

OCTOBER
2019

ECONOMIC/FISCAL IMPACT & MARKETING ANALYSIS OF MICHAEL HEARNE'S 17TH ANNUAL BIG BARN DANCE MUSIC FESTIVAL

PRESENTED TO:

TOWN OF TAOS

1139 PASEO DEL CANON SUR

TAOS, NM 87571



PRESENTED BY:

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Executive Summary

Economic Impact Summary

Michael Hearne's 17th Annual Big Barn Dance Music Festival was held in Kit Carson Park September 5 – 7, 2019. The Town of Taos commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of the event and conduct a concurrent marketing survey of attendees. Unique attendance to the event was estimated by SWPM based on ticket/attendee numbers provided by Big Barn Dance staff and adjusted to reflect only unique attendance, resulting in total estimated unique attendance to the event of 1,914.

Total spending by attendees outside of the event was \$341,416 for lodging, \$187,856 for food and meals, \$33,363 for transportation, \$7,580 for outdoor recreation, \$20,927 for attractions/entertainment, and \$145,204 for shopping/miscellaneous. Total spending for all categories combined outside of the event was \$736,346.

Based on spending outside of the event, total gross receipts tax (GRT) from out-of-town attendees was estimated at \$12,076 for the town, \$12,076 for the county, and \$36,675 for the state. The total GRT generated by local attendees from spending outside of the event was estimated at \$350 for the town, \$350 for the county, and \$1,062 for the state. Spending by out-of-town and resident attendees together outside of the event generated an estimated total GRT of \$62,589.

Attendees to the event spent an average of \$604 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by attendees was \$341,416, generating \$17,071 in lodgers' tax. The combined estimated gross receipts and lodgers' tax on lodging paid by attendees was \$46,091.

The total combined gross receipts and lodgers' tax paid by local and out-of-town attendees on all spending outside of the event was estimated to be \$79,660.

Total spending by attendees at the event was \$233,629 for event tickets, \$103,759 for food and meals, \$52,910 for event merchandise, and \$30,234 for other. Total spending at the event for all categories combined was \$420,531.

The total GRT generated from attendee spending at the event was estimated to be \$35,745.

Big Barn Dance spent \$85,700 on marketing and production of the event. This generated an additional \$7,285 in GRT.

The **direct economic impact** of the event on the local economy, including spending by event attendees outside of and at the event and by Big Barn Dance on marketing and producing the event, was estimated to be \$1,242,578, resulting in \$122,690 in total tax benefits, with \$20,969 in GRT allocated to the Town of Taos.

Applying an indirect and induced spending multiplier of 1.4¹ to direct spending generated \$497,031 in indirect and induced spending. Combining this with direct spending yielded a **total combined direct, indirect and induced** impact of the event on the local economy of \$1,739,609.

Indirect/Induced Impact of Expenditures	
Category	Spending
Total Direct Spending	\$ 1,242,578
Induced/Indirect Multiplier	1.4
Induced/Indirect Impact	\$ 497,031

Total Economic Impact (Direct Spending + Induced/Indirect)
\$1,739,609

Numbers may not total due to rounding.

Marketing Summary

- Half (50.4%) of the respondents were from Texas. Twenty-six percent (25.9%) were from New Mexico and 10.6% were from Colorado.
- The vast majority of respondents (85.2%) lived more than 50 miles from Taos; 14.8% lived in the area (within 50 miles of Taos).
- The top cities of residence for respondents were Taos, NM (6.7% of respondents), Austin, TX (6.6%), Houston (4.4%), Santa Fe (4.1%), and Dallas (3.7%).
- Nearly eighty percent (79.3%) of respondents had a bachelor's degree or higher.
- The average age of respondents was 65.0 (ranging in age from 21-83).

¹ Source: Tourism Economics-Tourism Economics utilizes a standard input-output model to generate the percentage of indirect/induced impact as a result of tourism; each directly affected sector also purchases goods and services as inputs into production (indirect impacts). Induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

- Fifty-five percent (55.2%) of the respondents were female; 44.6% were male.
- Over half of the respondents (57.7%) reported annual household incomes of \$100,000 or greater.
- The average attendee party size was 2.8.
- The day most attended by respondents was Saturday (95.8% of respondents), followed by Friday (84.7%) and Thursday (82.4%).
- Nearly all of the attendees (98.7%) indicated that Michael Hearne's 17th Annual Big Barn Dance Music Festival was the primary reason or a strong reason for visiting Taos.
- The vast majority of respondents (85.9%) had visited Taos before.
- Most (96.3%) of the respondents from outside the area (lived 50 or more miles away) indicated that they spent the night in Taos while participating in the event. These visitors spent an average of 4.2 nights in the area and an additional 1.4 nights in New Mexico (outside of Taos) as a result of attending Michael Hearne's 17th Annual Big Barn Dance Music Festival.
- Forty-four percent (44.1%) of the respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B; 31.7% stayed in a vacation/short-term rental and 14.3% stayed in a recreational vehicle.
- For those respondents that stayed in a vacation/short-term rental, 42.0% used Airbnb.com to book their stay; VRBO.com was the next most widely used website for booking travel (27.3%), followed by Homeaway.com (14.7%).
- For those respondents that stayed in a hotel, the Sagebrush Inn was the hotel most stayed at (18.5%).
- Just under seventy-three percent (72.7%) of respondents reported traveling to Taos in a private vehicle.
- Fifty-one percent (51.3%) of the respondents attended only the Big Barn Dance; 27.7% also attended other live music performances in the area that were not part of the Big Barn Dance, 27.5% also attended the Taos Art Gallery Stroll with Michael Hearne & Friends, 11.2% also attended the Dance Lesson, and 4.2% also attended the Songwriter Workshop with Terri Hendrix & Lloyd Maines.
- Seventy-seven percent (76.6%) of the respondents visited the Taos Plaza while in town for the event. Other activities most participated in by respondents were: shopping (68.4%), fine dining (65.0%), visiting art galleries (55.0%), scenic drives (53.1%), and visiting the Rio Grande Gorge (40.6%).

- “Word of mouth/someone told me about it” was the method the respondents most frequently heard about the event (60.7%), followed by Bigbarndance.com (30.6%), mail or email (15.9%), and Facebook (15.6%).
- When asked to rate their experiences on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience at Michael Hearne's 17th Annual Big Barn Dance Music Festival a 4.6 and their visit to Taos a 4.5.
- Respondents were also asked to rate their experience in a series of categories at Michael Hearne's 17th Annual Big Barn Dance Music Festival on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied. Respondents were most satisfied with the Festival Venue (rating of 4.5), followed by Sound and Security (both rated 4.4), and Restrooms and Performances (both rated 4.3). All other categories were rated slightly lower but still high overall: Parking (4.0) and Food (3.8).
- Fourteen percent (13.5%) of the respondents purchased a VIP or sponsorship package. When asked to rate their experience as a VIP or sponsor on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience a 4.4.

Methodology

Michael Hearne's 17th Annual Big Barn Dance Music Festival was held in Kit Carson Park September 5 – 7, 2019.

The Town of Taos commissioned Southwest Planning & Marketing (SWPM) to determine the economic and fiscal impact of the event and conduct a concurrent marketing survey of attendees. A few days after the event, SWPM sent out an email survey to an attendee email list that was provided by the event organizer. The survey was designed by SWPM and approved by Big Barn Dance and Town of Taos staff. The survey included questions about attendee party spending resulting from attending the event, as well as attendee average party size, and other questions about demographics and experiences at the event.

Attendance by ticket/attendee type was provided by Barn Dance staff. For all categories but one, Single Day Passes, the attendance provided was unique (each attendee was only counted once).

Ticket/Attendee Type	Unique Attendees
3-Day Passes	1,040
VIP	259
Staff, Artists, Guests	337
Vendors	45
Volunteers	71
Subtotal Non-Single Day Ticket Holders	1,752

For Single Day Passes, which were sold on an individual basis for Thursday, Friday and Saturday, it was necessary to eliminate the repeat attendees (i.e. those who purchased a single ticket for Thursday could have also purchased a single ticket for Friday and/or Saturday). Based on an analysis of the tickets sold, Single Day Passes accounted for an average of 9.3% of the unique attendees who purchased 3-day passes or were VIPs, staff, artists, guests, vendors or volunteers (1,752 unique attendees). Applying 9.3% to the 1,752 attendees who did not purchase a Single Day Pass yielded 162 unique Single Day Pass purchasers. The resulting total unique attendance is estimated to be 1,914.

Total Estimated Unique Attendance	
Non-Single Day Ticket Holders	1,752
Single Day Ticket Holders	162
Total	1,914

SWPM received marketing and production spending data from Big Barn Dance staff. SWPM used the average spending and party size, combined with total event attendance, to determine categorical total event spending. SWPM then determined tax on each of the spending categories analyzed. An indirect/induced multiplier of 1.4 was added to the direct impact.² SWPM also analyzed the information provided about user experiences and demographics and provided averages or other relevant information.

The survey had sixty-six percent (65.9%) response rate, with a total sample size of 575 survey responses. The overall data for the entire sample is accurate to plus or minus 3.4% at the 95% confidence level. That means that 95% of the time the data for the entire attendee population would not vary by more than 3.4% from the result obtained from the sample in this survey.

² Source: Tourism Economics-Tourism Economics utilizes a standard input-output model to generate the percentage of indirect/induced impact as a result of tourism; each directly affected sector also purchases goods and services as inputs into production (indirect impacts). Induced impact is generated when employees whose incomes are generated either directly or indirectly by tourism, spend those incomes in the local economy.

Economic Impact Analysis

Attendee Spending Outside Event

Respondents were asked to estimate their entire party's spending outside of the Big Barn Dance in six categories: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Total spending was \$341,416 for lodging, \$187,856 for food and meals, \$33,363 for transportation, \$7,580 for outdoor recreation, \$20,927 for attractions/entertainment, and \$145,204 for shopping/miscellaneous. Total spending for all categories combined was \$736,346.

Big Barn Dance 2019 Attendee Spending Outside the Event										
Statistics	Party Size	Unique Attendee Numbers	Number of parties	Lodging	Food and Meals	Transportation, Fuel	Outdoor Recreation	Attractions/Entertainment	Shopping/Miscellaneous	Total
Mean (overall)	2.8	1,924	687		\$ 281	\$ 50	\$ 12	\$ 32	\$ 218	\$ 593
Mean (in-town attendees)	2.5	285	114		\$ 91	\$ 15	\$ 7	\$ 15	\$ 54	\$ 182
Mean (out-of-town attendees)	2.9	1,639	565	\$ 604	\$ 314	\$ 56	\$ 12	\$ 34	\$ 246	\$ 1,266
Total Spending (in-town attendees)					\$ 10,365	\$ 1,709	\$ 797	\$ 1,709	\$ 6,151	\$ 20,730
Total Spending (out-of-town attendees)				\$ 341,416	\$ 177,491	\$ 31,654	\$ 6,783	\$ 19,219	\$ 139,053	\$ 715,617
Total Spending				\$ 341,416	\$ 187,856	\$ 33,363	\$ 7,580	\$ 20,927	\$ 145,204	\$ 736,346

Numbers may not total due to rounding.

Tax Benefits from Attendee Spending Outside Event

Taxation for spending on activities outside of the event by out-of-town attendees was calculated in six economic segments: lodging, food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous. Total combined spending in all six areas was estimated at \$715,617 for out-of-town attendees. In addition, local residents who attended Michael Hearne's 17th Annual Big Barn Dance Music Festival spent an estimated combined \$20,730 in food and meals, transportation, outdoor recreation, attractions/entertainment, and shopping/miscellaneous outside of the event for a total of \$736,346 in attendee spending.

Based on spending outside of the event, total gross receipts tax (GRT)³ from out-of-town attendees was estimated at \$12,076 for the town, \$12,076 for the county, and \$36,675 for the state. The total GRT generated from local attendees from spending outside of the event was estimated at \$350 for the town, \$350 for the county, and \$1,062 for the state. Spending by out-of-town and resident attendees together outside of the event generated an estimated total GRT of \$62,589.

³ Town and county GRT rates obtained from the New Mexico Municipal League; state rate obtained from the State of New Mexico Finance & Administration Department.

Attendees who pay for lodging are assessed a lodgers' tax in addition to the gross receipts tax on the cost of the lodging. Attendees to the event spent an average of \$604 on lodging during their stay. Based on this number, the estimated total taxable spending on lodging by attendees was \$341,416, generating \$17,071 in lodgers' tax. The combined estimated gross receipts and lodgers' tax on lodging paid by attendees was \$46,091.

The total combined gross receipts and lodgers' tax paid by local and out-of-town attendees on all spending outside of the event was estimated to be \$79,660.

Total Estimated GRT & Lodger's Tax Generated from Spending Outside the Event All Attendees						
Tax Rate	Direct Spending	Lodgers' Tax	Town	County	State	Total Taxes
	N/A	5.000%	1.6875%	1.6875%	5.125%	8.500%
Lodging	\$ 341,416	\$ 17,071	\$ 5,761	\$ 5,761	\$ 17,498	\$ 46,091
Food and Meals	\$ 187,856		\$ 3,170	\$ 3,170	\$ 9,628	\$ 15,968
Transportation, Fuel, etc.	\$ 33,363		\$ 563	\$ 563	\$ 1,710	\$ 2,836
Outdoor Recreation	\$ 7,580		\$ 128	\$ 128	\$ 388	\$ 644
Attractions/Entertainment	\$ 20,927		\$ 353	\$ 353	\$ 1,073	\$ 1,779
Shopping/Misc	\$ 145,204		\$ 2,450	\$ 2,450	\$ 7,442	\$ 12,342
Total	\$ 736,346	\$ 17,071	\$ 12,426	\$ 12,426	\$ 37,738	\$ 79,660
Estimated Tax Generated by Out-of-Town Attendees from Spending Outside the Event						
Tax Rate	Direct Spending	Lodgers' Tax	Town	County	State	Total Taxes
	N/A	5.000%	1.6875%	1.6875%	5.125%	8.500%
Lodging	\$ 341,416	\$ 17,071	\$ 5,761	\$ 5,761	\$ 17,498	\$ 46,091
Food and Meals	\$ 177,491		\$ 2,995	\$ 2,995	\$ 9,096	\$ 15,087
Transportation, Fuel, etc.	\$ 31,654		\$ 534	\$ 534	\$ 1,622	\$ 2,691
Outdoor Recreation	\$ 6,783		\$ 114	\$ 114	\$ 348	\$ 577
Attractions/Entertainment	\$ 19,219		\$ 324	\$ 324	\$ 985	\$ 1,634
Shopping/Misc	\$ 139,053		\$ 2,347	\$ 2,347	\$ 7,126	\$ 11,820
Total	\$ 715,617	\$ 17,071	\$ 12,076	\$ 12,076	\$ 36,675	\$ 77,898
Estimated Tax Generated by Local Attendees from Spending Outside the Event						
Tax Rate	Direct Spending	Lodgers' Tax	Town	County	State	Total Taxes
	N/A	5.000%	1.68750%	1.68750%	5.125%	8.500%
Food and Meals	\$ 10,365		\$ 175	\$ 175	\$ 531	\$ 881
Transportation, Fuel, etc.	\$ 1,709		\$ 29	\$ 29	\$ 88	\$ 145
Outdoor Recreation	\$ 797		\$ 13	\$ 13	\$ 41	\$ 68
Attractions/Entertainment	\$ 1,709		\$ 29	\$ 29	\$ 88	\$ 145
Shopping/Misc	\$ 6,151		\$ 104	\$ 104	\$ 315	\$ 523
Total	\$ 20,730	NA	\$ 350	\$ 350	\$ 1,062	\$ 1,762

Numbers may not total due to rounding.

Attendee Spending At Event

Respondents were asked to estimate their entire party's spending at the Big Barn Dance in four categories: event tickets, food and meals, event merchandise, and other. Total spending was \$233,629 for event tickets, \$103,759 for food and meals, \$52,910 for event merchandise, and \$30,234 for other. Total spending for all categories combined was \$420,531.

Big Barn Dance 2019 Attendee Spending At the Event								
Statistics	Party Size	Unique Attendee Numbers	Number of parties	Event Tickets	Food and Meals	Event Merchandise	Other	Total
Mean (overall)	2.8	1,924	687	\$ 340	\$ 151	\$ 77	\$ 44	\$ 612
Total Spending				\$ 233,629	\$ 103,759	\$ 52,910	\$ 30,234	\$ 420,531

Numbers may not total due to rounding.

Tax Benefits from Attendee Spending At Event

Based on attendee spending at the event itself, total gross receipts tax was estimated at \$7,096 for the town, \$7,096 for the county, and \$21,552 for the state. The total GRT generated from attendee spending at the event was estimated to be \$35,745.

Total Estimated GRT Generated from Spending At the Event All Attendees					
Tax Rate	Direct Spending	Town	County	State	Total Taxes
	N/A	1.6875%	1.6875%	5.125%	8.500%
Event Tickets	\$ 233,629	\$ 3,942	\$ 3,942	\$ 11,973	\$ 19,858
Food and Meals	\$ 103,759	\$ 1,751	\$ 1,751	\$ 5,318	\$ 8,819
Event Merchandise	\$ 52,910	\$ 893	\$ 893	\$ 2,712	\$ 4,497
Other	\$ 30,234	\$ 510	\$ 510	\$ 1,550	\$ 2,570
Total	\$ 420,531	\$ 7,096	\$ 7,096	\$ 21,552	\$ 35,745

Numbers may not total due to rounding.

