

Draft

2011 Annual Report

Butte Events Team

Presented to:

Butte-Silver Bow Council of Commissioners

October 12, 2011

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(NOTE: Butte Celebrations Report was not available for this Draft report and will be included in the Final Report.)

Introduction

The Butte Events Team (BET) is an alliance of festival economy partners that includes Butte Celebrations, the Butte-Silver Bow Developmental Disabilities Council, the Butte-Silver Bow County Fair Board, the Evel Knievel Days Organizing Committee, Mainstreet Uptown Butte, the Montana Gaelic Cultural Society, and the Butte Vigilante Rodeo Club.

The idea for the BET alliance was conceived in the spring of 2010. Butte had just received news about prestigious awards – the Festival City of the Year (2009) and the National Folk Festival as the Tourism Event of the Year. The community needed to capitalize on Butte’s three-year run hosting the National Folk Festival, and make sure there would be an event of equal caliber for many years to come.

At the same time, other community festivals were maturing and shared common concerns. Yes, operations capabilities had evolved well over the past decade, since that first Evel Knievel Days in 2002, and then the first An Ri Ra in 2003, both events being instrumental, like a chain reaction, in Butte being selected to host the Folk Festival. Butte and each of the members of the BET were building experience, assets and skills in organizing and hosting successful events – events that attract tourists, visitors and families to the community, thereby creating a multi-million dollar festival economy and enhancing the cultural heritage of the community.

However, both Butte-Silver Bow and the BET members also recognized that it would become increasingly difficult to sustain all events in the future. Private sponsors – so generous and supportive over so many years – could not be expected to carry so full a load over the long haul. What emerged from these many discussions was the BET – an alliance to add stability to the entire lineup of community events and advance the festival economy in the community’s best interest.

Initial funding and MOU. In response to proposals from the BET, Butte-Silver Bow, in cooperation with the Urban Revitalization Agency (URA), established initial funding accounts in the 2010-11 Fiscal Year budget. Funding for the accounts was \$500,000 allocated from the Hard Rock Mining Trust, and \$600,000 from the URA (\$300,000 for each of two years, 2011 and 2012). By January 2011, Butte-Silver Bow and the Butte Events Team had prepared and signed a Memorandum of Understanding (MOU) to guide the management and expenditures of these funds.

The members of the BET would review all requests from individual members to ensure consistency with the guidelines set forth in the MOU, with oversight from the BSB staff and a Council representative. By working collectively, BSB and the BET could reduce production costs and take advantage of opportunities and economies of scale that tend to get overlooked when each event operates independently. The BET would be responsible to invest in assets and pay for the infrastructure operating costs common to hosting and producing all events, e.g., security, restrooms, garbage control, fences, stages, sound systems, lighting, power, tents, medical services and more.

Simultaneously, each individual event organization would still be responsible to raise the funds needed to pay for its talent, i.e., whatever it is that makes each event what it is. For Evel Days, it's the stunts, for the Folk and An Ri Ra, it's the musical acts, for Oktoberfest, it's the beer, etc.

This annual report provides an accounting of the year's events and the status of the funds used to help make them successful. Also, attached as Appendices to this annual report, each major event organization has provided a report of their financial status along with a brief narrative summary. Reflected in those summaries is an assessment of the economic impact of each event and how the BET funds were instrumental to its success.

Financial Accounting

As reflected on the chart provided as Appendix A to the Report, the total expenditures of Hard Rock and URA funds for 2011 were \$332,692.23 (again, pending a final audit by the budget office and reconciliation of a few expenses paid and accounts payables for specific events). In general, the percentage of total expenses to BET supported funds ranged from 10-23%, although all events also benefited from expenditures classified as "Shared Expenses" through the use of goods and services purchased and the use of assets acquired in previous years. Overall, counting the Shared Expenses, the Hard Rock and URA support accounted for approximately 25% of the total expenditures .

	<u>Total Event Exp.</u>	<u>Hard Rock/URA</u>	<u>Percentage</u>
Shared Events (+)	N/A	\$ 87,355	N/A
Freedom Festival		914	
Montana Folk Festival	\$ 893,551	191,174+	22% +
Rodeo's	66,002	15,152 +	23% +
EK Days	155,170	15,174+	10% +
County Fair	49,181	6,414+	13% +
An Ri Ra	138,124	15,711 +	11% +
Oktoberfest	4,600	800 +	
Totals:	\$1,306,628	\$322,692	24.7%

The breakdown of the total expenses between the Hard Rock funds and the URA funds was about 75/25: \$246,014 and \$86,678, respectively. Thus, approximately one-half of the Hard Rock account was expended, and about 14% of the URA funds were spent, although the URA Board has approved plans for permanent improvements at the Original Mineyard.

The chart (Appendix A) also provides a breakdown of expenses that were categorized as "one-time" vs. "recurring": About 1/3rd of the total 2011 expenses (\$105,721) were for permanent assets that will be used in succeeding years, and about 2/3rds of the total (\$226,971) would be needed again in 2012 to support infrastructure and operations needs. It is worth noting, however, that operational changes and efficiencies in 2012 may serve to reduce expenditures from the Hard Rock and URA accounts.

(NOTE: On Thursday, 10/13/11, the URA Board will consider a staff recommendation to approve the expenses charged to the URA festival infrastructure account, which was set up in 2010 to complement the Hard Rock account established for festival economy program.)

General Observations

Butte's capability to host major events continues to evolve and advance. The 2011 series was no different – more assets were acquired, more expertise was gained, and more cooperation was evident among the individual events.

A major milestone of the BET in 2011 was the successful transition from the National Folk Festival to the Regional/State Montana Folk Festival. There was considerable pressure to make that work, and prove to ourselves and the State that we have what it takes to host such a signature event. By all accounts, the transition was seamless in terms of production quality, musical talent and operations. Many who attended reported that the first Montana Folk Festival exceeded all expectations, even that it was *"the best one so far."*

The BET was instrumental in this success. As was expected, it was necessary to make a number of the "one-time" expenditures, primarily for equipment and gear to help ensure production quality and safety. The focus of these investments was on proper and safe rigging, as well as tools and other items that provide for public safety, not only for the Folk Festival but all events conducted as part of the BET.

Sound, Lights, Tents. Although the BET being in place in 2011 led to direct savings by getting all organizers to work together, it is important to understand that each festival is unique and poses different demands, for example, sound and lighting requirements, the tents, the overall set-up and design. In 2011, the BET investments focused significantly on ensuring the safety of the attendees, volunteers, performers and guests. The BET partners are most proud that there were no serious injuries at any event, and this was not luck; considerable effort went into selecting the companies and service providers who were committed to safety and quality. It only takes one mishap – a tent blowing in the wind or a stage to collapse – to end a festival forever.

All of the equipment was checked and rechecked, in some cases, three or four times. The tents were set up professionally and properly weighted down to sustain 100 mile per hour wind gusts. Both sound equipment and tents are too expensive to purchase and maintain. The BET seriously considered acquisition, but after thorough analysis, it was decided that renting was the best option. For example, the initial investment in sound gear and tents to produce the Folk Festival would exceed \$3 million, and in addition, it would still be necessary to hire the certified professionals to set up and operate the equipment.

Given the variety of events and diverse technical requirements of the acts, it is just more cost effective to rent certain equipment on an annual basis. For example, the Folk Festival had 20 acts who performed 2-3 times, each with their own equipment requirements; on the Original Stage on Saturday alone, there were more than 20 change-overs during the 11 hours of entertainment, with a critical focus on fast changing among diverse music styles, stage setups and sound quality. EK Days, on the other hand, uses only one stage with 2-3 changeovers, and the music is a similar style throughout. An Ri Ra runs three stages with approximately a dozen change-overs, but also with similar styles of music. The BET funding for private contracts to provide sound and stage lighting, and to provide tent rentals (some of which are very large) is

sound investment practice. The BET partners simply do not have the expertise to sustain the highest quality and public safety before, during and after the events.

Security and Transportation. Likewise, investments in security and transportation services during the event also added to the overall public safety. Overall, investments related to essential festival infrastructure that is required to keep the public safe and healthy accounted for most 2011 BET expenditures. For example, the Folk Festival has a higher number of attendees and uses many of the parking lots for performances or vendors; therefore, the Folk requires an increased amount of public transportation to get people to the venues. Each transportation plan is carefully arranged to help seniors and folks with disabilities.

The golf carts are not for convenience, they are for the volunteer and public safety. The heat expected during the festival, combined with the 1.2 mile spread of the event and the grade of hills make it ultimately difficult for 60% of the general population to easily cross the site without triggering major health concerns. We have found where we can make additional future cuts in golf carts to save more money in the future. The 2011 expenditure was merely part of the transition year for us to learn how to function as our own regional event.

