

Nantucket Garden Club Boutique

2024 Green Thumb Flower Show and Full Season Summary

Summary:

The 2024 Green Thumb Flower Show Boutique was a success. Our total gross sales came to about \$7,700. In total, the Boutique (when combined with the House Tour and Daffodil sales) will have grossed in excess of \$23,255 and will have netted more than \$8,000 for the year. This represents a gain versus last year, and a huge boost versus years past. We don't yet show adequate profit relative to expenses due to an excess of inventory we are currently carrying. We have at least \$4,600 in leftover inventory. (Summary attached.) Some of this inventory includes printed materials, supplies, like shopping bags, stickers and stationery which will be used next year..

The location for our boutique was ideal at the Sconset Casino. We had two 8-foot tables, plus a 6 foot table at the end and, while a little tight, we managed to get most of our inventory out. As a general note, I would say that It was helpful having a partner, and in the future, I think we could establish a set of responsibilities for each co-chair. Maybe have one responsible for buying and the other handle the accounting. Both would be selling and just one would be responsible for reporting to the board. This might work as a segue for a member to take on the role either as the lead, or the co-chair.

Off Season Preparation:

During the off-season, I went to the market at the Atlanta Gift Market, and using our EIN, as a 5013C, I was able to use a wholesale account with a few vendors. I also enrolled the NGC as a buyer through the on-line wholesale website, Faire. This is an incredible resource, and allows us to purchase virtually all of our goods in one place. Faire offers scads of different brands and all your invoices are stored in one place on the NGC accounts page. Very easy, This allows us to purchase items at wholesale which made selling at a profit lucrative. I had items shipped directly to my home on Nantucket, except for paper goods which I felt might be more vulnerable with island weather. Etc.

My suppliers were:

Floral Trading Inc. which is a company out of California selling beautiful hand-crafted vases from Thailand. These vases sold extremely well at all three shows. These were purchased through Faire.

Abigail's - more vases -mostly glass, and votives. Almost entirely sold out.

See Design- We sold a lot of this brand's cosmetic bags, sarongs and tea towels. Next year I would just focus on the cosmetic bags.

Faire- I purchased gardening gloves (17 pairs still in stock), and hip holsters from Womanswork, and Swedish dishcloths from Three Bluebirds through Faire. 40 of the dishcloths (with daffodils imprinted on them) were sold at Daffodil

and most of the remainder sold at House Tour. We also used another Swedish dishcloth vendor this year which I now prefer, called Jangneus. These sold very well.

Sevya-an Indian block-print company. I purchased and sold runners and napkins at Daffy and reordered for the Flower show. These sold extremely well and are now gone.

Pacific & Rose- Runners, placemats, tablecloths, and napkins. Also cosmetic bags. Very popular. We are down to just a few sets of table linens. This is one of our best lines!

U-Printing-I used this printer as an alternative to Poet's because they are extremely easy to deal with, quick reliable and much less expensive vs. Poet's. I had stationary, notepads and custom stickers for our bags all ordered thru U-Printing. We have a good supply of memo pads for next year, as well as stationary— though envelopes will need to be ordered.

U-Line-I used this vendor for green & white shopping bags, cellophane bags for stationary and green tissue. There is an ample supply of this for next year.

Emily Lex stationary—Sold out three times!

Maple Moon and Boston International-Both companies sold us goods that were appropriate for Daffy, but we were unable to sell due to conflict of interest with Bartlett's. We sold some at House tour but still have some merch for next year.

Chive -was a great find for us. We sold out of the Pooley Modern bud vases. Still in stock are frogs and some small glass vases.

Faria and the Lilley Line-both carry recycled woven basket totes which sold fairly well, but were a little pricey. We may need to discount these to sell off.

Jeanne Van Etten-Sold us a supply of her soaps at wholesale and these flew off the shelf! Jeanne is very generous in selling these to us at cost, plus she is a generous donor giving us back 20% of all her profits made on the sale of her items.

Local Vendors

Unlike the House tour, we were unable to have local vendors join us due to space limitations. The only exception was a new vendor, Sara Schwartz, a Sconset artist who sells her photography, stationery, and Liberty puzzles. While we had to really economize on space, she was a nice addition.

Set Up/Volunteers

We ended up using 2 8-foot tables, plus one 6-foot table. It was great to have the two set-up volunteers the morning of the set-up to help us arrange the tables and to secure the proper tablecloths— they were extremely helpful. On the morning of the show, the NGC boutique needs to be in place when any other vendor arrives, so that we can focus on helping them get set up. Everything

ran very smoothly for us, and we had no issues. I will say that we need to be very specific with our vendors as to how much space we are allotting them. It would be nice to have a larger space for our next show, if that is at all possible—especially if we plan to invite vendors.

For each shift, we had great volunteers to help. On the day of the judging and the day of the show we had two-three volunteers for each shift. This was enough due to space constrictions. It should be stressed that every volunteer has the square app downloaded and have a clear idea of how to use it. In case a phone dies, or someone needs to take a quick break, there always needs to be someone who can take credit cards.

My recommendations for the Boutique Volunteers are as follows:

3 for Boutique Prep the day (or two days) before the Tour (to help package paper goods etc.)

2 for set up at 8:30-10:45 (if start time is 11AM)

3 for sales at each shift depending on schedule.

Treasury

The squares worked well for the most part. It is nice to have the tap option, we no longer need the swipers unless we get a volunteer with an old phone. We were able to use volunteers to just stand in front and help customers. These volunteers also could help with tissue, bags, etc. Everything went smoothly at all the shows. It is important to have volunteers download the app and that all the passcodes are correct. This needs advance planning and a practice run before the show. We incorporated more of the Square capabilities this season and are now keeping track of inventory. We needed a better system for keeping track of where sales are coming from. Separating dues and annual lunch charges from Boutique has been very helpful and easier for us to track sales.

Boutique is a really fun position for NGC members and there is no end to where it can go if we are willing to put in the effort!

Respectfully submitted,

Caroline Tucker