Marketing & Production Impact of the Event

Big Barn Dance spent money on marketing and production in order to make the event happen. This included advertising, equipment, supplies and other local spending. Total spending on marketing and production was \$85,700.

As a result of spending on marketing and production, an additional estimated \$7,285 was generated in GRT.

GRT Paid on Marketing & Production Costs					
		Town	County	State	Total Taxes
	Total Spending	1.6875%	1.6875%	5.125%	8.500%
Total Marketing & Production Spending	\$ 85,700	\$ 1,446	\$ 1,446	\$ 4,392	\$ 7,285

Numbers may not total due to rounding.

Estimated Total Tax Revenues

Combining spending on marketing and production of the event and attendee event spending outside of and at the event yielded total combined direct spending on the event of \$1,242,578. This generated total estimated tax revenues of \$122,690 resulting from the event. The Town of Taos received \$20,969 in total GRT tax benefits as a result of the event.

Estimated Total Tax Revenues					
		Town	County	State	Total Taxes
	Taxable Spending	1.6875%	1.6875%	5.125%	8.500%
Marketing & Production Spending	\$ 85,700	\$ 1,446	\$ 1,446	\$ 4,392	\$ 7,285
Attendee Spending Outside Event	\$ 736,346	\$ 12,426	\$ 12,426	\$ 37,738	\$ 62,589
Attendee Spending at Event	\$ 420,531	\$ 7,096	\$ 7,096	\$ 21,552	\$ 35,745
Lodgers' Tax					\$ 17,071
Total	\$ 1,242,578	\$ 20,969	\$ 20,969	\$ 63,682	\$ 122,690

Numbers may not total due to rounding.

Indirect and Induced Impact of Spending⁴

Travelers create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.

Indirect Impact - Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.

Induced Impact – Created when employees whose incomes are generated either directly or indirectly by tourism spend those incomes in the local economy.

Tourism Economics utilizes a standard input-output model (Implan) to generate the percentage of indirect and induced impact as a result of tourism in New Mexico. Tourism economics estimates that for every dollar spent as a result of a visit or an event an additional forty cents is generated in local spending.

Direct	Indirect	Induced	Total
1.0	0.2	0.2	1.4

Combining total direct spending with induced/indirect spending yielded a total estimated economic impact of the event of \$1,739,609.

Indirect/Induced Impact of Expenditures	
Category	Spending
Total Direct Spending	\$ 1,242,578
Induced/Indirect Multiplier	1.4
Induced/Indirect Impact	\$ 497,031

Total Economic Impact
(Direct Spending + Induced/Indirect)
\$1,739,609

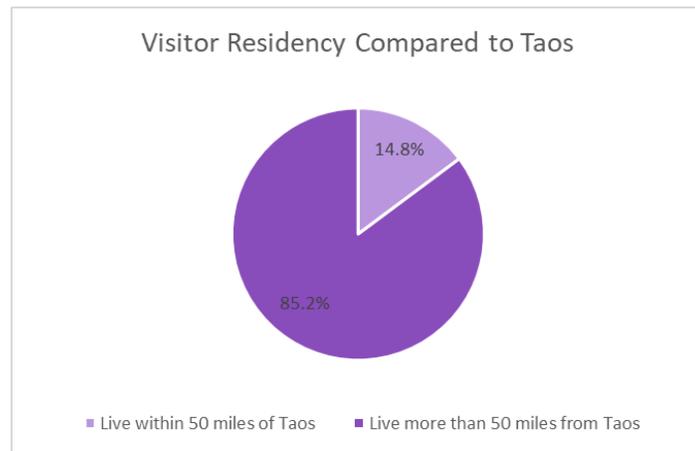
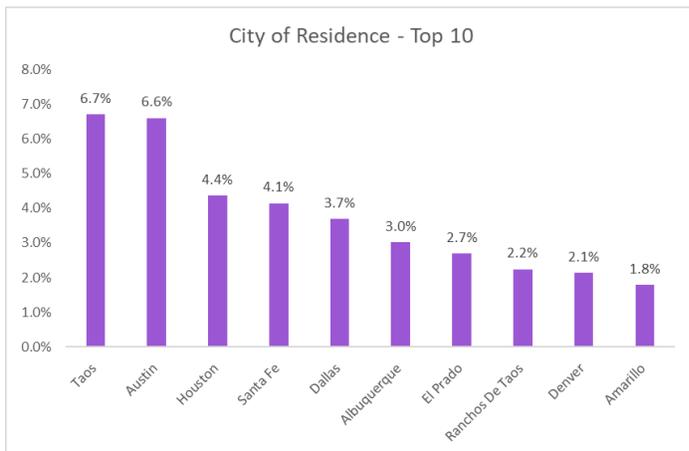
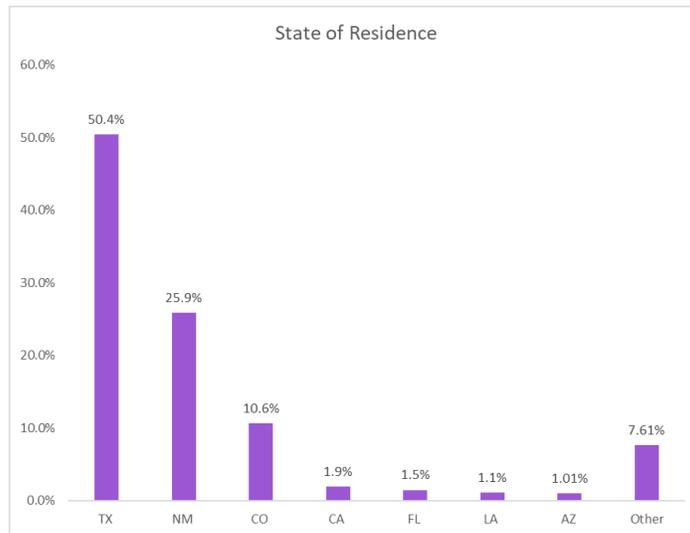
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⁴ Source: Tourism Economics - An Oxford Economics Company. The Economic Impact of Tourism in New Mexico, August 2015.

Marketing Report

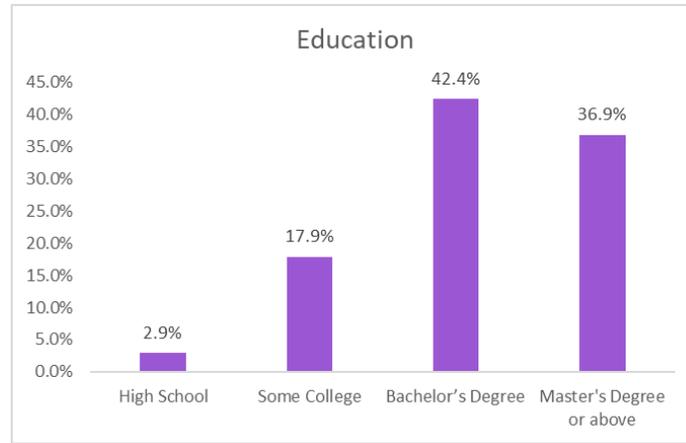
Attendee Residency

Half (50.4%) of the respondents were from Texas. Twenty-six percent (25.9%) were from New Mexico and 10.6% were from Colorado. The top cities of residence for respondents were Taos, NM (6.7% of respondents), Austin, TX (6.6%), Houston (4.4%), Santa Fe (4.1%), and Dallas (3.7%). The vast majority of respondents (85.2%) lived more than 50 miles from Taos; 14.8% lived in the area (within 50 miles of Taos).



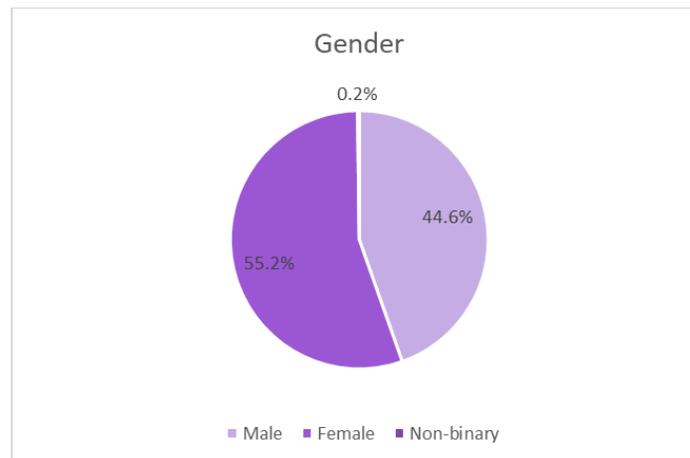
Demographics

Nearly eighty percent (79.3%) of respondents had a bachelor's degree or higher.

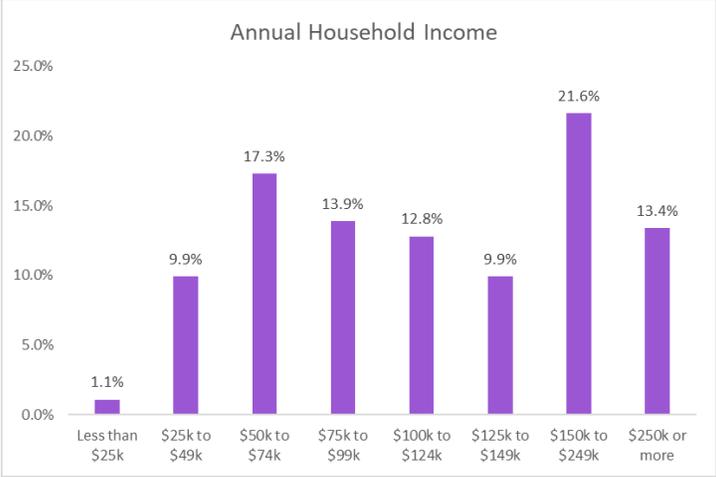


Average Age of Respondents: 65.0 (ranging in age from 21-83)

Gender: 55.2% Female
44.6% Male
0.2% Non-binary



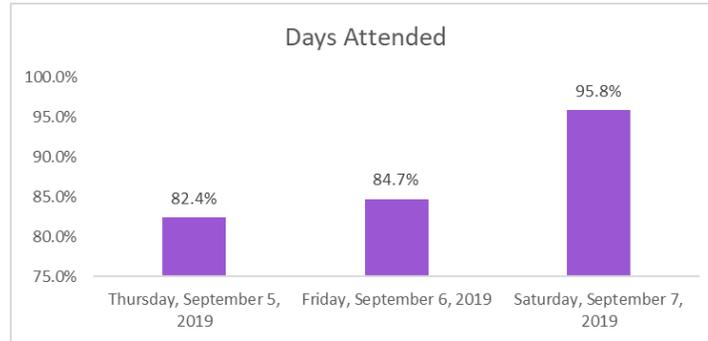
Over half of the respondents (57.7%) reported annual household incomes of \$100,000 or greater.



Attendance

The average attendee party size was 2.8.

The day most attended by respondents was Saturday (95.8% of respondents), followed by Friday (84.7%) and Thursday (82.4%).



Travel

The vast majority of respondents (85.9%) had visited Taos before.

Nearly all of the attendees (98.7%) indicated that Michael Hearne's 17th Annual Big Barn Dance Music Festival was the primary reason or a strong reason for visiting Taos.



Most (96.3%) of the respondents from outside the area (lived 50 or more miles away) indicated that they spent the night in Taos while participating in the event.

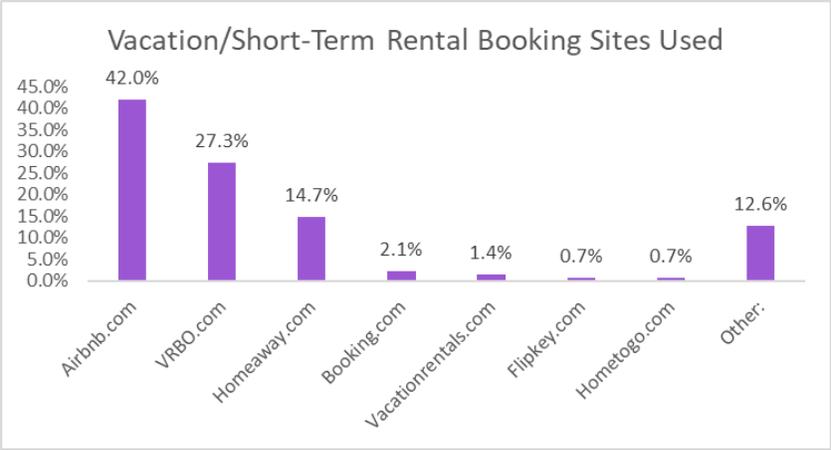


Visitors who stayed overnight spent an average of 4.2 nights in the area. Visitors spent 1.4 additional nights in New Mexico (outside of Taos) as a result of attending Michael Hearne’s 17th Annual Big Barn Dance Music Festival.

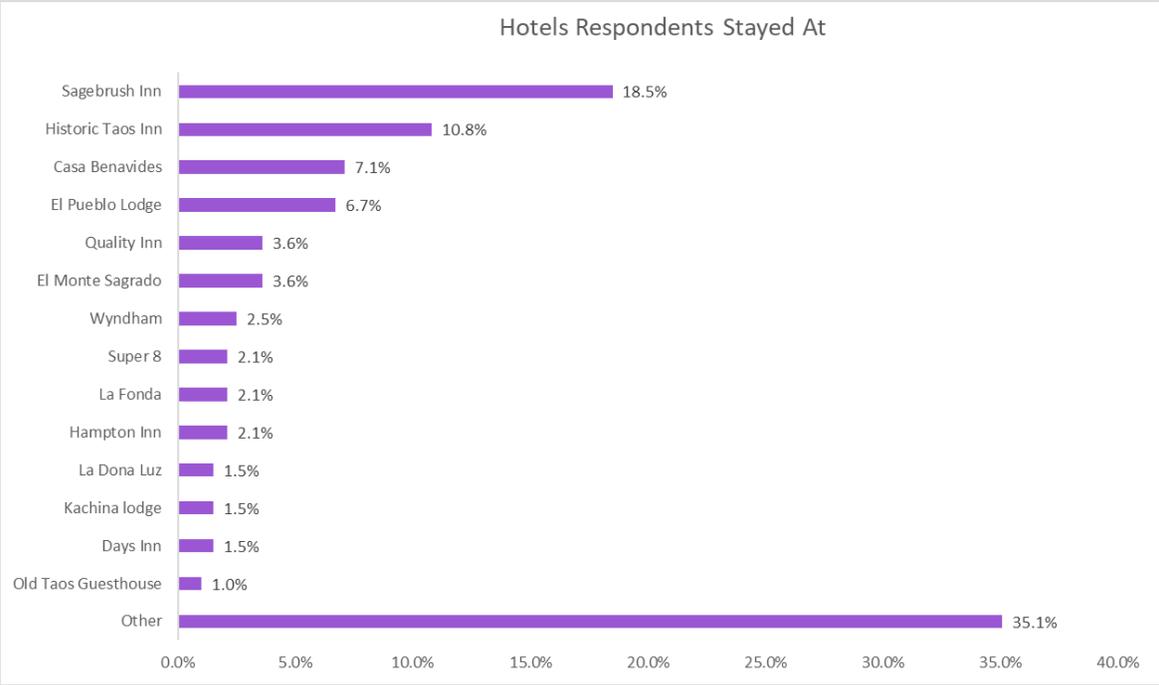
Forty-four percent (44.1%) of the respondents who stayed overnight indicated that they stayed in a hotel/motel/B&B; 31.7% stayed in a vacation/short-term rental and 14.3% stayed in a recreational vehicle.



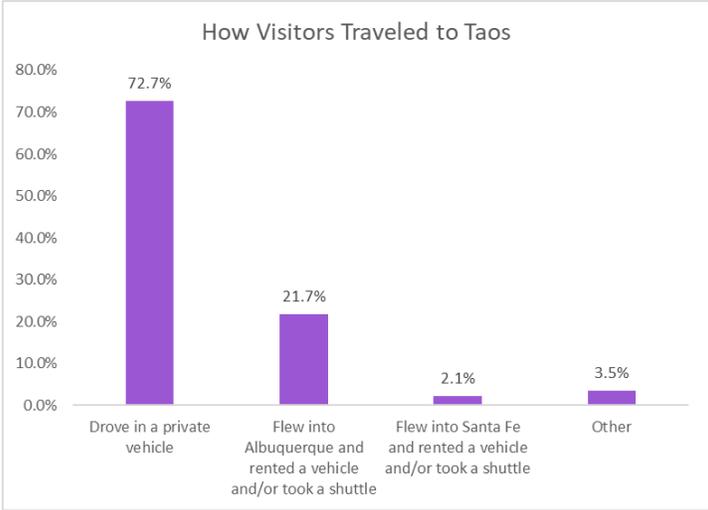
For those respondents that stayed in a vacation/short-term rental, 42.0% used Airbnb.com to book their stay; VRBO.com was the next most widely used website for booking travel (27.3%), followed by Homeaway.com (14.7%).



For those respondents that stayed at a hotel, the Sagebrush Inn was the hotel most stayed at (18.5%).

