

2018

## River City Roots Festival 2018 - Survey Kit

Megan Schultz

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# **River City Roots Festival**

## **2018**

### **Survey Kit**

Missoula, Montana

Megan Tanner Schultz, M.S.

# River City Roots Festival 2018

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Prepared by  
Megan Tanner Schultz, M.S.

Institute for Tourism and Recreation Research  
College of Forestry and Conservation  
The University of Montana  
Missoula, MT 59812  
[www.itrr.umt.edu](http://www.itrr.umt.edu)

Case Study Report 2018-18  
November 1, 2018

## Abstract

This study was conducted for the Downtown Missoula Partnership to provide insight into the characteristics of attendees of the 2018 River City Roots Festival. Paper surveys on site were completed by 168 attendees of the event. Results show that residents of Montana made up 84% of the respondents and of those Montana residents, 86% were from Missoula County. Out-of-county respondents spent an average of 3.49 nights away from home. Of those nights, an average of 5.00 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 \$17,984 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

In 2018, the River City Roots Festival attracted some out-of-county Montana residents (12%) and out-of-state (16%) 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 River City Roots Festival.

- 65% of visitors who reside outside of Missoula County spent at least one night away from home.
- 30% 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 (\$5,255.00) and restaurant/bar (\$4,710.00) than in other spending categories.
- 46% of respondents reported staying in a hotel/motel/b&b followed by 41% of respondents staying in the home of a friend or relative.
- Attendees were mostly at the festival with friends (26%), family and friends (23%), immediate family (19%) or as a couple (17%). The average travel group size was 2.38 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 18-25 and 25-34 year olds (with 30% each) and 35-44, 45-54, and 55-64 year olds (each with 22%).
- Attendees heard about the event mostly from word of mouth (69%), posters (27%), social media (22%), and radio (19%).
- 69% of attendees used a car as their primary mode of transportation getting to the event followed by 23% who walked.
- Overall, attendees of the event were satisfied with most aspects of the River City Roots Festival.

## Management Implications

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

Right at 16% of the people who attended the River City Roots Festival in 2018 were non-residents of Montana, with Alaska, Louisiana, North Dakota, New Jersey, and Wisconsin representing the largest attendance of non-residents. These 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 B to gain more insight into people's likes and dislikes of the event's organization, event staff, location 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

River City Roots Festival is produced by the Missoula Downtown Association (as part of the Downtown Missoula Partnership) and is a free two day event held each August. This event is located in downtown Missoula and was recognized as the 2009 Montana Tourism Event of the Year. This event was held on August 24-25 in 2018. It features live music, a fun-run, arts, and family-friendly activities.

The Downtown Missoula Partnership 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 River City Roots Festival 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 attendees 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 River City Roots Festival 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 165 valid responses to the residence questions, 84 percent (139 people) were from Montana and 16 percent (26 people) were from out-of-state or another country (see Tables 1 and 2). Sixteen U.S. states and two Canadian provinces were represented. Of all Montana respondents, 86 percent (119 people) were from Missoula County while 14 percent (20 people) were from other Montana counties.

**Table 1: Residence of all Respondents**

Place of Residence	# of total	% of total
Missoula County	119	72%
Other MT County	20	12%
Montana=139		
U.S. State	21	13%
British Columbia, Canada	1	<1%
Quebec, Canada	1	<1%
Non-Resident Unknown	3	2%
Total all Residences	165	

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

<b>Residence</b>	<b># of respondents</b>
Alaska	2
British Columbia, Canada	1
California	1
Colorado	1
Florida	1
Idaho	1
Illinois	1
Kentucky	1
Louisiana	2
Maryland	1
Nebraska	1
New Jersey	2
North Dakota	2
Oklahoma	1
Oregon	1
Quebec, Canada	1
Washington	1
Wisconsin	2

The mean age of respondents was 39 years old. Of those who were from outside Missoula County and responded to the survey, 65 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (25 percent) spent three or more nights in Montana. The mean number of nights spent in Montana was 5.67 nights. The mean number of nights spent in Missoula was five 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 \$17,984.00.

