

NANTUCKET GARDEN CLUB BOUTIQUE

2025 House Tour and Full Season Summary

The 2025 House Tour Boutique was another record year. We were blessed with perfect weather, and excellent WiFi reception thanks to the purchase of StarLink by our House Tour Chairs.

Our total gross for the day was:

\$12,063.79 Gross Square Sales
(407.38) Fees
(341.009) Daffodil Raffle
\$11,315.41 Net

Contributions from Vendors:

\$1,400 Sara Schwartz
\$300 Lisa Maxwell
\$500 Megan O'Connell
\$500 Jannie Van Etten
\$1,550 Melissa Dudley
\$250 Martha Polachi
\$4,500 Total Vendors

Total Proceeds: \$15,815.41

When combined with sales for Daffodil weekend and selling at the meetings, our total gross sales were \$26,678. Our expenses for the year were \$10,058.94. We are planning to review inventory with wholesale and retail values attached to help get us to a more precise handle on this year's net profits.

The venue for this year's House Tour was excellent. The high volume of visitors to the tour combined with a beautiful day and lots of great inventory. The tent was situated alongside the tea, which proved to be an ideal location.

We used a 20x30 tent with seven 8 foot tables and two 6-foot tables, along with a total of 14 chairs. Each vendor was provided with dark green table cloths, with the option to add their own solid overlay if they wished. We were able to provide each vendor with a parking pass for the day. We had plenty of helpers: 3 for set-up from 9:00-10:45, 3 for sales from 10:45-1:15, 3 for sales from 1:15-4:00, and 2 for take-down from 4:00-5:00. Going forward, it would be helpful if the volunteers working sales are familiar with Square, or at least comfortable using an iPhone. It's important that the volunteers download the app before hand and that all passcodes are correct.

Having the tables and chairs delivered and set up the day before was extremely helpful, enduring a smooth setup process on the morning of the event. For future years, it may also be helpful to let each vendor know in advance what size table they will have, so they can plan the amount of inventory they wish to display.

This year, our team met via zoom many times to discuss items to sell at Daffodil, meetings and House Tour. We expanded on a number of lines we had success with in the last couple of years, including Art Floral, Emily Lex, Sevvya, Womans Work, Pacific and Rose, Chive, Lilly Line, and Tin Martin, and added Rockflowerpaper, Donovan Designs and Pacific and Rose, Bali Harvest and Shebobo. We added a lot of tote bags, clutches, which sold very well, and explored with Daffy Leashes, Daffy to Go Cups, and homemade Daffy headbands. We will reassess, but will certainly bring back the best sellers and keep searching for other relevant items.

This year we had three chairs, and we don't think we could have managed it with only two. It's a big job that requires a lot of manpower. Fortunately, the three of us worked very well together, and we found that this is the type of role that really builds upon itself. Going into next year, we'll have a stronger system for tracking inventory coming in and going out. Most importantly, we've built relationships with several vendors and have exciting ideas for keeping the inventory fresh and new.

All in all, we are very pleased with the progress we have made with the Boutique, knowing we are making a great contribution to support the club's many initiatives.

Respectfully submitted,

Suzanne Einstein
Louise Middleton
Susan Sarceno