

## NGC- House Tour Report 2025

### Total Tickets Sold:

- Total online ticket sales 1275 (this does not include Club member tickets, cash and check tickets, and comped tickets.)
- Day of Tickets sold: 211 online
- Additional day-of cash and check tickets sold in the amount of: \$1,890 (\$630 were in the form of checks.)

### Online Ticket Sale Breakdown:

Online Ticket Sales: \$114,750.00

Donations: \$11,385.00 (all on website; we did not take in-person donations)

Refunds: \$345.00 (due to patron check-out errors)

Ticket Tailor Net Revenue: \$125,790.00 (online Sales, minus Refunds. This number does not include cash or check sales.)

### Ticket Prices:

One Flat fee: \$90.00 (a 20% increase from the previous year).

For next year, the committee discussed the possibility of recommending another price increase to remain competitive with comparable events, such as the Palm Beach's tour (which is high at \$325/person). We also considered suggesting tiered ticketing options, for example, offering a premium "early bird" tour from 10–11 a.m. at a higher price point.

### Donations:

This year, we included a suggested \$25 donation at online checkout, which buyers could opt out of. A total of 444 donations—ranging in amount—were received, totaling \$11,360.00.

For next year, we recommend maintaining this approach with the same \$25 suggested donation because it worked so well.

Additionally, we suggest placing clearly marked cash donation baskets at check-in counters to encourage day-of cash contributions.

### Setting up Ticketing Site:

Ticket sales for the upcoming season should be set up and published early in April, as our first publication goes out in early May. Ticket Tailor allows you to copy the previous year's event details and settings—including the confirmation email and event description—directly into a new event. While this is convenient, it also imports all previous language, making it essential to proofread every section carefully.

This year, the date from the prior event's confirmation email was carried over. Fortunately, we caught it early and sent an email blast to affected ticket buyers, but this could have been avoided with a thorough review.

### Event QR Code:

Once the event is published, generate the QR code from the Ticket Tailor site and send it to the appropriate committees (website, social media, communications, etc.). This QR code remains the same for the life of the event and should be used

consistently on rack cards and all printed advertising materials to provide a quick link to the ticketing website. Laminating a large copy of these is helpful for pre-sale days and for Greeters to use the day-of.

### **Adding Additional important language to Event Page:**

Next year, if available at launch, transportation details should be added to both the ticketing site and the confirmation email.

Additionally, the Event Page should clearly state *where proceeds go*—specifically, that they fund scholarships. This year, there was no information explaining the purpose of the event, which is an important opportunity to connect with patrons and highlight our mission.

### **Mailing List Opt-In:**

We did not realize until June that Ticket Tailor offers a way to create an “Opt-In” mailing list checkbox during checkout. This feature was added to our Event checkout mid-sale, but we missed the opportunity to capture interest from the first 200+ ticket buyers—hence the need to ask in-person about opt-in during check-in on the day of the event. For next year, this option should be enabled when setting up the Ticket Tailor event.

Additionally, we recommend having a clipboard with a written sign-up sheet at check-in to allow non-ticket-buying guests to add their email addresses to the mailing list.

### **Ticketing Platform:**

While Ticket Tailor’s many options and functions can feel overwhelming at first, their 24/7 help desk is an excellent resource for answering questions. Once familiar with the platform, it proves to be a highly versatile, helpful, and easy-to-use tool for managing ticket sales. We strongly suggest sticking with this platform for next year’s ticket sales.

### **Member Ticketing:**

Distributing tickets to club members was very time-consuming this year. We had them available for pickup at every meeting, called members and arranged individual pickups, and even mailed tickets. We also encountered the issue of getting tour brochures to members so that they did not have to come to the check-in tables (we had to leave stacks at each house and we ran out.)

We discussed solutions to simplify the process:

- At one point we also discussed reducing member tickets to one ticket (in the form of the club lanyard). That way there would be no need to distribute member tickets.
- If we continue to give 2 tickets for each member, perhaps the second ticket can be held at check-in at a dedicated “Will Call” for their guest.
- Additionally, providing members with a link to a PDF version of the tour brochure in advance would eliminate the need to ensure they receive a hard copy on the day of the event.

### **Ticket Tailor Credits:**

This year, we pre-paid for 400 credits at \$0.53 each, then purchased an additional 500 at \$0.52 each, and another 200 at \$0.58 each—totaling 1,100 credits. We paid the “pay as you go” rate for 175 tickets because we ran out of credits. The account currently has zero credits.

For next year, it would be cost-effective to prepay for the estimated number of online tickets we expect to sell. Prepaying reduces the per-ticket transaction fee compared to the “pay as you go” rate of \$0.75 (which will increase to \$0.85 as of September 4, 2025). Next year, prepaid credits will range from \$0.30 to \$0.70 each, depending on volume. Credits roll

over into future events, and additional credits can be purchased as needed. The more credits purchased upfront, the lower the transaction fee.

