



Garden Show & Festival Site Report



Authors: Bennis

1: Key Facts

Name: Philadelphia Flower Show (Indoors)

Show Category: Built gardens, Flower displays, presentations, sales

Location: 12th & Arch Street, Philadelphia 19107-2299

Venue: Pennsylvania Convention Center

Display Area: 10 acres (4.47 hectares)

Dates: 1-9 March 2014 (9 days)

Origins: 1829

Theme: ARTiculture (Hollywood for 2015)

Opening Times: Saturday, March 1; 11:00 am - 9:00 pm

Sunday, March 2; 8:00 am - 9:00 pm

Monday - Friday, March 3-7; 10:00 am - 9:00 pm

Saturday, March 8; 8:00 am - 9:00 pm

Sunday, March 9; 8:00 am - 6:00 pm

Ticket Prices: **Adult** \$27 (+\$1.00 service charge) \$35 at gate

Student \$20 (+\$1.00 service charge) age 17-24

Child \$15 (+\$1.00 service charge) age 2-15

PHS Flower Show Value Pack \$100 (+\$4.00 service charge)

Includes four (4) Adult General Admission tickets to the Flower Show and a FREE one-year PHS Household Plus Membership.

Each ticket is valid for one single-day admission. Tickets may be used for Member Preview Hours: Friday, February 28; 12:00 - 3:30 pm, or Saturday, March 1; 8:00 - 11:00 am, or during public hours.

PHS Family Fun Pack \$70 (+\$4.00 service charge)

Buy on line, tickets are \$75.00 onsite.

Includes two (2) Adult and two (2) Children(ages 2-16) General Admission tickets to the Flower Show and a FREE one-year Family PHS Membership.

Each ticket is valid for one single-day admission any day of the show during public hours. Tickets are not valid PHS Member Preview Hours.

PHS Duo Pac \$60 (+\$2.00 service charge)

Exclusive online package! Includes two (2) Adult General Admission tickets to the Flower Show and a FREE one-year PHS Dual Membership.

Each ticket is valid for one single-day admission any day of the show during public hours. Tickets are not valid for the PHS Member Preview Hours.

LGBT Party at the Flower Show \$50 (+\$1.00 service charge)

Sunday, March 2, 2014

4:00 - 6:00 pm

LGBT Party event located in Prefunction VIP area, outside of Ballroom A. Enter VIP entrance at 12th and Market Streets. \$50 ticket includes admission to the Flower Show

Join PHS and G Philly Magazine for a mix and mingle at the Flower Show. Enjoy an afternoon cocktails and hors d'oeuvres. Get your fabulous on, then take in the sights and scents of the world's most celebrated indoor Flower Show.

Wedding Wednesday at the Flower Show \$50 (+\$1.00 service charge)

Thursday, March 6, 2014

5:30-8:00 pm

Girls Night Out events located in Ballroom B of The Pennsylvania Convention Center Enter VIP entrance at 12th and Market Streets. \$50 ticket includes admission to the Flower Show

Enjoy a fun evening tailored just for the ladies! Featuring exclusive food & beverage samplings, health & beauty tutorials, shopping with area's most coveted retailers, raffle prizes, takeaways and more!

\$50 ticket includes premium PHS branded tote and a signature complimentary cocktail upon arrival.

LGBT Party Add-on \$23.00 (+ \$1.00 Service Fee)

Wedding Wednesday Add-On \$23.00 (+\$1.00 Service Fee)

Girls Night Out Add-On \$23.00 (+\$1.00 Service Fee)

(+\$2.00 Service Fee)

- This exclusive online package includes a single day Adult General Admission ticket and a VIP All Access Pass which includes the following benefits:

- Early Morning entry to the Flower Show starting at 8am Monday through Friday, March 3-7.
- 50% Off Parking Discount at Convention Center Parking located at 1324 Arch Street (Discount coupon will be sent by email one week before the Flower Show opens).
- One (1) Premier Event of your choice. Select from LGBT Party on Sun. March 2 4-6 pm, Wedding Wednesday on Wed. March 5 6:00-8:00 pm or Girls Night Out on Thurs. March 6 5:30-8:00 pm (Advance registration not required; must be redeemed the same day as Flower Show entry).
- Access to select Flower Show experiences including Butterfly Experience, Make & Take Craft and Make & Take Garden activities.
- Premium seating to all Show attractions.
- VIP Lounge - Skip the crowds, relax and enjoy refreshments - free Coat and Baggage check.
- 10% off at the PHS Store and select Marketplace shops at the Show.
- One year subscription to digital edition of Green Scene magazine and PHS ENews.
- \$10 off at Artist Palette Cafe in the Grand Hall.