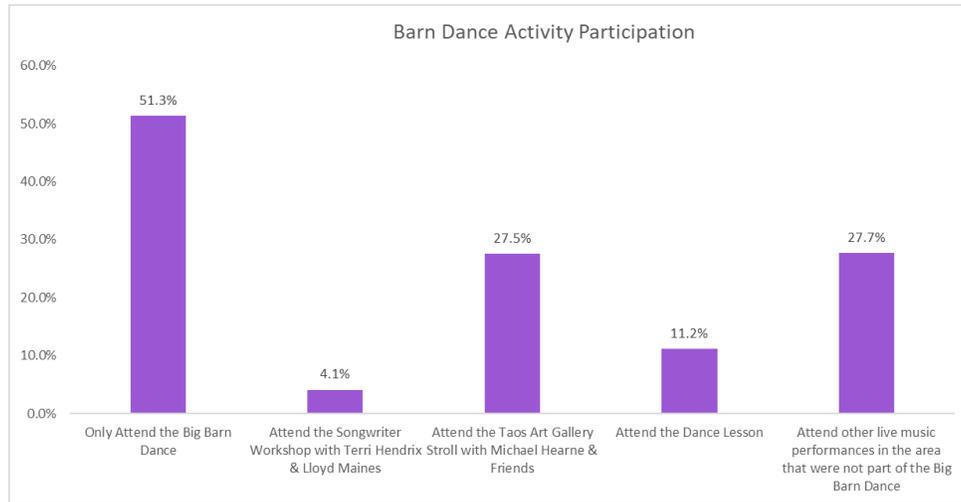


Just under seventy-three percent (72.7%) of respondents reported traveling to Taos in a private vehicle.

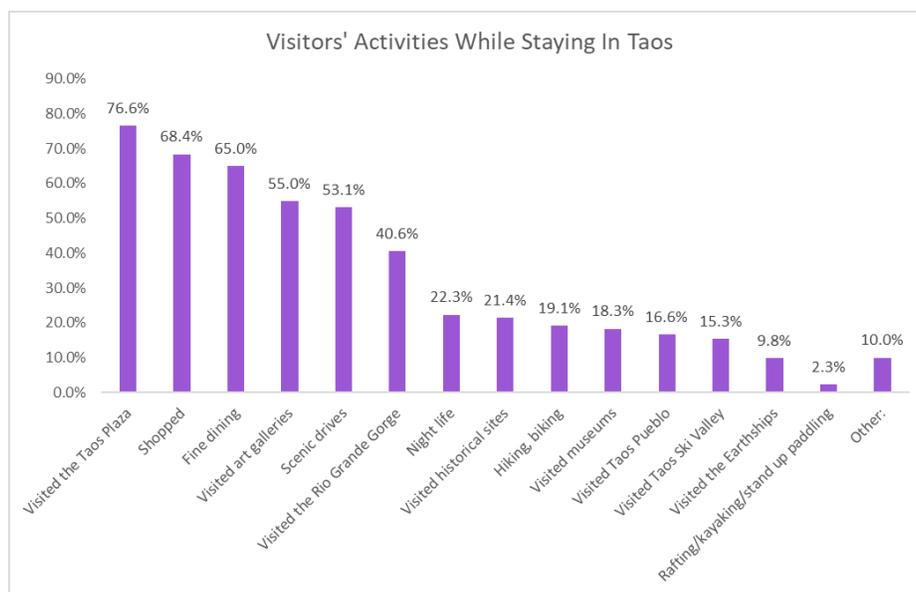


Activities While Attending Barn Dance and While in Taos

Fifty-one percent (51.3%) of the respondents attended only the Big Barn Dance; 27.7% also attended other live music performances in the area that were not part of the Big Barn Dance, 27.5% also attended the Taos Art Gallery Stroll with Michael Hearne & Friends, 11.2% also attended the Dance Lesson, and 4.2% also attended the Songwriter Workshop with Terri Hendrix & Lloyd Maines.

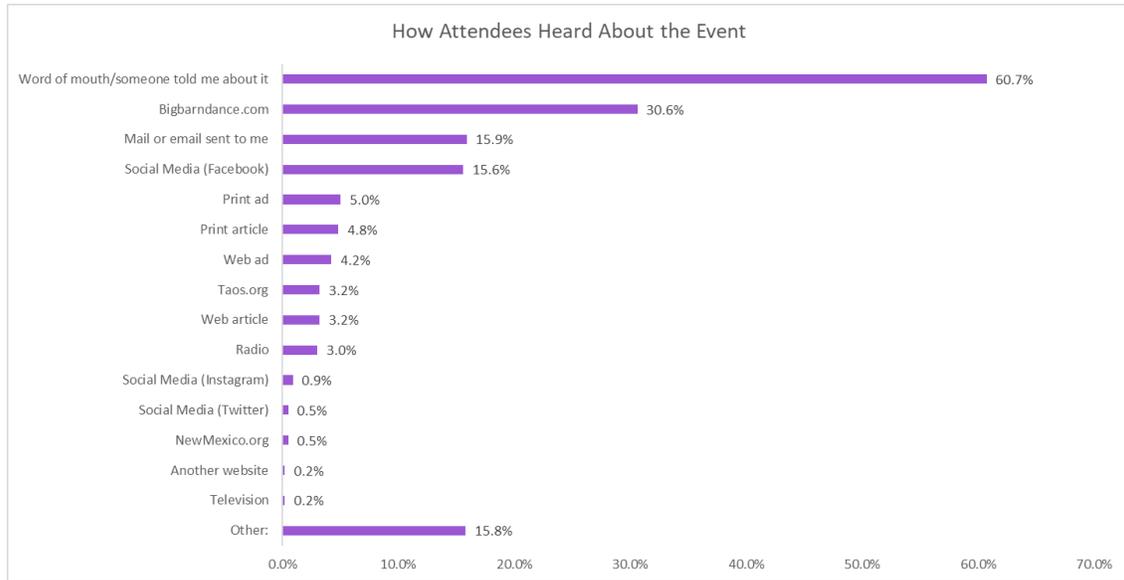


Seventy-seven percent (76.6%) of the respondents visited the Taos Plaza while in town for the event. Other activities most participated in by respondents were: shopping (68.4%), fine dining (65.0%), visiting art galleries (55.0%), scenic drives (53.1%), and visiting the Rio Grande Gorge (40.6%).



Marketing

“Word of mouth/someone told me about it” was the method the respondents most frequently heard about the event (60.7%), followed by Bigbarndance.com (30.6%), mail or email (15.9%), and Facebook (15.6%).



Attendee Experience

When asked to rate their experiences on a scale from 1 to 5, with 1 being “Fell short of my expectations” and 5 being “Exceeded my expectations,” respondents rated their overall experience at Michael Hearne's 17th Annual Big Barn Dance Music Festival a 4.6 and their visit to Taos a 4.5.

	1-Fell short of expectations	2	3	4	5-Exceeded expectations	Mean
With Michael Hearne's 17th Annual Big Barn Dance Music Festival?	0.2%	1.1%	5.2%	27.3%	66.2%	4.6
With your visit to Taos?	0.8%	0.6%	5.4%	34.5%	58.7%	4.5

Respondents were also asked to rate their experience in a series of categories at Michael Hearne's 17th Annual Big Barn Dance Music Festival on a scale from 1-5, with a 1 being the least satisfied and 5 being the most satisfied. Respondents were most satisfied with the Festival Venue (rating of 4.5), followed by Sound and Security (both rated 4.4), and Restrooms and Performances (both rated 4.3). All other categories were rated slightly lower but still high overall: Parking (4.0) and Food (3.8).

	1-Least Satisfied	2	3	4	5-Most Satisfied	Mean
Festival Venue?	1.3%	1.8%	6.6%	21.7%	68.6%	4.5
Parking?	3.2%	6.4%	19.5%	26.2%	44.7%	4.0
Sound?	0.5%	2.2%	9.9%	28.7%	58.7%	4.4
Restrooms?	0.7%	2.2%	14.2%	28.5%	54.3%	4.3
Performances?	1.9%	4.7%	13.5%	20.4%	59.6%	4.3
Food?	1.7%	8.6%	30.7%	28.2%	30.8%	3.8
Security?	1.6%	1.0%	10.4%	29.3%	57.7%	4.4

VIP/Sponsor Experience

Fourteen percent (13.5%) of the respondents purchased a VIP or sponsorship package. When asked to rate their experience as a VIP or sponsor on a scale from 1 to 5, with 1 being "Fell short of my expectations" and 5 being "Exceeded my expectations," respondents rated their overall experience a 4.4.

	1-Fell short of expectations	2	3	4	5-Exceeded expectations	Mean
VIP/sponsorship expectations	0.0%	4.1%	4.1%	39.2%	52.7%	4.4

Appendix A: Survey Instrument

Q1. Did you attend Michael Hearne's 17th Annual Big Barn Dance Music Festival concert in Taos last week?

- Yes
- No

Q1a. Which of the following days did you attend at Michael Hearne's 17th Annual Big Barn Dance Music Festival? (check all that apply)

- Thursday, September 5, 2019
- Friday, September 6, 2019
- Saturday, September 7, 2019

Q1b. Did you...? (check all that apply)

- Only attend the Big Barn Dance
- Attend the Songwriter Workshop with Terri Hendrix & Lloyd Maines
- Attend the Taos Art Gallery Stroll with Michael Hearne & Friends
- Attend the Dance Lesson
- Attend other live music performances in the area that were not part of the Big Barn Dance

Q1c. Did you purchase any of the following tickets? (check all that apply)

- 3-Day Pass: Thursday, September 5 – Saturday, September 7
- Single Day: Thursday, September 5
- Single Day: Friday, September 6
- Single Day: Saturday, September 7
- None of the Above / Guest List / Other

Q2. Where is your primary residence?

City _____
State (U.S. or Canada residents) _____
Zip Code (U.S. or Canada residents) _____
Country _____

Q3. Do you:

- Live in the area (live within 50 miles of Taos)
- Live more than 50 miles from Taos

Q3a. How did you travel to Taos? (choose one)

- Drove in a private vehicle
- Flew into Albuquerque and rented a vehicle and/or took a shuttle
- Flew into Santa Fe and rented a vehicle and/or took a shuttle
- Other _____

Q3a-1st visit. Was this your first time visiting Taos?

- Yes
- No

Q3b. Did you spend one or more nights in Taos as a result of attending Michael Hearne's 17th Annual Big Barn Dance Music Festival ?

- Yes
- No

Q3c-nights spent. During your visit to attend Michael Hearne's 17th Annual Big Barn Dance Music Festival, how many nights did you spend in Taos? _____

Q3d. Where did you stay while in Taos?

- Hotel/motel/B&B
- Vacation rental/short-term rental (i.e. Airbnb, VRBO)
- Second Home
- Friends/relatives
- Recreational vehicle (RV)
- Campground (non-RV)
- Other

Q3e. Which hotel/motel/B&B did you stay at? _____

Q3f. Which website did you use to book your stay in a vacation rental/short-term rental? (check all that apply)

- Airbnb.com
- Booking.com
- Flipkey.com
- Homeaway.com
- Hometogo.com
- Vacationrentals.com
- VRBO.com
- Other: _____

Q3g. During your visit to attend Michael Hearne's 17th Annual Big Barn Dance Music Festival, how many additional nights did you spend in New Mexico outside of Taos? (please enter 0 if you did not spend any additional nights in New Mexico) _____

Q4. Michael Hearne's 17th Annual Big Barn Dance Music Festival was:

- The main reason for my visit to Taos
- One of the reasons for my visit to Taos
- Something I wanted to do on my visit to Taos, but not a high priority
- Not initially part of my visit to Taos

Q5. What other things did you do while staying in Taos?

- Visited the Taos Plaza
- Visited Taos Pueblo
- Visited museums
- Visited historical sites
- Visited art galleries
- Visited Taos Ski Valley
- Hiking, biking
- Rafting/kayaking/stand up paddling
- Scenic drives
- Fine dining
- Shopped
- Night life
- Visited the Rio Grande Gorge
- Visited the Earthships
- Other: _____

Q6. How did you hear about Michael Hearne's 17th Annual Big Barn Dance Music Festival? (check all that apply)

- Word of mouth/someone told me about it
- Print ad
- Print article
- Web ad
- Web article
- Television
- Radio
- Taos.org
- NewMexico.org
- Bigbarndance.com
- Another website _____
- Mail or email sent to me
- Social Media (Facebook)
- Social Media (Twitter)
- Social Media (Instagram)
- Social Media (YouTube)
- Social Media (Other): _____
- Other: _____

Q7. How would you rate your experience:

	1-Fell short of expectations	2	3	4	5-Exceeded expectations
With Michael Hearne's 17th Annual Big Barn Dance Music Festival?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With your visit to Taos?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7a. Why do you say that?

Q8. How satisfied are you with your experience at Michael Hearne's 17th Annual Big Barn Dance Music Festival in the following areas:

	1-Least Satisfied	2	3	4	5-Most Satisfied
<u>Festival Venue?</u>	<input type="radio"/>				
<u>Parking?</u>	<input type="radio"/>				
<u>S o u n d ?</u>	<input type="radio"/>				
<u>Restrooms?</u>	<input type="radio"/>				
<u>Performances?</u>	<input type="radio"/>				
<u>F o o d ?</u>	<input type="radio"/>				
<u>Security?</u>	<input type="radio"/>				

Q8 VIP. Did you purchase a VIP or sponsorship package?

- Yes
- No

Q8 VIPa. How would you rate your experience as a VIP/sponsor?

	1-Fell short of expectations	2	3	4	5-Exceeded expectations
VIP/sponsorship expectations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 VIPb. Why do you say that?

Locals and visitors will spend money in a community as a result of attending a concert or event.

Q9. How much would you estimate your entire party (including yourself) spent **only at** the Michael Hearne's 17th Annual Big Barn Dance Music Festival in each of the following categories as a result of participating/attending the event? Please enter 0 in each category if there wasn't any spending.

Event(s) Tickets _____
Food, meals and beverages _____
Event merchandise _____
Other _____

Q10. **Excluding spending at the event**, how much did your entire party (including yourself) spend on each of the following categories as a result of participating/attending the event (not at the event)? Please enter 0 in each category if there wasn't any spending.

Lodging _____
Food, meals and beverages _____
Transportation, fuel (only while in Taos) _____
Outdoor recreation _____
Attractions/entertainment _____
Shopping and misc. _____

Q11. How many people were in your party, including yourself?
in party ____

Q12. What is your age?
Age ____

Q13. What is your gender identity?
 Male
 Female
 Non-binary
 Prefer not to answer

Q14. What is the highest level of education you have completed?
 Some High School
 High School
 Some College
 Bachelor's Degree
 Master's Degree or above

Q15. What is your annual household income?

- Less than \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 or more
- Decline to answer

Q16. Please use the space provided for any additional comments or suggestions you may have about your visit to Taos while attending Michael Hearne's 17th Annual Big Barn Dance Music Festival.

Please provide the following information to be entered into the drawing to win one (1) \$300 Amazon Gift Card:

Name _____

Email address _____

Thank you for taking our survey. We appreciate your responses and helpful feedback that allows us to understand our audience better.

