

2018

## Garden City Brewfest 2018 - Survey Kit

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# **Garden City Brewfest 2018 Survey Kit**

Missoula, Montana

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Case Study Report 2018-11

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## Abstract

This study was conducted for the Downtown Missoula Partnership to provide insight into the characteristics of attendees of the 2018 Garden City Brewfest. Paper surveys on site were completed by 393 attendees of the event. Results show that residents of Montana made up 87% of the respondents and of those Montana residents, 84% were from Missoula County. Out-of-county respondents spent an average of 2.69 nights away from home. Of those nights, an average of 3.17 were in Missoula. Hotel/motel/bed & breakfast purchases received the highest total dollars spent during the event. Respondents to the survey reported total spending of \$49,106.00 in Missoula County. Results provide event organizers and the Downtown Missoula Partnership 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 2018 Garden City Brewfest attracted some out-of-county Montana residents (14%) and out-of-state (13%) visitors to the Missoula area. The attendees of the event make important economic contributions to the Missoula County area. The results of the study are worth considering for future promotion of the Garden City Brewfest.

- 73% of visitors who reside outside of Missoula County spent at least one night away from home.
- 16% of out of county visitors reported this being their first time visiting Missoula.
- The most money was spent by these out-of-county visitors in hotel/motel/b&b (\$16,556.00) and restaurant/bar (\$15,321.00) than in other spending categories.
- 61% of respondents reported staying in a hotel/motel/b&b, followed by 27% staying in the home of a friend or relative, 9% staying in a rental cabin/home, and 4% staying at a resort/condominium.
- Attendees were mostly travelling with family and friends (35%), with friends (26%), or a couple (19%). The average travel group size was 2.08 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 25-34 years old (54%), 18-24 year olds and 35-44 year olds (each 27%), 55-64 year olds (19%), and 45-54 year olds (17%).
- Attendees heard about the event mostly from word of mouth (71%), social media (32%), radio (13%), and newspaper (11%).
- 72% of attendees used a car as their primary mode of transportation getting to the event followed by 19% who walked.
- Overall, attendees of the event were satisfied with most aspects of the Garden City Brewfest.

## Management Implications

Survey results indicate that some Garden City Brewfest attendees are travelling from outside of Missoula County for the event. This event brings both resident and nonresident visitors to the Missoula County area, and the attendees of the event make a variety of monetary contributions while visiting.

Just over 13% of the people who attended the Garden City Brewfest in 2018 were non-residents of Montana, with Washington and Idaho representing the largest attendance of any two states with 3% and 1.5% of overall attendance, respectively. Non-resident visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers should continue their efforts to attract both resident and non-resident patrons to the Missoula County area for future events.

It is recommended that the organizers review the respondents' comments from Appendix C to gain more insight into people's likes and dislikes of the event's organization, event staff, location of the event, cost of the event, restroom availability, parking, as well as suggestions. Changes based on this input could help bring back repeat visitors to Missoula County in the future.

## Introduction

Garden City Brewfest is Missoula's original Brewfest experience, now in its 26<sup>th</sup> year. Garden City Brewfest is held every spring at Caras Park, located in beautiful downtown Missoula. This year's event was held on May 5<sup>th</sup>, 2018 and featured more than 70 beers on tap, a dozen different wines, and several hard ciders as well as local food vendors and live music.

This event is organized by the Downtown Missoula Partnership. This organization is a collaboration between the Business Improvement District of Missoula, the Missoula Downtown Association, and the Missoula Downtown Foundation. Together, these organizations are dedicated to promoting, supporting, and enhancing the vitality of Downtown Missoula.

The purpose of this study was to provide the organizers of the 2018 Garden City Brewfest with an understanding of the characteristics of their attendees, visitor spending in Missoula County, and levels of satisfaction with different aspects of the event.

## Methods

Surveyors intercepted participants and spectators for on-site completion of the survey. Surveys were given to people by random selection in an attempt to represent the attendee population. People willing to fill out the questionnaire were given the clipboard, pen, and survey to complete.

