



TREEFORT MUSIC FEST

BOISE, ID

2024

IMPACT REPORT



NOTE FROM OUR CEO, CO-FOUNDER

2024 was marked by many changes, challenges, and celebrations. It was the 12th edition of the festival, our second year at Julia Davis Park, and our first festival operating three venues of our own: Treefort Music Hall, Hap Hap Lounge, and Shrine Social Club. The previous four years put our resilience to the test, and 2024 felt like we were finally breaking through into a new era of Treefort Music Fest.

As we reflect on this monumental year, I want to acknowledge that even though our city and community continues to change rapidly, the support in which we receive from our community is steadfast. Treefort is and always will be a community-centered festival. We do it for you, and we couldn't do it without you.

I'm eager to share our 2024 impact report with you. This report shines a light on the well-known highlights of Treefort Music Fest. It also offers insight into the lesser known factors that are required to put on a large music festival with many events that are free to the community. Each data point represents our values and commitment to amplifying the creative vibrancy of our community.

HAPPY TREEFORT,
ERIC GILBERT



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TREEFORT 2024

BY THE NUMBERS

OVER FIVE DAYS EVERY MARCH IN DOWNTOWN BOISE, IDAHO

\$11+ M
ESTIMATED
ECONOMIC
IMPACT

47,656
TOTAL
ATTENDEES

47%
NON LOCAL
ATTENDEES*

850
VOLUNTEERS

473
PERFORMING
ARTISTS

923+
OVERALL
EVENTS

244
FREE
EVENTS**

*residing 50 miles outside of Boise | **153 Fort events & 91 Music events.

MISSION

TREEFORT IS FOR EVERYONE!

Treefort strives to create a thriving music ecosystem in Boise and amplify the creative vibrancy of our community. Our work is centered on creating opportunities and career development for artists. Treefort is a force for community building, a hub for connections and collaborations, and a conduit for cultural discovery.

COMMUNITY
IMPACT

CULTURAL
IMPACT

ECONOMIC
IMPACT

ENVIRONMENTAL
IMPACT



Community Impact



“Treefort, by default, stands out—it’s a community-organized event with a mission to prioritize discovery and uplift its local Boise and Pacific Northwest creative communities.”

- THRILLIST

BUILT FOR THE PEOPLE

BY THE PEOPLE

TREEFORT CONTINUALLY SPARKS ENTHUSIASM AND KINETIC ACTIVITY IN BOISE & BEYOND

It is a hub and multiplier of creative capital, as well as an economic driver for downtown Boise and the community at large. We maintain aspirational equity for the city of Boise, continuing to celebrate and create space for all communities that exist in the Treasure Valley.

OUR MULTI-VENUE MODEL NATURALLY ENCOURAGES EXPLORATION AND FREQUENTING OF DOWNTOWN BOISE BUSINESSES:

87%

of surveyed Treefort 2024 attendees reported that they discovered a new local business/organization

181

businesses utilized as venues, hospitality sponsors, and promotional partners (+ 63 non-profits in 2024)

55

festival venues in downtown Boise

AS A COMMUNITY-CENTERED FESTIVAL, IT'S IMPORTANT TO US THAT TREEFORT IS ACCESSIBLE TO OUR ENTIRE COMMUNITY.

91
FREE MUSIC
EVENTS

5
FREE
STAGES

8
FREE
FORTS

27
ALL-AGES
VENUES

Many
businesses
experience a
record setting
week during
Treefort

KIDS UNDER AGE 12 ARE ALWAYS FREE!



OUR COMMUNITY

POWERED BY THE PEOPLE

TREEFORT AND ITS PARENT COMPANY, DUCK CLUB, ARE THE LARGEST MUSIC INDUSTRY EMPLOYERS IN IDAHO

Creating opportunities for employment in production, sound and lights, stage and venue management, marketing, media relations, photography, talent buying, artist management, and more.