Appendix B: Verbatim (Unedited) Open Ended Responses

Q3a. How did you travel to Taos? (other)

Response
flew into Taos airport
Fly to Denver and drove
Flew into Albuquerque and rode in friend's car
We also have home in Taos which we fly to in our private plane into KSKX
Flew into Denver, rented vehicle, flew out of Albuquerque
Flew in to ABQ and drove to Taos in an ABQ friend's car
Flew into Austin, rented a car.
Private jet into Taos; then rented a car.
Flew to Denver & rented car
Flew into Grand Junction, CO where a friend Boise, ID picked me up and we drove down in her car to Taos.
Flew to Denver and droveown in rental vehicle
Flew to Colorado Springs and rented car
Private airplane
Motor home
Flew to Colorado Springs rented the car
flew into Denver (super cheap tickets) & rented a car to drive down

Q3f. Which website did you use to book your stay in a vacation rental/short-term rental? (other)

Response
Priemier properties
Premier Properties
Friend
Referral from a friend
personal
St Moritz Condos website
Casitas in Taos off Kit Carson St. We stay there each year and call them for reservation.
Personal contact
Premiere Properties
Taos Getaway, LLC
Friend
Taos vacation Homes
Premiere Properties
Taosvacationhomes
Friend
Taosvacationhomes.com
turnkey

Q5. What other things did you do while staying in Taos? (other)

Response
Visit friend
Visited friends that lived there
Black Rock Springs
Own property in TP
I have a second home in Taos and spend summers here
Farmer's Market (great)
second home
Second hand shop
Sting concert
visited friends
went to Ojo Caliente
Fished
Hit air balloon, drive to Chimayo and Santa Fe
Fly fish
Hot Springs
Second home upkeep
Sister & I concert, husband motorcycles during day, joins us in the evening.
Visited with an old friend
Steam train to Chama
Ojo Caliente
Taos Mountain Casino
Ojo Caliente and Secret Supper
Ojo Caliente
Ojo Caliente
Grocery
Friends live here

casual dining at La Cueva and Michael's
New Mexican food, farmer's market, Leaven Bread, margaritas, friends
Bought Green Chile
Attended 3 Irish Sessions on Monday nights at the Burger Stand
Hot air balloon
Ojo Spa
Eating in our favorite restaura
Ojo Caliente and Abiqui
Breakfast at Michaels
showers at the rec center
CAsino
spent time with family
Wild Rivers Park, Arroyo Seco
visit breweries
Local restaurant La Cueva
Visit with friends
Fishing
Hot Springs
house hunting

Q6. How did you hear about Michael Hearne's 17th Annual Big Barn Dance Music Festival? (other)

Response
Long time attendance
We've attended before, a number of times. We live part-time in Taos, and always plan to be here for Big Barn Dance.
We see Michael Hearne and Shake Russell in Houston quite often and heard through them.
Been going since the first one
Barn dance is an annual event. I went in 2015 and wanted to go again.
Been before
At a train concert
Third time attended Big Barn Festival including 2019
friend
House concert in Dallas with Michael Hearne
from past barn dances
Previously attended
this is our sixth year attending the BBD
have attended for 11 years
Musicians told me it.
Michael played at a home near us and we attended
Olive Hill home concerts in Canyon Lake, Tx. also Gruene Hall
Honeyhouse' site
February concert in Texas, Michael Hearne mentioned it during the concert
This was our 14th consecutive Barn Dance
friend-Shake Russell
won an auction to go last year
Self
Been to many barn dances
Walt and Tina Wilkins

Follow the Derailers on social media and wanted to see them perform
Have been before; follow Michael Hearne
We have been going to the Big Barn Dance for a few years, so knew it was coming up.
Kerville Folk Festival in Kerville, Tx
Friend
1) This is our 4th, so we know about it, 2) he tells about it at concerts we get the info 3) there's a website for "Big Barn Dance" in addition to the other.
From musicians and fans
Been before
friend
Michael told me.
NEW MEXICO MAGAZINE
Michael hearn during a show in Houston
KTaos radio, follow performers on Twitter
We love Michael, and all his musician friends!
Been there the last 5 yrs
I saw Michael and Shake and the Rifiers at Kerrville 2017 and they talked about it and it sounded great - and it was!
Michael Hearne
Waltstock and barrel
Went to The Big Barn Dance last 3 years!
Been to it a number of times
Kerrville Folk Festival
Musician friends many years ago
I have attended for years.
We found out about the BBD in 2002 when we visited Taos in the winter of 2002. We saw Micheal Hearne at the Sagebrush and bought his CD. I checked his website and found out about the BBD. We came back that Fall and have come back for every one since.
Saw Michael Hearne and Shake Russell perform in Texas and learned about it then
This was our 9th Straight visit to Taos for the Barn Dance. Michael Hearne told us about it personally about 10 years ago at a house concert. We never miss it. It's one of the highlights of our year.
Michael Hearn and Shake Russell performances
Been following Michael Hearne for years. This was my 4th Barn Dance

From bill hearne
been many times
Go every year
This was our third year
Go almost every year.
Have been attending for years
Michael Hearne performance in our area!
Family told me about it.
Attended 16th Annual Big Barn Dance
Friends
Michael Hearne At El Mercado in Austin Tx
Found while looking for music events happening while I was in Taos
At a Michael Hearne concert with Shake Russell
Seeing Michael Hearne & Shake Russell at a Home Concert
Follow michael
This was our 9th trip to the Barn Dance
Michael Hearne
have attended previously
I've attended before
Been coming to the Barn Dance since it started 17 years ago. Only missed 2 or 3 times.
attending house concerts in the Sugar Land/Houston area
we're locals, everybody knows about it
Have attended for years.
I've attended most of them.
Had attended years ago when the BBD was in the ski valley
shake russell/michael hearne concert in houston, tx
Been going 10 years. Been going to Taos 30 years
The friend I stayed with told me about it.
Family who attended previously

Follow Michael Hearne
From a Friend Many Years Ago....my 5th time to attend
Have attended several & liked it enough to return
I have gone to almost every barndance since 2002. Former Taos resident & Michael Hearn's music was a basic part of my life there
know this happens each year
Been there before--love it!

Q7a. How would you rate your experience with Michael Hearne's 17th Annual Big Barn Dance Music Festival and your visit to Taos: Why do you say that?

Response
B&B owner was brand new and very interested in feedback to help him improve. Eating at Ricky's.
it made me wish I had been there all 3 days of events
Fewer performers at Barn Dance. Lots of homeless people in Taos; one pushed a bicycle across street more than 3 seconds AFTER signal light had changed to green.
The Farmer's Market on Saturday was awesome.
We're always so impressed with how well the series is run, and how nice the staff is. The organization of the weekend is so detailed we're afraid some attendees might not notice. We were part of the Chris Hillman / Herb Pedersen "crew" last year, and so also know how wonderfully the artists are treated at Big Barn Dance. Even neighbors of Kit Carson Park find Big Barn Dance to be a positive experience: crowds are nice, sound levels are kept reasonable and the grounds are taken care of.
The first BBD we went to was their third anniversary. Very small and awesome crowd. The musicians came out and sat in the audience and made you feel welcome. This time it was way to big for me. The music was awesome the crowd was loud and obviously didn't come for the music.
The music was fantastic. We loved our condo and the beautiful scenery in Taos. We loved the shopping, pueblo, food, And all the sights and galleries.
It was fun!
I have lived in Taos for 44 years. This event, along with the Wool Festival, Sting Concert and Paseo are very good for Taos and highlights of the year.
We love Michael Hearne's music and all of the entertainers he brings in for the event.
Great music.
Exceptional talent and great setting. But heartbroken about Maria Elena Cruz
Had great fun and the weather was great this year
The barn dance and visit to taos was amazing and fun.
Festival far exceeded my expectations. Traffic in Taos was difficult to navigate. Restaurants and people very welcoming and accommodating.
Friendly helpful people, great music and art venues
This was my 2nd Barn Dance. I thought the performances, performers, vendors, set-up folks, facilities, weather, and other attendees made the experience even better than last year! We also hung out at Sabrosa's on the Sunday after the Barn Dance and got the opportunity to see and talk to several performers, which just put the icing on the cake!
Just had a plain old GREAT time.
It was great and I expected it to be great
Always an amazing amount of talented musicians at the Barn Dance. Great sound system, and love that it is truly a listening venue, where the artists and other guests are respected with attention to the performance without distractions. The food choices and other vendors were great. I was particularly thankful and proud of Michael Hearn and team for giving all of us attending an opportunity to give money to support the Cruz family in memory and honor of Maria Cruz, who lost her life in the tragic accident. It meant a lot to me personally, to feel like I could help in some small way to show love to their family and this sad and difficult time, as they grieve this terrible loss in their life.

I selected 4, I'm assuming that's the highest. I was extremely happy with the Big Barn Dance and Taos. I love the music, food, scenery and the culture there.
Town was very accommodating; the number of people at the festival was limited so not crowded; crowd came for the music and listened; parking was easy; beautiful town and surrounding mountains; excellent hiking close to town and great musicians. Thank you Taos for supporting the feisty. This was our first time in Taos and at the festival and we can't wait to return to the festival and to Taos.
great entertainment and venue
The Barn Dance was a blast, we danced and met up with several old friends. The La Dona Luz Bed & Breakfast was wonderful, clean, beautiful and great staff.
We had hoped it would be cooler weather, but still had a wonderful time in New Mexico!
Attended the Big Barn Dance last year. Great music, good size of festival, good sound. My only complaint is this year it seemed to be harder to find a seat, because most of them had been taken by people putting their stuff on them and then disappearing for the day. To make matters worse, a lot of the unattended chairs had annoying "Texas" stuff on them.
The music and the atmosphere were fantastic
Met our expectations but did not exceed our expectations
Great time, great music, great experience
Love Michael Hearne, love the music, love the musicians, love it all!!
Invited friends who wouldn't ordinarily come. Ate out most nights Farmers market groceries Crowds were civil, quiet, well managed.
It was well organized, easy to leave for other activities and great music.
The music was first class. Kit Carson venue was extremely clean, port o potties better than average, good vendors offered abundant choices, the attendees were respectful of "listening", etc. A great festival in a sweet and welcoming town.
I've been to 18 music festivals so far this year BBD was right near the top..
Enjoyed the atmosphere.
It did not exceed my expectations because I knew what to expect, since I've been to Taos many times before this trip. I always enjoy the visit.
I own a second home in Taos.
Michael Hearn is the best! Taos is always wonderful, but I didn't give it a 5 because it didn't exceed my expectations, just met them.
did not like the Austin Brothers group
It's a great event and we live the town.
Everything right on time Everyone nice Music great
LOve Music
Had been before. Knew what we were doing.
The Barn Dance and people were positive and the experience is one of a kind and wonderful. We enjoy Taos as an added bonus.
Loved music and city
Well run, well organized, clean and great entertainment.

Michael Hearne's treats his staff like family and he thanks them for all for their hard work. Organization, professionalism, invites awesome performers to the festival, everyone is treated with respect, the facility Michael has built for the spectators to sit under is top notch, the sound system is awesome, the music was spectacular. We enjoyed the last two young performers from Austin and felt they were a great variety to the music plus the boys were extremely talented. This was our third year to attend.
Great time. Not a bad act. Fun people.
It's all good
Every year it gets better. The talent gets better and better. Michael continues to attract first rate talent. It is a wonderful time during our stay in our second home in Taos.
Ideal size, walkable town with reasonable parking options. Great music-centric event. I loved that once the music started for the day, it just kept going. Terrific sound. Decent food and beverage choices, generous policy on outside food. Quality and variety of artists is wonderful.
Music is wonderful and love living here. Live music scene is something to brag about.....I mean Sting??? Really??? Here??? Followed by Barn Dance. Incredible
My wife and I visit America music events in Texas. The Big Barn Dance was a powerhouse event. We loved every artist and especially the interaction between all the musicians with each other on state, Mike Hearne played with everyone, Terri Hendrix, Lloyd Maines, the Peterson Brothers threw in a great mix. Taos is a great town to visit. Our last visit was about 6 years ago. It seemed we saw so much more this time because of the proximity of the BBD to the center of town! Compared to Santa Fe, Taos is 10x better!
It was an awesome experience.
just a great place to visit and I come all the time
Parking was an issue but overall a good experience!
10 years and counting
the musical talent was truly amazing -
Friendly people everywhere —streets, stores and hotels, lots of loving feeling at the festival, beautiful weather, great food at La Cueva Cafe, dog friendly, beautiful scenery from my room at LaDonaLuz.
please hire more police, get additional ways to fund the Town's infrastructure, clean up the area coming into Taos from the South...stop having the Taos VORTEX event at Kit Carson Park. Take it out to Mesa Brewing Company or elsewhere...it does NOT belong in town. We heard the reverberating drums at our home in upper Las Colonias. Those attendees do nothing to contribute \$\$\$ to the Town of Taos.
Just great
Very organized, great music
very well organized event. Too bad the locals knew almost nothing about it at the Ski Resort, and other places we went.
We already knew how good the concerts are and how wonderful Taos is to visit - had an absolutely wonderful time.
Attend several outdoor festivals a year
We have attended each BBD for a number of years. THIS ONE WAS AMAZING! Each group of performers were terrific.
15th year to attend. Loved the town and area. Have flown in on our private plane several times. Great airport.. love BigBarn dance and music venues. And especially Saturday Farmers Market
First timers. Don't have another frame of reference.
Parking was a problem at the Barn Dance Festival
great event , lots of fun !
Enjoyed the music, visiting with people

It is a great music festival. This was our sixth year. We love being in KC park versus the ski valley.
Enjoyed the concert and everything that we did while in Taos.
We have been coming to Taos since 1989, and it was love at first sight.
Because we've been there 13 times before. We know what to expect. Mitch Miller puts on a great event.
It was well run and the music was very good.
The Big Barn Dance is exceptional—great venue and entertainment
I loved everything. Thank you!
The music was incredible, and the park was lovely. I ran into many old friends and made some new ones.
We had such a good time and everyone was friendly and helpful. Music was exceptional.
This music festival was amazingly well planned and executed. I felt safe while attending. The hotel where I stayed was unsatisfactory. I made reservations on-line for a pet friendly hotel. When I arrived, I was informed that cats were not allowed and was told to see the small sign posted to the side of the front desk window. My reservation was non-refundable and no mention of this was made on their website (Days Inn). The management was very unfriendly about it and treated me like I was trying to sneak my cat in. After driving for nearly 14 hours,. I did not appreciate the additional stress of worrying about accomodations for me and my cat. I will not stay at this hotel again! Their breakfast was substandard and they were very unfriendly!
Michael and the music was great. Enjoyed where I stayed and the people are really nice.
The Big Barn Dance has gotten too big. Had to stand outside the gate for 2 hours waiting to get in so as to get a decent seat. Then, after waiting in that long line, the good seats had been saved by the VIP, that were admitted first. The performers were not as good as in the past. Finding parking was also a hassle. They should have run buses. Past years were much more enjoyable, when you didn't have to wait in line for 2 hours and the performers were better. Enjoyed Taos and the surrounding area very much. This was our 3rd time to attend the Big Barn Dance, but probably will not attend again.
Welcoming town with great restaurants, culture and lots of things to do. The festival is a happy atmosphere, very well organized with wonderful music and a perfect venue. Could not have asked for more. We were worried that our anticipation would make us over-expect, but every expectation was met--and more!
I enjoyed most of the artists. It was well run.
The experience was beyond expectations
Big Barn Festival was one of the best music events we've ever attended (quality music, beautiful venue, excellent logistics and great people). Taos was excellent location for the event with great shops & dining, outdoor activities, relaxed New Mexico atmosphere and great local people!
I fell in love with both
Great time in a beautiful place
great set up, good music, fun time dancing. Good food too. Was a little disappointed in one set, otherwise it would have been a 5
Beautiful place to visit with great friends and music.
Didn't like having to throw away sodas upon entering, having to consume soda before exiting,
Loved the quality of the musicians and the music groups. Loved the opportunity to dance. Liked the area and hiking opportunities.
Love Taos & Michael Hearne & his festival
Great line-up of musicians. Crowd-pleasing performances. Extremely well run event.

Both the festival & town are beautiful. Love the waylaid back feel of the festival. It's a joy having all that great music for 3 days in such a gorgeous place. We found the town charming, scenery spectacular, so much to see & do. We spent a few days before the festival started hiking & exploring. Once the festival started, that took up all of our time. It was perfect.
Enjoyed
Easily, the best music festival I have ever attended. (I attend 5 or 6 every year.) The beauty and history of the surrounding area and all that there is to do in Taos made for an exceptional time for me and my wife and her friend who accompanied us.
Fun time, great music, tradition. Great crowd.
We love Taos, the park the festival is in and all of the music!
It's always a wonderful experience very well planned out and put together.
we have a second home in taos and wanted to come to the concert for the first time. It was really fun
Disappointed with our lodging, town was very unkept, service industry people were not very helpful
Think it needed more food booths, but everything else was wonderful
I'm a tough grader. Was a great experience and enjoyed both Taos and the Barn Dance. Very few issues (small holes in the tent caused us to get wet during downpours).
The venue remains small so is very enjoyable...able to see and hear performers, facilities not too crowded, etc
It was well organized, beautiful setting, great people in Taos
The music at the Big Barn Dance is magical
We love our annual trip to Taos and the Big Barndance. We have sponsored in the past but sponsor tickets are more costly than fits with our budget - particularly since we travel from Texas also and have those expenses. This is a group of 6 of us every year + 2 more added this year who will be repeat patrons. We always get in line 2.5 hours in advance of gates opening in order to secure seats close to the stage as possible. The 3rd day (Saturday), there were droves of people who entered early supposedly for the dance lesson but they did not take the lesson - it was clear to all of us who had been waiting in line for 2 hours already that they wanted to be inside early to get better seats only. We realize it is difficult to police this given the lesson is inside the venue but there needs to be a way to separate folks entering for dance lessons and not allow them preference over folks waiting in line first. Perhaps end the dance lesson 30 mins. early and require everyone to exit. Folks may simply have to decide if they want a lesson, or get in line early, or have a friend/family member get in line early so they can join them in line after the lesson. The end result, the 6 of us were 1st in line on Sunday and when gates opened for us (after VIP of course), there were hardly any seats still available on the dance floor platform area. We were lucky to get seats on the last row of the platform.
We were too late getting tickets except for the Saturday night event. RE: Taos I'm getting disappointed with all the speeding off the main roads and the litter.
Michael Hearne's festival was outstanding. We were able to park close so we did not have to walk far. We are senior citizens so that is very important. We fell in love with Taos last year and rented a house this year for 16 days. Our plans for next year is to stay for at least a month
It just gets better every year!
Great festival, great music and limited tickets sold
I live in the Taos area.
Love, love the music
We've previously attended and we're familial with the the format

Loved the festival
I love being in New Mexico and love attending the barn dance
I felt the sound was of poor quality. Taos pleases as always.
The Kit Carson Park is a excellant place to have such a gathering and the size of the festival is small enough for all to enjoy. Taos is beautiful and much too do, friendly and we love it
Both experiences were excellent; I shy away from perfect scores
So many people reserving seats without seats in the butt.
The Barn Dance and music was the draw.
I came for Americana Music. Peterson Brothers were great but this is not Their venue. John Fulbright was in a "let's just get this over with " mood. We come to these things to get away from politics and just like he did last year he has to dump on a president he doesn't like. If I want to go to a political rally I would choose that. I'm paying for what was advertised "The Big Barn dance, not the Big Barn Storm! His lead guitarist was putting on his own show in the corner. I'm assuming he was a last minute replacement.
We have come big Barn Dance the past 3 years, We began coming when we found out about it. We have been coming to Taos for over 30 years We love the culture and small town feel when visiting With the locals.
The festival is well organized and music is top notch.We love Taos and surrounding area. So much to do and see. Great diversity in people, music, food.
This is my 4th time at the Big Barn Dance and I've been to Taos many other times, so this time matched the previous stays.
Wished that Michael Hearne played more of his own music.
Overall experience at Barn Dance was fantastic . Loved the town of Taos .
Great music, great musicians, good organization.
Great experience
I lived here for 10 years and still have greater than 100 friends and I visit about 3 times a year.
I wasn't "visiting" Taos...I live here.
From fun fun
The quality of the music and the venue was spectacular
The weather was a little warmer than we hoped for but still cooler than here in Texas
Great time had by all! Continue the concerts and dance.
Great music and great people
Fun time, nice weather, friendly people
I only do the concert and don't experience anything else..
The Barn Dance is a "bucket list" experience, and Taos is a beautiful welcoming city.
This was our third trip to the Festival. We always enjoy it. We come with our Air Stream. This year we had a flat tire and getting it fixed in Questa, New Mexico was very difficult. In the past we had enjoyed Questa but now are seeking a campground closer to Taos itself. We invested some time in seeking out other campgrounds and think we found one. We hope this enhances our experience. We attended Waltstock in Fredericksburg, TX for 2 years.