No documentation of the number of refusals was recorded.

### *Limitations*

As in all research, there are limitations to the study. Limitations for the Garden City Brewfest study include the following:

- Data was collected by Missoula area volunteers and employees who were supervised by Downtown Missoula Partnership staff.
- ITRR personnel were not present during the data collection for quality control.

## Results

Of the 380 valid responses to the residence questions, 87 percent (333 people) were from Montana and 13 percent (51 people) were from out-of-state or another country (see Tables 1 and 2). Fifteen U.S. states, Washington, D.C., and three other countries were represented (Canada, Ireland, and Denmark). Of all Montana respondents, 84 percent (276 people) were from Missoula County while 16 percent (53 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

Place of Residence	# of total	% of total
Missoula County	276	73%
Other MT County	53	14%
Montana=329		
U.S. State	46	12%
Canada	3	<1%
International	2	<1%
Total all Residences	380	

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

<b>Residence</b>	<b># of respondents</b>
Alberta, Canada	3
California	2
Colorado	1
Denmark	1
Florida	4
Idaho	6
Illinois	1
Ireland	1
Minnesota	1
Mississippi	1
New Mexico	1
New York	1
Ohio	1
Oklahoma	1
Oregon	3
Utah	2
Washington (State)	12
Washington, D.C.	1
Wyoming	4

The mean age of respondents was 37 years old. Of those who were from outside Missoula County and responded to the survey, 73 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (41 percent) spent two nights in Montana. The mean number of nights spent in Missoula was 3.17 nights. The mean number of nights spent in Montana was 3.75 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 event attendees who reside outside of Missoula County. 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 Missoula area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, local transportation, auto rental, retail goods, and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Missoula County) 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 \$49,106.00.

**Table 3 – Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Missoula County) who spent.**

<b>Expenditure Category</b>	<b>Mean expenditures of non-residents <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>
Hotel/motel/b&b/rental home	\$306.59 (n=54)	52%	\$16,556.00
Restaurant/bar	\$189.15 (n=81)	78%	\$15,321.00
Retail goods	\$149.41 (n=34)	33%	\$5,080.00
Groceries/snacks	\$98.04 (n=46)	44%	\$4,510.00
Gasoline	\$65.80 (n=55)	53%	\$3,619.00
Entertainment/recreation	\$91.47 (n=34)	33%	\$3,110.00
Auto rental	\$166.67 (n=3)	3%	\$500.00
Local transportation	\$51.25 (n=8)	8%	\$410.00
Campground	\$0.00 (n=0)	0%	\$00.00
		<b>TOTAL</b>	<b>\$49,106.00</b>

## Appendix A- Results

**Q1. Are you a resident of Montana? n=384**

87% Yes (Skip to Q2.) 13% No

**Q2. Do you reside in Missoula County? n=329**

84% Yes (skip to Q13. on back) 16% No (skip to Q4.)

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

See Tables 1 and 2.

**Q4. Is this your first time visiting the Missoula? n=93**

16% Yes 84% No

**Q5. Is this your first time attending Garden City Brewfest? n=94**

60% Yes 40% No

**Q6. For what other reasons are you visiting the area? (Check all that apply.) n=87**

9% Vacation/recreation/pleasure 1% Just passing through 4% Business/convention/meeting  
12% Visiting friends/relatives 3% Shopping

**Q7. For this event, how many nights did you spend away from home? n=94, mean=2.69**

27% 0 (skip to Q.12) 23% 1 12% 3 4% 5  
30% 2 2% 4 2% 10 or more

**Q8. How many of those nights were in Montana? n=71, mean=3.75**

1% 0 41% 2 4% 4 7% 10 or more  
23% 1 18% 3 6% 5

**Q9. Of your nights in Montana, how many did you stay in Missoula? n=70, mean=3.17**

3% 0 44% 2 4% 4 3% 10 or more  
31% 1 10% 3 4% 5

**Q10. In what type of accommodation(s) did you stay in Missoula? (Check all that apply.) n=70**

61% Hotel/motel/B&B 0% Private campground 4% Resort/condominium  
9% Rental cabin/home 27% Home of friend/relative 0% Guest ranch  
0% Public land camping 0% Second home/cabin/condo 0% 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 Missoula area in each of the following categories. If you did not spend money in a category, please leave it blank. (See Table 3 for expenditures).**

