top quality.
<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>The quality of competitors</td>
</tr>
<tr>
<td>The quality, very spectator friendly</td>
</tr>
<tr>
<td>The scenic setting is incredible. The atmosphere with world class horses and riders is great</td>
</tr>
<tr>
<td>The setting, the horses</td>
</tr>
<tr>
<td>The setting, the wonderful people, the horses and knowing funds are being raised to fight cancer</td>
</tr>
<tr>
<td>The staff was very helpful! Fun event, would attend again.</td>
</tr>
<tr>
<td>The staff were exceptionally helpful and the event was all very well organized. We appreciate the rides to and from the parking lot and the ice.</td>
</tr>
<tr>
<td>The staff/area/the farm</td>
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<tr>
<td>The support staff is outstanding. The food and beverage people are great. I think it is very well run.</td>
</tr>
<tr>
<td>The Trade Fair is run like the Four Seasons Hotel, Excellent. Staff is extraordinary and I have a lot of special event experience.</td>
</tr>
<tr>
<td>The venue is gorgeous, the event staff and volunteers were extremely friendly and helpful. Also, the food vendors were incredible! This is my new favorite event.</td>
</tr>
<tr>
<td>The venue- the playfulness of the jumps. The grass! Shopping</td>
</tr>
<tr>
<td>The venue, no cost, vendors, everything!</td>
</tr>
<tr>
<td>The wonderful course/jumps and seeing the athletic competitors</td>
</tr>
<tr>
<td>This is an amazing event! Absolutely loved it. Hope to come back as a competitor! So well organized and everyone is so nice.</td>
</tr>
<tr>
<td>This is an incredible event. That brings so much needed traffic to the valley. The money donated is so wonderful. Thank you.</td>
</tr>
<tr>
<td>This is the way all horse shows should be run</td>
</tr>
<tr>
<td>Tradefair</td>
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<tr>
<td>Trolley car took info for elderly attendee, info took her to seating; fantastic for cross-country. Wonderful! Montana at its best.</td>
</tr>
<tr>
<td>Unique event</td>
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<tr>
<td>Variety of events</td>
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<tr>
<td>Venue is beautiful. Staff is friendly and helpful. Trade fair concessions are a great bonus. Footing is great in the arenas, the fields are the perfect place to hack</td>
</tr>
<tr>
<td>Venue, high level of competition, shopping</td>
</tr>
<tr>
<td>Very class act and well organized and laid out</td>
</tr>
<tr>
<td>Very clean and does not equal dusty. Friendly and different group of people</td>
</tr>
<tr>
<td>Very clean, organized, great variety of food and vendors</td>
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<tr>
<td>Very nice, excellent staff.</td>
</tr>
<tr>
<td>Very organized and staff is amazing! Professional and extremely helpful- can't say enough about them. The events are wonderful and we love all the different things to do for all ages.</td>
</tr>
<tr>
<td>Very organized. Love the Trade Fair Booth/Tent</td>
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<td>Very professionally run by courteous staff</td>
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<tr>
<td>Very relaxing and entertaining</td>
</tr>
<tr>
<td>Very well done. Beautiful facility</td>
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<tr>
<td>Very well organized</td>
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<tr>
<td>Very well organized- friendly staff. Great horse show!</td>
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<tr>
<td>Very well organized, accessible event. We are fortunate to have the opportunity to see such high level sport</td>
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<tr>
<td>Very well organized, clean, handicapped parking well located, but more capacity for handicapped transport. The six passenger Polaris was great, but more needed.</td>
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<tr>
<td>Very well organized, clean, helpful friendly competitors</td>
</tr>
<tr>
<td>Very well organized. Lots to do and lots to watch. Seeing the 2 star and 3 star is very exciting</td>
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<tr>
<td>Very well setup for spectators, I really like that- country</td>
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<tr>
<td>Visual, people are so amazing, horses are also amazing</td>
</tr>
<tr>
<td>Volunteering!</td>
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</tbody>
</table>
Volunteers are fabulous!
Volunteers are fabulous. Grounds are beautiful/well organized. Great food, too! Obvious care for the horses and riders (safety, etc.)
We appreciate the opportunity to participate and showcase adoption center animals to the events attendees. Thank you very much!
We enjoy the cross country the most. Thank you for letting us get close to the horses
We enjoyed watching the horses on the course
We liked everything. It seemed extremely organized, very well thought out. The service was extraordinary!! Unbelievably awesome!
We love it!! Very lucky it is here!
We love this event! The staff is awesome, the location is beautiful. Thank you for everything!
Well laid out facilities; good tradefair, concessions ground fantastic, all the dinners and competitor parties organized by family- were extraordinary and welcoming. Halt Cancer @ X loved the fun run- great idea. Advertise more in paper too.
Well laid out. Liked the transportation for pedestrians, but need a LOT more carts! Liked the concept of the "s___ show" but would prefer a different name- "Battle of the Superstars" "Super Show" "Halt Cancer at X Jumpoff." Anything but s___. All the dinners and music.
Well organized, beautiful setting
Well organized, event staff present throughout course to answer questions
Well organized, friendly, helpful staff. Pleasant attendees
Well organized. Every year there is thought of how to make better. Great. Box was well organized. 3 day was great. Communication/announce in barn, had riders that missed the 4pm. Had 2 training 3 day drive through and roads and track. No info in packet. Office told wrong time when asked so they missed it.
Well organized. Great viewing options
Well planned
Well run, fabulous facility
Well run, professional event in every way!
Well run, thoughtful, beautiful, fun courses. Leaving stalls dirty (i.e., not stripping)
What's not to like??? Coming for all 4 days and love it!
Wide open spaces, friendly volunteers
Wide open spaces. Numerous events
Wonderful event in a perfect setting
Wonderful setting- friendly people
Wonderful staff! Attentive and helpful. Super nice friendly folks all around. Beautiful location. Thank you for the opportunity to vend your wonderful event!
World class venue. World class horses. Spectacular views
Your staff is very friendly and helpful