850
VOLUNTEERS

2,399
VOLUNTEER
SHIFTS

26
YEAR ROUND
STAFF
MEMBERS

7,800
VOLUNTEER
HOURS
WORKED

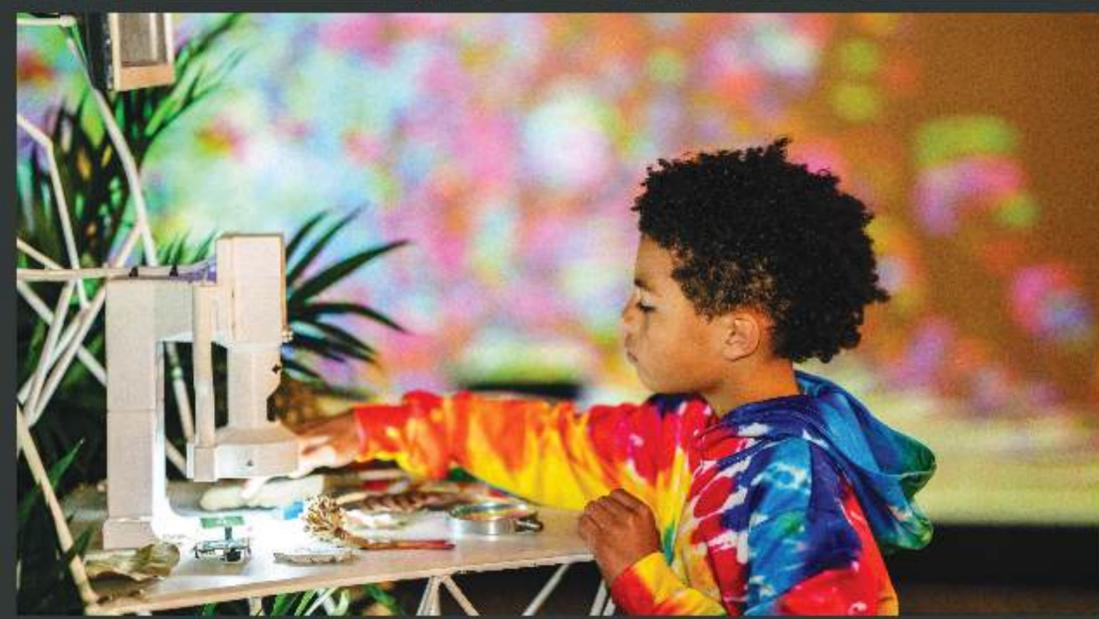


✓ YOUTH DEVELOPMENT

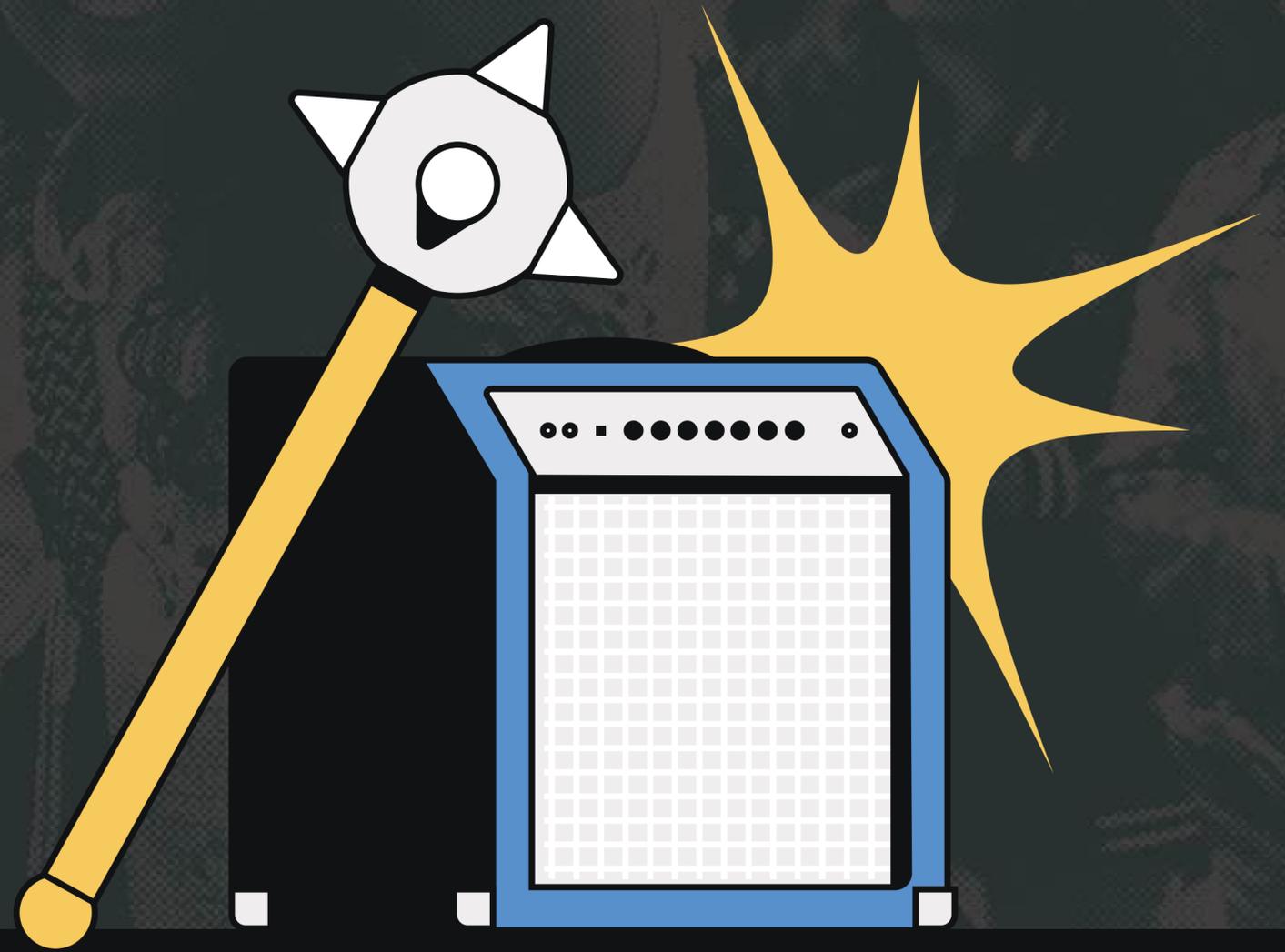
✓ MUSIC CAREERS

✓ TALENT RETENTION

Many community members report Treefort as a reason for staying in or moving to Boise.



Cultural Impact



“Treefort gave the scene a focal point, a platform for showcasing Boise’s talent, providing opportunities and supporting artists, and now we have more than a music scene—we have a music ecosystem... and Treefort deserves much of the credit.”

- CHAD DRYDEN, THE RECORD EXCHANGE

TREEFORT IS FOR EVERYONE

Creating a festival for everyone has been one of our fundamental beliefs, our guiding light since the beginning. We have consistently been ahead of the diversity and inclusion curve in Idaho and amongst our festival peers. We strive to lead by example internally in our operations and decision-making and externally with our programming and partnerships.