Economic Impact. As reflected in the Event Reports included in the Appendices, the positive economic impact of the festivals is truly exciting. The strategy is working, and the festival economy is paying dividends for the community. Butte is building an impressive reputation for its capability to host events and in turn, Butte is becoming a must-see spot – the meeting place, the place people want to be to gather and celebrate. There may be no better example of this collective capability than the smashing success of the Northern Rodeo Association in choosing Butte for their 2011 show in late September – everyone pulling together and using a number of the asset acquired through the festival economy efforts over the years. People are more and more impressed about what’s going on in Butte.

The long term success of the festivals, and the eventual ability for reliance upon more private funding, is directly related to the public seed money the festivals have today. It is an intricate balance to launch and sustain large events. They have a huge economic impact on the community that creates not only economic development but helps small businesses build up a savings that will make them survive the less than successful winter months.

Another example of the positive, albeit indirect impact of the festivals on the local economy is the re-open the Copper King Hotel and more recently, an announcement of a new motel in Butte. One of the comments received regarding the Folk Festival was that the event had outgrown Butte’s motel room stock – more demand than supply – to the point where “*not enough rooms*” had become a limiting factor to our festival economy. Of course, these business decisions were made after a number of factors were considered, but nonetheless, the decisions were good for Butte. Couple those developments with the decision of the Lodging Association to petition the local government to move forward with the Tourism Business Improvement District, and the impact of the festivals cannot be ignored.

Every dollar spent locally in hotels and restaurants and to employ additional staff then makes the first of several cycles through the community in the coming months. The money stays local and

buys cars, furniture, clothes, food, gifts, home-improvements and more. This is on top of the fact that much of the goods and services needed to produce the festivals are purchased locally.

Many local businesses who support the festival and cannot afford to give cash, instead give in-kind donations. The collective festivals garnished well over \$100,000 in in-kind support and services during the 2011 Festival season. Had it not been for this kind of support, the funding for the events would have been much more difficult.

A final thought about the connections between the BET and Butte's success in hosting other events. Enough cannot be said about the work Advantage Butte is doing to promote and boost potential for hosting sports tournaments. Likewise, the use of the Civic Center is on the rise. The Shrine Game came to Butte in 2010. Naranche Stadium is back in business. The list goes on: More tournaments, more events, more visitors and greater economic impact.

Appendix A:

BET Expenditures 2011

BET EXPENDITURES 2011

EVENT	VENDOR	LINE MEMO	BET APP.	EXP. TYPE	PO #	PAY DATE	AMOUNT	Funding Sources	Expense Type	
								Hard Rock URA **		
SHARED EVENTS	Copper City Sign	Signs		O	1201107	8/24/2011	\$ 350.00	\$ 350.00		
	Mainstreet Butte	Table Reimbursement		O	1107574	2/17/2011	1,120.00	1,120.00		
	Dwain Writers	Reimb. Electrical Equip.		O	1108218	3/10/2011	24,089.91	24,089.91		
	Triple S	Supplies		O	1111027	7/11/2011	3,390.85	\$ 3,390.85		
	A-One Solutions	Tables & Chairs		O	1111471	6/8/2011	14,235.00	14,235.00		
	Timberline Fencing	Panel Rental		R	1111026	6/29/2011	4,600.00	4,600.00		
	Timberline Security	Security		R	1111929	6/23/2011	26,712.00	26,712.00		
	Big Johns Restrooms	Portable Bathrooms		R	1111576	6/23/2011	10,607.00	10,607.00		
	Big Johns Restrooms	Portable Bathrooms		R	1113021	7/28/2011	2,250.00	2,250.00		
	SUBTOTALS:						\$ 87,354.76	\$ 36,952.85	\$ 50,401.91	\$ 43,185.76
									\$ 44,169.00	
									O	
MONTANA										
FOLK FESTIVAL	SJ Perry	Hose Manifolds		O	1111924	7/13/2011	\$ 1,834.60	\$ 1,834.60		
	Crescent Electric	Electrical Supplies		O	1111651	7/20/2011	1,552.03	1,552.03		
	Wesco Distribution	String Lights		O	1109900	7/20/2011	4,388.46	4,388.46		
	Signature Fence & Floor	Roll Event Fence		O	1109901	7/21/2011	2,986.60	2,986.60		
	Diulio Displays Inc.	Titan Single Bracket Set		O	1111037	6/8/2011	3,656.45	3,656.45		
	Pioneer Equipment	Pallet Jack & Rigging Sup.		O	1111024	7/20/2011	770.91	\$ 770.91		
	Triple S	Benches		O	1111306	6/13/2011	1,295.08	1,295.08		
	MT Broom & Brush	Supplies		O	1111922	7/13/2011	410.04	410.04		
	Consolidated Electrical	Electrical Supplies		O	1111928	7/21/2011	8,929.32	8,929.32		
	Staples	Office Supplies		O	1111925	7/13/2011	1,485.66	1,485.66		
	Pioneer Equipment	Rigging & Supplies		O	1111923	7/20/2011	2,558.44	2,558.44		
	Kmart	Supplies		O	1112063	8/3/2011	1,245.13	1,245.13		
	Quality Supply	Supplies		O	111324	6/15/2011	1,796.72	1,796.72		
	MT Broom & Brush	Garbage Cans & Liners		O	1201115	8/24/2011	3,000.45	3,000.45		
	Consolidated Electrical	Supplies		O	1112985	8/3/2011	120.00	120.00		
	Big Sky General Rental	Boom Rental		O	1111921	8/3/2011	3,900.00	3,900.00		
	Crescent Electric	Supplies		O	1112984	7/20/2011	150.36	150.36		
	Platt Electric	Supplies		O	1200046	9/21/2011	1,473.03	1,473.03		
	Pioneer Equipment	Supplies		O	1201100	8/3/2011	808.74	808.74		
	Valley Sound LLC	Sound & Lighting		O	1201109	8/24/2011	500.00	500.00		
	Patrick W. Shea	Trailer Rental		O	1201720	9/7/2011	150.00	150.00		
	Shebbe & Co.	Reimbursement		O	1201108	8/24/2011	115.16	115.16		

BET EXPENDITURES 2011

EVENT	VENDOR	LINE MEMO	BET APP.	EXP. TYPE	PO #	PAY DATE	AMOUNT	Funding Sources	Expense Type		
								Hard Rock URA **			
MMF (CON'T)	Rocky Mtn. Rigging	Pay 1 of 3 Sound	2/16/2011	R	1108217	3/10/2011	\$ 17,870.00	\$ 17,870.00			
	Valley Sound LLC	Pay 1 of 3 Sound	2/16/2011	R	1108216	3/10/2011	350.00	350.00			
	Moon over MT Sound	Sound & Lighting	2/16/2011	R	1109797	4/28/2011	1,100.00	1,100.00			
	Hi-Tech Audio & Light	Sound & Lighting	2/16/2011	R	1110969	7/6/2011	11,050.00	11,050.00			
	Rocky Mtn. Rigging	Pay 2 of 3 Sound	2/16/2011	R	1110968	3/10/2011	17,870.00	17,870.00			
	Event Communications	Radio Rental	5/25/2011	R	1111470	6/8/2011	2,550.00	2,550.00			
	Highland Golf	Golf Cart Rental	5/25/2011	R	1111038	6/9/2011	13,120.00	13,120.00			
	Garcias Tents & Events	Tent Rental	5/25/2011	R	1111039	6/16/2011	29,065.00	29,065.00			
	Valley Sound LLC	Pay 2 of 3 Sound	2/17/2011	R	1111314	6/8/2011	1,575.00	1,575.00			
	Valley Sound LLC	Pay 3 of 3	2/17/2011	R	1111325	6/23/2011	1,575.00	1,575.00			
	Hi-Tech Audio & Light	Pay 2 of 2	2/16/2011	R	1111328	7/5/2011	11,050.00	11,050.00			
	Tucker Transportation	Buses & Drivers	6/15/2011	R	1111927	6/23/2011	15,685.00	15,685.00			
	Sun Rental-Party Time	Chairs	6/15/2011	R	1111926	6/29/2011	2,460.60	2,460.60			
	Moon over MT Sound	Dance Stage	2/16/2011	R	1111327	7/6/2011	5,500.00	5,500.00			
	Rocky Mtn. Rigging	Payment 3 of 3	2/16/2011	R	1111326	6/16/2011	14,000.00	14,000.00			
B & C Trailer Rental	Trailer Rental	6/15/2011	R	1112064	6/29/2011	400.00	400.00				
Garcias Tents & Events	Tent Rental	8/3/2011	R	1201112	8/24/2011	2,826.00	2,826.00				
SUBTOTALS:							\$191,173.78	\$158,690.58	\$ 32,483.20	\$ 43,127.18	
									\$148,046.60		
									R		
Butte Celebrations	Go High LLC	Golf Cart Repair	8/3/2011	O	1201111	8/24/2011	\$ 163.08	\$ 163.08			
	15-90 Search & Rescue	Security	7/15/2011	R	1200011	7/27/2011	750.00	750.00			
	SUBTOTALS:							\$ 913.08	\$ 913.08	\$ -	\$ 163.08
										O	
										R	
Rodeo	Pioneer Weed Control	Weed Control	6/15/2011	O	1111934	6/29/2011	\$ 350.00	\$ 350.00			
	Southwest Septic & Toile	Port-a-Potties	6/15/2011	O	1111935	6/29/2011	3,840.00	3,840.00			
	MT Pro Audio	Sound	7/13/2011	O			5,560.00	5,560.00			
	A-1 Ambulance	Ambulance Service	6/15/2011	R	1111931	6/29/2011	2,340.00	2,340.00			
	A&M Fire & Safety	Extinguishers	6/15/2011	R	1111930	6/29/2011	65.50	65.50			
	McGree Trucking	Garbage Removal	6/15/2011	R	1111933	6/29/2011	2,996.00	2,996.00			
	SUBTOTALS:							\$ 15,151.50	\$ 15,151.50	\$ -	\$ 9,750.00
										O	
										R	
										R	