Q 24. Please tell us what you did not like about The Event at Rebecca Farm.

| #6 jump needs bathroom closer. Toilets didn't have hand sanitizer. |
| A place to dispose of water would be helpful |
| All good |
| All the dogs |
| All the dogs and spectators walking on the course! Very disrespectful to riders. Also too many weight loss vendors |
| As a jump judge, lunch was way late! |
| As a vendor, couldn't see everything. That's ok, enjoyed. |
| At our location the restroom facilities were a long way off and had no hand sanitizer in them |
| Attitude of some staff/volunteers. Some are lovely and wonderful! Some are downright rude. Will you make friendly, politeness a priority? |
Availability of printed material - no course map

Background music

Bad vendors

Bathrooms too far for us old folks!

Being stalled in the K barns where the barns were very close together leaving no parking for trailers and trucks. The entire week we were having issues with parking around our trailer. Our group had 11 stalls and 6 rigs and we had to cram so close together we weren't even in front of our stalls

Better signs, event times

Borderline too outdoor for my artwork. Moisture, wind still comes in tent. But that is not something that is event's problem, just a factor of my needs. But I did love event.

Camping had hard time getting horse water. Not enough faucets. Parking needs to be controlled. Several people had huge area roped off and others very congested. Needs to be overflow lot for everybody that has 2-3 cars, extra trailer, etc.

Can't really complain. Happy

Can't think of a thing

Can't think of anything

Can't think of anything

Concessions don't open early in the morning

Congested roads by stabling

Congestion in stabling

Could have better maps, make it easier to understand

Could not hear loud speaker in secure stabling. Not enough breakfast spots.

Cross country during FEI dressage, FEI 3 star barn lacked enough water access for number of horses. Exhibitors did not clean up after dogs and left water bottles everywhere. Recycle bins? Loose dogs in FEI at all times (frown face)

Crowded in stabling area

Crowded parking. Made for unfriendly neighbors... territorial!