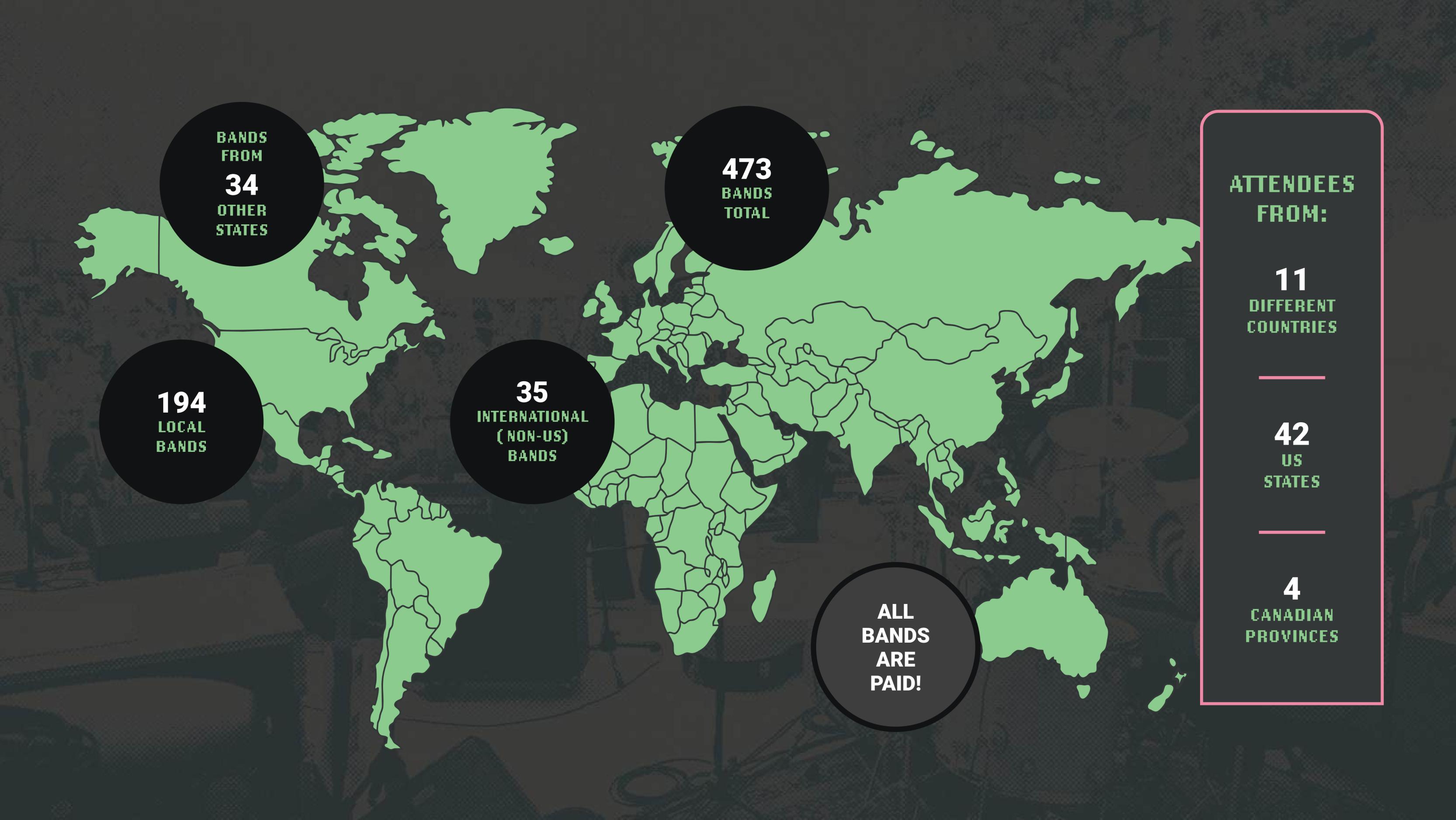
TREEFORT AMPLIFIES:

LGBTQ+ AND
DRAGFORT
COMMUNITY

FEMALE
IDENTIFYING
ARTISTS

DIVERSITY
AND
ACCESSIBILITY



A world map with a light green tint and white outlines of continents and countries. Five black circular callouts are overlaid on the map, each containing white text. The callouts are: 1. Top-left: 'BANDS FROM 34 OTHER STATES'. 2. Top-center: '473 BANDS TOTAL'. 3. Middle-left: '194 LOCAL BANDS'. 4. Middle-center: '35 INTERNATIONAL (NON-US) BANDS'. 5. Bottom-center: 'ALL BANDS ARE PAID!'. On the right side, a vertical pink-bordered box contains white text: 'ATTENDEES FROM: 11 DIFFERENT COUNTRIES', a horizontal pink line, '42 US STATES', another horizontal pink line, and '4 CANADIAN PROVINCES'.

BANDS FROM
34
OTHER STATES

473
BANDS
TOTAL

194
LOCAL
BANDS

35
INTERNATIONAL
(NON-US)
BANDS

ALL
BANDS
ARE
PAID!

ATTENDEES
FROM:

11
DIFFERENT
COUNTRIES

42
US
STATES

4
CANADIAN
PROVINCES

CULTURAL EXCHANGE

DELEGATE PROGRAM

Treefort hosts an international delegation of 120 highly respected music industry professionals for mentoring sessions and panel discussions. These events are offered at no cost to the community through Music Talks.