**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</u> in these categories</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	\$350.33 (n=15)	33%	\$5,255.00
Restaurant/bar	\$157.00 (n=30)	65%	\$4,710.00
Retail goods	\$144.44 (n=18)	39%	\$2,600.00
Entertainment/recreation	\$96.24 (n=17)	37%	\$1,636.00
Groceries/snacks	\$83.16 (n=19)	41%	\$1,580.00
Gasoline	\$70.71 (n=21)	46%	\$1,485.00
Auto rental	\$142.67 (n=3)	7%	\$428.00
Campground	\$200 (n=1)	2%	\$200.00
Local transportation	\$45 (n=2)	4%	\$90.00
<b>TOTAL</b>			<b>\$17,984.00</b>

## Appendix A- Results

**Q1. Are you a resident of Montana? n=164**

84% Yes (Skip to Q2.) 16% No

**Q2. Do you reside in Missoula County? n=139**

86% Yes (skip to Q13. on back) 14% 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=40**

30% Yes 70% No

**Q5. Is this your first time attending the River City Roots Festival? n=41**

71% Yes 30% No

**Q6. For what other reasons are you visiting the area? (Check all that apply.) n=30**

8% Vacation/recreation/pleasure 2% Just passing through 1% Business/convention/meeting  
12% Visiting friends/relatives 2% Shopping

**Q7. For this event, how many nights did you spend away from home? n=37, mean=3.49**

35% 0 (skip to Q.12) 14% 1 22% 3 8% 5 5% 7 0% 9  
5% 2 0% 4 5% 6 3% 8 3% 10 or more

**Q8. How many of those nights were in Montana? n=24, mean=5.67**

0% 0 13% 2 8% 4 4% 6 4% 8 13% 10 or more  
8% 1 25% 3 17% 5 8% 7 0% 9

**Q9. Of your nights in Montana, how many did you stay in Missoula? n=25, mean=5.00**

0% 0 24% 2 8% 4 0% 6 0% 8 12% 10 or more  
8% 1 32% 3 8% 5 8% 7 0% 9

**Q10. In what type of accommodation(s) did you stay in Missoula? (Check all that apply.) n=22**

46% Hotel/motel/B&B 5% Private campground 0% Resort/condominium  
9% Rental cabin/home 41% 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=32; mean = 2.38**

0% 0	34% 2	9% 4	0% 6	0% 8	0% 10
25% 1	25% 3	6% 5	0% 7	0% 9	0% more than 10

**Q13. What option best describes the group with whom you attended this event? n=163**

10% Self	19% Immediate family	23% Family/friends	1% Business associates
17% Couple	3% Extended family	26% Friends	1% Organized group/club

**Q14. Please select all the ages represented in your group? n=166**

6% 0-5 yrs.	11% 11-17 yrs.	30% 25-34 yrs.	22% 45-54 yrs.	19% 65-74 yrs.
11% 6-10 yrs.	30% 18-24 yrs.	22% 35-44 yrs.	22% 55-64 yrs.	2% 75 and over

**Q15. What best describes your annual household income? (In US dollars) n=149**

20% Less than \$20,000	11% \$60,000 to \$79,999	1% \$150,000 to \$199,999
21% \$20,000 to \$39,999	9% \$80,000 to \$99,999	3% \$200,000 and over
17% \$40,000 to \$59,999	18% \$100,000 to \$149,999	

**Q16. How long before this event did you make plans to attend? n=162**

48% The day of the event	10% 1-4 weeks before the event	9% Over 6 months before the event
23% 1-7 days before the event	11% 1-6 months before the event	

**Q17. How did you hear about the River City Roots Festival? (Check all that apply.) n=157**

69% Word of mouth	27% Posters	22% Social media	16% Newspaper
5% Retail outlet	6% Other website	19% Radio	15% Flyer
8% E-mail from event planners		13% Event website	

**Q18. What was your primary mode of transportation to get to the event? n=160**

69% Car	0% Trolley	23% Walk
2% Mountain Line (city bus)	0% Taxi/Uber	6% Bicycle

**Q19. What was your motivation to attend this event? n=165**

18% Meet people	30% Beer/wine	54% Something to do with friends/family
29% Connect with community	60% Entertainment	12% Other (please describe)
58% Free event	48% Food truck/vendors	

**Other, please describe:**

art show
art show
art show
being outside
business opportunity
daughter played in band
drink whiskey
make money, hang out
nephew was playing with his band
play jamz
romance and alcohol and kissing
sell art
the salamanders
vendor
vendor
vendor
vendor
work

