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Yellowstone Harvest Festival, Livingston, Montana

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Yellowstone Harvest Festival

Livingston, Montana

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A random sample of Yellowstone Harvest Festival participants completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.

Yellowstone Harvest Festival

Park County

Livingston, Montana

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Case Study Report 2023-3

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Abstract

This study was conducted for Explore Livingston to provide insight into the characteristics of attendees of the Yellowstone Harvest Festival. Surveys were implemented on site during the event. A total of 78 event attendees participated in the survey. Results show that 81% of respondents were residents of Montana and of those Montana residents, 33% were from Park County. Out-of-county respondents spent an average of 3.55 nights away from home. Of those nights, an average of 2.46 of those nights were in Livingston and 3.50 nights in other nearby locations. Respondents to the survey reported a total spending of \$18,134 in the Livingston/Park County area. Results provide event organizers and Explore Livingston 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 Yellowstone Harvest Festival attracted out-of-county Montana residents (54%) and out-of-state (18%) visitors to the Livingston area. The attendees of the event make important economic contributions to the area. The results of the study are worth considering for future planning of the Yellowstone Harvest Festival.

- The Harvest Festival was the primary reason 91% of the out-of-county attendees were in the area.
- The mean number of nights spent in Livingston was 2.46 nights; mean number of nights in other nearby locations was 3.50.
- 10% of respondents reported using a rental cabin/home, while another 9% stayed at a hotel/motel/bed & breakfast.
- More money was spent by these out-of-county visitors in hotel/motel/bed and breakfast (\$4,378), restaurant/bar (\$2,675), and gasoline/diesel (\$2,496) than other spending categories.
- Attendees were mostly traveling as couples (44%)
- Respondents traveled with a variety of age categories in their group – the percentages were 55-64 (33%) and 65-74 (26%) with 10% of groups having kids under the age of 18 in their travel group.
- Attendees heard about the event mostly from social media (46%) or word of mouth (17%).
- Overall, attendees of the event were satisfied with the Yellowstone Harvest Festival, and 72% of respondents indicated that they would attend the event next year.

Management Implications

Survey results indicate that Yellowstone Harvest Festival attendees are travelling from outside of Park County to attend the event. This event brings both resident and nonresident visitors to the area, and the attendees of the event make a variety of monetary contributions while visiting. Roughly a fifth of people who attended the Yellowstone Harvest Festival were non-residents from out-of-state, however there was no international representation. Non-resident visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers should continue their efforts to attract non-resident visitors to Park County 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.

Introduction

The 2nd annual Yellowstone Harvest Festival was hosted at the Ferry Landing Ranch located a few miles outside of Livingston, Montana. The festival took place over two days on September 9th & 10th, 2023. The event included a diverse array of live music, activities for families, and hands-on archery and fishing demos. The Yellowstone Harvest Festival attracts attendees and participants from around Montana and the country.

The purpose of this study was to provide the organizers of the Yellowstone Harvest Festival with an understanding of the characteristics of visitors to the event, visitor spending in Park County, and levels of satisfaction with different aspects of the event.

Methods

Data were collected in two ways:

1) Surveyors intercepted attendees 18 years of age or older for on-site completion of the survey during the two-day event. Surveys were given to people by random selection in an attempt to represent the event attendee population. People willing to fill out the questionnaire were asked the questions by a volunteer data collector to record responses on a tablet utilizing Qualtrics survey software. This survey asks them to record all spending for their group.

2) An email invitation to a Qualtrics web survey was sent by the event organizers to attendees of the event who had registered to participate and provided an email address. These surveys captured the group characteristics, spending, and satisfaction of the participants of the Yellowstone Harvest Festival. The email invitation thanked those who had already completed the survey on-site and invited those who had not yet answered to please do so. One reminder email was sent to participants asking them to complete the survey.

No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Yellowstone Harvest Festival include the following:

- Data were collected by staff and volunteers associated with Explore Livingston and the Ferry Landing Ranch who received surveying guidelines from ITRR on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.