TREEFORT ORGANIZERS HAVE TRAVELED TO REPRESENT BOISE AND OPEN COLLABORATIVE OPPORTUNITIES WITH

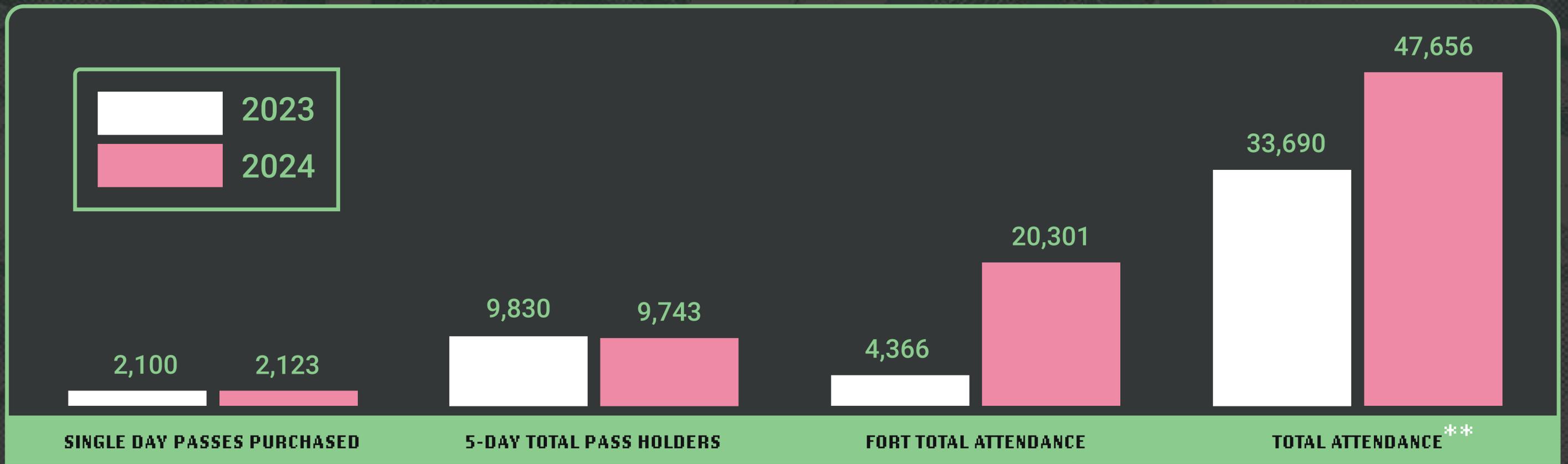
CANADA

MEXICO

PERU



ATTENDEES



*in addition to ticket sales | **including single venue

Economic Impact



“Treefort has helped transform Boise into a vibrant hub of creativity and culture. This festival has helped foster community across the Treasure Valley through music, film, food and so much more. We aspire to bring this same dynamic energy and creative spirit to Spokane so that we can unite our city together through a shared celebration of the arts.”