This year we were able to camp at the same location as the Festival. That's the best experience for us.
IT'S A GUESS
fun
Good time old friends live there
Great people and great music
LOVED the venue. We all wished we had known HOW to order VIP tickets. We found out from people we met that you had to go to the "sponsor" tab. Was very unclear.
This was my second BBD. I love the music. I have been missing music venues and festivals since my husband died March 2018. Nothing I could do about missing him, but I decided there was no reason I had to miss the music and I asked a girlfriend to go with me. It was magical. I saw old friends from TX and CO. I saw some of my favorite singer-songwriters, as well as was introduced to new ones, I feel whole again.
Taos is one of my favorite places to vacation. I come at least once a year. The food, shopping, galleries and outside activities are amazing. The barn dance was one of the most fun experiences I've done. Three days of non stop music was amazing and the bands were exceptional!! The vendors were great, great food, great shopping choices and great people. Everyone was so friendly!! This is going to be an annual event for me now!
People saving seats was a huge issue.
Festival seemed to be much bigger and less personal than last year. Not enough food vendors. Seating very crowded.
Just a few quibbles: Better information about when the gates would open, and warning that so much waiting while standing in hot sun would be involved would have helped. It would have been great if there had been a posted list of who was playing when put up somewhere clearly visible. The time for access to the park for the the Dance Lesson was not made clear, and the dance floor was not nearly large enough. And, while you may not be able to control who applies to be a vendor, it was problematic that there was almost no vegetarian food available, But the music was really great. Thank you.
The town and festival are exceptional
We had a really nice time, no problems..
Taos was smaller than I had thought. So quaint and accessible from our lodging. People extra friendly.
It was as great as i expected. There were not many locals or young people. While it's good to find your niche, it is also good to attract others and give life to the crowd. Younger musicians were well represented but the audience was very homogenous. Dance lesson should be given before the barn dance in the evening instead of in the morning. That was just weird.
Traffic. Taos Inn becoming over priced
Love the skiing, people, food,, that part of the USA
The area was even more beautiful than I expected and the music was outstanding!
Taos is always fun and I learn something new
We had a wonderful time! We will return next year will make another trip to Taos to see things we missed this time.
Brought my 2 girlfriends for a girl trip. Had heard Michael Hearne & Shake Russell and sev. other groups. Had heard from M.Hearne about Barn Dance..also friends who had been before. Was not sure exactly what to expect but was blown away with the town and its people. Every place we shopped and ate...super friendly. Helpful. Atmosphere was so relaxing. Location and size of Big Barn Dance festival was appealing. Not huge and crowded. Nice people all around.
Everything was great this year. Not a thing went wrong
Love the city, the scenery and the galleries. We just haven't found a wide variety of quality restaurants, and we always end up eating at the same places. I also think the City could do more "little things" that would improve our

visit. The walk from Kit Carson park to the plaza is dark at night, and the sidewalks need improvements. Traffic is always congested along the main street - maybe improvements with traffic lights (not more, necessarily, but smarter), a patrolman, etc. might help during peak periods. And none of the wash stations near the restrooms had any soap. But really, we love Taos!
FANTASTIC VENUE AND SLATE OF PERFORMANCE ARTISTS
Love their music and their songwriting
Great event
The chairs provided at the BBD were extremely uncomfortable and they were squeezed too closely together. I don't remember that being the case the last two times I attended.
Music and organization were outstanding. Great experience.
Great music, beautiful weather, very good shopping, wonderful people
It is still very frustrating when folks put their belongings on a seat in order to save it when they leave for more than an hour!
Big tent for performances was really nice--shade and seats! We sat towards the back and the sound from the stage was really good. Food/Drink vendors were easily accessible. Pre-screening tickets and giving out the wristbands while everyone was in line was a great idea.
It was amazing! Magical
Great music, not too crowded
The Barn Dance is phenomenal. The venue is really great for it. We will be returning yearly!
Great music lineup great venue in a great town
We have been attending the Barn Dance for 9 years. We love it and the city of Taos.
The BBD was great. Taos will be better when we schedule more time to " be tourists".
It was so much fun listening to all the great music and be in beautiful Taos.
The talent, love of music, and spirit of friendship we experienced over our 4-day visit is what keeps us coming back. And as always, Taos is just a beautiful place to be!
Well run festival. Liked the tent concept.
it was great - and I live here - so my visit to Taos, is NA
always love it here
Always come for the music and love Taos
Love The Taos Vibe
The talent and regional "cosmic cowboy" genre with a heavy dose of Austin talent was excellent. I produce a one day festival at Oregon's Timberline Lodge and know the work that goes into a festival. It was clear that the Barn Dance team did a spectacular job on pulling this off, and I really appreciated it. I liked the size, and the emphasis on dancing too. The good people and the down home Taos vibe was very present and heartening and a tonic in these troubled times. I thought Robert Mirabold's accompaniment on High Road to Taos was extra special. I loved that the Lost Austin Band and Gary Nunn played all the old classics. Max was especially great. The Rifiers "See for a Hundred Miles" is a newfound favorite of mine. And the encore final songs I Shall Be Released and Drift Away we're amazing and heart felt and a perfect ending. The food and drinks could have maybe been better (selection) is my only criticism. I am very sorry for the car accident and tragic loss of life and know that will weigh heavily on you all. I wish you strength and peace in seeing that through and continuing the festival next year. Thank you Michael and everyone for a marvelous gathering! "Follow them Music." Peace.

LOVED the music and getting to know the musicians In the songwriting workshop. Just 100% fun
I liked the festival more when it was smaller. We enjoyed the art, shopping & restaurants in Taos.
Great music , lots of friends wonderful weather
Overall enjoyable experience
Music was phenomenal and the people of Taos were so friendly!
We enjoyed the event, but expected that more local musicians would participate in the final night's event (like Jimmy Stadler did last year)
This was our first Big Barn Dance so our expectations were middle ground. Our other activities proved to be excellent.
Great music and great town!
Love the city and the event was outstanding.
Taos it's such an amazing place... So many choices and opportunities for entertainment, food in community.
Traffic and parking were problematic. Festival food choices for lunch and dinner were too limited
I love the Big Barn Dance and Taos.
First time ... We will be back next year God willing
this was my 4th Barn Dance and I absolutely adore Michael Hearne and family as well as all of the amazing musicians and talent that does actually exceed expectations. What was so very very disappointing this time was the separation of those with VIP and those without. in the past I've been able to wait in the line for the hour prior to opening and get a place in the front section of chairs. Now that is not possible as they are all taken by the time we arrive. I'm not sure when the sale of VIP tickets started but it made me feel like a second class person and only worthy of a seat way in the back where it tends to be noisy as people are more talkative back there. To be honest It may be a deal breaker with respect to my returning. And that makes me very sad.
I love coming to The Big Barn Dance! It is my dream folk festival! I love Micheal Hearne, and I appreciate all the work that goes into this festival! I also love Taos, and get to know it better every year.
New Mexico is a great place to be and Taos is a place you don't want to miss seeing.
Music was phenomenal. Had a wonderful time.
Food choices at the festival are minimal and not very inviting. The folding chairs in the theater are the most uncomfortable chairs I have ever sat in. It was hard for me to watch two performances in a row. The music was great!
I loved the Barn Dance. It is always exceptional. My overall trip fell short of a 5 b/c the place I rented was not as expected. The lady cleaning the place was wonderful but the new owners need to address a few issues. I have reported that.
the people are awesome, weather is great, and love this area.
The music was great
Music was great, the whole venue was exceptionally good. The arrangement, set up, etc were very well organized. I was totally impressed with Taos, it's a beautiful town with so many exceptional activities, never a dull moment.
Loved the music at The Big Barn Dance, and the chill vibe there with the crowd and performers. We liked the smaller crowd there compared to larger festivals. Taos is a beautiful town with lots to do.
The festival was well organized and very enjoyable! I've loved visiting Taos for years. Love New Mexico!
Traffic.
Taos local was not helping in the event.

Kirby White - I went to the Big Barn Dance last year and this year. Both times I have been so it is wonderfully amazing. It is well worth for me to come to see Taos to and the Big Bard Dance from Dallas, Texas. The entire things are so perfect.....the wonderful bands, Michael Hearne himself, and all the other items there such as food, drinks, clothes, etc.
Music was great, folks were friendly good shopping
Had a wonderful time. Just wished restaurants stayed open later.
Wonderful music. Love New Mexico!
I live here
Great music, great fans, ease of access
The acts were really good! We had no idea what to expect as this was our first time to BBD!
It was also our first time to Taos and can't wait to visit again!
Been coming for years and often with friends---we rely on the experience for inspiration, healing and enjoyment. Never disappoints---
I love the vibe and people
LOVE the whole experience! Well done.
Loved all of it
Loved the musicians. However would like to see more NM hispanic performers
Great music
This is a festival we look forward to every year. The performers and set-up are awesome!
Small, well managed festival. Not too crowded. Very well assembled. Very friendly staff and guests. Easy parking. Great lineup. Loved the shade, Loved the dancing. RV camping and dining were excellent and close to the festival.
We come to Taos every year for the summer months. Taos provides us with wonderful things we enjoy, participant in, time with friends.
Well organized. Great music
I had great time. The feel the soul of the culture,like when I was a kid. Dancing,real music great
Love the festival and the area.
We have attended the Big Barn Dance for many years. We love the move to Kit Carson for the location, more vendors and great music line up. We always enjoy our time in Taos eating at different eateries and visiting shops.
Food was fabulous
Beautiful town, welcoming vibe, splendid festival
Great music, site seeing, comfortable lodging. well organized festival, close to restaurants and shopping.
Amazing talent is provided-and it is very well organized. We've never been disappointed. We've made many friends throughout the years we have attended the BBD. We have been coming from Minnesota for this event since 2002.
I love the Barn Dance - great festival and great Music and I also enjoy Taos on its own merits
Music was great. long time to sit for three days.

Sooo cool
Great bands fun dancing
The venue is great, the music was exceptional
Great time , most of the entertainment was really good
All good
We absolutely love the Barndance and Taos . We meet friends from Colorado there each year
It was wonderful music for the most part and a very fun experience.
The restroom trailer in the VIP area had non-functioning air conditioning, and the tent over that seating area had multiple holes and leaked when it rained.
It was great
Everything was great.
Relaxing and fun. Good music and friendly people.
It's hard to exceed our expectations, because we have come to expect a lot of great music at the Barn Dance. And we are never disappointed.
Musicians were top not.
The music was wonderful. Taos was a charming bonus. We will definitely be back.
The Barn Dance just gets better every year. We are becoming more and more enamored with Taos.
I have been going for several years now and it gets better and better.
Great talent. Had so much fun
I liked the music and air. We stayed in a great place. We had great seats and liked the music. The seating was somewhat chaotic. The food and alcohol selections were basic and limited. I had high expectations.
Taos is fun Barn Dance is very well organized
Loved the town. Liked most of the music. Loved that it was small. Seats were very close together and uncomfortable. Very hot
I have many interests satisfied by Taos.
Well planned and organized
Concert was great, but have been to Taos many times. Was disappointed so many things to do were closed on Sunday.
The musicians were fabulous... especially Michael Hearne and Shake Russell! The weather was perfect and we made some great friends.
I live in Taos.
Loved the variety of entertainers. Really seemed like different types yet one big family.
Great music! People of Taos are so warm and friendly.
Great music, friendly people, beautiful weather!!
Great event - Needs more food options for three days. Town closes up early. Limited late night places open to eat.

Great atmosphere , incredible musicians, respectful crowd
A highlight of my summer
The Barn Dance is the best music festival, bar none, and being held downtown Taos with restaurants and shops nearby it's the icing on the cake.
Love Michael Hearne Love Taos Best music festival in the country
Big Barn Dance is well organized, great performers, comfortable venue, and is reasonably priced!
I was exhausted at 11pm and had to leave. Disappointed to miss the closing. The Grand Finale with everyone on stage.
I know both well so my expectations are pretty high to start with.
I love Taos!!! Have been coming to this city over 30 years.
The Barn Dance is a great, peaceful experience.
Loved the Dance barn but difficult to dance as very crowded. Dancers don't know the rule of dancing in a circle counter clock to avoid bumping into each other. Maybe it could be mentioned by microphone to remind dancers...(?)
The music was fantastic. The food vendors weren't so good. The merchandise tent was not prepared at all and extremely unorganized
Great entertainment and cultural experience! Taos has so many great restaurants, shops and historical attractions. We experience something new and different every time we attend.
Pleasant weather, an entertaining and well organized festival.
The Music was great, the New Mexico Rain Movie was emotional and we had a great time
Came back after great experience last year so I knew what to expect.
Barn Dance exceeded what I thought could be done with getting that much talent in the same place, at the same time and have ALL of them able to perform and entertain as cwell as they did. Taos was as wonderful as I expected it to be: this was my first visit and it won't be my last !!!
Absolutely loved the Dance and stay in Taos. We are planning on doing all again next year.
I liked the Festival a lot. It was a great value for the money, packed with content and well produced. Taos was great too, but the traffic / getting around was a little difficult.
There is so much to do!
Had a great time
We had a lot of fun, the weather was good, the area was beautiful & we had a great dinner at Lambert's with Our friends.
It was fun as always. It is cooler than Texas and the music and food are great.
It was great
A great musical line up and a well planned and executed production.
The best festival of all that we go to!
Music was fantastic
It seemed many of the performers had been here last year. Not as many big names like last year (for ex., Joe Ely and Michael Martin Murphy). While the Peterson Brothers are very accomplished musicians, their music was out of character for a Barn Dance Festival. Many more attendees. I understand 2000 tickets were sold. I didn't see

as many locals as in years past. I hope this event won't get any bigger.
Extraordinary talent always!
The Barn Dance was well organized, the entertainers were top-notch, the crowd was respectful and fun, there was plenty to eat and drink (and the prices were reasonable). The overall atmosphere was professional and at the same time laid-back. I like how the entertainers really promote Taos and New Mexico in their songs and their stories. The town did a great job in keeping things flowing and orderly. You'd never know there were as many people in town as there were!
Some of the bands were not bands you could dance to. I think it looks bad for the businesses closest to Kit Carson Park to monopolize on their parking with a fee of \$10.00. That is outrageous. I don't know if Taos can do anything about that. I also really appreciate the free parking at Kit Carson Park. I really appreciate the great dance floors, thank you.
Huhyyhh
Excellent festival and love the city of Taos. Great food, shops and people.
Having been before (to Taos and the Barn Dance), it was what I expected.
Always enjoy visit there-good friends and family.
Great fun, good fun, WONDERFUL music
This was the 3rd year in a row ! We have limited vacation days and this is something we look forward to - next year we hope to bring family and stay longer!
We thought Friday's performances was lackluster. There many, many ballads sung and the festival needed more groups to change the tempo of the concert. We came three years ago & felt this was a more diverse and exciting festival.
Exceptional setting
This was our 12th Barn Dance so we pretty much knew what to expect.
Love the area, the music and the weather.
Would another hotel to stay at next time. Sagebrush was ok but quite round down.
All the music at BBD was fabulous! Having one venue with one stage AND chairs, great porta potties and good food in one convenient place was great. Taos itself is exceptional—food, weather, shops, people, history, Taos Pueblo!
Had a good time and Taos is an interesting town.
I thought it was going to be Country Western music and that normally isn't my style of music. I loved everyone that played at The Barn Dance and am considering going to a full day next year.
We had fun! We brought friends. We just enjoyed our getaway.
The concert was a great experience. The scenic beauty of Taos was exceptional.
We've been coming to the Big Barn Dance for years and have listened and danced to Michael Hearne's music for over 30 years.
Taos is a warm, charming place to visit. We've traveled to Taos a few times in our 41 years of marriage and have always enjoyed the small town atmosphere of Taos. We enjoy the Home Concerts here in Weston Lakes and had seen several of the entertainers at this year's Big Barn Dance in the past such talented singers, songwriters, and musicians all in one place ... great fun!
Great event as usual. They did a great job of keeping the audience quiet.
What's not to LOVE about Taos? Loved the event...so cool!
Friendly people,well organized and great music