### **Ticket Tailor Check-in App:**

The Check-in App (available in the Apple Store) is very user-friendly and the volunteers were able to easily master it after a quick tutorial the day of the event. It is easier to on-board volunteers the morning-of using the password generated by the ticket tailor site, versus trying to get volunteers to sign in and use a link because it times out and the passwords are difficult. However, it was helpful to have all volunteers pre-download the app to their phones.

For next year, we should try to add a NGC Stripe account to our Ticket Tailor account. This way, we can add “Stripe Tap to Pay” capabilities to the check-in app and allow us to process new/last minute transactions on the Check-in App instead of making patrons purchase tickets through the link. This would also help with pre-sale days (I mention this in that section of my report, as well.)

Adding members to the Check-in App is easy — you must add their name and email to invited them and it generates a unique password for each person. All of this is found in the Box Office section of the website. The check-in app password is entirely separate from the website password.

### **Logging into ticket tailor:**

Ticket Tailor primary account log-in Info	
ID	<a href="mailto:nantucketgardenclub@gmail.com">nantucketgardenclub@gmail.com</a>
Password	NGCfountain24

\*this password may have changed.

- Must update the Account Details to include current ticket chair(s) home address and cell number. (This does not allow PO Boxes on ‘Business’ credentials- Public info uses our PO Box 627) Do in April when preparing for online sales.
- A committee member’s credit card must be used in the account for purchasing credits unless we can figure out another direct payment method from the Garden Club.
- There are various levels of permissions on the website. Admin has all access to the account and it is recommended that the Event Chairs, Ticketing Chairs as well as Treasurer is assigned this access level.
- Each member of the team has their own login and password.

### **Email Blast:**

An email blast was sent to all ticket buyers on the Monday prior to the tour. This included parking details, check-in details, and a copy of each buyer’s unique QR code as a PDF attachment. We recommend repeating this practice next year, as it greatly streamlined the check-in process by clarifying things and headed off any last minute questions.

### **Volunteer Recruitment:**

- Marianna Brewster helped (via Signup Genius) with this. It has initially been sent prior to the first board meeting in June. Announcements for help covering shifts were made by the HT Co-Chairs, the President and us at general meetings- we then filled in by directly asking people. The Sign-Up Genius service also provides reminders for all volunteers.
- Despite these efforts, we had difficulty recruiting enough ticketing volunteers. Robin Kelly and Liz Shepard worked hard to secure additional help from husbands, brothers, and non-member friends.
- We ended up with 13 volunteers in total over the course of the day.
- The highest need was between 10:30-12:30pm.

- We would suggest that there are 8 volunteers for every shift and particularly during that high traffic section of the day.
- Even better, if we had the same 8 volunteers for the whole day it would allow for continuity. We were able to find pockets of time to step away for breaks and to see some of the houses during slow periods in the afternoon.

### **Day-of Setup & Timing:**

- Setup began at 8:30 a.m., and volunteers arrived at 9:15 a.m. for training on the Ticket Tailor app. While this early arrival was helpful for learning the new system, in future years volunteers should arrive 45 minutes to an hour before tours begin. They should have the check-in app already downloaded on their phones, allowing that time to be used for logging in and training.
- Check-in for opened at 10:30am.

### **Volunteer Roles:**

We assigned four clear roles, each with a written, laminated “script”:

1. Greeter/Runner – Directed guests to the correct check-in line (A–M or N–Z) and assisted those needing to purchase tickets online using a laminated Ticketing QR code. (This role requires standing in the sun and should be rotated if possible.)
2. Ticket Check-In – Used the app to scan QR codes or search by last name. (A seated task for someone with computer skills; 2 people doing this per table is advisable)
3. Wristband & Brochure – Provided admission wristbands and event brochures (Also a seated task.)
4. Mailing List Opt-In – Asked guests if they wished to join the mailing list (this role will not be needed next year).

We did not offer in-town ticket sales on the day of the event as previously done. Instead, shuttle-bus volunteers encouraged riders to pre-purchase tickets using the QR code during their ride to Sconset. Volunteers originally assigned to in-town sales were reassigned to assist at Sconset check-in.

### **Permits:**

Last year, the Ticket Committee filed permits for the presale days directly with the town. This year, Helen Dwyer handled the filings for the presale days; however, it may be more efficient to have the Permitting Committee manage this process going forward.

We recommend securing permits for the same locations as last year (Town Pool and Sconset near the post office local) for the two Saturdays mornings prior to the event. Permits should be obtained as early as possible, with follow-up to confirm approval and obtain copies for committee records.

### **Pre-Sale Days:**

Pre-sale days were held on July 26th and August 2nd from 9:00 a.m. to 12:00 p.m. Each location was set up with an NGC-owned square folding table covered with a green tablecloth and two white folding chairs. A cash box containing \$100 in \$10 bills was provided at each site; however, no cash or check sales were made on either day. We recommend continuing to have a cash box available for backup, though it is unlikely cash or check transactions will be used.

The primary purpose of pre-sale days was event promotion. Each table displayed a laminated copy of the Ticket Tailor QR code and a stack of rack cards. Volunteers encouraged passersby to purchase tickets on the spot, though no transactions were processed in person; all purchases were made on the ticketing website.