Difficult to understand announcer at times

Difficult understanding PA too much echo. Road traffic to and from barns.

Disabled individual in party was unable to drive on quad for cross country. Very rude to him, hurt him. Suggested golf cart.

Distance

Dog feces everywhere. Crowded parking because of people who invited extended family members to camp with them.

Dry conditions and dust

Dust

Dust in vendor parking lot

Everything is great

Finding it/no signs

Food selection

For the first 2 days the porta potties in our area were not cleaned. Also, toilet paper ran out an some of the johns did not have hand sanitizer. Sound system- could hardly hear in stabling area

Gee, the exhibitors parking lot was dusty (i.,e., not much to complain about)

Got nothing

Great

Hard for vendors to benefit because traffic is too low- too far away from spectators

Hard to find schedule of events

Hard to hear announcer for dressage
Hard to hear announcers. More signs to show where events are- it's too large to walk around trying to find your way.

Hardly any food vendors by barns(G, H, I, etc.)

Have been coming for 13 years; sound system much improved this year

I am concerned about all the dogs, especially if it is overly hot and no shade. They had H2O. They can pee in someone's trade fair booth, marking territory. Then other dogs do, too

I can't think of a single criticism. This is an exceptionally well run event!

I competed novice over 2 days but had to be there for 4 days which means my expenses were higher for being gone (hired help to care for animals at home). But I know with so many divisions you have to make some concessions.

I did not know we had the option of being located in the stabling area- we'd possibly like 2 booths next year- one in each location

I didn't know how to get to the parking area

I don't like that we don't have more ways to show our appreciation

I know it gets hard with the amount of people but parking can be tough

I think my biggest concern is parking/camping. People come early and reserve spots. Makes it very difficult for people who can't come early.

I was very dissatisfied with the location and high density of stabling. It was very dirty because of all the foot traffic. It was too far away from the jog land and very little availability of water.

I wasn't impressed that people don't control or pickup after their dogs very well. It was also really difficult to park near our stalls because people would take up quite a few places with campers.

I wish as a vendor we could be closer to all the attendees.

It gets a little hot in the tent- overhead fans?

It is only once a year! Truly, move up show one weekend before would be a super upgrade. Trainers could bring more up clients, upper level horses get more rest and we can explore area in between.

Just stuffy in the vendor tent, but the event was amazing

Kid zone too far from main area. Restrooms needed on west side

Let people know where to get schedule/competitor info brochure

Liked everything

Little bit chaotic this year in the parking of horse trailers/RVs around our bard. (More than competitors fault) Barn K north side

Long distance from camping to food vendors (participants complained).

Long lines at concessions. Better maps

 Loose dogs pooping everywhere!

Loud generators

Love

Love dogs, but barking is annoying

Love the 12x12 stall but feel the aisle way is a bit narrow

Love this event. Wish we had more people through vendor tent.

Merchandise availability. I went to buy a sweatshirt around 12:30 the first day and there were no smalls left.

More concessions!

More interesting vendors in trade fair

More kids activities

More public attendance

Must have maps of the courses available. Recycle bins. Schedules were confusing; changing too often

My phase C time was posted as 53:32. I inquired at the show office and the lady kept insisting I was confusing time elapsed with penalty points. Even after she saw the phone pic I took of the posted results, she couldn't tell me why I and other competitors had the same phase C issue.
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<td>Need better concessions in barn area! Coffee! One coffee vendor not enough. Took 20 min for a coffee. I know she was short staffed but I didn't have time to wait in a line that long. Otherwise wonderful</td>
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<td>Need signs to direct volunteers from volunteer parking lot to meeting place for orientation</td>
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Not enough time in area!
Not enough trash bins. Title of charity event. Not enough information provided to volunteers. Communication from office to officials was poor. Footing in Ring #1 poor

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Nothing.