BET EXPENDITURES 2011

EVENT	VENDOR	LINE MEMO	BET APP.	EXP. TYPE	PO #	PAY DATE	AMOUNT	Funding Sources	Expense Type	
								Hard Rock URA **		
EK Daze	Schnell Excavating	Dirt moving	7/13/2011	O	1201254	8/24/2011	\$ 2,000.00	\$ 2,000.00		
	Sun Rental-Party Time	Tent, Generators	7/13/2011	O	1200661	8/10/2011	1,420.90	1,420.90		
	Staples	Spray Adhesive	7/13/2011	O	1200554	8/17/2011	53.97	53.97		
	Whalen Tire	Tire Repair	8/3/2011	O	1201954	9/14/2011	77.00	77.00		
	Montana Pro Audio	Sound	7/13/2011	R	1200494	7/20/2011	6,100.00	6,100.00		
	MT Pro Audio	Sound	6/29/2011	R	1201110	8/24/2011	1,300.00	1,300.00		
	Tilton Excavation	Bike Fence (barricades)	7/13/2011	R	1203458		1,550.00	1,550.00		
	McGree Trucking	Garbage Removal	7/13/2011	R	1201099	8/24/2011	200.00	200.00		
	Sun Rental	Extra Tent	8/3/2011	R	1201102	8/24/2011	679.00	679.00		
	SUBTOTALS:						\$ 15,174.11	\$ 13,380.87	\$ 1,793.24	\$ 5,345.11
									\$ 9,829.00	
County Fair										
An Ri Ra	Jay Fortune Const.	Dirt/Generatos/Forklifts	5/25/2011	O	1111028		\$ 3,450.00	\$ 3,450.00		
	Sun Mtn. Lumber	Sawdust	5/25/2011	O	1111029	6/16/2011	700.00	700.00		
	Sun Rental	Tent Rental	5/25/2011	R	1111025	6/13/2011	614.00	614.00		
	MT Pro Audio	Sound	5/25/2011	R	1202439	7/31/2011	1,650.00	1,650.00		
	SUBTOTALS:						\$ 6,414.00	\$ 6,414.00	\$ -	\$ 4,150.00
										\$ 2,264.00
Octoberfest										
Octoberfest	Sun Rental	Tent and Sound	9/21/2011	R	1203457		\$ 500.00	\$ 500.00		
	South West Septic	Portable Bathrooms	9/21/2011	R	1203456		300.00	300.00		
	SUBTOTALS:						\$ 800.00	\$ 800.00	\$ -	\$ 800.00
										\$ 800.00
GRAND TOTALS:										
							\$332,692.23	\$246,013.88	\$ 86,678.35	
URA **										
Approval decision at 10-13-11 Board meeting										
One Time Exp. \$105,721.13										
Recurring Exp. \$226,971.10										

Appendix B:

Memorandum of Understanding

Butte-Silver Bow and Butte Events Team

Memorandum of Understanding And Operating Agreement

This Memorandum of Understanding and Operating Agreement (hereinafter referred to as the MOU) is made this 2nd day of February, 2010 between the City and County of Butte-Silver Bow, (hereinafter referred to as BSB) a municipal corporation and subdivision of the State of Montana, and an alliance of festival economy partners comprising a Butte Events Team that includes Butte Celebrations, the Butte-Silver Bow Developmental Disabilities Council, the Butte-Silver Bow County Fair Board, the Evel Knievel Days Organizing Committee, Mainstreet Uptown Butte, and the Montana Gaelic Cultural Society, (hereinafter referred to as the BET).

RECITALS

WHEREAS, BSB and the BET believe it is necessary to take collective action and devise a strategy to ensure all of Butte's major festivals can be sustained in the long term and to capitalize on successfully hosting the National Folk Festival;

WHEREAS, each of the members of the BET brings experience, knowledge, assets and skills in organizing and hosting successful events that attract tourists, visitors and families to Butte, thereby creating multi-million dollar festival economy and enhancing the cultural heritage of the community;

WHEREAS, BSB and the BET believe that other partnerships like Advantage Butte and the Civic Center have been instrumental in building a substantial economic impact;

WHEREAS, BSB and the BET believe their involvement in the organization and production of festivals has energized the volunteer spirit of the Butte community to work collectively;

WHEREAS, BSB and the BET understand it will become increasingly difficult to sustain these events in the future, as the private sponsors – so generous and supportive over so many years – cannot be expected to carry so full a load over the long haul;

WHEREAS, BSB, in cooperation with the BET, endeavors to establish a trust fund that would be managed to invest in assets and pay for the infrastructure costs common to hosting and producing all events, e.g., security, restrooms, garbage control, fences, stages, tents, etc.; and

WHEREAS, each individual event organization would still raise the funds to pay for its talent – whatever it is that makes its event what it is – but could apply to the trust fund to pay for basic production costs, and by working collectively, BSB and the BET may be able to reduce production costs and take advantage of opportunities and economies of scale that tend to get overlooked when each events operates independently.

NOW, THEREFORE, the parties to the Memorandum of Understanding agree as follows:

1. **Scope of Agreement.** BSB and the BET hereby declare the mutual goals of successful and cost-effective festival seasons in Butte, Montana for at least the next five years 2011-2015. This MOU and operating agreement establish the roles, responsibilities and services provided by BSB and each of the cooperating entities of the BET.

2. **Roles and Obligations.** The cooperating entities agree to provide services as outlined below:

A. Butte-Silver Bow will:

- i. Set aside one or more Trust Accounts, whereby funds from the account(s) will be dispersed in support of the production and infrastructure needs of events that have a demonstrated benefit to the community.
- ii. Establish fund management procedures and protocols, i.e., within the BSB accounting system, to hold and manage the Trust Account(s).
- iii. Establish a primary contact, i.e., BSB official, to serve on the BET to review and recommend expenditures from the Trust Account(s).
- iv. Authorize expenditures from the Trust Account(s); typical production categories eligible for the use of funds include, but are not limited to:

- Security
- Restroom facilities
- Garbage collection (e.g., trash cans, dumpsters, trucks, etc.)
- Tables and Chairs
- Fencing – event grade, security (6') grade, bike grade
- Forklifts, trucks, other vehicular equipment
- Electrical Gear – cables, spider boxes; power drops
- Tents and covers
- Stages, scaffolding, sign/banner apparatus
- Sound and lights
- Road control barriers, signs, candles, cones
- Radios and other communication devices
- Other services, materials, and items as agreed to and approved by a majority of the BET

To the extent Trust Account(s) funds are used to purchase infrastructure or assets, said assets shall remain the property of BSB for the use by and the benefit to the community.

- v. Provide support services, as appropriate, through BSB personnel, to operate and produce the events, including but not limited to police, fire/EMS, public works,

animal control, traffic, electrical, sanitary, and trash removal; allow the use of county-owned equipment and assets (e.g., tables, chairs, stages, trucks, etc.), as requested.

