

Report on 1959 Flower Show

Attendance - 152, 39 exhibitors. Total intake \$93.62, which is over the figure for paid admissions, so either some exhibitors chose to pay, or some tickets were simply kept by their buyer and not turned in for the door prize drawing. Expenses - \$17.09 for ribbons and seals, \$16. for judges lunch, leaving a profit of \$67.93. ~~This divided by three gives us \$22.64, from which we take \$10.00 for two five dollar door prizes.~~ Subtract \$10.00 for cleaning the hall, \$57.93. Divide by 3 - Our intake, \$19.31. Subtract \$10.00 for two five dollar prizes - \$9.31. The table brought in about \$10.00, Shoppers Mart 1.33, giving a total intake for the Upper Keys Garden Club of \$20.64.

Last year - intake, \$144.50, expenses 49.51, profit 94.99. The profit went to the Chamber of Commerce. We made 25.00 on plants, 6.75 on pandanus - \$31.75 on plants, our only money-maker, while this year our total was \$20.64, plants 10 dollars.

While the show itself was a lovely sight and a credit to all who participated in it - the President of South Florida Garden Clubs, Mrs. Bolton particularly commented on our horticultural exhibits and our gorgeous bougainvillia background - we should not allow such small figures to show again. Working for a Flower Show gives a kind of excitement that is almost adventure - then counting such small returns comes as a let-down. I suggest that this let-down should not happen, that if we organize better and immediately, next year we will have the response we should have. Suggest that we include shell exhibits and paintings, as in 1958, and tables from Marathon and Key West. These all act as drawing cards and add interest to the show. Both Garden Clubs have shown real talent, resident exhibitors are pleased and will contribute again. Even if we doubled the unpaid attendance, we would be doing well - perhaps we can help ourselves financially by printing a program, filled with advertizing?

Anyway, we have something here that should be "up where it belongs".