

## 2024 NANTUCKET DAFFODIL SHOW ANNUAL REPORT

### Introduction:

This was the 48th annual show, held at Bartlett's Farm on 27-28 April 2024 and the theme was "Spring sings ... let's party". We chose the theme as 2024 is an important anniversary year for NGC, the American Daffodil Society and the Nantucket Historical Association.

- 50th anniversary of the first Nantucket Daffodil Flower Show. It was only the 48th show as two shows were cancelled due to COVID
- 70th anniversary of the founding of both the NGC and the ADS
- 130th anniversary of the founding of the Nantucket Historical Association

The Show was a great success, the weather co-operated and the idea of its spring, let's party permeated throughout the show giving a lively atmosphere. It also informed the titles for the floral arrangement classes with several people commenting how much fun and different they were.

- 1353 visitors were officially counted (1553 last year), but there were also a number of visitors who were not counted - see below
- Horticultural entrants: 226 entries from 94 exhibitors and 1036 stems (786 last year)
- Youth horticultural entrants: 61 exhibitors and 112 stems (54 last year)
- Photography: 31 entries from 19 entrants (42 entries last year) - see below
- Youth photography: 2 entries from 2 entrants
- Floral arrangements: 43 entries (26 entries last year)
- Youth floral arrangements: 10 entries (same as last year). There were no entries in the senior youth category and only one last year. We have decided to drop this category going forward as this age group can readily take part in the other categories if they so choose
- Education - a new area added to this year's Show - see below

Despite its success, the Show was not without its alarums and excursions.

- Not enough judges - see below
- We were informed we would be unable to use the usual bus stop for our Visitors' Bus from town to the farm just two weeks before the show. The address was in all our publicity.
- One of our photography chairs had to leave the island ten days before the Show due to a family emergency. The other chair was very unwell and was unable to attend on the Sunday. Both factors meant that not all possible entrants were able to be processed which reduced the number of entries

- Staging was time consuming, demanding and difficult
- Accurate counting of visitors was not possible due to the back door of the greenhouse constantly being opened allowing many uncounted visitors into the Show. Linda manually counted an additional 30 in just a short period. Therefore, there were quite a few additional visitors to the Show who were not counted. We need to consider a way of directing visitors to the official entrance in the future.

### **Floor Plan and Staging:**

We changed the floor plan from previous years to meet Bartlett's needs as well as offer additional space for horticultural entries. This worked extremely well. The atmosphere during the two entry periods was a lot calmer even though we were dealing with additional entries. This layout also provided space for the new education centre, which was used by both entrants and visitors. In addition, Paulette Boling taught a group from the Saltmarsh Center there using our educational materials. It also provided a space for people to stop, rest and even have lunch.

Retrieving all the containers and equipment needed for the Daffodil Show from the current storage facility is extremely difficult and arduous. Thanks to the hard work of certain experienced NGC island members and the community help of landscaper Tom Hanlon's crew, we survived. However, it should be noted that accessing the items needed in the current storage unit is an unnecessarily problematic task. In order to access much of what we needed, it was necessary to remove a great many containers and equipment, much of which were not for the Daffodil Show. There is no place to put these items except in the hallway where they immediately caused obstacles to the effective removal of items we did actually need. These unrequired items then had to be returned to the storage unit before we could return to the Show. Of course, this all had to be repeated in reverse after the Show when returning everything to the storage unit. This added considerable time and effort to the process. It proved impossible to find people who were willing to chair this particular function and, therefore, the two Show Chairs had to take on this responsibility on top of everything else they were doing. It is currently proving to be a challenge to find Staging Chairs for the 2025 Show. Even with the help of Tom Hanlon's crew, it was nevertheless an exhausting experience for everyone and could prove injurious.

### **Judges and Clerks:**

This year proved very difficult as many judges were not available as they were attending the International Daffodil Show in Ireland at the same time. We were only able to obtain 11 ADS judges which gave us three teams instead of the usual four.

Given the big increase in the number of stems to be judged, we actually needed five teams. It was extremely difficult to complete judging within the time frame.

We had five artistic judges for photography and floral arrangements. Whereas horticulture judges are well trained and experienced that is not so for the artistic judges. These judges are talented artists from the community but need to be given direction and guidance for future shows. Written guidelines, a verbal explanation and an experienced leader would make all the difference. A couple of trained Clerks who could help and support the judges is also necessary. This is especially important given the rise in popularity of the two artistic sections of the Show.

Susan Balling graciously hosted the judges' dinner at her home. The event was catered by Island Kitchen. We need to tighten up attendance for this dinner as unfortunately even when attendance is indicated, some people do not show for the dinner resulting in food waste. This is unacceptable especially when so many go hungry, including on Nantucket.

Mary Malavase, together with another Trainer Judge, ran an ADS Judges School which was attended by three of our experienced and talented clerks, including Mark Budaj, our Clerks Chair. Although this will help us with judges in the future, this will leave a significant gap in the group of clerks. We have discussed with Mark the need to train our remaining experienced clerks to lead the group in the future and to introduce new blood to build up our expertise. Mark is very keen to do this.

### **Publicity and Social Media:**

Mary Malavase did a sterling job with publicity. Especially noted is that she was able after much effort to get the Daffodil Show included in the publicity distributed by the Chamber of Commerce. This reaches a very wide audience, much larger than NGC can achieve by itself.

Nancy Serafini expertly provided information on the Show through constant engagement through social media. She also took out a large advertisement in the Inquirer & Mirror in her capacity as NGC publicity chair.

The I&M also published two stories about the Show, one before and one after the event. The first piece, together with a photograph of Ann and her grandson tending to daffodils in her garden, told the story of how he grows his own bulbs and enters them into the Show.

In addition to NGC's efforts, Bartlett Farm added invaluable exposure through their weekly newsletter, The Farm Dirt, again reaching a wider audience.

## **Education:**

We added a new aspect to the Show this year in both reference and education materials for entrants and visitors. This included a large poster which showed the 13 different Daffodil Divisions and a second poster showing the different Daffodil Sizes - Standard, Intermediate and Miniature. In addition, we created an eight page booklet, as a free handout, using ADS materials. We made 50 copies which were quickly snagged by visitors and we plan to double this for the next Show. It was a huge success and we plan to expand on this programme next year.

Another ongoing part of education is with our youth. This starts in the Fall, with the Intermediate school fifth graders bagging and delivering around 1000 daffodil bulbs to all elementary, and intermediate school children in both public and private schools on Nantucket. These bulbs are donated by NGC and NGC members join the fifth graders in this project.

## **Financials:**

We had a budget of \$10,000 for the 2024 Daffodil Show of which we spent around \$9500. We benefited from significant discounts and donations from several of our service providers which helped us stay within our budget. In addition, there were no significant expenditures for equipment and supplies.

Next year we know we will need five new sets of risers and additional test tubes and blocks for horticultural entries. We didn't have enough for all our entries this year. In addition, we need to consider an alternative method of displaying the photography entries to allow more flexibility and better show off these entries. There are limited opportunities at the greenhouse to use our current system.

We received \$4379 in cash donations to the NGC Daffodil Fund. We feel this could be considerably increased if we used Square or another form of electronic payment to receive donations.

Submitted by:

Linda Fraker and Ann Maury

Co-Chairs, 2024 Nantucket Daffodil Show

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