The VIP All Access Package is only available online

VIP All Access Pass Add-On \$100.00 (+\$1.00 Service Fee)

Garden Tea \$28.00 (+ \$1.00 Service Fee)

Step into serene and elegant surroundings with soothing music and elegant flowers. A light and delicious menu of petit sandwiches, pastries, fruit and an assortment of fine teas will enhance your Flower Show experience. Seating is pre-assigned. Four or five people will be seated at each table. Two seatings daily at 12:30 pm and 3:45 pm with the exception of closing day. Garden Tea admission tickets are only valid for the seating date and time selected below. A separate Flower Show Adult admission ticket is required to attend the Garden Tea.

Make & Take Craft \$10.00 (+\$1.00 Service Fee)

Take home a piece of the 2014 PHS Philadelphia Flower Show from

the Make & Take room (located in room 201C at the Pennsylvania Convention Center). Using materials and guidance from DIY experts, make brilliant crafts like a fabulous fascinator or a fashionable floral wristlet. Open on Members' Preview Day, February 28, 12:00 - 3:00 pm; March 1-8, 11:00 am - 7:00 pm; and March 9, 11:00 am - 4:00 pm.

Make & Take Garden \$25.00 (Plus \$1.00 Service Fee)

Take home a piece of the 2014 PHS Philadelphia Flower Show from the Make & Take room (located in room 201C at the Pennsylvania Convention Center). Using materials and guidance from DIY experts, make your own terrarium. Open on Members' Preview Day, February 28, 12:00 - 3:00 pm; March 1-8, 11:00 am - 7:00 pm; and March 9, 11:00 am - 4:00 pm.

Butterfly Experience \$3.00 (+\$1.00 Service Fee)

This interactive and educational exhibit created by California's Sky River Butterflies will bring 20 species of butterflies to Room 202 in the Grand Concourse. Exhibit times: February 29, noon to 3:30 pm; March 1-2, 8 am to 8 pm; March 3-7, 10 am to 8 pm, March 8, 8 am to 8 pm; March 9, 8 am to 6 pm.

2. Visitor Facts (2013)

Number of Visitors: approximately 250,000 (270,000 in 2012; 225,000 in 2013)

Age Groups: 68% 36-65

Private Visitors: 79% female

68% earn more than \$75,000/annum

Professional Visitors:

Reasons for Attendance:

Visitor Assessment:

Origin of Local Visitors: 47% from greater Philadelphia area(Eastern PA, NJ suburbs De

Home/Garden Ownership: not known

Intention to invest in a garden: not known

3. Exhibitor Facts

Total Number of Exhibitors: approximately 70 garden exhibitors (many are joint exhibitors). There are 180 vendors or sale kiosks in the Marketplace under eight categories: Botanical Art, Edible, Home Decor, Jewellery, Plants & Flowers, Sponsors, Tools for Gardening, Tools for Outdoor Living. The majority of exhibitors are from the Philadelphia area. The furthest US exhibitor is from Ohio, while there were four exhibitors from outside the U: Great Britain, Netherlands, Ireland and Monaco.