Nothing. Everything is incredible!
<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novice going twice in one day dss/xc</td>
</tr>
<tr>
<td>Occasional lack of TP in stable area (once or twice)</td>
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<tr>
<td>One bad experience with staff person</td>
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<tr>
<td>Only 1 judge from dressage in younger novice division</td>
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<tr>
<td>Organization</td>
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<tr>
<td>Other overly aggressive vendors and vendors who cut down their competition in a brutal, dishonest way</td>
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<tr>
<td>Parking around barns needs to be better organized. There are people who come days ahead and take more than their share of space, not to mentioned that fire lanes get blocked</td>
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<tr>
<td>Parking at barns needs more organization. Many folks were quite unfriendly and territorial. Lack of notice for the 3 day clinic times/locations, etc. (late post at office door)</td>
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<tr>
<td>Parking between barns on top of hill was very limited. No clear direction on where fire lane was supposed to be (beside barn or down center). Caused much upheaval between groups.</td>
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<tr>
<td>Parking is a huge issue in stabling. You seem to have to arrive earlier and earlier each year. It would be great if dog owners would pickup!</td>
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<tr>
<td>Parking was a bit crazy at the stables. I ended up having to park pretty far from my horse because someone filled all the space in front of and near my stall with their camper and tents and trailer and extra car.</td>
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<tr>
<td>Participate with others</td>
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<tr>
<td>Photo opportunities</td>
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<tr>
<td>Pop music blaring all day. How about chamber music?</td>
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<tr>
<td>Signage could be improved</td>
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<tr>
<td>Small stalls. Too many trailers parked together.</td>
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<tr>
<td>So far, nothing</td>
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<tr>
<td>Some signage could be improved</td>
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<td>Sound in Arena #1</td>
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<td>Sound system could be better</td>
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<tr>
<td>SR Open Novice D- there were 7 horses still warming up during their class when the water truck showed up and they also started dragging the rings.</td>
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<tr>
<td>Stabling</td>
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<tr>
<td>Sun and dust</td>
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<tr>
<td>Surprisingly low sales for me. Great show. I would return if I made more money</td>
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<tr>
<td>Surveys</td>
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<tr>
<td>The catalog is hard to follow. Difficult to see which horse is competing in which class (even when buying a book)</td>
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<tr>
<td>The dressage and CC same day</td>
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<tr>
<td>The music playing during events- takes away from listening to horses hooves beating, horse sounds!</td>
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<tr>
<td>The porta potties were out of TP and not sanitary the beginning of the week. The RF store did not have a wide variety-mostly lacking for men. More concessions in the barn area would lessen the wait for competitors to get food.</td>
</tr>
<tr>
<td>The restrooms as west end were locked- needed there near pavilion</td>
</tr>
<tr>
<td>The road is scary with cars, bikes, horses, pedestrians. I understand the reason but would rather not do 2 phases on 1 day.</td>
</tr>
<tr>
<td>The roads and track course (especially Phase C) was very rough with holes. The camping/parking was very crowded and difficult for access to your trailer.</td>
</tr>
<tr>
<td>The Saturday night meal</td>
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<tr>
<td>The scoring tent by last cc jump- yelling, rude</td>
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<tr>
<td>The time it takes to get there- but worth it!</td>
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<tr>
<td>The Training and novice HT appears a bit dumbed down. Perhaps due to the 3day alongside.</td>
</tr>
<tr>
<td>The WiFi system never worked well enough to be functional</td>
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</tbody>
</table>
The wind
There seems to be a lack of communication between some of the discipline volunteer organizers
This is a wonderful event!
Too far to toilets
Too hard- nothing
Too many dogs
Too many dogs
Too many similar booths- especially jewelry
Too much distance between everything/need transportation
Trailer parking was difficult because people were left to their own devices. No one was there to direct people to park in an organized fashion.
Trash collector crashed into our table
Travel expense
Volunteers were confused where to go- and misdirected at times by office. Communication by office staff- poor- especially with officials, volunteers, and competitors. Need to be more customer service oriented. The name of special fundraiser and complete lack of organization- radios not setup properly- turned me off
Wanted to buy more horse-related stuff (i.e., tack, breeches, etc.)
We had a slight problem with water faucets in the barn area. We were in F and other barns strung hoses through barn E and limited our ability to get water from the faucets between F and E.
We were on the tent side of food row and felt there were noticeably fewer people circulating than on the other side. We were told not to come early to setup and as a result lost our scheduled spot. Next year we will be bright and early
Well run, keep it up
What is not to like??
When we first arrived, trying to find our stalls and where to park was hard. It was our first time here and the staff was hard to find. We didn't know what to do.
Wind
Wish the kids stuff was going on all the time
Would be OK to expand trade show/concessions
Would like better bathrooms than port-potties
Would like tent sides to be open for more air flow.
Would like to see better/bigger trade show with more selection and brands represented