- B. As members of the BET and in collaboration with BSB, Butte Celebrations, the Butte-Silver Bow County Fair Board, the Butte-Silver Bow Developmental Disabilities Council, the Evel Knievel Days Organizing Committee, Mainstreet Uptown Butte, the Montana Gaelic Cultural Society, and any other member of the BET that may join in the future, will:
- i. Select and obtain the services of performers to perform at the respective individual events. Each event organizer shall be responsible for arranging for all talent and attractions for their respective event, i.e., prepare and execute contracts with performers for their respective event, including transportation, accommodation and meal arrangements, as necessary.
 - ii. Select and obtain the services of stage announcers and presenters, and sound, lighting, backline, tent and staging contractors, as necessary.
 - iii. Provide and supervise staff and volunteers to produce the respective event.
 - iv. Retain the sole right to determine how the title of their individual event is used and how the event is described.
 - v. Ensure that the individual event producer and BSB are credited as "Co-producers", whenever and wherever mention is made of "the producers" of the event in public relations, publicity, promotional or marketing materials.
 - vi. BSB and each BET partner will agree on a standard credit line to be used in all promotional materials. Each BET partner shall have the sole right to review and approve the design and content of their events' marketing and promotional materials, including, but not limited to, display advertising, posters, festival logo, t-shirt design, and festival brochures.
 - vii. Make available any assets owned by each individual BET partner for the production of other events, as part of the concept of shared-use to maximize production efficiency. Each BET partner shall submit an inventory of assets (i.e., Matrix sheets).
 - viii. Recommend approval of expenditures from the trust account.
 - ix. Establish a primary contact to serve on the BET to review and recommend expenditures from the Trust Account(s).

3. **Term.** This agreement shall be in effect through calendar year 2015 unless a majority of the parties agree to an extension. The term may be extended by the parties by mutual written consent.
4. **Termination.** Any cooperating entity to this MOU may end its participation in this MOU and operating agreement, provided at least one hundred and twenty (120) days prior notice in writing is mailed to BSB and all other signing parties. The terminating party must honor all outstanding contracts and commitments made prior to the termination notice.
5. **Reports.** BSB as the operating entity of the Trust Account(s), and all participating entities in the BET shall share annual reports regarding the work hereunder, for effective communication among the partners. At a minimum, BSB shall post and maintain the current balances and all expenditures from the account, and report any changes in the primary contact/liaison to the BET. The BET members shall report status of its respective event, i.e., balance sheet and profit/loss statements, and any changes in the assets held by the organization related to event production.
6. **Assignment.** No party to this MOU shall assign, delegate subcontract or otherwise transfer its rights or obligations hereunder without the prior written consent of all other parties.
7. **Disclaimer of Relationships.** Neither this MOU nor any action by any cooperating entity under this MOU shall be deemed or construed by any party to create any relationship of third-party beneficiary, or of principal and agent, or of limited or general partnership or of joint venture or of any other association or relationship except as hereafter provided.
8. **Equal Employment Opportunity.** During the performance under this MOU, the parties agree that they will not discriminate against any employee or applicant for employment relating to this Agreement because of race, color, religion, sex, national origin, ancestry, age or physical handicap, unless related to a bona fide occupational qualification. BET and Butte Silver Bow will take affirmative action to insure that applicants are employed and employees are treated during employment without regard to their race, color, religion, sex, age, ancestry, national origin, or physical handicap. Such action shall include, but not be limited to, the following: employment upgrading, demotions or transfers, recruitment or recruitment advertising, layoffs or terminations, rates of pay or other forms of compensation; and selection for training, including apprenticeship. BSB and the members of the BET agree to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
9. **Hold Harmless and Indemnification.** All Parties to this MOU agree to defend, indemnify and hold harmless all other parties and their employees, officials, officers, representatives and agents from and against all claims, administrative hearings, lawsuits, costs, expenses, court costs, attorney fees, liabilities or damages of whatsoever nature arising out of or in connection with, or relating in any manner to any act or omission of such indemnifying party, its employees, officials, officers, representatives and agents in connections with the performance or non-performance of this agreement. Each party shall thoroughly investigate all claims and indemnify all other parties as set forth above and do whatever is necessary to

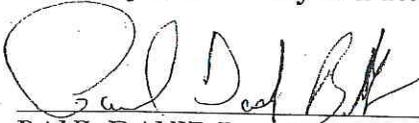
protect those other parties and their employees, officials, officers, representatives and agents to any such claim, lawsuits, liabilities or damages. All parties to this agreement agree to name BSB as additionally insured on their existing insurance policies.

10. **Membership.** New members of the Butte Events Team may be added with the unanimous consent of all parties.

11. The Council of Commissioners shall have one voting seat.

IN WITNESS WHEREOF, the parties hereunder duly authorized have executed and delivered this Agreement as of the date first above written.

The City and County of Butte-Silver Bow

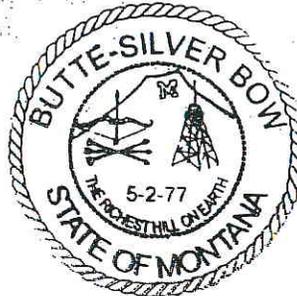


PAUL DAVID BABB, CHIEF EXECUTIVE

ATTEST:



SALLY J. HOLLIS, CLERK AND RECORDER



STATE OF MONTANA)

:SS.

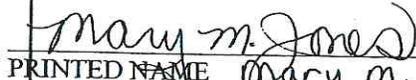
County of Butte-Silver Bow)

On this 4th day of February, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared PAUL DAVID BABB and SALLY J. HOLLIS, known to me to be the Chief Executive, and Clerk and Recorder, respectively, of the City and County of Butte-Silver Bow, a Municipal Corporation and political subdivision of the State of Montana, and acknowledged to me that they executed the written instrument on behalf of said Municipal Corporation.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year

hereinabove written.

MARY M. JONES
NOTARY PUBLIC for the
State of Montana
Residing at Butte, Montana
My Commission Expires
December 6, 2013


PRINTED NAME Mary M. Jones
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES _____

Butte Celebrations

Mollie Kirk
Name
Executive Director
Title

STATE OF MONTANA)

:ss.
County of Butte-Silver Bow)

On this 26 day of January, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, Mollie Kirk known to me to be the Executive Director of Butte Celebrations, a Montana Non-Profit Organization, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

Roxanne Larson
PRINTED NAME Roxanne Larson
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES May 15, 2012



BSB Fair Board

Casey A. L.
Name

Vic Pres.
Title

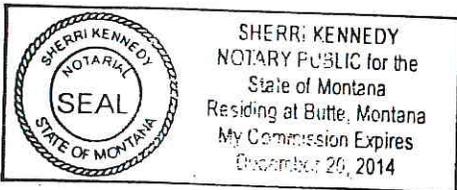
STATE OF MONTANA)

:ss.
County of Butte-Silver Bow)

On this 30th day of Dec, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared Casey Austin known to me to be the Vice-President of the Butte Fair Board, a division of Butte-Silver Bow, a Municipal Corporation and political subdivision of the State of Montana, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

Sherril Kennedy
PRINTED NAME Sherril Kennedy
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES DEC. 20, 2014



BSB Developmental Disabilities Council

Todd Hear

Name

DIRECTOR

Title

STATE OF MONTANA)

:ss.
County of Butte-Silver Bow)

On this 30 day of December, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, Todd Hear known to me to be the Director of the Butte-Silver Bow Developmental Disabilities Council, a division of Butte-Silver Bow, a Municipal Corporation and political subdivision of the State of Montana, and acknowledged to me that they executed the written instrument on behalf of said organization.

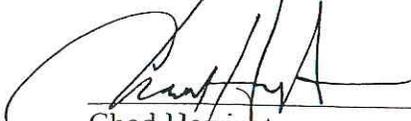
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

Roxanne Larson

PRINTED NAME Roxanne Larson
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES May 15, 2012



Evel Knjével Days


Chad Harrington

Executive Director

STATE OF MONTANA)

:ss.
County of Butte-Silver Bow)

On this 30th day of December, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, Chad Harrington known to me to be the Executive Director of the Evel Knjével Days Organizing Committee, a Montana Non-Profit Organization, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.


PRINTED NAME Roxanne Larson
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES May 15, 2012



Mainstreet Uptown Butte

George Everett

George Everett

Executive Director

STATE OF MONTANA)

ss.

County of Butte-Silver Bow)

On this 30th day of December, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, George Everett, known to me to be the Executive Director of Mainstreet Uptown Butte, a Montana Non-Profit Organization, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

Roxanne Larson

PRINTED NAME Roxanne Larson
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES May 15, 2012



Montana Gaelic Cultural Society

Brendan R. McDonough
Name

An Rí Ra' Executive Committee
Title

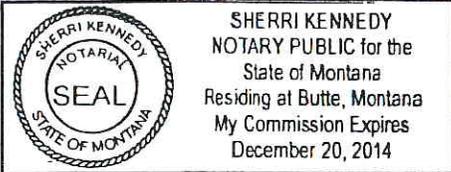
STATE OF MONTANA)

:ss.
County of Butte-Silver Bow)

On this 13th day of Jan., 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, Brendan R. McDonough known to me to be the EC. Member of Montana Gaelic Cultural Society, a Montana Non-Profit Organization, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

Sherrí Kennedy
PRINTED NAME Sherrí Kennedy
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES Dec. 20, 2014



Butte Vigilante Rodeo Club

[Signature]
Name James R Collins
Vice President
Title

STATE OF MONTANA)

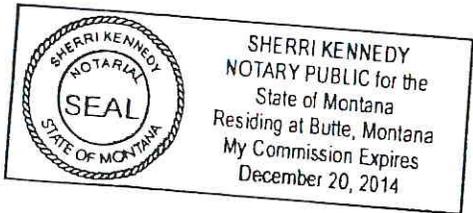
:ss.