PENNSYLVANIA

Bucks County

Montgomery County

Delaware Valley College
Flowers by David
Mark Cook Landscape Contracting, LLC
Philadelphia Cactus & Succulent Society
Rosade Bonsai Studio

Chester County

American Ivy Society
North American Rock Garden Society, Delaware Valley
Organic Mechanics Soil Company, LLC, The Pennsylvania Bonsai Society
Philadelphia Society of Botanical Illustrators

Delaware County

J. Downend Landscaping
Michael Petrie's Handmade Gardens
Stoney Bank Nurseries
Williamson Free School of Mechanical Trades

NEW JERSEY

Camden Children's Garden
EP Henry Corp.
Ikebana International
Mercer County Community College
Michael Bruce Florist
Subaru of America
Waldor Orchids

NEW YORK

Hudson Valley Seed Library

OHIO

America In Bloom

SHOWCASE EXHIBITORS

American Institute of Floral Designers (AIFD)
paired with the Philadelphia Museum of Art
Burke Brothers Landscape Design/Build
paired with the J. Paul Getty Museum

American Rhododendron Society, Greater Phila
Burke Brothers Landscape Contractors
Delaware Valley Fern and Wildflower Society
Hunter Hayes Landscape Design
Robertson's Flowers
Temple University, Ambler Campus

Philadelphia

American Institute of Floral Designers (AIFD)
Horticulture Academy at Abraham Lincoln School
Men's Garden Club of Philadelphia
MODA Botanica
Philadelphia Parks & Recreation
Philadelphia Water Department
PURE Design
W.B. Saul High School of Agricultural Sciences
Schaffer Designs
U.S. EPA Region III

DELAWARE

Irwin Landscaping, Inc.
University of Delaware

INTERNATIONAL

Great Britain

Jacques Amand International
Andy Sturgeon Landscape & Garden Design

Netherlands

Netherlands American Business Association

Ireland

Tourism Ireland

Monaco

James Basson

Michael Petrie's Handmade Gardens
paired with the Barnes Foundation
Robertson's Flowers & Events
paired with the National Portrait Gallery of the Smithsonian Institution
Stoney Bank Nurseries
paired with Brandywine River Museum of Art

Main Exhibitor Goals and Attainment:

Rating 'good' to 'very good'

Ratings of Target Visitor Groups

Market Positioning

4: Location & Facilities

The Pennsylvania Convention Center, located at 12th and Arch Streets, is a multi-use public facility in the [Market East](#) section of [Philadelphia, Pennsylvania](#), designed to accommodate conventions, exhibitions, conferences and other events. The "L"-shaped complex occupies four city blocks. It is in central Philadelphia with good access to train stations and the airport.

Opened in 1993 and renovated in 2011, the centre has a total space of 1,000,000 sq.ft (93,000 sq.m.) with the main exhibition hall of 679,000 sq.ft (63,000 sq.m.). There are 80 meeting rooms, theatre facilities between 40 and 10,000 seats; banquet/ballroom facilities from 40-2000 people.

5: Exhibitions & Show Gardens

The main entrance feature was composed of three picture frames, the largest being 30 feet tall (9.14m), with floral interpretations of Alexander Calder's paintings.

Bandaloop, a California aerobic dance group, performed around the main entrance exhibit with airborne ballets.

Trying alternative exhibits and events to attract younger and more urban visitors. 'You try some things and some things work and others don't'. (Drew Becher, President of the PHS)

Proceeds are used to support various activities of the PHS including Plant One and PHS City Harvest

Changes from 2013 (from The Philadelphia Inquirer 7 March 2014):

Lectures were moved inside the show from rooms in the conference centre

'Reality show' let visitors vote on the best solutions to landscape problems

600 seats added to the 500 of the previous year

Butterfly experience improved with addition of more butterflies

Better lighting, more recycling, culinary programmes moved inside the show

Floral displays based on the paintings in the city's museums: Van Gough's sunflowers, Monet's watercolours, Hiroshige's cherry blossoms, and Warhol's floral prints (these were on display)

6: Associated/Parallel Events

Details for some events can be found in Section 1: Key Facts under ticket prices.

Cocktail Party & After Party

Black Tie Preview Party

Early Morning Tours

Girls Night Out

LGBT Party (Lesbian, gay, bi-sexual, transvestite)

Wedding Wednesday

Garden Tea

Make & Take Craft

Make & Take Garden

Butterfly Experience

The Flower Show extends to the entire city of Philadelphia and the surrounding areas, and in anticipation of the Show, PHS invites storefronts and lobbies to get in on the excitement by transforming their spaces into flower-ful, festive displays. See under Section 7: Awards.