- MAYOR LISA BROWN, CITY OF SPOKANE

ECONOMIC IMPACT

\$11+ MILLION
ESTIMATED
OVERALL ECONOMIC
IMPACT*

\$650,167
PAID TO LOCAL
VENDORS +
SUPPLIERS

\$61,870
PAID TO
THE PARK

- \$45,000 from drink sales**
- \$16,870 rental fee

\$250,000
SPENT ON
FREE EVENTS

\$163,090
SAFETY AND
SECURITY

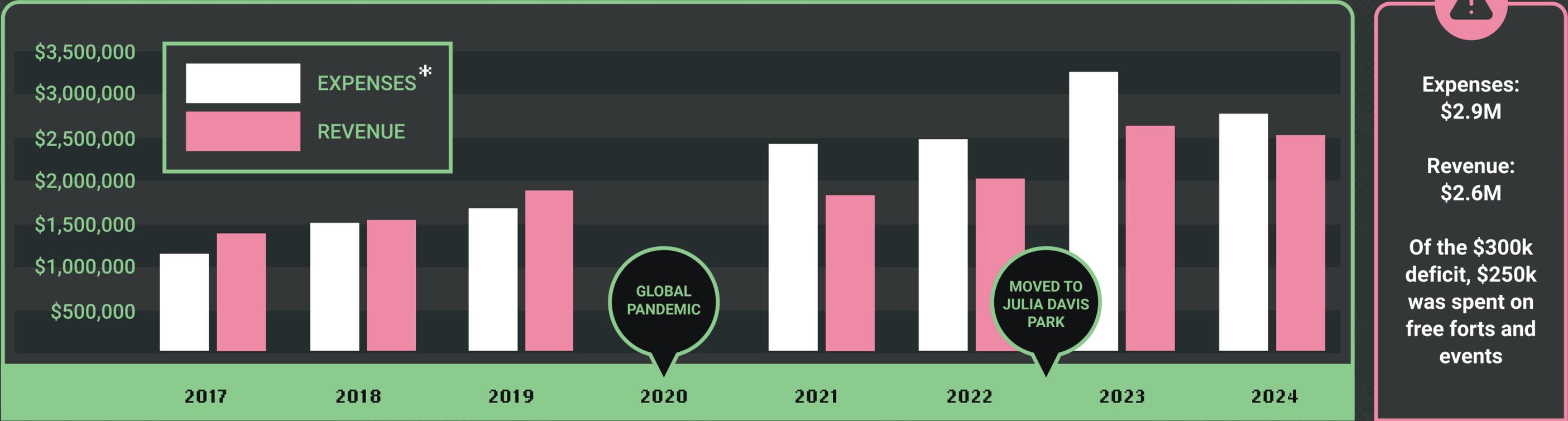
- \$18,481 to Boise Police Department

*\$11+ Million verified estimated economic impact for Boise (*Visit Boise*). We expect this number to increase significantly with the addition of local attendee spend that is not currently included in the event calculator. | **12% of drink sales given to the park/more than \$1 per drink

FINANCIAL

BREAKDOWN/TRANSPARENCY

THE FINANCIAL ASPECT OF TREEFORT MUSIC FEST HAS ALWAYS BEEN SOMETHING THAT IS MISUNDERSTOOD AND ADMITTEDLY HARD TO ILLUSTRATE.



The disappearance of surface lots means that if we wanted to stay in downtown Boise we had to move to the park. This increase in footprint combined with rising production costs on the heels of the pandemic resulted in an operational deficit over the last four years.

*Expenses: Security, Programming, Production, Rentals & Facilities, Park fees, Talent, Labor

FORTS OF TREEFORT



FREE & OPEN TO THE PUBLIC



INCLUDED WITH A FESTIVAL WRISTBAND

ALEFORT

ARTFORT

COMEDYFORT

DRAGFORT

FILMFORT

FOODFORT

HACKFORT

KIDFORT

MUSIC
TALKS

PODFORT

SKATEFORT

STORYFORT

YOGAFORT



Treefort Music Fest is an amplification of what is happening in Boise year-round while also providing a place for aspiration and new ideas to be brought to light.



“Treefort leaves an impression to all who come here; it's a festival tailor-made for the truly curious-at-heart, curated with care, intelligence and surprise.”

- THE LINE OF BEST FIT

Environmental Impact



“Treefort has a team of volunteers, the secret heroes of the event, constantly handling clean-up duties to maintain a spotless central strip and main stage area... Even in indoor venues, the debris was kept to a minimum—a testament to the attendees and tireless workers behind the scenes.”

- **THRILLIST**

SUSTAINABILITY

FROM THE BEGINNING

WE BELIEVE FESTIVALS DON'T HAVE TO COME AT SUCH A HIGH COST TO THE ENVIRONMENT.

Sustainability has been one of our core values since inception. Our Green Team manages a vast network of trash, compost, and recycling stations throughout the festival and we are one of the only community events to have a compost program. Every year, Treefort explores ways to further our sustainability efforts. Some become part of our core operations while other efforts are experiments that take us back to the drawing board. We know there is still significant work to be done.





FINAL THOUGHTS

Boise has a thriving culture and flourishing arts community. Treefort has undoubtedly contributed to this reality since its inception in 2012. Year after year, Treefort has proven to be a connector for multiple sectors within our local community and to regional, national, and international networks.

Though Treefort continues to grow, so do the expenses necessary to put on the festival. We ended 2024 with a \$300,000 deficit despite having great weather and stable attendance and pass sales. A significant portion of that deficit is related to our free programming, which are a very important part of the Treefort experience and a reduced barrier to entry that we cherish. In 2024 we offered 91 free music events, 5 free stages, and 8 free Forts, which cost us approximately \$250,000.

We believe in the importance of our free and educational events as a community benefit and the role these experiences have in shaping Boise for the future.

As we plan for Treefort 2025, we are exploring various paths to long-term sustainability without comprising our free programming. In addition to cutting expenses where possible, we are diversifying our revenue model to enrich our brand partnerships and reactivate our non profit arm. We established a nonprofit in 2020 as a music community relief response, and we intend to reactive the organization to help underwrite portions of the festival that align with its mission. The opportunity to operate our year round venues is another avenue toward overall sustainability and contribution to our community.

While many other festivals are solely focused on their bottom-line, we aspire to keep Treefort grounded in its roots of being a festival built for and by the community. To do so, it will take a creative and diversified approach to how we sustain the festival moving forward.