Results

Of the 78 valid responses to the residence questions, 81 percent (63 people) were from Montana and 18 percent (14 people) were from out-of-state (see Tables 1 and 2). Of all Montana respondents, 33 percent (21 people) were from Park County while 67 percent (42 people) were from other Montana counties.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Park County	21	27%
Other MT County	42	32%
Montana=63		
U.S. State	13	29%
Canada	0	0%
International	0	0%
Non-MT unspecified	0	20%
Total all Residences	75	100%

Table 2: Out-of-State and Canadian, and International Residences

Residence	# of respondents
Arizona	1
Colorado	1
Idaho	4
Illinois	1
North Carolina	1
Pennsylvania	2
Tennessee	1
Texas/Utah	1
Wyoming	1

The mean age of respondents was 53.15 years old. Of those who were from outside Park County and responded to the survey, the greatest percentage of respondents (25 percent) spent three nights in Montana. The mean number of nights spent in Montana was 4.34 nights. The mean number of nights spent in Livingston was 2.46 nights, and the mean number of nights spent in other nearby locations was 3.50 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 Park 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 Livingston area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, transportation, auto rental, retail goods, campgrounds (both public and private), and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Park County) who reported spending money in the categories. Categories with no reported spending have been removed from this table. 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 \$18,134.

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

Expenditure Category	Mean expenditures of non-residents <u>who reported that they spent money</u> in these categories	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Hotel/motel/b&b	\$398.00 (n=11)	20%	\$4,378.00
Restaurant/bar	\$127.38 (n=21)	38%	\$2,675.00
Gas	\$113.45 (n=22)	39%	\$2,496.00
Entertainment/recreation	\$209.00 (n=10)	18%	\$2090.00
Rental home/cabin	\$640.00 (n=3)	5%	\$1,920
Groceries/snacks	\$109.82 (n=17)	30%	\$1,867
Retail goods	\$130.00 (n=10)	18%	\$1,300.00
Campground	\$141.60 (n=5)	9%	\$708.00
Auto rental	\$700 (n=1)	1%	\$700.00
TOTAL			\$18,134

Appendix A- Results

Q1. Are you a resident of Montana? n=77

82% Yes 18% No (skip to Q3.)

Q2. Do you reside in Park County? n=63

33% Yes (skip to Q13. After spending) 67% 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 Park County or the Livingston area? n=55

13% Yes 87% No

Q5. Was attending this event your primary reason for being in the area? n=55

91% Yes 9% No

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

31% Vacation/recreation/pleasure 19% Other 4% Business/convention/meeting

5% Just passing through 14% Visiting friends/relatives/family event 6% Shopping

Q7. For this event, how many nights did you spend away from home? n=51, mean=3.55

31% 0	14% 2	2% 4	2% 6	2% 8
12% 1	28% 3	0% 5	0% 7	10% 10 or more

Q8. How many of those nights were in Montana? n=44, mean=4.34

18% 0	16% 1	25% 3	0% 5	2% 7	0% 9
	18% 2	2% 4	0% 6	0% 8	18% 10 or more

Q9. Of your nights in Montana, how many did you stay in Livingston? n=48, mean=2.46

35% 0	15% 1	25% 3	2% 5	0% 7	0% 9
	23% 2	0% 4	0% 6	0% 8	0% 10 or more

Q9a. Of your nights in Montana, how many did you stay in locations close by (outside of Livingston)? n=30, mean=3.50

63% 0	3% 1	3% 3	0% 5	3% 7	0% 9
	7% 2	0% 4	0% 6	0% 8	20% 10 or more

Q9b. In what town did you spend those nights (outside of Livingston but close by)?

Anaconda, n=1	Belgrade, n=1	Big Sky, Cooke City, n=1	Bozeman, n=2
Camping, n=1	Columbus, n=1	Emigrant, n=1	Helena, n=1
Livingston, n=5	Pray, n=1	Roberts, n=1	Yellowstone National Park, n=1

**Q10. In what type of accommodation(s) did you stay in the Livingston/Park County area?
(Check all that apply.)**

- | | | |
|-------------------------------|-----------------------------------|-----------------------------------|
| 9% Hotel/motel/B&B | 6% Private campground | 0% Resort/condominium |
| 10% Rental cabin/home | 4% Home of friend/relative | 0% Guest ranch |
| 5% Public land camping | 3% Second home/cabin/condo | 10% Vehicle in parking lot |

Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Livingston/Park County 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 Livingston/Park County	
Hotel/motel/bed & breakfast	
Campground	
Rental cabin/home	
Food in Livingston/Park County	
Restaurant/bar	
Groceries/snacks	
Transportation in Livingston/Park County	
Gasoline/diesel	
Local transportation	
Auto rental	
Retail/Services in Livingston/Park County	
Retail goods	
Entertainment/recreation	

Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=41; mean= 2.24

20% 1	5% 3	2% 5	2% 7	0% 9
63% 2	5% 4	2% 6	0% 8	0% 10 or more

Q13. What option best describes the group with whom you attended this event? n=68

15% Self	12% Immediate family	13% Family/friends	0% Business associates
44% Couple	2% Extended family	13% Friends	2% Organized group/club

Q14. Please select all the ages represented in your group: n=78 for each age category

6% 0-5 yrs.	1% 11-17 yrs.	13% 25-34 yrs.	19% 45-54 yrs.	26% 65-74 yrs.
3% 6-10 yrs.	0% 18-24 yrs.	19% 35-44 yrs.	33% 55-64 yrs.	3% 75 and over

Q15. What best describes your annual household income? (In US dollars) n=56

2% Less than \$20,000	23% \$60,000 to \$79,999	14% \$150,000 to \$199,999
7% \$20,000 to \$39,999	11% \$80,000 to \$99,999	18% \$200,000 and over
13% \$40,000 to \$59,999	13% \$100,000 to \$149,999	

Q16. How long before this event did you make plans to attend? N=66

2% The day I arrived	9% 1-4 weeks before arriving	15% Over 6 months before arriving
15% 1-7 days before arriving	60% 1-6 months before arriving	

Q17. How did you hear about the Yellowstone Harvest Festival? (Check all that apply.) n=78 per selection

17% Word of mouth	10% Posters	0% Group or club	5% Newspaper	1% Magazine
10% Other website	4% Flyer	46% Social media	12% E-mail from event planners	
10% Event website	1% Direct Mail	3% Retail Outlet	4% Billboard(s)	

Q18. Please rate your satisfaction with the Yellowstone Harvest Festival:

Satisfaction	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean
Organization of the event	8%	2%	5%	32%	54%	4.23
Event staff	8%	0%	5%	14%	74%	4.47
Cost of the event	8%	8%	15%	22%	48%	3.94
Location of the event	5%	0%	6%	9%	80%	4.61
Number of people at the event	9%	20%	20%	17%	35%	3.48
Parking	6%	0%	6%	20%	68%	4.44
Sound system	5%	1%	5%	22%	68%	4.46
Variety of activities	5%	8%	23%	27%	38%	3.86
Signage/directions	3%	2%	9%	36%	50%	4.28
Cleanliness	2%	0%	5%	26%	68%	4.59
Availability of restrooms	3%	0%	6%	23%	68%	4.53

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

Q19. Which of the following activities did you participate in at the festival? (Select all that apply) n=78

80% Music

19% Family activities

8% Archery and fishing demo

Q20. What is your age? n=53; Range=27-82, mean=53.15

Q21. What is your gender? n=63

32% Male 68% Female

Q22. When might you come to the event again? n=65

72% Next Year 17% Within 5 Years 11% Do not plan to return

Q23. Please tell us what you liked about the Yellowstone Harvest Festival.

See Appendix B

Q24. Please tell us if there is anything you didn't like about the event:

See Appendix B

Q25. Do you have any suggestions for improvements to the event?

See Appendix B

Appendix B: Open-ended Responses

Q23. Please tell us what you liked about the Yellowstone Harvest Festival.