7: Awards

Each year more than 200 volunteer judges from across the country convene at the Flower Show. Judges are experienced horticulturists, landscape architects, flower arrangers, and designers. About 60 major awards are given out in total; judging occurs daily.

Information on awards is contained in a PHS document in a pdf along with application forms. There are numerous awards, often sponsored by societies such as the Garden Club of America. See pages 55-59 (<http://theflowershow.com/exhibits/exhibit-at-the-flower-show/>). It is notable that there are a number of classes particularly for those new to the show.

A leaflet is available at the show with all of the award gardens and displays.

The 2014 'Flower Bombing' Windows & Lobbies Winners. There were 84 participants in the 2014 Flower Show Window/Lobby Display contest:

Grand Champion: Cira Center, Forrest Green Landscapes

Honorable Mention Favorite: Shops at Liberty Place Pop-Up Garden, Hoffman Design Group

Facebook Fan Favorite:

Winner: Plow and Hearth, NJ

Runner Up: Bluestone Fine Art Gallery

Catagories for 'Flower Bombing'

Most Artistic

Best Use of Flower Show Poster

Most Colorful Palette
Most Creative Design
Most Inspired
Most Fashionable
Most Random
Best Use of Flowers and Greenery

8: Exhibitor Terms & Conditions

The 2014 PHS Philadelphia Flower Show Exhibitor's Guide, entry forms, and other exhibitor information can be downloaded from the Flower Show website (<http://theflowershow.com/exhibits/exhibit-at-the-flower-show/>) each year beginning September.

9: Exhibitor Contracts

Refer to <http://theflowershow.com/exhibits/exhibit-at-the-flower-show/>

10: Show History

Philadelphia is the home to America's first horticultural society, The Pennsylvania Horticultural Society, founded in 1827, and the world's oldest and largest indoor flower show. The Philadelphia Flower Show was first held in 1829 in an 82-by-69-foot building called Masonic Hall on Chestnut Street. Twenty-five Society members showed off their horticultural treasures, including a variety of exotic and native plants.

In 1966, the Show was presented in the lower level of the Civic Center and, in 1968, PHS became the official producer. The Flower Show remained in the Civic Center until 1996, when it moved to its current location at the Pennsylvania Convention Center. In this Center City venue, the Show encompasses 33 indoor acres, with exhibit space taking up 10 acres of the main exhibit hall. The Show now entertains more than 265,000 people each year.

Date	Year	Theme
March 2-10	2013	Brilliant!
March 4-11	2012	Hawaii: Islands of Aloha
March 6-13	2011	Springtime in Paris
February 28- March 7	2010	Passport to the World
March 1-8	2009	Bella Italia
March 2-9	2008	Jazz It Up!
March 4-11	2007	Legends of Ireland
March 5-12	2006	Enchanted Spring... A Tribute to Mother Nature
March 6-13	2005	America the Beautiful

March 7-14	2004	Destination Paradise
March 2-9	2003	Festival de las Flores
March 3-10	2002	The Pleasures of the Garden
March 4-11	2001	Great Gardeners of the World
March 5-12	2000	Gardens For the New Millennium
March 7-14	1999	Design on Nature...the Art of Gardening
March 1-8	1998	La Passion du Jardin
March 2-9	1997	The Great Exchange - People, Places and Plants
February 25 - March 3	1996	This Land is Your Land - "Philadelphia in Flower"
March 5-12	1995	Moments in Time...A Galaxy of Gardens
March 6-13	1994	Islands in the Sun
March 7-14	1993	Preserving the Past, Presenting the Future
March 8-15	1992	Horizons for Discovery
March 10-17	1991	Endless Spring
March 11-18	1990	Purely for Pleasure...Gardens for the Senses
March 5-12	1989	Kaleidoscope...The Wonderful World of Color
March 6-13	1988	The World is Your Garden
March 8-15	1987	The Way We Were...Gardens from the Pas
March 9-16	1986	Hometown USA
March 3-10	1985	A Touch of Britain...Our Garden Heritage
March 11-18	1984	A Trip to the Orient
March 6-13	1983	Follow the Sun
March 15-22	1970	You and Your Garden
March 9-16	1969	Flowers Round the World
March 10-17	1968	Philadelphia Spring Flower Show (no theme)
March 12-19	1667	A Carnival of Flowers
March 12-17	1966	Natural Beauty in Town and Country