County of Butte-Silver Bow)

On this 8th day of February, 2010, before me, the undersigned, a Notary Public for the State of Montana, personally appeared, James R Collins known to me to be the Vice President of Montana Gaelic Cultural Society, a Montana Non-Profit Organization, and acknowledged to me that they executed the written instrument on behalf of said organization.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my Notarial Seal the day and year hereinabove first written.

[Signature]
PRINTED NAME Sherris Kennedy
NOTARY PUBLIC FOR THE STATE OF MONTANA
RESIDING AT BUTTE, MONTANA
MY COMMISSION EXPIRES Dec. 20, 2014



Appendix C:

Montana Folk Festival
Report

Mainstreet Uptown
Butte, Inc.

Including the *2011 Montana Folk Festival Visitor Study*, prepared by the
Institute for Tourism and Recreation Research, University of Montana

Montana Folk Festival Report

After three years of the National Folk Festival in Butte, the first Montana Folk Festival was held in Butte on July 8-10, 2011. The festival was a tremendous economic and cultural success for festival organizers, communities and for businesses throughout the region and especially for Butte.

Festival organizers estimate the attendance figures at about 140,000 over the three-day event. The festival continued to prove itself as an economic engine for the weekend for Butte, Southwest Montana, and as a driver of tourism for Montana.

During the 20 hours on the festival site, organizers estimate approximately \$450,000 in business for on-site food vendors and artists, including direct sales and gross income to the festival itself of approximately \$168,000. This includes CD sales, beverage sales, and donations to the Festival Ambassadors who collected contributions from the crowd and dispensed information about Butte and Montana. Community leaders representing Montana roamed the crowds and new friends for Butte in the process. Bucket contributions tallied \$62,147, about 82 percent of the total last year of about \$75,000.

Beverage sales were down by 50 percent compared to last year, while CD sales and buckets were close to last year's totals. The sales on-site and volunteer observation, along with a detailed visitor survey between 4 pm and 6 pm on Saturday and Sunday (in partnership with the Institute for Tourism and Recreation Research of the University of Montana, see report attached) revealed that the Montana Folk Festival was very successful in its mission to draw visitors from across the state and throughout the world. As reflected in the survey results, visitors reported hailing from at least 32 states and five nations, including Germany, France, Canada, Russia and Mexico.

The festival made strides this year to establish itself as a solvent event moving toward sustainability, thanks in large part to the much appreciated contributions and support of Butte-Silver Bow through the Butte Events Team. Butte Silver Bow has been a crucial partner in this festival since its inception. This past year, the BET helped offset nearly 25 percent of the infrastructure expenses of the event allowing critical expenses to be covered, all bills paid and for the festival to be slightly in the black as it moves into 2012 and begins its fundraising efforts.

In large part because of the success of the 2011 Montana Folk Festival which can be attributed in large measure to the support of the BET and BSB, in August the board of directors of Mainstreet Uptown Butte voted to continue with the festival contingent upon an operating agreement with Butte Silver Bow County that formalizes the partnership that has been a critical factor of the success of this festival since 2008.

The second annual Montana Folk Festival is tentatively set for July 13-15, 2012. For details as they develop, visit www.montanafolkfestival.com.

Folk Festival Profit Loss Budget vs. Actual

MONTANA FOLK FESTIVAL 2011 BUDGET

	Nov 10 - Aug 11
Income	
Earned Income	
Art & Food Vendors	30,645.00
Beverage & Ice Sales	76,695.76
Bucket Brigade	66,377.27
CD Sales	39,085.94
Butte Silver Bow Coordinator Reimbursal	36,000.00
Total Earned Income	248,803.97
Grants & Charitable Contrib	
Grants	50,000.00
NEA Grant	35,000.00
Mill Levy	25,000.00
MT SEG	50,000.00
PGA Grant	25,000.00
BET Infrastructure Direct Payment	229,000.00
Total Grants & Charitable Contrib	414,000.00
Sponsorships	
Folk Festival	230,000.00
Program Ad Sales	7,425.00
Total Sponsorships	237,425.00
Total Income	900,228.97
 Expense	
Total Cost of Goods Sold at Event	71,437.97
CONTRACT LABOR	18,517.25
Coordinator Medical Insurance	5,006.42
Coordinator Payroll & Taxes	37,916.84
EVENT ADMINISTRATION	
Admin Staff Travel	659.50
Advertising	1,511.48
Bank Service Charges	348.02
Accounting Services	3,800.00
Festival Leadership-Ambassadors	0.00
Materials & Expenses	1,350.88
Sponsorship Marketing	595.00
Insurance - Event	8,389.07

Folk Festival Profit Loss Budget vs. Actual

	Nov 10 - Aug 11
Miscellaneous	5,501.74
Office Supplies	1,432.26
Parking	
Photography	150.00
Postage & Delivery	1,415.88
Rent & Computers	
Telephone & Internet	3,887.40
VIP PARTY	7,175.00
Total EVENT ADMINISTRATION	97,656.74
 EVENT OPERATION & TRANSPORTATIO	
Signing Interpreter	0.00
Festival Transport	25,000.00
Casual Labor	500.00
Communications (Radio & Phones)	2,550.00
Golf Carts	12,500.00
 Music Production	
Production Electrical Equipment	10,375.51
Backline Rental	9,900.00
Sound & Lighting	44,000.00
Total Music Production	64,275.51
 Overnight Security	12,500.00
Portable Toilets	7,000.00
Power	1,000.00
Public Shuttles	
Trash Removal	0.00
Total EVENT OPERATION & TRANSPORTATIO	125,325.51
 MARKETING	
Advertising Prof Contract	17,075.00
Logo	1,687.50
Intro Event	0.00
Pins	1,026.95
Advertising Share (post inkind)	21,395.50
Miscellaneous Marketing	53.00
Pocket Guides	3,887.94
Postcards	0.00
Posters	1,383.00
Program Printing	14,455.36
Program Insertion Fees	3,298.65
Flyer-Rack Brochures	5,363.00
Video/Photography	4,067.00
Website Start-up	3,450.00
Total MARKETING	77,142.90

Folk Festival Profit Loss Budget vs. Actual

Nov 10 - Aug 11

MISCELLANEOUS

Hospitality

Backstage Hospitality- Oxygen	500.00
Ice	0.00
Programming Meetings	0.00
Volunteer Events	1,397.46
Staff & Volunteer T-Shirts	8,949.35
Total Hospitality	10,846.81

Volunteers

Bucket Gift Stickers	2,295.00
Postage	357.54
Volunteer Supplies on Site	1,050.00
Volunteer Shuttles	
Thank you pins	
Training Meetings	
Training Packet	0.00

Total Volunteers 3,702.54

MISCELLANEOUS - Other 21,490.34

Total MISCELLANEOUS 36,039.69

PERFORMANCE PRODUCTION

Professional Services Contract	65,000.00
Fees & Travel	
Artist & Staff Meals	20,523.53
Artist Fees	100,169.98
Artist Housing	33,746.45
Artist Travel	59,039.83
Staff Fee	9,500.00
Staff Housing	0.00
Staff Travel	8,857.00
Total Fees & Travel	231,836.79

Material Culture/MT Folklife 22,201.13

Total PERFORMANCE PRODUCTION 319,037.92

VENUE PRODUCTION

Banners & Signage	7,297.69
Dance Floor	1,200.00
Emergency Medical Services	500.00
Fire Extinguishing	950.00
Materials & Labor, setup/tear down	29,147.18
Folk Life area supplies	
Folk Life area rentals	

**Folk Festival
Profit Loss Budget vs. Actual**

	<u>Nov 10 - Aug 11</u>
Stages & Coverings	34,000.00
Project Mobilization	52,500.00
Add'l Stage Infrastructure & Main Stage	
Site Engineering & Survey	195.50
Tables & Chairs	1,120.00
Tents	36,000.00
Trailer Scaffold & Rental Veh	4,000.00
Total VENUE PRODUCTION	<u>166,910.37</u>
Total Expense	<u>893,551.10</u>
Net Income	6,677.87



College of Forestry
and Conservation
32 Campus Dr. #1234
The University of Montana
Missoula, MT 59812

Phone (406) 243-5686
Fax (406) 243-4845
www.itrr.umt.edu

2011 Montana Folk Festival Visitor Study

Prepared by

Christine Oschell Ph.D.
Norma Nickerson Ph.D.

