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### The Event at Rebecca Farm 2023, Kalispell, Montana

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# The Event at Rebecca Farm- 2023

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Megan Tanner Schultz, M.S.

A random sample of attendees completed a questionnaire about the twenty second annual event. Results show overall satisfaction.

# The Event at Rebecca Farm- 2023

## Kalispell, Montana

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Case Study Report 2023-4

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## Abstract

This study was conducted for Rebecca Farm to provide insight into the characteristics of attendees to the twenty-second annual The Event at Rebecca Farm. Paper surveys were completed by 158 attendees of the event. Results show that 41% of attendees were residents of Flathead County and 59% came from outside of Flathead County. Visitors spent an average of 6.55 nights in the Flathead Valley area. People spent the most money (\$96,336) on accommodations (hotel/motel/B&B/rental cabin/home), followed by restaurants/bars (\$21,265), then the Rebecca Farm Trade Fair (\$17,126). Respondents to the survey reported total spending of \$199,471 in the Flathead Valley. Results provide event organizers at Rebecca Farm 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.

- 42% of respondents were vendors at the event followed by spectators (18%), competitor (17%) & volunteer (7%).
- 96% of out-of-county visitors spent at least one night away from home. Of those nights, an average of 6.55 were spent in the Flathead Valley area. 36% reported this being their first time visiting The Event at Rebecca Farm.
- 51% 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/home (\$96,336), restaurant/bar (\$21,265), and at the Rebecca Farm Trade Fair (\$17,126) than any other spending categories.
- 19% of respondents reported staying in Rental cabin/home/Air BnB, followed by 15% camping at Rebecca Farm.
- The average travel group size was 2.81 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 45-54 years old (30%), 65-74 years old (25%) and 55-64 years old (23%).
- People planned for this event ahead of time: 80% indicated that they planned to attend over two months before the event and 10% planned 2-4 weeks in advance.
- Attendees heard about the event mostly from word of mouth (49%) or social media (20%).
- High levels of satisfaction with many aspects of The Event were reported including: the event staff with a mean of 4.72 out of 5, and family friendly also with a mean of 4.72 out of 5.
- 64% 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 84% of respondents indicated that they would attend the event next year.

## Management Implications

Event attendees are traveling from all over Montana, at least 15 of the United States, and at least two other 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, vendor input, and other aspects of the event/facilities. Accommodating this feedback could help bring back attendees to this event and Kalispell in the future.

## Introduction

The Event at Rebecca Farm was hosted in Kalispell, Montana from July 19<sup>th</sup> through 23<sup>rd</sup>, 2023. Rebecca Farm has hosted this event 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 an understanding of attendees at the 2023 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, horse owners, officials, vendors, volunteers, sponsors, 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. In the past, 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 158 valid responses, most were vendors (66 people) followed by event spectators (29 people). Most of the respondents have attended The Event previously (98 people). Just under half of the attendees are Montana residents (78 people) with most of those residing in Flathead County (65 people). See Tables 1, 2, and 3 for a breakdown of residence.

Attending The Event was the primary reason for being in the area for 51% of the attendees (81 people). This event attracted many to the area who did other things while they were here: vacation/recreation/pleasure (15 people); visit friends/relatives (9 people); shopping (7 people); and business (8 people). Attendees used a variety of lodging accommodations in the Flathead Valley with most using rental cabin/home/Air BnB (30 people), camping at Rebecca Farm (24 people), followed by hotel/motel/b&b (23 people). The marketing done for The Event was widespread and attendees heard of The Event in many places: word of mouth (78 people), social media (31 people), the event website (28 people), USEA website (20 people), and many other outlets.