**ACCOMMODATIONS in Missoula**

Hotel/motel/bed & breakfast/rental home

Campground

**FOOD in Missoula**

Restaurant/bar

Groceries/snacks

**TRANSPORTATION in Missoula**

Gasoline/diesel

Local transportation

Auto rental

**RETAIL/SERVICES in Missoula**

Retail goods

Entertainment/recreation

**Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=92; mean = 2.08**

35% 1	11% 3	1% 5
42% 2	8% 4	3% 6

**Q13. What option best describes the group with whom you attended this event? n=384**

7% Self	7% Immediate family	35% Family/friends	2% Business associates
19% Couple	4% Extended family	26% Friends	<1% Organized group/club

**Q14. Please select all the ages represented in your group? n=389**

3% 0-5 yrs.	2% 11-17 yrs.	54% 25-34 yrs.	17% 45-54 yrs.	9% 65-74 yrs.
3% 6-10 yrs.	27% 18-24 yrs.	27% 35-44 yrs.	19% 55-64 yrs.	1% 75 and over

**Q15. What best describes your annual household income? (In US dollars) n=376**

19% Less than \$20,000	18% \$60,000 to \$79,999	3% \$150,000 to \$199,999
17% \$20,000 to \$39,999	10% \$80,000 to \$99,999	4% \$200,000 and over
18% \$40,000 to \$59,999	12% \$100,000 to \$149,999	

**Q16. How long before this event did you make plans to attend? n=389**

26% The day of the event	24% 1-4 weeks before the event	6% Over 6 months before the event
35% 1-7 days before the event	10% 1-6 months before the event	

**Q17. How did you hear about Garden City Brewfest? (Check all that apply.) n=376**

71% Word of mouth      7% Posters      32% Social media      11% Newspaper  
 <1% Retail outlet      3% Other website      13% Radio      5% Flyer  
 2% E-mail from event planners      6% Event website

**Q18. What was your primary mode of transportation to get to the event? n=376**

72% Car      0% Trolley      19% Walk  
 1% Mountain Line (city bus)      3% Taxi/Uber      6% Bicycle

**Q19. What was your motivation to attend this event? n=391**

18% Meet people      73% Beer/wine      58% Something to do with friends/family  
 21% Connect with community      32% Entertainment      8% Other (Appendix B)  
 16% Free event      26% Food truck/vendors

**Q20. Please rate your satisfaction with the Garden City Brewfest:**

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean	Total respondents
Organization of the event	<1%	0%	2%	22%	76%	4.73	n=387
Event staff	<1%	1%	1%	18%	80%	4.78	n=387
Location of the event	<1%	0%	1%	14%	85%	4.83	n=382
Concessions available	0%	2%	6%	30%	63%	4.53	n=381
Number of people at the event	<1%	2%	8%	27%	63%	4.51	n=379
Parking	1%	9%	22%	27%	41%	3.98	n=333
Sound system	0%	2%	10%	36%	53%	4.40	n=383
Entertainment	0%	1%	8%	35%	56%	4.47	n=385
Variety of activities	0%	2%	20%	33%	45%	4.20	n=377
Signage/directions	<1%	1%	16%	31%	53%	4.35	n=362
Cleanliness	<1%	1%	6%	24%	70%	4.61	n=383
Availability of restrooms	0%	1%	7%	30%	63%	4.55	n=376