**Q20. Please rate your satisfaction with the River City Roots Festival:**

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean	Total respondents
Organization of the event	2%	0%	7%	36%	55%	4.42	n=156
Event staff	2%	0%	8%	29%	61%	4.47	n=150
Location of the event	2%	0%	3%	28%	68%	4.60	n=159
Concessions available	2%	2%	8%	38%	51%	4.34	n=157
Number of people at the event	2%	3%	15%	40%	40%	4.15	n=156
Parking	6%	14%	20%	31%	30%	3.65	n=141
Sound system	2%	1%	10%	42%	45%	4.28	n=159
Entertainment	2%	4%	7%	37%	51%	4.31	n=159
Variety of activities	2%	1%	22%	38%	37%	4.07	n=151
Signage/directions	2%	3%	19%	37%	39%	4.07	n=150
Cleanliness	2%	1%	21%	30%	47%	4.18	n=159
Availability of restrooms	2%	1%	23%	34%	40%	4.08	n=151

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

**Q21. What is your age? n=168**

Range=18-89, mean=38.97

**Q22. What is your gender? n=156**

35% Male 65% Female

**Q23. Please tell us what you liked about the River City Roots Festival.**

See Appendix B

**Q24. Please tell us what you did not like about the River City Roots Festival.**

See Appendix B

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

See Appendix B

## Appendix B: Open-ended Responses

### Q23. Please tell us what you liked about the River City Roots Festival.

<3 all the dogs around! Food trucks! Relaxed atmosphere
A chance to bring community together.
A good fun free time with music is always sweet in Missoula
all of it. the community
all the things
almost 6'2" band
Bailey was wonderful as well as morning booth sitters. I've shows at a number of music festivals. This is the only one that's free & I would say the group is as good as the shows w/ admission
band @ 6:30 pm. Friday & New Orleans
Bike valet...music...free
Boys
chance to get outdoors, hear music, time w/ family
community
community activity
convenience/weather
crafts/music
everything
everything
everything
everything
Everything
Everything
Everything
everything. its my favorite fest of the year!
food
food
Food
food and music
food entertainment
food trucks
Food trucks & Louisiana Bands!! :)
food trucks!
food trucks, bicycle valet parking
Food Vendors
food, beer, music, misc artisans
food, entertainment, art, beer, water
Free
free community event to share w/ friends
Free community event.
Free entertainment, alcohol
Free music and reasonably priced food and beverage



music & vendors
music +food
music and food
music and food
music options, food trucks
music tangled tone
music, beer, people watching, outside!
music, food, community
N/A
open feeling not so crowded, food, music, arts and crafts
organization- hats off to the director
Pattie wagon
people
people and friends
people watching
People, music, art, action
positive environment, good crowd size
safe place for people of all kind to come together
seeing my friends and aquantences perform
sense of community & live music
simplicity, good food, community feel
size, diversity
something cool to do out in the community
something different to do
super helpful, kind staff and volunteers. (I couldn't have manned my booth without you). Super upbeat, fun venue!
The atmosphere
The drinks, music, and food
the food and activities
the food/beer/people/location
the music and the environment
the music atmosphere
the music on both stages. great event every year. its free!
the people
The people the crowds
The salamanders (& other music & food & kids fun & having fun)
the sense of community and the life music! feels like quintessential Missoula <3
the survey
the vibe
variety of booths (food and craft)
Variety of Food trucks :)
vendors/ food trucks
youth bands, food trucks, tables

**Q24. Please tell us what you did not like about the River City Roots Festival.**

0
\$4 for a cup to hold my beer was a bit much
\$8 cups
:)
?
art show
Art Show- Need Better Mix
art show vendors should be able to pull their car up to their booth to unload.
beer bottles all over the parking garage sat. A.M.
Beer Line is too long
busy crowd! no major complaints
cigaretts
cool
crowds
dirty streets-no seating
Drink cups!! I would rather pay the same amount & not have another cup to bring home/throw away
drinks are not free
everything was good!
forgot to bring chair- curb gets hard
get some metal bands
hard to find- more signage
Having to buy a plastic cup
having wait for cars to be towed until we could set up.
how expensive all the food vendors are. cheaper options please.
how much alcohol cost
i cant do much but listen to music and look at art
I feel like music could start earlier in the day.
i like it all
i liked it all!!
I would like to see the art show advertised more. When I see the advertising, its rarely mentioned, or mentioned in passing.
More beer!!
more beer, brewers, requirement to buy cups is whack
more centrally located bathrooms
more recycling!
music didn't go late enough!
n/a
n/a
N/A
N/A
N/A
n/a
N/A
N/A