March 13-18	1965	Philadelphia Flower Show (no theme)
March 8-14	1964	An Abundance of Flowers
March 10-17	1963	Philadelphia Flower Show (no theme)
March 11-18	1962	Garden Bounty

11: Marketing

Despite being very well known, the show is heavily advertised with posters in shops, train stations, and billboards along roadways. Advertising is also through television, radio and local/regional newspapers. an extensive print, radio, television, outdoor and online media buy valued at over \$8 million. In addition, PHS promotes the Show via several marketing platforms including the Flower Show website, social media networking sites, email marketing, and several Official Flower Show publications distributed widely throughout the region and at the Flower Show. Finally, PHS executes a public relations campaign securing thousands of local, regional, and national broadcast, print, and online features and mentions, including, but not limited to: a live one-hour on-air special on 6abc, Philadelphia Inquirer, Philadelphia magazine, The New York Times and NPR, billboards on interstates 76 and 95, just to name a few.

There are numerous commercial advertising opportunities and rates:

- Special Flower Show edition of Green Scene
- E-Tickets-Deal of the Day
- Flower show web site
- PHS E-News ads
- Mobile App links

Choices are substantial and too long to list. Detailed information on costs and format can be found on the PHS website as a download:
[2014PHSPFS_Ad_SellSheet_FINAL_email_Fillin.pdf](#)

12: Site Photographs



Photo 1: Pennsylvania Convention Center covers four city blocks. The third day of the show saw a light snow fall; however, it is believed that heavy snow falls the previous year led to a significant fall in visitor numbers in 2013.

Located in the centre of the city, there are excellent connections by road, rail and air. There are numerous hotels within a short walk and the Reading Terminal Market has a large food hall ranging from light snacks to full meals.



Photo 2: Main concourse of the center has information points, some displays, directional signs and large overhead paper flower compositions.



Photo 3: ARTiculture show garden forms the entrance to the show; it is a group of framed flower exhibits based on the work of Alexander Calder, a Philadelphia native. The exhibit rises to 30 feet (9.14m) in height. The design was developed in house by the PHS and provides a powerful statement for the show entrance. Other show gardens are clustered around this feature and comprise approximately half of the floor space.

© Photo: PHS



Photo 4-5: Details from entrance show garden using a mixture of live and dried plants/flowers. There is a large amount of open space around this exhibit to cope with visitor numbers and the aerial ballet act takes place around this feature garden on the Main Stage.



Photo 6: Bandaloop, a California dance group, have several performances each day. While popular with the audiences, there has been some criticism that this type of activity has no relationship to a garden show.

© Photo: PHS



Photo 7: All gardens are supported with a display panel of uniform size and design. These include the title of the design and theory/idea of the design and organisations, businesses involved in the design.



Photo 8: Awards come in many forms from silver cups and plates to certificates. These are normally displayed, including certificates, within the garden rather than on the display panels.



Photo 9-10: Floral arrangement with supporting sketch. Information such as drawings, plant lists and design layout are required by the PHS with a show application form.

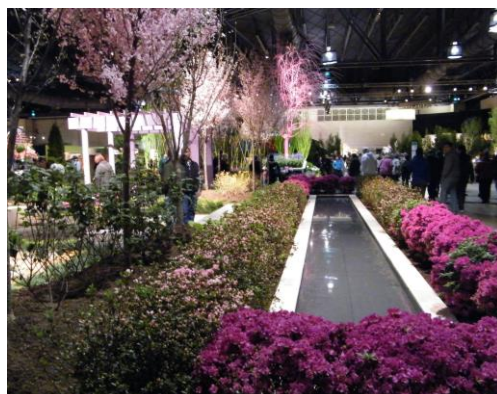


Photo 11-12: Based on the Getty Museum in Los Angeles, the design has been influenced by the site rather than attempting to copy the work of Kiley, Olin and Irwin. The Japanese azaleas and the water feature being key components of the California design,

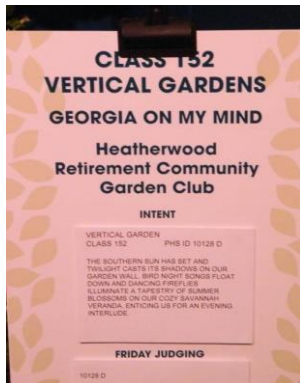


Photo 13: There are numerous themes for gardens including this vertical garden.