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

**Q21. What is your age? n=384**

Range=21-77, mean=36.56

**Q22. What is your gender? n=378**

51% Male      49% Female

**Q23. Please tell us what you liked about Garden City Brewfest.**

See Appendix C

**Q24. Please tell us what you did not like about Garden City Brewfest.**

See Appendix C

**Q25. What suggestions do you have for improvements to the event?**

See Appendix C

## Appendix B: Response to “other” for Motivation to Attend This Event (Q19)

Beer
Beer/8am
Brewer’s CCUG
Dogs
Drink
Engagement
Farmers Market
Fo fun!
Fun times
Get drunk
Get drunk on good beer, yeu
Get wasted
Girlfriend
Hot Dog truck
It was happening
Love brewfest!
Love brewfest... every year!
Music
My birthday! I love when it falls on the 5 <sup>th</sup>
My cover
People walking
Protect all my lady friends
Research Coulee Brew
The bros
Vendor
Volunteer
Volunteer

## Appendix C: Open-ended Responses

**Q23. Please tell us what you liked about the Garden City Brewfest.**

A better variety of beers this year!
A good mix of local & non-local breweries.
A great event to spend with the husband + friends.
Able to taste a huge variety of craft beers.
All of it!!
All of it.
All of it; music, food, friends.
All the BEER!!! & the sun/ music.
All the delicious beer.
All the different beer.
All the local breweries.
All the selection of brewery.
All the variety of beers and music.

All the vendors and variety.
All.
All.
All.
Assist small business.
Assortment of beer+ music.
Assortment of beers.
Atmosphere & the variety of beer.
Atmosphere and variety of beers.
Atmosphere is great! Love coming here.
Atmosphere.
Atmosphere.
Atmosphere.
Bayern + the abyss.
Beef.
Been coming for years. Great time/ friends and family.
Beer & friends.
Beer & liveliness & music & weather.
Beer & women.
Beer + entertainment.
Beer + entertainment.
Beer + freedom.
Beer + friends + family.
Beer + Friends.
Beer + glass.
Beer + music.
Beer + music.
Beer + music.
Beer + socializing.
Beer + tunes.
Beer + venue.
Beer + women.
Beer and folks.
Beer and friendly people.
Beer options, location.
Beer options.
Beer selection except need more ambers.
Beer selection is awesome!!
Beer selection, Amount of restrooms (more the better).
Beer variety.
Beer variety.
Beer variety.
Beer variety.
Beer vendors.
Beer!
Beer!

Beer! Love the cider options.
Beer! Music!!!
Beer! Nice people!
Beer! People!
Beer!!
Beer! + music.
Beer, atmosphere.
Beer, being drunk.
Beer, music.
Beer, people, food. BPF
Beer, people.
Beer, people.
Beer, people.
Beer, sun.
Beer, sunshine, babes.
Beer, weather, people.
Beer.
Beer.
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Beer.
Beer.
Beer.
Beer.
Beer.
Beer.
Beer/ food options.
Beer/ food.

Beer/ free.
Beer/ music.
Beer/ wine.
Beers + environment.
Beers and my partner Gabe.
Better then Bacon Brew fest.
Bluegrass and beer.
Buddy's B-Day.
By river, park, friendly people, atmosphere.
Came with friends!
Casual atmosphere.
Catering of folk.
Cerveza.
Clean air, community, beer, vendors, food!!!
Community with dogs+ kiddos.
Community.
Different beers.
Different kinds of beers.
Different styles available.
Drinks and women.
Easy to attend.
Entertainment.
Every year it's a winner!
Everyone is friendly. Good beer. Music.
Everyone was so nice!
Everything! But! You need soft pretzels.
Everything! So much fun.
Everything! Ya'll are diamonds.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Everything.
Food + people.
Food, selection of Montana beers, weather.
Friendly & enjoyable atmosphere.
Friendly.
Friends + beer.
Fun environment, good beer.
Fun people+ staff.
Fun place to hang out, drink beer, and listen to music.