In the future, if Stripe can be integrated with the Ticket Tailor check-in app, volunteers could process ticket purchases directly on-site with patrons rather than directing them through the online ticketing page. This enhancement could help

increase pre-sale tickets.. If implemented, pre-sale volunteers should be set up in the Check-In App ahead of time to ensure a smooth process.

### Pre-Sale Locations:

Main Street: (Outside of Town Pool)

- a. Contact: Sean Dew
- b. Note: Sean provided a separate Wi-Fi link for the garden club volunteers in 2024; we did not ask for this in 2025 but consider that option.

Sconset (permitted foutside of Sconset Realty — but we recommend asking for the location near the Post Office next year which is much more local!)

- c. Contact: Bernie Coffin: 508-560-2917 [bernie@sconsetrealestate.com](mailto:bernie@sconsetrealestate.com)
- d. Please also send a reminder to them when we will be there selling tickets as they often also allow local artists to use their spot.
- e. We were moved to outside the Post Office nearby and it was a better location overall, so this is where we should try to be next year.

### Ticket Sales Counter Set up:

- Plan for two check-in areas organized by last name (A–M and N–Z). However, consider adjusting the division, as we observed significantly more guests checking in under A–M this year. A more balanced split could help reduce wait times and improve flow.
- Each checkin area should have:
  - Two long tables
  - Two long table cloths
  - 4 chairs
  - Pens, paper, trash receptacle (for wristband trash)
  - Basket or jar for cash donations, signage for donations jar
  - Cash box with \$300 in cash in 10s in each box
  - Signup sheet for mailing list with plastic sign (Marianna made a nice one last year)
  - Volunteer Lanyards for non-members
  - Fresh flowers
  - Plenty of Wrist bands and brochures (we ran out of both!)
  - Signs indicating that it is check in and A-M or N-Z (or however the patron list is evenly divided)
  - WIFI — good signal and vital to use the Check-in App
  - Back up iPads logged into Check-in App in case phones run out of batteries
  - Ability to charge phones or iPads
  - Large laminated QR code for Ticketing Site
  - Binder with:
    - Printed pre-sale ticket list by last name
    - Copy of permit
    - Necessary WiFi information to help with sales

### Day of Tour Notes:

- Set up 2 Ticketing areas with tables, table clothes, necessary check in materials (above)
- Ticket Chairmen arrived early (8:30 AM) to set up tables and tents. Did not necessarily need to be that early.
- Morning shift volunteers should arrive 1 hour before start of tour to sign into check-in app and to be trained/assigned roles.

- Most active period was around 10:45-12:00 pm and rapidly tapered off but was busy all day. Consider this when creating Volunteer slots, making sure we have plenty of volunteers during that window.
- We need more than 1500 brochures and wrist bands. We ran out this year. Better to have more than not enough.
- We suggest having a QR code that goes to a PDF of the Tour Brochure for day-of in the event we do run out of brochures or if people prefer an electronic version. This would have helped tremendously this year if we had this as an option! That way members can access the brochure.
- It was suggested that we provide brochures on buses. If so, we must over-order brochures.
- May be a good idea to clarify volunteer shifts by either 'Ticket Checkers' and 'Greeters/runners' as some members get nervous at thought of the actual sales transaction.
- Plan to provide or coordinate lunches and snacks!

**Additional notes, observations and suggestions:**

- Most of our tickets are sold online. Almost no need to take cash or check purchases.
- Presale days were more for advertising/creating a buzz around town leading up to event; not many tickets were sold. However, consider adding STRIPE to the Ticket Tailor Check in App so that we could push for more presale tickets in-person and enable those volunteers to use the App. Perhaps we only need one pre-sale day the weekend before the event?
- Adding STRIPE to the check-in app is strongly advised for the day-of check-app. Would provide easy day-of ticketing purchasing. Still encourage pre-purchase using the Ticket Tailor ticketing site but having purchase processing capability at check-in would be very helpful.
- Consider upping ticket prices or adding a high tier ticket price?
- Consider adding Merchandise as an option to add when purchasing tickets: Could sell the new NGC coffee table book, NGC notecards or other merchandise. Would need to consider a dedicated volunteer to manage that at check-in.
- Ticket Tailor is able to easily communicate with all current/prior online ticket sales. This could help generate sales prior to the tour as well as being able to send reminders and confirmation the day before of tour hours, info and possibly a map of the house tour.
- QR code was provided to the following locations to assist with ticket sales prior to the tour: Town Pool, Visitor Center and published in numerous online and printed outlets.
- Wristbands were wonderful — quick and easy. Would advise keeping this as day-of ticket.
- There was complaints that there was no Hand sanitizer or toilet paper for the port-a-potty.
- Order more wrist bands and brochures; and add a QR code for a PDF to the brochure as a backup
- Add language about where the proceeds go on the Ticket even page, as well as signage at checkin to describe the scholarships/where proceeds go.

Respectfully Submitted,

Kate Mortenson, Helen Dwyer, and Marianna Brewster

2025 Co-Chairmen for Ticket Sales