

IFEA Pinnacle Awards

56. Best Money-Making Idea

1. Overview Information

a. Introduction

The Pennsylvania Horticultural Society's annual PHS Philadelphia Flower Show is the world's longest-running and largest horticultural event. The Flower Show attracts national media attention and serves as one of Philadelphia's signature events. This year's extraordinary presentation was held February 28 through March 8 at the Pennsylvania Convention Center.

The 2015 theme, "Celebrate the Movies," showcased Disney and Disney•Pixar films and translated the silver screen into living color with floral and landscape displays depicting favorite movies, from "Cars" to "Frozen" and "Cinderella." The Pennsylvania Convention Center was transformed into a 10-acre living canvas of favorite movie characters and storylines. Every guest felt like a star, and every garden a magical setting, as the world's great floral and landscape designers captured the beauty and spirit of the world's great cinema.

Proceeds from the Flower Show benefit the year-round programs of PHS, which is celebrating its 187th year of gardening, greening and learning. PHS initiatives include the PHS City Harvest program, which creates green jobs and supports a network of community gardens that raise fresh produce for more than 1,200 families in need each week during the growing season.

b. Description of Money-Making Idea

The 2015 Flower Show provided guests with a chance to create and take away their own creative projects in the "Make & Take Room." Located on the main show concourse, the room space was doubled in size this year to 7,426 square feet, up from 3,713 square feet in 2014. In its third year, the Make & Take Room features multiple work stations set up for visitors to design and create their own horticultural project. Volunteers staff the room to help guests throughout the experience.

Back by popular demand, participants had a choice of two different projects: a terrarium or a wearable fascinator. A fascinator is a hair accessory fastened to a comb or clip. Many visitors stop in the Make & Take Room first so they can make and wear their fascinator throughout the Flower Show. The fascinators are admired and envied by all

of the visitors.

On Cinderella Sunday, the last day of the show, a tiara was added as a third option. Hundreds of little girls decorated their tiaras and then posed on the red carpet.

Guests selected their favorite natural or synthetic materials – flowers, sprigs, leaves, branches, ribbons, sparkles – and other craft materials for their fascinators and tiaras. The terrarium option included a variety of hardy indoor plants, including Austral Gem Fern, Black Rabbit Foot Fern, East Indian Holly Fern and Asparagus Fern. To celebrate the show's movie theme, tiny Hollywood and Disney characters, Jurassic Park dinosaurs and sea creatures, as well as movie clapperboards, beautiful rocks and gems added the finishing touch to these miniature gardens.

c. Target Audience

The Make & Take Room engaged women and children and was constantly filled with participants. Friends and families enjoyed taking part in this creative, hands-on opportunity.

d. Attendance/Number of Participants

During the nine days of the Flower Show, 3,419 guests and 503 volunteers created 3,000 fascinators, 1,050 terrarium projects, and 200 tiaras on Cinderella Sunday for a total of 4,250 Make & Take projects.

e. Mediums Used to Promote Idea

Publicity leading up to the show highlighted the Make & Take Room as an activity “not to be missed.” A special guide to the show featured information for visitors about it. Announcements throughout the day at the show reminded guests to visit the Make & Take Room on the concourse. A blog about the Make & Take Room, [Make and Take a Memory at the Flower Show](#), appeared on March 2, highlighting this fun, interactive opportunity for the whole family. Volunteers at the entrance donned fascinators, giving passersby a preview of what they could make in the room.

f. Tie-in of Promotion to Main Event

Before leaving the Make & Take area, guests were able to model their fascinators on the red carpet and pose for a photo. This red carpet experience tied-in with the show's theme this year, “Celebrate the Movies,” and extended the show theme onto the concourse. “Celebrate the Movies” showcased Disney and Disney•Pixar films. PHS photographers also captured the guests in their handmade hats and shared them on the

Flower Show Facebook page. Many guests wear their new hats and fascinators out on the show floor, where they are admired by many other guests who asked where they could go and design one for themselves.

g. Overall Revenue and Expense Budget

The Make & Take Room brought in \$50,716 in revenue with an expense of \$10,618, netting a profit of \$40,098 for PHS. There was no official sponsor this year.

h. Overall Effectiveness/Success of Idea

The Make & Take Room is a favorite activity at the Flower Show. It provides a creative outlet for guests of all ages to sit down and build a terrarium or a fascinator. The fun yet relaxed atmosphere is a nice break from the show floor and crowds. A seat at a table gives weary feet a chance to rest, while participants have a chance to exercise their creative and horticultural talent.

2. What challenges/obstacles did you foresee/encounter in creating the program/activity/idea, and how did you handle them?

The greatest challenge was recruiting enough volunteers to keep the room staffed every day of the show. In total, 503 volunteers were scheduled to work by the volunteer manager. Shifts and schedules were arranged to have ample volunteer staff on-hand throughout the show.

3. Supporting Materials

[Make and Take a Memory at the Flower Show](#)