Fun!
Getting to try new beer from local retailers+ local vendors. Family friendly- everyone seems happy.
Good amount of different beers+ breweries.
Good atmosphere, friendly volunteers.
Good atmosphere.
Good atmosphere.
Good beer and good atmosphere.
Good beer so far- time with friends.
Good beer to try- good music.
Good beer, good music.
Good beer, great location.
Good beer.
Good beer.
Good beer.
Good beer.
Good beer.
Good beer/ cool people.
Good day to get out during the weekend, fun event.
Good event- need brats back.
Good food, good beer, good friends, good music, good good good sociable.
Good food, good friends, good beer.
Good selection of a variety of beer.
Good selection of different breweries.
Good variety of beer friendly atmosphere.
Good variety.
Good vibes!
Great atmosphere for all ages.
Great atmosphere, great beer.
Great atmosphere.
Great atmosphere.
Great beer and great people.
Great beer selection. Friendly staff.
Great beer selection. Perfect weather. Happy crowd.
Great beer selection+ nice atmosphere. Beer, connecting with community, seeing friends, music...
Great beer, good music.
Great beer, great people, great weather.
Great environment; good beer/ wine choice.
Great family atmosphere.
Great fun! Community!
Great music.
Great people working the event.
Great Saturday.
Great selection of out of state beers. We all know what Cold Smoke tastes like.
Great selection; great music; great community.

Great thing to do outside. Awesome beer selection.
Great variety of breweries and beer.
Great variety.
How quickly I was able to get a beer.
I like seeing people + trying out of town beer.
I like the good weather, good vibes, & good beer.
I like the local feel.
I like the variety of events.
I liked the food.
I love seeing all the breweries from around MT.
IPA selections.
It has been a fun event for me for many years.
It seems to usher in Spring.
It signifies Spring! It's nice, people come out, everyone in a great mood!
It was great.
It's a fun event that is a right of Spring. It's the kick off for Summer.
It's amazing.
It's outside + the beer.
Keep it up!!
Large amount of Brewers.
Like the selection of brews!
Local entertainment.
Local event with local people.
Locals.
Location + variety.
Location, meeting people, great beer!
Location.
Location.
Location + beer.
Location + lots of breweries.
Lots of breweries from outside Missoula.
Lots of different beers available, and it is a great place to meet family + friends.
Lots of good beer.
Lots of options & nice employees.
Lots of out of state beers.
Lots of variety of vendors. Good security.
Love it! We've been coming for years and plan to keep coming with our growing family + friends!
Love the atmosphere. Great peeps.
Love the beer & food.
Loved the variety of beers available, price, foods, and music- especially bluegrass.
Many different breweries.
Many porta potties+ beer selection+ location+ nice glass.
Missoula at its finest.
Music & variety of beer.
Music, beer, food, fanning.



Music, ciders.
Music.
Music/ beer/ friends... Beer!!!
New England style IPA's.
Nice event. Enjoyed it. First timer.
Nice map and list in the Independent.
Nice people, good beer, affordable, accessible.
Organization.
Outdoors, amazing weather, music, fun.
Outside, food, music, chip method.
Outside, fun, good bzz-
People & beer.
People walking around smiling.
People, drinks, food, entertainment.
People.
Pleased with it all!
Popularity & organization.
Price seems right
Selection of beer & food trucks.
Selection of beer. Weather.
Selection of beers.
Selection of beers.
Selection of brewers represented.
Selection of micro brew.
Selection, "Missoula" feel.
Settling local people.
So many beer options!
So many beers!
Social + entertainment.
Social event.
Social gathering, music, good beer choices.
Sour beer.
Sours.
Sunshine & funds.
Sunshine, music, beer.
Tasting local Montana Brews.
Tasty drinks + food.
That the local brew club judged.
The ability to try different types of brews.
The abyss.
The alcohol.
The amazing people.
The atmosphere- can't get much better than zoo town in the Spring!
The atmosphere.
The beer & music.
The beer was good! Tons of people.