<p>Brother's Comatose....they are such a great band. Loved the venue. Loved the beer and the reusable cups (the less waste the better!) Great time of year Friendly gate staff Fun vendors My teens liked the glitter tattoos :) Good vibes!</p>
Change in stage location. Performers and shops
Craft vendors
For a smaller festival, the quality of everything was great.
Good sound system and stage. Nice vendor options. great access and parking. Fabulous views
Great event. Mellow...friendly volunteers...talented vendors...affordable...great lineup. I can't believe more people didn't come! The kids activities were a hit...although the girls were disappointed that there was no pumpkin painting as advertised. However, I'd say that the corn pit may have made up for it!
Great location. Musical acts
Great music
Great music and food. Lots of nice people
Great music. Great location.
Great music. Top notch talent
Great musicians! Vendors (both food and merchandise) were delicious, local and diverse.
I did not know what to expect from this event. I was very pleased with the entire event. The performers were fun and danceable. I enjoyed the Friday gathering and the band. The activities for the kids was a nice touch. The vendors were interesting and friendly. The food trucks were good. Having a separate location for tents versus campers was appreciated. The location was amazing!
I enjoy meeting folks who are enjoying themselves as much as I do at these sort of events. It is good for the soul.
I enjoyed the event, music was great!
I enjoyed the music, and the festival workers/volunteers were very friendly and helpful.
I enjoyed the relaxed atmosphere, and the music was very good.
I liked it all. Met old friends, met new ones, had a good time.
I loved the location and the variety of music. The weather was perfect and the scenery spectacular. I liked the layout of this event over the first event. More intimate and welcoming.
I really like the layout of the event this year. It made it more intimate, and people were able to socialize and listen to the music.
I really liked the layout this year! So much better than last year
Intimate venue, fantastic line up of music
It's a nice family festival with an incredible view. I liked the camping addition this year. Lots of great people and kindness going around:) was nice to be around.
Jalan!
Location and music friendly people

Location, staff, environment!
Low key but high quality, especially as the evening went on. It was a more intimate setting to hear from these very good and popular musicians than one normally gets at a festival or outdoor concert.
More fun, upbeat bands than last year.
Music was better. Best band at the end but crowd had left.
Music was great! Owners were friendly! Location was beautiful! - Corn bin - Amazing food - Vendors - Activities/games - Sound level
Music, vendors, attendees, children's activities, orientation and intimate setting of the stage
Nice event. Good food and music well organized and not too many people
Nice setting. Liked that it was not too large of a crowd. Like the smaller more intimate groups.
Quality of the musicians was terrific
Relaxed atmosphere, stage with the mountains in the background, comatose brothers, face painting
Small crowds
Small, intimate, local people, good music
So quaint and personal
Some really good bands. Beautiful setting. Nice people. Good price for camping.
The area was nice The host was good to talk to The other vendors were nice
The bands were amazing. Venue/location was amazing. Very chill. Stage was set up well and looked top rate, not some skimpy deal. Banners were a nice touch. Sound was great.
The camping, location, and people were so nice.
The location, the fact that it was not too dusty, quality of performers and stage set-up well organized.
The music was very good, as was last year. The scenery is beyond beautiful, and your staff was so nice and accommodating. I was a mother with a newborn and the tent for mothers with the changing station was so thoughtful.
The music was very good. The scenery was amazing, the weather was perfect, and the staff was wonderful.
The musician ship of the performers is absolutely awesome. Especially Jalan Crossland. I'll do what I can to spread the word about the fantastic line-up of artists.
The venue and the selection of music!!!
The view and The Brothers Comatose were the highlights. Jalan was a surprise delight!
There were activities for the kids. The sound system sounded good but should be a "little louder. Parking was easy & free!
TJ OVERCAST
Very relaxed atmosphere. Good music.
View... bands. We will camp at event next year.
Wonderful location - great time of year - great concept

Very friendly. Beautiful setting. Not too crowded, but I realize you probably need a bigger crowd to make it financially viable. Some very awesome music: Wood Belly, Jalan Crossfield and Sean Devine were great!

Well organized. Great booths for arts and crafts. While I know the organizers would like more people there, it was so nice not to feel crowded.

Q24. Please tell us if there is anything you didn't like about the event:

Food trucks too close to stage, smelled of exhaust the whole time

Food was not great. Some of the filler bands needed a few more practice sessions made afternoon drag some.

Generator fumes on dance floor.
Everything, no kidding, was awesome!!

Ha, the mud the first day.

I am not a fan of the artists playing Sunday morning until TJ Overcast. I would drive just to listen to him and talk to his people. We have a farm in Bozeman and we enjoy music festivals. The old salt festival in Helmsville is our favorite. We were super sad your event was not better attended. It appeared you did all the right things. We loved the location along the Yellowstone.

We are not typical attenders of festivals. We are multigenerational Montana ag people and just in the past year have been getting off the place to play more. We love the music ranch up the paradise

I did like the layout except it was pretty loud at some booths. If they had an extra 100 ft, I think that could help.

I do wish there was more variety in food vendors. Something sweet to end the day would have been lovely!

I hoped there would be a wider selection of alcoholic beverages available.

I was a vendor and didn't care for my location in the back row with only 2 other vendors. I also think a little more variety of food would be great!