Institute for Tourism & Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

August 2011

Research Report 2011-1

This report was funded by the Lodging Facility Use Tax

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Introduction

The purpose of this study was to provide the organizers of the Montana Folk Festival with an understanding of their attendees and the total money spent by those surveyed in Butte. The population of interest was attendees of the 2011 Montana Folk Festival and the sample was random from that population. Of the attendees, 437 returned completed surveys.

Methods

Surveys were given to festival goers by random selection so as to attempt to represent the whole population. Volunteers were stationed near rest rooms, concert stages, and exit points. They intercepted people randomly on each of the three festival days. The survey consisted of 31 questions (see Appendix C). People willing to fill out the survey were given a clipboard, pen, and a survey. No documentation of the number of refusals was recorded. Volunteers collected completed surveys at the site of the intercept.

Results

Of the 437 respondents, 77% (336) were from Montana and 23% (101) were from out of state or country (see Tables 1 and 2). The mean age of respondents was 49.10. The mean group size was 4.08. Of those who responded to the survey, 35% (152) reported that they spent a night or nights away from home. The mean of nights away from home was 3.85. The mean number of nights spent in Montana was 3.03 while the mean number of nights spent in Butte was 1.35. Results of all other questions in this survey can be found in Appendix A.

Table 1: Out-of-state Respondents

State	# of respondents
Washington	22
California	8
Idaho	7
Arizona	5
Florida	5
Alaska	4
Colorado	4
Oregon	4
Texas	4
Utah	3
Virginia	3
Wisconsin	3
Wyoming	3
Hawaii	3
Michigan	2
Minnesota	2
Ohio	2
Iowa	1
Indiana	1
Louisiana	1

State	# of respondents
Massachusetts	1
Maryland	1
North Carolina	1
Nevada	1
New York	1
Pennsylvania	1
Washington D.C.	1

Table 2: Foreign Respondents

Germany	1
Mexico	1
Ontario, Canada	1
France	1
Russia	1
Thailand	1

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in Butte in the following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions. The results are presented in three ways. Table 3 presents the expenditure data of only the respondents who reported spending money in the categories. Table 4 presents expenditure data which includes everyone, even those who reported that they did not spend money in some categories. Table 5 presents the mean expenditures of all non-resident respondents and the total mean expenditure by non-resident visitor groups.

The mean expenditure of those who spent money for each category can be found in Table 3 along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditure for respondents who spent was \$85,350.27.

Table 3- Expenditure Data: Expenditures calculated using only respondents who spent

Expenditure Category	Mean expenditures of attendees <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Motel/Hotel/B&B	\$278.21	9.8%	\$11,914.62
Campground	\$82.96	5.9%	\$2,138.96
Restaurant/Bar	\$95.00	65.0%	\$26,984.75
Groceries/Snacks	\$60.39	41.4%	\$10,925.64
Gasoline	\$68.47	50.3%	\$15,050.46
Local transportation	\$52.75	2.7%	\$622.40
Auto rental	\$68.75	1.8%	\$540.79
Retail goods	\$109.36	21.7%	\$10,370.50
Gratuity	\$25.26	30.0%	\$3,311.59
Entertainment/Recreation	\$49.78	15.3%	\$3,328.34
Licenses, entrance fees, admissions	\$13.75	2.7%	\$162.24
		TOTAL	\$85,350.27

Expenditure calculations in Table 4 are of everyone who responded to the survey. This table shows mean expenditures of all respondents in each category. The mean expenditure of all respondents was \$195.59 per visitor group. Dollars spent by individual attendees could be calculated by dividing the mean expenditure by group size ($\$195.59/4.08 = \47.94).

Table 4- Expenditure Data: Expenditures calculated using all respondents

Expenditure Category	Mean expenditures of all attendee respondents
Motel/Hotel/B&B	\$27.38
Campground	\$4.94
Restaurant/Bar	\$61.74
Groceries/Snacks	\$25.01
Gasoline	\$34.47
Local transportation	\$1.45
Auto rental	\$1.26
Retail goods	\$23.77
Gratuity	\$7.57
Entertainment/Recreation	\$7.63
Licenses, entrance fees, admissions	\$0.38
Festival Expenditure by visitor group	\$195.59
Festival Expenditure by individual	\$47.94

Expenditure calculations in Table 5 are of all non-resident respondents surveyed (not of just those who spent). As one can see by comparing tables 4 and 5, the mean expenditures by non-residents is quite a bit higher in all cases, except in local transportation. People from other states did spend more money at the festival than Montana residents.

Table 5- Expenditure Data: Expenditures of all non-resident respondents

Expenditure Category	Mean expenditures of all non-resident respondents
Motel/Hotel/B&B	\$58.80
Campground	\$15.12
Restaurant/Bar	\$97.00
Groceries/Snacks	\$49.31
Gasoline	\$60.40
Local transportation	\$0.85
Auto rental	\$5.50
Retail goods	\$40.87
Gratuity	\$16.25
Entertainment/Recreation	\$15.66
Licenses, entrance fees, admissions	\$0.50
Festival Expenditure by non-resident visitor groups	\$360.26
Total Mean Festival Expenditure by non-resident individuals	\$88.30

Results of Open Ended Response Questions

Three open-ended questions were asked of respondents. The answers to these can be found in Appendix B.

Appendix A- Results

Montana Folk Festival Survey

Are you a resident of Montana? 77.0% Yes 23.0% No

Was attending the National Folk Festival your primary reason for being in Butte?

75% Yes 25% No

What other reasons were you visiting Butte? (X all that apply)

61.4%	None - the event was my reason	7.5%	Shopping	2.4%	Business/convention/meeting
17.1%	Vacation/recreation/pleasure	24.0%	Visit friends/relatives	2.1%	Just passing through

During the Montana Folk Festival, what type of accommodations did you stay in?(X all that apply)

45.1%	None- my home is here	28.0%	Home of friend/relative	1.4%	Guest ranch
13.2%	Hotel/motel/bed & breakfast	1.8%	Second home/condo/cabin	4.5%	Vehicle in parking lot
6.3%	Public land camping	1.1%	Rented cabin/home		
6.3%	Private campground	1.0%	Resort/condominium		

How did you hear about The Montana Folk Festival? (X all that apply)

69.8%	Word of mouth	25.6%	TV	4.7%	Email from event planners	1.2%	Retail outlet
55.5%	Newspaper	1.7%	Direct mail	4.7%	Magazine		
31.9%	Radio	3.4%	Billboard	10.1%	Flyer		
20.1%	Posters	17.2%	Internet	3.2%	Group or club		

How long ago did you make plans to attend The Montana Folk Festival?

11.2%	Today	25.2%	1-7 days ago	14.5%	1-4 weeks ago	14.7%	1-6 months ago	35.9%	over 6 months
-------	-------	-------	--------------	-------	---------------	-------	----------------	-------	---------------

Please rate your overall satisfaction with the event.

	Very satisfied	Satisfied	Dissatisfied	Very dissatisfied	N/A
Organization of the event	82.7%	16.8%	0.2%	0.2%	-----
Event staff	82.9%	15.7%	1.0%	-----	1.0%
Types of people at the event	73.7%	25.1%	1.0%	-----	1.0%
Cleanliness of restrooms	47.7%	38.1%	5.3%	1.8%	7.1%
Availability of restrooms	64.4%	29.8%	1.5%	0.5%	3.8%
Location of the event	79.1%	19.0%	0.5%	0.2%	-----
Concessions available	72.8%	25.7%	1.0%	-----	0.5%
Number of people at the event	70.4%	26.5%	1.7%	0.2%	1.2%
Duration of the event	74.6%	24.6%	0.2%	-----	0.5%
Variety of activities	71.8%	26.8%	1.2%	-----	0.2%
Parking	57.2%	34.6%	5.7%	0.7%	1.7%
Other transportation to the event	62.8%	21.7%	0.5%	0.5%	14.4%
Sound system (ability to hear)	70.8%	25.7%	2.7%	0.2%	0.5%

Signage/directions	75.0%	22.3%	2.0%	0.2%	0.5%
Safety	74.6%	23.4%	2.0%	0.2%	0.7%

What option best describes your travel group? (X only one)

10.0%	Self	9.8%	Extended family	0.2%	Business associates
33.3%	Couple	23.0%	Family & friends	-----	Organized group or club
13.2%	Immediate family	26.5%	Friends		

Please indicate what age groups are represented in your travel group (X all that apply)

9.9%	0-5 years	11.3%	11-17 years	22.4%	25-34 years	32.7%	45-54 years	19.0%	65-74 years
7.5%	6-10 years	15.1%	18-24 years	17.8%	35-44 years	38.7%	55-64 years	5.0%	75 and over

What is your gender? 35.0% Male 65.0% Female

What best describes your annual household income in US dollars (X only one)

15.9%	Less than \$20,000	16.4%	\$60,000 to 79,999	2.9%	\$150,000 to 199,999
16.1%	\$20,000 to 39,999	8.7%	\$80,000 to 99,999	3.2%	\$200,000 and over
22.2%	\$40,000 to 59,999	15.9%	\$100,000 to 149,999		

Appendix D:

Rodeo Report

Butte Saddle Club

Butte Rodeo's Report

The Butte Vigilante Rodeo Grounds is very happy to be a new member of the BET. The Rodeo Grounds was developed several decades ago; in fact the very first rodeo held under flood lights was at the Nine Mile in 1931. In the early 50's it was bought and further developed by the Downtown Businessman's Association. The Club is still up and running and still presenting Rodeos and Bull-a-Ramas in its new location at 6354 Albany.