The beer!
The beer!
The beer, the community.
The beer.
The beer.
The beer.
The beer.
The beer.
The beer.
The beer.
The beer.
The beer... and pals.
The community feel, the location, the people.
The community!
The community.
The energy.
The environment!
The food vendors.
The food!
The great atmosphere.
The location is great!
The music, variety of beer and wine.
The number of options.
The people are very nice. Free water+ soda for DD!!
The people, weather, Missoula, and craft beer.
The people/ staff, food & beer/ wine selection.
The selection of breweries.
The setting; the large variety of brewers.
The variety of beer and friendliness of people.
The variety of beer and the weather.
The variety of beer.
The variety of beer.
The variety of beer.
The variety of beers- love seeing everyone come out.
The variety of beers.
The variety.
The vendors.
The weather and atmosphere.
There are different breweries than usual brew fest gets.
This is always a great event with great beer variety, lots of food choices & great staff.
This survey (jk. the beer)
Time of day, great beer.
Time of year- location.
Totally enjoy coming- Spring ritual!!
Tradition.
Trying all the variety of beer.
Trying different breweries.

Trying new beer.
Trying new beers.
Variety of beer choices from lots of breweries not just in Missoula.
Variety of beer vendors, entertainment.
Variety of beer, especially sours.
Variety of beer.
Variety of beer/ wine/ cider choices.
Variety of beers, food choices, nice people.
Variety of beers.
Variety of beers.
Variety of beers; laid back atmosphere.
Variety of Brew.
Variety of craft beer to sample.
Variety of drinks.
Variety of out of state beers (not local).
Variety of people, outdoor event.
Variety.
Variety.
Very friendly staff. Located in beautiful Missoula.
Very great. Easy to get around. Not too long lines.
Warm weather, friends. BEER.
We love coming here year after year. Good time with family & friends. Weather, river, walk, BEER! Whats not to like?
We met with friends at this event for the last 5 years. We make this an annual event.
Weather.
Well organized compared to other Brewfests.
Western cider.
Wide variety of brewers. Decent amount of food trucks.
Wonderful weather + local.

**Q24. Please tell us what you did not like about the Garden City Brewfest.**

# of people/ parking.
A lot of "home stay" beers.
All good, but too many IPA's.
All good.
Always wonderful.
Amount of traffic/ congestion under main tent.
Availability of seating.
Bathrooms were dirty and stinky.
Bathrooms.
Bayern beer.
Better bands.
Bigger cups.

Buses + outhouses block first entry.
Caras park restrooms aren't great.
Cash only.
Cattle shoots.
Cider.
Cops.
Could be better weather, not your fault... MT.
Could be more spread out.
Could do without tokens. Sometimes I lose them.
Could use a larger variety of beers.
Could use more food options.
Covered all of it.
Crowded, but that's O.K!
Crowds around beer tables- move out into park and make room.
Dogs + sometimes long lines.
Eventually it needs to expand so it's not so crowded under the tent.
Everything has been great!
Food.
Free beer.
Hard to read what beers are being displayed. Had to read placard.
Have more bathrooms.
Hot Dog Cart!
I can't think of anything.
I liked everything.
I think crowd control + lines could use some work.
I thought it was delightful.
I wish more dogs were welcome & Lil Orbits were here.
If there wasn't beer?
I'm not big on crowds.
Initial price.
It rocks, good job.
It was all good.
Keep doing the same.
Kids under foot.
Kids... everywhere.
Lack of bathrooms?
Lack of food options.
Lack of free beer, and others are sad.
Lack of gluten free options for beer.
Lack of parking downtown Missoula.
Liked everything.
Liked it all.
Lines & prices.
Lines.
Lines.
Long lines after 4:00.