**Table 1: Residence of all Respondents**

<b>Place of Residence</b>	<b># of total</b>	<b>% of total</b>
Flathead County	65	41%
Other MT County	13	8%
Total Montana =	78	
Out of State	80	51%
Total all Residences	158	

**Table 2: Out-of-County Respondents**

<b>U.S. Residence</b>	<b># of respondents</b>
Montana (outside Flathead County)	13
California	4
Florida	2
Idaho	2
Indiana	2
Kentucky	4
Nebraska	1
Nevada	1
North Dakota	1
Oregon	4
Pennsylvania	2
Texas	2
Utah	2
Virginia	1
Washington	28
Wisconsin	1
<b>Total</b>	<b>70</b>

**Table 3: Out-of-Country Respondents**

<b>U.S. Residence</b>	<b># of respondents</b>
Canada	7
Canary Islands	1
<b>Total</b>	<b>8</b>

Of those who were from outside Flathead County and responded to the survey, 96 percent reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (20 percent) spent six nights in Montana. The average number of nights in the Flathead Valley was 6.55. 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 or camping), food (Rebecca Farm concessions, restaurant/bar, and groceries/snacks), transportation (gasoline/diesel, auto rental), and retail services (Rebecca Farm Trade Fair, other retail goods, and 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 \$199,471.

**Table 4: Expenditure Data: Expenditures calculated using only respondents who reside outside of Flathead County, MT.**

<b>Expenditure Category</b>	<b>Mean expenditures of attendees <u>who reported that they spent money in these categories</u></b>	<b>% of respondents who reported spending money in each category</b>	<b>Total dollars spent in each category <u>by respondents who spent</u></b>
Hotel/motel/B&B/rental cabin/home	\$1,888.94 (n=51)	55%	\$96,336
Restaurant/bar	\$337.54 (n=63)	68%	\$21,265
Rebecca Farm Trade Fair	\$323.13 (53)	58%	\$17,126
Gasoline/diesel	\$241.74 (n=68)	74%	\$16,438
Groceries/snacks	\$206.55 (n=71)	77%	\$14,665
Other retail goods/recreation	\$419.29 (n=28)	30%	\$11,740
Auto rental	\$873.23 (n=13)	14%	\$11,352
Rebecca Farm Concessions	\$144.51 (n=73)	79%	\$10,549
		<b>Total</b>	<b>\$199,471</b>

## 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=158**

18% Spectator	1% Official	6% Sponsor
17% Competitor	42% Vendor	4% Other
6% Groom/Family of Competitor	7% Volunteer	

**Q1.a. Other (please describe)**

1% Media/Press	1% Owner	1% Vendor assistant
1% Reserve	1% Staff	

**Q2. Is this your first time attending The Event at Rebecca Farm? n=153**

36% Yes      64% No

**Q3. How long before this event did you make plans to attend? n=156**

4% The day of or day before the event	6% The week prior to the event
10% 2-4 weeks prior to the event	80% 2 months or more before the event

**Q4. What is your primary interest in attending this event? n=114**

3% Dressage	6% Show Jumping	47% Cross Country	42% Trade Fair
2% Kid Zone			

**Q5. Do you plan (or did you) attend more than one day of The Event? n=153**

90% Yes      7% No      3% Undecided

**Q6. Do you reside in Flathead County? n=157**

41% Yes (Skip to Q13. On back)      59% No (Skip to Q7)

**Q7. In what state, province, or foreign country do you reside? n=158**

See Tables 1, 2, and 3

**Q8. What is your reason for visiting the Flathead Valley? (Check all that apply)**

51% Attending the Event at Rebecca Farm	6% Visiting friends/relatives	4% Shopping
10% Vacation/recreation	1% Just passing through	
5% Business/convention/meeting		

**Q9. How many nights are you staying in the Flathead Valley? n=93; mean 6.55**

4% 0	2% 2	12% 4	20% 6	20% 8 or more
0% 1	8% 3	19% 5	14% 7	

**Q10. In what type of accommodation(s) did you stay in the Flathead Valley? (Check all that apply)**

15% Hotel/motel/B&B	4% Public land camping	
19% Rental cabin/home/Air BnB	4% Home of friend/relative	
15% Camping at Rebecca Farm	1% Second home/cabin/condo	1% Guest ranch