Photo 14: One of four international exhibitors, the Dutch garden with spring bulbs and images of Holland; sponsored by the Netherlands American Business Association.

Tom and Karen Snyder preside over the exhibition; Karen said that 'if you are going to do the Flower Show, you should do it right from the start to the finish'.

Philadelphia Inquirer 7 March 2014, pD3



Photo 15: Bank of America, the Exclusive Sponsor of the show, exhibits some of their collection of Andy Warhol's 'Flowers' series.



Photo 16: Floral exhibitions are as much about life style by using them within a dining experience. This is a recurrent theme or type of display found in many of the shows.



Photo 17: A more experimental or avant-garde display of flowers.



Photo 18: A wall of small 3-D vignettes which caused some queuing at a quiet time. You expect to see miniature gardens but in fact they were small interior scenes.



Photo 19-20: A series of full scale shop windows used to display plants, flowers and to create discussion.



Photo 21: A theme for floral arrangements that has been inspired by paintings from various museums in the city of Philadelphia.



Photo 22: Vertical gardens that have been inspired by paintings in the city museums' collections.



Photo 23-24: Display and competition for window baskets and hanging baskets



Photo 25: Display by the Philadelphia Water Department on water issues including supply and recycling.



Photo 26: There are three areas for talks, presentations and question and answer sessions. This one is for flower arranging and garden design.

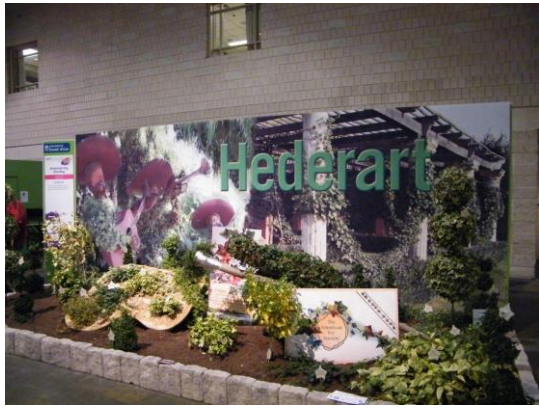


Photo 27: Exhibition by specialist plant societies. Other society exhibitions include rhododendrons, ferns, rock gardens, cactus and succulents



Photo 28-29: The Marketplace, or the shopping area, covers approximately half of the floor space. While some stalls relate to horticultural aspects of the show, many have no obvious connection.



Photo 30: There are facilities for catering in the show, however many visitors leave the show and eat at the Reading Terminal Market across the road.



Photo 31: One of the happy workers at the show!

13: Organisation and Contacts

Sam Lemheney CFEE
Chief of Shows and Events
The Pennsylvania Horticultural Society
PHS Philadelphia Flower Show
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Philadelphia PA 19103

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Fax: 001 215 988 8813
Slemheney@pennhort.org

Michelle Dean
PA to Sam Lemheney
Address as above
mdean@pennhort.org

PHS Philadelphia Flower Show
Shows Department
001 215 988 8822
Phs-info@pennhort.org

14: Sponsorship

There are different levels of sponsorship with the Exclusive Sponsorship (Bank of America) being the highest level, followed by Premier Sponsorship (Subaru). The financial contribution from these levels ranges from \$250-300K per sponsor.

This is followed by Official Sponsors, eight in 2014, including ACME (a supermarket), Einstein Healthcare, and Bartlett Tree Experts. There is one Supporting Sponsor, Celebrity Cruises and two Media Partners: CBS radio and ABC Channel 6. There are four Contributing Sponsors including QVC.

Associated events may have individual sponsors: Preview Party is sponsored by US Trust (bank) and Philadelphia Magazine; Garden Tea is sponsored by Sofitel and Stash (tea company); LGBT by GPhilly magazine; Wedding Wednesday by Jump into Ireland and Philadelphia Wedding; Girls Night Out by Philadelphia Style and Celebrity Cruises.