Lost.
Loud, can't hear others talking- but that's ok.
Louder speakers desired.
Love it.
Loved it.
Maybe a few more tables.
More beer.
More food options?
More food.
More food.
More games during the week bring back mini golf and human fushball.
More music.
More seating.
More vendors.
Music is too loud.
Music was loud.
N/A- All great!
N/A- very well organized! Good job!
Need more food truck options.
Need more food.
Need more food/ activities.
Need more Montana brewery.
Needs bigger cups.
Needs more food trucks.
No ambers.
No Brats from Kiwanis club.
No dogs.
No free beer.
No kids or dogs should be allowed, that is mean to dogs and kids!
No list of beers available.
No this.
Noise volume under tent.
None.
Not a crowds person.
Not enough food trucks.
Not enough food vendors.
Not enough variety for music+ vendors. More please!
Nothing came to mind.
Nothing- it's great!
Nothing so far.
Nothing to complain about.
Nothing- yet- Some really long lines.
Nothing yet.
Nothing yet.
Nothing!
Nothing!



Parking/ prices.
Pay for beer.
Paying for beer.
Peeps, but that's okay.
People need to move away after getting beer so others can see and get beer.
People smoking cigarettes.
People.
People.
People.
People.
People.
Please don't sort the beers by ABV!! in the program and sort the breweries alphabetically in the program
Please separate cider from beer.
Porter potty's.
Prices.
Ran out of tokens.
Restrooms.
Rinse availability.
Rowdy patrons, rude patrons.
Sentinel Kiwanis brats were missed this year.
Short pour glass.
Small space.
Someone bumped into and I spilled? Not an organizational problem.
Sometimes people hang out under tent and it's hard to get to the vendors.
Spilling my beer.
Sun was not out.
Taking surveys.
The cider.
The clouds, I like the sun!
The coffee I bought and my enemy Gabe.
The crowd!
The crowd!
The folks.
The security guards.
The space to walk around.
The volume of the music is louder than I like, but great music style.
The weather.
Token system.
Tokens- prefer the higher price entry for bottomless pours.
Too congested later in the day.
Too expensive.
Too many children, not enough dogs.
Too many dogs and infants.
Too many IPA's.
Too many IPA's.

Too many people later in the afternoon.
Too many people.
Too many tokens need for wine.
Too much local. Be like Rhino bar.
Transients.
Vaping/smoking.
Variety of bands- as in one band, need more.
We wanted french fries. More vendors.
Wish I would have heard about it sooner than the day of.
Wish there was more seating.

**Q25. What suggestions do you have for improvements to the event?**

3-9 pm.
A Hot Dog Cart!
A larger amount of diverse/ ethnic/ world foods.
A small postcard or flyer of all the beers and the breweries.
Above.
Add ambers.
Additional tents?
Adult bounce house.
Ban dogs.
Beer selection choices hung with banners as well.
Beer!
Beer.
Better crowd control under tent.
Better food.
Better music.
Better packages for more tokens @ admission.
Better/ diff. music.
Bigger glass sites.
Bigger glasses.
Bigger glasses.
Bottomless pours? I love this event!
Brewfest is really well done. Please take the craft beer week back to what it was 2 years ago. Beer mini golf, human foosball, all the events were so much fun!
Bring back Kiwanis Brats!
Bring back mini golf on Thursday.
Bring beer from outside Montana more.
Can't think of any improvements.
Cheaper beer.
Cheaper.
Chill.
Clean the can. Smells of fish.
Crowd could move out from next table.
Do this more often!