**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 Flathead Valley in each of the following categories. If you did not spend money in a category, please leave it blank.**

**ACCOMMODATIONS in Flathead Valley**

\$

**FOOD in Flathead Valley**

**Rebecca Farm Concessions**

\$

**Restaurant/bar**

\$

**Groceries/snacks**

\$

**TRANSPORTATION in Flathead Valley**

**Gasoline/diesel**

\$

**Auto rental**

\$

**RETAIL/SERVICES in Flathead Valley**

**Rebecca Farm Trade Fair/Event Store**

\$

**Recreation/Other Retail**

\$

See table 4 for Expenditures

**Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=85; mean = 2.81**

<b>29%</b> 1	<b>12%</b> 3	<b>6%</b> 5	<b>4%</b> 7	<b>0%</b> 9	<b>2%</b> more than 10
<b>32%</b> 2	<b>9%</b> 4	<b>6%</b> 6	<b>0%</b> 8	<b>0%</b> 10	

**Q13. How did you hear about The Event at Rebecca Farm? (Check all that apply.)**

<b>49%</b> Word of mouth	<b>1%</b> Newspaper	<b>1%</b> Posters	<b>8%</b> E-mail from event planners
<b>20%</b> Social Media	<b>7%</b> Radio	<b>0%</b> Magazine	<b>13%</b> USEA website
<b>18%</b> Event Website	<b>1%</b> Television	<b>10%</b> Other events at Rebecca Farm	<b>26%</b> Other

**Q14. Please select all the ages represented in your group:**

<b>4%</b> 0-5 yrs.	<b>22%</b> 11-17 yrs.	<b>22%</b> 25-34 yrs.	<b>30%</b> 45-54 yrs.	<b>25%</b> 65-74 yrs.
<b>7%</b> 6-10 yrs.	<b>17%</b> 18-24 yrs.	<b>20%</b> 35-44 yrs.	<b>23%</b> 55-64 yrs.	<b>11%</b> 75 and over

**Q15. Please rate your satisfaction with The Event at Rebecca Farm (from very dissatisfied on the left to very satisfied on the right):**

Satisfaction	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Mean	Total respondents
Organization of the event	3%	1%	2%	15%	79%	4.64	n=151
Event staff	3%	0%	2%	11%	84%	4.72	n=153
Parking	3%	1%	7%	17%	72%	4.52	n=149
Sound System	6%	7%	13%	21%	53%	4.09	n=133
Family-Friendly	3%	0%	1%	14%	82%	4.72	n=148
Signage/directions	3%	5%	7%	20%	65%	4.38	n=152
Cleanliness	3%	1%	3%	12%	81%	4.66	n=149
Availability of restrooms	3%	0%	5%	13%	80%	4.65	n=151
Selection of Shopping Fair Vendors	6%	4%	11%	22%	57%	4.21	n=143

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

**Q16. When might you come to The Event at Rebecca Farm again? n=146**

84% Next Year      12% Within 5 Years      4% Not likely to return

**Q17. Please tell us what you liked about The Event at Rebecca Farm.**

See Appendix B

**Q18. Please tell us what you did not like about The Event at Rebecca Farm.**

See Appendix B

Would you like to be added to our mailing list? If yes, please write your email address (clearly) below:

See Appendix B

## Appendix B: Open-ended Responses

### Q17. Please tell us what you liked about The Event at Rebecca Farm.

Air-conditioned bathroom
All
All of it!
Always a last-minute vendor in your show
Amazing venue. Great competition
As owner of 3 horses this weekend, this has been always been the event to come to
Atmosphere
Awesome horse event, wonderful people, very friendly
Beautiful grounds and fences!
Beautiful property loved the green grass
Camping onsite is a huge benefit. Being able to bring our dogs. See old friends again. Great staff and volunteers.
Clean and organized
Cross Country
Cross country
Cross country events are spectacular.
Diversity of vendors and food. Very nice staff
Draws pro competitors, very well organized, easy in/out parking. No entrance fee
Easy access as a vendor in the kid zone. Helpful staff to lend a hand when we need
Everyone is so friendly! Beautiful and clean facility
Everyone is so friendly.
Everything
Everything!
Everything!
Everything! Organized, clean, everyone is friendly. Now that I have little ones they love the horse back riding. Cross country and sitting on the hill
Everything! Well organized event. Event planners thought of everything
Everything. People, event, vendors
Facilities make for incredible riding experiences. Premier eventing experience of the year
Fantastic! Like I'm at an English event- the driver for us- Daniel Quinn
Food
Free entrance
Free parking, Free Event
Friendliness, family organized
Friendly and free
Friendly atmosphere. Well organized
Friendly staff
Friendly staff
Friendly staff volunteer
Friendly staff, vendors, atmosphere
Fun vendors and horses :)
Getting to experience it for the first time! Now I know that I want to come back, whether I'm working a booth or not!

Good footing and safe courses. Footing in arenas was well kept throughout the show
Gorgeous venue, beautiful event at all levels. I do miss the jumbotron
Great customers at my vendor booth. Friendly staff
Great footing and courses
Great staff/very organized/beautiful venue and an amazing event for horses and riders!
Hometown feel, low stress for vendors
Horses and beauty
House
How professional the entire event is ran
I am a vendor in the shopping fair. Love the traffic and talking to people from everywhere. Just a fun event for me
I enjoy it all
I like seeing all the horses and different sports for them
I love the people and atmosphere
I loved the energy and the opportunity to meet new people
I loved the people I was able to network with. This is an amazing event.
I really like being a part of all the food trucks. That's my favorite part. Show jumping is really neat as well
Inclusive event from beginner novice
It's the most beautiful event ever
Just how amazing the staff is and how organized everything is! Well done!
Kind staff, good food, great event
Location, competition, Facility
Location, food, shopping
Love all
Love Flathead Lake
Love the cross-country staff and volunteers. So much fun seeing all of the spectators.
Love the people. Some upper level riders helped include me in the jump school!
Love the trade fair and vendors! Also, the cool volunteers!
Lovely property
Magical event, no one does it better
Maintained grounds is spectacular! Thanks for dog pools!
Meeting all the other vendors and watching the cross country
Our favorite event of the year! Thank you again! 10 years now!
Outdoor setting
Pretty maintained arenas, jumps and cross-country trails that are maintained to take horses on walks are lovely
See old friends
Seeing and supporting friends/competitors.
Seeing everyone compete. Also seeing all the cool jumps
Seeing my niece compete. Being with family and love the Kalispell area. Been to Kalispell several times.
Shuttling the elderly made us stay the whole day
So organized! Beautiful views! Trash never overflowing! Clean, well-stocked porta-potties, kind people
Spectating is free
Staff - trade show accommodation for vendors. How well its run
Staff are amaze and very helpful. Show and grounds are fantastic
Thank you for having us- The Smoothie Bus LLC

The beauty!
The competition
The course, grounds, parties and the people
The courtesy of the staff. The grass and cleanliness
The great organization
The horses
The horses
The organizers and organization have been top notch this year as always
The people
The people
The people
The people and site
The people and the area
The people are really nice. Great staff. Love all the horse events
The people!
The staff and volunteers are so helpful
The staff was really great and friendly! Lovely event and really well put together
The staff were amazing to work with and so were all the vendors.
The vendors are treated like royalty! Thank you!
The whole event is so well organized
The whole thing. Amazing event in a spectacular venue
The XC course is beautifully maintained. Enjoyed use of patron/sponsor tents. All volunteers and staff are friendly and helpful. Participation and presence of Broussard family is greatly appreciated
The XC course! Everything
The XC crew creates the best XC jumps of anywhere! They are a treasure! Please support them forever.
Things for people to do
This is a beautiful setting and we were very excited to come. Unfortunately, there were too many food vendors for the amount of people and we will lose money being here.
This is a great event and well run.
Top-notch facility, courteous staff, dog friendly, great vendors
Venue. Event in general is ran great! We love Montana
Very friendly
Very friendly staff, cleanliness
Very organized
Very organized and friendly people, gorgeous scenery
Volunteering
We are always having as a vendor
We like our location in the vendor tent. Nice to have the tent to set up in. We appreciate how easy it is to unload and load our trailer at our booth
Well organized, friendly, attention to detail