Promotional Partners: Apple Vacations, Cruise Planners Land and Cruise Specialists, Gold Key Resorts, Greater Philadelphia Falun Dafa Association, Mid-Atlantic Center for Arts & Humanities, On the Avenue Marketing, Power Home Remodelling, RHS Garden Holidays operated by Collette

18 Museums collaborated with the flower show:

Barnes Foundation
Brandywine River Museum
Brooklyn Museum
Fresh ArtistsThe Getty
Grounds for Sculpture
The Solomon R. Guggenheim Museum
Noguchi Museum
North Carolina Museum of Art
Pennsylvania Academy of the Fine Arts
Philadelphia Museum of Art
Storm King Art Center
Penn Museum
Wayne Art Center
Woodmere Art Museum

15: Economic Impact

Full time, part time, temporary, volunteers

Economic gain/impact on local facilities eg. Hotels, businesses, tourist sites, restaurants

Estimated that the show generates \$61million impact on the Philadelphia area

57% used a local restaurant

33% shopped during the show visit

16% purchased tickets to other attractions during the show

Proceeds from the Show support PHS, particularly the City Harvest program, which feeds more than 1,200 families each week during the growing season.

16: Interviews

Sam Lemheney: Chief of Shows and Events

3 March 2014

Key points from interview:

- Previous winter snows reduced the numbers of visitors
- Heavy snows this winter meant that there would be a likely rise in visitor numbers
- 'Slow' at the beginning of the show due to snow forecast but expect to pick up through the week
- Moving show to a later date, even by two weeks, could see a significant improvement in the weather
- Discussions have taken place on moving the dates, however, many exhibitors are moving into their busiest time of the year in late March and April
- Show gardens receive the space without charge and also receive a subsidy (information is found in the PHS Exhibitor's Guide, available on-line)
- Subsidy can cover 60-70% of exhibitors show costs
- Some trouble in attracting designers to the show, particularly due to the economy

- Connections/partnership with the RHS Chelsea Flower Show, the Singapore Flower Show and Japan Gardening World Cup
- Starting to bring in international designers and pairing them with local companies
- Have been sending some of their local designers to the international shows: Joe Palamino exhibited in Singapore; Michael Peacher won silver at the Gardening World Cup
- Andy Sturgeon (UK) and James Basson (Monaco) invited international designers in 2014. Intend to invite five international designers in 2015
- There are 225 spaces with 180 vendors in the Marketplace. Majority are garden and horticulture based, but there is the need to fill the space. Important revenue source.
- Struggle to attract plant vendors due to time of the year
- Sponsorship cash is \$1.1-1.2 million; Bank of America and Subaru are in the \$250-350K range (Subaru is largest cash sponsor)
- Advantage to sponsors is the 250K visitor numbers and one hour TV coverage
- 85% are female visitors. Tried different things to raise male visitor numbers but have given up
- Using social media to attract younger visitors including contests, prizes and theme nights
- Butterfly experience is new this year and used to attract families
- International designers and university exhibits are starting to bring new idea into the show
- Only attracting low numbers from Hispanic, Chinese and African-American communities
- Themes are picked about three years in advance through a think tank. Need to be able to develop a whole show around it, marketable, grab people's attention, allow variety for exhibitors
- Three things have to be identified: theme, title and the entrance garden as the main attraction
- Start working on theme 18 months in advance
- Use around four people to develop the entrance garden...landscape architects, floral designers. Sets the stage for the show.
- Have invited designers for the entrance garden, but it is now kept in house to have full control over it
- Over the past 10 years, entertainment has increased to make it more lively and interactive. There are three studios on the floor: floral design, gardening, food/culinary.
- Sessions are about 45 minutes, but people are used to smaller 'bites' and looking at 15 minute sessions and doing them every half hour. Trying to keep up with the way people get their information.
- We have show gardens, but we also have a big floral competition. Also have the non-professionals competing against each other.
- We change the categories every year, this year the vertical garden. Usually small classes or categories that is a great way to get more of the community involved
- It is about PHS promoting horticulture and the garden clubs will give some subsidies as these are smaller exhibits, or floral designs, which are not too expensive
- Normally we make a profit of \$2-3 million which is reinvested. Majority pays for staff. Balance reinvested into our projects. Lucky with attendance numbers and they are willing to pay \$27/ticket

