

## 2025 House Tour Co-Chair Final Summary

### Overview

Over 1300 tickets sold

Gross sales \$126K; expenses still TBD

\$12,455 in donations (sponsorship & from ticket sales)

Ticketing/ Check in process: super smooth, super efficient. 1) QR code; 2) wristbands

WIFI: Starlink Satellite worked flawlessly: Josh Morash (Russ Morash's nephew) tech consultant. NGC can use going forward for Daffodil or Green Thumb as well as House Tour. This is essential for Boutique vendors.

For Starlink to work: tickets sales and Boutique must be close together. Factor this in when scouting locations for house tour in the fall. May call Robin Kelly for details.

We ran out of programs and wristbands. We hadn't factored in the NGC members receiving 2 wristbands per member and members taking programs. We really needed at least 1600 programs and wristbands. We ordered 1500 each. The NGC member ticket issue needs to be addressed by the board. Our effective attendance numbers were closer to 1650. Many NGC members give away their tickets to friends – so nonpaying tour goers and non-members. This doesn't make sense, now that the tour has much bigger attendance.

Sponsors and underwriters need to be given much more attention, especially who we thank at the end. Tom Hanlon, who donates his time has never been thanked publicly. All we do is tip his crew.

### Committees

Each Committee chair term should be a minimum of two years. Ideally, having one experienced NGC member alongside someone new to the committee. Some committees, like Program and Permits have had the same person chair for years. These were the committees that were the most efficient in every way.

The Communications Committee should be broken out so that general communications are separate from Instagram and advertising. It's a huge job just to do advertising for the house tour, much less the rest of the projects that the NGC works on.

### Ticketing

The new Ticket Tailor and wristband process worked flawlessly. It took a lot of legwork to set it up properly, but everything went smoothly during ticket sales.

Man About Town. Bill is the photographer from Man About Town. Reach out to him and invite him to tour. We gave him comp ticket when he showed up at the tour. Total surprise, but he featured us in his weekly email and took some incredible photos. Free PR!

Ticket tent needs to look better; get list together of things to be taken day of for ticketing

### NGC Member House Tour Tickets

Recommend not giving out 2 tickets to each member, takes time to distribute, members lose them, members frequently hand out to non-members (who should be buying them).

This year there were 300 attendees who weren't paying tour goers. We sold 1300 tickets and had 300 tickets floating from members, plus member volunteers – We could have had as many as 1600+ people attend the event.

Extremely difficult to manage the crowds: traffic on island, safety, neighbors etc. This could become a liability.

Attendance closer to 1600 ppl - too many to control; comp tickets to homeowners, some neighbors, photographer etc.

#### Advertising

Review the entire overall advertising campaign. It needs to be adjusted. Print doesn't reach as many people as it used to. Our success was with Daybreak and Current emails, radio, Inky Mirror.

We strongly recommend not advertising with N Magazine. It's very expensive (half of overall ad budget) and the monthly timing doesn't work for the event.

We strongly recommend against working with New England Home Magazine. They send us 500 copies of their magazine and ask us to put them out at the house tour. They must be sent to someone's house. They are very heavy, there's no place to put them out, no one takes them and then someone must pick them up after event and take them to dump.

#### NGC Volunteers

Need more NGC members as volunteers

One sales ticket tent was all non-members. At least 20% of our volunteers were non-NGC members.

#### Financials

Recommend next year raising the price to \$125 and limit the number of people; too many people at one event for the island. Maybe more exclusive and then give away some tickets to year-round residents like the Nantucket Project; possibly a tiered pricing system (VIP access?) early access hours? Lots of possibilities.

Need to get a better return. Our profits aren't good for the amount of time and effort spent on the tour.

Review sponsors and consider trying to get some underwriters. Not really done in past due to lack of manpower and lack of time.

#### Random Ideas

Booties? Maybe do away with them and use plastic sheeting instead. It would mean more money for the plastic and more time the morning of the event. Would remove the bottle neck at front door and back door.