**Q 18. Please tell us what you did not like about The Event at Rebecca Farm.**

Actual location info on vendors. Most importantly this is a big property and you discouraged people from driving your car or parking anywhere but your selected parking lots. Your shuttle service is basically nonexistent. At other big property events, they let you drive your own car closer to what the needs are. But basically, great time! Thank you!
As a new vendor, I was a little confused on where to check-in and did not know what time I was to

arrive on event days.
As a vendor, I would prefer the # of days to be less. I felt like Thursday and Sunday were especially slow for foot traffic
Bigger stalls
Bring back big screen!
Bring back jumbotron. Electric for vendors. Need paper programs and maps as cell phone has glare and hard to read
Canopy that shades for kid zone for horses or more or more horses. Please bring back the breast cancer van. It quite literally saved my mom's life 2 years ago.
Dead areas in vendor booth arrangements. No foot traffic
Divisions including trainers, amateurs, and juniors should be split accordingly. Upper-level dressage rides going adjacent to cross country courses does not set up those horses and riders for success. moving the upper-level dressage away from XC would be appreciated.
Do not water/drag warmup arenas while people are in there/need to warm up for ride times. More prizes through the ribbon would have been nice as well
Don't have any
Easy access to schedule of events - website not user friendly for itinerary
Electricity for overnight use for food trucks Location of food trucks need to be closer to crowd and events taking place. People don't want to walk that far for us Less food options, too many this year for such a high entrance fee. Hard to make any money as a novelty food truck (\$5-\$7 orders) compared to meal food trucks (\$10-\$15 orders) People make like umbrellas for the picnic tables at the food court
Everyone in the jog should have fancy hats/fascinators
Fans for tent of vendors
Fans overheard in shopping tent.
Garage fans to place in entree ways
Grandstands for arena
Hard to come up here
Have the next 2024 event July 24-28 please
Having trucks available for move in and move out
I did not make my booth fees and many other did not either. The fees should be much lower. I think you should also study your audience more. Find out which vendors work for the clientele. Less food trucks because they said they did not do well.
I feel like the event is good how it is.
I would have loved to see the patron tent offer elevated level of service. Better snacks/food/drinks. Bar?
I'm not sure it could get any better
It needs a couple of beer tents. Need a coffee stand and breakfast in vendor area. Get a jumbotron. Provide more bench seating in main seating areas
It would be really nice if you separated pros, amateurs and juniors. You have enough divisions to do so
Keep doing exactly what you are doing! Shuttle between stabling and vendor fair would be awesome. Move main office to vendor area. Competition did not come down unless absolutely necessary. My sales definitely from customers (non-riding) who wandered in and spectated.
Keep doing it
Keep doing what you are doing