I was sad about the attendance. I grew up in Livingston and plan on moving there in the next year. My feeling is that if you want things like this to continue, you need to support them. I was disappointed in the support from the community.

I would have loved it if there wasn't a backdrop behind the bands during the day. That view is impeccable, but I am also not a sound mixer! The artists may also take issue with that suggestion, it's just a thought.

It might be nice to have anyone with generators park on the road/parking lot side. Same for vendors with generators - having them on the traffic side and not the camping area side.

It was a little disappointing that it cost as much as it did for how little it was. Seemed smaller this year. Less food, less activities. So, we pretty much walked the vendors, had lunch and left.

Just needs more people to attend to bring more energy and excitement.
The Sunday evening show was so good but so poorly attended. Sunday after 5:00 is a hard time for families with work and school the next day. Possibly shift to late Friday afternoon start with the big performances on Friday evening, Saturday evening and Sunday late afternoon.

Lack of food availability

Lack of people could have been more food options. Someone should be selling chairs or umbrellas or other handy accoutrements.
Limited food trucks, limited beer options, limited vendors, hotel was terrible!
Loved it all!
Make it clear that high back chairs are acceptable. First day we brought low chairs as some festivals require. This is a better comment in the section below.
More beer and food variety might be good
More vendors/food and DRINKS... not necessarily alcoholic, just somewhere where I could have purchased some coffee, hot cocoa, pop, lemonade, etc... that would have been great. More variety of food vendors would have been very good... felt "thin".
Most of the food was sold out by 7:00 pm when I ate dinner
Music was much, much too loud!! Could not talk to anyone. Seriously it was irritating.
N/A
Need more beer/ wine options. Saturday music could have been more up beat. Sunday music was great!!!
No just need to increase attendance to make sure event go on for years
Not a ding, but I wish it had 3x the people attending
Not enough food options. No snacks or desserts
Not enough people and shopping for vendors. Most vendors we spoke with would not come back due to lack of sales
Not enough people. I was a vendor and sales were not great.
Nothing
Nothing!
Seemed like there should be more food truck options. Someone mentioned they wished the street corn was back. I also thought the first opening act, the Teccas, was not the best choice. Something more unusual might have been a bigger draw, since the Teccas are local and pretty well known. We loved Michelle Rivers. Maybe someone like her or last year's Jesse Veeder, would have kicked it off beautifully.
Sound system was very loud, given the size of the event seating
The bands deserve bigger crowds, need better marketing. No one in Big Sky had heard of it. It did not seem like any MSU students attended.
The three food trucks and their offerings were only mediocre. We travelled with our little kids thinking that the food options would be more robust, but nothing we had was very good (for adults and kids). Festival food is usually one of my favorite parts, but this year left something to be desired. Indian food. Ice cream. Smoothies. French fries and hot dogs. Kettle corn. Tacos. It'd also be good to have some morning options (i.e coffee and breakfast burritos).
There is really nothing I didn't like! I could tell there was a lot of thought and work put into this event. I did feel bad so many people left before John King performed! He was an excellent singer and really entertained the crowd that was left, not sure how to get people to stay for the last performer.
This event was overpriced and miss advertised.
Tickets were expensive. Need more vendors, food & drink trucks. Stress about bringing your own chair. The music should be more lively with some familiar cover songs.

Vendors need to be able to set up earlier in the day. Not enough time to set up with vehicles going in too. Tight spaces. Very disappointed in crowd attendance. I think more marketing needs to be done.
Was nice that seating/concert area was closer, but I think there needs to be a happy medium between the 2 years. A little more room was needed.
What was not to like?
Would like to have seen more food vendors.
You needed more advertising and change the weekend not to compete with too many other venues.

Q25. Do you have any suggestions for improvements to the event?