Q25. What suggestions do you have for improvement to the event?
A kid tent for activities
A projector screen in the trade fair area to watch the competitors. Maybe at the gazebo.
A wine/cheese event in the tent to get more crowds in the vendor area?
Add a day if needed.
Add more dog poop bag dispensers
Add schedule of events to large TV
Adding more vendor space in the center area in the tent
Airflow in Trade Fair
All good
All good
Already submitted as occurred in years past
AM coffee, donuts, bagels for vendors. Need signage in town and turn-off

Attendance has been way down the past few years. The feedback I get is that people don't like the $5.00 (mandatory donation) for parking

Bags from droppings from dogs

Barn parking is tight

Beer garden?

Benches. Current info. Chairs, etc.

Better competitor bag items- loved the hats, pins, and magnets of the past.

Better programs- explain events

Better signage for direction volunteer after parking

Build restrooms

Camping available

Canadian/USA team challenge

Can't find kid event

Can't think of any- except that the wifi cut out often (but I was impressed to have wifi at all)

Can't think of anything

Can't think of anything

Can't think of anything- fabulous event!

Chairs to rent for elderly not wanting to carry. Spectator area for different breeds w/info.

Chairs with pillows- just kidding!

Cheaper entry for the summer concert

Closer proximity (food vendors to camping)

Closer restroom

Concessions on course

Course maps! Dressage for dummies instruction sheet. Better roping for VIP tent, spectator walks marked on cross country course

Cross country fence judges have whistles

Distances and times for Novice and Training would be appreciated a bit earlier. Still not available the night before we ride it (7pm)

Dog "poop" bag dispensers??

Dog poo bag stations. I wish I had a suggestion for stabling!

Doing a great job/weather control like this year

Don't allow bike rider and golf cart drivers to attach a dog to it while riding. This is asking for trouble.

Don't stop holding events!

Don't size the commercial vendors at the event- it's all about the competitors

Enforce no loose dogs and improve FEI stalls= very wet/dirty would have brought mats but last year FEI barns were great!

Ensure even amount of space between all barns. Don't just cram the last ones in.

Every year it improves! Love it

Explain CCI's levels and competition levels for put course length on jumping. Improve schedules

For password for internet have same word but random numbers. Or for each vendor- individualize each booth.

Get rid of the wasted space by the VIP barns

Great organization- keep it up!

Great so far

Hard having my vendor booth next to a booth that has "scent." Felt like it hurt my business with that booth so close.

Have 3 days/division
Have none

Have parking attendants for trailer parking or paint parking spaces in the grass.

Have people parking trailers as they arrive on Tuesday.

Have the arenas marked better (the # on all sides)

High humidity in the tent

I honestly can't think of any.

If camping, possibly add shower stalls/facility. Went into town.

Improve WiFi

Info out sooner

Information in catalog hard to follow. No horse numbers listed.

Instead of water we want beer!

It would be nice to promote for more artists and have more of an art side??

It’s hard to improve on perfection.

It's perfect, we love coming here!

Jealous of the trade booths down by the barns- while understandable, it does not bring those riders to the main Trade Fair tent.

Keep development

Keep Glacier Gourmet- they said if they had more notice they would have been able to serve breakfast. Their lunch was excellent.

Keep having it!

Keep it going!