There was so much other stuff to do when the chairs at the festival got too uncomfortable
It was awesome!
2nd time to come and wanted to enjoy the fantastic music again. Will come again
Bad weather; Trouble getting tickets
Was a great vacation and the event is one of the best in the nation.
Music was stellar and the area is awesome
Excellent musicians and entertainment, good food in Taos, and the general good vibes of Taos itself.
Exceptional entertainment
I thought the music was awesome
better music each year
Great fest. Great people.
This was my first music festival and I did not have any expectations. I've been to Taos several times for skiing and always enjoy visiting the town and surrounding places.
Because there's magic
Always have a great time
Parking. Chairs not comfortable. Limited food selection. Music very good.
I loved everything about it. The music, the setting, the town, the fans who came, the town people, the hotel (Benavides), the food, the friendliness of Michael Hearne, Bill Hearne and all the artists great experience
mellow town not too much traffic beautiful place
14th time attending the Big Barn Dance. I had pretty high expectations and they were met.
We love the quality of the music and fellowship of the barn dance. Taos is a magical place and we have visited many times outside of the barn dance and always look forward to returning. The people of Taos are so friendly and accepting of us tourists invading their beautiful city and we hope we have returned their kindness while visiting.
Attended last year and water stations were no longer available this year. The water station this year was just a water barrel and not very easy to access from the entrance to the park. The parking was not sufficient. The alcohol was expensive for the quality. The traffic in Taos during large events such as this was horrible. The one main road through town is insufficient to support the large volume of traffic throughout each day of the event.
This is one of best community events, seeing friends, good music and atmosphere.
Great Time,,, wonder ful music and dancing
Have been to Taos before, last year for Barn Dance and 10 years prior on vacation and have always enjoyed being there
Very relaxed music festival. Great music! Restaurant and shop people were so friendly!
super fun venue with great music and musicians
very friendly crowd & vendors excellent music

<p>never felt crowded very well organized - everything on time well protected from the sun & rain</p>
<p>Great weather, best artist lineup ever. Got to see some old friends and made some new ones.</p>
<p>The music was better this year</p>
<p>Taos and Northern New Mexico and the music that The Big Barn Dance and Michael Hearne bring together fit like a glove. To be able to live in Taos and invite our friends from out of state to the Big Barn Dance gives them and us a great weekend of entertainment and reminder of why we live here.</p>
<p>More touristy than expected</p>
<p>Beautiful friendly area, Amazing music. Excellent music festival ♪</p>
<p>I love the music and songwriters It</p>
<p>We had a wonderful time. The house we rented was fabulous and the owner was great to work with. The restaurants we tried were great.</p>
<p>Liked our previous B&b better</p>
<p>The music was incredible, great friends and love the town.</p>
<p>Well organized. Happy to have seats in a covered area. Great lineup. Very appreciative of early entrance and flushable toilets.</p>
<p>Beautiful part of the world & outstanding live music - a great combination!</p>
<p>I visit frequently, it's not a trip to be "entertained". Taos is a great town.</p>
<p>Great venue, music, was able to walk to the venue from my Lodging. I have traveled to Taos for 40 years and love it!</p>
<p>Too much of a sit down & shut up experience. Should have had dancing in front of the stage the next whole time,</p>
<p>Magical place.</p>
<p>Some acts dis not belong at the barn dance</p>
<p>Quick transitions between bands and excellent music</p>
<p>I would like more dance music. Next year I plan on just going Saturday night.</p>
<p>We love the music</p>
<p>The set up of having to wait in line 2-3 hours before the gates open to get a seat up front did not appeal to me at all. Lack of on-site parking. Traffic in Taos is miserable.</p>
<p>This is our 7th year attending the Barn Dance. We love the music and love the city of Taos.</p>
<p>Been to Taos many times, and know what to expect.</p>
<p>Concert was organized and I love the close proximity to great restaurants.</p>
<p>Well organized and enjoyed food and art booths. Greatest music and wonderful people, good times were had by all,</p>
<ol style="list-style-type: none"> 1. I would rather hear Gary P. Nunn NOT doing the dance. He has so many wonderful songs that are NOT dance songs. 2. Kelley Mickwee was going to be a highlight of fest for me. I understand why she was re-scheduled, but I would have liked a little warning as I missed her going to lunch. 3. Don't have the Peterson Bros. again. They did not fit with the overall fest, and while I have heard them be better, they were AWFUL that night. The crowd ran away.

locals
great sound system, grape vendors, great weather, great people.. great musicians, great dancing
There were two or three outstanding acts, but I often found myself wishing the band that was currently playing would finish up and make way for the next one.
Was what I expected! Enjoyed all
Lovely people and atmosphere. Lots of great activities to participate in and around Taos.
Great music, great accommodations
after 8 years some of the repeated acts are getting a bit stale. newer acts are great adds . wish shake and chuck would sing some other songs vs played music.
I thoroughly enjoyed it all. There is always room to improve.
Singers were amazing. Dream catcher B& B was a great find! Love the shopping.
Great music with a wide variety. The lodge (El Pueblo) was comfortable and convenient.
Excellent line up, easy online ticket buying, well organized, small, intimate size, good location to hotels, dining, etc.
Seating was unmanageable. Very few additional vendors selling their wares.
the music is always exceptional, it is easy to get around and the vista beats the hell out of looking at down town Dallas
The festival was great, weather was wonderful and the area was gorgeous!
Big Barn Dance is a great festival in keeping with others I've attended like Kerrville and Old Settlers. I've been to Taos before and always enjoy my experience
This is a unique event that I have grew up with and draws me back to Taos
I've attended similar festivals and had seen at least half of the acts. I've passed thru Taos before and spent the night one time previously. This time I stayed 5 nights and fell in love with Taos.
I don't understand this question
I was surprised that more local people weren't there.
Love Taos
We had a really great time at the barn dance and in Taos!! Will definitely be back next year! The Lord willing!
Everything was so well organized and enjoyable. We stayed at Taos Valley RV Park and then moved to the park campground which was very organized. We were first timers and look forward to next year.
Beat Root Revival. Cornmeal on the dance floor. Seeing friends. Dancing. Hearing great music. Everything about it.
Quality of the music , organization of the event, and setting Northern New Mexico
The music at the BBD was extraordinary, everyone in Taos was extremely friendly and welcoming. I really couldn't ask for more.
Very well organized
Repeat performers gets old.
Barn dance was fantastic as well as our time in Taos ~ we will be back to both
Been visiting Taos for 46 years. I always enjoy my time!

I Love Taos
Great time all around.
Enjoyed it very much!
It was very organized, lots of food opportunities, the people were friendly, We had a fun filled weekend.
I love Taos, and I love the music lineup that the festival brings..bring Joe Ely back also!
I really enjoyed both my visit to Taos and the Big Barn Dance.
wonderful festival, easy access/parking, good accommodations
Barn Dance was excellent as usual. Weather was great. Love Taos, arts, pottery, etc.
I expected the music to be great and it was. Friendly people, great food, beautiful ski area.
Taos is amazing. Barn dance was a lot of fun
There was more that we were wanting to do but not enough time to catch it all.
I HAVE BEEN ATTENDING THE BIG BARN DANCE FESTIVAL SINCE IT'S INCEPTION IN DES MONTES WHEN IT WAS JUST A NEIGHBORHOOD COMMUNITY EVENT. CURRENTLY, THE FESTIVAL HAS PROVIDED EXCEPTIONAL MUSIC AND ACTIVITIES THAT HAVE ONLY INCREASED IT'S APPEAL. IT IS A MUST GO TO EVENT EVERY SUMMER. IT NEVER FAILS TO AMAZE AND ENTERTAIN ALL WHO ATTEND THE EVENT FOR ALL THREE DAYS.
Our favorite activity and place to be.
I had fun! the bands were excellent. Taos is gorgeous!
This festival is well organized every year, has talented musicians and artists, location in the heart of beautiful Taos and the surrounding areas.
My favorite music festival. Family oriented. Good clean fun.
Was organized well. Music and dancing great.
It was so balanced with musicians timing limitations on attendance location sound quality and vendors
Taos and The Big Barn Dance are always fun, almost too much fun.
Merchants are very friendly....love the Farmers Market...Town of Taos is very accommodating to Big Barn Dance letting us park RV in park
didn't say that, 4 out of 5 ain't bad
We love visiting Taos and do so once or twice a year. This year's Big Barn Dance was better than ever, having more food vendors and running on time. There was also a greater variety of performers. Also, our experiences at restaurants and shopping seemed easier.
Weather was great musicians were awesome and it wasn't too big. Bathrooms are great food was okay could have used some other vendors.
Taos is so quaint & beautiful w/ wonderful people. This is our 6th Barn Dance & we love the music from the talented artists & wonderful people who attend!
We had a wonderful visit to Taos, Michael Hearne and the Barn Dance was great, the food was very local and good and the people were very friendly. It was a wonderful and memorable experience.
really enjoyed Saturday night. like to be able to listen up close and the way the sitting is prevents that.
It is the highlight of my year. I save all year to come to Taos and the Big Barn Dance.

POSITIVES:

Weather was amazing...Musicians amazing...Many things to Do...MANY Positives

Negatives....feeling cheated by Jewelry Store Owners-not sure who to trust when looking at Turquoise
.....being told by Turnkey that they would do a Walkthrough of the property while we were NOT there.
We called and they said they would NOT go IF we were concerned. I have never had this experience with any other B & B or lease group. Won't use them again! We are a group of older women with nothing to hide but our personal items and our privacy.
.....we were concerned with safety in our neighborhood. It is hard to know the safety of a neighborhood when you are not familiar.

This was our first time to attend and since we were Not Locals and did not have previous experience regarding seating we had very poor places to sit. We did not realize you had to mark a seats to keep them during the day. We spent most of the days in the beer tent and could not hear the music. The side dance floor was a great idea but once again the Insiders got that area saved everyday.

Enjoy the town & its citizens, restaurants I visited were wonderful (mostly Michael's Kitchen). The scenery, to this flatlander, is extraordinary. The town is easy to navigate.

It was a fabulous event. Great music, dancing and fellowship.

Love the dancing

Q8 VIPb. How would you rate your experience as a VIP/sponsor: Why do you say that?

Response
People that did not pay were allowed in
They were good, I had a blast!
Did not buy vip
First year for VIP, the proximity to the seating was great, easy access to the bar (and short lines..), easy access to restrooms (and short lines...), snack food, water, etc. made the experience soooo much better. Then, we also were able to mingle with many of the artists that really made the VIP access even more special.
Michael, Sarah and Jacy do a superb job at putting on a great festival!
Only good for getting good seats.
Thought access to the VIP area would be special, but the artists stayed away for the most part.
I think the event is better if some of us pay more and this is an opportunity to help
I bought my VIP ticket at the show from someone else who over sold what came with a VIP ticket. The VIP tent was lacking in snacks on the second and third day. Plus the tea and lemonade were not kept filled. The absolute best benefit was getting into the area early to get seats.
convenience of restrooms and bar facilities
Comfortable. Easy access and amenities.
Really liked the porta potties. Clean and convenient! Also appreciated the coffee, tea and lemonade as well as the bar. Fun to be able to keep and speak with the artists.
The overall convenience was outstanding but I did find the VIP chairs uncomfortable and often sat off to the side
Wasn't wild about the wait in line to get in and choose a seat, but that just goes with the territory.
It was comfortable, with great seats and amenities.
We had a good time and enjoyed the parking and other perks, worth the extra \$\$\$.
Better chairs better bathrooms
Far enough back from the performers that I couldn't make out who was on stage at times. Cushioned chairs, bar, restrooms, water/tea/coffee setup, and sofas were great.
The VIP area exceeded expectations
Awesome. Great seats. Refreshments available. Clean restrooms.
Nice to meet friends and musicians. Ice restrooms
It was perfect! Pre assigned seats, early admission, VIP tent!
Chairs more comfortable in VIP area but disconnected from stage. We sat in regular seating on the hard chairs to be close to stage. Restrooms clean but air conditioner did not work. Wish all seats were reserved seating so we didn't have to arrive 2 hours early & stand in hot sun!
Enjoyed the vip, will purchase next year

Lived it. Won't go back to regular admission. Love supporting Michael Hearne.
Appreciate the proximity to the stage and - especially - the restrooms. Thank you for that extra effort.
It was definitely worth the extra money
We bought the VIP passes and were very pleased . To be able to meet the musicians was very nice . We were disappointed with one entertainer who felt he needed to express his political views . But seeing the number of people who left during his performance Thursday night indicated we were not the only ones that felt the way.
It was exactly what I expected and we would do it again
Broken A/C in restroom trailer was never really fixed (it worked briefly on Saturday). And the tent over the VIP seating area had multiple holes in it, causing a lot of leaks when it rained.
All VIP ticket holders should be able to get in line on Day One and select seats that they can keep for the entire Festival. Let the "Rain" VIP's get their pre-selected seats. They deserve it at the price they paid. Then let the "Songwriter" VIPs line up on Thursday. Give them some way to designate their seats, and let them have those reserved until the dance floor is cleared on Saturday evening. We were getting in line 2 - 3 hours before the Entrance time EVERY DAY in order to procure good seats. That cut down on our time to enjoy local restaurants and galleries.
Comfortable seating. Great restrooms. Attentive bartenders. Sound wasn't great, but not sure if that wAs because of seating location or site wide. Would suggest considering way to keep people from saving seats. At Fischer, for example, seats are up for grabs if not occupied by second song of set.
Convenience of bathrooms, visit with musicians, early entrance!
Poor view from VIP tent
I have purchased VIP/Sponsorship beginning in 2015 and each year thereafter 2016, 2017, 2018 and 2019.
It's what I expected from prior experience.
VIP wasn't maintained very well for the amount of the ticket
Get in early!
I wouldn't do it again, could of had a few more perks.
Loved being able to choose my seat and access to VIP tent and bathrooms.
Nice knowing you have guaranteed good seats all 3 days and don't have to stand in line for bathrooms or the bar.
great seats & convenient parking
Everything worked well with the VIP package. The reserved seating was a great addition!
Everything was fine except we felt like we should have been able to save our original seats like prior years.
What I expected. Appreciated closer restrooms. LOVED COUCHES. Better control of talkers in VIP area.
The convenience of the bar, free beverages and snacks, restrooms and seating make the whole BBD experience more pleasant. We have a lot of friends who do the VIP experience so we get to spend time with them as well.
Great seats and very well organized ♡
Seating in VIP area was comfortable. Clean restrooms, bar service was very good
Loved the new bathroom access this year. The access to great seats and good iced tea definitely added to the enjoyment.
Done it before and know what to expect. It's a nice, albeit costly, feature of the BBD to be able to get good seating. Private restroom truck was a nice addition this year.

Good not great VIP access.

The seating and restrooms were great. The bar was well stocked. We very much enjoyed the extra time to find our seats.

I liked getting in early to get a good seat. I also feel good about supporting events like the barn dance. On top of that, Michael Hearne plays at our house concert series and he is just about one of my favorite people on the planet!!!

Private bathrooms for the VIP section, new this year, greatly appreciated!

Would have been 5 but. Security did not control the talkers/noise or the people standing by the wall in front.

This is our second year at The Big Barn Dance. In 2017 as well as this year we purchased VIP package. The chairs in the VIP section are comfortable to sit in. The ones in front of the stage are very uncomfortable! Last year the VIP bar ran out of chardonnay about mid-day Saturday. This year they didn't and, they had my go to brand La Crema! It's nice to have the bathrooms in the back of the VIP area too.

Q16. Please use the space provided for any additional comments or suggestions you may have about your visit to Taos while attending Michael Hearne's 17th Annual Big Barn Dance Music Festival.

Response
None, I love Taos trying to spend more time tehre
.
3rd year attending
Explaining the low amounts spent as a result of attending Big Barn Dance, we live here part-time so do not spend for lodging, and our meals out are because we are already here for a couple of weeks at a time. We do, however, plan our September visit to our home here each year to coincide with Big Barn Dance. We plan to attend for as long as it's produced here in town. Many thanks to Michael Hearne and the whole crew, and to Town of Taos for helping make it an enjoyable experience for all who attend.
Love Taos. Will not come back for the Big Barn Dance.
This survey was not smartphone friendly. This was the worst part of the event.
This was my first time to the festival, and to Taos. After my wonderful experience I certainly expect to come back.
Have a locals discount one day!
This event should definitely be 3 days: Thursday, Friday, and Saturday. It is so well organized and Mike's selection of artists superb. Taos is lucky to have Mike and the artists care so much and treat us like home town. Gary P. Nunn is a major star who also loves Taos and Taos Ski Valley, and has played even for ski patrol parties years ago.
The music and venue are awesome. I think the food needs improvement. I also loved that you had air conditioned bathrooms onsite this year. Thank you to Michael Hearne and to the town of Taos for such a wonderful event.
Getting too expensive for most locals to attend.
I would like to see the raffle include something in addition to a guitar (lodging, spa,dinner,art work)
Our friends that live in taos spent money on food and alcohol for us and other attendees at the barn dance.
Better lighting to the parking lot. I tripped several times going back to my car at night. The restrooms were very well kept. Thank you for that. I really enjoy the air conditioned restroom.
I don't know how to make the experience better than it is. My experience was terrific!
It would be good to have some salad and/or vegetable/fruit options available and more food options in general.
Taos and the Barn Dance were both wonderful experiences for our group. Loved the local restaurants and shops and the scenic setting.
More parking
Taos was great - it was our first time to Taos and we will look at real estate next time we visit. I would tell the Town Council to continue to support this amazing 3-day festival. It's among the best organized festivals that we have ever attended.
A nice friendly relaxed event with great music
great event for Taos
Keep it up!