Advertise much earlier and sell discounted 2 day tickets with Camping if ordered far in advance. Bring in at least 1 act that isn't C/W or Bluegrass. And not as many solo performances.
This is a great venue, and we look forward to seeing it next year.
Advertise the vendors along with your music headliners.
Allow people to bring in food. Especially families with kids.
Better bands. I'm sure it is tough to get folks, but the high energy of The Brothers was just unmatched by every other performer.
Better food selection
Better Marketing - I knew to "look for it" because I went year one in live close by, had I not been looking for it I may have missed it Schedule should be set sooner not at last minute - not knowing who was playing when we'll ahead of time made planning difficult
Cornhole competition, horse buggy wagon ride, apple cider, vendor selling pumpkin baked goods, water gun fight, more food trucks, more places for people to sit and eat. More shade. Invite a comedian to give breaks in between music.
Either sign on another food truck or prep the existing food trucks to save some for the dinner wave.
Food trucks were excellent, however, where were the sweets? Some sort of dessert needs to be available. Ice cream, donuts, cupcakes...even a kettle corn vendor would have been nice.
Garbage receptacles for the campers. I was thrilled with this event and look forward to next year's event.
Going into Livingston to eat and drink, the locals didn't know there was a festival. More should be done to get local people to attend. Poor attendance didn't look good.
I feel there needs to be more food options and drink or appetizer options. The BBQ truck was the favorite. I would also like to see hard ciders as an option, as I'm not an IPA, wine or seltzer drinker.
I spoke with multiple people about my plans to attend this festival and not a single one of them knew about it. Even the receptionist at the hotel we stayed at didn't know it was happening, so maybe a little more marketing / promotion would help increase turnout? I would also recommend having the merch for ALL the artists on each day displayed at the merch

table. I ended up having to miss Brothers Comatose due to another commitment in Bozeman that night, but I would have liked the opportunity to buy a shirt or CD from them while I was at the venue.
I think attendance would be improved if it was late Friday afternoon-Saturday night, would like to see vendors in a horseshoe around the perimeter of seating area facing in toward where people are seated so they are easily visible. I think this is an excellent music festival for middle age, middle-upper middle class who still enjoy music festivals but are done with the "party music" festivals, this festival is a great concept with a lot of time and effort put into it and would love see more people attend because I think you're on the right track just need some great gimmicks and marketing to get people in the door!
I think the venue is spectacular and I can't see room for any improvement really. It was very well organized.
I was surprised the town wasn't familiar enough to know the festival was going on. However, I did see posters. I was surprised to see that not many people attended. Perhaps the choice of music Sat could have been better. Better music brings more people. Hey, thank you for everything! Y'all did an awesome job! I wish you the best! I'll be there next year!!
It'd be nice to have a place to fill reusable water bottles. As far as I saw, the only option was buying bottled water from vendors. Having options to recycle would also be great! We ended up taking everything home with us. All in all it was a great event! Kudos! We'll be back next year.
Just better marketing to get ticket sales up so the event has more attendees
Keep up the good work! This year was even better than last year.
Little more space between vendors and music. Just enough to be part of the music, but not too close for talking with customers. Like 100-150ft idk hard to tell exact distance. Other than that, I was very impressed with how Everything was thought out and was a smooth weekend. See you again next year
Maybe a breakfast option and a dessert option for food?
Maybe post posters to advertise around the area
More food vendors
More food truck variety
More food vendors who serve small plates and snacks
More food vendors, and locals had been saying they would attend if the ticket prices were lower, but I personally thought the prices were very reasonable considering the cost of other festivals.
More food/drink vendors... as above. Otherwise, would love to attend next year!
More marketing
More people need to participate. People are missing out on something so special and fun! More advertising locally. I never heard anything in Bozeman on the radio, TV or newspaper. Was it in Outside Bozeman Magazine, Distinctly Montana, and the other tourist magazines?
More time for Jalan!!!
Move food trucks down wind
N/A
Need more food trucks. Variety of food and drinks. Larger area for tent camping. Some lighting at night? Music could go a bit later? Community fire pit since no fires allowed. Had a great time and hope it can grow a bit.
No

No, I don't. I had a good time and will look forward to next year. Thank you, David, your mother and all who helped
Nope, we were very, very pleased!!!
Perhaps a few up-close-and personals with the performers, like "Jalan Crossland" will be doing a brief musical demo from 1-1:30 at the "performers booth." Something like that. We used to go to a huge guitar fest in Bigfork and there were some guitar workshops going on at certain times. I liked seeing the corn hole boards up, and a few people were playing. Maybe announcing that some players are seeking a contest, and try to get it going all day. It would be fun.
Radio ads. better signs
Recycling Cotton Candy
See above
See above.
See above. Loved the event.
Shuttle service to town
Unless you get more headliner music or sell more tickets, I don't see this surviving