Keep the bathroom
Keep up the great work!
Keep up with the extremely friendly volunteers
Less competition for vendors, more promotion, better setup
Live music at the BBQ
Location. Flow of foot traffic
Louder sound system in the barns. Better patron ticket experience
Make food court closer to events. Customers don't want to walk so far away for the events.
Maybe less vendors?
Maybe more shade around tables
More "cooling" off options for the kids and adults. Maybe a sprinkler at the kids area
More fun tack stores
More handicap accessibility (better view spots for XC)
More local advertising. I have many friends who have never heard of the event. Putting posters in downtown shops throughout the valley may attract more people. Adding artist attribution on artwork
More local advertising. I've lived here 20 years and this was the first I've heard about it by a friend.
More maps. People have asked us where things are. More event schedules.
More restrooms beyond portapotties. Electricity in barns
More RV hook ups. Recycling for paper, plastic etc. Better or improve sound system for XC and dressage rings
More tack in vendor area / more tack vendors
More than 1 parking rag would be nice. Can't think of anything else
More vendors
More vet organizations
More water stations
More water trucks when it's hot. Keep doing a great job. We love this event.
N/A its perfect
Need more handwashing stations by all portapotties. Don't drag warm arenas while competitors are warming up. Set aside time to do when no one is competing
no :)
None
None
None!
None! This is my first time at an event like this. But it feels very organized and well run.
None. It's great. Well done everyone
Not so many food trucks- and not same options of food trucks
Only thing I would love is access to power for after
Overall the show has been pretty slow and people walking around seem to just browsing and not spending. I think the mix of vendors could be a little more coordinated and based more on the clientele expected at the event. Most of the vendors around me also seem to be slower than expected. It would be great to get a food truck that has some lighter options - if there are any available! The staff has all been friendly and amazing! A+++
Please have golf carts again to rent
Please limit the amount of food trucks and cross over menus. There were far too many food trucks for the vendors to all be successful
Power in the tent would have been nice

Pray for cooler temps
Printed program listing horses breeds
Promoting The Event and the shopping fair a bit more in the local community. The number of spectators this year has been much lower than in the years prior
Select fewer food vendors that are distinctly different from each other. Could food vending be located closer to the participants? We feel that participants match our audience better but the transport of food and people were an issue. Reduce the cost of vending or provide more services (electric and advertising)
Showers would be great! People would pay
Shuttles to transit from parking area to viewing areas carrying chairs a long distance is very tiring- much of the attendees can't do this amount of walking
Sign's on highway
Some of the cross country wasn't roped off and people were walking into course.
Somewhat unclear on where to go/park upon arrival
Sound system improvement. Shade for jump judges
Split the divisions into JR, Amateur, and open. have the dressage away from XC- use rings 2-3 as warm-up. Please let local food/ restaurants know they need staffing and to stay open as long as the website states.
Splitting divisions into JR. AM. and open. So many JR/YR riders and AMs were competing pros. It left lots of capable riders' w/o the opportunities for ribbons because of all the pros at the top of the divisions
Sprinkler area for kids/adults to cool off under
take suggestions seriously and graciously event planners
The massage people at the end of our shopping lane have very aggressive and people were going to the other side to avoid them
There were duplicate types of vendors. Missed the program, awareness with 2 vendor tents which may affect traffic in trade fair.
Too many food vendors for # of visitors not enough sales
Too much walking out trolleys! No coffee/lattes
Vendors would like power, make options available to access. change extra charge for
VIP tent was overcrowded, only 1 tv in VIP tent
Water feature for the kid zone
We have been a vendor for 8 years at The Great. We really missed not having electricity provided for vendors, especially since rent did not decrease. We had to rent a generator which added to our expenses. On Thursday we had a customer buying from our booth. Two staff members were very rude and told us that they needed to close the tent now. I know you don't have much control on how many spectators attend the event. Our sales are down by 1/2 making it difficult to cover our expenses. The food vendors were very expensive. We also did not get a program/rider list as we have in years past.
You shouldn't let any of the same vendors in for variety. You should lower fee. If a vendor return they should be in the middle. This show was the worst show I've been to. I didn't even make my fee back for my booth. As a returning vendor I had hope you would put me in a better spot but I was wrong. You however let in another dog vendor who isn't even from here to have me compete with when the dog market is so small, I won't even go into how basically none of their stuff is handmade. This has felt like a waste of time and basically, I just hemorrhaged money to sit in the heat. I would like my booth fee back for this tremendous waste of time and gas. If I had known you choose another dog vendor I would've backed out of this event. How disappointing.
zero



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