<p>It seems VIP's get a LOT OF PERKS! We weren't in that group:(Probably won't be in future, either. We enjoy the festival and look forward to it every year. Keep up the good work! So sorry about the accident that claimed two young lives the night before the festival began. Condolences to all who knew them.</p>
<p>My only complaint is this year it seemed to be harder to find a seat, because most of them had been taken by people putting their stuff on them and then disappearing for the day. To make matters worse, a lot of the unattended chairs had annoying "Texas" stuff on them.</p>
<p>It was fabulous, would like to have security in the parking lot behind the event after dark. Thank you Taos for hosting this event. I will be back next year!</p>
<p>Taos sidewalks are treacherous for older senior citizens. Downtown Taos needs cleaning. If Taos wants to keep tourism industry, more should be spent on keeping the area clean.</p>
<p>We love Taos and the people of Taos!</p>
<p>Loved supporting church parking lot Security was excellent Loved the music and personal relationships with performers. Loved Taos News Martyrs Orlando's Lambert's and the Gorge Smith's and Slbertsons Farmers Market Hatch Chili's Thank you! Hope it helps fund Town of Taos</p>
<p>Better food at the barn dance. Everything else was great.</p>
<p>We'll be back if they do it again.</p>
<p>We enjoyed the Sting Concert on Monday. We liked the Barn Dance for the Music and all the people. Great Fun</p>
<p>Need better food and food service from the trucks.</p>
<p>We will be back</p>
<p>Loved it</p>
<p>Have two of the ladies air conditioned bathroom trailers and give up some of the portable potties. Overall it was an excellent music festival and I will be back next year.</p>
<p>We'll be back and plan to spend more time in Taos next time.</p>
<p>This is our favorite festival every year. The gallery stroll was great. The atmosphere, the performances, everything is fantastic. Can't wait until next year.</p>
<p>One more food vendor with something in maybe the prepackaged salads category. We went to Cid's and picked up a picnic style lunch one day that was perfect while sitting under the tent.</p>
<p>There are many great restaurants and food vendors here in town. Please do food vendors locally. The vendors at the Barn Dance are terrible and have been every year. Please use locals!!</p>
<p>Wonder full town, wonderful Barn Dance. Great police, fire department and event security. We felt totally safe in town and at the event... that is important these days. We also grieve with the town and Fire Chief on the untimely loss of his sweet Daughter. May God bless.</p>
<p>NA</p>
<p>Will go back next year!</p>
<p>PERFECT!</p>
<p>please find a way to obtain funding for hiring more law enforcement officers; write more speeding tickets; The Volunteers were wonderful, kind and knowledgeable. We've been attending for 11 years since we bought our 2nd home here. The performances were great, all the musicians are fun and engaging with attendees; Michael Hearne has an enormous and loving heart. He tries to make it the best TAOS Festival of the year, for the greatest number of people. He's generous, and i look forward to next year.</p>
<p>The biggest improvement (for me) would be the choices of food. There weren't any healthy options and hardly anything gluten free. I would have gladly paid extra for some healthier food choices. This is particularly important if you don't want to leave the venue to find food and are there all day.</p>
<p>Great town. Mostly friendly people/locals Rude Security folks in my experience more than once.</p>

No bicycle racks.
we had a wonderful time!
Everyone was friendly and helpful. We met people from AZ, KY, CO, CA, NV, and all over NM. Many commented on how impressed they were with the town of Taos, the attractions and scenery, myriad restaurants, and the BBD venue itself.
Allow more all day tickets for Saturday including dance. Arrange shuttle service to and from hotels for a nominal fee.
We have a handicap placard but there was no place close to park. I had to let my husband out at the gate & then go park.
barn dance line up needs to include hispanic talent
Dancing was too crowded
I know there have been issues with other music festivals and I hope this does not impact the Big Barn Dance. Our crowd is very respectful of the venue and we love being in Kit Carson park with the trees and the grass. Although we did not go this years, in previous years we have enjoyed the Art Crawl on Wednesday evening.
Apart from the traffic through town it was all great fun! Thanks!
Would have liked more healthy non-vegetarian food choices at the festival
need to streamline the process going into the venue. A few people had no clue what was going on.
Shuttle buses should be run to the event. Parking is a problem. Tickets should have seat numbers, so as to not have a group of people save a ridiculous amount of seats for people that may or may not show up. Tickets with seat numbers would also solve the problem of people having to line up outside the gate for over 2 hours and still not get a decent seat. There need to be MORE COUNTRY WESTERN singers. This was our third year to go and the performers were not as good this year.
Love most everything about the Barn Dance--it is our annual pilgrimage. Would love to see some new food vendors--the fajitas and ice cream are really good, but need some more brought, maybe healthy choices. Never want to leave, so we have to schedule who we are going to miss to leave if we want to go to a restaurant! It's "family" now, though getting bigger. The "gold rush" for chairs is a bit disconcerting, but have no idea how you would go about fixing that unless seats were reserved--almost impossible to do with temporary seating I think.
I would like a ticket reminder earlier before 3 day passes sell out.
Everything was perfectly planned, good time!
We'll be back!
Do not get any bigger
Loved it. Looking forward to returning.
first time we went. Was a great event
It was an excellent jester to take a collection for Maria Cruz's family; it could have been done earlier than the last night. Overall good show this year.
Use AAA porta potties out of Albuquerque
Too restrictive at venue with bringing in own water. Food to purchase is too limited at venue.
Love Michael's event & will return every year possible
drink prices were a bit high.
Great time great fishing

This was our 4th time for the festival and we will be returning!
We loved it & plan to come back for it next year. Also, we met a person in line who told us how much fun it is to attend the Taos Pow Wow in July so we are looking at that as well.
New way for people to assure seating without standing in line for hours. VIP and sponsors saved seating for friends with regular passes. Lines were long and lasted hours in the heat, only to find whole front section completely full. Wished for more of the New Mexico music that this venue is famous for. The festival has changed from its original roots.
I cannot imagine how it could have been any better!
Really disappointed in the lack of recycling that was done at the festival. Very poor and this must be addressed and so sad especially given that this TAOS!
Appreciated the cordial, polite atmosphere of the event.
Great music line-up, best one yet. Would love to have more parking. Would like a more consistent experience in VIP (some days there were snacks, others not, sometimes ran out of water, etc.)
Perfect as is. Don't let it get too big.. Need to announce dates for 2020 now, so we can start planning
It was a lovely event, as it always is. Thank you to the city of Taos for you hospitality.
Keep on putting on a 1st class event! We understand the festival has grown significantly since the beginning days. This was our 6th year. We think the attendee size is just right to still allow it to be an intimate event. There was more talking noise this year coming from the dance tent as compared to prior years. During some of the quieter moments of performances, it was difficult to hear the lyrics and music.
We own a second home in Taos and hearing music is one of our favorite things in Taos. We heard Michael Hearne at KTAOS as well. We love Taos and originally bought with the idea of retiring here, but the speeding and litter seems to be getting worse. That poor 16 year old girl who died in the car accident is unfortunately not unusual for the area.
.My Husband cannot walk very fast so when the gates open we are not able to get very good seats. Other than that problem everything was wonderful
Will be there next year....
Prefer less listening and narrative and more bands like Saturday
Always a fun time.
Would like to see expanded food options.
Loved every minute of the festival and being in Taos My only complaint was our stay at Kachina Lodge. Their is very limited nice accommodations within walking distance (1 mile) to the festival and downtown area.
Great place and will return as long as it continues. Thanks Taos for allowing it in you town
Fun event; beautiful Taos scenery and weather!
Too many people reserving seats without seats in the ground.
Great line up
Don't lose it. Stay at Kit Carson Park.
Let us know how much we raised at the venue for Miss Cruz. It would be nice to show Taos how generous the crowd was. I heard they were thinks of banning electrical instruments at the venue 😊
Great time every year we attend! Looking forward to next year.
I loved the size of the venue and hopefully it will not expand to a much larger venue/festival. The music was wonderful and the overall experience was relaxed, friendly, and it was great to spend time in the Taos area.

Fantastic music, good people, love this event, food at event was limited and some very expensive
Great Show
It was hard to be in a festive mood after Kylie Rae Harris caused the auto wreck that killed local teenager, Maria Elena Cruz. That definitely put a damper on the event. It would be great for future events to let folks know who are coming to the event that good judgment in their conduct would hopefully help avert any future incidents. This was a tremendous heartbreak for this community.
We loved it and want to come back. Carol Elliott told us about it. By the way she's a good singer songwriter herself . Just saying!!
The wait to get in for decent seats was too long and then somehow all the close seats had already been saved with blankets, etc.
Very nice festival. Well managed. This was our 8th Barn dance to attend OBL, ski valley and now the park.
Everything was done efficiently and the music was great. Kepp up the good work.
first visit to barn dance,
We will be back next year, and will be purchasing VIP tickets.
We are dancers and really value the dancing opportunities. PLEASE, keep providing the dancefloors. We LOVE it.
We hope the grass recovers in KC Park and the Town gives everyone a clear, transparent report on the whole thing. We also hope that the folks that live near KC Park were OK with the sound levels. You might include them in this survey?
none
You need to step up recycling. I saw a lot of Aliminum being put in trash. I realize it's hard to recycle plastics etc.
Keep it small !
I felt the Art Stroll could have been better organized. (Maybe I missed a hand-out telling us in which order the museums were and the appointed time.) As for BBD itself, I hated to take a food break or a bathroom break because I knew I'd have to miss some music.
More vegetarian food! Larger dance floor!
More food trucks
Appreciate support of Town of Taos for this event. We like visiting Taos, no complaints.
VIP seats closer so I can see who's performing. Sound was great. Overall, it was a great experience.
None
Improve the food at the venue.
Fabulous
We had a fantastic time in Taos. Plan to come again....both for Barn Dance as well as other time...and brings more friends.
Please work on food truck options. I hate missing music to go offsite to eat dinner
Folks are friendly - everybody - visitors, locals, city folk. Very nice place.
The guy walking around with quite sight is annoying and rude.He has a napoleon complex
I volunteered although I paid for 3 days. The volunteer staff gave conflicting instructions. I was humiliated by the lead volunteer coordinator in front of others. With a lack of respect for my efforts and cooperation. I was treated like a child

<p>I stood in the VIP tent (my assigned location,) for maybe 10 minutes after my shift ended, just to enjoy the music. I did not sit down, nor was it my intention to stay any longer. It was as if I was cheating. I am a seasoned volunteer who has never been treated this way. The experience tainted my enjoyment of the festival.</p>
<p>More seating (hay bails?) needed in uncovered listening areas. More inter-action with performers, up close and personal. Rearrange the setting. Move the stage to where the VIP area and have the audience on both sides and front of stage. Some bar-b-que????????????</p>
<p>I enjoy the event and love Taos. The chairs at the event need to be more comfortable. I've sat in that type of chair at other events and hated them. Please fix this.</p>
<p>We'll be back</p>
<p>Loved it. Our second year and planning to return next year.</p>
<p>It was awesome hope they can maintain this level of perfection!</p>
<p>liked the small size of the Festival</p>
<p>It was just great. Must say though the food at the Barn Dance was really expensive. After the first day we decided to eat our meals outside the venue.</p>
<p>Big Barn Dance is a great experience thanks for hosting it</p>
<p>The people of Taos could not have been any friendlier. Loved everything!</p>
<p>It was all Texas. Find more varied musicians. Last dance was so late it was a let down</p>
<p>This was our second BBD, and I'm sure we'll be back. We were VIP ticket holders the first time, but find it to be unnecessary. As for Taos itself, we had a hard time deciding where to eat, because we just didn't find much information about our options.</p>
<p>We always love the performers and this was the best organized event we've attended so far. We liked that you moved the dance floor back so talking/shuffling did not to disturb the daily performances, expanded food selection, and the overall layout for security.</p>
<p>Need to recycle cans and bottles.</p>
<p>The Barn Dance is a wonderful yearly event - I don't like porta potties - but they were clean - it was well organized , great music and a wonderful reunion with friends - the sound system was a little mumbled at time but that could also be because I was over toward the dance area so more about my location then the bands....</p>
<p>better food would help</p>
<p>None</p>
<p>See my previous comments. 5 Star Festival in my view. Major kudos. Love Taos!</p>
<p>This was our 4th annual trip to the music festival and Taos. We also have friends who meet us in Taos every year at this time who don't attend the music festival.</p>
<p>N/A</p>
<p>I would like more choices for food at the Barn Dance</p>
<p>An ATM machine at the festival site would have been convenient!</p>
<p>Enjoyed the event hope it continues. Would like to see more of the area's fine musicians play in some capacity.</p>

This is our third extendestay in Taos in 20 years and you continue to delight us, no matter the activity we choose.
This survey is waaay too long and detailed. The festival and Taos were a great experience
Fabulous!! More food vendors please. Appreciate the drive safe group providing free water and bringing awareness. City should clean up and provide overdue maintenance at the park area of the park including the pavilion, bathrooms, grassy areas and tennis courts.
I believe the big barn dance is such a beautiful thing for Taos to host. It truly brings so many people together and is in my opinion what the spirit of Taos is all about!
Have South by SOUTHWEST play earlier in the evening on the last night. After three whole days of the festival, my husband wasn't willing to stay till the end, which was the part I most wanted to enjoy. He was also upset by how crowded the dance floor was. I know Michael has worked hard to provide as much dance space as possible, but it seems there were a lot of folks at the dance who'd weren't at the festival for the rest of the weekend. It wasn't fair to those of us who paid for the whole event to be crowded out of the event that I had looked forward to the most. Perhaps there needs to be a lower limit on the number of tickets sold for the final Saturday night event.
I've visited Taos numerous times so I may not have done as much outside the festival as I would have if it was my first visit. We love it and always bring friends.
Many followers are old, we have bad hips, bad knees, compromised lung capacity, etc and parking a distance away and having to walk then stand waiting for venue to "open" was disappointing. Next year try 1. assigned seating , instead of persons "saving" seats and not attending; 2. Several "park and ride" locations that can deliver you to the front entrance ; 3. ALLOW PERSONS WITH HANDICAP PLACARDS TO PARK IN CLOSEST PARKING LOTS ; if your audience was in their early 20'sthese might not be a concern! Lastly ::: hold a raffle 3 months ahead for all previous attendees for 2 free VIP 3-day passes - use the money to help fund expenses or as a scholarship for new, up and coming artists. Plus it would peek everyone desires to donate!! OR INCLUDE THEM IN A DRAWING FROM ALL TICKETS PURCHASED THAT YEAR - then they'll be able to bring/introduce 2 more friends to the Big Barn Dance experience!
I made my comment earlier on about the sad effect of the VIP tickets on us "regular folks". I was so very disappointed in that this time. It truly made me feel like a less important attendee.
I absolutely love Michael Hearne and his Big Barn Dance! Next year I will purchase VIP tickets because this year I had a broken foot and never got a good seat. That was disappointing. But I loved all the performers!
The seats were awful. Very uncomfortable.
Better food choices and more comfortable seating.
None. Great place, friendly people and a fantastic event.
Take it back up to Taos Ski Valley
Taos needs an airport!!! Very time consuming to get there.
I would have liked more food options, especially for gluten free choices. The chairs in the tented area were not comfortable and it was really hot. I'm not sure if fans &/or misting fans could be used in the tent but that would have helped. However, I know the weather is hard to plan for.
I have loved going to Taos most of my life. I will be coming back to Taos this October with my friend as we will be hiking, trout fishing, hear local music each night, shopping and enjoy amazing restaurants and tour with art galleries, shops and museums.
Later restaurant hours during festival. More meal food choices at festival itself.
The staff and volunteers at the event were excellent! Loved the line-up and the atmosphere.
We had a great time! Two of our party had attended last year but this was our first and we definitely plan to return! Taos is a great town! I loved that restaurants were close to the event. We actually walked from our rental house to BBD each day! Loved the bathroom trailer! This was the first music festival that my husband and I have attended and I hope it's not going to be the last!
I loved it all.
Keep it going!!!! Looking forward to next year.
Peterson brothers went on way way way too long

Traffic has always been a problem. Would be great to have officers managing traffic at peak hours. Lights are not timed to allow efficient flow.
Keep in taos, in the park
This is perfect setting for festival - lovely town with friendly, helpful people, beautiful setting.
Beer selection was good. Food selection was okay. Prefer additional food options (more veggies, less fatty foods). Continue to limit the count for the admission. The count seemed just right and not too crowded. The length of the festival was just right.
Would like to know the lineup of performers before hand, so you could pick the day(s) you want to attend.
More food booths.
The sound was not always great. Vocals were lost with some groups. The vibe was great. I felt like a kid back in Wyoming in 60s - venue is awesome to be out side
artists were great. food at Taos Inn was outsainding
Hope to attend next year. Thanks to the Hearne family and the town of Taos for believing in the music.
Greay festival
I would like to point out that I tried to answer Questions #7 and Question #8 with "EXCEEDS MY EXPECTATION". I truly believe that each question deserves that answer. We have seen this even grow and grow each year and it just keeps getting better and better. When I tried to click on each individual question, however, it would delete the answer to the previous one. I don't know why this happened.
Great week Sting concert then Barndance. Wow
Later start...like a 2:00...you don't want to miss anything and not enough time to do other things in the morning without rushing
I live here
We had a group of around 20 to 25 that all came from the Texas Hill Country area mostly Fredericksburg . We had a great time many in the group have been attending for more than 5 years . The majority of the group were VIP level and thought the value was more than justified. As stated earlier only one entertainer disappointed the group by bringing up political views , really not the place for that . Everyone was there for their LOVE of music !! I wish you nothing but success and we are looking forward to next year !
Would be nice if the dance itself allowed for more dance spaces....perhaps move more chairs to create a bigger space. We love the event - it is an amazing group of talented people.
Parking is a PAIN if you don't have a reserved spot. And once you leave the festival, usually in the dark, there are no police or security to be seen. Walking to your car in the dark is a challenge also because of rough and uneven sidewalks and no lighting. What about running a shuttle from the municipal lot (north of the church)?
I look forward to my next trip to Taos.
Continue having.
We love the town of Taos. We've never had a bad experience there in the 9 years we've been attending the Festival. The Festival just keeps getting better and better. Michael and his staff (Mitch, Sara, Jacy, Amber, the Sound Crew, and many others) do a fantastic job. There needs to be a little more variety with regard to the Food Vendors. Perhaps a pizza vendor. And also an Asian stir fry option. Just a little more variety.
Will definitely be back to do more visiting in Taos. Loved our visit, but it was too short.
A great place to reconnect with friends who we see at his concerts in Houston, Aystin, Johnson City and other places. Great time of year to go. To the Farmers Market in Taos which we love and eating at some of our favorite restaurants in New Mexico.
More food options