Interview with Tom Snyder (telephone)
Netherlands American Business Association

- Has an exhibit at the PFS and has done so for many years
- Connected to the Keukenhoff in Holland
- Concerned over the many changes at the PHS, particularly over the amount of non-garden and horticultural products in the Marketplace
- He considers that the show comprises 2/3 landscape/horticulture and 1/3 commercial
- 10 years ago there was a waiting list, no longer the case
- Show moving away from what it should be; too focused on entertainment. A change of culture:
 - Previous director no discount for children
 - Children now free, family packages, reception room
 - Friday/Saturday night disco
- Attempts to attract a younger audience is misplaced as they treat the show as a 'cheap date' and spend very little money
- Cost for an exhibitor runs around \$4000 for site plus all other associated costs: travel, hotels (11 nights), meals, staffing, set up, break down, materials etc.
- Noted there had been union problems but did not elaborate

Interview with Jane G Pepper Retired Show Director in 2000
12 Sept 2014

Key points from telephone interview

- Heyday of the show was 1980-90s before the economic problems
- Moved from Civic Hall to conference centre in 1999 and large increase in visitor numbers from 230,000 to 250,000
- New facilities meant people expected far more to the show
- Changes need as show would become boring and also financial issues
- Market place initially 1/3 of the space; now approximately 1/2
- Trade stalls essential to support the show
- Financial assistance given to exhibitors but naturalistic schemes often seen as a means of making money compared to traditional gardens
- Time of show meant that many plants were forced. Became too expensive and cheaper to have them shipped from Florida
- Does not feel there is any potential for autumn shows
- Need diversity in exhibits and events to continue to attract people

17: Summary & Conclusions

General: Described as the 'Paris Fashion week for flowers' by the Chief of Shows, Sam Lemheney, it cannot fail to impress. The venue is convenient with good public access, nearby parking, well-advertised and in a well maintained modern conference centre complex.

A key point that does set it apart from other shows is the main entrance garden, or the ARTiculture Garden. At over nine meters in height, it forms the central focus for the entire show and makes a strong statement that the visitor has arrived and is for something special.

As an interior show there are some major advantages that outside shows cannot manage. While the obvious benefits of not having to deal with poor weather during build-up or the show itself, one aspect stands out more than others. Lighting is a major feature of the show from the changing lights on the entrance garden to the use of lights in the show gardens and exhibits.

Timing/season: The show suffered a major loss in 2012, generally blamed on heavy snows and the cancellation of coach companies which would normally bring large numbers of visitors. The PHS laid off 22 employees whose salaries of \$1.2 million roughly equalled the loss that year. (Philadelphia Magazine June 2013).

Discussions have taken place about a later date for the show due to often severe weather conditions in early March. As with most shows, exhibitors have to force or hold plants for the exhibition, but spring is a major season for garden shows, particularly after hard winters.

Layout: The show gardens and exhibits revolve around the main entrance garden with the Market place kept to a separate section. Note the exit is via the Marketplace. The three 'studios' for presentations are spread around the display gardens and floral displays keeping them from competing with each other.

A very useful free map is available at the entrance to the show and is colour coded for the types of exhibits and divided by themes: Landscape, Floral, Educational, Plant Societies, Non-competitive Exhibits and Sponsors. There is not a hard line division between these themes, but clustering and light mixing.

Theme & Exhibits: The ARTiculture theme may not translate into other languages easily, but it is a very catchy title that most exhibitors followed. The exhibits are of a high quality with some interesting sectors such as the shop window gardens, vertical gardens and the floral arrangements based on paintings providing interesting variety to the show. There is no connection of the theme with the marketplace as one would expect.

Connections: The show itself has developed impressive links to museums in Philadelphia and beyond that support the theme of the show.

Some profits go back into PHS activities, mostly in the Philadelphia area. There is detail information on their website which addresses issues such as growing food in the urban environment, education for children, tree planting, etc.