Don't go the way of the Bacon Brewfest!
Don't invite more people, perfect small town feel!!!
Don't let it get too big.
Easier payment methods- online, debit, etc.
Extra seating, (picnic tables extra), more variety of foods.
Few more food vendors.
First aid station.
Free beer!
Free beer! Lol.
Free beer.
Free beer.
Free beer.
Free beer.
Free beer.
Free drinks!
Freer beer.
Give out free beer.
Great job.
Great.
Growler fill-ups.
Have little cards/ booklets/ flyer w/ the beer selections that can be marked as you go.
Have Maui Brewing Co. bring P.O.G. IPA.
Have pamphlet with what beers are available.
I think you're doing great!
I wouldn't mind seeing a rock opera sometime.
I'd like to see small bar-like apparatuses around the pillars of the tent to set drinks and clear out center.
Involve the breweries/ brewer's themselves.
It's good.
Just areas for kids v. adults.
Keep 2 beer lines+ restrooms.
Keep it up!
Keep on doing it.
Keep truckin on.
Lawn games! More activities other than drinking+ buying stuff.
Less folks, more beer.
Less people in crowded areas.
Less people.
Louder speakers desired.
Love everything.
Love.
Make artist stands.
Make it bigger!
Maybe a different location with better parking.
Maybe a list of beers that will be available.
Maybe cheaper.
Maybe more beer choices... maybe include some hard cider options.

Maybe more food options?
Maybe more restrooms.
More areas to sit on the outskirts.
More beer and cider.
More beer for free.
More beer options.
More beer variety.
More beer- variety.
More beer!
More beer! + puppies.
More beer!!!
More beer.
More beer.
More beer.
More beer.
More beer.
More beer.
More beer.
More beer.
More beer/ food vendors, larger areas.
More beer?
More brewers.
More brews!
More bubbles, dogs, + garbage cans.
More cider wise, some people are allergic.
More cider.
More cider.
More crafts if peeps want to buy things.
More dogs & bubbles.
More dogs.
More events... maybe workshops?
More food + different kinds of entertainment. More concessions + local "side shows" MASC.
More food options.
More food options.
More food options?
More food trucks, lawn games.
More food trucks, other vendors?
More food trucks.
More food trucks/ additional water/ rinse cup stations.
More food variety?
More food vendors.
More food vendors.
More food! More MT breweries!
More food, beer list.
More food.
More food.

More food.
More food.
More food. More venues.
More food?
More free beer without taking survey.
More girly drinks.
More live music.
More live music.
More local organizations food vendors...where is the Kiwanis brat festival?
More merch tables.
More merch tents & hats for sale.
More music.
More new beer.
More organization.
More parking.
More parking.
More seating options.
More seating, tables.
More seating.
More seating.
More seating.
More sour beers.
More sour beers.
More sponsored booths for beer/ local.
More stuff! Lol.
More tables to sit at.
More tables to sit at.
More tables/ seating.
More thing for children to do.
More tokens for beer.
More tokens.
More tokens.
More up beat band.
More variety.
More vendor options.
More water areas.
More women.
N/A! More parking!
Need crazier music.
No children or pets.
No kids or dogs!
No more cider.
No pets.
None at present, all seems well.
None- great event.
None!

None!
None, love it.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
None. Great event!
Noodle wagon!
Not having Bayern beer.
Not much. Great job!
Not sure.
Nothing yet.
Nothing, it rocked.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Nothing.
Offer to clean out glasses w/ water.
Once you get your beer go outside of the tent. More tables.
Open earlier.
Other amenities other than beer and music.
Parking.
Perfecto.
Porta-potties- hand washing stations- no water. Make a sign?
Possibly moving location to Fort Missoula.
Possibly will call for tickets?
Pretzels!
Price down! Bigger cups!
Put separate cider booth so people don't have to search if they have beer allergies.

Recommend telling people to move away after getting beer.
Restrooms need to be restocked- dirty.
Rock it!
Sal Good.
Sentinel Kiwanis Brats- bring them back.
Signs of vendors hanging from above the beer stations.
Space top stations further apart.
Spread out the venue.
Spread the vendors out more!
Summer honey.
The festival should start later, maybe 3-9pm!
Tokens many, glasses small so we can sample more types. Discount for buying back glasses, more food, can't chew.
Turning down volume.
Unlimited samples for one fee.
Variety of bands and music.
Water needs to be more accessible and easier to find.
Wine cost 1 token.
Would have the signs show which beers are being poured.
Ya'll are perfect!
You guys do an awesome job!