Some fans would be great. And seats too close
The BBD is "suddenly" so popular that you best buy your fest tickets ASAP and reserve your favorite hotel months in advance. The crowd at the gallery stroll has become very cumbersome, too many people. The crowd doesn't fit in the gallery spaces and it's extremely difficult to hear any of the live music.
enlarge the selection of food at the paark
The location of the venue is perfect. We were able to walk to everything we wanted to do without having to drive and find parking. We walked to the plaza, ate at various restaurants, strolled thru art galleries, and attended the farmers market. This is the 8th year we have attended the Barn Dance. We have told many people about it. For the past few years 6 other couples have joined us for the entire festival. Kit Carson Park is the best location for proximity to everything.
There was not enough handicapped parking. The closer handicapped spots were saved for VIPs. I believe handicapped folks should have preference for parking and entrance to the festival over the VIPs. They have so many obstacles that they have to handle all the time which most folks do not.
Festival is great! But you need a better variety of food
Keep having it at Kit Carson Park Venue
A captive audience of hundreds of people with little food choice. It would be great if local restaurants set up to sell close by.
On this visit I concentrated primarily on Michael Hearne's Barn Dance, but plan to go back to Taos just to relax and enjoy the ambianc..
This festival is my favorite. We love visiting Taos for the festival.
None. Very well done.
How about making the dance floor right in front of the stage and placing chairs farther back on risers? Dancers and musicians connect and build energy. So many listeners come up and comment about wanting to watch the dancers and appreciating the magic created. Listeners ask why are dancers pushed aside? Dancers feel neglected.
Continue to bring new acts to the event. Most of us have seen many of the acts from prior years, and still enjoy them. But new players bring the life blood to the event after 17 years.
Love this event!!
I preferred the water buffalo that was provided last year over the bottled water. They ran out of the bottled water.
Dancing difficult as very crowded. Dancers should be informed to move around in a counter clock wise circle to avoid bumping into each other... parking must be available for dance barn only. Music does NOT need to be too loud! Food can be improved.... Overall great venue! Will go back if dancing made easier...
Gary Roller is one of the nicest people we have ever met. Looking forward to seeing him again
Provide some good choices for vegetarians at the venue.
Additional dance floor space. Break in entertainment for dinner.
More security out in the park, outside the festival fence.
Next time we will try to get a hotel/condo closer to the venue and probably spend an extra day or two. Parking is an issue.
Parking not the best but we did ok.
I prefer there be no wood fires at the festival. Woodsmoke is 12 times more carcinogenic than a similar amount of cigarette smoke and especially hard on people who have heart and lung issues, which a lot of older people have. The tent filled up with smoke when it rained on Friday night and it was very uncomfortable.
A lot of extra money comes in during this event! Our guests bought rugs, jewelry clothes and other misc items!

Please do not sell my information.
We have attended this event for many years & it is something we really look forward to each year. Keep up the good work!
We liked the festival that you had where we could buy boxed wine. This year's wine selection was not the best that you have had. Otherwise we love The Big Barn Dance. God bless Michael Hearn and all of the workers and performers! ♡
We've been going to the barn dances since the 90s. SxSW played at our wedding reception. We were sorry to see Michael Hearne move back to TX, but glad he brought the Barn Dance Music Festival to Taos. Rumor has it that there's a push to make the festival bigger. I would hate to see it lose the intimate setting it has created.
NA
Keep up the great work, we look forward to festival every year!
I live here ... I love it here ... and I so look forward to the Barn Dance!
Would you consider some blue grass bands? Maybe some more local bands? Let's say Dave Payne and the Salt Cedars, High Desert Playboys, Higher Ground, Tyler Brandon Band.
P
Love the city of Taos and the spectacular BBD. Kit Carson Park is a great venue. Look forward to returning next year. My only negative comment - on making hotel reservations for next year Taos Inn prices increased by \$80 a night. Feel this is gouging to take advantage of visitors attending this event, quoting the clerk "our busiest weekend". We will be looking for a different place to stay due to these prices and attitude.
Only complaint would be the dance floor on Saturday night. There just was no room and people were bumper car dancing all night until about an hour before the end. Would like to see more dance floor laid if at all possible.
I'm suggesting.... going forward when Big Barn Dance 2020 is set - solicit for folks to donate airline points or "travel funds" for the artist so no one is driving solo 😊 I think you would be pleasantly surprised if the support.
I would suggest having a one hour break separating the afternoon and evening performances.
Love the festival. Please don't let it get too big! Would suggest Sarah Pierce Trio from Austin and Randy Palmer from Amarillo.
Need speakers on the Dance Floor!!
Planning to come next year! Might try to find cheaper lodging though.
Had a good time at the Dance and enjoyed Taos.
We had a great time, we are looking forward to next year!
Parking at time was an issue. Not sure how that can be addressed.
The Big Barn Dance is getting better every year. We will keep coming. Wouldn't change a thing.
It was a great experience! We've already booked our rooms for the 2020 Big Barn Dance.
Excellent. Especially loved Beatroot Revival.
It was so awesome, great event, like that it's capped...everything was great. Felt intimate, and the bands were SO good!
Think the only thing that is too crowded is the Artist Walk, wonder if it is possible to have all the galleries have entertainment at the same time. It would make for fewer people at each Gallery and make it easier to view the art and hear the artist. I know it would require more entertainers, it would allow everyone to move from Gallery to Gallery over say a 2 hour period or something like that. Everything else is absolutely incredible. Thanks for all the hard work, we will be here again next year.

A great festival in a friendly town of wonderful people.
Better food.
They need to contact me re getting tickets for next year EARLY. This year I nearly missed getting tickets.
Smoother sidewalks would be a plus.
The Barn Dance is an unusual and excellent event! The Town of Taos has been very smart to develop its events and recreation department. I have been in the retail business for almost 50 years and know how much well-run events can help the economic development of a small town. Well done!
We love this get-together! We camp in our van that does not have a water hook-up. A couple of Porta-Potties in the camping area (outside the festival grounds that close after the concerts) would have been appreciated. I know that there are 2 pit toilets, but they're usually somewhat dirty and may or may not lock.
Exceptional event Positive for Taos economy Michael Hearne - special, talented, caring
I just loved the festival and plan to attend every year from now on
a resident and ,look forward to this event with family and friends every year
Overall great experience.
I had a great time at the Music Festival.
Would like to see some different entertainment next year. \$50 per night is too much for RV camping in the back for dry camping, no restroom, or water
Keep it up Great Job
kit carson park seems like the best place they have had the barn cance because of proximity to the plaa
Suggestion: Don't sell dance-only tickets. Many attendees paid a large amount of money only to be crowded off the dance floor. No problem hearing performers sing but frequently had trouble hearing them talk between songs, especially Saturday night when crowd grew noisier. Another suggestion: For the Saturday night dance, have fewer bands to minimize down-time between acts. People want to keep dancing!
Need dates for next year
This is a great event and we have enjoyed the years we have attended. Most of the people who attend this event have traveled far distances to enjoy great music and wonderful location. This is a three day festival which offers limited food and beverages. Perhaps the event should allow people to bring their own food and beverages (other than water) to the event. This would help support food and beverage sales throughout the the city of Taos. The crowd attending the event has proven to be a very responsible and mature. I don't see any problem with allowing people more choices other than what has been provided in the past. Thank you for considering my suggestion.
Don't let the current controversy about the park mess up this great long-standing Taos tradition.
Try to get 2 tons of steel next year from Austin,,, they are great
Everything was great! For the Barn Dance music planners, please consider adding more female artists!
disappointed that Dean Dillon didn't perform as advertised
Taos is a charming colorful place
Restaurants should consider staying open later than 9:00 pm. All the people in the stores, hotels, etc. were friendly and courteous. Lots of great merchandise available. This was our 7th visit to Taos in the last 10 years.
The Big Barn Dance is the size and type of event appropriate to Taos and its venues that should be encouraged by the Town of Taos.

It was one of the best festivals we have attended! Great line up
Would like to see a food truck or two with more and mostly healthy choices. More salads, etc.
Taos is a beautiful, welcoming city.
Always enjoy this event! Love Taos we love coming to the Big Barn Dance!
Would like some fresh food at the venue. Fruits or salads
Parking was disappointing. We were told we could park in the lot designated for artists with our handicap pass, but when we went there, they told us no. We asked where we might find the closest parking or parking with handicap spaces, and the lady said she had no idea.
I would like more variety of food at the festival & would like to see more of an effort to recycle.
I attended Sat night as the event was sold out. The website did have issues with iPhone purchase, so I had to do on computer which caused quite a delay. It's a great event and this year the dance floors were "fast" and not overly crowded. It would be nice if those listening would STAY off the floor near the stage. Two step dance is circular and they really got in the way, leaving seats empty further back. This year the vendor area looked more full, which was nice to see.
I really liked the barn dance, I would love to have a couple of Hispanic or Latino bands like the Tejas Brothers.....it would make the experience better and bring some of the hispano locals to the party.
Loved Beat Root Revival. I had not heard about the yet!
Drive Safe !
My wife and I live in Albuquerque but recently completed construction of a second home in Taos, which is where we stayed and the reason that we did not spend more in restaurants while we were attending the event. This is the second year that we purchased the New Mexico Rain VIP package, which we will purchase again next year. Overall, the event is excellent, but it would be nice to get more new acts. It seems like over half of the program is there every year and that they play the same songs every year.
Found Taos to be a friendly place
Excellent experience
More dancing music. I would like to have ridden my bicycle but was not allowed to bring it inside and there was no place to lock it up out side.
Nope. Love Taos and the festival!
Great Time
Awful of me to say it, but i thought the least interesting act at Michael Hearne's Big Barn Dance was Michael Hearne. But he's to be commended for bringing along a lot of promising younger talent such as Honey House, the Stallings and the Derailers. Also much enjoyed the Rifiers.
More food choices or allow people to bring in a picnic. You are there a long time and they ran out of food. Healthy options would be great. Plus it gets expensive.
Couldn't have been much better. Thanks!
i think moving the dance floor further away from the main tent would be helpful. Dancing and talking seems go together and it was very hard go hear at times.
The food has improved from past years. Please continue to work on that. We left to eat and missed some artists. Sound was off first day.
Need more options for food for vegetarians
Have bathrooms outside of the fenced area for people who are standing in line to get in. Shade would have been great as well. Loved having water available while waiting. LOVED having the fancy bathroom trailer!!

The festival was wonderful. The art stroll was too crowded so we did not continue after the first stop.
Better food vendors, better bar/liquor options
Remind audience to remove hats while sitting. You are blocking the person behind you! Bigger venue BBD needs more room.
There were too few women performers.
the beer selection is very iffy, the first day after only a couple of hours the Shiner Bock in cans was gone, the attendant said that they had gone thru 10 cases.there are a considerable number of Texans who attend this event, and we drink with the best of them. also, you had Guinness in a can, THAT IS ALL SORTS OF WRONG!!!
I'll be back
I loved the barn dance. My only negative comment would be the smoke in the evenings collecting under the tent causing asthma and sinus issues for some of us. The fires are great but maybe need to be moved farther away from the tent to keep the smoke out of the tent.
Taos really needs to do something about convenient parking.
Enjoyable trip all the way around. Will come back in the future.
Really enjoyed this
This was our first festival and enjoyed it.
Kit Carson Park is the perfect location for the Big Barn Dance Music Festival. Some organic salad meals would be a good food addition, as would be BBQ. The chairs are miserable.
Love the city, the arts, Northern New Mexico, Walt Wilkins and Michael!
The sound could be better. It was quite good for Darrell Scott (solo act).
Great restaurants in town.
In the question about tickets purchased, you left out "Saturday night only". this is the kind of concert we should have more of instead of the Taos Vortex type.
Best music in the world, best atmosphere at the event in the world. I will be a sponsor again next year!
More dance music
Loved Taos
I will be back next year.
Great experiance!
We are dancers and we would like to see the schedule mixed up more to alternate singer/songwriters to allow more dance music throughout Thursday and Friday. Saturday was very much a dancers day. Parking is always an issue, but most everyone manages. Restaurants and bars seemed to be prepared for the additional patronage and we had good experiences at Lambert's, The Gorge, and the Adobe Bar. Keep up the good work!
I enjoyed it very much it was a great time. I was glad that you had the itinerary printed so we could pick the bands we most desired to see.
2017 I attended by myself, to see Joe Ely! All the musicians were wonderful. I attended in 2019 and brought 3 more people with me, We loved the festival and all want to attend next year. Happy to see Bill Hearne Trio at La Fonda two night in Santa Fe after the festival!
Would have liked more healthy choices for food at the venue.
I hope Taos will not shorten or eliminate this event due to the problems with other recent events (Sting concert, MeowWolf event). Unlike those events, the BigBarnDance is limited in numbers and space and not excessively loud.

Excellent venue, music, food. Love shopping in Taos, Arroyo Seco, Ski Valley.
Sound could be better (louder) in back. Dance floor was too crowded most of the time. But overall, a great job by all concerned.
THE FESTIVAL WAS SUPERB, HOWEVER, THE FOOD CHOICES WERE EXTREMELY LIMITED. ALSO, THE MERCHANDISE TENT WITHDREW ALL BUT GARY P NUNN MERCHANDISE 2 HOURS PRIOR TO THE CLOSING OF THE EVENT ON THE LAST DAY OF THE FESTIVAL. I WOULD LIKE TO SEE THAT MICHAEL HEARNE'S, SHAKE RUSSEL'S AND THE OTHER MUSICIANS CDS, T-SHIRTS AND ADDITIONAL MERCHANDISE BE AVAILABLE THROUGH THE END OF THE FESTIVAL. MOST PEOPLE WILL SHOP AT THE END OF THE FESTIVAL RATHER THAN SHOP WHEN MUSIC IS BEING PLAYED.
Love it.
Keep it going
We have attended the BBD for the past 5+ years. We love the event and look forward to being in Taos every year.
We love the location. We feel Kit Carson Park should be used as often as possible to serve the public.
We live here and this is the first time we went. We plan to make it an annual event.
Pretty close to perfect
We like Taos and the Big Barn Dance. Loved the Farmers Market on the Plaza on Saturday. Our BNB was a ten minute walk from the venue. The local shops were good. The art is great. The local food is great. Taos is a little magical.
Taos is a wonderful place for this event and is very accommodating
We extended our stay in an Airbnb for an additional ten nights and will continue to eat at restaurants, shop, go to Taos Ski Valley for the Oktoberfest and visit more museums and galleries.
Great event, lots of talent.
Super great event, maybe a shuttle bus from a school because parking is difficult. Better parking for handicapped. More flush toilets less porta potties. Love the event thanks Michael.
The Michael Hearne Barn Dance is one of the best events I have attended. It has become one of the best in the nation because of Michael, the great music line up, the casual atmosphere and the City of Taos. Keep up the good work.
My only suggestion would be to make the venue less formal. all the chairs side by side and the need to be quiet was a bit like a church. should have an area where people can stand and listen and not just dance. also, allowing people to save seats all day long by putting something on them is not fair.
As I said, it is the highlight of my year. I find it unfortunate that I don't get to enjoy much of the sights as I have to stand in line 2 hours everyday to get a decent seat. And I'm one of those people who come to listen to all the artists, so I rarely leave the venue except to check on the dogs at the motel room. It would be nice to have some part of the part of the morning to be able to shop around and sightsee. Taos is a beautiful place and the Big Barn Dance has thrived there. I do feel like it's gotten a little too big and hope they don't continue to grow it. I'll be back there next year.
Excellent Event Expensive but Enjoyable Weekend
allow more fair way for those not in the know to have good seating options also
We will make this an annual event for my husband, another couple, and myself. This was our second year and we already have our favorite groups (Beat Root Revival and Honey House to name a couple).
Taos is clean & roads are well maintained with the exception of lane striping. It rained one night & it was very difficult to see lane stripes - I was lucky there wasn't much traffic. This was from the Dance site out to Super 8 Wyndham. All folks I met were friendly & welcoming. If Kit Carson is a well used site, there should be permanent & maintained flushing toilet bathrooms . Hand washing was spotty at this year's portable potties.
Great Barn Dance all around!
Loved it that Michael Hearne "stepped outside the box" to invite the Peterson Brothers.

Been coming for 8 years

please don't invite the johnsons back. A bit more control of som outrageous dancers-drunk dancers