N/A
n/a
n/a
N/A - great experience!
na
na
need more kids activities- Kids vendors (some) packing up 1/2 hour early. :(
need more parking, more coffee vendors
no atm
no comment
no comment
No complaints!
No dogs in festival area, but dogs everywhere
no EDM
no electronic music although seems to be wrong demographic so no big deal
No electronic music/dj
none
not being able to use my own cup
not enough food trucks.
not enough seating!
not enough vendors
not everywhere exepts cash
nothing
nothing
Nothing
Nothing
nothing
nothing
nothing it went great!!
nothing so far
nothing yet, but its early :) maybe dirty eating tables. I put my arm in some sticky mess while eating
nothing... at least that you could control (just the cars that had to be towed)
Orange barriers around plants @ bank. I understand the why just dont. Best seat in house :) FYI- doesn't deter trash throwers, makes it illegal to pick up though
Parking
parking
parking
parking
parking
Parking
parking
parking
parking availability
parking is hard
parking- lot was full+not marked
Parking my big truck

parking- not enough
parking was challenging
parking was difficult for not being a local
poor musicians or bands
poor view of the mountains
Portapotties needed cleaning for 2nd day
seating was rickety and not enough of it
should provide seating
sound quality
Surveys :)
the crowds, but thats on me. social off day, not a fault of the festival
Too much bluegrass not enough diversified music
Too many cigarette smokers
traffic
traffic, parking
wish there were more food options

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

:)
?
A few more reserved art show vendor parking spots on 1st floor of parking garage.
a larger variety of musical genres
all great- love it every year
all places except cash
allow cup reuse from previous years if not allowed to bring personal. more seating for eating
another music stage- caras park w reggae or blues or soul music
another stage somewhere with different style band/dj
atm/ more pregnant friendly
awesome event! love it!
better sound and more organized food lines
better sound system/lineup
big thai food truck
block of a street for parking
BYO- cup, more seating for eating
cant think of anything
clean streets
Did have a woman complain about artists not being from montana? not sure if true, but maybe have more local montana artists?
didnt see a beer garden
different music
easy load in and load out for artists would make this event perfect
EDM
electronic music/DJ
expand to caras park
fewer cops

food
Free cups
free drinks
gluten free venue! So hungry!
greater diversity of musical acts
have a better mixture of music
I am pretty happy w/ organization and planning of event
I would prefer a wider selection of music. I work @ a downtown business + we didnt get schedules until 2 days prior.
improve bands more modern day music
improve seating
keep doing what you are doing
keep it going!
keep it small
Keep up the good work w/ the entertainment
less surveys lol good luck w/ the data entry
maybe rotate different food trucks so its not the same options both days
more activities
more advertisements
more food truck variety
More genres of music more seating in food area.
more local artists/booths
more local coffee vendors
more music
more parking
more parking only
more recycling!
More reggae, whizpops
more seating. benches?
more seating; more advertisements
more shade?
more variety
more variety in music, like jazz, R&B, even international groups
More variety of music
more variety of music to attract different people
More vegetarian
more venues and parking
Music VERY loud at times made it difficult to talk with customers
n/a
n/a
N/A
N/A
n/a
N/A
n/a
n/a

n/a
n/a
n/a
N/A
na
na
na
na
no
no smoking within 20 feet
none
None
none
none in particular
none its awesome. Ill be back
not much its great
Not sure yet!
nothing
possibly liquor? free liquor? :)
promotion of friday hours more; possibly start earlier saturday but loved flexibility of hours for art vendors
seating near stage for disabled and elderly
See above, kids activities needs to revamp
Shaded seating near food vendors
shuttle busses from other locations
signage for walkers on the trails to the festival
survey @ the end
tequila!
We saw no signs for the event + only knew anything about it because my sister in law told us. We don't live IN Missoula though so that was probably our fault
Wider selection of beer ;)