Our numbers came in a little lower this year; however, with the economy in the shape that it is in, we feel confident that our numbers will rise again. With the events we had this year and basing it on the average amount for traveling out of town, our events brought approximately \$275,000 back to the community. The BET helped us tremendously allowing us to have these functions.

With these figures in mind as well as the history of the club being the oldest event in the BET group and our future missions, we would like to truly thank the BET Team for their help in making this year another success. We are looking forward to living up to our logo, "Keeping Montana's Rodeo Heritage Alive Since 1931"

Butte Vigilante Saddle Club and Rodeo Grounds

<u>INCOME:</u>	HIGH SCHOOL RODEO	PRCA	BULL A RAMA	BET INCOME
GRUB LINE	3,453.00	4131	2,206	AMBULANCE 2340
CONTESTANT FEE'S	15,856.00			PORT A POT 4800
MWDRA/MHSRA ENTRY FEE'S				WEED CONTROL 350
STALL RENTAL	1,800.00			SOUND 5560
GATE ADMISSIONS/BACK	665			TRASH 2996
TICKET BOOTH	1,485.00	7966	5,616	A & M FIRE 65.5
PROGRAMS		140	103	
50/50			306	
BEER GARDEN		200	400	
DONATIONS	3,122.00	4028	600	
BULL BOUNTIES			500	
BET INCOME	4,248.40	4,248.40	1,629.20	
TOTAL	30,629.40	20713.4	11,360	16111.5

<u>EXPENSES:</u>				
FOOD FOR GRUBLINE	1672.97	718	459.42	
HARRINGTON PEPSI	501	1380	378	
CLEANING SUPPLIES	191.72		97.7	
ANNOUNCER		1,200		
JUDGES	1,786.23	900		
TIMER	200			
CENTRAL ENTRY HS/MWDRA	373			
CENTRAL ENTRY SECRETARY	540.00			
CARPENTER CENTRAL ENTRY	132			
CARPENTER JR CENTRAL ENTRY				
PICK UP MAN				
BULLFIGHTER				
STOCK CONTRACTOR	9,955	13,000	7,500	

Appendix E:

Evel Knievel Days
Report

EK Days Organizing
Committee

Evel Knievel Days

The 2011 Evel Knievel Days was a success. The 10th annual festival was once again attended by an overwhelming crowd. The organizing committee believed this year's 10th anniversary was a huge milestone to achieve. It is very difficult to keep this festival, as well as any other annual festival, fresh and desirable. However, we believe we had just the right amount of new entertainment along with some of the old crowd favorites, to ensure a successful festival.

The most difficult part of putting on a free event is raising money to pay for it. In the early planning months, we establish a budget that we think will be achievable. We have to book acts and entertainment long before we are able to raise any money for the event. We first start raising money from our loyal sponsors and apply for grants. We then spent a considerable amount of time working on our logistics cost that could potentially be shared by the BET members. The formation of the Butte Events Team has proven to be very beneficial to Evel Days, not only for the monetary value but also for the support of the unified group.

We based our original budget off of the event itself (through raffle sales, vendor fees, merchandise sale, etc.) generating revenues of 49% of our total costs. The event actually generated 52% of our approximately \$155,000.00 total cost. This left 48% of our total cost to be picked up by sponsors and grants. Sponsors covered 20%. The BSB Economic Development grant we received accounted for 5% and the BET dollars accounted for 16% of our total cost. And unfortunately, the remaining 7% came from our account from previous years retained earnings.

If it was not for the support of Butte Silver Bow, and the formation of the Butte Events Team, Evel Knievel Days would not have the confidence or the finances to move onto the 11th annual event in 2012.

Evel Knievel Days 2011 Proposed Budget

May 16,2011

Acts	Proposed	Actual	Potential Revenues	Actual
Sayer/ ATV	\$26,000.00	\$26,000.00		
Wall of Death	\$8,000.00	\$8,000.00	Gilman	\$10,000.00 \$10,000.00
Supermoto	\$4,000.00	\$4,000.00	BSB Grant	\$7,000.00 \$7,000.00
Flat Track	\$0.00		Summit Bev	\$5,000.00 \$5,000.00
Sayers Back Flip	\$5,000.00	\$5,000.00	Thompson Dist	\$5,000.00 \$5,000.00
Accrodunk	\$7,500.00	\$7,500.00	Town Pump	\$5,000.00 \$5,000.00
Spanky	\$10,000.00	\$10,000.00	MT Standard	\$4,000.00 \$3,000.00
	\$0.00		Bar fee	\$10,000.00 \$11,000.00
	\$0.00		Vendors	\$20,000.00 \$21,700.00
	\$0.00		Merchandise	\$3,000.00 \$3,000.00
Divers	\$10,000.00	\$10,000.00	Bike Sales	\$25,000.00 \$25,637.00
Cannon Lady	\$6,500.00	\$6,500.00		
	\$0.00		Monster truck	\$1,500.00 \$1,376.00
Geoff Arron	\$7,000.00	\$7,000.00		
Total Stunts	\$84,000.00		Little Bungy	\$1,200.00 \$1,200.00
Music	\$18,500.00	\$14,800.00	Big Bungy	\$3,000.00 \$3,000.00
Fireworks	\$5,000.00	\$5,000.00	Other Sponsors	\$5,000.00 \$2,000.00
Logistics	\$30,000.00	\$26,600.00	Donations	\$1,500.00 \$1,400.00
Bike Purchase	\$12,500.00	\$12,150.00	Camel	\$10,000.00 \$10,000.00
pins	\$1,320.00	\$1,320.00	Poker run	\$900.00 \$785.00
Advertising	\$4,500.00	\$4,200.00	BET	\$20,000.00 \$24,000.00
Printing	\$2,000.00	\$2,200.00	Pin / Poster sales	\$0.00 \$1,508.00
Kids Day Expense	\$1,500.00	\$1,900.00	Total Revenues	\$141,606.00
Vendor Deposits		\$3,000.00	Beginning Balance	\$44,000.00 \$44,063.00
Total	\$157,820.00	\$155,170.00		\$181,100.00 \$185,669.00

Logisitics	
Out houses	\$4,200.00
Security	\$7,500.00
Fencing	\$6,500.00
Insurance	\$4,900.00
Tents	\$500.00
Container rental	\$1,500.00
Contract labor	\$1,500.00
Total	\$26,600.00

Appendix F:

County Fair Report

BSB County Fair Board

County Fair

The Silver Bow County Fair Board feels our 2011 Fair was a great success. When the current Fair Board came on board three years ago the fair was struggling financially and attendance was low. The current board has worked hard to make this a fair that Silver Bow County can be proud of.

With the financial help from Silver Bow County and BET and the dedication of the fair board members the attendance for the fair has steadily increased. Our gate and demolition derby revenue for 2011 is up about 300% from 2009.

The Silver Bow County Fair is a community fair. Where we do not draw large numbers of out of town participants, we feel we are reaching and drawing in the Butte community. Our open class entries are up, our food and booth vendors are increasing, and the business community is using the fair to show off their products.

With the help of our sponsors, we feel we have greatly improved the quality of entertainment we are offering at our Fair. We are trying to provide entertainment for all ages. Each day of the fair this year the crowds grew as our entertainment preformed. The entertainers commented that the audiences they had at our Silver Bow County Fair were larger then the audiences they had at surrounding fairs. Many of our acts and entertainers have asked if we would like them to return next year.