Keep it how you have it! Thanks

Keep up the good work. The staff is so friendly and customers are excited to see us (vendors).

Keep up your amazing work!

Leave out the music

Local map, food and recreation flyers/booklet provided in welcome packet for officials. Retitle fundraiser event (good concepts). Involve officials in decisions related to their assignments- too many assumptions by office staff. Recycle cans throughout facility- ask boy scouts organization

Longer

Loved my experience here. Thank you!

Make a rule that only 1 trailer and RV per competitor. It is getting worse each year.

Make an effort to recycle

Make sure sound system reaches all barns

Marking parking area w/ A, B, C, etc. might make finding our cars easier.

Maybe a specific walkway only for horses to the arenas and barns

Maybe another bridge over creek

Maybe benches or chairs here and there to rest

Might need a few more garbage cans. Please no music during the show jumping.

More "cost friendly" booths

More (not legible) of event leaders, etc. Don’t know the players without scorecard.

More 6 passenger golf carts for transportation. Drivers should be senior or older drivers. Kids driving spend time with the female horse riders not doing job

More availability of golf carts for disabled. Need more restrooms

More bathrooms and water sales at the top of hill for c.c.

More bathrooms closer to the 3 ring circus

More bleachers/seating
More camping space is needed as well as a second road for vehicles to access camping areas. Consider a new road/barn/camping layout.

More chairs with canopies for volunteers and give out more maps

More elbow room. Parking monitors? Specific rules for saving areas (or not) to be clear and respected for peace. Schooling show week before? Jumpers (I know, in my dreams).

More fine art vendors

More food vendors

More food vendors

More food vendors by barns where all the people are

More golf carts available for rent

More honey buckets

More hours to keep people here

More of the same

More parking space in stable areas, or more organized parking- if that's event possible!

More pay (smiley face). Treats were great.

More picnic tables. More shaded areas

More power for food vendors.

More recycling

More room for camping/parking

More seating for food area

More seating??

More shade options

More shuttles for spectators?

More signage

More signs

More trade vendors aimed toward horse and rider

More trailer parking/layer stalls

More trash cans

More trash cans! 1 of 50 yards in high-use areas please. Recycle bins for soda/beer cans and plastic bottles- donate proceeds to "Halt Cancer at X"

More vendors. Large screens so those who are working could view events

More water spigots at stalls. The food at the party has gone down hill, won’t go next year.

More watering on vendor parking- dirty feet daily walking.

Music during dressage

N/A

N/A

N/A

N/A

N/A

N/A

N/A

N/A- lovely time, thank you so much!