THANK YOU

TO OUR SPONSORS & PARTNERS

10TH ST BARBER SHOP | 12TH FRET MUSIC | ADELFA'S COMIDA CUBANA | ANTHONY'S | BASQUE MARKET | BITCHIN' SAUCE | BITTERCREEK ALEHOUSE
BLOCK 22: COURTYARD BY MARRIOTT | BLUE SKY BAGELS | BOBO'S BARS | BOISE CENTRE | BOISE CO-OP | BOISE ROCK SCHOOL
BOISE STATE COLLEGE OF BUSINESS | BOISE STATE UNIVERSITY | BRAID LOUNGE | BROWN BEARD BREWING CO | CASANOVA PIZZA | CITY OF BOISE
CITY PEANUT SHOP | CLOVER'S CAKE CREATIONS | COLLEGE OF WESTERN IDAHO | DAWSON TAYLOR COFFEE ROASTERS | DOGTOPIA | DR. ROB SANDERS
DTOUR EDNETICS | EDWARDS GREENHOUSE | EARTH | EVENT RENT | EXTEN IV | FIBER SPECIALTIES FINE RUG CLEANING COMPANY | FLYING M COFFEE (BOISE)
FLYING M COFFEE (NAMPA) | FOERSTEL+PIPER+MARTIN | FREE SPIRITS BEVERAGE COMPANY | GASTON'S BAKERY | GOGO SQUEEZ | GOOD TIMES BAGELS
GRAVITY PAYMENTS | GREEN'S MARKET | GUAYAKI YERBA MATE | GURU DONUTS | HAYDEN BEVERAGE | HOLLYWOOD MARKET YOGA | HOOLIGAN'S PUB
HOTEL 43 | HOUDINI INTERACTIVE | IDAHO CANDY COMPANY | IDAHO CENTRAL CREDIT UNION | IDAHO KOMBUCHA CO. | IDAHO PRESS
IDAHO TRANSPORTATION DEPARTMENT | INDIAN CREEK WINERY | INTRACON | J.R. SIMPLOT FOOD GROUP | JD'S BODEGA | JOE2U MOBILE ESPRESSO | KILN
LEGENDS SPORTS PUB & GRILL | LEKU ONA | LIFE'S KITCHEN | LIME | LOST GROVE BREWING | LUMOS OPTICAL | MAVIK VENTURES
MERIWETHER CIDER COMPANY | MICRON | MIDCENTURY HOMES | MIDTOPIA | MIIR | MONSTER ENERGY | MONTUCKY COLD SNACKS
MOTHER EARTH BREW CO. | MUSIC BC | OATLY | OPEN TABLE CATERING | PEACE VALLEY DRY GOODS | PERKINS COIE | PETS BEST | PFRIEM BREWERY
PIE HOLE | PRECEPT WINE | PROLETARIAT WINE | PROUD SOURCE WATER | PUSH & POUR | RADIO BOISE | RC WILLEY | REDISCOVERED BOOKSHOP
REDLINE RECREATION | RENEWALS BY ANDERSEN | ROLLIN' RECORDS | SAALT | SAWTOOTH BREWERY | SHIFT BOUTIQUE | SILVERBRIDGE CPAS | SIMPLOT
SNAKE RIVER FARMS | SONIC GUILD | ST. LUKE'S CHILDREN'S HOSPITAL | ST. LUKE'S HEALTH SYSTEM | STELLAR CYBER | STUDIO LOTUS | TAMARACK
TELEO CAPITAL | TETON VALLEY BRANDS | THE AVERY | THE GROVE | THE MODERN HOTEL AND BAR | THE RECORD EXCHANGE | THE RECORDING ACADEMY
THE SPARROW | THE TEFF COMPANY | THE VERVAIN COLLECTIVE | TIN ROOF TACOS | TITO'S VODKA | TRADEMARK SIGN CO. | TRAILHEAD
TREASURE VALLEY CANNABIS CO | TREASURE VALLEY COFFEE | TRUST MODERN | VALLEY REGIONAL TRANSIT | VISIT BOISE | VISIT IDAHO | VYNYL
WEST ELM | WHATEVER WORKS CATERING | WHITE CLAW | WILLPOWER PHYSICAL THERAPY | ZACHARIAH CHADSTEE (MASSAGE THERAPY)