We are especially proud that we are a true family and kid friendly event. One of our booth participants commented on how we had activities and entertainment for all ages of kids. 4-H is always an important part of any fair. Our Silver Bow County 4-H members spend all week at the fair exhibiting their projects and animals. We had a very successful barbecue and sale this year. The community support was outstanding.

We appreciate the support of Silver Bow County and BET. They have made it possible for us as the Fair Board to offer a first class fair for the Butte Silver Bow community.

SILVER BOW COUNTY FAIR BOARD
Financial accounting for Fair 2011

INCOME:

Silver Bow County	\$25,000.00
Sponsors	\$5,000.00
Vendors	\$745.00
Gate	\$10,000.00
Demolition Derby	\$7,000.00
TOTAL	\$47,745.00

EXPENSES:

Demolition Derby	\$6,900.00	(\$2,000.00 paid by BET)	
Entertainment	\$35,150.00		
Sound	\$1,725.00	(\$1,125.00 paid by BET)	BET paid
Advertising	\$2,152.00		
Printing & signs	\$665.00		
Ribbons	\$486.00		
Wristbands	\$113.00		
Ribbon premiums	\$1,040.00		
Saw Dust	\$750.00	(\$750.00 paid by BET)	
Misc	\$200.00		
TOTAL	\$49,181.00	(\$3,875.00 paid BET)	

Approximately 8% of our budget paid by BET

Appendix G:

An Ri Ra Report

Montana Gaelic
Cultural Society

An Ri Ra Report

The Montana Gaelic Cultural Society (MGCS) and the An Rí Rá Montana Irish Festival had a successful 2011 An Rí Rá in Historic Uptown Butte. The event had good attendance and excellent performances throughout the weekend. The 2011 An Rí Rá was the 9th annual event in Historic Uptown Butte, and since its inception in Butte, has produced numerous other projects for Butte-Silver Bow.

The support An Rí Rá received from the Butte Events Team (BET) and Butte-Silver Bow were beneficial to hosting another successful event. The BET funds distributed to An Rí Rá covered our sound and lighting contracts as well as the port-a-john rentals. This financial support allows us to plan accordingly and provides needed support in light of tough economic conditions and lowered corporate sponsorship.

MGCS and An Rí Rá benefitted from the BET and hope that it can continue into the future. The funds we received from the BET covered approximately 12% of our overall budget of expenses.

MONTANA GAELIC CULTURAL SOCIETY - FESTIVAL
Profit & Loss
 January 1 through September 14, 2011

	<u>Jan 1 - Sep 14, 11</u>
Ordinary Income/Expense	
Income	
Alcohol Sales	4,946.00
Contributed support	
Agency (government) grants	15,711.00
Gifts in kind - goods	1,550.00
Individual/Business Support	
Indiv/business - Current Year	33,085.80
Total Individual/Business Support	33,085.80
Local government grants	10,000.00
Total Contributed support	60,346.80
5K Run	3,530.00
Booth Rent	3,000.00
DVD Sales	210.00
Flags Displayed	240.00
Fundraising Income	
Auction Income	17,815.10
Total Fundraising Income	17,815.10
Memorials	
Memorials - Current Year	710.00
Total Memorials	710.00
Merchandise Sales	3,273.00
Misc. Income	0.00
Print Sales	930.00
Raffle Tickets	
Raffle Tickets - Current Year	7,775.50
Total Raffle Tickets	7,775.50
Ticket Sales	
Ticket Sales - Current Year	34,203.00
Total Ticket Sales	34,203.00
Workshops & Lectures Income	1,855.00
Total Income	138,834.40
Cost of Goods Sold	
COGS - Merchandise	4,646.21
Total COGS	4,646.21
Gross Profit	134,188.19
Expense	
OVER/SHORT	10.00
5K Run Supplies	4,529.23
Advertising	8,302.50
Bank Service Charges	124.40
Credit Card Processing Fees	591.54
Equipment Rental	14,133.43
Fundraising Expenses	
Current Year Festival	
Auction Expenses	7,140.46
Hotel & Transportation -Current	351.00
Other Expenses - Current	55.00
Total Current Year Festival	7,546.46
Total Fundraising Expenses	7,546.46
Licenses & Fees	100.00
Miscellaneous	167.00
Office Supplies	75.99

2:57 PM

09/14/11

Accrual Basis

MONTANA GAELIC CULTURAL SOCIETY - FESTIVAL

Profit & Loss

January 1 through September 14, 2011

	<u>Jan 1 - Sep 14, 11</u>
Performers - Music/Dance	
Performers - Festival	31,175.00
Total Performers - Music/Dance	31,175.00
Print Reproduction	900.00
Printing & copying	7,013.16
Raffle Prizes	1,670.00
Raffle Winner Trips	6,000.00
Reception	875.25
Rent - Office	600.00
Security	8,000.00
Sound, Stage & Lighting	18,017.50
Storage	500.00
Supplies	1,589.23
Travel	
Hotel Expense - Festival	7,992.90
Transportation - Festival	14,671.37
Total Travel	22,664.27
Utilities	273.91
Workshops & Lectures Expense	3,265.00
Total Expense	138,123.87
Net Ordinary Income	-3,935.68
Net Income	-3,935.68

Appendix H:

Oktoberfest Report

BSB Development
Disabilities Council

Oktoberfest

The 2011 Butte Oktoberfest (third annual event) celebrates our German heritage.

The event this year moved into a new location in the parking lot on the corner of Dakota and Park Streets. This is a free event with live music, food, and a kids activity area. Fourteen breweries from Montana set up stations to sample beer. To test the beer attendees had to verify their age and buy a commemorative glass that came with six sample size drink tickets for \$15.

The event raised almost \$6,000 for the Southwest Montana Developmental Disability Council, a local non-profit tied to Butte-Silver Bow. The money will be used on vehicular transpiration expenses. This primary fundraiser for the past three years has helped the group obtain grants. Expenses that BET helped with for the event included a small sound system rental for the stage, a heater for the stage and performers, a tent to protect people from the elements and the porta johns.

Sesso, Jon

From: Josh Peck [joshmpeck@gmail.com]
Sent: Thursday, October 13, 2011 12:14 PM
To: Sesso, Jon
Subject: Fwd: RE: TONIGHT-- BET

Josh M. Peck

----- Forwarded message -----

From: "Hoar, Todd" <thoar@bsb.mt.gov>
Date: Oct 13, 2011 12:11 PM
Subject: RE: TONIGHT-- BET
To: "joshmpeck@gmail.com" <joshmpeck@gmail.com>

Not able to finalize an excel spreadsheet - but...

Looks like BET amount is roughly 18 % of our expenses of nearly \$4600.

\$1500 Glasses

\$1100 Insurance/fees

\$1150 Beer

\$ 850 Rental equip

Income approx \$9100

\$3000 in sponsorships

\$ 110 cash donations

\$6000 Sales

Thanks

Todd Hoar
Disability/ADA Coord.
723.2070 / 490.7406

-----Original Message-----

From: Josh M. Peck [joshmpeck@gmail.com]
Received: Wednesday, 12 Oct 2011, 7:24am
To: Josh M. Peck [joshmpeck@gmail.com]
CC: buttecelebrations@hotmail.com [buttecelebrations@hotmail.com]; geverett@montanafolkfestival.com [geverett@montanafolkfestival.com]; Melvin, Bill [bmelvin@bsb.mt.gov]; Hoar, Todd [thoar@bsb.mt.gov]; McDonough Brendan [bmcdonough@bresnan.net]; miketutty@gmail.com [miketutty@gmail.com]; Shelton Judy [bjshelbe@hotmail.com]; caseygaustin@gmail.com [caseygaustin@gmail.com]; S SCHNABEL LYZA [quarrybrewing@bresnan.net]; Walsh Frank [flwalsh@bresnan.net]; Amerman, Jeff [jamerman@bsb.mt.gov]; Babb, Paul [pbabb@bsb.mt.gov]; Jones, Shelly [sjones@bsb.mt.gov]; Harrington Chad [chad6066@yahoo.com]; lrrp38@yahoo.com [lrrp38@yahoo.com]; Sesso, Jon [jsesso@bsb.mt.gov]; jonsesso@yahoo.com [jonsesso@yahoo.com]; buttecelebrations@hotmail.com [buttecelebrations@hotmail.com]; Shaw Cindi [wrocshaw@hotmail.com]
Subject: TONIGHT-- BET

Hello,

Let's plan to meet as a group to go over last minute details at 6:30pm on

Butte Celebrations

A report from the Butte Celebrations Committee was not available in time to include in the report. It will be included in the Final Draft.

In terms of BET support, Butte Celebrations used approximately \$900 – during the Fourth of July weekend, for Porta johns and a golf cart to assist the organizer. Also, there was a separate porta john rental for the float building.

St. Patrick's Day 2011 did not see a direct benefit from the BET.