Need course maps
<table>
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<tr>
<th>Comment</th>
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<tbody>
<tr>
<td>Need more parking/camping at stabling</td>
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<td>Need trash cans and recycle bins</td>
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<tr>
<td>New trade fair booths. Usually same stuff every year.</td>
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<td>No</td>
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<td>No dogs. Better wifi strength</td>
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<td>No reserving sites. Camping around stalls should be for competitors at those stalls. Parking should be monitored.</td>
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<td>None</td>
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<tr>
<td>None- just keeps getting bigger and better each year.</td>
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<tr>
<td>None so far- this event is great. Thank you so much for all of your hard work!!!</td>
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<tr>
<td>None that I can think of.</td>
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<td>None, awesome</td>
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<td>None.</td>
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<td>None. It's perfect!</td>
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<tr>
<td>None. Please send sponsorship info for 2016 ASAP. For budgeting purposes</td>
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<td>Not many</td>
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<td>Nothing</td>
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<tr>
<td>Nothing significant</td>
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<tr>
<td>Offer recycling.</td>
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<tr>
<td>Overall a very nice experience</td>
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<tr>
<td>PA sound. Separation with own lane for horses to and from barns.</td>
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<tr>
<td>Parade of Breeds, shorter grass inside vendor tent, seating areas at both ends of vendor tent, not just center, more</td>
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<tr>
<td>Rebecca Farm merchandise... seems like if you don't purchase the 1st day there is no selection left</td>
</tr>
<tr>
<td>Parking directions for stabling</td>
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<tr>
<td>Pay to bring dogs. Require numbers attached to the dogs so complaints can be made.</td>
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<tr>
<td>Perfect</td>
</tr>
<tr>
<td>Perhaps a little more seating</td>
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<tr>
<td>Photo stations/booth showing prior year</td>
</tr>
<tr>
<td>Place a dumpster behind office. Be more responsive to officials' requests. Provide separate recycling bins.</td>
</tr>
<tr>
<td>Please enforce dog leash rule. Even in camp others' dogs barked at me, tried to come in my trailer, tried to steal my food, and peed on my hay. Oh, and dogs pooping in camp, owners oblivious</td>
</tr>
</tbody>
</table>
Please institute a "Lanterne Rouge" for next year's novice division.
Possibly cooler time of year. Have not attended previously due to being too hot.
Printed course map in program
Printed schedule - maybe online. Map of cross country course
Provide competitors with a buggy each (transportation)
Recycle cans
Recycle receptacles, extra way to generate donations. Dog agility course since so many bring
Recycling for cans and plastic. So many people asked us about it
Recycling for trash. More room for stabling.
Reduce the wind
Refill toilet paper sooner for early arrivals
Remember clocks for dressage
Restroom with handwash sink, with mirror, for vendors like VIP.
Rode in the two star and watched the 3 star dressage. It would be great as a rider and spectator to have classical music during Dressage rides.
Schedule of events in the Daily Interlake
Seating
Seating on pedestrian walkway
Send email to competitors with the last minute addition to their division. Parking help?
Show jumping: add sign which post current rider's name, horse, number (i.e., like Spruce Meadows)
Show portalette location on map
Showers for campers.
Showers?
Signage for horse crossing. Bathrooms closer for Ring 2/3/4 dressage scribes and judges
Signage - hospitality should include "information"
Signs
Since I am new to the event, not sure. Advertise what events on TV. More info on TV please
Some bleacher seating
Somehow a second road to separate cars/horses
Someone monitoring parking and/or directing traffic
Sound system
Spectator event board and times and arena labels
Stay as is. Keep up the good work
Suggest re-evaluating sound system, sound coverage. Many areas had no sound or echo-ing sound. Horse/pedestrian traffic routes improved but still need careful look for safety. Consider adding music - live or otherwise- to spectator areas.
Sunscreen for jump judges or available for purchase
The ability to recycle at the event.
The radio said Bigfork
The signage for overflow parking was hard to find. Also, the garbage trucks came exceptionally early, would prefer evening.
Time requirements, speed (to travel distance, how fast mph), mileage on each division map. Reader board in stadium, with # of horse on the course. More description of how event scored- faults, penalties, etc.
To be honest, I love this event! But this year I felt there were too many horses. It would be in the best interest of the riders to do 2 weekends of the event and minimize horse traffic and make it possible for the staff to focus on details that make this event a standout (footing, stabling, clean restrooms, etc.)
To leave the big screen all week of the event to make it easy to watch.
Trying to think of something constructive but I thought everything ran really well! Maybe more vendors. See the vendors over by the trailers until the end.

Turn the speaker down

Umbrellas at food tables

Ummm... It is already beautiful!

Vendors stay open til 4 next season! Tons of people walking through on the way out. And its very tough for them to shop when other vendors are leaving!

Very good show, keep up the good job!

Very hard- perhaps dust judges boxes. All wonderful

Wash stands at every porta potty station would be helpful. A large map with where each division is competing and times positioned near the camping area would help the non-competitors din their way around. What does CC1 and C1C stand for?!! Would like to see less jewelry at the Trade Fair

We always appreciate all you do; thanks!

Where is the face painting? Should not be advertised if it is not here!

Wish there were better camping areas for vendors

Would like to have course maps in the program

Would love to volunteer

You are all amazing, thank you!

You should charge more for your course- no one would have balked at $10 for parking. Everyone I talked to said so!